



FEBRUARY

2023

DOWNTOWN EXPERIENCE PASS LAUNCH PROPOSAL

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The logo consists of a blue puzzle piece on the left, followed by an orange square with a white puzzle piece cutout on its right side.

SUMMIT AGENCY

OUR MISSION

We are revolutionizing the way Calgarians experience community downtown by implementing evidence-based solutions. We will work towards building a strategy based on refined evidence that will solve our clients main pain points.

THE TEAM



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EXECUTIVE SUMMARY

Adapting to the Changing Trends of Downtown

With the disruption of the Covid-19 Pandemic, life as we knew it has forever changed. The Downtown Core is no longer the vibrant hub of business, entertainment, and recreation it used to be.

Focusing on Post Secondary Students is Focusing on Our Future

To reinvigorate the heart of downtown Calgary, targeting Post Secondary students will have a massive impact on the new and youthful Downtown Core. As Post Secondary Students are the future of our city, the following recommendations and strategies were selected to best support and accompany the energetic and enthusiastic lifestyles of the post secondary demographic.

Unifying Calgarians through the Downtown Experience Pass (DXP)

The Downtown Experience Pass (DXP) will bring together Calgarians of all different backgrounds and allow them to have new experiences and make memories in a unique city while staying safe, connected and excited about what downtown Calgary offers.

THE ASK

1. STIMULATING A 10% INCREASE IN INCREMENTAL ANNUAL **DOWNTOWN VISITS**
2. STIMULATING A 15% INCREASE IN INCREMENTAL ANNUAL **DOWNTOWN REVENUES**
3. STIMULATING A 20% INCREMENTAL ANNUAL **DOWNTOWN EXPERIENCES**

TARGETED SEGMENT

POST SECONDARY STUDENTS

Segment Size: 69,620.

WHO WE ARE

Hear it from post secondary students on their opinion/perception of Downtown Calgary



ZOE HECTOR

WHAT I LOVE ABOUT DOWNTOWN

"The amount of different restaurants to try"

PAIN POINTS OF DOWNTOWN

"Parking and not wanting to be alone in certain areas"



MADISON VAN DEN BOSCH

WHAT I LOVE ABOUT DOWNTOWN

"The Historic Buildings"

PAIN POINTS OF DOWNTOWN

"I don't feel as safe downtown as I used to"



MADYSON O'REILLY

WHAT I LOVE ABOUT DOWNTOWN

"The pathways that are great for getting around the downtown area."

PAIN POINTS OF DOWNTOWN

"Not knowing what the core has to offer."



ANISSA LIM

WHAT I LOVE ABOUT DOWNTOWN

"I am a sucker for local boutiques and coffee shops downtown"

PAIN POINTS OF DOWNTOWN

"There is a lack of nightlife in the downtown area. I also don't feel safe when in downtown."

WHO WE ARE

Hear it from post secondary students on their opinion/perception of Downtown Calgary



EMMA BLAKE

WHAT I LOVE ABOUT DOWNTOWN

"I love biking around downtown and socializing with friends at local restaurants and bars!"

PAIN POINTS OF DOWNTOWN

"Recently, going out to eat and drink has become way too expensive, causing me to stay home more often."



JULIA NGUYEN

WHAT I LOVE ABOUT DOWNTOWN

"I love cafe hopping downtown and taking nice walks in Prince Island Park nearby."

PAIN POINTS OF DOWNTOWN

"The city isn't vibrant at night. When I finish studying or work, I end up going home."



OLIVIA CHIOCHIO

WHAT I LOVE ABOUT DOWNTOWN

"I enjoy the cafes and going on walks downtown. I also love trying out different fitness classes"

PAIN POINTS OF DOWNTOWN

"I fear being alone even on my walks during the day. It's also very expensive, and the city entertainment doesn't attract me much anymore."



HAYLEY BONNETT

WHAT I LOVE ABOUT DOWNTOWN

"Unique cafes and restaurants"

PAIN POINTS OF DOWNTOWN

"I have little reason to go downtown. Everything I love doing is available outside of downtown and easier to commute to."

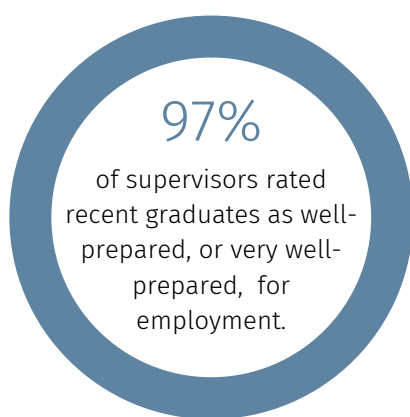


THE FUTURE IS BRIGHT

*Post secondary students
are the future of Downtown
Calgary.*

THE CRITICAL ROLE OF POST SECONDARY STUDENTS IN THE FUTURE GROWTH OF CALGARY

The Government of Alberta's 2020 Employment Success Survey provided that



The city's ability to attract, develop, and retain is the greatest detector of future growth.

According to a report by The Conference Board,

Canada's post secondary education (PSE) institutions make **major contributions** to Canada's economy.

University degree holders generate a **36 to 46 per cent** annual return over high school graduates.

In 2011, Statistics Canada undertook a household survey of the top 1 percent of earners. It found that over **87 percent of top earners had post secondary qualifications.**

The Talent City - The future prosperity of Calgary starts with people.

Post secondary students make up an important segment in accelerating Calgary as a Learning City, a Creative City, and an Active City. According to the city report **Calgary in the New Economy**, Calgary is a **people-first city**. It supports a learning ecosystem that develops exceptional homegrown talent who think creatively, adapt and thrive in a fast-changing world."

Based on the **Calgary Skills Development Framework**, it is critical that post secondary students' perceptions are taken into consideration when nurturing homegrown talent and reducing youth mobility.



A student is sitting on a lawn, looking at a laptop. A smartphone is on the ground next to the laptop. In the foreground, there are several books, including one with a black cover and gold floral patterns and the year '2020' on it. The background is a blurred green lawn.

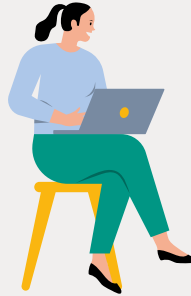
***WHO ARE
POST SECONDARY
STUDENTS IN CALGARY?***

POST SECONDARY STUDENTS GENERAL OVERVIEW



FITNESS

Enjoy being active & participating in fitness activities both inside & outside



DIVERSE

Calgary is the most populated city in Canada's province of Alberta, where more than 32,600 international students choose to pursue their education in 2021.



SOCIAL

post secondary students are often social and frequent bars, restaurants and clubs. They greatly contribute to the vibrancy of the city.



INDEPENDENT

post secondary students are excited to learn, meet new friends and experience becoming an adult and living life on their own.

KEY TAKEAWAYS



Entertainment and fitness options are enticing to this demographic.



This target market is social and will help increase the revenue of the city due to their spending habits and behaviours.

MEET OUR SEGMENTS

RILEY EDWARDS



DYLAN REYES



PRIMARY TARGET MARKET

RILEY EDWARDS

SHE/HER



WHO IS RILEY?



"I want to **feel safe** when walking alone downtown. I think it's important that the **transit services are accessible** and on-time. It would also be ideal to have more **entertainment activities** in the city centre"



BACKGROUND INFORMATION

Riley is a 24-year-old **social butterfly** renting in Brentwood, NW. She was **born and raised in Calgary** and is studying psychology in her final semester at the University of Calgary. She also is a **part-time server** at a local cafe in the Brentwood area.



PERSONALITY AND INTERESTS

Riley was seen as **progressive** and **independent**. She is engaged in social issues online and cares about her local community. Riley is interested in and **embraces other cultures** and is attracted to brands that convey a sense of individuality. She **loves socializing** with friends at local bars and restaurants.



PREFERRED MODES OF TRANSPORTATION

Riley **cares about the environment** and tries to use public transit and bike paths as much as possible. Although, due to the **inaccessibility of transit** and **safety concerns**, she finds herself driving more or taking Uber.



FRUSTRATIONS

Riley recently moved out of her childhood home and now rents an apartment. She is on a **tight budget** due to being a student. Recently she has felt **unsafe in the downtown area**, causing her to stay home more and socialize less. The **high cost of living** also influences this.



BEHAVIORISTICS

Health and **well-being** are a big part of Riley's life. She enjoys eating healthy foods and attending various fitness classes. Riley spends her extra income on herself, going to theatres, art galleries, and clubs. She is very drawn to brands with loyalty programs.

JOURNEY MAP

DISCOVER



EXPLORE A NEW EXPERIENCE

- Wants **something new** to do on a night out.

UNAWARE OF SAFE/AFFORDABLE OPTIONS

- Unsure of the **best, safest** and **most affordable way** to interact with downtown

UNSURE OF EXPERIENCE

- The friend is **unaware** of the **different experiences** offered downtown and is **scared of harassment**.
- Thinks it's too expensive.

EVALUATE & DECIDE



FEELS UNSAFE

- Feels **unsafe** to go downtown alone.
- Wants to **make plans** with a friend.

INFORMATION SOURCES

- Checks what's going on downtown on **social media**.

DECISIONS

- Chooses the **destinations**
- Calls an **Uber** with a friend.

PLAN



REGRETS/WORRIES

- Feels like Uber was too **expensive**.
- Feels stressed.

STRESSORS

- Feels unsafe, uncomfortable in the evening due to harassment.

EXPERIENCE



EXPERIENCE

- Tells co-workers about her experience.
- Highlights the negative parts.

FINAL THOUGHTS

- Does not feel like the night was worth sharing on social media.



SHARE

SECONDARY TARGET MARKET

DYLAN REYES

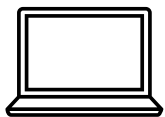
THEY/THEM





WHO IS DYLAN?

"I want to be able to celebrate **different cultures and identities** in the downtown core. It's important to me to be able to **attend events and festivals that celebrate diversity.**"



BACKGROUND INFORMATION

Dylan is a 26-year-old, non-binary AU Art student in their third year. They are **second-generation Canadian**, originally from the Philippines. Dylan **moved to Vancouver** for one year in 2017, although they moved back due to the high costs and missing their family. They rent a two-bedroom basement suite with a roommate in NW Calgary. They feel like nothing in the downtown core **is entertaining** or **inclusive** enough to them.



BEHAVIORISTICS

They often **rely on public transportation** to get to school and their part-time job as a **bartender**. They **listen to podcasts on the go** and are frequently looking for new arts and cultural events to attend through **social media**.



SOCIAL LIFE & INTERESTS

Dylan is **liberal** and currently in an open relationship. They use online dating apps in order to **meet new people who share the same interests**. On a day-to-day basis, Dylan likes to **go to the gym**, be active and frequent art galleries. They are attracted to **out-of-home advertising** on public transit.



FRUSTRATIONS

Dylan is frustrated by **the lack of art contributions** by students downtown, making them feel **worried** about their **future job opportunities**. They often think about moving farther away from the city after graduation. They also do not feel like enough cultures are represented or appreciated in the city's branding.



CULTURAL ROOTS

Although the Filipino culture is large, they feel as though the city is not doing enough to **recognize** and **represent** their culture.

JOURNEY MAP

DISCOVER

EXPLORE AN ART EXPERIENCE

- Wants to learn more about **contemporary art** in the city.

UNAWARE OF OPTIONS

- **Curious about new art updates**
- Feels as though the downtown area has nothing to offer for arts and cultural events.



EVALUATE & DECIDE



INITIAL THOUGHTS

- Feels like the city **isn't culturally vibrant** or **representative** of their culture.
- Wants to meet a new **friend** from **an online app** who has the **same interests** in the arts.

IS IT WORTH IT?

- **Weighs the options** of leaving downtown immediately after they are done with a class or possibly staying in the area.

SOURCES OF INFORMATION

Checks out:

- **Social media** for any events happening in the city
- **Out-of-home advertising** for artistic experiences.

EXPANDED EXPERIENCE

- Decide to meet up with a newly matched friend online and go to a **local restaurant**.
- Later, they attend an **art event** together.

PLAN



EXPERIENCE

CREATIVE EXPERIENCE

- Feels like the **options** were **limited** and **repetitive**.
- Wants frequent rotations for the exhibitions.

NEXT CONSTRAINTS

- Felt the **lack of complimentary experiences** after visiting the art gallery.

POSSIBLE FEELINGS

- **Does not feel like sharing** much of their experience online or with friends.
- Feels the experience was worth it.

INDECISIVE STATUS

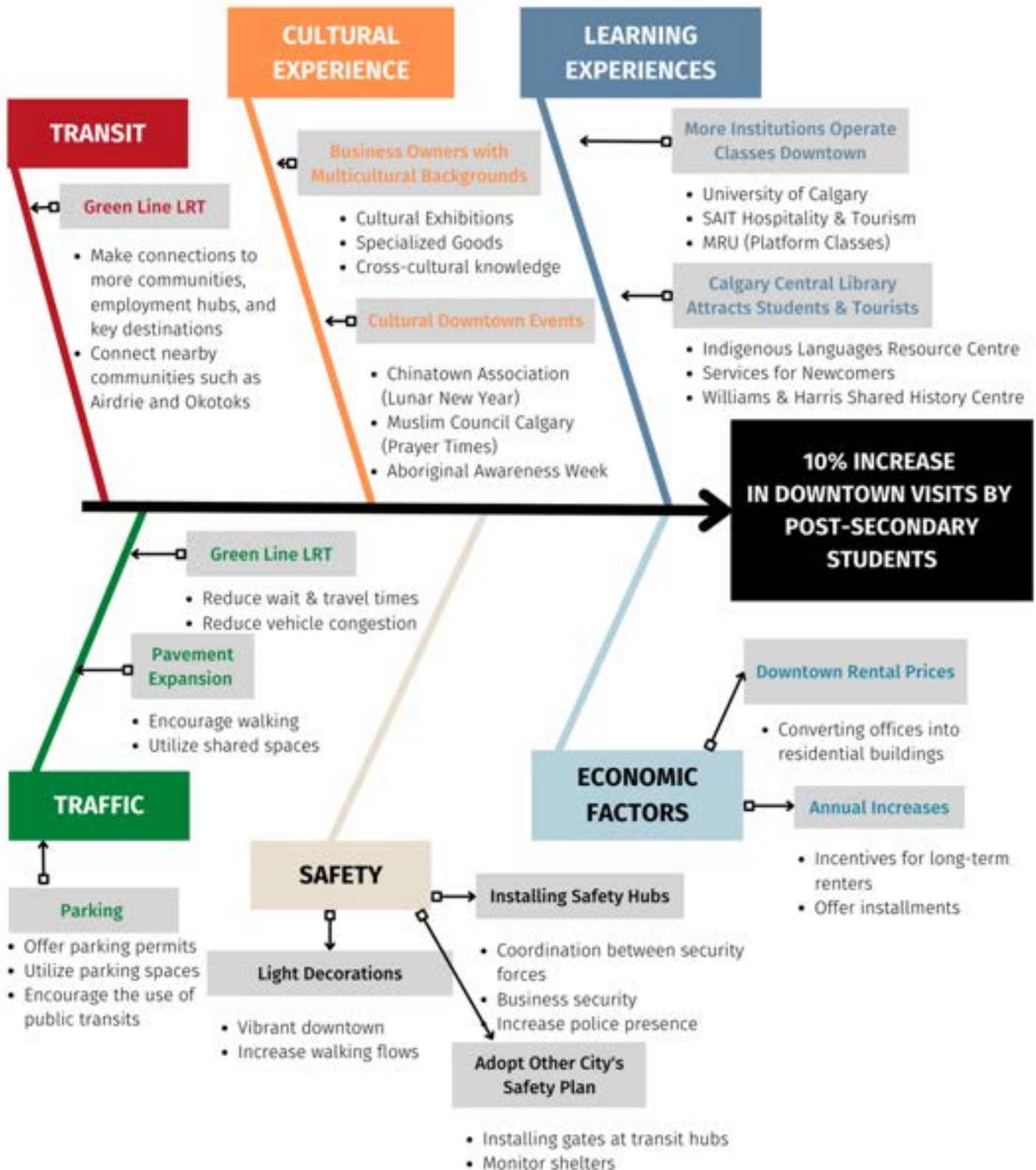
- They still **continue to debate** if they want to try something new downtown or go straight back to their neighbourhood.



