



This is my neighbourhood

Report Back: What We Heard
Creative Ideation Session – Abbeydale
February 5, 2018

Project overview

This is my neighbourhood is a program created for residents to partner with The City of Calgary to identify ways to make their neighbourhoods even better places to live, work and play.

In 2016, The City of Calgary delivered more than 100 programs, services and small-scale improvement projects to the first 14 neighbourhoods that participated in This is my neighbourhood. Some examples of the types of initiatives that resulted from the program included building a fit park, adding family-friendly Park n’ Play programming options and developing pedestrian pathway maps.

The City is now working with 14 new neighbourhoods and the resulting improvement initiatives will be implemented in 2018.

Engagement overview

Step 1 – Define your community vision

The engagement process began with each neighbourhood identifying a vision. Residents were asked to select three vision words from the list below, and explain why their selection would make their community a better place to live, work and play. Participants could also provide their own vision words.

Accessible • Beautiful • Connected • Diverse • Family-friendly • Healthy • Inclusive • Safe • Walkable

The input from the first phase created three vision statements from which residents could select their favourite in an online poll. Abbeydale residents selected the following vision statement: **Abbeydale values a sense of security while walking and playing, having clean and well-maintained public and private spaces, and having programs and spaces to keep youth healthy and active in the neighbourhood.**

Step 2 – Coming up with creative ideas

On January 11, 2018, 14 Abbeydale residents and City staff attended a workshop focused on brainstorming creative ideas to support the neighbourhood vision. This report covers what we heard at that workshop.





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What we asked

Participants were asked to choose one of their community’s vision words – safe, clean or active – as the basis for coming up with ideas for small-scale improvements for Abbeydale.

Participants worked in small groups to complete three worksheets designed to help them generate creative ideas.

Worksheet 1 helped participants build on their selected vision word by *leveling up* or *digging down*.

Leveling up asked participants to think about how they could make the vision happen in their neighbourhood. For example, how could we make Abbeydale beautiful? Once they had come up with one idea, they were tasked with continuing to level up until several ideas had been generated.

Similarly, participants could also *dig down* to discover what might be preventing their vision from being realized. For example, what is stopping our neighbourhood from being beautiful?

After completing Worksheet 1 participants had several ideas for achieving their vision, and were asked to select one idea to carry over for further development in Worksheet 2.



