



ENVISION COCHRANE 2050

valuing our heritage, planning our future

ENVISION COCHRANE 2050

PHASE 3 WHAT WE HEARD REPORT



TABLE OF CONTENTS

ENGAGEMENT OVERVIEW.....3

ENGAGEMENT
SECTION SUMMARIES.....8

DATA AND TACTICS.....17

LOOKING AHEAD.....21

OVERALL INSIGHTS

What stands out

The project team received feedback from over 250 residents through a variety of methods. During this phase we asked residents to review the draft Envision Cochrane 2050 plan and share their feedback on eleven topic areas, as well as vision, goals and values, and a future development map.

Below is a summary of Cochrane residents' feedback on the eleven Envision Cochrane 2050 topic areas:

- **Growth:** While participants recognize the value in housing and economic development opportunities related to growth, there were concerns about the pace of growth, with many residents suggesting a "managed," "sustainable," or "slow" approach to growth.
- **Land Use:** The preservation and enhancement of natural areas, despite areas of growth and development, is a priority for residents. Participants wish to see green spaces protected, with higher density growth concentrated or constrained to certain areas in Cochrane.
- **Community Design:** Participants expressed a desire for design that is multi-generational, multi-cultural and accessible, and considers the character of Cochrane.
- **Housing:** Participants suggested that supportive housing options (e.g., shelters) would be welcomed in Cochrane, and expressed concern about the impact of higher density housing development.
- **Parks, Recreation and Natural Areas:** These spaces are highly-appreciated; participants shared ideas for amenities and facilities they would like to see more often, and reiterated the importance of protecting natural areas.
- **Arts and Culture:** Participants expressed an interest in and support for Cochrane's arts and culture scene, and would like to see more arts and culture events and facilities in the future.
- **Community and Protective Services:** Local healthcare options (e.g., 24-hour urgent care) was identified as an urgent need, as well as schools and protective services in centralized locations.
- **Mobility:** Improved pedestrian, cycling and public transit networks are identified as a priority for Cochrane residents, with additional comments about road connectivity and capacity to alleviate traffic congestion.
- **Servicing:** Participants emphasized the importance of increasing servicing prior to enabling growth and adding new residents in Cochrane.
- **Economic Development:** Participants are in agreement with the Envision Cochrane 2050's objective to support small businesses and local commercial centres.
- **Implementation:** To achieve the vision set out in the plan, participants wish to see community feedback and involvement prioritized in the implementation process, as well as growth that supports existing community members.

"Growth needs to be slow, purposeful and sustainable."

"Consideration of the growth of social needs alongside residential and commercial needs."

"Create better road infrastructure to support new business."

"Make sure infrastructure is in place before population is too big."



Phase 3

ENGAGEMENT OVERVIEW

ENGAGEMENT OF ENVISION COCHRANE 2050

Envision Cochrane

The Town of Cochrane is updating its Municipal Development Plan. This long-term plan guides municipal growth, infrastructure and servicing needs and land use. It seeks to balance the needs of people, the economy and the environment by addressing challenges, such as growth and housing and reinforcing the town's strengths, like the preservation of natural and historic assets.

Cochrane residents had the opportunity to comment on Envision Cochrane's vision, goals, and values; eleven topic areas; and future development map.

- **Vision, Goals and Values:** Envision Cochrane is guided by a vision statement, goals and values.
- **Topic Areas:** Eleven topic areas shape the framework of Envision Cochrane:
 - Growth
 - Land Use
 - Community Design
 - Housing
 - Parks, Recreation and Natural Areas
 - Arts and Culture
 - Community and Protective Services
 - Mobility
 - Servicing
 - Economic Development
 - Implementation
- **Future Development Map:** Envision Cochrane's objectives and policy directions are demonstrated on a generalized land use map.

Engagement Philosophy

To ensure this engagement was well-considered for all Cochrane residents and stakeholders, all engagement within this project aimed to be:

- **Inclusive:** Create a welcoming space for conversation that respects the diverse lived experiences of all participants.
- **Accessible:** Make it easy to participate and access information. Consider diverse abilities, learning styles, and amount of time required.
- **Meaningful:** Provide opportunities for participants to share ideas and concerns openly and authentically.
- **Transparent:** Provide clear information about the process, how decisions are made, and report on what was heard.
- **Adaptive:** Be flexible to respond and adapt to the changing needs of participants over the course of the project.
- **Respectful:** All participants demonstrate respect for each other with polite discourse and active listening.