SHARE

SYSTEM MAPPING

Stimulating a 10% Increase in Downtown Visits



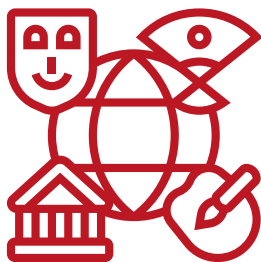
SUMMARY OF FRUSTRATIONS



**CONCERNS FOR
PERSONAL SAFETY**



**AFFORDABILITY
ISSUES**



**PERCEIVED LACK OF
CULTURAL VIBRANCY**

SEGMENT AREAS OF FOCUS

Based on system mapping and the journey mapping of a post secondary student, the following aspects are identified as crucial in affecting the target audience's perception of downtown.



FITNESS ACTIVITIES

Studies show that the **urban environment** offers outdoor space and spaces that people can construct or modify. "It provides access to the natural environment can be a great encouragement or a great barrier to **PHYSICAL ACTIVITY** and **ACTIVE LIVING**."



HEALTH & SAFETY

The City of Calgary's 2019 Centre City Perception Survey confirms that **SAFETY** is an issue. From 2017 to 2019, the number of Calgarians living downtown who felt safety had **worsened** increased from 18 percent to **32 percent**, almost doubling.



ECO-FRIENDLY TRANSPORTATION

DENSE downtown neighborhoods help residents **drive less** and **walk more** without giving up their lifestyles. Research has shown that **lower density promotes sedentary behavior**. If your home is far away from the grocery store and your office, you're going to spend more time in a car and less time being active.



JOB OPPORTUNITIES

The benefits that **central cities** generally deliver are **BETTER ACCESS** to workers, business services, infrastructure, and networking and innovation opportunities. This makes downtown much of an attraction to new graduates in terms of job opportunities. Offering a variety of different job options, especially in the corporate world.



DIVERSE SHOPPING CHOICES

Downtown Calgary offers a **VARIETY** of different shops that are **convenient in proximity**. post secondary students are constantly looking for coffee shops, retailers and restaurants to spend money on. They are all easy and convenient to find.



NIGHTLIFE, ENTERTAINMENT, AND CULTURE

Calgary's entertainment can feel **PART CITY, PART SMALL TIME**. The city's **work-hard, play-hard** attitude, access to great live shows, concentrated collection of venues, like festivals, the Stampede, and its unique night culture.



HOW CAN WE SOLVE THESE FRUSTRATIONS?

- WHAT CAN WE LEARN FROM OTHER CITIES?
- INTERVIEWS
- DOWNTOWN EXPERIENCE AUDITS



CLIENT CHALLENGE

Creating and promoting a vibrant downtown city centre that people can enjoy and interact with all year long through the launch of the Downtown Experience Pass (DXP).

KEY TAKEAWAYS



post secondary students will be integral in order to bring the **vibrancy back to the city** due to their **social behaviour and spending habits**. They are also the **future workforce**.

PERCEPTION OF DOWNTOWN

"Calgarians are less likely to feel that 'downtown defines the identity of Calgary.'"

AFFORDABILITY

46%

"46% of Calgarians agree that "it is too expensive to commute to downtown."

SAFETY

41%

"41% of downtown residents in 2021 say that safety has worsened compared to 2011. This perception has **worsened** by **31%** in the last ten years."

ENGAGEMENT

26%

Only "26% of Calgarians have attended a festival, art gallery, event, museum, or concert in the last year"

KEY TAKEAWAYS



Affordability

concerns deter university students from going downtown



Safety

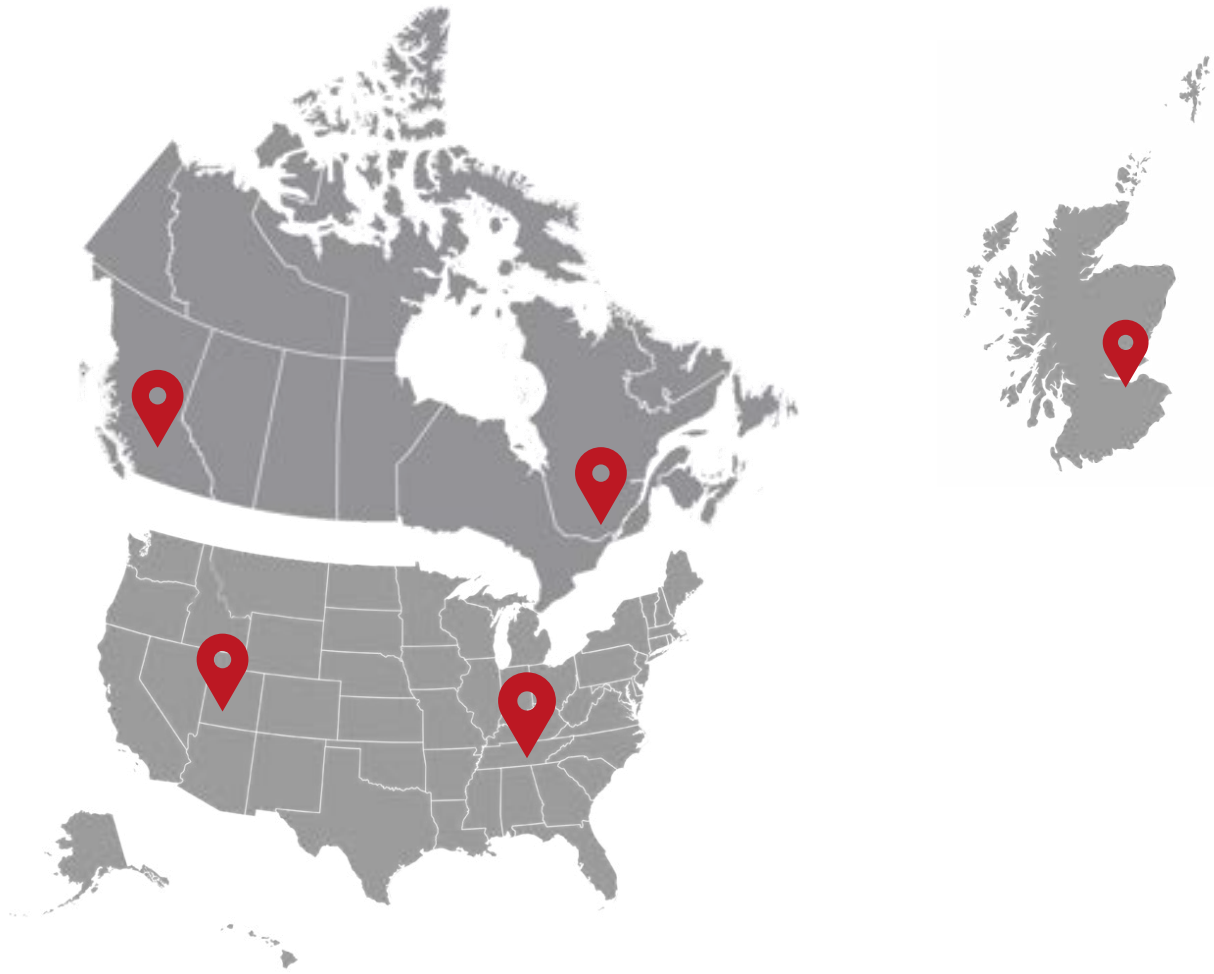
concerns are deterring post secondary students from visiting downtown



Engagement

Lack of engagement deters post secondary students from visiting

EXPERIENCE PROGRAM BENCHMARKING



A global benchmarking study on other cities has selected five cities that offer critical takeaways for Calgary to learn from. The key difference is that all five cities have downtown or nearby post secondary institutions. Apart from this, they each have important city plans that are relevant to the areas of concern indicated by post secondary students in Calgary.

01

Kelowna, Canada

02

Montreal, Canada

03

Nashville, USA

04

Salt Lake City, USA

05

Edinburgh, Scotland



KELOWNA

British Columbia, Canada

Kelowna is located along the beautiful shores of Okanagan Lake, in the heart of the stunning Okanagan Valley. The lake offers opportunities for boating, swimming or fishing, while nearby mountains attract hikers, skiers and outdoor enthusiasts.



Without the presence of a downtown campus, what does Kelowna do to incentivize post secondary students to visit downtown?

DOWNTOWN COMMUNITY

- Kelowna is unique and similar to Calgary because it's main campus (UBCO) is located 20 minutes away from downtown by car. However, the city is able to **attract students to the downtown core** due to various arts and culture events, as well as various restaurants, bars and a vibrant nightlife scene.

COMMUNITY SAFETY PLAN

- Kelowna has developed a Community Safety Plan aimed at making their downtown a safer and more comfortable place to visit and live in.

ACTIVITIES

- **Meet me on Bernard:** All summer long the main downtown street in Kelowna is open to pedestrians only. Patios get extended and games, concerts, classes, are held all summer long! Wine and dine, peruse what downtown has to offer and explore the Neighbourhood Plaza and Community Square.
- **Dine Around:** Through the winter months, you can Sip, Savour and Save your way around Kelowna. Join different restaurants for set menus at a fixed price.

KEY TAKEAWAYS



Students are more likely to visit and even want to live in the downtown core if there is a **vibrant nightlife scene and a variety of arts and entertainment options.**



Developing a community safety plan puts students at ease and **encourages them to continue visitg the downtown area.**



MONTREAL

Quebec, Canada

A newly implemented public bicycle share program attracts a substantial fraction of the population and is more likely to attract younger and more educated people who currently use cycling as a primary transportation mode.



TRANSIT & INFRASTRUCTURE

- Research shows that a **reduction in transit** for students **AGED 18-25** led to an increase in ridership to and from the downtown area.
- **McGill University's** main campus is located downtown.

THE ESPACES PROGRAM

- Utilizing **EMPTY OFFICE SPACES** downtown for university classes and housing will incentivize this group to spend more time and money in the downtown core.

ACTIVITIES

THE ACCÈS MONTREAL CARD

- Offered only to residents of Montréal.
- Discounted arts, recreational and sports activities in the city.
- Giving discounts on **TRANSIT, ARTS** and **CULTURAL EVENTS**, and **FITNESS ACTIVITIES** will work to reignite the vibrancy of the city by attracting more young post secondary students downtown.

TH3RD WAVE COFFEE EXPERIENCE

- **An online discovery platform for coffee lovers**
- Create local coffee communities to promote the quality and uniqueness of independent cafés and specialty coffee.
- Users earn stamps every time they visit a cafe and enjoy free coffee once they've had enough stamps using the Th3rdwave app.

KEY TAKEAWAYS



Discounts
on downtown
entertainment



Office Space
empty offices into
classes & housing



Transit
fare reductions for
students in downtown



Communities
fostering local
coffee culture



📍 NASHVILLE

Tennessee, U.S.A

Music has been the common thread connecting the life and soul of the city and its people. And visitors have ventured here to experience the music that weaves such a fundamental pattern in its cultural, business, and social fabric.



KEY TAKEAWAYS



Music-Theme
on all downtown
entertainment



Innovative Industries
attracting tech talents and world-
class companies to invest



Director of Nightlife
addressing ongoing concerns
stemming the city's bar scene.

TRANSIT & INFRASTRUCTURE

- Nashville uses **WeGo Transit** systems to offer an affordable and easy-to-use transit system.
- Many **COMMUNITY COLLEGES** are located in downtown Nashville.
- **INNOVATING INDUSTRIES** located downtown constructs great potential for Nashville.

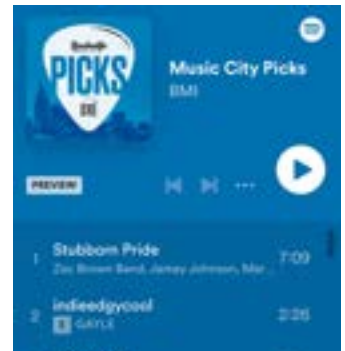
22.4% of the jobs are from **EDUCATIONAL SERVICES, HEALTHCARE, and SOCIAL ASSISTANCE.**

11.8% of the jobs are **PROFESSIONAL, SCIENTIFIC, MANAGEMENT and ADMINISTRATIVE SERVICES.**

ACTIVITIES

ONE MAIN THEME: THE CITY OF MUSIC

- Nashville has a really strong downtown image, aligning the city with **THE STORY OF MUSIC.**
- A **DOCUMENTARY** capturing the city's passion for music.
- Music City Picks Playlist - music that defines Nashville.



DIRECTOR OF NIGHTLIFE

- The Mayor of Nashville is creating a new position called Director of Nightlife to help **control Nashville's party scene.**

TECH-INTO-NASHVILLE

- **A national marketing and recruitment campaign.**
- Connect top tech talents with leading companies.
- Notable tech companies have announced plans to invest in Nashville and make our city a key market: **AMAZON, ORACLE, and FACEBOOK.**



SALT LAKE CITY

Utah, U.S.A

You gotta love Salt Lake City. The rooms are cheap and the beds are cushy. The local cuisine is enough for the snootiest foodie. There's so much to do on and off the slopes. Even the people are nice



TRANSIT

- Salt Lake City has a **robust public transportation** system that utilizes commuter trains, buses,
- **The Red line** specifically provides service from the University of Utah, through downtown.
- Transit times run **frequent** and efficiently making it **easy** for individuals to commute around the city.

YOUNG DEMOGRAPHIC

- The Salt Lake community is **mostly young** in the downtown area.
- Young students heading off to **college** are drawn to all that the state has to offer.
- After graduation, many of them remain in the city to **pursue career** and **entrepreneurial opportunities**.

ACTIVITIES

DOWNTOWN ALLIANCE

- Downtown Salt Lake City is the regional center for arts and entertainment with forty arts organizations producing music, dance, theater, visual arts and more.
- Downtown Alliance promotes the more than 80 events that happen each month.

