Request for Decision – to Council

Council Meeting Date: September 3, 2019

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<tr>
<th>Subject</th>
<th>Mission: Main Street Communication Plan (RFD)</th>
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<tr>
<td>Confidential</td>
<td>No</td>
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<tr>
<td>Recommendation</td>
<td>Motion by Councillor ____________ approves the Communication and Public Engagement Plan for the Main Street Trial to run between September 9 to 27, 2019.</td>
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**Background**

**Discussion:**
- During the June 11, 2019 Special Council Meeting Council selected a curb and lane alignment option for the Consultant to use as the basis for the streetscape design work.
- The Consultant also presented the idea of running a “Trial” for 2 to 3-week in the summer that would temporally represent the curb alignments and potential street furniture at the intersection of 101 Street and 101 Ave in order to collect public feedback on the concept so far.
- Motion 19.553 requested Administration to bring back next steps and a communication plan for the Trial to Council for decision prior to implementing.
- Approval to run the 3-week trial from Alberta Transportation is still pending; however, it is expected to be granted soon. In order to be in a position to complete the Trial approval of the communication and engagement plan is also required.
- The on-site programming and engagement will involve staff members from multiple departments, downtown business owners, non-profit organizations (such as the Arts Group) and potentially students from the High School.
- Many activities have been planned over the duration of the 3 weeks (draft program to be shared on September 3rd) but not all may be possible.
- Staff will be collecting feedback on the street at select times and the public will have other means to provide input such as an email address and online survey.
- The intent is to not only demonstrate the look and feel of the proposed design from a pedestrian and vehicular movement perspective, but also to demonstrate the types of events and programming that can occur once the new concept is built.

**Relevant Policy/Legislation/Practices:**
- None
Desired Outcome(s):
- Collect public feedback on proposed curb alignment, sidewalk width and driving lanes for the Main Street Revitalization Design Concept.

Response Options:
- Approve the proposed Communication Plan and proposed Trial dates.
- Delay the Trial until the Spring of 2020 thus delaying the project for a year.
- Decide not to proceed with Trial and ask administration to come up with an alternate way to garner feedback on the proposed design concept.

Strategic Alignment
- The Main Street Revitalization Project directly relates to Council’s Strategic Goals for Economic Development and Tourism by transforming main street into a destination where programming and events can be accommodated thus attracting more residents and visitors to spend time in the downtown. Ideally the pedestrian friendly spaces created will lead to more money being spent in downtown business supporting economic growth in the hamlet and County.

Implication of Recommendation
- Organizational:
  - A team of staff from FCSS, Transportation, Parks and Facilitates, Economic Development, Recreation, Communications and Planning & Development have been engaged to work on the trial in various roles and capacities.

  Financial:
  - The 3-week trial is estimated to cost $15,000 which includes purchase and rentals for street furnishing and programming supplies. Funding for the trial will come from the Planning & Development Operational Budget.

  Implementation:
  - The 3-week Trial will be implemented as per the draft Engagement and Programming Plan.

  Communication:
  - Communication will be carried out consistent with the proposed Communications Plan.

Attachments
1. Mission: Main Street Communications Plan

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