



# This is my neighbourhood

Report Back: What We Heard  
Creative Ideation Session – Silver Springs  
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. Silver Springs residents selected the following vision statement: **Silver Springs values being a safe, walkable, beautiful and family-friendly neighbourhood.**

### Step 2 – Coming up with creative ideas

On January 23, 2018, 14 Silver Springs 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, walkable, beautiful or family-friendly – as the basis for coming up with ideas for small-scale improvements for Silver Springs.

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 Silver Springs 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

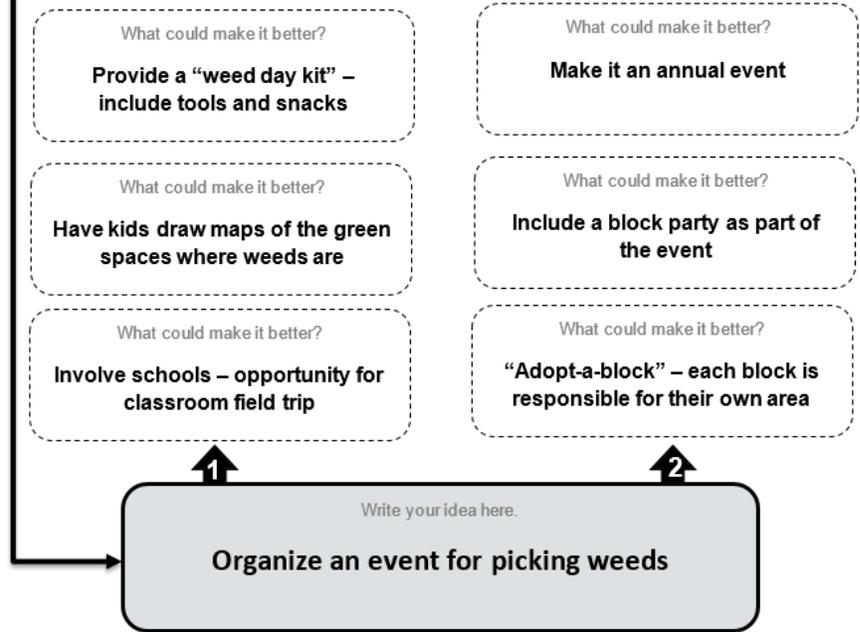


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Worksheet 1 Example



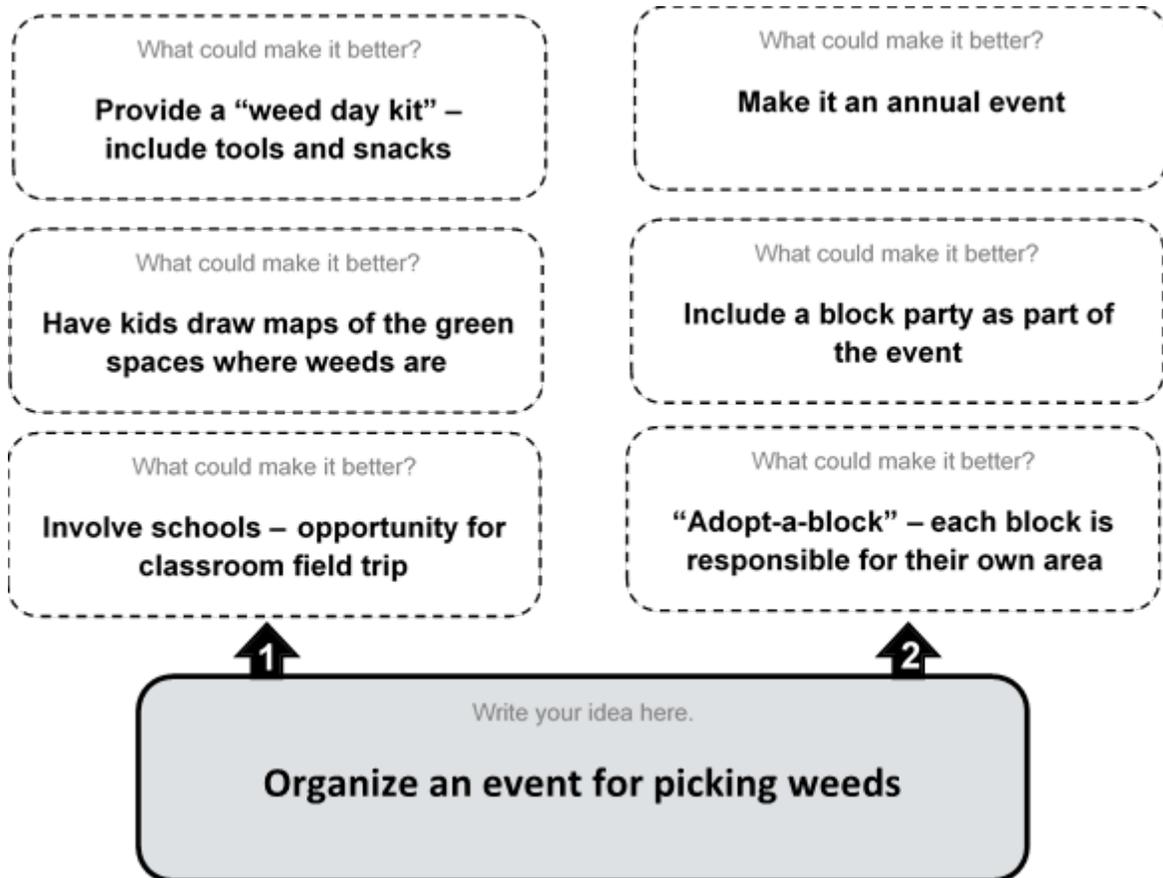
Worksheet 2 Example



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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



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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

Eight sets of worksheets were completed for Silver Springs. The list of experiment ideas that came from Worksheet 3, grouped by vision word, are provided below (three sets of worksheets did not include an experiment). To view the details of the experiments on the transcribed worksheets, please see pages 7 – 24.

Vision word: Safe

- Ped crossing's safety

Vision word: Walkable

- Jane's Walk (dry run)

Vision word: Beautiful

- Blvd beautification

Vision word: Family-friendly

- Food truck fun
- Neighbourhood/community appetite for a block party

## 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.



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## Verbatim worksheets

The following pages are the transcribed worksheets from the Silver Springs 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 This is my neighbourhood workshop*



