



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

## Verbatim Comments

Verbatim comments presented here include all of the suggestions, comments and messages that were collected online and in-person.

Offensive words and personally identifying information have been removed and replaced with either, [removed] or [personal information removed]; otherwise, comments here are completely un-edited.

Opinions shared here are reflective of the people who identified as having either some involvement with a local Community Association or the Federation of Calgary Communities. These opinions are diverse and may not always be in agreement.

We asked those of you who identified as having an affiliation with Community Associations in Calgary to provide your input into the [importance](#) you place on using temporary signs, the [impact](#) to you if limitations were placed on temporary sign usage and other [methods of communication](#) you've used with success to communicate your message.

We've also included verbatim comments here from the in-person engagement that was held with the Federation of Calgary Communities. The Federation of Calgary Communities is a member-based support organization for many not-for-profit organizations, including approximately 150 Community Associations. You were asked to provide input into what possible changes to the Temporary Signs on Highway Bylaw you envisioned could [impede](#) and [improve](#) your operations and potentially that of Community Associations in Calgary.

## Community Association Importance Question

***How would you describe the importance of using signs to promote your community message or event?***

- completely irrelevant
- Very important and used very frequently.
- An old method of communicating to a dwindling number of residents in the neighbourhood.
- "over rated. too expensive waste of money we ask and few people come because of signs. they come from personal invitations, newsletters and info on web"
- Signs of one of our core sources of communicating with our community.
- Very important. If our community had entrance signs that were high quality where people knew to look for event listings it would be better.
- Temporary sign have no role.
- Very important.. We relied on these signs to inform upcoming events, opportunities and also serve as a reminder.



- Extremely important. Unfortunately the Community Newsletters are often thrown out as junk mail and as events have to be in the newsletter so far in advance because of submission deadlines street signs are an important reminder of events and programs.
- Extremely important as social media or print media does not have the reach that a temporary sign would with how heavily vehicle reliant our city is.
- Not important AT ALL
- We do not have community Center or board or website so unfortunately we need temp signs to advertise agm's or events in combination with our community newsletter.
- Very important
- Good way to keep the communities in the know about upcoming events.
- Between sandwich board and bold signs, they are our biggest promoter
- They allow us to advertise events of community interest in an effective, inexpensive manner.
- High
- The community association hosts several events annually and the ability to promote these events by temporary signage is key to the success of these events.
- It's very important... our community news letters mostly end up in the recycling bin and not given a chance to get looked at... community BBQ's are a great example of the signs really being important in the community.
- 100% important. It is one of the primary ways to communicate events.
- Important for CA
- Typically most people who find out about our events are through the temp signage.
- It allows us to get the message out for events, and programs that we normally don't seem to reach.
- they appear to be effective
- very important. really effective because it includes almost everyone in our neighbourhood as an audience
- We find a lot of our resident's count on those signs going up as their reminder that (Event/Sport) is now registering. We can't assume that all 58,000 residents are using social media; and this is a great way of reaching our residents and having one more method of communicating with them.
- "They are very important. I am involved in the operations of a preschool that runs within a community association as well as a board member of a community association.
- For the preschool - the signage is important to let parents of young children know that there is a program in their community and to advertise when we need to fill spaces to keep this non-profit program operating. Obtaining sufficient registrations into the program is key to keeping it viable and providing this community service.
- For the community association - the signage is important to let residents know about upcoming events so that we can increase attendance and build a strong sense of community and involvement in where you live. "
- I believe that the current use of appropriate temporary signs to advertise upcoming community events and activities is very important to any community
- They are a good reminder of up coming events.



