



Community Association Communications Toolkit

This toolkit is intended to support community associations in their communications to citizens related to the topic enclosed.

Riley Communities Local Area Planning Project Phase 4 - REALIZE

May 14, 2024

TOPIC/ISSUE/EVENT

PROJECT BACKGROUND

The Riley Communities Local Area Plan (the Plan) is ready for final review. We have worked together with thousands of community members to create a local area plan for the Riley Communities that includes: Hillhurst, Hounsfield Heights/Briar Hill, Sunnyside, and West Hillhurst.

The Riley Communities Local Area Plan sets the vision for the area over the next 30 years. It provides direction on future development and investment that residents, landowners, builders/developers, City Planners and Council can commonly refer to as a tool for decision-making.

WHAT'S NEW?

We're currently in Phase 4: REALIZE of the project where the Plan is shared with the public and brought forward to Committee and Council for review and decision. **The public will be encouraged to learn more about the Riley Local Area Plan from May 14 – June 11, 2024.**

There are a variety of ways for people to get involved in this phase, including:

- Reviewing the key highlights of the Plan in the booklet mailed to residents and businesses starting the week of **May 14, 2024.**
- Attending a virtual or in-person information session to learn more and ask questions.
- Watching a recording of the virtual information session presentation online at calgary.ca/Riley.
- Reviewing the full Plan and learning more about the project online at calgary.ca/Riley.

KEY MESSAGES

- Hey Riley Communities, your Local Area Plan is ready!
- The Riley Communities Local Area Plan sets the vision for the area over the next 30 years. It provides direction on future development and investment that residents, landowners, builders/developers, City Planners and Council can use as a tool for decision-making.
- A few of the key ideas in the plan include:
 - Foster Vibrant Transit Station Areas
 - Incentivize Heritage Retention in the Riley Communities
 - Increase Housing Choice and Affordability
 - Enhance Local Parks and Open Spaces
 - Improve Pedestrian and Cycling Pathways
- Visit calgary.ca/Riley to:
 - Review the proposed Riley Communities Local Area Plan.
 - Learn how public input informed the Riley Communities Local Area Plan.
 - Find out about upcoming Public Information Sessions (online and in person).
- When our communities reach the stage where redevelopment and revitalization naturally start to happen, it's a good time to consider our changing needs and plan for the future.

Check out the local area plan for Riley Communities of Hillhurst, Hounsfield Heights/Briar Hill, Sunnyside, and West Hillhurst.

ENGAGEMENT DETAILS

We are now at the Phase 4: REALIZE stage of the project which will be running **May 14 – June 11, 2024**.

Community members can learn more about the Riley Communities Local Area Plan and ask questions at an upcoming in-person or online Information Session:

- Virtual Information Session: **Thursday, May 23 from 7-8:30 p.m.** ([register online](#)).
- In-person Open House: **Wednesday, May 29 from 6-8 p.m.** at the West Hillhurst Go-Getters Association at 1940 6 Ave NW. (Registration not required. Drop in anytime between 6-8 pm).
- Virtual Information Session: **Monday, June 3 from 7-8:30 p.m.** ([register online](#)).

Visit calgary.ca/Riley to:

- Review the proposed Riley Communities Local Area Plan (the Plan).
- Learn how public input informed the Plan.
- Find out about upcoming Public Information Sessions (online and in person).

COMMUNICATIONS TIMING

From **May 14 – June 11, 2024**, communications and promotions will focus on raising awareness of the opportunities to learn more and ask questions about the Plan. We are encouraging Calgarians to learn more about the Riley Communities Local Area Plan through information booklets received in the mail (and available for pick up at My Idea Engagement Stations throughout the plan area – you can [find locations here](#)), at an in-person or virtual information session, or online at [Calgary.ca/Riley](https://calgary.ca/Riley).

Communications tactics include Curbex signs, information booklets (mailed to residents and also [available for pick up](#) at various community locations), community association newsletter ads, organic and paid social media posts on Facebook, Twitter, Instagram and NextDoor, web ads, video ads on YouTube and Calgary Transit ads. We've also sent Communications Toolkits to local Community Associations, in addition to area Councillors, to help spread the word.

