

IAP2 WR AGM, Networking and Core Value Awards Learning Opportunity

Agenda

- 9:30 a.m. Registration
- 10:00 a.m. Crowchild Trail Study Presentation – Amanda Kaiser & Kirsty Neill
- 11:30 a.m. Networking Break
- 12:00 p.m. AGM & Lunch
- 1:15 p.m. 2016 Transportation Engagement: Demonstrating our Commitment to Improving Community Engagement at the CBE – Karen Drummond & Carrie Edwards
- 2:45 p.m. Wrap up and Thank you

Presentation Descriptions & Bios

Crowchild Trail Study

The ISL Engineering and Land Services, Russell PR and City of Calgary engagement team designed and implemented a six-phase engagement process for the Crowchild Trail Study in response to The City's new Transportation Corridor Study Policy. From 2014-2016, thousands of Calgarians participated in the study by attending workshops, open houses, community events and walking and bus tours; sharing ideas on community idea boards; and going online to provide input. At every phase of the study, City expertise and stakeholder lived experience formed a combined input towards the next phase.

Please join the Crowchild Trail Study team to learn more about the comprehensive engagement strategy for this award-winning project. This interactive session will provide participants with an opportunity to learn more about the project as well as the lessons learned, successes and challenges experienced by the team.

In small group discussions, we will also invite participants to share their experiences with challenging engagement projects to identify and further explore engagement ideas and approaches that can be implemented in our work.

Presenters

Amanda Kaiser

Amanda has over 12 years of experience in project management and the development and implementation of stakeholder engagement and communication strategies, activities and materials. She has developed and executed engagement strategies, techniques and materials and facilitated discussions with varying levels of contention, emotion and outrage and complexities. Amanda is the past

IAP2 Wild Rose President. She works closely with various municipal clients to support, manage and lead engagement strategies of all sizes and scopes.

Kirsty Neill

Kirsty has 15 years of experience in strategic communications, stakeholder relations, issues management, and project management. She provides community engagement strategy design and implementation services across all ISL disciplines. Kirsty specializes in complex, controversial projects and delivering on key business results through public engagement. She has a deep understanding of engagement in the public sector and the importance of building strong, trusting relationships between governments and its citizens, business and industry stakeholders.

2016 Transportation Engagement: Demonstrating our Commitment to Improving Community Engagement at the CBE

In the fall of 2015, the Calgary Board of Education (CBE) faced backlash from parents and elected trustees in response to a decision that was made about transportation services without adequate community engagement. In response, the organization made a commitment to work with staff, students, parents and community members to develop a financially sustainable long-term transportation strategy.

At the same time, the CBE was developing a new system-wide approach to community engagement. With public trust and confidence at a low point, the CBE knew the 2016 transportation engagement would be a critical first step in re-building relationships. We also knew we needed to close the transportation budget gap.

In our presentation, we'll share more about the lessons we learned, our keys to success and how the experience helped map out a new way forward for the organization.

Presenters

Carrie Edwards

Carrie Edwards has been an educator within the Calgary Board of Education for over 20 years. She has worked as a teacher, curriculum leader, assistant principal and principal. Since August 2015, Carrie has been working as the Director of Planning and Transportation, which includes overseeing planning and accommodation for 120,000+ students across 245 schools as well as transportation services for 38,000 students. Carrie works closely with the Communications and Community Engagement team within the CBE to ensure that where possible, stakeholders have a voice in decisions that affect them.

Karen Drummond

Karen Drummond has devoted most of her career to the field of learning and education including two years teaching English as a second language, nine years working for post-secondary organizations and more than eight years at the Calgary Board of Education (CBE). Her career in public relations has included communications, marketing, community relations and stakeholder/community engagement. In her current role as Manager, Community Engagement at the CBE, Karen was responsible for leading the development of a system-wide community engagement framework, called Dialogue. Karen continues to work collaboratively with Communications and Community Engagement staff, CBE leaders and other employees to ensure the organization's community engagement activities are in alignment with the Dialogue principles and approach.