PHASE 3 COMMUNICATIONS AND ENGAGEMENT TACTICS

Engagement Purpose

Envision Cochrane 2050 promotes community-based planning to shape how Cochrane grows and evolves. During Phase 1: Envisioning Cochrane's Future, respondents gave ideas for how Cochrane can grow in the future including economic vitality, arts and culture, housing, mobility, land use, growth, parks and recreation, and natural and open spaces. In Phase 2: Planning Cochrane's Future, respondents were asked to prioritize areas based on findings from the first phase to guide policy creation as well as provide their vision for neighbourhood centres, development corridors and the new downtown. Finally, in Phase 3, the draft Envision Cochrane 2050 plan was shared with residents to gather their feedback for incorporation in the final document.

Communications Approach

Phase 3 of engagement on Envision Cochrane 2050 took place between July 15 to August 18, 2024. To help promote engagement, newspaper advertisements, social media posts, utility bill inserts and a road sign encouraged Cochrane residents to get involved in the final phase through online or in-person opportunities.

Over sixty community and recreational groups were directly emailed about the engagement opportunities and provided materials and information to share amongst their membership.



885

Website Views

4

Newspaper Advertisements

17

Social Media Posts

13,200

Utility Bill Inserts

1

Road Sign

Engagement Tactics

A range of engagement tools were used to share the draft Envision Cochrane 2050 plan with residents. Online, place-based, and in-person tactics were employed, giving residents an opportunity to provide feedback based on what was most convenient for them.

Online

Online Survey: A set of three short surveys enabled Cochrane residents to provide feedback on Envision Cochrane 2050 based on their interests and amount of time available. The surveys were available online from July 15 to August 18, 2024.

The three surveys collected feedback on sections of the draft Envision Cochrane 2050 plan:

1. Vision, Goals and Values
2. Topic Areas
3. Future Development Map

Engagement at the Community Conversations and Lobby Displays mirrored this format with an opportunity to provide feedback on each of the three sections. A paper survey was also provided at Community Conversations and Lobby Displays for those could not access the online version.

In-person

Community Conversations: Information and activity stations facilitated by the Project Team encouraged connection with Cochrane residents face-to-face. These events were set up in locations with high foot-traffic or at community events to encourage passersby to participate:

- Cochrane Farmer's Market (July 27, 2024)
- Cochrane Food Fest (August 11, 2024)
- SLS Centre (August 15, 2024)

Place-based

Lobby Display: Large interactive posters were located at indoors to promote the survey and gather quick feedback on-the-spot using sticky notes. The lobby displays were available at the following locations during the engagement period:

- The Station
- Cochrane Public Library
- SLS Centre
- Cochrane RancheHouse

Lobby displays provided additional materials including paper surveys, "topic cards" to provide feedback on topic areas, and Future Development Map worksheets.