Worksheet 1 Example



Participants at This is my neighbourhood workshop

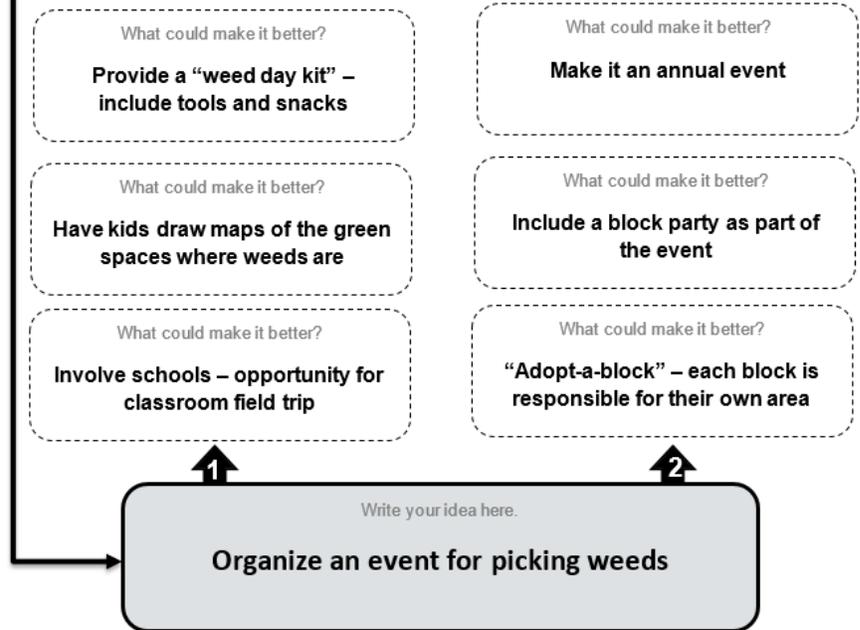


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Worksheet 1 Example

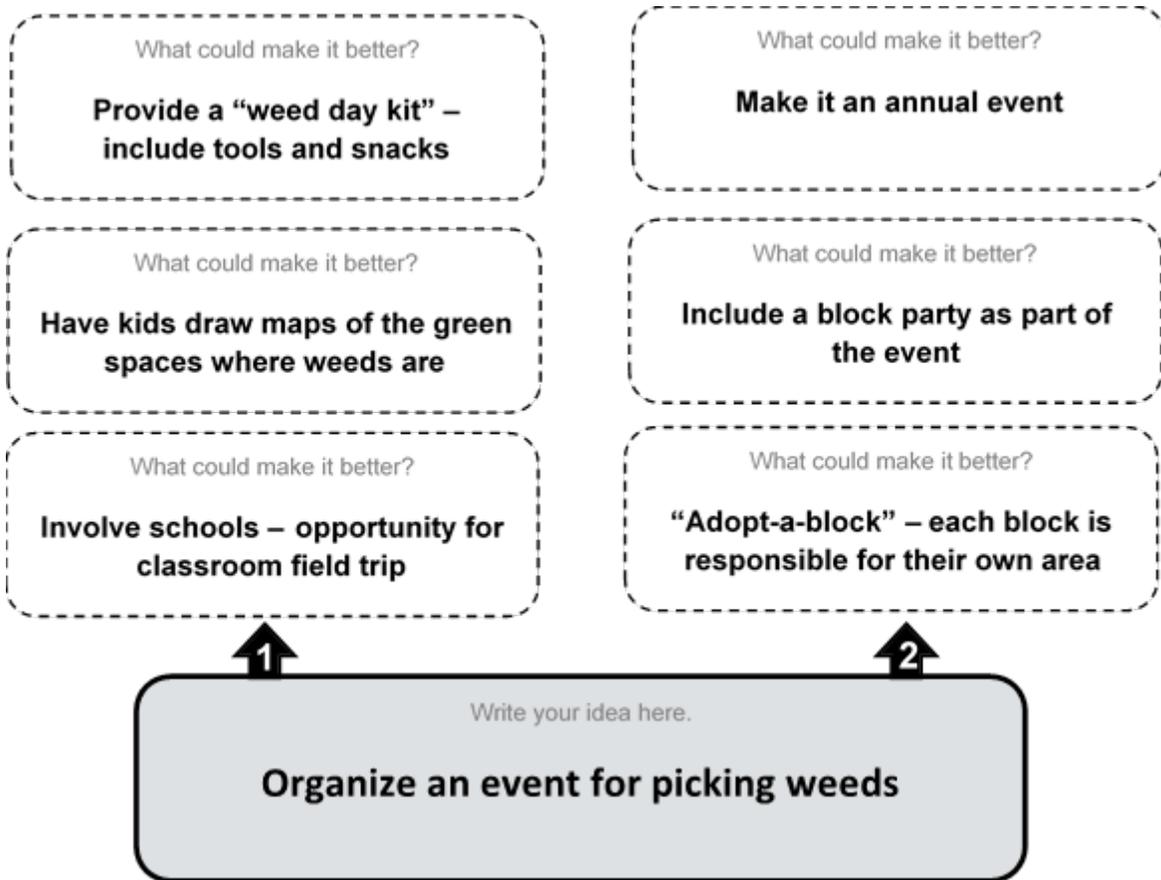


Worksheet 2 Example

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Worksheet 2 asked participants to think of two different ways or approaches to make that idea better, as illustrated in the example below.



Worksheet 2 Example



Participants at This is my neighbourhood workshop



Participants at This is my neighbourhood workshop



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For **Worksheet 3**, participants picked one idea from Worksheet 2 to develop that idea into an experiment. Experiments were created to test the idea's potential for success or gave more detail and clarity to implement the idea. Worksheet 3 asked participants to make experiments physical (physical movement), observational (measurable) and conversational (interaction between participants).

Other details were captured on Worksheet 3 about the resources needed for the experiment, who would be involved and where the experiment would take place. Participants were also asked to indicate how easy or hard it would be to implement and if it would have a low or high impact on the community.