INCLUSIVITY

- Salt Lake City ranks as the second-friendliest city in the U.S. for the LGBTQIA+ community.

ENTERTAINMENT

- Downtown Salt Lake City is the regional center for arts and entertainment with forty arts organizations producing music, dance, theater, visual arts and more. Downtown Alliance promotes the more than 80 events that happen each month.

KEY TAKEAWAYS



Inclusivity

Host inclusive events to attract more diverse subsets



Entertainment

Wide range of entertainment happening every month



Downtown Alliance

Building a dynamic and diverse community for culture, commerce and entertainment



EDINBURGH

Scotland, UK

Summer in Edinburgh is an explosion of colors, sounds, and scents as our festival season bursts into life. You'll want to experience this fantastic and vibrant cultural phenomenon



KEY TAKEAWAYS



Discounts
on local shops in
downtown



Transit
Offering multiple transit fare
options for convenience



Safety
Implemented a joint
community safety plan to
increase safety

TRANSIT

- Edinburgh has **multiple** channels of transportation including **bus, tram, and train**.
- Prioritizes low carbon transport options.
- Offers an **affordable, convenient** and **easy** to use transit system including reasonable fares for all types of travel.

SAFETY

- Rated one of the **safest cities** in the UK.
 - Joint Community Safety Strategy
- **Safety:** Overall risk rating is **LOW**.
 - An accepting and inclusive nation
- Crime reported to the police has fallen by over 20% since 2008 and is at its lowest levels in over 40 years.
- Consistent **improvement in perceptions** of police effectiveness through surveys

ACTIVITIES

RESIDENT REWARDS

- Offers a **monthly** resident reward in partnership with a **local businesses** in the downtown area stimulate traffic during the weekdays.
 - **Vouchers and discounts** are given to residents.

FOREVER EDINBURGH

- "Great Days Out Offer" save up to **50% off** at participating attractions and experiences.

FESTIVALS

- Jam packed schedule all year round, many festivals for many interests.
 - Book lovers, science, arts, music, film & more!

WHY IS CALGARY DIFFERENT?

CALGARY: POST SECONDARY LOCATIONS

There are *no major post secondary institutions in the Downtown* area.
post secondary students are *incentivized not to live downtown* but closer to their schools.

- University of Calgary: 10 km from downtown.
- Mount Royal University: 4 km from downtown.
- SAIT Polytechnic: 7 km from downtown.
- Alberta College of Art & Design: 4 km from downtown.



TORONTO: POST SECONDARY LOCATIONS



- University of Toronto: 900 m from downtown.
- Toronto Metropolitan University: 950 m from downtown.

KEY TAKEAWAYS



Calgary is different from the other cities we are benchmarking as **university campuses are not located in the downtown core** compared to cities like Toronto.



Students in Calgary **prefer to live closer to their school** versus closer to downtown.



WHAT ARE PEOPLE SAYING ABOUT DOWNTOWN CALGARY?



DOWNTOWN EXPERIENCE AUDIT

ARTS & ENTERTAINMENT

"The reality of **big arts events** such as major concert events is the same as with sports events. **People come in for the evening and depart leaving little residual when they return home to the suburbs.**"

-COLIN JACKSON - Co-Chair, Calgary on Purpose



"**Not enough** creative establishments! Such as **art, music, unique bars and restaurants.**"

-ANONYMOUS from survey results, Calgary Student.

SAFETY

"**Scared of being harassed, just not comfortable** when I'm alone downtown."

-ANONYMOUS from survey results, Calgary Student.



"Continued messaging via the **media and holding events** for Calgarians will continue to **bring more and more people downtown.**"

-DOUG DURANT - Security Advisor, Central Library

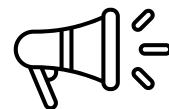
KEY TAKEAWAYS



People feel like they don't have a reason to stay in the downtown core for long.



Safety is a top reason why people avoid downtown and go to other areas of the city.



More events and awareness of these events will bring people downtown.

DOWNTOWN EXPERIENCE AUDIT

During the audit, we engaged 29 random post-secondary students to discover major themes and how it aligns with our secondary research.

Below is the results of the themes that emerged from this phase.

EMERGING THEMES

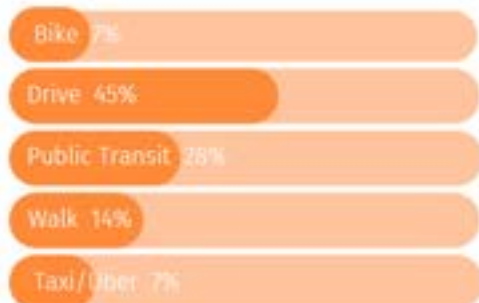
1. Why Do You Go Downtown?



2. How Long Is Your Average Downtown Visit?



3. How Do You Commute Downtown?



4. How often do you Go Downtown a month?.



4. How Safe Do You Feel About Downtown?



KEY TAKEAWAYS



Driving + Transit

Driving followed by transit is the most popular way to commute downtown



Restaurants

The top reason to go downtown to dine at restaurants



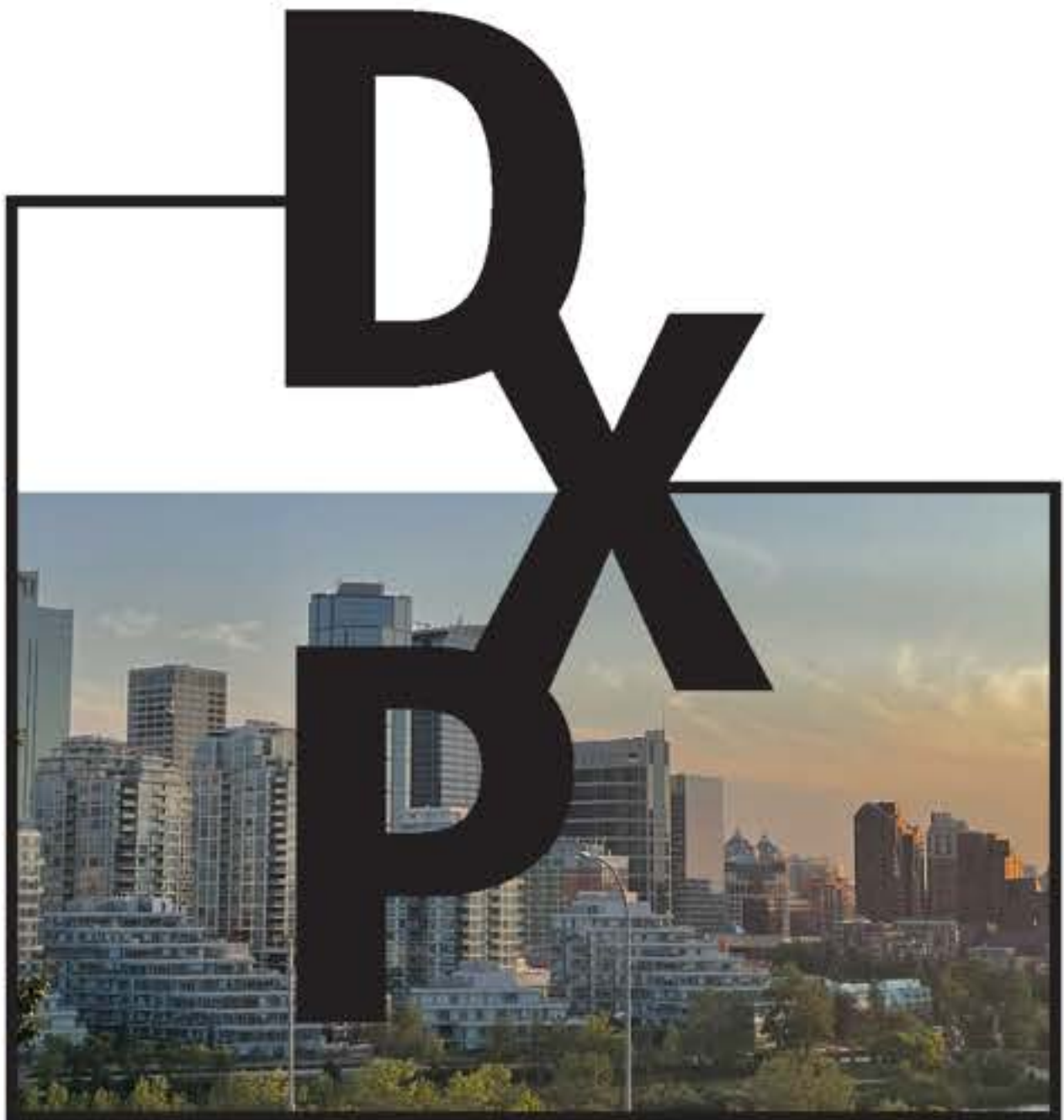
Safety

Downtown Calgary is perceived as being unsafe

PRESENTING

DOWNTOWN EXPERIENCE PASS

DXP



Projected Launch: Summer 2023

DXP Position

Connection, Community, & Vibrancy

An interactive pass that allows post **secondary** students to dive deeper into what downtown has to offer.



DOWNTOWN EXPERIENCE PASS

DXP

*A downtown vibrancy initiative that strengthens the perceptions of post secondary students of downtown Calgary and advocates Calgary as a **Learning City**, a **Creative City**, and an **Active City**.*

About the Project

DXP is a **three-phase program** that enhances post secondary students' downtown experiences.

After conducting evidence-based research, this program was developed to assist the city's downtown revitalization effort.

The **fundamental** of DXP is rooted in the **sense of community** that is unique in Calgary and nurtures **the growth of post secondary students**.

The DXP seeks to enhance downtown experiences by:

- Encouraging the use of **public transit**
- Implementing **safety measures**
- Promoting the **life of downtown people** and **businesses**

Deployment of Strategy

PHASE 1:

HUMAN OF CALGARY

PHASE 2:

DXP DINING DOWNTOWN

PHASE 3:

PROMOTING LOCAL STORES
DOWNTOWN

DXP STRATEGY SUMMARY

PHASE 1: HUMAN OF CALGARY

OBJECTIVES:

- Stimulating downtown visits by Improving the perception of SAFETY
- Encouraging TRANSIT USAGE
- Promoting a CREATIVE CITY

PARTNERS:

- SafeWalk
- Calgary Transit

EXECUTION:

- SafeWalk program
- Transit discounts for students registering under 3 courses in the summer
- "Human of Calgary" photo and film contest

PROMOTIONS:

- Social media posts
- Transit ads

PHASE 2: DXP DINING DOWNTOWN

OBJECTIVES:

- Increasing **downtown visits** by offering unique dining experiences
- Stimulating increases in **revenues** for participating downtown businesses.

PARTNERS:

- Downtown food and beverage businesses (restaurants, cafes, bars)
- Food Tourism Strategies Inc.
- Curiosity Calgary
- Calgary Events

EXECUTION:

- DXP Dining Downtown

PROMOTIONS:

- Social media posts
- Transit ads
- Promotions on recommended

PHASE 3: PROMOTING LOCAL STORIES DOWNTOWN

OBJECTIVES:

- Increasing **consumer purchases** on **local food, beverage and fitness** spots in the downtown area through monthly discounts.
- Enhancing post secondary students' lifestyles and mental wellness.

PARTNERS:

- Downtown food and beverage businesses
- Food Tourism Strategies Inc.
- Curiosity Calgary
- Calgary Events

EXECUTION:

- DXP Dining Downtown

PROMOTIONS:

- Social media posts
- Transit ads
- Promotions on recommended

Connection, Community, and Vibrancy

An interactive pass that allows post secondary students to dive deeper into what downtown has to offer.

OUR COMMITMENT

MISSION

Bringing together a diverse group of post secondary students by providing them with enriching experiences in the heart of Calgary while connecting and making memories with others

VISION

A Downtown that is unique to Calgary and celebrates every Calgarian, focusing on post secondary students to help bring vibrancy, creativity and inclusion back to the city.

OBJECTIVES

Ensuring that Calgarians are aware and enticed to visit downtown based on the recommendations and promotions developed

STRATEGIC PILLARS

The establishment of DXP Mobile is built on four strategic pillars that consider the perceptions of Calgary's post secondary students and pursue the growth of the downtown community.

INCLUSIVE & DIVERSE



Community & Inclusivity

DXP is committed to community engagement and multicultural visibility.

We embrace the relationships with every community and seek to foster the growth of an inclusive and diverse Calgary.

COOPERATIVE GROWTH



Importance of Downtown Commerce & Developers

DXP emphasizes the significant role of downtown commerce and developers.

We recognize downtown's long-term growth and vibrancy can only be achieved through cooperative efforts.

NURTURING YOUNG TALENTS



Value of Post Secondary Students

DXP values the potential and passion of Calgary's post secondary students.

We are dedicated to helping students explore their creativity and innovative ideas outside the regular classrooms.

WALKABLE & PROTECTED



Foot Traffic & Safety

DXP leverages the proximity of downtown to encourage transit usage and foot traffic.

We understand that the safety of downtown residents is important in increasing walkability and facilitating public transit consumption.



INTRODUCING THE DXP



- **FREE DXP**
- **MOBILE EXCLUSIVE**
- **QUICK AND EASY USE**
- **NO APP DOWNLOAD REQUIRED**
- **SAVE ON YOUR FAVORITE RETAILERS DOWNTOWN!**





PHASE 1:

HUMAN OF CALGARY

- SafeWalk program
- Transit discounts for students registering under 3 courses in the summer
- "Human of Calgary" photo and film contest

DXP STRATEGY

PHASE 1: HUMAN OF CALGARY

Objectives:

- Stimulating downtown visits by Improving the **perception** of **SAFETY**
- Encouraging **TRANSIT USAGE**
- Promoting a **CREATIVE CITY**

1 ADDRESSING SAFETY CONCERNS

SafeWalk

- Students will have access to SafeWalk features in the downtown area, giving them a safe way to get out of an unsafe situation

Goals

- Ease worry of safety concerns downtown from post secondary visitors who avoid the area due to safety concerns.
- Stimulate usage of public transportation by providing assistance to those who avoid it due to safety concerns

How It Is Implemented

- The DXP will partner with SafeWalk and have volunteers escort users to their parked car or public transportation
- Users will be made aware of SafeWalk through advertisements on DXP, billboard, and social ads

2 TRANSIT USAGE INCENTIVES

Inquire with schools

- Include transit passes for all post secondary students, even part time.
- Students will have free access to transit all seasons including the summer for the duration of their enrollment.

Goals

- Create ease for students trying to travel downtown.
- Increase the usage of transit downtown.

How It Is Implemented

- After partnering with the post secondary institutions, the university will provided transit passes that offer a longer time of usage including during the summer, and to an increased amount of students, that is available on the Calgary MyFare app

3 ENGAGING A CREATIVE CITY

What Is It?

- The vibrancy of downtown would not be complete without the visual representation.
- To construct Calgary as a CREATIVE CITY, a photography and short film contest will be announced that invites creators to contribute their talents.
- **Topic: HUMAN OF CALGARY**
- This contest is projected to take place at the beginning of Spring, Summer, Fall, and Winter to capture the transitions in the life of downtown people when seasons change.