- Because our Community Association membership is voluntary and we do not have a facility, using temporary signage is a great way for us to get the word out about a few important events each year such as sports registration; political forums; and community events such as our Harvest Festival.
- Temporary signs are often the best way for us to communicate with all residents of the community. Many may not be on email newsletters or social media
- VERY!!!!!!! our only feasible means of communication to the residents as a whole.
- Community Associations have limited options with which to advertise and very limited with which to do so. Temporary signs were, at one time, an effective option.
- Very important to advise of AGM's and special events
- Very important as we cover 2 communities
- It is very important. They need to be placed where most of the community will be able to see them.
- VERY IMPORTANT!!!
- Using signs are very important to keep our community residence informed about their events happening in the near future.
- It is very important , as we can place them at all the entrances in and out.
- Easy way to reach a larger audience. Messaging is impaired with too many non-community signs
- TTMAC club just had a big sale of children's clothing. We needed the public to be aware so we could have a successful sale.
- Important
- There are more appropriate mediums.
- Very important, as we try to do as much as we can to inform our families of important things going on, and we know that it can be tough to get the message out.
- Important for our special events or when we require community participation.
- Extremely important. Not everyone lives and dies on a computer and the City web site is terrible to navigate. This is a visible way to ensure important items like critical Open Houses are advertised so residents can be informed and consulted and they have an opportunity to provide critical feedback.
- Extremely important. Many people would miss what it is we are trying to communicate otherwise
- Most cost effective way to reach the community.
- Critical!
- It is very important, but many people do not read them. They have seen so many of them that they do not even notice that they are posted.
- I think they are important for building awareness of events and happenings in the community
- Very important as it attracts the attention (if placed strategically) of most of the residents where you want to relay a message or event.
- Critical and crucial.
- Extremely important
- Very important. Our community is demographically diverse and outdoor signage is often the most democratic option of communicating. It does not require a mailbox, a computer. And it is environmentally efficient.



- We find it is very helpful to reach our members in our community
- high - everyone drives by them
- Quite important.
- We believe it is important but not always affordable, so we use them only for larger or important events
- We do not use outdoor signs to promote our events
- Extremely important. It is the cheapest way of advertising events within the community.
- Can be done in other ways
- Critical for important events such as AGMs
- Important. People need to see when events are happening.
- no signs please they are a garish eyesore visual diarrhea
- Extremely important but the message gets lost with too many signs. Permits for signs should flow through the Community Association so the programs and events don't get overshadowed
- Very important. It is the cheapest, fastest and most effective way to let our community know what is going on.
- I think this is a better use of signs. I do not belong to a community association.
- It helps considering advertising dollars are scarce
- Very important
- High
- very good
- Very important. Not all people have access to social media, but most travel the road ways so it is a good method of making announcements of upcoming events
- Very important. A way to bring citizens together for fun community events.
- very important
- Highly important
- "LOW.
- If CA marketing is done properly and in advance, the importance drops significantly."
- Works great and easy and effective, cost effective .
- Very important to get people active in community events. It reduces stress, loneliness and promotes healthy living and socializing.
- Very important to know what's happening in your community
- I don't want liquor promotions signs in community.
- It is essential for a non-profit community association with no budget for popular advertising, besides the community newsletter and social media. Seniors who are not online benefit from this communication. How else, on short term notice, can you advertise an important event or meeting?
- It is very important for us and is often our only affordable means of reaching out to the members of our community in order to advertise special community events or ask for volunteers.
- It is paramount to having our events advertised, and for providing needed information on directing residents to those events.



- "Sometimes events come up unexpectedly ie: open forum for political parties with little time to ""get the word out"".
- Short term signs reminding people of program/event registration deadlines help remind people because we all seem to lead a fast paced life."
- very - is an easy way to get message out
- They are important but overuse reduces effectiveness
- I feel the signage is very important to those who are not on social media and it gets their attention in the community they live in.
- Limited. We have a community email distribution list which I think, based on recent survey of the community is the preferred means of communicating with them.
- Essential, but less effective due to current regulations. Community programs such as preschool, before and after school, seniors groups, etc run YEAR-ROUND. A single promotion for an entire year is unrealistic. Registrations for these programs run year round- not one time. Annual events are fine to advertise once- but programs are not events.
- These signs have been used for a number of years and we are moving forward with our social media information output, however should someone come up with a BETTER idea, we would definitely look at something new, or additional to add to our information output model.
- Very important. Too many residents claim they don't know what is going on in the community, yet it is advertised in the local newsletter, website, and social media.
- High Important
- Signs are extremely important to any community event and or message. The look, type and style and duration of use are what needs to be more uniform.
- We don't use them
- Extremely important especially for low income and seniors who may not use social media
- The signs we put up are to remind residents of upcoming events or programs. Not everyone reads their newsletter.
- "important but must be removed after 24 hours"
- Bold signs are very important to promoting our events. For our Community Cleanup, in 2015 we did not use bold signs . . . fewer than 100 people came. In 2016, we used bold signs and we had over 225 people turn up! They work!
- Highly important. Great way to advertise free community events. Limited on where we can put signs. We like the signs that include graphics and symbols as well as text. Lots of times other signs block ours or there's too many in one area and it gets drowned out. They are also expensive for free community events with small budget.
- "We require the sign and utilize our sign daily and change the message depending on our events"
- highly important
- Fairly important
- Ineffective, waste of money most people feel we must pay for signs - but no evidence that they are effective.