SUGGESTED WEB OR NEWSLETTER CONTENT

Hey Riley Communities, your Local Area Plan is ready!

That's you Hillhurst, Hounsfield Heights/Briar Hill, Sunnyside, and West Hillhurst.

Wondering what the Plan is all about and some of the key ideas?

- The Riley Communities Local Area Plan sets the vision for the evolution of the area over the next 30 years, including direction on future development and investment.
- A few of the key ideas in the plan include:
 - Foster Vibrant Transit Station Areas
 - Incentivize Heritage Retention in the Riley Communities
 - Increase Housing Choice and Affordability
 - Enhance Local Parks and Open Spaces
 - Improve Pedestrian and Cycling Pathways

Change is gradual but having a plan in place to guide change – from proposals for new homes and businesses to future investment into community spaces – helps ensure change is aligned to the future vision for the area.

Visit calgary.ca/Riley to:

- Review the proposed Riley Communities Local Area Plan.
- Learn how public input informed the Riley Communities Local Area Plan.
- Find out about upcoming Public Information Sessions (online and in person).

SOCIAL MEDIA CONTENT

Web url (main): calgary.ca/Riley

Hashtag: #RileyPlanYYC

Social Media posts:

Please help us spread the word about the project and opportunities to get involved. The easiest way to spread the word is to re-tweet or share any City posts on Facebook, X (Twitter) or Instagram. A series of posts will be coming from The City’s social media accounts (paid ads and organic posts) from **May 14 – June 11, 2024**.

City Social Media Schedule	
May 14 – 21 June 4 – 11	Facebook Ad
May 14 – 21 June 4 – 11	Instagram Story Ad
May 14 – 21 June 4 – 11	(X /Twitter) Ad
May 14 June 4	Next-door Organic Post

Alternatively, below are a few pre-crafted posts that you could post directly on your own channels. Images that you can include with your posts are also included within this package.

Post 1 (Facebook & NextDoor):

Hey Riley Communities, your Local Area Plan is ready!

Wondering what the Plan’s all about? The Riley Communities Local Area Plan sets the vision for the evolution of your community over the next 30 years.

Learn more at calgary.ca/Riley or sign up for one of our information sessions:

In-Person Session:

→ Wednesday, May 29 from 6-8 p.m. at West Hillhurst Go-Getters Association (registration not required, drop in any time between 6-8 p.m.)

Virtual Sessions:

→ Thursday, May 23 from 7-8:30 p.m.

([register online](#))

→ Monday, June 3 from 7-8:30 p.m.

([register online](#))

Post 2 (Twitter/X):

Riley Communities, your Local Area Plan is ready!

The Plan sets the vision for the evolution of your community over the next 30 years.

Learn more at calgary.ca/Riley or sign up for one of our upcoming information sessions.

Post 3 (Instagram):

Hey Riley Communities, your Local Area Plan is ready!

The Plan sets the vision for the evolution of your community over the next 30 years.

Check out the Plan today or sign up for an information session at calgary.ca/Riley

Community Association Handles:

- [Hounsfeld Heights/Briar Hill Community Association](#)
 - Facebook: [hhbhca](#)
 - Twitter: [@hhbhca](#)
 - Instagram: [@hhbhca](#)
- [West Hillhurst Community Association](#)
 - Facebook: [WHCAab](#)
 - Twitter: [@WestHillhurstCA](#)

- Instagram: [@westhillhurstca](#)
- [Hillhurst Sunnyside Community Association](#)
 - Facebook: [hillhurstsunnyside](#)
 - Twitter: [@HillhurstSunny](#)
 - Instagram: [@hillhurst_sunnyside](#)

IMAGES/GRAPHICS/CAMPAIGN COLLATERAL

Facebook



Twitter



Instagram stories



NextDoor



Additional graphic for Website / Blog