12

Topic Cards

4

Survey Formats

4

Lobby Displays

3

Community Conversations

1

Future Development Map Worksheet

Phase 3

ENGAGEMENT SECTION SUMMARIES

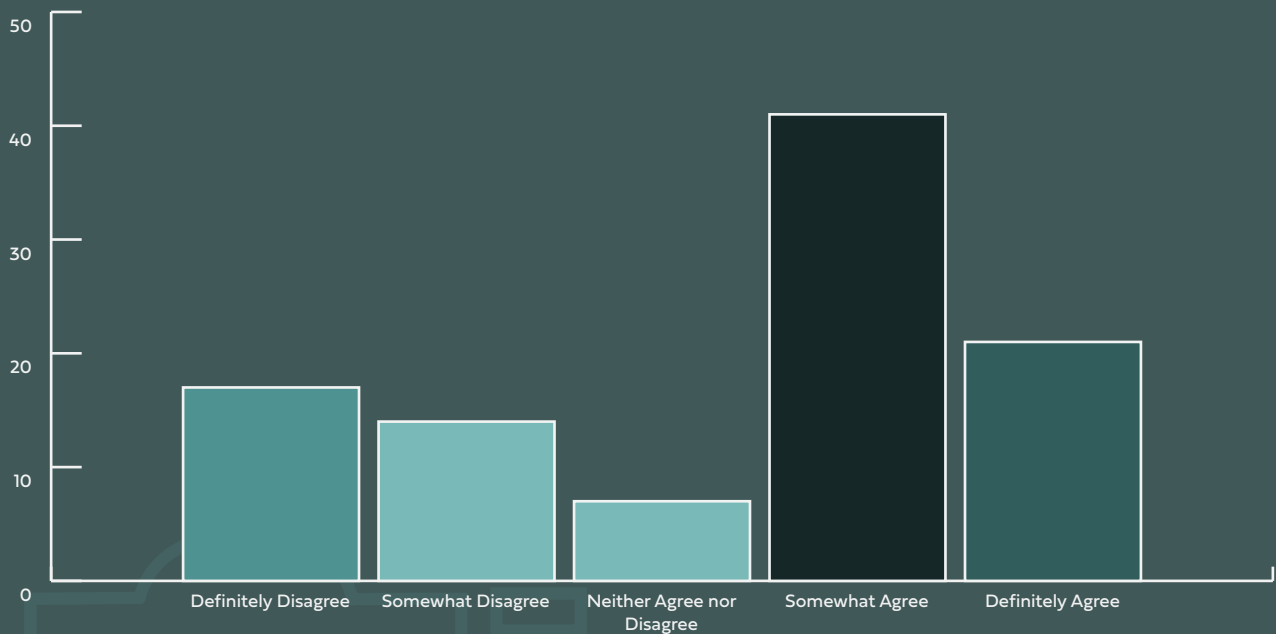


Section #1: Vision, Goals and Values

The first section of engagement asked participants to reflect on the vision statement, tagline, and goals for Envision Cochrane 2050. Participants shared their level of agreement with the current vision statement, and provided additional thoughts and considerations for the vision statement and tagline, goals and values.

This section of the report details Cochrane residents' feedback on the vision, goals and values across all engagement tactics (online survey, community conversations, lobby displays, paper surveys, topic cards and future development map worksheets).

"The vision describes what I would like to see for the future of Cochrane."



The majority of survey respondents agree with the vision statement — 62% of respondents "somewhat agree" or "definitely agree" that the vision describes what they would like to see for the future of Cochrane.

The tagline, "Cochrane vibrates on its own frequency resulting in a community that people want to belong to and call home" did not align with respondents' viewpoints. In particular, there was disagreement and confusion around the statement "vibrate on its own frequency." A few of the alternative suggestions for the tagline are included below.

"A community where families can thrive in peace, Cochrane beckons you."

"Cochrane: A town where individuality thrives and community feels like home."

"Cochrane - at home in the hills."

“Is there anything else you would like us to consider for...”

...the vision statement

- Consider a reduced emphasis on growth and development
- Prioritize elements that connote community and inclusivity
- Keep the vision statement simple and clear
- Emphasize the role of heritage and character, including Indigenous histories
- Include environmental considerations like the protection of natural areas and reduced emissions

...the goals

- Prioritize infrastructure (e.g., roads, and services (e.g., parks, schools) so that growth does not exceed capacity
- Prioritize the protection and enhancement of natural areas
- Emphasize opportunities for recreation
- Emphasize opportunities for economic development, including supporting small businesses and a diversified economy
- Prioritize goals that support the reduction of vehicular traffic and support increased active transportation opportunities

...the values

- Ensure that community feedback and input is valued
- Managed or slow growth as an alternative to fast-paced development
- Importance of nature in various forms (e.g., trees, open space) in the design of new developments
- Developers play a role in contributing to the Envision Cochrane 2050 goals
- Perception that too much emphasis is placed on certain components like affordable housing or cycling



Section #2: Topic Areas

The second section of engagement asked participants to reflect on the eleven topic areas for Envision Cochrane 2050. Participants shared additional thoughts and considerations for each of the topic areas, as well as their overall satisfaction with the draft objectives and policy directions.

This section of the report details Cochrane residents' feedback on the eleven topic areas across all engagement tactics (online survey, community conversations, lobby displays, paper surveys, topic cards and future development map worksheets).

"Is there anything else you would like us to consider for...as we finalize the plan"

...growth...

- Preference for growth to be slow, managed and sustainable
- Request for enhanced infrastructure that is in place prior to population growth to meet new demand
- Ensure the protection and enhancement of natural areas during development
- Prioritize connectivity between and within communities through roadways, transit, and active transportation (i.e., cycling, walking)

...land use...

- Concern about higher density communities, with some preference to keep this type of development to specific communities within Cochrane
- Request for additional parks, trails, and open spaces

...community design...

