

# Exploring Opportunities Engagement Summary

## Rossdale Neighbourhood Renewal

REFINE

The Rossdale Neighbourhood Renewal Project Team organized the following opportunities for the City's Indigenous Memoranda partners and regional Indigenous Nations and Communities and members of the public to share their feedback on improving streets and sidewalks in Rossdale. This input will help the Project Team **REFINE** opportunities to best meet neighbourhood needs for Neighbourhood Renewal.



### Surveys

- + An online survey was available from March 4 to March 23, 2025
- + Paper copies were made available upon request

**148 Completed surveys**



### Door knocking

- + The Project Team interacted with residents at their doorsteps the evenings of March 11 and 13, 2025
- + We asked residents about their top priority for neighbourhood renewal and encouraged them to complete the online survey. Project information was left when residents were unavailable or didn't want to talk.

**126 Doors knocked**  
**110 Conversations**



### Conversations

- + Additional meetings, emails and phone calls with the City's Indigenous Memoranda partners and regional Indigenous Nations and Communities and interested parties were held or received by the Project Manager and also included in the overall feedback

**3 Conversations**



### How we communicated

- + Three road signs
- + 31 yard signs
- + 475 targeted letters to residents and property owners
- + 85 door hangers left on resident doors
- + Two posters in apartment and condo lobbies
- + 32 letters and emails to regional Indigenous Nations and Communities
- + One email to 35 list subscribers
- + 1,345 page views on the project web page
- + 855 clicks on the Facebook and Instagram ads