Participants were then asked to go through the worksheets again using a different vision word.

What we heard

Five sets of worksheets were completed for Abbeydale. The list of experiment ideas that came from Worksheet 3, grouped by vision word, is provided below (one set of worksheets did not include an experiment). Experiments were only received for the vision words *Clean* and *Active* – none were submitted for *Safe*. To view the details of the experiments on the transcribed worksheets, please see pages 6 - 17.

Vision word: Clean

- Later evening adults only social (there is a walking club)
- Brighter more accessible garbage cans or multipurpose (recycling centres)

Vision word: Active

- In my community events
- Plant the pathway trees

Next steps

The ideas and experiments identified at the workshop will be reviewed by The City of Calgary project team. Based on the ideas generated at the workshops and from the Visioning survey in the fall, a proposed list of initiatives will be put forward to community residents to prioritize in March 2018.

Verbatim worksheets

The following pages are the transcribed worksheets from the Abbeydale workshop. Worksheets have been transcribed as they were submitted; no edits have been made to spelling or grammar. Blank boxes on the submitted sheets were left blank on the transcribed worksheets. If an inappropriate word was used, the following is used to indicate that it was removed: [inappropriate word removed]. If personal information was submitted the following is used where that information was removed: [personally identifying information removed]. The worksheets have been grouped by vision word.