- Ensure design is multi-generational, multi-cultural and accessible
- Preserve the character of Cochrane, including historic downtown

...housing...

- Concern around the potential for high-density development
- Request for housing supports like shelters and transitional housing

...parks, recreation and natural areas...

- Requests for park amenities such as disc golf, accessible washrooms, seating areas, and trails
- Prioritize the protection of natural areas including wetlands, forests, mature prairies and wildlife corridors
- Requests for new recreation and cultural facilities

...arts and culture...

- Interest in and support for Cochrane's arts and culture scene
- Desire for diversity of events and opportunities
- Request for new arts facilities including performance centres, theatres, art galleries and more
- Hesitance for tax dollars to be spent on arts and culture, with one respondent suggesting increased reliance on philanthropy

“Is there anything else you would like us to consider for...as we finalize the plan”

...community and protective services...

- Prioritize health care (e.g., 24 hour urgent care, hospital)
- Request for more local schools
- Concern around location of protective services, with desire for centralized location for enhanced service

...economic development..

- Requests for fewer big box stores and franchises in Cochrane
- Agreement with objective to support small businesses and local commercial centres

...mobility...

- Request for improved pedestrian and cycling network, including sidewalks and pathways
- Desire for improved public transit system, with one respondent expressing frustration with the existing COLT system
- Consider capacity limits for existing road network and efforts to alleviate traffic congestion

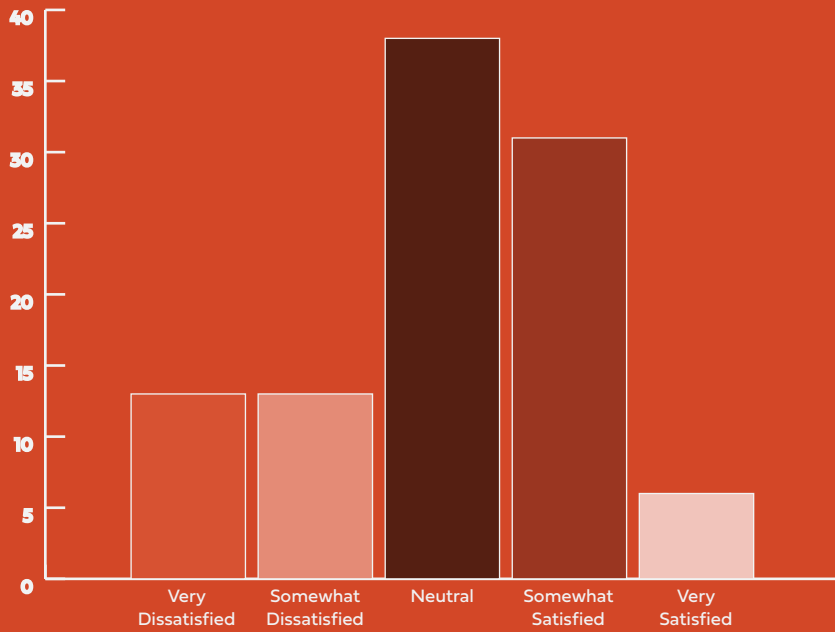
...implementation...

- Desire to see more strategic actions towards Truth and Reconciliation with Indigenous peoples (e.g., relationship building)
- Desire to see community feedback and involvement prioritized in the implementation process
- Desire to see growth that supports existing community members (i.e., does not affect current lifestyle)

...servicing...

- Prioritize increased servicing prior to enabling growth and adding new residents in Cochrane
- Build redundancies and back-up supply (e.g., water supply)

“After learning more about the draft Envision Cochrane 2050 plan, how satisfied are you with the draft objectives and policy directions?”



Participants were particularly supportive of the draft objectives and policy directions for Parks, Recreation and Natural Areas, as well as Arts and Culture.