- Not at all - if you allow communities - as of right - a larger permanent community notice board sign at our entrances.
- quite important given that many other means of communication are not available.
- Not important.
- Very important. Not-for-profit community organizations, such as where I work, have limited access to non-social media means to advertise and promote. Community signage is seen by all driving, walking or cycling by so extremely impactful and cost-effective.
- If you advertise in a digest or send out it is read once and discarded-a sign can be driven by daily eventually viewed/residents reminded of an event. When marketing the general rule of reaction to marketing: It takes someone 9 times to react to ads a community could not afford sending out continuous reminders of all of the events 9 times would be too expensive. Road signage is the best use of reaching residents.
- Important,placed properly,it's not rocket science.
- this is critical for us to reach a majority of community members. it is just one medium we use, but an important one.
- Very important. This is our main medium for information output for the community and groups using the CA facilities
- It is important to be able to reach as many different people as possible and vehicle traffic is a great audience
- These are a useful for Non Profits to communicate with their members and the public in general.
- Very important, sometimes the only way to reach community members. Many don't subscribe to our webpage or Facebook account.
- Crucial. It is the ONLY method we have of reaching all the members of our community.
- Very
- N/A
- It's a good communication tool.
- We rely on the signs to let people know about upcoming events at one end of our community because we cannot afford nor have the land for a permanent sign at that end of the community.
- I believe they are very important. However, this survey mentions temporary signs but nothing so far that indicates the length the "temporary Sign" may be displayed. I think 30 day would be the maximum they could be displayed.
- It is very important, it gets the word out about community events or last minute changes.
- very important. for we cannot support the cost or a DP for a permanent sign. events and activities change on a weekly basis with in a community .
- Very important. Not everyone checks on the community webpage or facebook.
- We currently use electronic media. Once in a while we will use a bold sign.
- Extremely important! Most people travel in and out of their community each day and are exposed to the signs.
- Equally or more important than monthly news letter



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Not that important
- Extremely important
- very well we promoting the messages and event in fast and some time time same day
- Very important. We have limited budget to get our messages out regarding meetings or special events. Additionally temporary signs allow us to target our specific community.
- It is the best way to hit the majority of our audience given the wide spectrum of ages and uses of the internet.
- I already explained in a past question. They are needed but not very often and for a limited time only.
- It would be nice to use signs so that both sides of the community knows what is happening in the community drawing a closer community.
- extremely important
- We have limited access to get messages across to our residents without usage of temporary signs. In our community we are also extremely limited on placement of signs given we are 3/4 surrounded by 'sign-ban' roadways. We are struggling to find spaces 'inside' our community where temporary signage will be approved by the COC.

## Community Association Impact Question

***If the number of mobile signs that a Community Association can use, or where they can be placed were limited or reduced, what impact would this have on your Community Association? Please explain your response in the box below.***

- centre city association
- These signs are at prominent entry points within the community and are the main way to promote community events.
- better look in community
- It is difficult to explain without more details, however, limiting the community association a key way of communicating with its members may impact its ability to get the word out about events, AGMs, etc. and thus intern negative impacts this ability to communicate effectively. It may also have a negative impact on revenues or attracting new membership.
- Well, actually it would be a positive impact.
- Our community association only has a few main corridor that has the exposure needed to get the message out to your residents in a short and cost effective manner.
- This would have some impact on the number of people attending events. We don't use a lot of signs, usually just one or two, but these are located on the main roads leading into the Community.
- Extremely important as social media or print media does not have the reach that a temporary sign would with how heavily vehicle reliant our city is.
- Little impact, not used very often