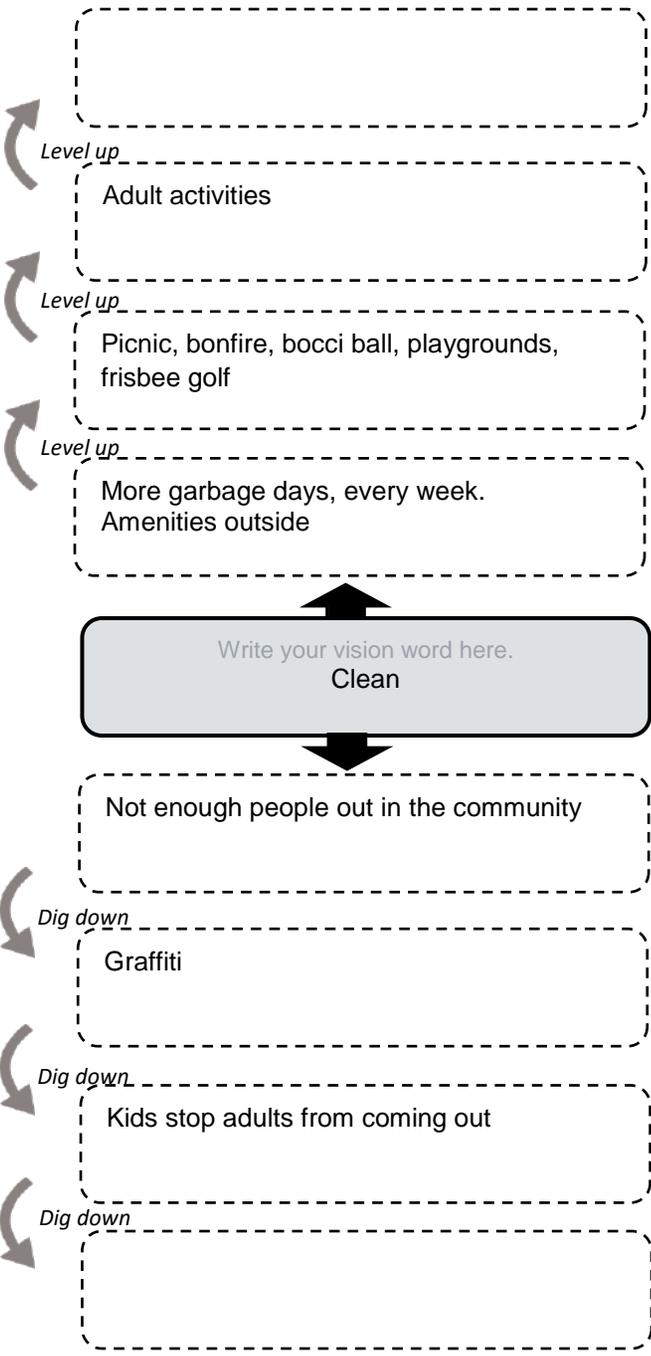


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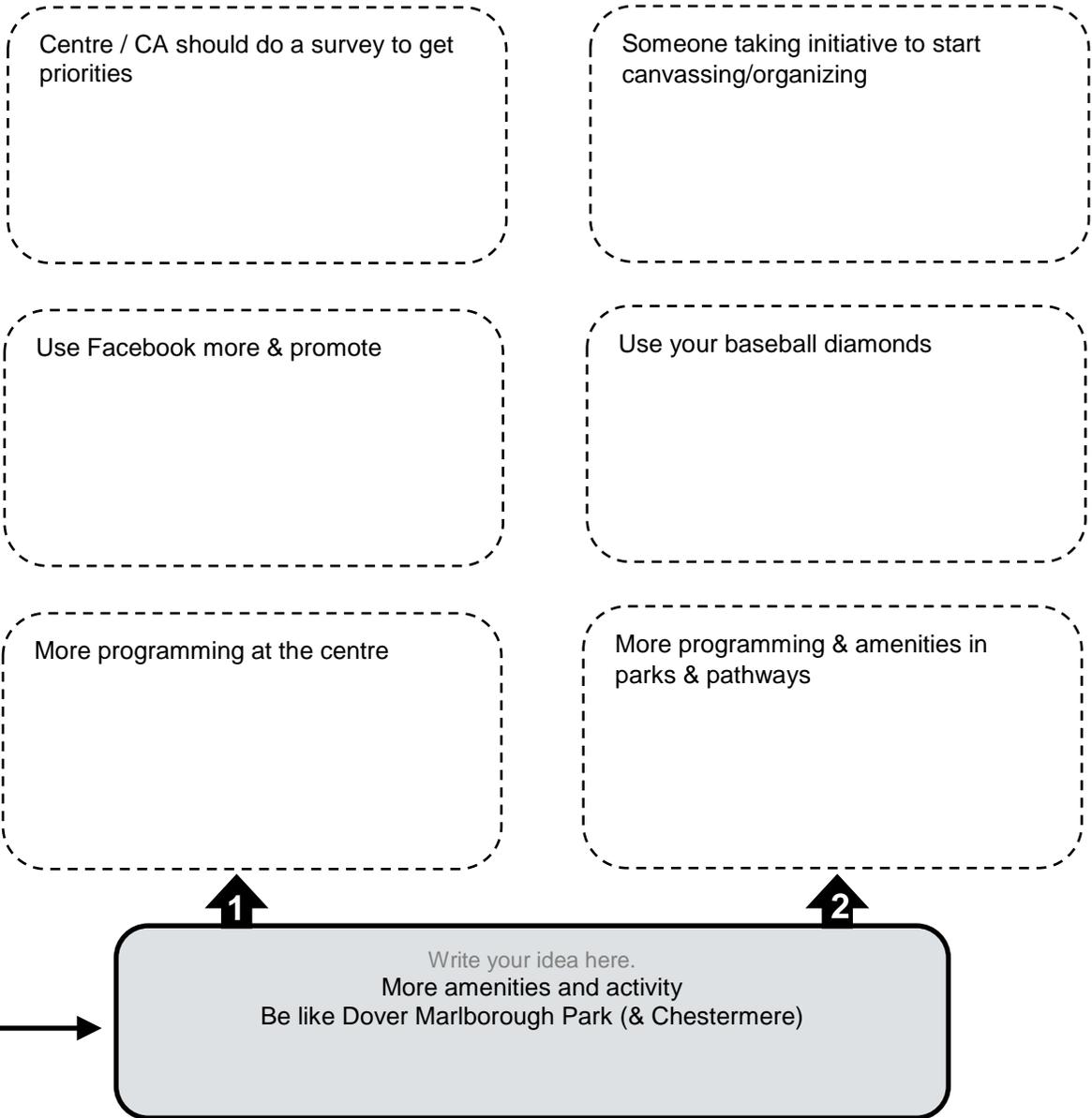
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The following worksheets were submitted for the vision word **CLEAN**.

