

# the process



## SETTING THE STAGE:

### Communications & Outreach Plan

Collaboratively develop a shared understanding of the UIQ project goals and needs to establish the strategic foundations for outreach and communications. Define the scope of conversation, identify stakeholder groups, and design the outreach strategies that will be used.

## INTRODUCING UIQ:

### Vision & Guiding Principles

Introduce the early UIQ vision and proposed guiding principles that will serve as the project's 'north star' through design iteration. Explore key issues, and clearly communicate the outreach program and the way feedback will be used through the process.

## INTEGRATED FEEDBACK:

### UIQ Master Plan Concepts

Share what we heard and obtain community and stakeholder feedback on the emerging UIQ Master Plan concepts and preferred concept alternative(s). Report back on how engagement input shaped the Master Plan and Application to be made to the City of Calgary.

## FORMAL APPROVALS:

### Application Submission

Maintain open lines of communication and share key changes with stakeholders throughout the UIQ Master Plan application review and approvals process. Close the loop with stakeholders at the conclusion of the formal outreach process, prior to formal decision points.