



This is my neighbourhood

Report Back: What We Heard
Creative Ideation Session – Copperfield/Mahogany
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. Copperfield/Mahogany residents selected the following vision statement:
Copperfield/Mahogany values safe streets that are walkable, a clean community that is well maintained, and beautiful natural areas that promote enjoyment and active lifestyles in the neighbourhood.

Step 2 – Coming up with creative ideas

On January 18, 2018, 31 Copperfield/Mahogany 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 beautiful– as the basis for coming up with ideas for small-scale improvements for Copperfield/Mahogany.

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 Copperfield/Mahogany 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.



Participants at Copperfield/Mahogany workshop



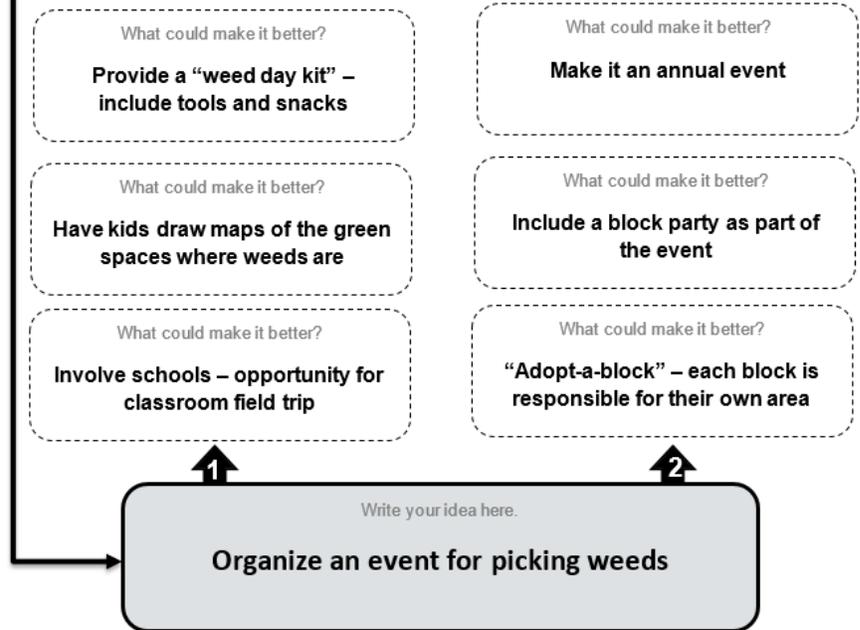
Worksheet 1 Example

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Worksheet 1 Example



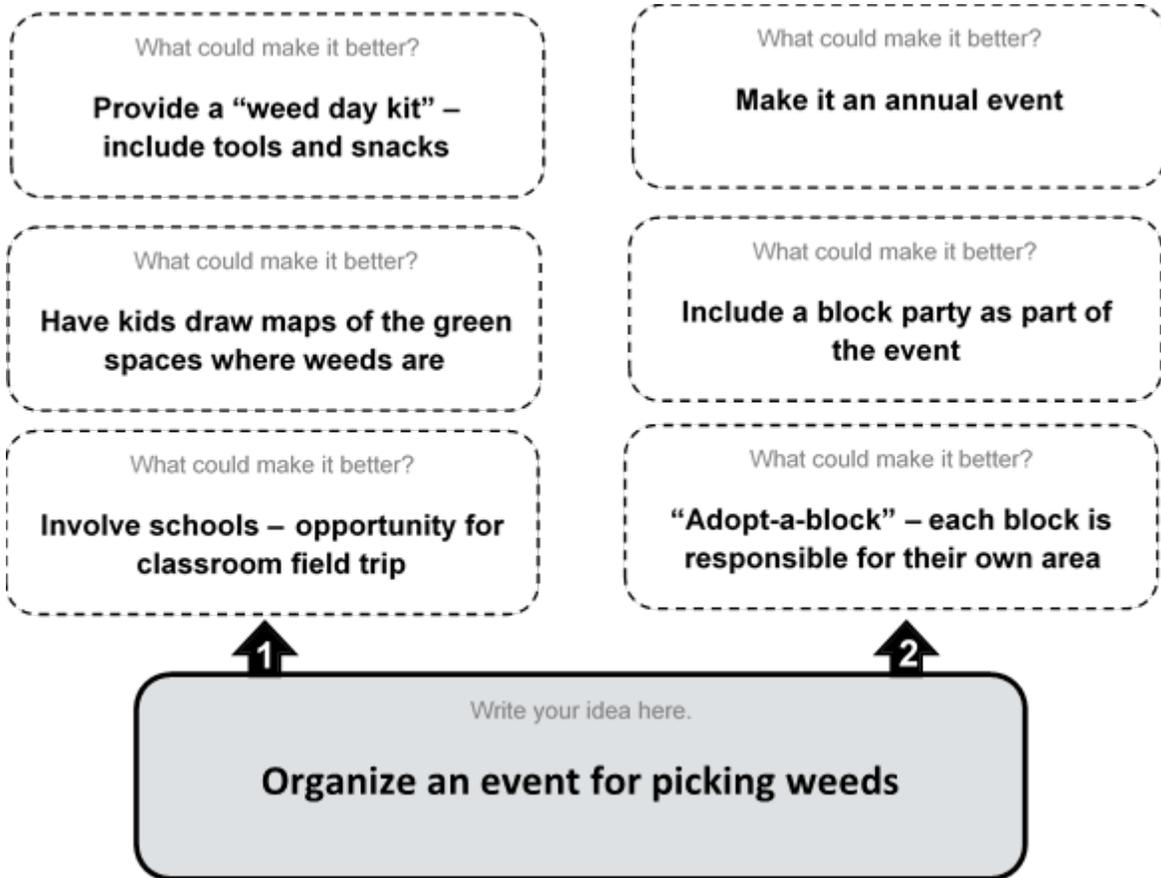
Worksheet 2 Example



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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



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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

14 sets of worksheets were completed for Copperfield/Mahogany. The list of experiment ideas that came from Worksheet 3, grouped by vision word, is provided below (two sets of worksheets did not include an experiment). To view the details of the experiments on the transcribed worksheets, please see pages 7 – 38.

Vision word: Safe

- Crosswalk decorative design
- Sandboxes @ traffic circles
- Visual signs for drivers
- Not having school buses stop on Blvd

Vision word: Clean

- Removing parked cars on Blvd
- Carrot vs. stick
- Safe clean air

Vision word: Beautiful

- Rockafella tree – Christmas tree
- Temporary grassroots art exhibit
- Tools to do the work
- Bee hotel building/bees 101 info night

Vision word: Connected

- Pop-up park day



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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 Copperfield/Mahogany 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.



Participants at Copperfield/Mahogany workshop



Participants at Copperfield/Mahogany workshop



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

Worksheet 1 – Come up with ideas

vote on design

Level up

make it beach related - fish, sandy look

Level up

paint / decoration / something to notice

Level up

noticeable crosswalks

Write your vision word here.
Safe

high volume of ppl exiting community

Dig down

people are only used to one entrance

Dig down

residents aren't aware of alternate routes

Dig down

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Worksheet #9: **Safe**

Worksheet 2 – Build on your ideas

Different designs heading in & out of neighbourhood
Shark with mouth wide open

Change it seasonally

Community involvement
- resident artists
- vote on design – buy-in

Yarn bombs & planters

Bright colours & 3-D

Side of the road

1

Write your idea here.

Street decorations at key crosswalks

2

Worksheet 3 – Experiment details

Experiment title: Crosswalk Decorative Design

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

- Week before week after
- Measure difference
- Experimental at speed radar?
- Fish balloons at side of road as experiment giant stuffy?
- Mahogany Blvd & Mahogany View ideal creation

Which vision words does this experiment support?