- Put them at only one or two main entryways to the community.
- "From speaking with our community members over the years, they continually say it's the #1 way they find out information, even more than the newsletter!"
- You can also see at events, based on turn out which ones didn't get road signage. They have lower turn out."
- There are already regulations as to where community signs can be placed.
- There are way to many signs along some boulevards and that needs to be reduce to 2-3 only.
- Our community has two entrances and it has been a big fight to get signs posted at those locations over the last years. The "alternate" locations don't address a fraction of the people who see the signs at their current locations.
- I think we could make up for it thru social media outlets.
- I already feel that there are too few locations for CA's to place their signs. We've had difficulty with getting signs placed in a spot where there is a lot of traffic. The limited spots we are allowed to use, are not located on the thoroughfares of our community.
- "location is critical to attract motorists traveling people in the geographical area"
- We are already a Community Association without a facility - therefore no land of our own to advertise programs, events and sports. Our only methods of communicating with the residents is our Monthly Newsletter, website and social media. We cannot assume that all residents utilize those methods; so we have to get the info to them another way. Advertising on TV / Radio is not affordable whereas this is.
- I wouldn't want to see a decrease, the current guidelines work well for us.
- If the number of community signs were to be reduced it would require the community to become more effective and strategic with the placement of signs
- It would decrease our ability to communicate
- Lack of notification could cause the community associations to dissolve. If no one knows when the meetings are or where, no events can be held as no one would know about them, then no new members would join, funds dissolve associations close down.
- We don't overuse the signs now
- Current rules are made for suburbs. There is not enough allowable locaitons in inner city communities.
- The level of impact will be impacted by the level of restrictions, and if Community information is given priority over businesses and other not-for-profits who are permitted to use these signs even though their services only appeal to a small portion of the numbers in a community.
- Our community signs are respectfully placed as well as length of time they are displayed already.
- I think they reach the group that does not read their monthly newsletter, and they are reminders.
- We advertise twice a year only but do other methods too.
- If you are limited the "CA" use of signs is quite different that limited the use of those signs to other businesses. We don't use the signs to solicit their business, we use them as a means to inform people of issues / events that may affect them.





- We use them sporadically and are very diligent about where and when they are placed, so this would likely have little to no impact on how we use them.
- Unfortunately as it stands, we can't put signs where they would have the most impact. Major roads are not necessarily useful. Yes, they catch the flow through commuter traffic but they miss the most directly affected residents altogether. Bus routes, major arteries where there are no businesses are far better choices.
- We are already constrained by where our sign supplier can place signs. We want to be able to place a few signs strategically along major travel routes so that the message gets to the greatest audience with the lowest cost to us.
- I think it would reduce peoples awareness and could possibly cause the cancellation of some community events due to lack of participation
- Most good outdoor signage of the type being discussed here is temporary in nature. Signs go up to advertise offerings that are time limited or non recurring. Often in such cases a "burst" of several signs in a neighbourhood makes sense.
- local events may be less attended
- I have no idea of how to measure a possible impact, as I do not know if we are using our full 'entitlement' of signage, if you get my meaning...meaning no idea if any changes would affect us or not...
- It already has had an impact in that the allowed sign placements have been in lower traffic areas where a reduced number of people see them. City already restricts placement.
- We do not use signs to promote our events. As a downtown community, they are simply not feasible.
- They have to be placed in a visible location.
- I do not enjoy paying a fee to see unsightly advertising in my neighborhood. Advertise online or in your store.
- no signs please they are a garish eyesore visual diarrhea
- Would have problems surviving if revenue from programs is reduced due to lack of information
- I do not support reducing the number the CAs can use. It is difficult for us to advertise our events in any other way.
- They would not be able to advertise as much and so less people might attend events.
- For the better as too many now
- As stated previously, we were not allowed to place two signs on the two busiest streets in the community. We will have fewer people turn out at the meeting? Undoubtedly.
- We need community support and involvement to be able to continue having great events that strengthen Our community in Calgary. Limiting signs for this purpose may have negative effects on attendance rates of these events.
- As long as some signs are still allowed.
- Again, if CA marketing is done by other means, there's little need for temporary signs.
- The community needs to know what is offered by their community center. Most people are too busy to phone or write their community to find out events.