Worksheet 1 – Come up with ideas



Worksheet 2 – Build on your ideas



Worksheet 3 – Experiment details

Experiment title: Later evening adults only social (there is a walking club)

How will you conduct the experiment? What resources do you need? Who is involved? Where will you try it?

- Space (community hall)
- Bartender
- Seating
- Some activities
- 18+
- AGLC permit

Which vision words does this experiment support?

No input provided.

What will you observe? How will you measure impact?

Attendance

How is your experiment physical?

People leaving have to gather

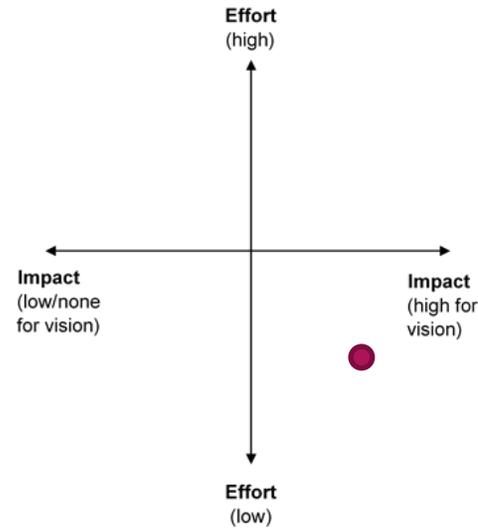
How is your experiment observational?

of people who attend & engage

How is your experiment conversational?

of activities people want to do

Where does the experiment land?



Worksheet 1 – Come up with ideas

Business support for garbage cleanup eg. Macy
Garbage clean up days – contest attached to
most garbage picked up – BBQ – street party

Level up

Community clean up 2 X a year

Level up

Bigger black bins

Level up

More garbage days 1 X week. Residential &
commercial & recreational. Huge garbage
receptacles art around them

Write your vision word here.
Clean

No garbage cans
- school yards
- transit stops

Dig down

Skunks – no support for getting rid of them

Dig down

Accountability – who's responsible

Dig down

Worksheet 2 – Build on your ideas

Share options of what's possible – how
to get funding/what can be done

- Grants
- Who to call
- Activate YYC
- Tactical urbanism
- Pave alleys

Art on garbage bins make them more
attractive

Community gathering places – make it
easier to get together & garbage in 1
place

Fixing any broken amenities – tennis
courts – have property fixed up

Accountable – participation from more
people - BBQ/community activity

Better instructions on composting &
recycling – education campaign

1

2

Write your idea here.
Community garbage clean up days

Worksheet 3 – Experiment details

Experiment title: Brighter more accessible garbage cans or multipurpose (recycling centres)

How will you conduct the experiment? What resources do you need? Who is involved? Where will you try it?

- Need garbage can wraps from roads sign stops
- Put them in high traffic areas
- The whole community around school/community centre
- Baseball diamonds/parks
- Church

Which vision words does this experiment support?

Clean & beautiful

What will you observe? How will you measure impact?

- Amount of litter
- Amount of usage of new cans

How is your experiment physical?

People putting garbage into cans

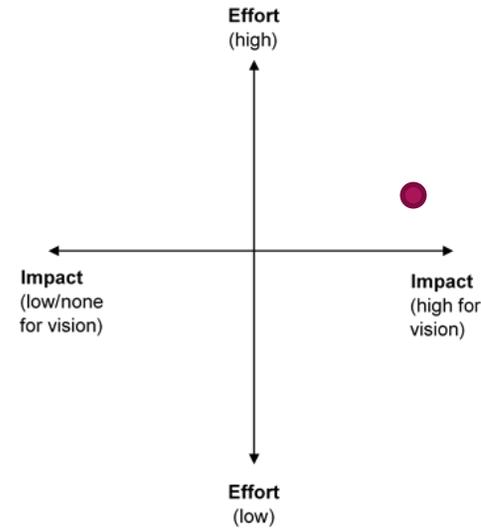
How is your experiment observational?

- See the cans – bright appealing to the eye
- Litter behavior change

How is your experiment conversational?

Ask people if they notice a difference

Where does the experiment land?





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The following worksheets were submitted for the vision word **ACTIVE**.

Worksheet 1 – Come up with Ideas

Spruce up existing rec space
No visual interest in community
(community post board!)