Goals:

- Earn participation from young talents in the post secondary student segment and gain insights into their perceptions of downtown life.
- Bring attention to Calgary's digital media and entertainment, especially the film industry.

How It Is Implemented:

- Participants post their creative works telling their "stories" or sharing their favorite moments of life downtown on their personal Instagram.
- The post submitted for the contest must tag [@downtowncalgary](#) and include the following hashtags: [#humanofcalgary](#) [#cdapcontest2023](#)
- The winning submissions will be featured on CDA's social media and used for CDA's landing page for the opening month.

HUMAN OF CALGARY is implemented to amplify the "human" aspect through storytelling. It is relevant to the current context because CDA's Instagram mainly focuses on displaying urban landscapes, which may create a disconnection with the audience.



Overall, the main purpose of Phase 1 of DXP City is to cultivate the diversity of Calgary's talents and downtown business owners and retailers, followed by addressing safety issues, and promote transit usage.



PHASE 2:

DXP DINING DOWNTOWN

The launch of DXP Dining Downtown

DXP STRATEGY

PHASE 2: DXP DINING DOWNTOWN

Objectives:

- Increasing **downtown visits** by offering unique dining experiences
 - Stimulating increases in **revenues** for participating **downtown businesses**.
-

What Is It?

- A dining experience at different restaurants throughout downtown that is unique for post secondary students and occurs on the **last Friday of each month**, from **7 PM -9 PM**

Goals:

- Generating increases in **revenues** for **downtown food and beverage businesses**.
- Introducing the target audience to the **diversification** of downtown businesses.
- Simplifying the **decision-making process** of post secondary students.

How It Is Implemented:

- The CDA will partner with food and beverage businesses downtown to offer post secondary students **access to set menus at a fixed, discounted price**.
 - The set menus are suggested to have the best and unique features of the business to enrich the target audience's experiences.
- **DXP Dining Downtown** applies to participating restaurants and bars located in the core.
 - See the list of possible restaurants and bars that can be a part of Phase 2.
- **DXP Dining Downtown** can offer discounts to students during Alberta on the Plate (<https://www.albertaontheplate.com/>) to celebrate cultural cuisine, promote local farmers, and contribute to the learning process of young talents.

How People Participate:

- Download the DXP, view different restaurants participating and select which one you want to participate in
- Make a reservation or a walk in, show your student ID and DXP pass to be seated with the menu being offered
- Sip, savour and enjoy the fixed price offerings
- Share to social media and tag us to have your experiences re-shared

Potential Partners:

- Downtown food and beverage businesses (restaurants, cafes, bars)
- Food Tourism Strategies Inc.
- The Tomato

PROPOSED PARTICIPATING PARTNERS

Restaurant Options:

First Three Months

Month 1:

GoRo + Gun

Goro + Gun offers contemporary Japanese Cuisine

This restaurant was chosen because it is centrally located downtown, offers a variety of different menu items and allows post secondary students to try different cuisines for a fixed price



Month 2:

The Shoe & Canoe Public House

The Shoe & Canoe reflects Canada from coast to coast to coast.

Shoe & Canoe Public House was chosen for its vibrant, exciting and open atmosphere. It is a destination for post secondary students to gather, enjoy food and drinks and the opportunity to gather and enjoy their free time. This restaurant was also chosen because of its TV's and fireplace making it a cozy atmosphere to catch sports, events and entertainment.



Month 3:

The Wednesday Room

The Wednesday room offers a sophisticated space with unique food and more unique drinks

The Wednesday Room is the third restaurant chosen for its eclectic vibe which is reminiscent of a '60s lounge. Its interior design, funky food and beverages are the perfect destination for post secondary students to have a fancy night out for a fair price. post secondary students want to experience all things luxury, and The Wednesday Room will provide an experience of luxury for those who decide to head there on student night.



SAMPLE SET MENUS & FIXED PRICES

DXP DINING DOWNTOWN

7 pm - 9 pm

restaurants & bars

.....
september features



The WEDNESDAY ROOM

Appetizer:

GRILLED BRUSSELS SPROUTS (GF)
Garlic Butter, Parmesan Reggiano, Caesar Dip, Bread Crumb

Main:

ORECCHIETTE
Braised Lamb Shoulder, Tomato Ragu, Dinosaur Kale, Hazelnut
Gremolata, Parmesan Reggiano

or CONFIT DUCK (DF)

SQUASH, SUSHI RICE, SESAME, TEMPURA

Dessert:

CHOCOLATE TORTE (GF)
Masa Flour, Bourbon Corn Ice Cream, Caramel, Valrhona
Chocolate

(3-course meal for \$45)



shoe &
canoe

public house

Appetizer

ROAST VEGETABLES & WHIPPED FETA
Root Vegetables | Local Whipped Feta | Dukkah Spice

Main:

BISON PAPPARDELLE
Pulled Bison | Pappardelle Pasta | Shaved Parmesan | Gem
Tomato Confit | Wild Mushroom

or
Vegan Meatballs | Farro | Barley | Sundried Tomato | Young
Spinach | Roasted Red Pepper | Smoked Carrot Puree | Vine
Ripe Tomato Sauce | Vegan Parmesan

Dessert

STICKY TOFFEE PUDDING
Moist Sponge Cake | Toffee Sauce | Vanilla Ice Cream

(3-course meal for \$45)

GORO+GUN

Appetizer

STEAM BUNS 2 pcs | 10 braised pork, pickled root vegetable,
sweet bbq mayo karashi

Main

VEGAN MUSHROOM RAMEN (v) 15 mushroom broth, green leaf
ohitashi, grilled king oyster mushroom,

or
ma-yu MAZEMEN RAMEN 15 onsen egg, BBQ pork, bamboo
shoot, green onion, kikurage mushroom, ginger, chilli oil (no
broth)

Dessert

HOJICHA MOUSSE 6 matcha crumbles, anko
(3-course meal for \$35)

Subjected to change by partners



PHASE 3: PROMOTING LOCAL STORES DOWNTOWN

Introducing DXP discounts offered by
partnered businesses

DXP STRATEGY

PHASE 3: PROMOTING LOCAL STORES DOWNTOWN

OBJECTIVES:

- Increasing **consumer purchases** on **local food, beverage and fitness** spots in the downtown area through monthly discounts.
- Enhancing post secondary students' lifestyles and mental wellness.

What Is It?

- **Enhancing downtown experience** by increasing post secondary student purchases on **local food, beverage and fitness stores** by offering **redeemable coupons and promotions** to local retailers.

Goals:

- **Increase in revenue** for **local businesses** downtown
- **Incentivizing** post secondary students to come downtown and **interact with businesses**
- Making downtown more **affordable** for post secondary students.

How It Is Implemented

- The CDA will partner with certain local stores in the downtown area to deliver discounts and promotions to DXP users.
 - Promotions may differ depending on the participating retailer.

How People Participate:

- Download the DXP, view the list of participating retailers and the discounts they have to offer.
- Visit the retailer, open your DXP and activate the discount.
- Present your phone to the staff member to receive your discount

EXAMPLE DISCOUNTS



Calgary's local coffee shops offers espresso, tea and eatery.
15% off a Latte



Calgary's famous local breakfast place offers delicious breakfast foods you'll always crave!
20% off a breakfast bowl on Sundays



River Wheels offers you a unique bike rental experience. Not your typical sports shop. A convenient way for locals to discover the stunning river pathways of Downtown Calgary.
Get a 24 hour rental for the price of an 8 hour rental (\$40)



The Method is inspiring the investment you make in your health
For every 5th 50 minute class, get a shake from the "Recharge Bar" for free!

DXP STRATEGY

PHASE 3: PROMOTING LOCAL STORES DOWNTOWN POTENTIAL LOCAL RETAILERS

FOOD AND DRINK PARTNERS

- COFFEE SHOPS



- EATERY/BARS



THINGS TO DO PARTNERS



FITNESS PARTNERS



DXP STRATEGY

PHASE 3: PROMOTING LOCAL STORES DOWNTOWN SOCIAL MEDIA PROMOTIONS



104

Show all comments (17)

downtowncalgary Need a pick me up? Monogram Coffees got your covered. You'll receive 15% off a latte for this month. Our treat to you. #CoffeeLover #MonogramCoffee #DXP



104

Show all comments (17)

downtowncalgary is partnering with @oeb_breakfast where all students will receive 20% off breakfast bowls this sunday! Treat yourself and a friend to a tasty brunch. #YUM #DXP #Brunch #OEB



104

Show all comments (17)

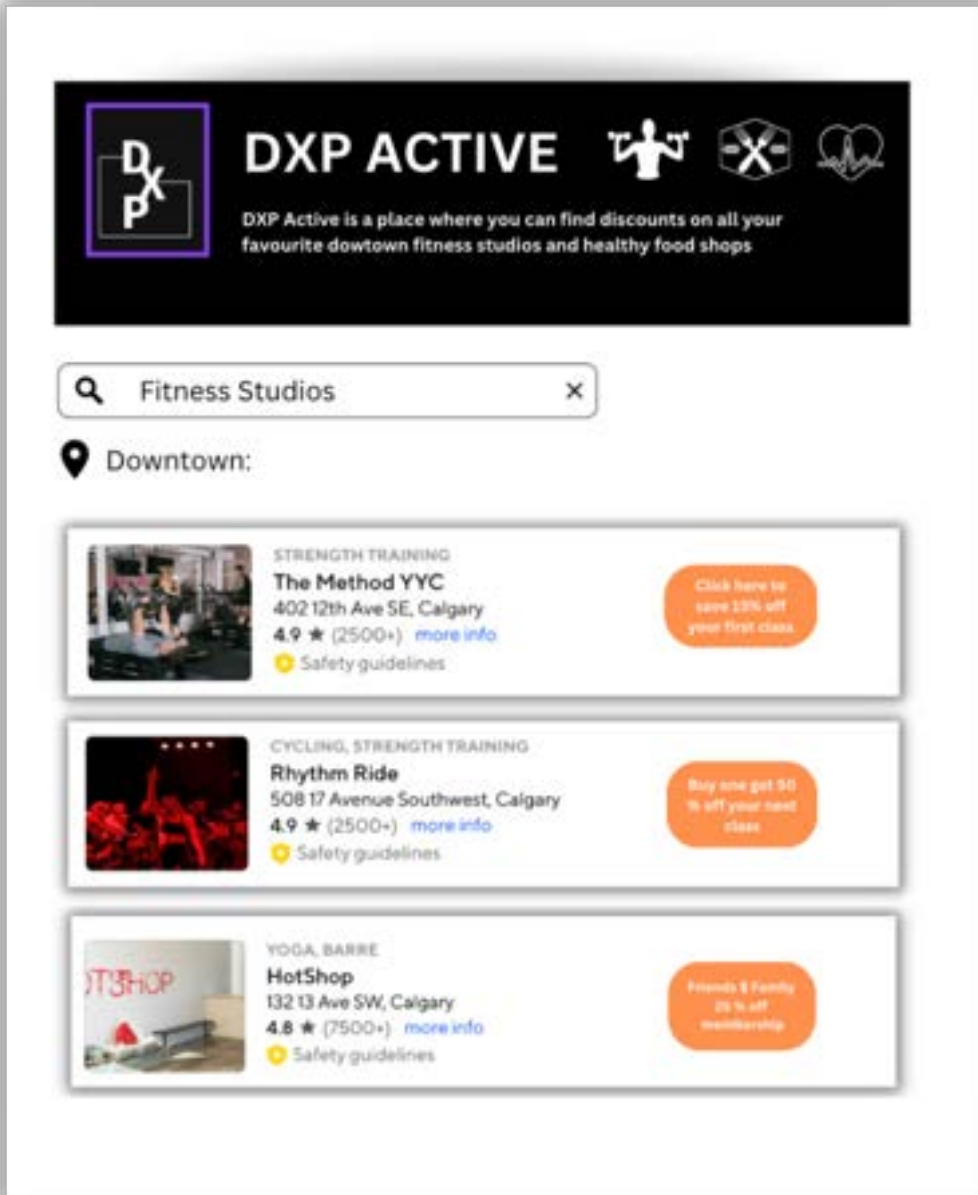
downtowncalgary Students, have you tried Stephen Ave's newest trendy restaurant? Barbarella brings Italian to Calgary, you won't want to miss this one! Recieve 10% off thier Happy Hour for the month. #Dinner #Food #Barbarella #DXP

DISCOUNTED FITNESS & FOOD

The DXP will offer discounts to students at local fitness studios and healthy food restaurants in the downtown Core.



HOW THE FEATURE WORKS



WHY DXP ACTIVE?

Living an active lifestyle and making healthy food decisions can be extremely costly and time-consuming. Whether they need food on the go or want to break a sweat, DXP active has them covered at a discounted price.

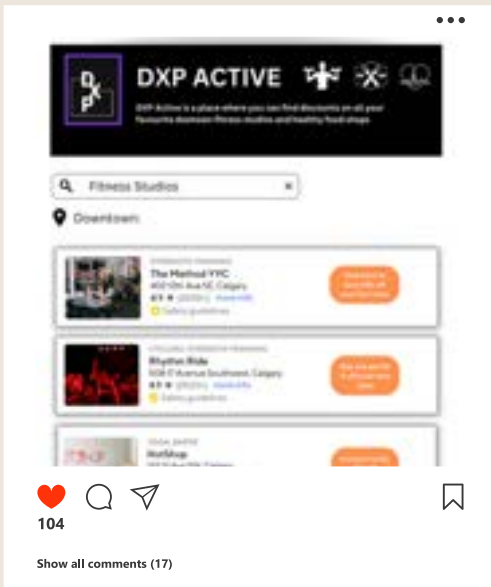


HOW WE WERE INSPIRED

We wanted to partner with local Calgary Downtown fitness studios and restaurants to promote a healthy lifestyle while also helping students save money.

DXP Active will partner with local restaurants like Fork and Salad to offering students weekly discounts on healthy food options. This discount will be guaranteed to DXP members until they are graduated from their post secondary schools.