- We already have a hard time getting signage when we need it.
- Our community association spans a large geographic area with multiple communities. We best know where we need to put our signs in order for our residents to be able to see them. If we couldn't put up the necessary signage where and when we need them, it would have a huge impact to our residents and their involvement in our AGMs, Community Events etc.
- As long as we had some availability. Actually if placement was mandated people would get used to looking at one spot for any upcoming community event/function requiring short notice or registration deadline.
- try to limit their use and number
- We only use bold signs about 3 times a year but if another CA were to put up signs at the same time as us and there was a limit to location or numbers - it would effect the success of our community event if we were not able to put up signage due to limiting factors
- Our recent survey of community residents indicated that email and the newsletter are the preferred ways of communicating with them. Certainly there will be some who respond to physical signs.
- See previous answer.
- We are already regulated on our placement of these signs within our community, so we notice the impact.
- Depends on the degree of limitation. We tend to strategically place them at locations where residents would be entering the community.
- As long as the rules for the city are uniform that all community organizations follow the same rules and then in turn the public knows where to look then all should be good.
- It is a main component in our marketing plan
- Community Associations should have a say in sign placement, as we are looking to inform the residents, not the general public.
- "We have other channels we can use, but people have to sign up to our facebook page, they have to open the newsletter, etc. The bold signs, they can't help but notice."
- We would need to find another way to broadly advertise events. We would loose an effective method of reminding people that events/ AGM are coming up. People rely on them as they have been used historically.
- "We use 1 non permanent sign And have 1 permanent sign That are in different roads of the community associations property"
- "It should be allowed to advertise community events within the community.
- Unfortunately lots of these mobile signs are being ripped off/taken out/thrown away/damaged by local people, which is totally inappropriate"
- I ask at EVERY event and few if any attendees say they saw the sign. usually come by word of mouth, newsletter web site or flyer
- We have many other ways of communicating with our members; as do you, the City of Calgary.
- Community news letters work best!
- Situations can change plans immediately and these signs are a recognized source of current information in the community



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- It would limit our reach to only those who pass your signs
- Many people would not learn of all the events we host.
- I would like to see the CA have priority over the signs, businesses need to be restricted.
- As long as we can have them at the entrance to the community then that meets our needs
- We use three large bold signs now at the main entrances to our community. If the number was reduced to 1 or 2 then one or more of our boulevards would be without a sign, and we'd reach less residents.
- n/a
- Same as above
- Presently our community has one permanent sign and the city has denied us permission to display any other temporary signs on community or private property. We do have permission to have the city install a second permanent sign but at a very prohibited cost.
- It would make it difficult as many use our area and are not community
- only if i was competing with a business that wanted the sign location that we use all the time.
- Some of our clients will book a bold sign to advertise their public event.
- There doesn't have to be numerous amounts of signs?,one in each main road, 3 or 4 in entire neighbourhood I think is just fine
- Temporary mobile signs have the most exposure to all demographic groups.
- we need more signs for each side of the bolvard
- We have a permanent sign so the other signs are not needed very much.
- We need to able to place signs in places that everyone in the community will be able to see.
- we need to reach out to well travelled roads within our districts
- We are already limited on spaces available for signs so if that were to be reduced in our community we may have to cancel program or events planned for the community at large.

## Community Association Alternative Methods of Communication Question

*Have you tried methods, other than signs, that were successful to communicate a message or promote an event in your community? If you answered yes, What method(s) did you use?*

- web, social media, unaddressed admail, newspaper advertising, email
- Community newsletter, social media, sandwich boards (another version of temporary signs).
- Website, twitter, facebook, youtube.
- "web, newsletter, flyers or invites door to door, info in school newsletters and to organizations, post in community centre"
- Facebook, mass emails, newsletter, however Facebook and mass emails are only as good as your membership. There are so many newsletters in our community I believe road signs are necessary.

Road signs can communicate with anyone that passes by where a newsletter may be recycled with only one resident reading it or not at all.