Safe

What will you observe? How will you measure impact?

- Speed -avg week before & after
- 3 days in a row at sample time to see if the impact continues

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

Sand buckets at traffic circles. residents to self-sand on icy days. Connect with traffic engineers company with city



Info in newsletter on pole wraps & safe crossing



Crosswalk locations have neon yellow pole wrap



More crosswalks. - Flashing or painted

Write your vision word here.
Safe

Crosswalk close to traffic circles



Worksheet 2 – Build on your ideas

Durable

HOA fills?

Nice design

City fills?

Little shovel

Community places

1 2
Write your idea here.
Sandboxes at the traffic circles

Worksheet 3 – Experiment details

Experiment title: Sandboxes @ Traffic Circles

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

- Place sandbox(es) at key locations. Identify (probably) traffic circles
- We need a functioning/beautiful design
- We need funds
- We need a plan for filling sandboxes

Which vision words does this experiment support?

Safe & Beautiful

What will you observe? How will you measure impact?

- Residents helping themselves & each other when the traffic circles get icy
- Community service for usage, functionality & beauty (design)
- Make designing the boxes an interactive community engagement

How is your experiment physical?

No input provided.

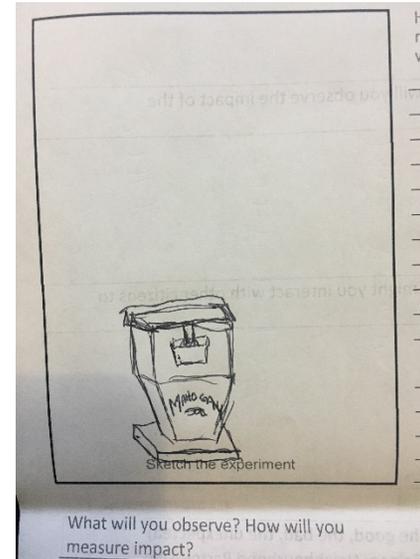
How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.

Sketch



Worksheet 1 – Come up with ideas

Level up

Level up

Level up

Write your vision word here.
No input provided.

Dig down

Dig down

Dig down

Worksheet 2 – Build on your ideas

Get artists / a whole community involved

Neon safety arts on curbs

Street painting

1

2

Write your idea here.
Visual signs for drivers

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?

- Engage both city and community on the art initiated. Secure a community event for the experiment. Sample feedbacks post event on speeding related complaints

Which vision words does this experiment support?

Safe

What will you observe? How will you measure impact?

- Reduction in speeding complaints on community Facebook/chats over first 6 months

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

Beautiful road bumps painted by children in community



Community program with CPS maybe called "block watch"



Make calls to CPS about speeding/photo radar



To reduce speeding

Safe
Traffic/speed

People have gotten used to the radar sign



Photo radar makes a cycle. Impact only lasts for a small time



Cost of road bumps. Upkeep of painting on road bumps



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Worksheet #12: Safe

Worksheet 2 – Build on your ideas

Bus stop at Beach Club

Lights for crossing children

Find other roads

No stops at traffic circles

1 2
Write your idea here.
Not having school buses stop on Blvd

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?

- More location as trial
- Parents and school/transport company

Which vision words does this experiment support?

Safe

What will you observe? How will you measure impact?

- Check impacts to congestion
- Monitor change in travel time
- Compare number of people crossing road and adjusted parent parking locations

How is your experiment physical?

No input provided.

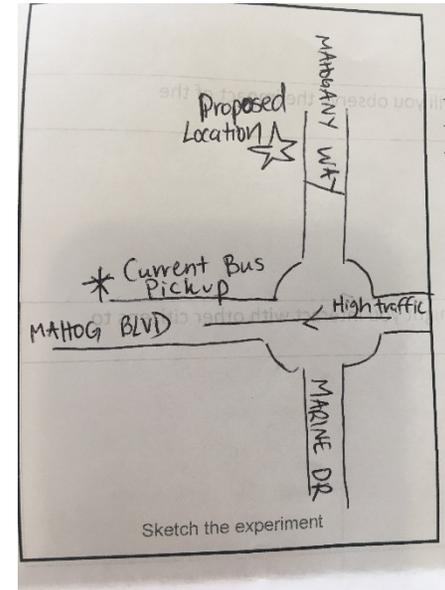
How is your experiment observational?

No input provided.

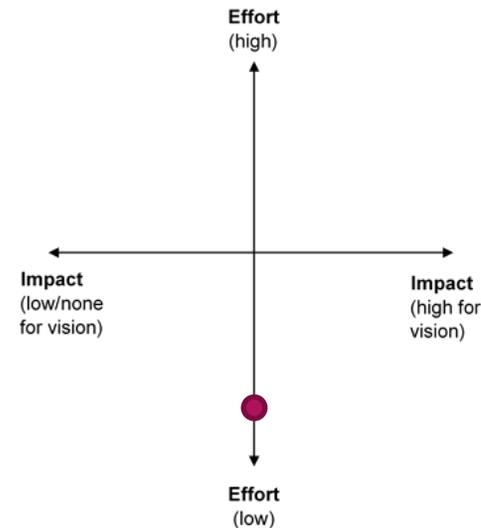
How is your experiment conversational?

No input provided.

Sketch



Where does the experiment land?





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

Worksheet 1 – Come up with ideas

Poop is the biggest complaint, people just need to know we can do this!

Level up

Send out letter with licencing

Level up

Awareness
City hall needs to tie it to licensing

Level up

Charge a fee to take DNA samples when people buy a dog licence
- charge fines if dog poop is found to match & it would help in investigations

Write your vision word here.
Dog DNA program

Dig down

Dig down

Dig down

This is my neighbourhood – Copperfield/Mahogany Workshop, January 18, 2018

Worksheet #5: Clean

Worksheet 2 – Build on your ideas

1

2

Write your idea here.
No input provided.

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?

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.

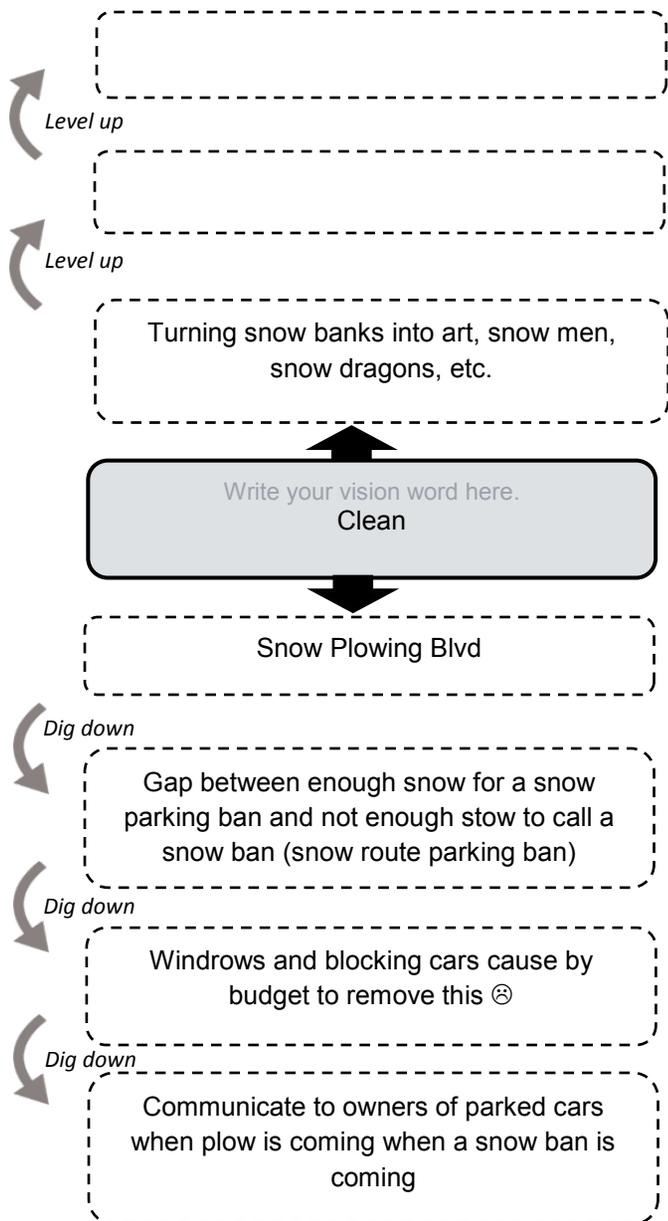
How is your experiment observational?

