

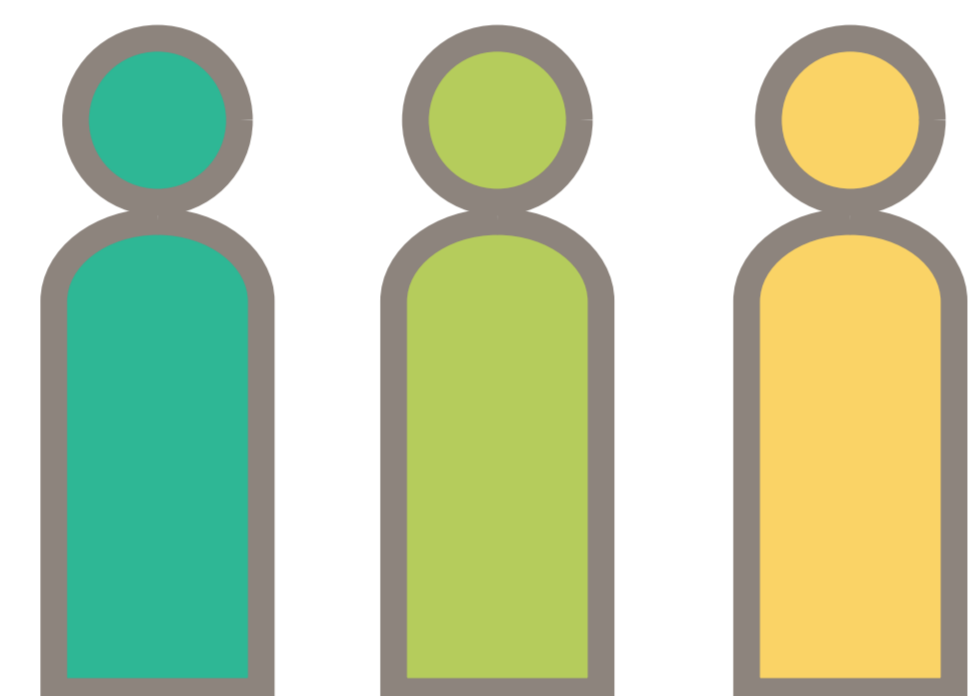
# OUR FIRST PHASE OF ENGAGEMENT

From Nov 4 to Dec 2, we asked the community to share their ideas for how the redevelopment of the former golf course could positively contribute to the community's future. Our key question was "How could redevelopment of the golf course improve life in the community?"

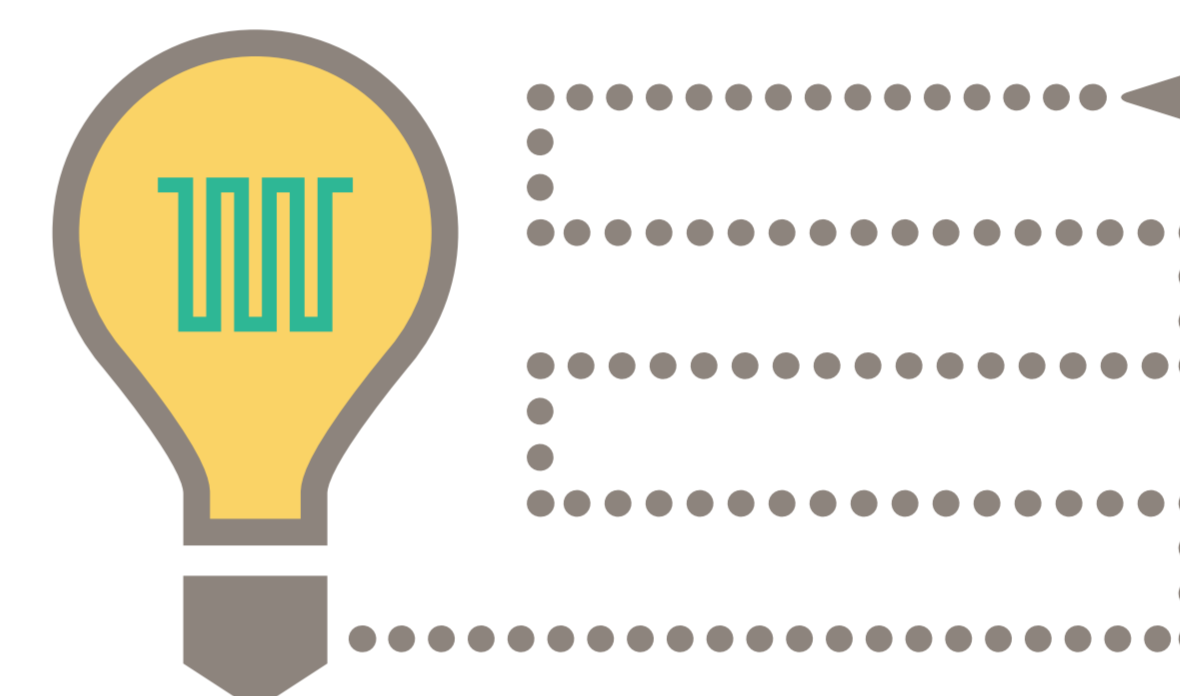
## HIGHLIGHTS



28 DAYS



601 PEOPLE



353 IDEAS

## HOW PEOPLE COULD SHARE THEIR IDEAS



### REIMAGINING CLUBHOUSE · physical

Project hub for the engagement process that was open for 44 hours during the month of November.



### REIMAGINING.CA WEBSITE · digital

Online project information hub. Launched at the beginning of the process, with 4874 page views through December 3/13.