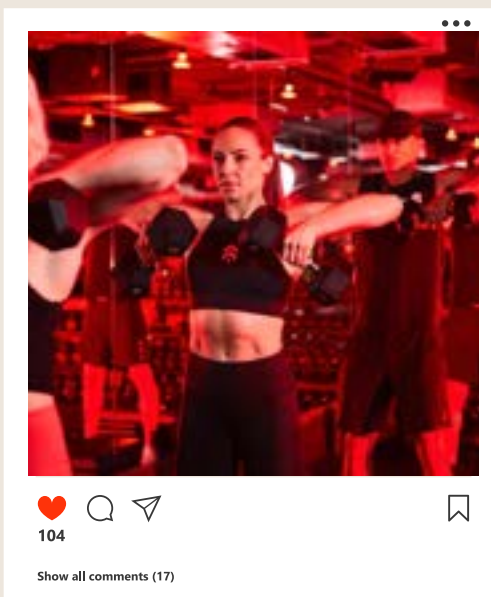
DXP ACTIVE PROMOTIONAL



@DowntownCalgary



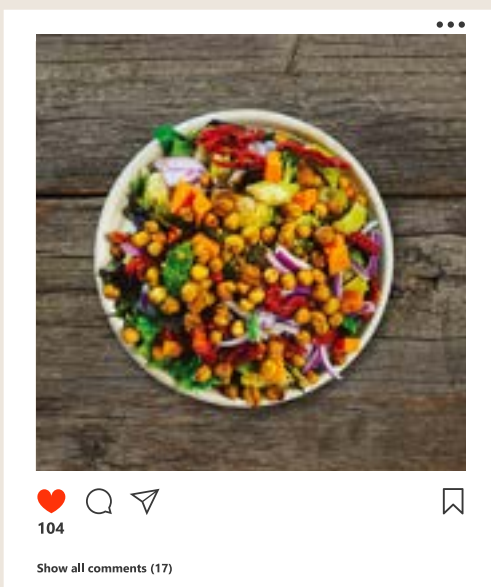
downtowncalgary Students it's finally here! We've created DXP Active on the DXP pass. You'll find unlimited amounts of discounts to your favourite fitness studios and healthy restaurants. Enjoy. #DXP #DXPActive #Save



@DowntownCalgary



downtowncalgary Did someone say Barry's? Ready to break your sweat students? Fitness is more than just a hobby, it's a lifestyle. Claim 15% off your first class on DXP Active. Join the challenge, join the fun. #DXP #FIT #DXPActive #Barrys



@DowntownCalgary



downtowncalgary Hungry happens! Looking for a quick, and healthy bowl of deliciousness? We've got you covered. We've partnered with Fork and Salad on DXP Active where students will receive weekly discounts on healthy food options. This discount will be guaranteed to DXP members until they are graduated. #Downtown #DXP #DXPActive #ForkandSalad



DXP DISTRIBUTION

IN 3 EASY STEPS!



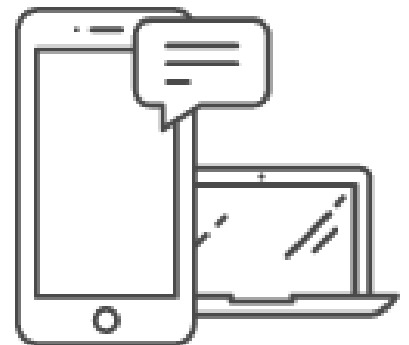
STEP ONE

Your DXP offers an array of attractions, restaurants, retailers and more! With **exclusive deals** and **discounts** to redeem.

Simply **sign up** for the DXP by providing your name, phone number, email and postal code.

STEP TWO

Your DXP will instantly be **delivered via text and email**. **No app download required**. We recommend adding the pass to your homescreen/bookmarks/e-wallet for quick and easy access!



STEP THREE

When visiting participating local businesses, **activate your promo code** and present your phone to the staff member to **redeem available discounts!**

DXP DISTRIBUTION



Once downloaded, the DXP can be added to the digital wallet on mobile phones or stored as a regular image. Users can simply have their passes scanned to enjoy discounts and offers exclusively for post secondary students.

Digital Wallet



DXP Summer will be added to Calgary My Fare app. Similar to regular digital tickets and UPass, once activated, users can have their passes scanned on public transit.



My Fare

Available on



DXP OUT OF HOME ADVERTISING

TRANSIT BILLBOARD



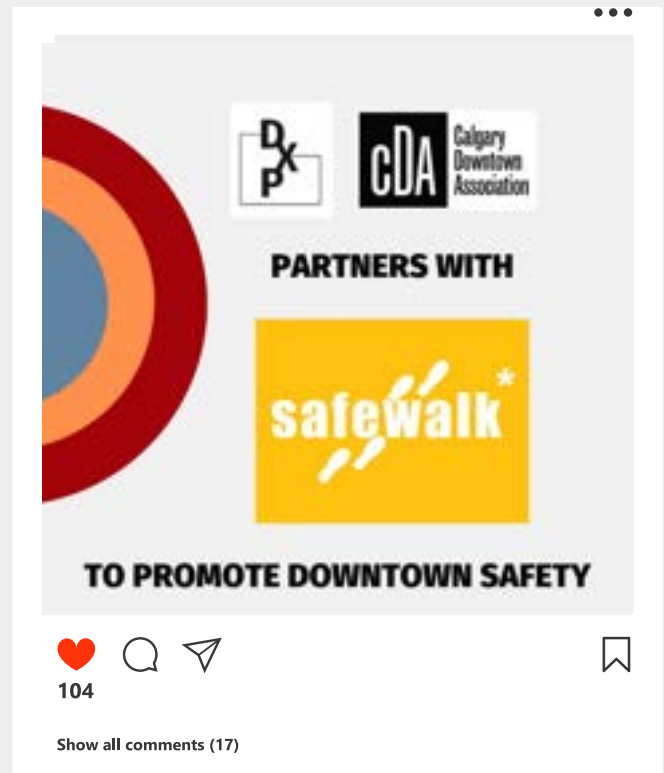
Advertisements for DXP will be placed on Calgary Public Transit Billboards

TRANSIT POSTER



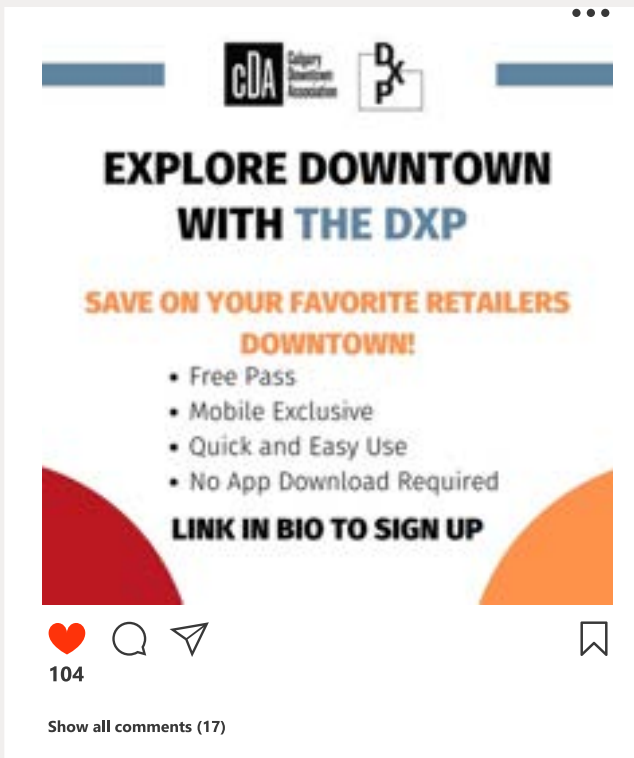
Advertisements for DXP will be placed on Calgary Transit busses and train and stations

SAFEWALK PARTNERSHIP



Social Media Promotion for DXP Phase One partnership with Safewalk to help promote downtown safety

DXP SOCIAL MEDIA ADVERTISING



@DXPCALGARY

@downtowncalgary are you interested in exploring downtown to find the hottest spots? Download your DXP and explore all downtown has to offer. It is quick and easy with no app download required!



@DXPCALGARY

@downtowncalgary say hello to DXP! Your downloadable pass to everything that downtown Calgary has to offer. Quick and easy navigation - the DXP offers discounts and suggestions for the best places to visit in downtown Calgary. For more information visit our website.

PARTNERSHIPS

A WAY TO GET UNIVERSITY STUDENTS ENGAGED

"More than **98 percent** of post secondary students use **social media**". Creating **partnerships** with popular Calgary social media accounts can **increase engagement** with post secondary students.



- "Calgary's **#1** page for **news & entertainment**"
- 273k+ followers
- Instagram page consists of **upcoming events** going on in Calgary along with **news updates**
- Great way to **engage** with **university students** as social media is one of the best ways to reach this segment
- People are **constantly sharing @calgaryevents posts** to their friends and families
- Great way to **promote DXP pass** as they are open to collaborations



- "Get the most from your city"
- Curiosity presents you with the **most relevant local food, experiences, news, deals and adventures.**
- 222k+ followers
- Instagram posts consists of **upcoming events, grand openings & more!**
- People who follow this page are **looking for something new to do in Calgary**
- People **like and share** these posts to friends and families
- A great way to promote **"Student Night"** event and promote the **DXP pass!**



DXP BUDGET

Total Marketing Budget

\$650,000

Time Span

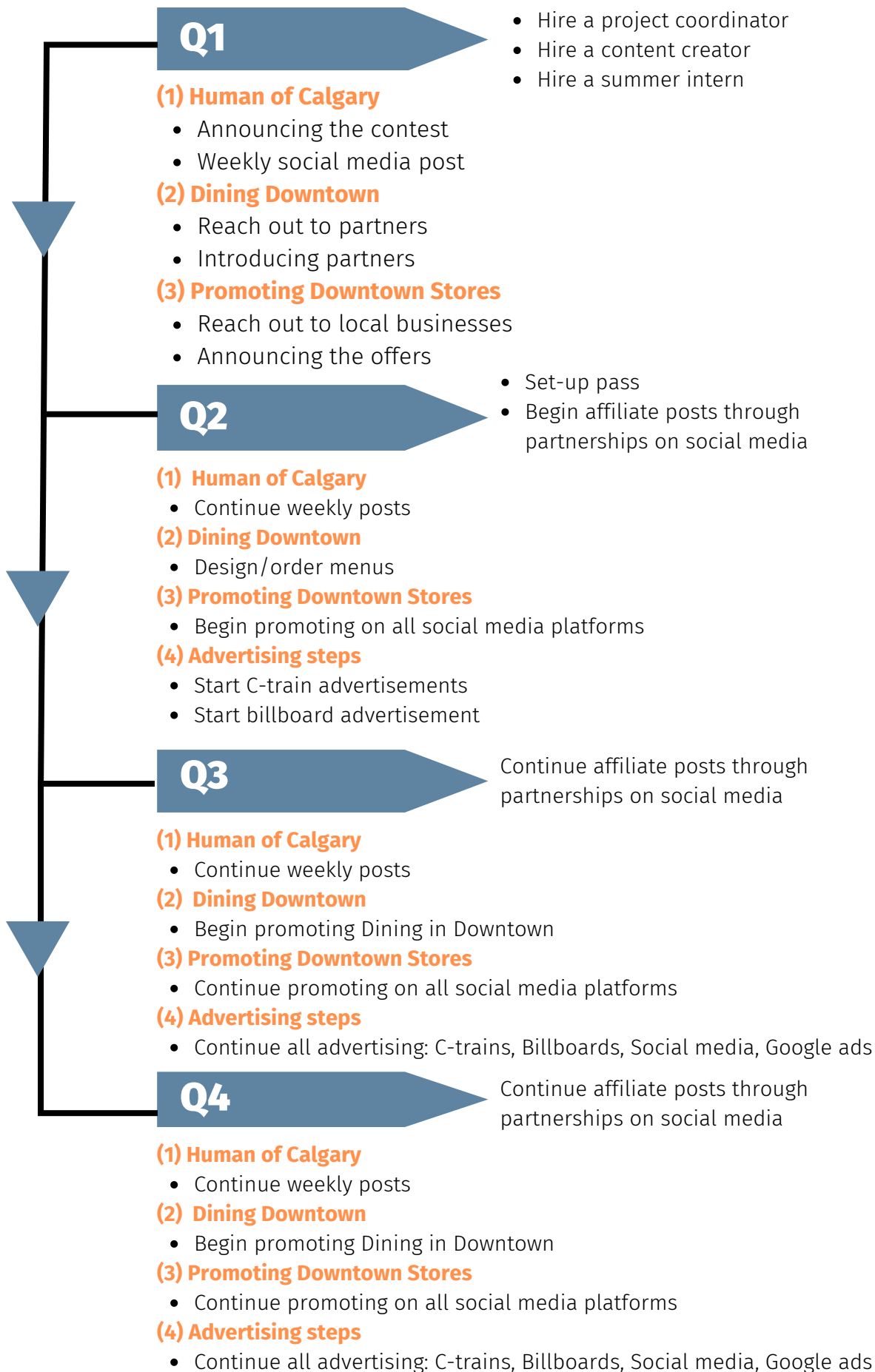
Two Years

Human Resources Expenses	Year 1	Year 2
Project Manager	\$75,000	\$75,000
Social Media Manager	\$65,000	\$65,000
Two Summer Social Media Intern	\$30,000	

Advertising Expenses	Year 1	Year 2
Instagram Advertisements	\$20,000	\$24,000
Influencer Partnership Posts	\$4,000	\$6,000
C-trains	\$64,800	\$97,200
Google Advertisements	\$12,000	\$14,400
Billboards	\$42,000	\$51,100
Menus	\$2,000	

Annual Total Expenses	\$314,800	\$332,70
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QUARTERLY CRITICAL PATH: ROLL OUT PHASE



DXP ROI SUMMARY

**Creating a safe,
inclusive & engaging
downtown for post
secondary students**

Increase
amount of foot
traffic
downtown.

Increase
spending in the
downtown area.

Increase amount of
times post
secondary students
visit downtown each
year.

Bring awareness
to different
businesses
downtown.

Increase art &
expression in
the downtown
area.

Increase transit
usage.

Increase
awareness of
downtown
events.

Create a positive
perception of
Calgary
downtown.

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APPENDIX A

Primary Segment

Retrieved from PRIZM Segmentation

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LATTE LIFE

Younger, single urban renters



U5 YOUNGER URBAN MIX
Y1 VERY YOUNG SINGLES & COUPLES

Population:
191,417
(0.50% of Canada)

Households:
117,174
(0.78% of Canada)

Average Household Income
\$95,495

Average Household Net Worth:
\$454,249

House Tenure:
Rent

Education:
University

Occupation:
White Collar/
Service Sector

Cultural Diversity Index:
Low

Sample Social Value:
Social Learning

Who They Are

One of the youngest segments, Latte Life is often the first stop for university graduates fresh out of school. Typically located in urban areas like Vancouver, Calgary, Edmonton and Ottawa, the lifestyle has remained relatively stable for the last 15 years. Half the residents are between 25 and 44; nearly 60 percent live alone. Over half have earned a university degree—more than twice the Canadian average—but since they likely hold entry-level jobs in education, the arts, cultural industries and science, most earn average incomes. The steep cost of housing in their neighbourhoods means three-quarters of residents rent newer condos or older low-rise apartments. Like many Millennials, they try to reduce their carbon footprint by walking, biking or taking public transit to work. Latte Life residents aren't interested in putting down roots right now: two-thirds of residents have moved in the last five years. These young adults are nightowls who frequent bars, dance clubs and music festivals. Fitness and status conscious, they spring for memberships in health clubs. With their *Concern for Appearance*, they're a strong market for products and services that make them look good.