No input provided.

How is your experiment conversational?

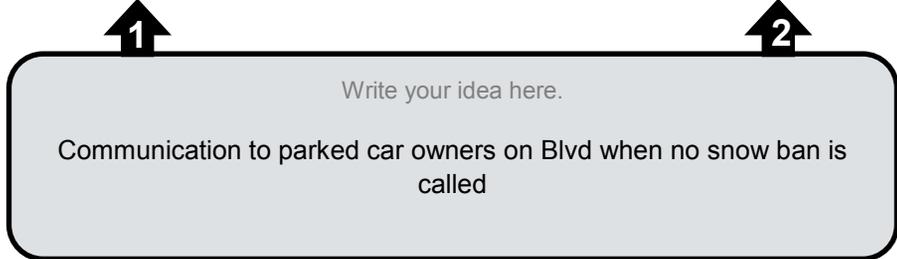
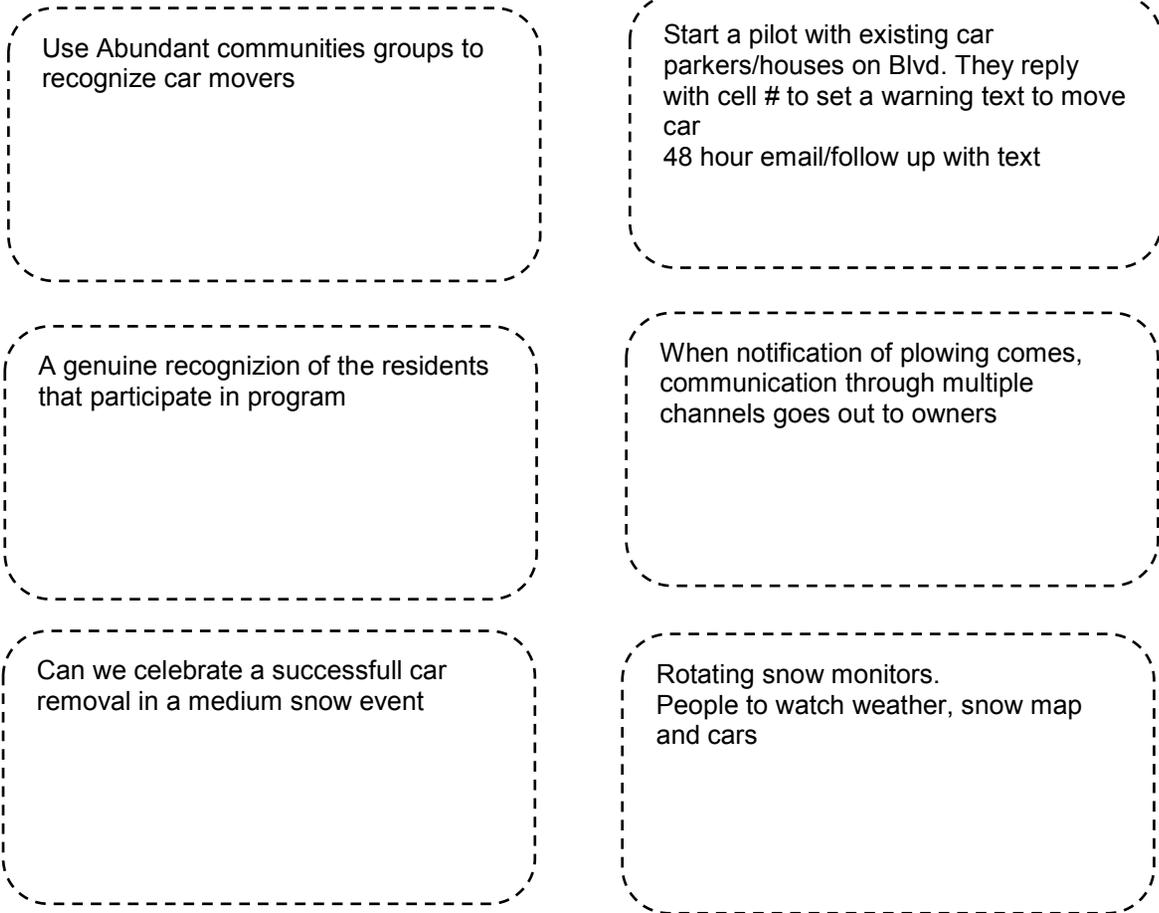
No input provided.

Worksheet 1 – Come up with ideas



- Other vision word ideas not competed
- Wetland smell
 - Traffic circle education

Worksheet 2 – Build on your ideas



Worksheet 3 – Experiment details

Experiment title: Removing parked cars on Blvd.

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

- During next medium snow event
- One snow watch volunteer
- Snow needed
- Recognition items
- Getting information from car parkers
- Residents, HOA, city
- Mahogany Blvd as pilot street
- Flyers to introduce idea
- Abundant community group
- Did people actually move car and did it make a difference
- Temporary signs to educate parkers

Which vision words does this experiment support?

- Safe
- Clean
- Walkable
- Well maintained.

What will you observe? How will you measure impact?

- Did people move their cars and did it make a difference

How is your experiment physical?

- Walking door to door
- Moving their cars
- Digging out car

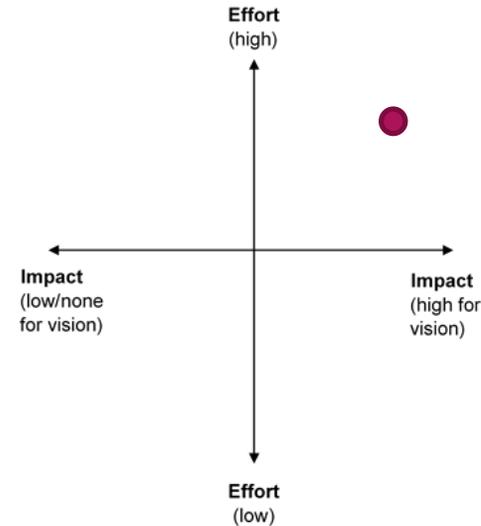
How is your experiment observational?