- Newsletter, website, social media
- email, social media, unaddressed admail, direct mail, web et al.
- We tried door to door.. newsletter, posters and online.. social media.. I think you need to do everything in order the get the result.
- We use the newsletter, social media and small signs in local businesses.
- Social media, community paper, email sign up
- Social media
- Community newsletter
- The newsletter and eNewsletter both rank well, but still fail to draw the people to participate.
- Door hangers (expensive), Canada post (expensive, unreliable), flyers delivered to homes( no home mailboxes in our neighbourhood)
- Social media
- "flyers on a community bill board within the community or back pack notices through the school"
- We have our own permanent sign, as well as the newsletter however we have found that the temporary signage is particularly important when advertising events for our community as well as neighbouring communities.
- Signs are only one portion of our advertising programs, but an important component that serves the event timing much better. Newsletters come out on fixed dates that often don't coincide with events. Not all people use the internet, so the majority of seniors would get missed by electronic postings. The alternates are quite "hit and miss."
- Social media, newsletter.
- "e-newsletter
- website
- billboard sign"
- Email is good to membership. But new members need signs to attract them. Have also used community newsletters
- newsletter, community message signs, website, mailchimp notification, but none as versatile and able to reach the entire neighbourhood
- "Monthly Newsletter
- Website
- Social Media
- Unfortunately, not all our members or residents read any/all of the above, so using street signage is very important."
- Newsletter, social media. Both work well but the more avenues we have, the more people will be informed. Even With all three methods there are still people who miss the info.
- Other methods of promotion - facebook, community newsletter advertising, email blasts etc. have been used in combination with signs. Signage is particularly useful as it targets residents who

might not otherwise receive the communication / look at the newsletter. One cannot help but read a sign when they drive or walk or bike by. It is the most efficient way to advertise community events and programming to reach the largest number of people.

- The community newsletter if used to inform residents in addition to temporary signs.
- Monthly news letters and in store notice board adds.
- Social media, website, and newsletter
- Email, social media, newsletters. None of these are as effective
- email blasts have come under legal scrutiny and are not allowed unless the email owner specifically allows communication in that form. We advertise in the local free circular but for example any Christmas notifications for events would have to be in by this Friday Oct 14 to make the mid November printing, the Dec circular would not be sent out to homes until the 20th of Dec, well after most events in Dec have been done. Even Annual events needs notification two weeks out, too soon and people lose interest, not soon enough and no time to plan.
- Facebook
- Advertising in our community newsletter reaches part of our membership (those that read the community newsletter).
- website, newsletter
- Newsletter, emails, Facebook and Twitter. However these are not effective for all community residents.
- Although the following methods were used (Newsletter, website, Facebook, Twitter, Instagram, email distribution list, sandwich boards) none are as effective as a large temporary sign for disseminating information to the largest number of people in our neighbourhood.
- community newsletters are used along with signs.
- Community newsletter
- post on bulletin boards, newsletters, posters
- Social media
- over pass banners, newsletters, media,
- Electronic and newsletter methods
- electronic
- Newsletter cover, Facebook posts, and Twitter.
- We leaflet our community as well as using our community newsletter to advertise events. We put up posters in neighbourhood businesses and we have a social media presence (website, facebook page, twitter, instagram).
- Web site and newsletter. They work well but only if you have a long lead time.
- Newsletter, Facebook, email distribution lists, website
- Facebook and website. Not everyone follows these.
- Newsletter/bulletins.
- Newsletters, website, social media
- Both online and door-to-door communications have been used. Both have inherent limitations.



- on-line email to members
- Emails, newsletter, twitter
- Community newsletter, and permanent signage within the community. Facebook and website also. It's a complete strategy meant to get our message out in front of as many eyes as possible.
- Facebook, emails ,newsletters
- Posters, notices, etc in individual apartment buildings, newsletter, website. (We are a community solely of apartment buildings and condominiums).
- "Not everyone has Facebook or Twitter or even email.
- Signs at the Community Centre or in park areas are more effective."
- Email, Facebook, Twitter, newsletters
- Website and publications
- no signs please they are a garish eyesore visual diarrhea
- Tried newsletters and flyers with very poor results. Web page and Facebook very limited participation
- We send emails but that only reaches residents that have signed up for emails, which is about 20%. Our newsletter does not come out in a timely manner, and many people do not read them.
- "Social media
- Print
- Facebook, newsletter, website and electronic sign
- internet
- We use emails to announce events but not everyone has computer access, especially seniors.
- Community news letters.
- Word of mouth, Community Convener, Facebook, twitter.
- email
- Web-site, Facebook, Twitter, email, regular mail.
- kids games signs, like soccer,badminton amd more
- newsletter and social media
- The other methods such as newsletters don't get the same response
- Our community newsletter, social media (Twitter, Facebook), our webpage.
- We have our monthly newsletter and social media but due to Canada Post restrictions and age variants not all people are reached.
- "social media
- community newsletter"
- "Newsletters, internet, door to door interaction. However the latter takes a lot of volunteer time, not everyone has internet access and newsletters seem to get treated as junkmail"
- Facebook and our CA website - good, but not as great as a sign
- Email/physical newsletter.
- Bi-monthly Newsletter, Facebook, web-site, posters, small signs on premises. Local multi-lingual print media.