Their incomes may not be high but Latte Life members have the luxury of spending their paycheques solely on themselves. They have high rates for going to the ballet, opera, symphony and art galleries. Many are foodies who enjoy gourmet cooking at home and meeting friends at Thai, Japanese and other Asian restaurants, as well as Starbucks and other coffee shops. These young singles balance their alcohol and cannabis-fueled partying with health-conscious foods, especially organic fruit and veggies. Many like to travel—often to the western provinces and U.S. states—and typically hold down costs by couch surfing with friends and using loyalty program rewards. When travelling locally, they often utilize public transit—an aspect of daily life they look forward to post-COVID. At home, their media inclinations are overwhelmingly digital, and they'll forego traditional cable TV for streaming services like Netflix and Amazon Prime. If they want to listen to a radio station or read a newspaper or magazine, it's typically accessed using their mobile device or computer. Out-of-home advertising might be the best way to reach these out-and-about city dwellers; they notice messages in buses, taxis, subway stations, convenience stores and cinema lobbies.

How They Think

The members of Latte Life are progressive, independent and engaged. Committed to *Community Involvement*, they have high rates for being active on social issues, doing volunteer work and getting involved in political campaigns. Supportive of nontraditional and commitment-free relationships, this segment is strong for *Flexible Families* and *Social Learning*. Being young, they often question rules and make decisions without deferring to a boss, parent or other authority figure (*Rejection of Authority*). In their diverse neighbourhoods, they embrace multi-ethnic groups and enjoy experiencing what other cultures have to offer (*Multiculturalism, Culture Sampling*). In the marketplace, they admit that the very act of shopping excites them (*Importance of Aesthetics*), and they enjoy acquiring products in their areas of particular interest, especially those that highlight their individuality and convey affluence (*Consumptivity, Pursuit of Originality, Ostentatious Consumption*). They also prefer brands that have an authentic story (*Brand Genuineness*) and appreciate products that promote health and well-being (*Effort Toward Health*). With their strong *Confidence in Advertising*, they view advertising as a reliable source of information.

APPENDIX A.1

Primary Segment

High Cost of Living- downtown is extremely costly and this age group are usually not making a six- figure income, and are on the search for jobs. Since their budget is lower, and more strict, they'd typically not prefer to spend money parking or living since there are cheaper options outside of the downtown core.

The cost of living in Calgary is up in 2022, with prices for energy and food increasing the most. This is due to Alberta's oil prices being so high and Calgary's population being over one million

Experts say the current spike in Calgary rental costs is being driven by an influx of over 40% of people moving to DT area from the suburbs

"This downtown does not work for us anymore. It is not economically viable," Mahler said. "It needs a new purpose; it needs to be reinvented in order to compete in the new economy and the post-pandemic world."

Parking:

Downtown parking in Calgary is not only hard to find, but extremely expensive. Post secondary students are more likely to not waste their money on pleasurable items rather than on unreasonable parking fees.

For the first time in years, the city-owned Calgary Parking Authority is raising its monthly rates at multiple downtown lots

"Calgarians with a \$50 increase in his monthly parking fee," says Patrick Saunderson.

Lack of Community

Increasingly, Downtown Calgary is one of emptiness and loss. After the last economic bust in 2014-2015, the decline of the oil-and-gas industry has left downtown Calgary with 14 million square feet of vacant office space in faceless glass towers amongst empty parking lots. The effect of this extensive vacancy is hitting the city in its heart

"Throughout the downtown, you've got buildings that don't have entries or they are blank walls," she says. "That needs to be changed."- Beverly Sandalck

Transit:

Calgary's public transit from/ to the downtown core is very confusing and isn't convenient to the typical post secondary student. It's costly, people worry about their safety, and trains are limited as to which university they travel directly to. DT Calgary scootering has become popular in the last couple of years, but this version of transportation has become dangerous. From May 28 to August 24 this year in Calgary, for instance, at least 600 people ended up in the ER because of e-scooter crashes. That works out to about one crash for every 1,000 e-scooter rides in Calgary this summer.

Empty Building Space

There are many empty spaces downtown that could be better utilized for post secondary students. Mahler said, "money will be required for things such as financial incentives for companies to convert office buildings to other uses, including post secondary space or residential units"

Funding should go toward capital projects to improve public spaces, festivals and community events, and a city team dedicated specifically to downtown work

Summary:

Young adults want to be more active and participate in fitness activities both inside & outside.

By offering more of a variety of shopping options such as small business' will create more attraction

Accessible transportation will not only make students lives easier, but encourages them to be more eco-friendly

Reducing the amount of ticketing and parking rates makes parking downtown more of an affordable option for students

Creating incentives that contribute towards points or discounts motivates the "Latte Life" segment into spending more time Downtown

This generation of target market has a huge impact on our environment in relation to their carbon footprint. By offering various convenient ways to travel downtown, it will hopefully convince them to not drive their car every 9-5 shift.

Implementing more safety resources that are readily available and higher in security will create a sense of comfortability and trust for the average post secondary student, especially women.

Offering more elevated workspaces for students to go study provides them an additional resource and location other than their university.

Hosting more events that promote collaboration and inclusivity will help reinvent downtowns atmosphere and emotional appeal.

APPENDIX B

Secondary Segment

Retrieved from PRIZM Segmentation

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FRIENDS & ROOMIES

Young, diverse lower-middle-income city dwellers



U5 YOUNGER URBAN MIX
Y2 YOUNGER SINGLES & COUPLES

Population:
692,628
(1.82% of Canada)

Households:
349,766
(2.33% of Canada)

Average Household Income
\$70,319

Average Household Net Worth:
\$204,072

House Tenure:
Rent

Education:
University/High School

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
High

Sample Social Value:
*Intrpection
& Empathy*

Who They Are

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

The residents of Friends & Roomies find their entertainment on their streets and social media networks. Young and looking for romance, they frequent dance clubs, health clubs, art galleries and sporting events and play team sports, such as soccer, hockey and curling. In weekly grocery runs, they shop less for traditional meals than after-work grazing, picking up meat snacks, pretzels and chocolate granola bars. They prefer to grab meals on the run instead, patronizing Starbucks and Second Cup, as well as Burger King and Wendy's. In the marketplace, they have their favourite brands—clothes from Joe Fresh and the Gap, books from Chapters/Indigo—and they shop both in-store and online using their mobile phones and computers. They also turn to their phones to access news, listen to music and podcasts, play games and stream movies and TV shows. Fluent in social media, they have high rates for using Instagram, Snapchat, Reddit and dating platforms. They've long ago cut the cord on cable TV and landline phones, but out-of-home digital screens in convenience stores, transit shelters and pubs can still catch their eye. Since the COVID-19 pandemic reduced social gathering and interactions, this segment has shown a significant increase in social media consumption.

How They Think

The members of Friends & Roomies are liberal, tech-savvy and comfortable in their urban scene. They tend to be tolerant of non-traditional families (*Flexible Families*), think young people should have the same freedom as adults (*Equal Relationship with Youth*) and are open-minded about romantic relationships (*Sexual Permissiveness*). Living in diverse communities, they believe ethnic groups should retain their traditions rather than assimilate into the dominant culture (*Multiculturalism*), and they accept diversity within families (*Racial Fusion*). These independent young adults question authority and the need to play by the rules, indulge in risk-taking to get ahead and consider violence as simply a fact of life (*Rejection of Authority, Penchant for Risk, Acceptance of Violence*). With many feeling like they never have enough time to get everything done each day (*Time Stress*), they express a *Need for Escape* from their daily routines. But overall they're confident in their ability to handle the complexities of modern life (*Adaptability to Complexity*). They do their research to make sure the products they're considering are worthwhile, especially those in their areas of particular interest (*Discriminating Consumerism, Consumptivity*).

APPENDIX C

Nashville Benchmarking Data

City Perceptions:

Nashville, USA is known as the City of Music. They use this perception to collaborate and bring in world class experiences. This includes bringing in famous chefs, and offering deals and discounts on dining throughout the city.

People are pulling to this city due to their live music and liveliness of the community. The City of Nashville website describes why people chose to partake in city activities. "Creativity is the heart and soul of Music City and there's never a shortage of inspiring things to do. From new sounds that fill our speakers to old songs that fill our hearts. Nashville has the musical attractions to honor both past and present. Even Nashville's creative community spills out into an art scene filled with art galleries, theaters, and performance stages. Step back into time to learn about Nashville's history or explore a Nashville museum to discover artifacts, memorabilia, and more. From music, culture, and the arts to food, sports, and shopping, there is an "only in Nashville"

Director of Nightlife:

Nashville's identity is held in its nightlife and party scene. To help control these scene Nashville's mayor John Cooper is introducing a new position called **Director of Nightlife** that will work with MNPD and Chief of Police to address safety concerns that are downtown.

Total Access Pass:

While Nashville doesn't have a loyalty program in place they do have a **total access pass** that is being launched March 2023. This gives you access to six attractions for a discounted rate. The website acknowledges, black history, Asian and Hispanic backgrounds and focuses in on the different cultures in parts of the city. This pass offers many packages depending on what you want to do in your visit. Package comes with tickets to whatever attractions you choose, and includes a hotel stay.

TechIntoNashville:

Nashville has an ever changing economy as there is a rapid shift towards technology from healthcare and music. **TechIntoNashville** explains how "**The entertainment tech and health tech pioneers anchored here have helped establish a wildly diverse ecosystem that has become one of the most dynamic technology centers in the nation.**" Entrepreneurial companies currently make up 23% of Nashville's economy.

Vanderbilt:

There is a variety of community colleges that are located downtown with the Vanderbilt campus being located approximately 1.5 miles southwest of downtown Nashville.

City Transit:

Nashville uses Wego Transit to help their residents get around the city. An adult ticket is \$1.70 and a monthly pass costs \$65.00.

APPENDIX D

Salt Lake City Benchmarking Data

Downtown Alliance

Who is the target? Everyone

How is it promoted? Social media is updated often, Facebook, Twitter, Instagram

- Hashtag: #DowntownSLC
- Has “This week in downtown” promotions and more

What are the features of the program?

- Salt Lake city made a plan to grow downtown activity through the “Downtown Alliance”. This initiative resulted in the following:

Salt Lake City Public Market

Salt Lake City Public Market will be another jewel in Salt Lake’s downtown, creating a unique indoor/outdoor public space that serves residents from throughout the state, attracts visitors, and supports Utah’s growing local food movement.

- open every Saturday June 4 - October 22

Open Streets: A Main Street Promenade

Each summer weekend we are creating a pedestrian promenade on Main Street with expanded sidewalk dining, music and street performers, and a few thousand friendly locals and visitors. Main Street is the City’s living room and everyone is welcome. In February 2023, we look forward to warmly welcoming NBA All-Star Weekend visitors downtown. Open Streets 2021 attracted more than 400,000 visitors over the summer weekends. Throughout this year the Alliance will work with downtown stakeholders to explore permanent infrastructure improvements to remake Main Street into pedestrian-first public space.

Elevate Arts and Entertainment

Downtown Salt Lake City is the regional center for arts and entertainment with forty arts organizations producing music, dance, theater, visual arts and more. Downtown Alliance promotes the more than 80 events that happen each month. In addition, we bring murals, artists, and programming to the streets. Among our investments this year will be producing Locally Made, Locally Played concerts in Pioneer Park, animating Main Street each weekend with street performers, and brightening the streets with winter lighting and GLOW, a sparkling sculpture garden at Gallivan Plaza.

Deploy Street Ambassadors

The Downtown Alliance Street Ambassadors patrol downtown daily and are a resource to merchants, property owners, workers, tourists and people experiencing homelessness. With generous support from Salt Lake City and Visit Salt Lake, our Ambassador teams seek to make everyone downtown feel welcome and safe. The Ambassadors help people in need get to shelter and services. They help merchants and property owners ensure a safe environment for their customers and staff. They direct visitors to restaurants, shopping and attractions.

Public Transportation

Salt Lake City has a robust public transportation system that utilizes commuter trains, buses, and light-rail to provide you with access from the airport all the way up to the ski resorts.

Commuter trains, called FrontRunner, provide transportation access from Ogden to Provo, with limited stops along the way. Weekday service starts as early as 4:30 am, with the last stop just after midnight. Saturday service begins at 6 am with the last stop just after 2 am. There is no Sunday service.

Light-rail lines, called TRAX, provide access to Downtown from across the valley on three color-coded lines. Downtown Salt Lake provides a great transfer point as all the lines run through downtown.

- The Red line provides service from the University of Utah, through downtown, south to 6400 South and then west to the Daybreak community.
- The Blue line begins at in downtown at the transfer station and runs south through the valley to Draper.
- The Green line begins at the Salt Lake International Airport, runs through downtown Salt Lake and the out to West Valley City. At the airport riders can board at the station and Welcome Center just outside terminal one. Fare is \$2.50 and trains run every 15 minutes. Weekday service runs from 5:30 am to 11:30 pm, with a more limited schedule on weekends.

Buses provide connecting service at many of the TRAX and FrontRunner stations to get you almost anywhere in the Greater Salt Lake Area. Bus routes can be found across the Salt Lake Valley, Ogden, Utah County and up to Brigham City. There is also a connecting bus route to Park City (which has its own transit system). During ski season, UTA provides ski bus access up Big and Little Cottonwood Canyons to Alta, Brighton, Snowbird, and Solitude.

APPENDIX E

Edinburgh Benchmarking Data

ITINERARIES

- “Our handy itineraries will make sure that you get the most out of Edinburgh. Designed to suit all tastes and budgets, whether you’ve lived here for a year or a lifetime, our city has something to offer everyone
 - One day tour of Edinburgh
 - Two day tour
 - Weekend tours

TRANSPORTATION TO SCOTLAND

- “Being a capital city, Edinburgh is connected to the rest of the UK via plenty of low carbon transport options. And once you get here, there are lots of ways that you can get around quickly and easily without leaving a huge carbon footprint”
- By Rail: Edinburgh is home to two of the UK’s busiest railway stationsL Edinburgh Haymarket (west end) and Edinburgh Waverly (central station). Both within walking distance from hotels
- ScotRail: offers local services to Edinburgh from the rest of Scotland, from locations such as Glasgow, Inverness, the Borders and Fife. You can also get to Edinburgh from various locations across Scotland and the North of England
- LNER: connects the city with the East Coast railway, with stops at Aberdeen, Dundee, Newcastle, York, Darlington, Peterborough and London’s King Cross
- BY ROAD: Scottish Citylink - connects Edinburgh to five of Scotland’s main cities: Aberdeen, Perth, Glasgow, Dundee and Inverness at least once an hour during peak times

TRANSPORTATION IN SCOTLAND

- By BUS: invested in low-emission solutions like hybrid and fully electric buses. They are committed to having their entire fleet operating at Euro 5 or above, to reduce particulates by 75% , reduce harmful nitrogen oxide emissions by 98% and a 42% reduction in greenhouse gas emissions
 - TapTapCap, Contactless, m-tickets and cash
 - Single, Day ticket, TapTapWeek - a week for unlimited travel
 - Night tickets are \$3
 - Network Day tickets: allows access on buses, trams, and skylinks
 - Ridacard:
 - Student Ridacard: is \$450
 - You can also purchase tickets
- By TRAM: another safe, reliable and efficient way of getting around in the city. The tram route currently runs from Edinburgh’s city center, stopping at Murrayfield Stadium, Haymarket Station and Princes Street along the way
- By BIKE: EZ Bike Tours offer bicycle tour and hire using award winning electric bikes

RESIDENTS

- “Local businesses, including restaurants, hotels, tours, and attractions want to help you rediscover, explore and enjoy your glorious city by offering a range of exciting monthly offers in Edinburgh, exclusively for residents”
- One resident reward from one local business available each month to residents with an Edinburgh postcode.
 - January Resident Reward: \$50 food and drink voucher for the price of \$25 at the Ten Hill Place Hotel
 - Can redeem an award by emailing someone using a specific code and a voucher will be sent to you

APPENDIX E.1

Edinburgh Benchmarking Data

FESTIVALS

- Jam-packed schedule all year round, many festivals for many interests
 - Christmas, book lovers, arts, science, international children's festival, jazz and blues festival, film festival, and storytelling
- Budget friendly attractions to visit - list
- Have many cycle routes throughout downtown
- Categorizes what you can do there into 4 seasons
- Eco-friendly Edinburgh
 - Has an international reputation for its natural heritage, landscape and attractions.
 - Targets net-zero ambitions by 2030
 - Low carbon transport options
 - Recycling waste and using locally produced seasonal products

SAFETY

- Warnings and Dangers in Edinburgh <https://www.travelsafe-abroad.com/united-kingdom/edinburgh>
 - Overall Risk: LOW
 - In a poll conducted in 2014 (outdated). Edinburgh was voted the safest of the 10 cities in the UK
 - Transportation and Taxi Risk: LOW
 - Generally safe and reliable in Edinburgh, there are chances of getting scammed by a taxi driver or pickpocketed on the subways and other forms of transit
 - Pick Pocket Risk: LOW
 - The petty crime in this city is at a lower level. It doesn't mean that you won't, but it is not likely where pickpockets occur
 - Mugging Risk: LOW
 - There are low chances of getting mugged or kidnapped in this city, although is it advised to remain cautious and avoid poorly lit and deserted street areas
 - Scams Risk: LOW
 - As of any city, especially a top tourist destination, there is a risk of getting scammed
 - Women's Travelers Risk: LOW
 - Edinburgh is really safe to travel to if you are a female traveling alone

According to the International Standards, the UK is a safe country with low levels of violence and street crime. The majority of the students have experienced the UK as a safe place to be.