- Did people move cars
- Traffic improves
- Snow removed

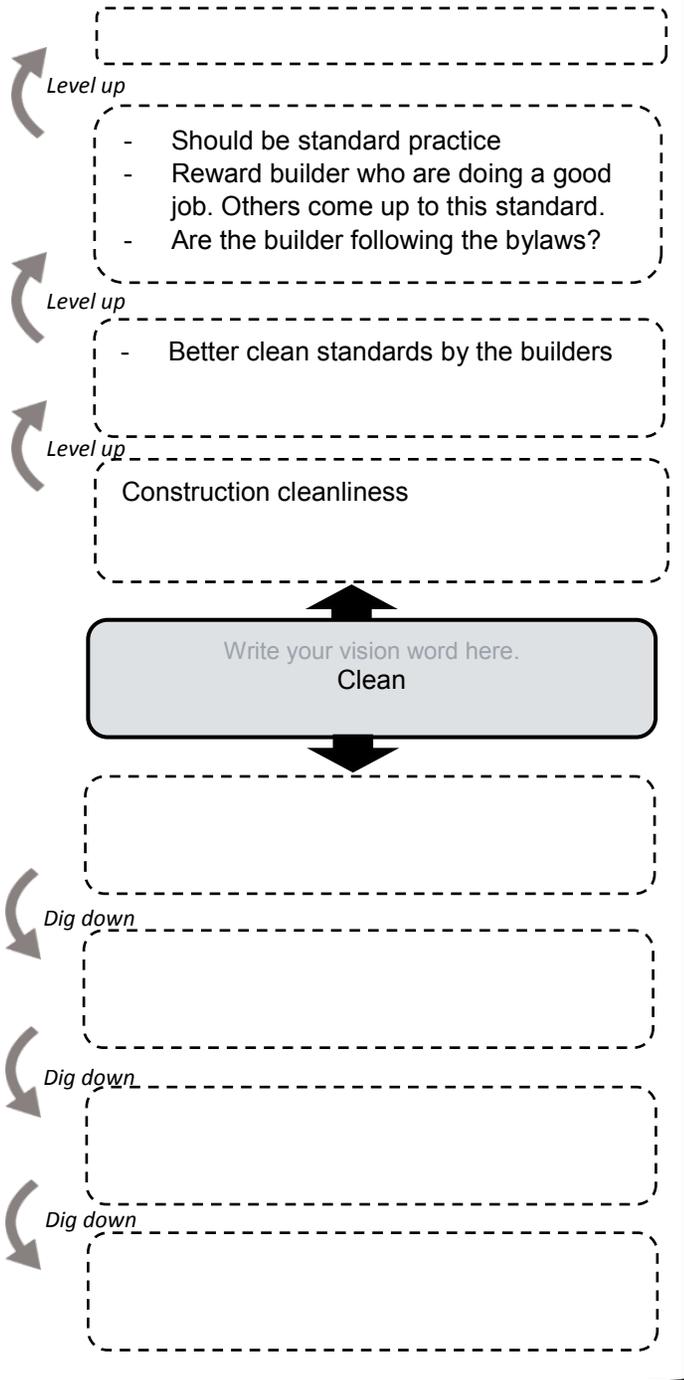
How is your experiment conversational?

- Thank you efforts

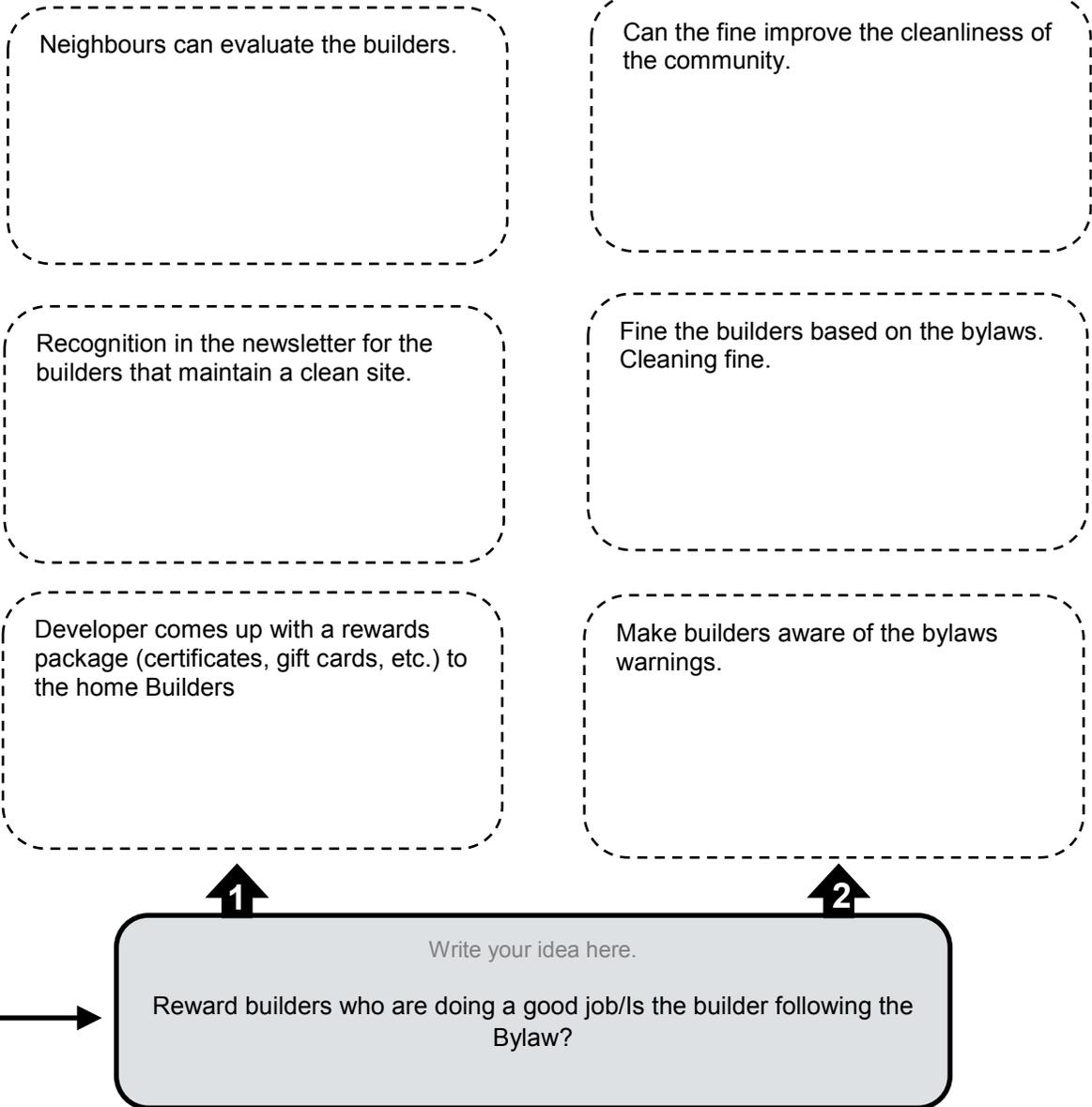
Where does the experiment land?



Worksheet 1 – Come up with ideas



Worksheet 2 – Build on your ideas



Worksheet 3 – Experiment details

Experiment title: Carrot vs Stick

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

- Work with Hopewell Developer and home builders on a small street to let them know and get on board with a rewards package
- Gift cards, certificates, Developer to pay for, manpower, newsletter space
- Volunteers to judge builders
- “Clean builder of the month”
- Experiment with different clean techniques (clean up mod daily)
- One construction season

Which vision words does this experiment support?

- Clean community
- Well maintained
- Walkable

What will you observe? How will you measure impact?

- Write observations when experiment is done
- Report from developer and community
- Less construction litter
- Less mud on the street
- Better maintained work sites

How is your experiment physical?