- Facebook, Newsletter, Twitter
- Community newsletter, website, facebook, twitter.
- Signs are the most effective but we use other means that useful but signs help the most.
- "News letter
- Our permanent sign in front of our building
- News flyers "
- "Social media
- Community newsletters
- Postcard campaign (expensive)
- Website "
- We always use the newsletter as well as signs for important community events (AGM, Special meetings or programs we are offering) Community response is better when we have signs out.
- We promote our events in our newsletter, via social media, on our website, via posters in shops in the community. It is difficult to tell, in running a campaign to promote an event, which of the media actually resulted in the attendance . . . but, in looking at our community clean up experience - 2016 doubled the turnout of 2015 and the only difference was bold signs.
- Hand made posters. But these were not in accordance with bylaw. Garage sale type signage in community but for events. Balloons and windmills to attract attention.
- "Our community newsletter
- Our Facebook page but it doesn't have a lot of likes"
- "social media
- flyers"
- Newsletter, social media and website
- newsletter web site, flyers, advertising in school newsletters, posters,
- newsletter, mailout, flyers, mailchimp, website, posters
- newsletter s work of mouth website FB page
- Webpage
- Website, newsletter, social media
- "Digest
- Flyers
- Website
- Email"
- Newsletters
- we have a monthly newspaper and also our own website.
- Advertise in schools and social media
- Newsletter, webpage, FaceBook, Twitter, advertising in the Community Centre.
- facebook, email
- email distribution lists, sandwich boards, Facebook, permanent sign in front of hall
- Newsletters, email, door-to-door



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Facebook, webpage and our newsletter. I only have the data from Facebook, on the number of people reached, so I don't know how successful the webpage and our newsletter is.
- N/A
- Facebook
- "We have tried preparing and delivering a flyer to each (1200) house in the community. This resulted in minimal results. e.g. We announced our annual General meeting and only realized 4 additional home were represented from the community.
- Our Garage Sale Flyer brought out a total of 12 families. The cost of the flyers and delivery is too expensive considering the result received."
- Facebook, website and our community sign
- newsletter, e news.
- Web page Facebook and monthly neighbourhood flyer.
- website, e-mail, twitter, facebook, posters,
- We use our community newsletter as well as our membership database and our community bulletin board to get the message out. However, temporary signs are seen by the majority of the community members.
- Word of mouth, spread the news. Monthly newsletter.
- Online through the website , through their news letter.
- Social Media
- We use social media, website, email, however, none are as effective as temporary signs
- community newspaper which is useless its not same day message delivery
- Yes is a black and white answer to the question. We advertise many different ways including community newsletters, social media and posters or flyers. When we add a temporary sign we have much greater success. ie 2015 event without sign 300 attendees, next year with signage 1200 attendees
- Facebook and our Website.
- social media; flyers; newsletters; website.
- News letter that takes lots of paper and money to be delivered to every house.
- Online, flyers.
- web site, twitter, facebook and other Calgary and area advertising offerings
- Social media - twitter, Facebook and community website.

## Impediments to Federation of Calgary Communities and Community Associations

***What sort of changes to the bylaw would impede your business? Or how you operate? (and that of the Community Associations)***

- Addition of fees or increase to cost





# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Five days for organizations isn't enough time
- If Community Association takes on approval responsibility it could impede their business and other not-for-profits
- If Community Association responsibility relaxed and limitations placed on placement/numbers, could impede Community Association access to promote
- Limits on number of signs
- Limitations on location for placement
- Elimination or severe restriction

## Improvements to Federation of Calgary Communities and Community Associations

***What sort of changes to the bylaw would improve your business? Or how you operate? (and that of the Community Associations)***

- Limits on number of signs
- Clarification of sign size and amount used
- Allow for timely messaging of information
- Getting off the Community Associations' plate so they don't need to be the keepers/approvers
- Elimination of business marketing (signs) would improve marketing for the not-for-profit sector and civic promotion/awareness
- Prioritization for Community Associations on arterial roads
- Clarify bylaw changes with placemaking
- No gap in interpretation around usable and non-usable space and what types of business/npo's use these signs (avoid discrepancies)