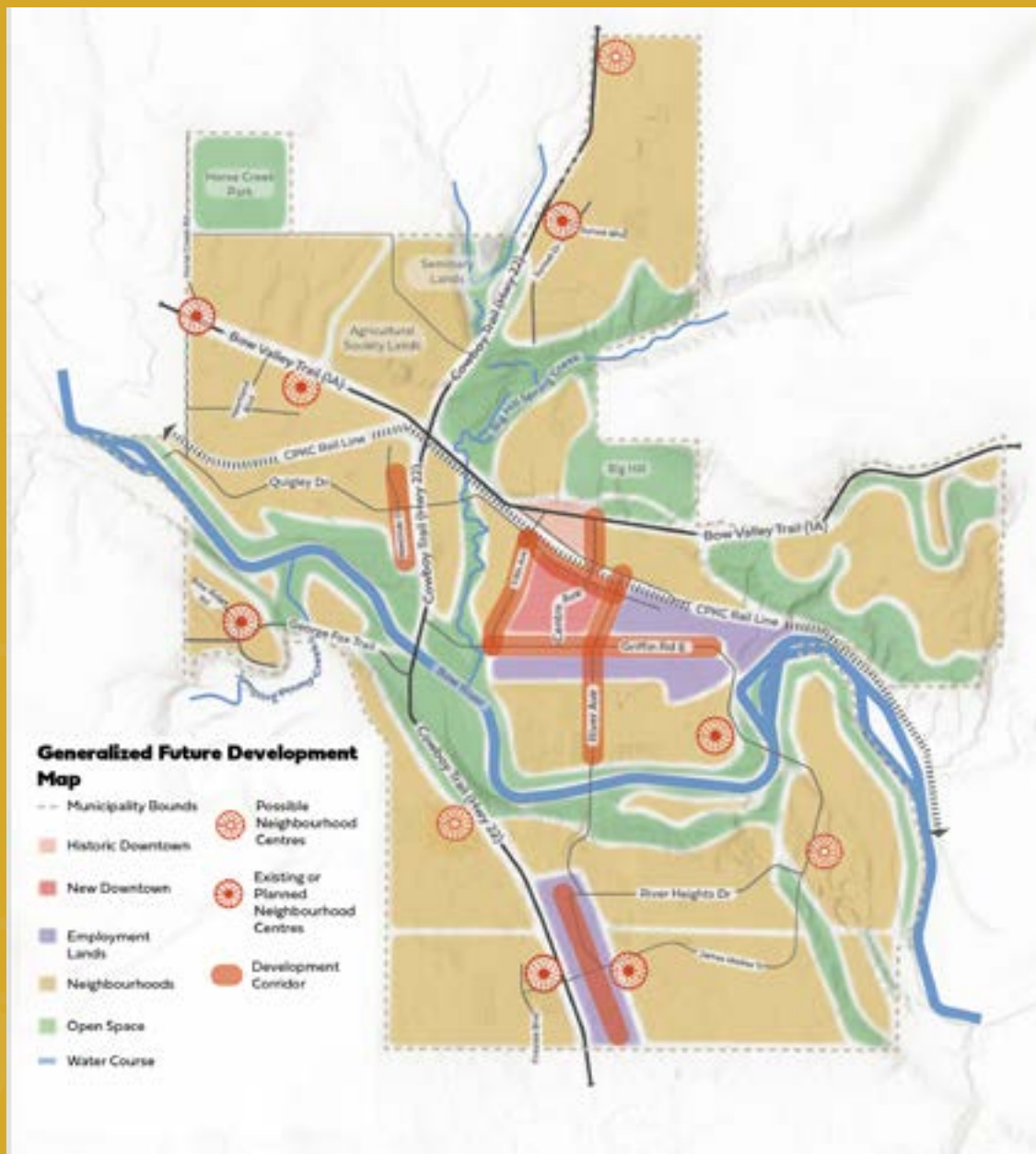




Section #3: Future Development Map

The third section of engagement asked participants to reflect on the future development map for Envision Cochrane 2050. Participants shared additional thoughts and considerations for each of the topic areas, as well as their overall satisfaction with the draft objectives and policy directions.

This section of the report details Cochrane residents' feedback on the future development map across all engagement tactics (online survey, community conversations, lobby displays, paper surveys, topic cards and future development map worksheets).



“Is there anything else you would like us to consider about the generalized future development map as we finalize the plan?”

- Improve road infrastructure, including pedestrianization
- Expand employment lands
- Desire for additional amenities and services such as schools and supportive housing
- Suggestion to avoid development in specific areas, like Towers Trail
- Preserve natural areas and protect them from future development
- Preserve the historic downtown and enhance new downtown through walkability and parking

“Preserve historic downtown as much as possible.”

“Promote diversity of native flora species in these areas, where possible.”



Additional Meetings

In addition to the public engagement, the project team undertook a series of meetings with internal departments, regional municipalities and Council.