Level up

Fit parks, pathway distance markings! (for
running clubs)

Level up

Benches, washrooms, shelters

Level up

More inviting spaces
visually enticing

Write your vision word here.
Active

Lighting (lack of)
no basketball hoops!

Dig down

No bathrooms, garbage cans

Dig down

More difficult with dogs too

Dig down

Worksheet 2 – Build on your ideas

Try it on an enmax pole!
Idea board?
Little free library model?

Can post info on services lower income
families programs

Community association Facebook
account should be a “page” instead of
a “person”

Write your idea here.

1 **2**
Community post board for events/activities
(more community communications)

Worksheet 3 – Experiment details

Experiment title:

How will you conduct the experiment? What resources do you need?

No input provided.

Who is involved? Where will you try it?

No input provided.

Which vision words does this experiment support?

No input provided.

What will you observe? How will you measure impact?

No input provided.

How is your experiment physical?

No input provided.

How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.

Worksheet 1 – Come up with Ideas

COMMUNICATION – newsletter / website / facebook

Level up

tapping into community assets to benefit all in community – skills, talents, passions

Level up

promoting what's out there, opening spaces to everyone

Level up

equipment & usable space

Write your vision word here.
Activated Spaces

lack of resources – more manpower than money? – not always useful

Dig down

responsibility/management of space (St. Kateri/Catholic School Board)

Dig down

Dig down

This is my neighbourhood – Abbeydale Workshop, January 11, 2018

Worksheet #4: **Active**

Worksheet 2 – Build on your ideas

food

bridging gaps to unreached residents

Communication

places to exercise

1

2

Write your idea here.

Making spaces usable by incentivizing activity

Worksheet 3 – Experiment details

Experiment title: In my Community Events

How will you conduct the experiment? What resources do you need? Who is involved? Where will you try it?

- Evening and weekend event series, brainstormed list
 - Tailgate party
 - Fitness meet
 - Music event
 - Movies in the field
 - Police/fire
 - Educational event
 - Crafts event

Which vision words does this experiment support?

- Active
- Safe
- Clean

What will you observe? How will you measure impact?

- Feedback
- Attendance

How is your experiment physical?

No input provided.

How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.

Worksheet 1 – Come up with ideas

maintenance/watering

Level up

volunteers (Girl guides, youth/students)

Level up

Committee or chair to connect with city re:
tree-planting program

Level up

trees on Greenway

Write your vision word here.
Active

Worksheet 2 – Build on your ideas

More trees. Lots of them.

Planted throughout the
community/shade greenway

variety of trees

Write your idea here.
plant the pathway trees

1

2

Worksheet 3 – Experiment details

Experiment title:

How will you conduct the experiment? What resources do you need? Who is involved? Where will you try it?

- sign on pathway (greenway)
- possible notice in Crier – call for volunteer
- Girl Guides as possible volunteers?
- volunteer tree-planting event
- trees, volunteers to plant

Which vision words does this experiment support?

Active, connected, healthy

What will you observe? How will you measure impact?

If there's good turnout and several trees are planted, that's a good indication that a larger scale tree planting will work

- trees on the greenway add beauty and shade allowing more people to use the area
- tree planting event encourage the community to connect between residents
- trees make a more beautiful area and increases pride in the community

How is your experiment physical?

No input provided.

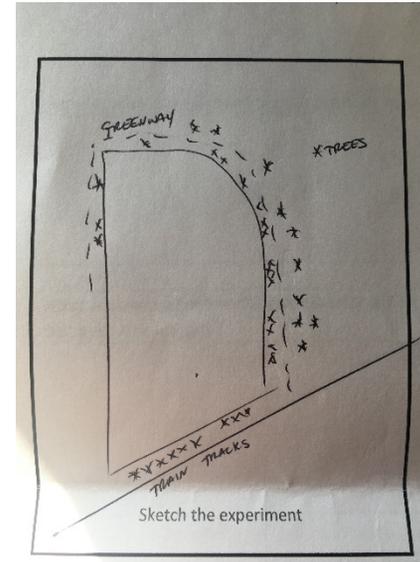
How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.

Sketch



Where does the experiment land?