An accepting and inclusive nation

- Embracing new cultures and new people
- Modern and inclusive
- Living in harmony

In recent years, Scotland has been rated as the best country in Europe for LGBTQ equality and human rights

- A government that is committed to keeping Edinburgh safe.
- Crime reported to the police has fallen by over 20% since 2008 and is at its lowest levels in over 40 years.
 - During this time, surveys have also shown a consistent improvement in perceptions of police effectiveness

APPENDIX F

The Challenge: Perceptions of Calgary

City of Calgary 2021 Greater Downtown Perceptions Survey Key Points:

Key Observations:

- "Desirability is the most influential factor to retain residents and attract new ones."
- "Views of crime and safety downtown continue to worsen."
- "Views are becoming more negative."
- "Calgarians desire investment in downtown revitalization."

Visiting Downtown:

- 55% of Calgarians have eaten dinner at a downtown bar or restaurant, down from 66% in 2019.
- 33% of Calgarians have shopped downtown within the past year, down from 51% in 2019.
- 26% of Calgarians have attended or visited a festival, event, museum or art gallery, theatre or concert downtown within the past year, down from 59% in 2019.

Transportation:

- 70% of Calgarians say they use a personal vehicle more frequently to move around the downtown core.
- The LRT is used by 29% of Calgarians when downtown.
- 49% of Calgarians say the C-Train is somewhat safe. 55% of Calgarians say the C-Train is somewhat clean.
- 46% say it's too expensive to take transit downtown

Safety & Cleanliness:

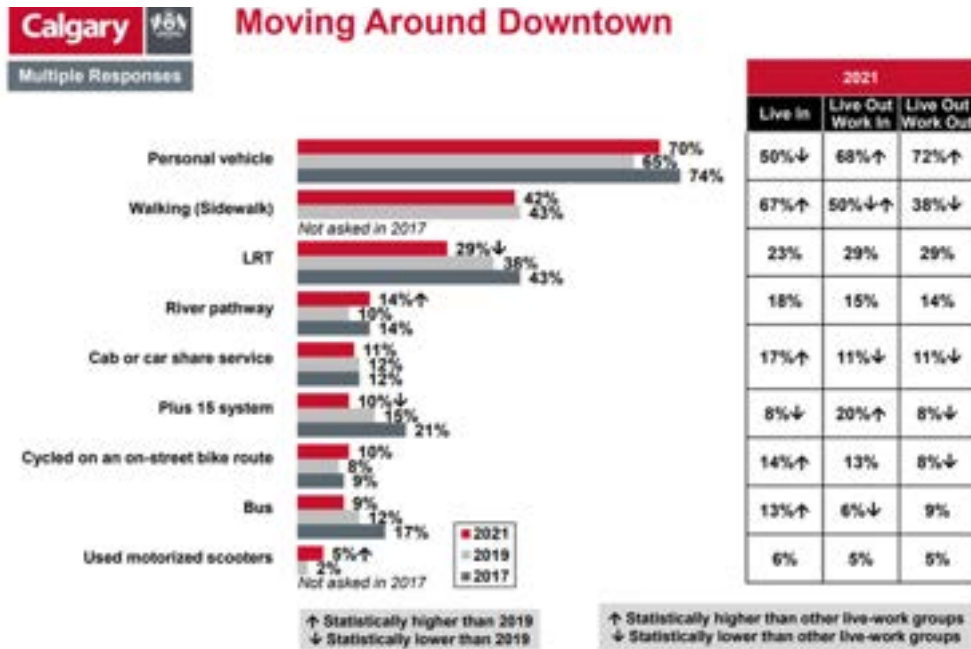
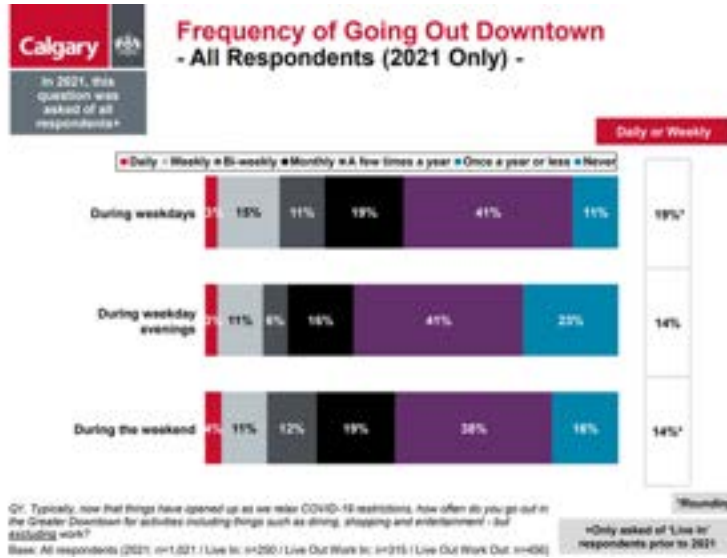
- 30% of Calgarians believe that safety has worsened in downtown since 2019.
- 13% of Calgarians say that downtown cleanliness has worsened since 2019.
- 35% of responses stated that they believe that increased homelessness is the reason for perceiving safety has worsened. 32% say it is due to more assaults/violence/crimes. 15% say that it is due to fewer people around downtown.

Initiatives to Make Downtown More Vibrant:

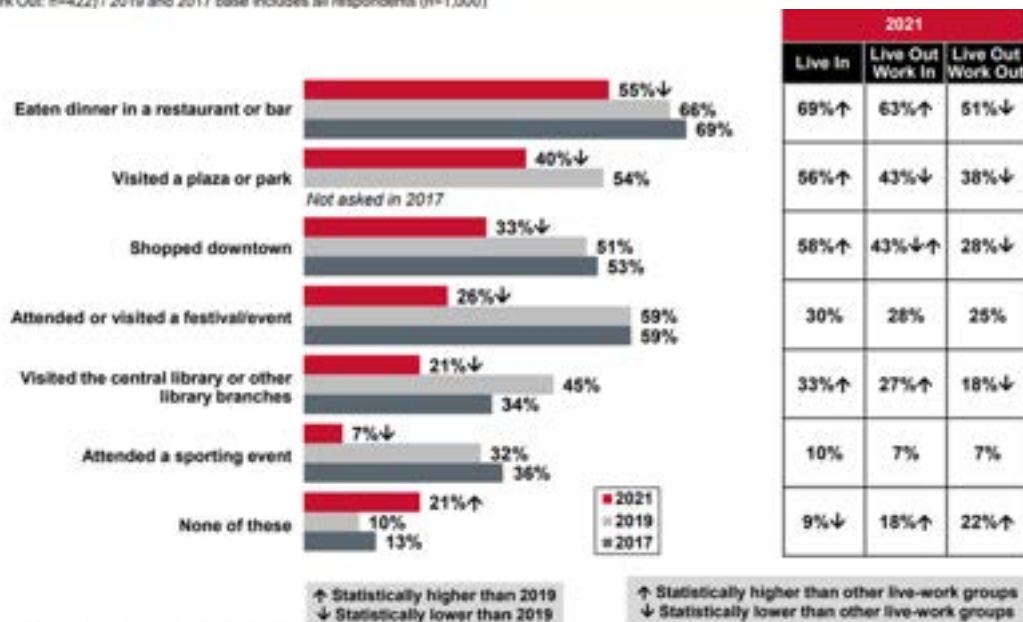
- 32% of people believe that downtown would be a more attractive place if there was a larger offering of activities and services. 16% would like to see more public events. 7% want to see more recreation facilities, and 4% want to see family friendly activities and 4% want to see a greater emphasis on arts and culture.
- 26% of Calgarians believe downtown would be a more attractive place to visit if transportation and infrastructure were improved.

APPENDIX F.1

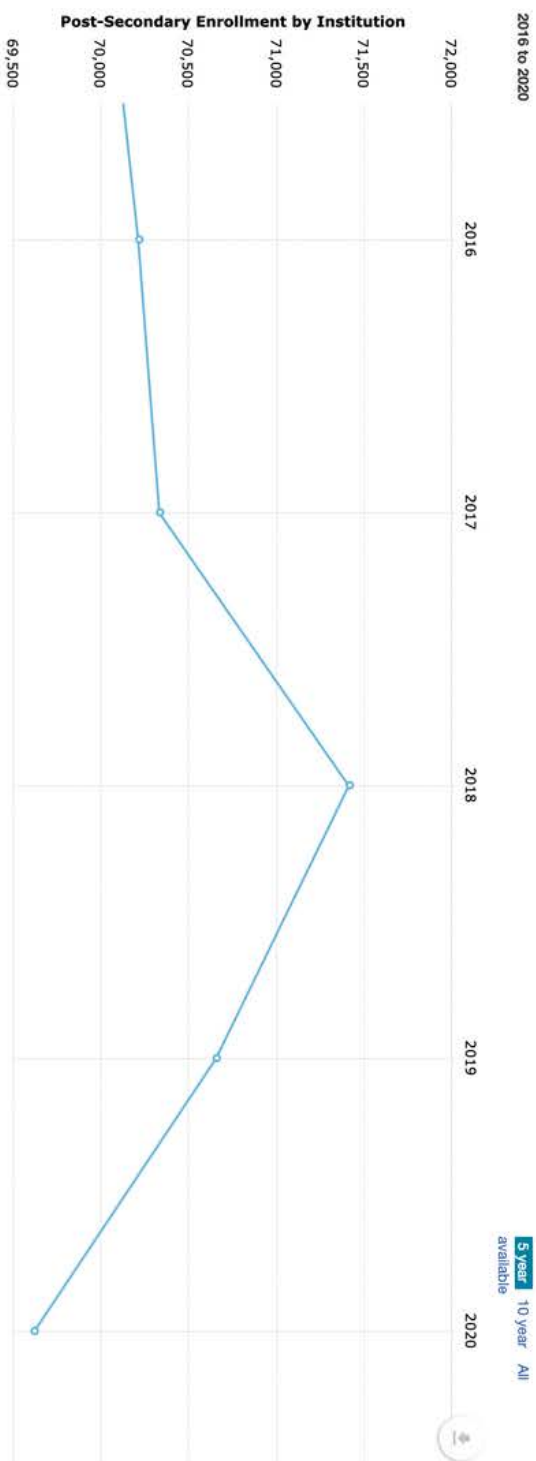
The Challenge: Perceptions of Calgary



Q4a. Which of the following are the most frequent ways you move around the Greater Downtown? (Select up to 3 items)
Base: Live downtown, work downtown or have gone downtown (2021: n=987 / Live In: n=250 / Live Out Work In: n=315 / Live Out Work Out: n=422) / 2019 and 2017 base includes all respondents (n=1,000)



Q4b. Which of the following have you personally done in the last 12 months?
Base: Live downtown, work downtown or have gone downtown (2021: n=987 / Live In: n=250 / Live Out Work In: n=315 / Live Out Work Out: n=422) / 2019 and 2017 base includes all respondents (n=1,000)



Post-Secondary Enrollment by Institution

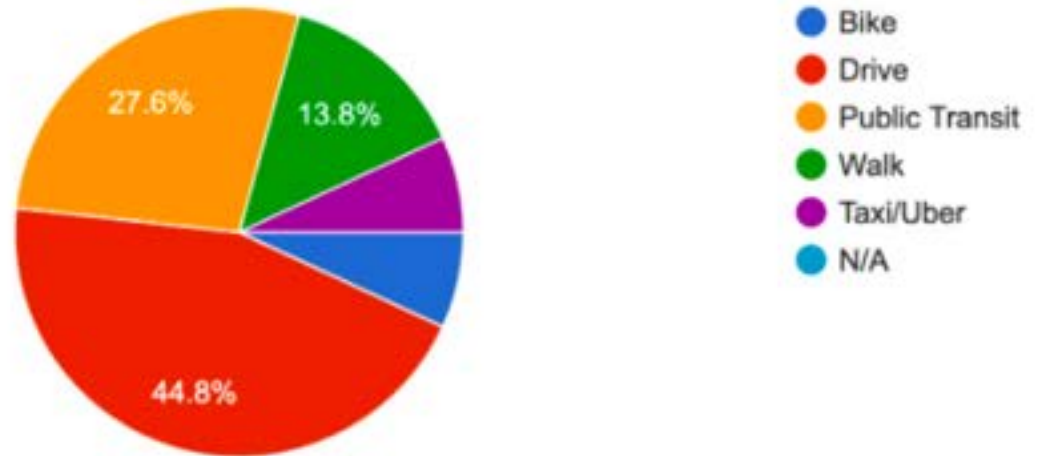
Trend	2019	2020	Annual Change
⬇️	70,657	69,620	-1.47%