- Resident walking to evaluate the site
- Allows a more walkable community

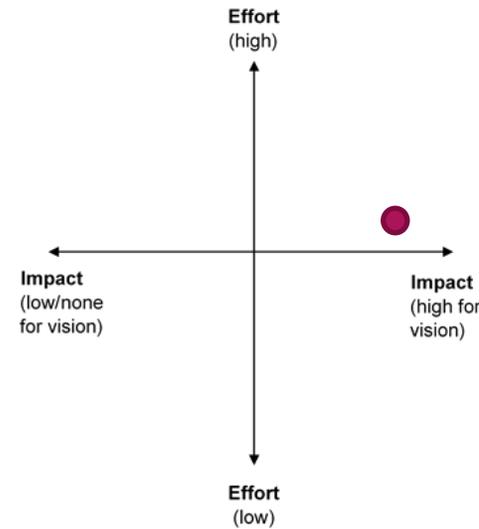
How is your experiment observational?

- Looking at the cleanliness of the site
- Residents judging clean sites

How is your experiment conversational?

- Conversation around how clean the construction is in Mahogany/Copperfield
- Recognition in the newsletter

Where does the experiment land?



Worksheet 1 – Come up with ideas

Scents are poison
Scent free
* healthy YYC? Health outcomes? Healthy communities

Level up

Ordinance – towns that have gone scent free

Level up

Video of sufferer w/ gas mask – human interest impact – emotional response

Level up

Educate public in community newsletters, social media campaign – health impacts carcinogen

Clean Air
Safe for bees, people and other pollinators
No pesticides
Ban toxins
Ban dryer sheets

Habit
No knowledge of dangers

Dig down

No regulation
Corporate profits

Dig down

Lack of compassion for each other
- globalization
- no labelling on “scent”

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Worksheet #8: Clean

Worksheet 2 – Build on your ideas

educated speakers giving talks
speakers series

community newsletter

1

2

Write your idea here.

Safe clean air

Worksheet 3 – Experiment details

Experiment title: Safe Clean Air

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

- put articles in newsletter
- put out flyers
- invite guest speakers to the community centre
- visit schools

Which vision words does this experiment support?

Safe

What will you observe? How will you measure impact?

- bees & pollinators will flourish
- air will be safe for people with multiple chemical sensitivity

How is your experiment physical?

No input provided.

How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.



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

Worksheet 1 – Come up with ideas

Need to listen to community as they are end user.

Level up

*Ensure good foundation & design good

Level up

Developer & City need to listen to our needs accommodate 10,000 people

Level up

*MHOA Central park

Beautiful – partnering with City
natural
meet needs of residents

Developer & City

Dig down

Goals to completed development ASAP. Standardization accross city doesn't needs of communit res

Dig down

Maybe they haven't though underdesigned

Dig down

Opportunity for developer – to check in with community
Opportunity – HOA have input

This is my neighbourhood – Copperfield/Mahogany Workshop, January 18, 2018

Worksheet #1: **Beautiful**

Worksheet 2 – Build on your ideas

- Built in infrastructure conduit for power

Control seagulls
Build attract predator
Better Built design
Incoporate more cultural component
- Community
- Other developer together competing against each

- Pooling resources, SE resources stay in the SE
- Bigger Vision exercise

Community
- All stakeholders
- Schools

SE (Princes Park)
Mahogany & area (Auburn Bay & Seton/Cranston)
*Space to accomdate 10,000 + Copperfield people.)

Have events & include developer share information
- Businesses/school

Write your idea here.
1 2
Central Park is designed & built to meet needs of community today and in 2040

Worksheet 3 – Experiment details

Experiment title: Rockafella tree – Christmas Tree

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

*developer

*City of Calgary

*stakeholders

*schools

Which vision words does this experiment support?

Beautiful – natural areas promote enjoyment & active lifestyles in the neighborhood & greater S.E.

What will you observe? How will you measure impact?

No input provided.

How is your experiment physical?

No input provided.

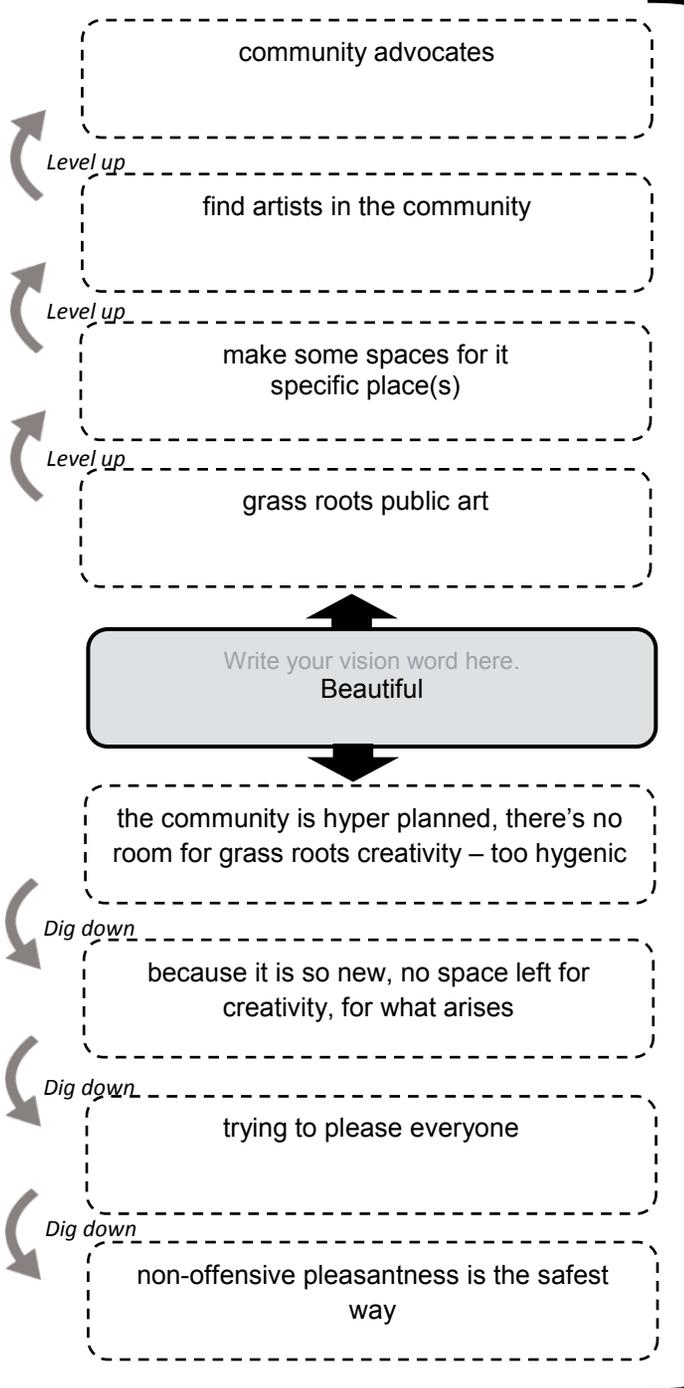
How is your experiment observational?

No input provided.

How is your experiment conversational?