Internal meetings

Office hours at the Station House on August 9 and 12 provided opportunities for the Envision Cochrane project team to meet with different Town of Cochrane departments to review the plan and suggest edits. Most of the edits involved minor tweaks to language, map edits and opportunities for additional clarity related to asset management, mobility, servicing, parks and recreation and finance.

Regional Municipalities

On August 21, The Envision Cochrane project team met with representatives from Rocky View County, Calgary and Airdrie to discuss the draft plan. Conversation focused on regional ecological connectivity, agriculture policies, water licensing, employment land, the overall land supply and ongoing indicator monitoring.

Cochrane Council

On September 11, The Envision Cochrane project team presented the draft plan to members of Cochrane Council. Discussion focused on:

- Identifying what good growth is and how growth decisions can enhance the quality of life of residents while remaining financially responsible.
- Discussing further planning opportunities and priorities like shaping redevelopment and innovation districts.
- Defining important character elements like pedestrian connections, wildlife corridors, transit hubs and corridors, public art, central neighbourhood centres, and Indigenous place-keeping.
- Ensuring the plan addresses urgent housing needs, including affordability, without compromising quality.
- Identifying the importance of parks and recreational areas, including their role in providing connections, a range of functions and meeting the needs of the community.
- Discussing the importance, from economic and social perspectives, of a multi-use arts and culture facility, pedestrian zones, and a semi-professional sports facility.
- Exploring technology to improve safety.
- Highlighting the importance of the Trans Canada Trail and the potential impact on Downtown visitation.
- Exploring alternative fundings sources for infrastructure improvements.
- Highlighting Cochrane's attraction as a community in the foothills, offering a similar lifestyle as Canmore and Banff.
- Ensuring Envision Cochrane 2050 is reviewed at logical intervals.
- Supporting a vision for Cochrane provided by a member of the community: 'Cochrane - at home in the hills'.

Phase 3

DATA AND TACTICS

DEMOGRAPHIC DATA

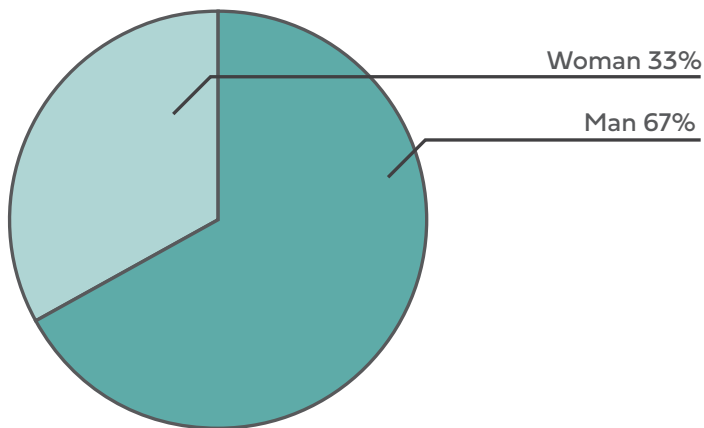
Collection Method

Online survey participants were invited to respond to optional demographic questions. Demographic information was limited to paper and online survey responses only and was not collected for other in-person or place-based tactics to allow people to participate quickly through those methods. Questions were asked regarding age, gender, housing tenure, employment status and more.

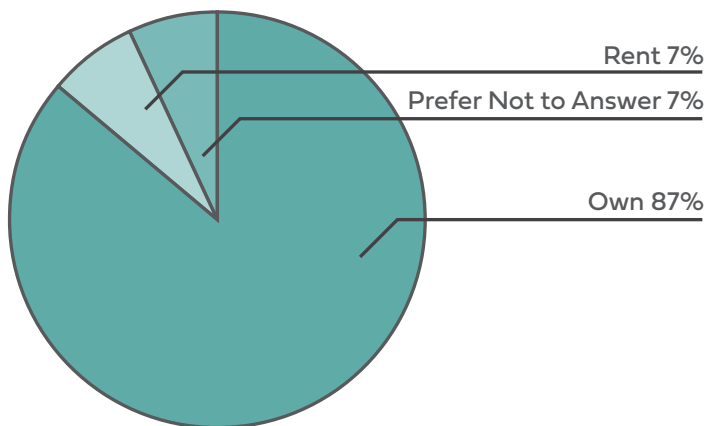
15 respondents (50% of survey respondents) respondents completed the demographic questions. These results are not considered representative of Cochrane at-large, rather assist in understanding who responded to the survey and who was reached through communications tactics.