### OUTDOOR SOUNDING BOARD · physical

A 24-hour information and feedback board located at the Highland Park Community Centre.



### FACEBOOK · digital

Sharing information about the engagement process and accepting input until December 2/13.



### PROJECT TELEPHONE LINE · physical

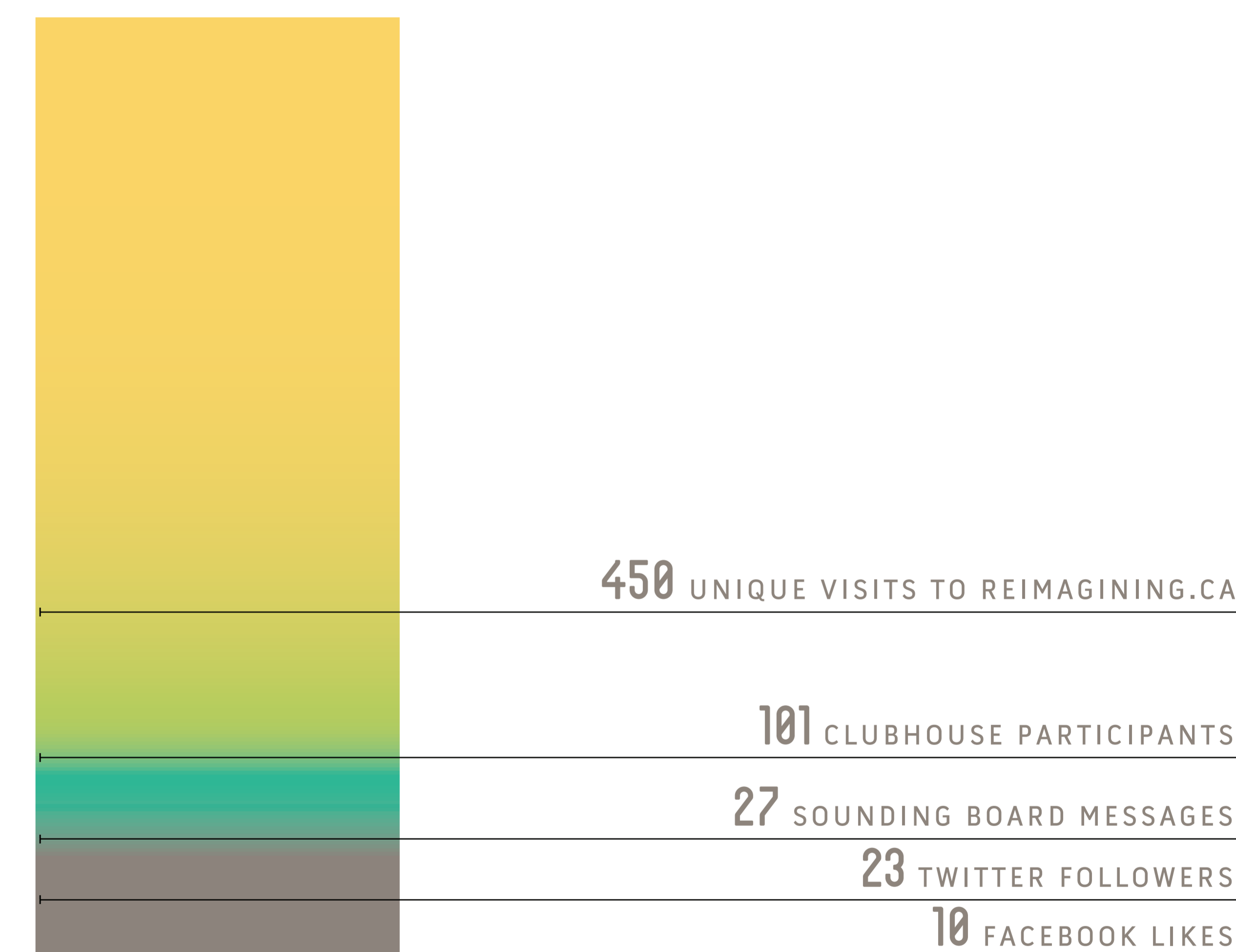
Providing an opportunity to share views with project team.



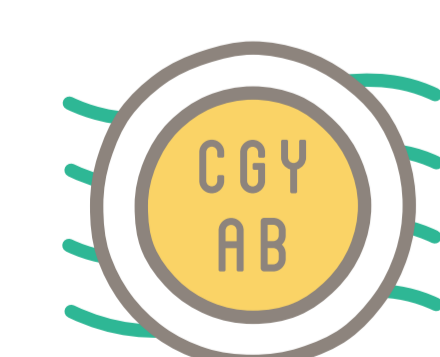
### TWITTER · digital

Sharing information about the engagement process and accepting input until December 2/13.

## ENGAGEMENT STATISTICS



## HOW WE SPREAD THE WORD



### CANADA POST MAILOUT

Project info cards were mailed to each household within a 1.5km radius of the site.



### E-NEWS UPDATES

5 E-News updates were sent to participants detailing phases and involvement opportunities.



### WALK YOUR CITY SIGNAGE

Directional signage alerted neighbourhood residents of nearby engagement opportunities.



### DOOR KNOCKING

The project team door-knocked on November 28 to increase project awareness.



### COMMUNITY NEWSLETTERS

Ads and articles in the December issues of the Highland Park and Thorncliffe/Greenview newsletters.



### TEMPORARY SIGNS

Info signs were placed along major roads during Phase 1.