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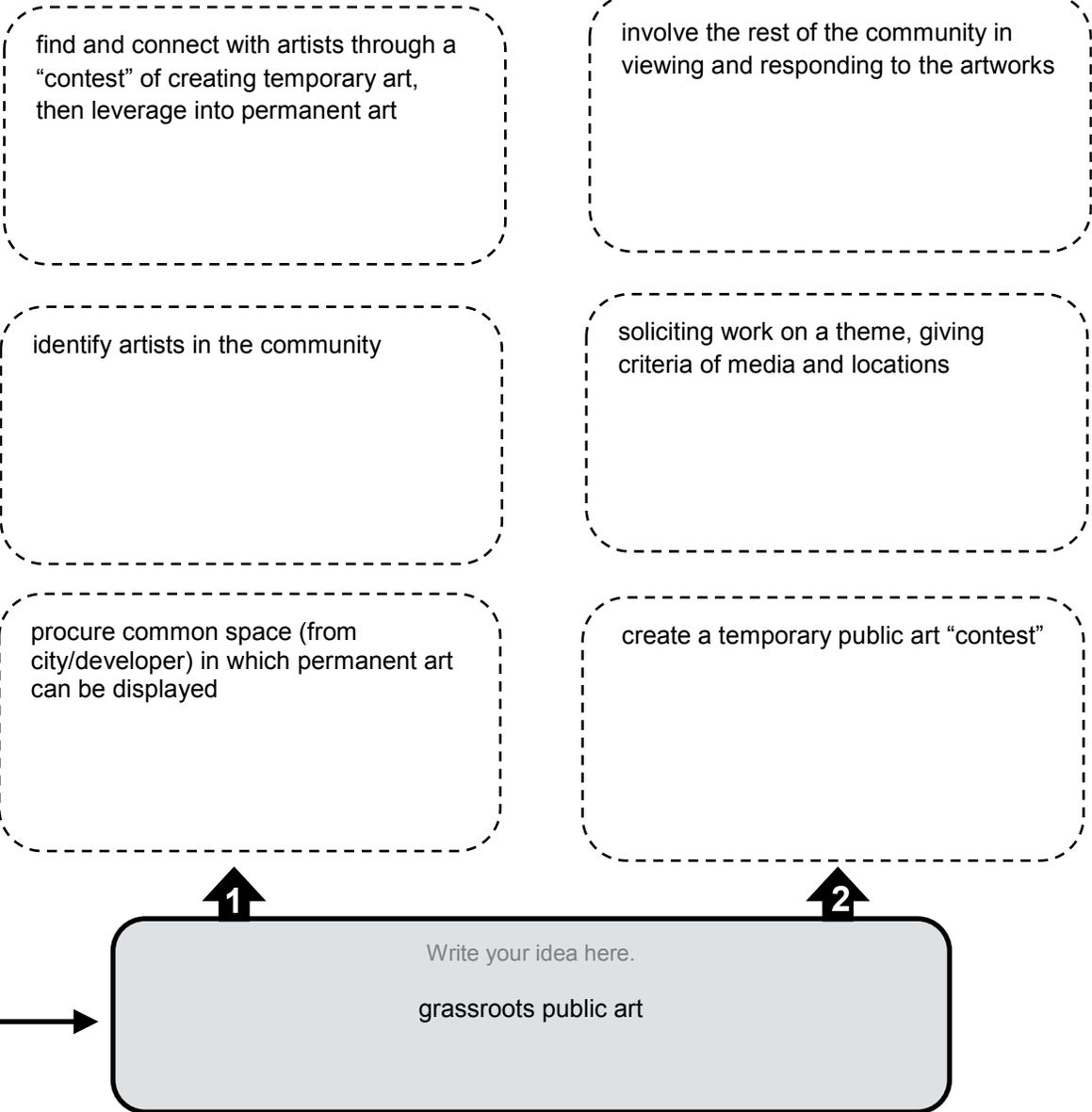
Worksheet 1 – Come up with ideas



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Worksheet #2: **Beautiful**

Worksheet 2 – Build on your ideas



Worksheet 3 – Experiment details

Experiment title: Temporary Grassroots Art Exhibit

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

- We will put out a call to community artists and aspiring artists to create artworks that will be displayed throughout the neighbourhood for a period of time. We will give a theme for inspiration, and suggest locations/media (e.g. temporary paint/chalk on pathways, posters on mailboxes, photos in Beach Club, sculpture in public spaces). Include other residents by sharing maps, ways to respond and/or voting for favourites.
- Resources: social media, cooperation of Bylaw and developer for display, prizes

Which vision words does this experiment support?

Beautiful

What will you observe? How will you measure impact?

- number of artist submissions
- response from other residents – social media response notebooks available with the artworks
- feedback survey - artists and other residents
- enjoy the art while it is displayed

How is your experiment physical?

- Artists must go to the places - eg pathways and physically create the art
- Residents physically walk to where the art is
- The physical space is temporarily transformed

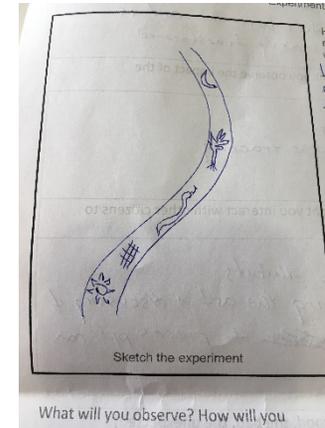
How is your experiment observational?

- Observe the art
- See people visiting the art
- Instagram hashtag response tracking

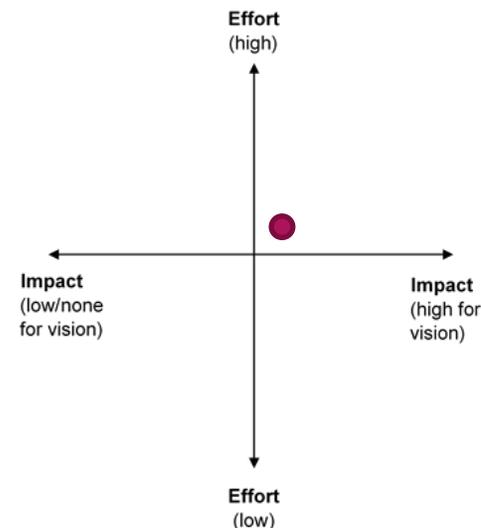
How is your experiment conversational?

- via social media
- doing a Jane's walk of the exhibits
- Mingling with people viewing the art & discussing it
- comment books attached to pieces ppl can write in

