



Downtown ARP Engagement Strategy

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Prepared by: Growth and Investment

Project Summary

Engagement Overview

Decision being made	Content/direction for the ARP
Decision makers	Council
The public is being involved because:	The Downtown ARP will inform development opportunities within the Downtown core and will have implications for how people interact with and experience the area. Administration wants to ensure that the goals and priorities of project partners (community, downtown business and property owners, agencies, special interest groups, and so on) are considered and reflected as the ARP is developed.
The specific information being sought:	<ul style="list-style-type: none">• Vision – what could/should our downtown be?• Function – how do we want to access, interact with, and experience our downtown?• Issues/Opportunities identification – who, what, where, when why and how are there opportunities to enhance the downtown experience? Same questions for issues, with a focus on translating them into opportunities.
How will this information be used on the decision-making process?	Once the information has been collected, administration will compile feedback and data, and present Council with the results. These results, once accepted by Council, will inform policy and strategy development and ARP implementation.

Partner Inventory*

Partner Name/Group	Organization	Internal or External	Connection to Project	Key Interests
Alberta Transportation and Economic Corridors (ATEC)	GoA	External	Roads and public ROW	HW 3/845 access and intersections and traffic flow impacts
Infrastructure	ToC	Internal	Advisory, consulting	Infrastructure condition and capacity analysis, capital project design and coordination
Recreation and Community Services	ToC	Internal	Advisory, consulting	Public spaces, community event management, placemaking participants and uses
Operations	ToC	Internal	Advisory, consulting	Public lands, rights-of-way, aesthetics i.e. o/m and related costs
Finance	ToC	Internal	Advisory, consulting	Budgetary concerns, business planning, corporate strategic alignment
Protective Services	ToC	Internal	Advisory, consulting	Issue identification, bylaw enforcement, community standards bylaw, public realm design and response times impacts
Access Coaldale	Access Coaldale	External	Consulting	Built-environment, accessibility audit
Business owners		External	Current and/or future landowners	Implications for business operations

Community		External	Taxpayers, users, owners, renters	Community development, partner group lenses as detailed in next section
Visitors		External	Tourists, travelers, events participants, and so on	Experiences related to public realm, daily needs (consumables and other) and events-based travel
Third-party utility providers	ATCO	External	Requisite referrals	URW administration and management, and capacity building
	Fortis			
	Telus			
	Rogers			
	Bell			
School Boards	Palliser School Division	External	Landowners and lessees	John Davidson and Beyond Borders

**While this list is intended to be all-inclusive, there is always a chance a small number of partner groups has been inadvertently missed. All other partner groups that self-identify and ask to be included will be included in the engagement process.*

Partner Groups: Perspectives, Assumptions and Questions

This includes any user groups/categories that would benefit from a specific lens being placed on the project purpose and area. A brief list of design perspectives, assumptions and questions is provided in the table below and will be used to help focus engagement efforts.

Partner Group	Assumptions and Questions
The elderly	Greater focus on accessibility such as drop curbs and legible signage, clear movement paths, etc.
The very young	Similar to the elderly, with focus on specific matters such as safety and site lines especially around street furniture, objects lower to the ground, and intersections.
Parents with young children	Similar to elderly/young with focus on accessibility for strollers and other child mobility devices.
Individuals with disabilities including sight, hearing, mobility, cognitive, and other forms of disability	Specific considerations for each disability. Check association webpages and code handbooks for latest guidelines and requirements.
Pedestrians	General human experience considerations, going beyond the engagement of the five senses and thinking about stimulating curiosity, interest, and engagement with the downtown public realm and transitional spaces.

Cyclists and other wheeled active modes users	Safety and intent; is the trip for leisure, commuting, exercise? What speed of travel is appropriate? Can all active modes be accommodated within one movement path? If yes, what design considerations need to be made to keep wheeled speeds at an appropriate level?
People with pets	Are there sufficient waste receptacles in public spaces? Are there certain areas pets should be discouraged from?
Patio users	Do patio spaces need to be physically separated from other parts of public realm? Is there enough movement path left for movers? Who maintains patio furniture and spaces?
Commuters	While the downtown should encourage opportunities to linger and experience the area, it should also remain functional for movements related to commuting i.e. getting through the project area as well as into the project area.
English as a second or additional language	Language legibility; is the public realm legible for ESL users? Do signs or other features need to incorporate different languages?
Logistics and delivery	Are there paths of 'least resistance' for pick-up and delivery drivers? Can these be shared with business owners?
Protective Services	Public realm design and potential impact to emergency vehicle navigation and response times; through and within the project area.
Business owners	Beyond main street revitalization efforts, what other latent opportunities are there to generate positive impact to business community in the project area? Common areas of focus/concern remain, such as logistics (delivery vehicles), parking, signage, and so on.
Public Works, Parks and Recreation, Utilities	Operational aspects of public realm and placemaking enhancements; who will be responsible for street furniture and other human scaled elements after installation? Operations-specific functional elements such as snow removal, stormwater management, line painting, watering, mowing and weeding, and other related activities.
Property owners	Project area enhancements and potential impact to assessed values, potential impacts to other property elements such as services, utilities and edge conditions between public and private realm.
Property renters	Focus on operational elements of properties and surrounding public realm; access to parking, signage, generating foot traffic and presence.
Investors	Ease of investment as related to rules and regulations, policies, potential incentives, and expected return on investment.
Any others?	Additional user perspectives and assumptions will be added as identified by project partners.