Demographic Findings

Gender



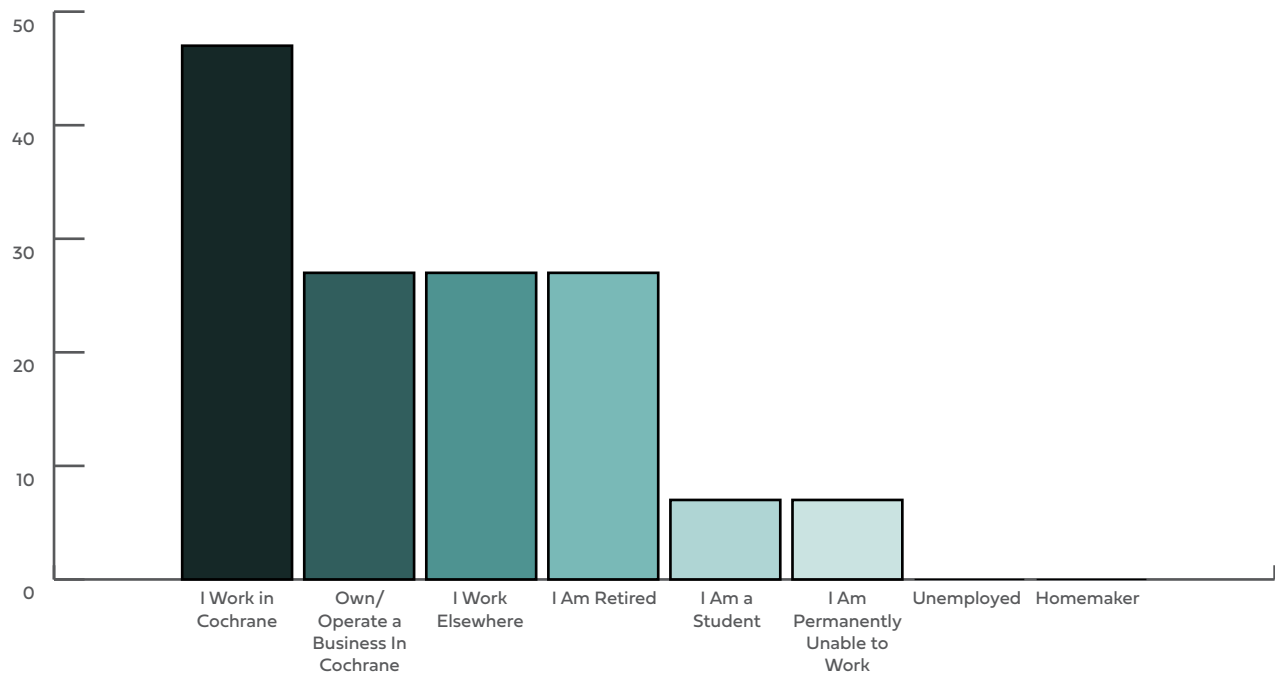
Housing Tenure



42

Median age of respondents

Employment Status



Additional Respondent Characteristics

Age

9 respondents (60%) moved to Cochrane within the last 5 years

5 respondents (33%) have children under the age of 18 in their household

4 respondents (27%) have or someone in their household has a disability

3 respondents (20%) have seniors in their household

1 respondent (7%) identifies as a visible minority

Median age of respondents

Participation Data

250+

Total Respondents

31

Online Survey
Responses

200

Community Conversation
Attendees

6

Paper Survey
Responses

66

Sticky Notes

34

Topic Cards

2

Future Development Map
Worksheets

Phase 3

LOOKING AHEAD

What's Next for Envision Cochrane 2050?

Phase 3 was our final chance to hear from Cochrane residents and gather their feedback to confirm the direction of Envision Cochrane 2050. In this phase, we learned that Cochrane residents are particularly excited about the draft objectives and policy directions for parks, recreation and natural areas, as well as arts and culture, but have hesitations around the pace of growth, and servicing and mobility needs to support new residents.

Now, in Fall 2024, the Project Team will use the feedback collected to make adjustments to the policy and to create a final Envision Cochrane 2050 plan. This plan will be shared with Council for approval at the end of 2024. Once approved, Envision Cochrane 2050 will provide clear direction about Cochrane's land use, growth, housing and much more.

Thank you to all residents who participated in the three phases of engagement and shaped the future of Cochrane!