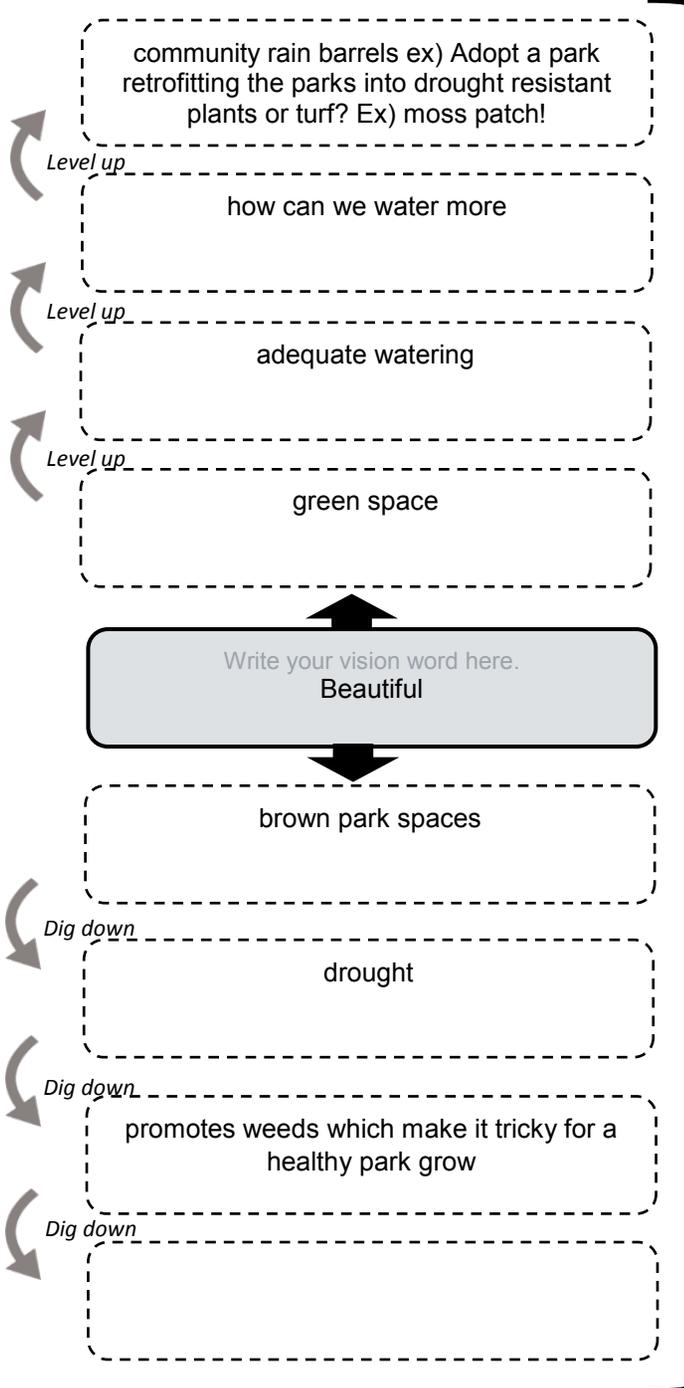
Sketch



Where does the experiment land?



Worksheet 1 – Come up with ideas



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Worksheet #3: **Beautiful**

Worksheet 2 – Build on your ideas

Awareness campaign around how to make city aware of issue areas.
Could each group of 1000 homes each have a green space or park to look adopt
TOOLS to do the work

- knowledge/education (barrier)/training around weed picking etc.
- how to make training accessible

fundraising

budget and plan of action

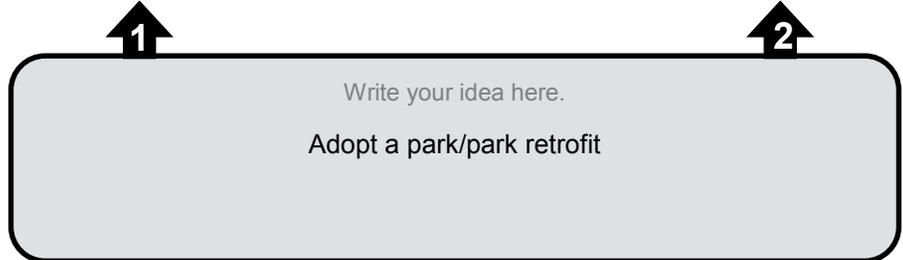
need the tools so folks can actually do work.

***INCENTIVIZE PARTICIPATION**

Some kind of incentive to motivate participation

Include things like outdoor games/skateboard ramps to encourage/motivate teens to help. Copperfield skateboard park is a sweet example perhaps something similar but not necessarily concrete

voluntell neighborhood teenagers



Worksheet 3 – Experiment details

Experiment title: Tools to do the work

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

- a community lead/champion
- some areas from the CA
- working w/ Sarah NPC to find contacts/resources/info from City Parks
- residents that live w/in 400m from the park (target audience)
- how – gage interest, CA newsletter/FB groups/Instagram community message boards

Which vision words does this experiment support?

- Beautiful
- Clean

What will you observe? How will you measure impact?

- how many people sign up to the adopt a park program?

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

poop patrol / or DNA poop tracking system
w/ dog registration - \$ generator

Level up

provide bigger bins for all the dog poop!

Level up

provide tools & garbage poop bins

Level up

clean parks & greenspaces

Write your vision word here.
beautiful / clean / safe

garbage / dog waste

Dig down

no where to dump trash

Dig down

not enough tools

Dig down

This is my neighbourhood – Copperfield/Mahogany Workshop, January 18, 2018

Worksheet #4: **Beautiful**

Worksheet 2 – Build on your ideas

1

2

Write your idea here.
No input provided.

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?

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

- host a bee hotel workshop
- gardening workshop
- gardening competition
- flower competition

Level up

- create awareness
- provide funding, places, locations, training & education

Level up

- bee friendly gathering places (placemaking)
- building more community gardens

Level up

natural Beauty (more trees, gardens, flowers)

Write your vision word here.
Beautiful

- we are a new community – we haven't started yet
- land set aside for community projects like gardens. Finding locations are not ready yet.

Dig down

- the developer has always responded that it's coming – Now The City has FAC'd lands and there's a new entity to ask

Dig down

Dig down

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Worksheet #14: **Beautiful**

Worksheet 2 – Build on your ideas

** Get 2 bee gathering places one for Copperfield & one for Mahogany**
- Seasonal ongoing education for adults & for kids

Visioning exercise on designing a community bee place

Video taping workshop & create a bee hotel

Bee education for the neighbourhoods

Invite the bee experts (eg Calgary & Area beekeeping association & City)

Write your idea here.

1

Host a bee workshop (everything bees, hotels, etc.)

2

Worksheet 3 – Experiment details

Experiment title: Bee hotel building / bees 101 info night

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

- Bringing in the bee expert
- Raise awareness & invite the communities
- At the beach club in Mahogany
- Resources to build the bee hotels

Which vision words does this experiment support?

- Beautiful

What will you observe? How will you measure impact?

- Number of people attending
- Interested people
- Likes on a Facebook page

How is your experiment physical?

- Supplies to make the bee gathering places
- 2 locations (1 in Copperfield 1 in Mahogany)
- Supplies to make backyard bee hotels

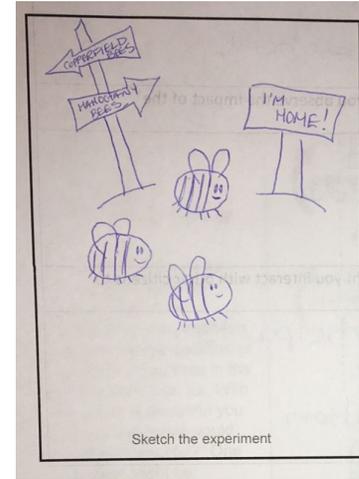
How is your experiment observational?

- People getting excited
- Bee hotels being made
- Bees!

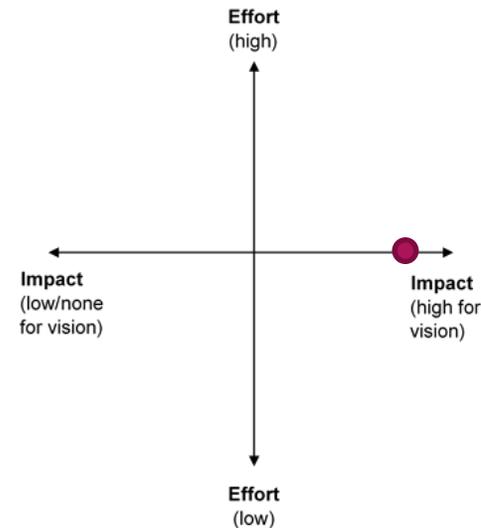
How is your experiment conversational?

- Surveys from participants
- Storytelling./video
- Ongoing bee education

Sketch



Where does the experiment land?