APPENDIX H

Downtown Calgary Experience Form Data

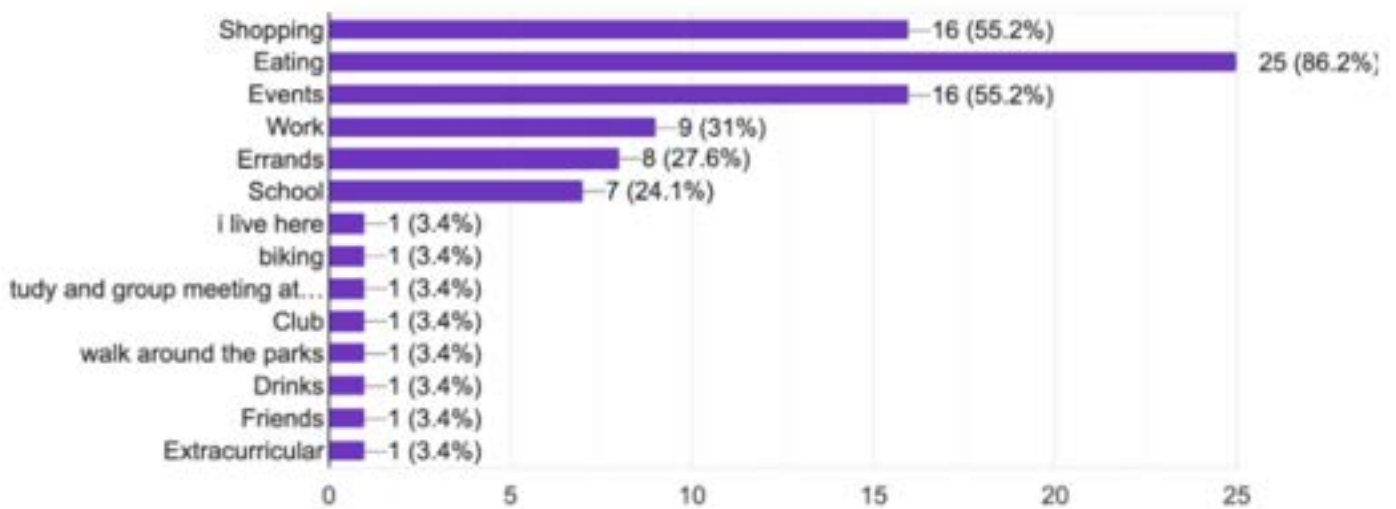
When you visit downtown, how do you commute

29 responses



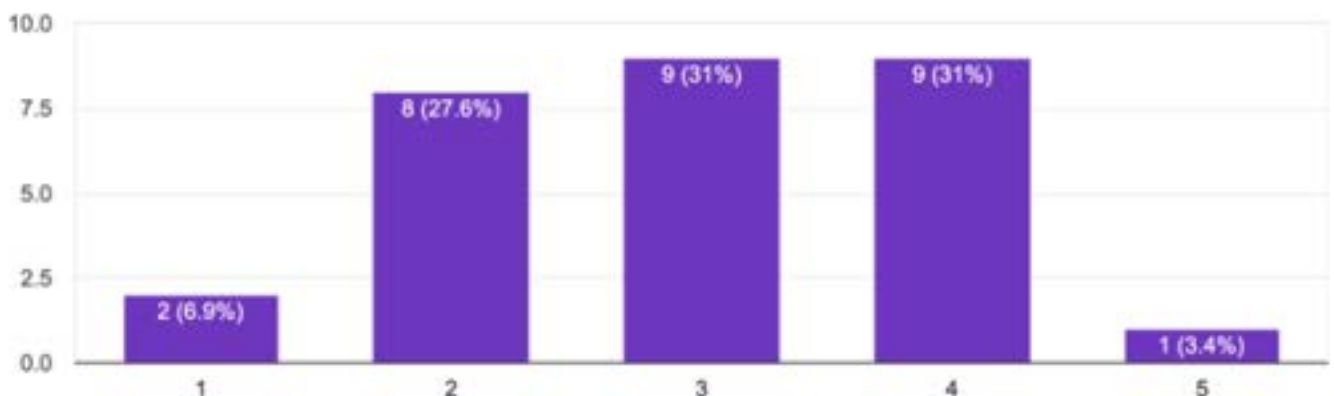
What are the main reasons you go downtown?

29 responses



On a scale of 1 - 5 with 5 being most safe. How safe do you feel when downtown Calgary?

29 responses



APPENDIX H.1

Downtown Calgary Experience Form Data

Age	Currently a post-secondary student in Calgary?	Post-secondary school in Calgary?	Live in Calgary?	Frequency of downtown visits	Main reasons for visits	Safety perception	Events	Accessibility	Positives	Negatives	Stood out	
Under 16	Yes	MRU	Yes	No	10	1 - 3 hrs	Eating, School	4	3	Drive		
17 - 30	Yes	Royal University	Yes	No	11	1 - 3 hrs	Eating, Events, School	3	Homeless population			
17 - 30	Yes	Mount Royal University	Yes	No	1	1 - 3 hrs	Shopping, Eating, School	2	scared of being harassed, just not comfortable when I'm alone			
17 - 30	No		No	Yes	7	over 5 hrs	Eating, Events, School	4	lots of homeless people around			
17 - 30	Yes	MRU	Yes	No	1	1 - 3 hrs	Events, School	2	people around			
17 - 30	Yes	MRU	No	No	30	1 - 3 hrs	Shopping, Eating	1	Homeless people, street violence, verbal harassment			
17 - 30	Yes	Royal	No	Yes	10	3 - 5 hrs	Eating, Events, School	3	men, but men are everywhere so it's not a uniquely downtown issue.			
17 - 30	No		Yes	Yes	30	over 5 hrs	Eating, Events, Work, I live here	4	arts and music events			
17 - 30	No		Yes	No	30	over 5 hrs	Eating, biking	4	good beer			
17 - 30	No	LoFC	Yes	No	20	1 - 3 hrs	Shopping, Eating, Work	2	Maybe the Chinook Blast but it only happens during winter.			
17 - 30	Yes	Mount Royal University	No	Yes	30	3 - 5 hrs	Shopping, Errands, Study and group meeting at coffee shop	1	Street harassment, Car broke-in			
17 - 30	Yes	Mount Royal University	Yes	No	4	3 - 5 hrs	Eating, School	2	Drugs, homelessness, crime			
17 - 30	No		Yes	Yes	30	3 - 5 hrs	Eating, Events, Work, Errands	3	Not enough safe spaces such as safe consumption sites and resources for people who require it, creating more conflict on city streets.			

APPENDIX H.2

Downtown Calgary Experience Form Data

17 - 30	Yes	Mount Royal University	Yes	No	20	1 - 3 hrs	Shopping, Eating, Events, Work, Errands	5	Hockey games	5	Taxi/Uber	Lots of stores close to each other, clean and design is nice and there are lots of activities	Traffic	No
17 - 30	Yes	Mount Royal University	Yes	No	20	1 - 3 hrs	Shopping, Eating, Events, Club	4	Stampede, concerts, birthdays	4	Public Transit	Public transit stops early in the night	The need for more parking	The downtown library!
17 - 30	No	Mount Royal University	Yes	No	16	1 - 3 hrs	Shopping, Eating	4	Flames	4	Drive	Architecture the centre for	The traffic homeless and	The need for more parking
17 - 30	No	Mount Royal University	Yes	No	8	1 - 3 hrs	Events, Drinks	3	Stampede	3	Drive	The atmosphere	It can be dirty sometimes (i.e. garbage on the ground)	Stephen ave is very nice
17 - 30	Yes	University of Calgary	Yes	No	10	over 5 hrs	Eating, Work	3	Concerts, sport events	4	Public Transit	Lots of food options	Sometimes unsafe at night	different
17 - 30	Yes	MRU	Yes	No	10	3 - 5 hrs	School	2	Lots of crime	3	Drive	restraints	Don't feel safe	don't go
17 - 30	No	N/A	No	No	1	1 - 3 hrs	Eating, Events	4	N/A	5	Public Transit	of events,	The parking	
17 - 30	No	Mount Royal University	No	No	10	1 - 3 hrs	Shopping, Eating, Work, Errands	2	Many homeless people approached	2	Public Transit	Restaurant and shopping	Dirty	n/a
17 - 30	Yes	Mount Royal University	No	Yes	30	over 5 hrs	Eating, Events, Errands	4	BMO	3	Drive	good places to shopping	streets can make the roads terrible	No
17 - 30	No		No	No	10	1 - 3 hrs	Shopping, Eating, Events	2	Usually plans with friends	3	Walk	stores and restaurants		No
17 - 30	No		Yes	No	1	3 - 5 hrs	Shopping, Eating, Errands, Extracurricular	2	Going to certain places to eat, to party, on drugs, and many people shout and are aggressive and cause issues to and harass bystanders	3	Drive	Lots to see and there's a livelhood on a summer afternoon that's really wonderful!!!	Lots of aggressive interactions, uncomfortable situations, and a lot of exposure to alcoholism and addiction	The fact the city continues to neglect the homeless issue.
17 - 30	Yes	MRU	Yes	No	1	1 - 3 hrs	Eating, Events	3		3	Drive			
17 - 30	No		Yes	Yes	12	over 5 hrs	Work	3		2	Public Transit	Summer biking is pleasant and well connected to fun spots	Nothing to do around Steven Ave, cold and	Good work on the bump murals.
17 - 30	Yes	MRU	Yes	No	20	1 - 3 hrs	Eating, Errands	4	Music	4	Taxi/Uber	It's clean	Rushour is bad	downtown

APPENDIX I

Interviews with Professionals

Doug Durant - Security Advisor Central Library

Takeaways:

- The increased open use of drugs has led to a perceived decrease in safety
- Partnering with local agencies for security has been successful (Calgary Police, Downtown Ambassadors, DOAP Team)
- Safety issues often grow when city populations grow. Relative, Calgary is not predicted to me much worse
- The perception that downtown is not safe is exaggerated

Colin Jackson - Co-chair, Calgary on Purpose

Takeaways:

- The arts provide a deep connection to the community
- sees artists as playing a key role in changing the sense of belonging in Calgary
- Bryan Faurbert's CTain art project is an exciting downtown project.
- They also expressed skepticism about immersive experiences as a passing fad, unless they move beyond being an "event" aesthetic.

APPENDIX J

Job Description - Calgary Downtown Association

Job Title: DXP Project Coordinator

Location: Calgary, AB

Job Type: Full Time

About the CDA: We're a non-profit Business Improvement Area (BIA) representing over 2,500 businesses in a 120 block area. We're here to advocate for Downtown's prosperity and resilience on behalf of all Calgarians.

About the Role: This role requires you to work with the CDA in rolling out the DXP program. A loyalty program focused towards university students in the Calgary area. This involves updating the website, social media, and working with business to form partnerships in the downtown area.

Responsibilities:

- Using social media platforms to promote DXP events, including working with Curiosity Calgary and Calgary Events online platforms.
- Connecting with downtown businesses to create partnerships.
- Update DXP pass, and ensure all features are up to date.
- Track DXP usage and find meaningful analytics about the DXP performance.

Candidate Requirements:

- Proficient social media management skills.
- 2 or more years of project management experience.
- Microsoft Suite skills.
- Preferred: Degree in marketing or related field.

APPENDIX K

Job Description - Calgary Downtown Association

Job Title: Social Media Manager

Location: Calgary, AB

Job Type: Full Time

About the CDA: We're a non-profit Business Improvement Area (BIA) representing over 2,500 businesses in a 120 block area. We're here to advocate for Downtown's prosperity and resilience on behalf of all Calgarians.

About the Role: This role requires you to work with the CDA in rolling out our new program. A loyalty program focused towards university students in the Calgary area. You will launch, create and monitor the program through social media that aligns with our overall marketing goals. You will use your creativity, expertise, and data-driven approach to generate engaging content and drive customer engagement across multiple platforms.

Responsibilities:

- Monitor DXP pass and troubleshoot
- Develop and execute a social media strategy to drive brand awareness, engagement, and growth
- Create a variety of original and compelling content, including text, images, and videos, to attract and retain customers
- Monitor and analyze web traffic, SEO, and social media metrics to make data-driven decisions and refine your approach
- Facilitate online conversations with customers, respond to queries and build relationships
- Monitor and respond to online reviews and feedback, using it to improve the customer experience and build brand loyalty
- Manage and maintain a consistent posting schedule across multiple social media platforms, including Instagram, LinkedIn, Twitter, and Facebook
- Stay up-to-date with the latest social media trends and best practices, continuously refining and improving your approach

Candidate Requirements:

- 2 years of experience with website development.
- 2 years of experience with social media management.

APPENDIX L

Job Description - Calgary Downtown Association

Job Title: DXP Summer Social Media Intern

Location: Calgary, AB

Job Type: Full Time, 4 month term

About the CDA: We're a non-profit Business Improvement Area (BIA) representing over 2,500 businesses in a 120 block area. We're here to advocate for Downtown's prosperity and resilience on behalf of all Calgarians.

About the Role: This role requires you to work with the CDA in rolling out the DXP program. You will assist the social media manager with creating meaningful social media content that is aligned with the marketing strategy of the project.

Responsibilities:

- Assist the social media manager with creating content.
- Analyze social media metrics and adjust accordingly.
- Stay up-to-date with the latest social media trends and best practices.

Candidate Requirements:

- Proficient social media management skills.
- Currently in marketing or equivalent program.
- 3.2 GPA or higher.

APPENDIX M

The following research concluded implementing a parking program would not be included and not align with project goals.

Feature of Parking Program

\$15.00/Month Parking Credit

Modeled after the veterans parking program, University Students who use their DXP ID number can receive \$15.00 a month in their ParkPlus account.

Use ParkPlus App to Access Benefit

Students would need to use the ParkPlus app to receive this benefit, they would not be able to pay using the machines.

License Plate Sticker System

Students would also receive a sticker to put on their license plate that allows ParkPlus to see that they are DXP registered.


DXP Map

The DXP Map will allow users to see where they parked, and find directions to featured DXP events.



License Plate Sticker





HOW WE WERE INSPIRED

- According to our research on personas and survey we observed that the parking situation was a major pain point in downtown engagement.
- We based our feature off of the veterans parking program that is already in place.

APPENDIX N

LOGO



The logo design for DXP is based on the logo of the Calgary Downtown Association. It contains all capital letters representing the city's active personality. Three letters, D (Downtown), X (Experience), and P (Pass), are wrapped around by a connected line, indicating a determination to provide an integrated experience for young Calgarians.

TYPOGRAPHY

Our main typeface is Fira Sans. As a display typeface, Fira Sans shows both its formal and playful sides.

The app will be using four fonts from the Fira Sans family for its navigation buttons, headers, and app feature descriptions.

Fira Sans Light </>

Downtown Experience Pass

Fira Sans Medium </>

Downtown Experience Pass

Fira Sans Bold </>

Downtown Experience Pass

Fira Sans Ultra </>

Downtown Experience Pass

#BC1823

#FFFFFF

#5F84A2

#000000

COLOUR PALETTE

The colour palette for DXP Mobile App is consistent with Calgary Downtown Association's web page, with minor adjustments to appeal to the target segment. The colour red (#BC1823) aligns with Calgary's signature red. When put together, red and white represent the vibrancy of Calgary's growth. On the cooler side, black and blue (#5F84A2) describe the simplicity and functionality of the DXP.

APPENDIX O

MOOD BOARD