Objectives and Key Messages

Engagement Objective	Key Message
Phase 1 - To kick-off the ARP project by stimulating a first round of feedback focused on general, overarching questions to create a benchmark for partners initial thoughts, ideas, concerns and expectations.	The ARP is starting, this is the why, when and what of the project, and who and how you can get involved. Please share initial thoughts and ideas about the future of Downtown Coaldale!
Phase 2 – To shift from initial feedback and benchmarking to more detailed dialog about ideation and specific outcomes for different areas, topical areas and themes.	We heard your initial feedback, now let’s dialog about the different ways you see your downtown changing in the future; let’s come together and share our ideas!
Phase 3 – Ideation to reality; on a timeline basis, identify and commit to actions on the highest priority items.	Let’s ‘hit the ground running’ and help identify priority projects that we can either get working on right away, or develop prototypes for, to test new and innovative ideas that might work in reality, but that we need some initial feedback on before committing to fully.
Phase 4 – Project approval and celebration.	The ARP is done, and approved by Council, in large part through the support shown by project partners. Now let’s get to work!

Communication Objective	Key Message
Phase 1 – To summarize feedback from initial feedback and identify trends, recurring themes, and other key learnings, and share that with the decision-makers (Council).	We asked and listened. Highlights of the first round of feedback are summarized in the “what we heard” report and will be shared back to partners, and with Council, for consideration.
Phase 2/3 – Clear and consistent sharing of feedback highlights, including short-term actions that can be taken to demonstrate progress.	Let’s translate your feedback into ideas, and actions.
Phase 4 – Project approval process, related mandatory advertising, and celebration of approval once the bylaw is passed.	The ARP is done and approved, and the implementation strategy is underway.

Timeline, Tools & Techniques

Phase	Anticipated Timeline*	Level of Engagement (IAP2)	Objective	Potential Engagement Methods*	Communication Tools
1	August 2025 to November 2025	<p style="text-align: center;">Involve</p> <p style="text-align: center;"><i>To work directly with the public throughout the process and ensure their concerns and aspirations are considered.</i></p>	<p style="text-align: center;">Launch the project and inquire with partners about broad thoughts on the downtown</p>	<ul style="list-style-type: none"> • Community events engagement <ul style="list-style-type: none"> ○ <i>Summer Fest project booth</i> ○ <i>Project booth at other events</i> • Static displays <ul style="list-style-type: none"> ○ <i>Boards in atrium</i> ○ <i>Feedback displays throughout downtown</i> • Online engagement <ul style="list-style-type: none"> ○ <i>Let's Connect Coaldale page</i> • Direct outreach <ul style="list-style-type: none"> ○ <i>Meetings with key partner groups and organizations</i> ○ <i>Offer for 1-on-1 connection for those who wish</i> 	<ul style="list-style-type: none"> • All Town platforms • Sharing at Town facilities and events • Project mailing list • Let's Connect Coaldale page • Working with local media outlets to share project information

2	November 2025 to Q1 2026	<p>Involve</p> <p><i>To work directly with the public throughout the process and ensure their concerns and aspirations are considered.</i></p>	<p>Shift dialog from initial feedback to thematic, focused ideas about different topics and plan areas</p>	<ul style="list-style-type: none"> • Workshops <ul style="list-style-type: none"> ○ <i>Theme-based, facilitated meetings</i> • Focus groups <ul style="list-style-type: none"> ○ <i>Facilitated meetings focused on issues and opportunities with specific partner groups</i> • Walking tours <ul style="list-style-type: none"> ○ <i>Dialog and context sharing on-site in and around the plan area</i> • Digital outreach 	<ul style="list-style-type: none"> • All Town platforms • Sharing at Town facilities and events • Project mailing list • Let's Connect Coaldale page • Working with local media outlets to share project information
3	Q1 2026 to Q2 2026	<p>Involve to Consult</p> <p><i>To work directly with the public throughout the process and ensure their concerns and aspirations are considered.</i></p> <p><i>Shifting from ideation to testing...</i></p> <p><i>To obtain public feedback on analysis,</i></p>	<p>Identify which ideas can be translated into near-term actions, either on a prototyping or more permanent basis, depending on context</p>	<ul style="list-style-type: none"> • Community events engagement • Workshops • Focus groups • Walking tours • Digital outreach 	<ul style="list-style-type: none"> • All Town platforms • Sharing at Town facilities and events • Project mailing list • Let's Connect Coaldale page • Working with local media outlets to share project information

		<i>alternatives, and/or decisions</i>			
4	Q2-Q3 2026	<p>Consult</p> <p><i>To obtain public feedback on analysis, alternatives, and/or decisions.</i></p>	<p>Share plan approval process and approval, celebrate plan approval, and take actions based on the implementation strategy</p>	<ul style="list-style-type: none"> • Formal approval processes as per MGA and bylaws • Digital outreach 	<ul style="list-style-type: none"> • All Town platforms • Project mailing list • Let's Connect Coaldale page