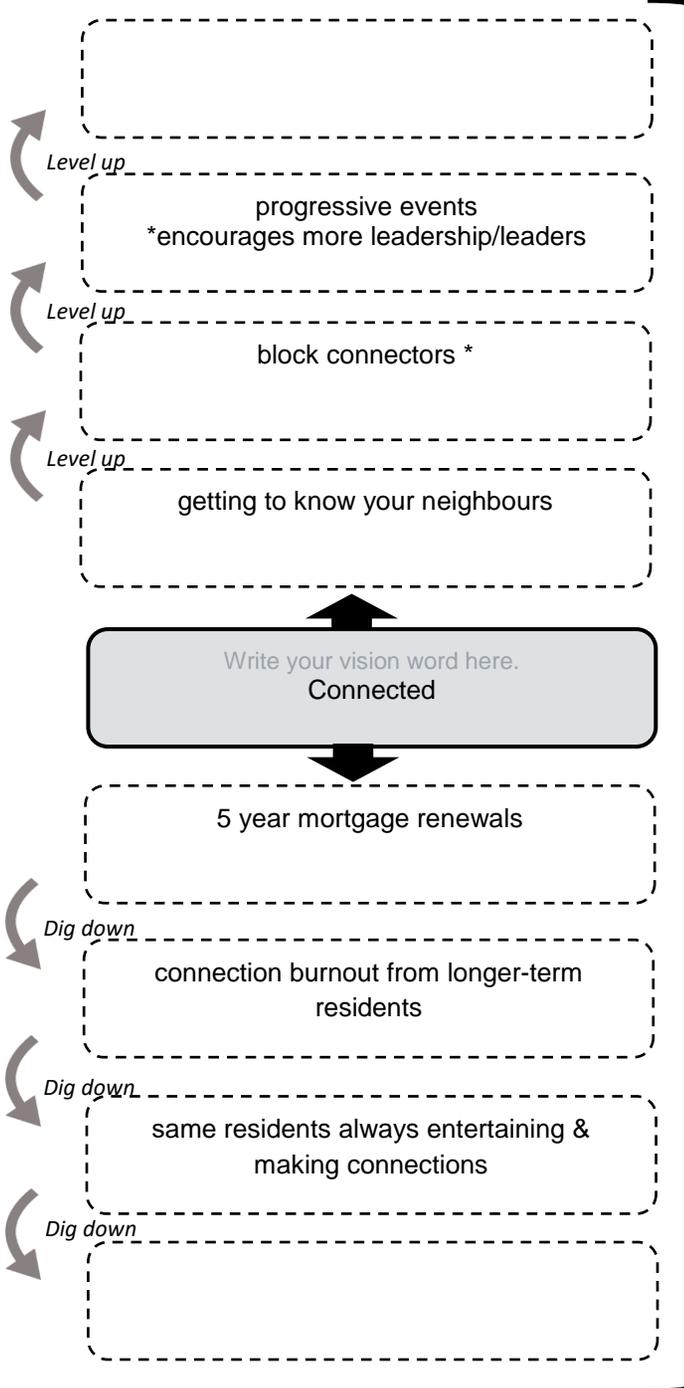


This is my neighbourhood

Report Back: What We Heard
Creative Ideation Session – Copperfield/Mahogany
February 5, 2018

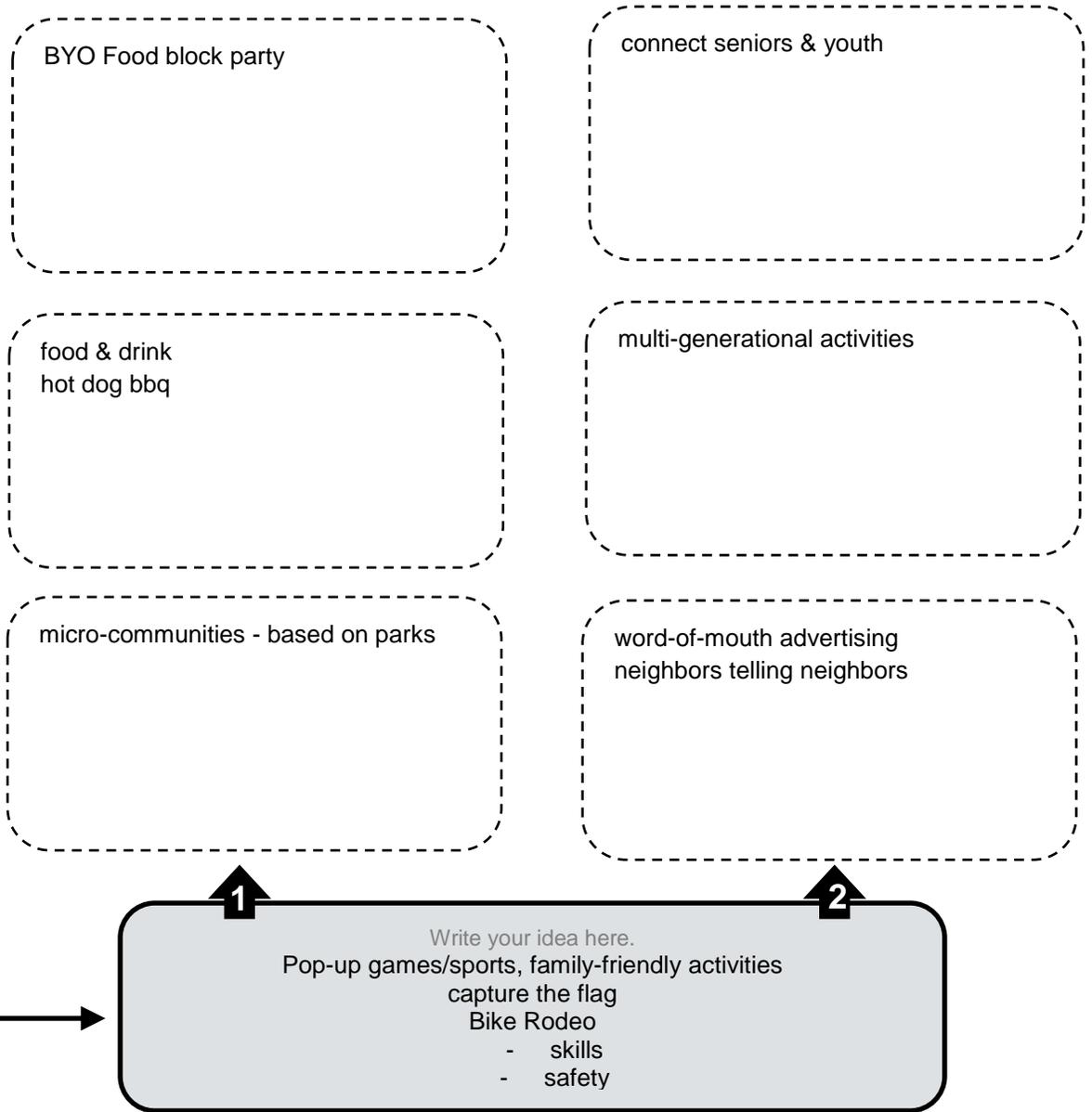
The following worksheets were submitted for the vision word **CONNECTED**.

Worksheet 1 – Come up with ideas



This is my neighbourhood – Copperfield/Mahogany Workshop, January 18, 2018
Worksheet #13: **Connected**

Worksheet 2 – Build on your ideas



Worksheet 3 – Experiment details

Experiment title: Pop-up Park Day

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

- Build an igloo/snow fort
- Hot chocolate
- Milk containers full of water/ice to make igloo
- Bold sign & newsletter blurb, banners (\$50), Facebook event

Which vision words does this experiment support?

Connected

What will you observe? How will you measure impact?

- # people
- people interacting
- awesomeness of forts
- talking to people
- asking if ppl have met anyone new
- ask people what they like
- how much hot chocolate consumed

How is your experiment physical?

People building forts

How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.