*Participants at This is my neighbourhood workshop*

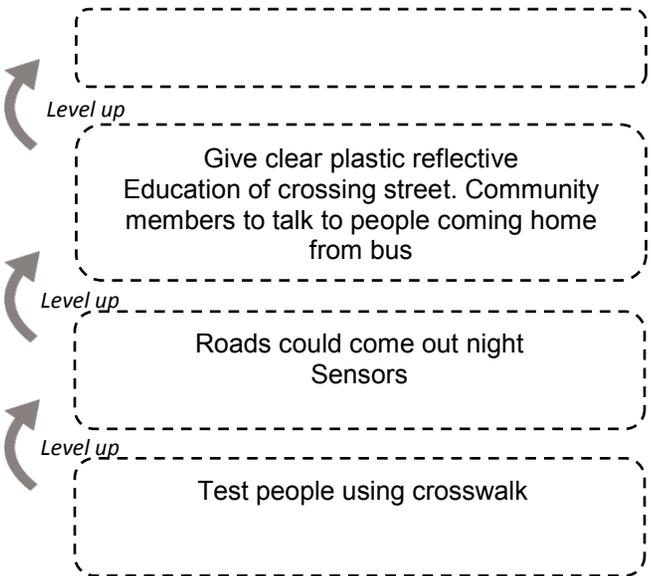


# This is my neighbourhood

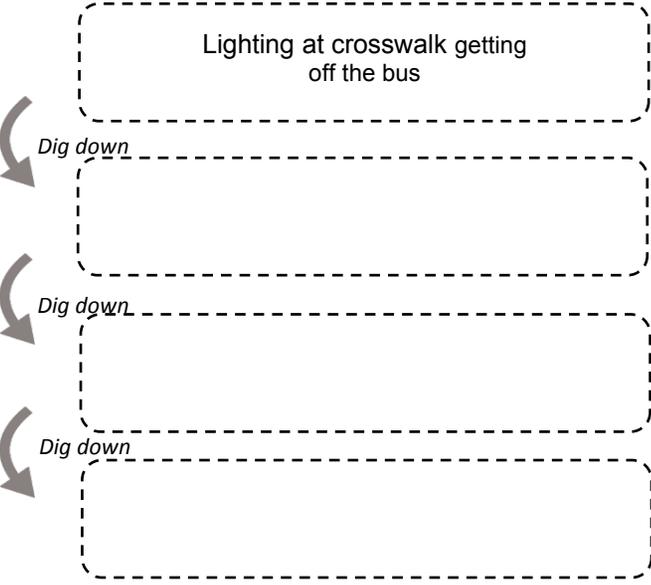
Report Back: What We Heard  
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The following worksheets were submitted for the vision word **SAFE**.

**Worksheet 1 – Come up with ideas**



Write your vision word here.  
**Safe**



**Worksheet 2 – Build on your ideas**

Pathway system Silvergrove Dr  
Nosehill Dr Silverdale Dr. to Silvergate  
Reflective sleeves  
ie. Silver springs Blvd Springs  
Birthplace to Bowmont  
Mead Rd Nosehill Drive

Parking Authority to come out to observe cars are not parked close to crosswalk

Youth putting sleeves up  
Talk to kids

Roads to come out

Roads change the lighting

1 2  
Write your idea here.  
**Crosswalk education**

## Worksheet 3 – Experiment details

Experiment title: Ped Crossing's Safety

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

- Use a chalk line of intersections- to ID
- New X walk painted
- Have older adults help children to educate them on crossing safely
- Education at crosswalks
- Use balloons/sandwich boards

**Which vision words does this experiment support?**

- Safe

**What will you observe? How will you measure impact?**

- If X walk's get sleeves residents will talk by word of mouth
- Use youth/seniors to assist with putting up sleeves
- Test for 1 day time & night time
- Conversation: Discussion

**How is your experiment physical?**

*No input provided.*

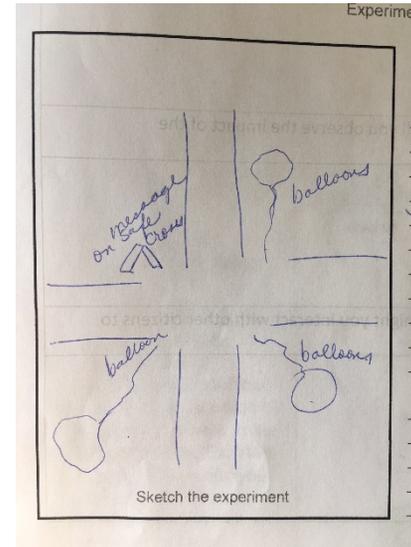
**How is your experiment observational?**

*No input provided.*

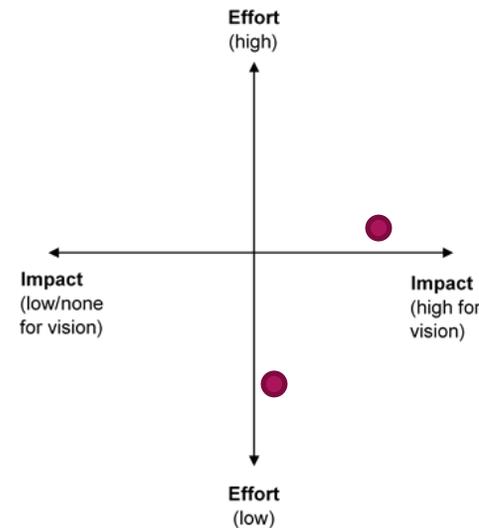
**How is your experiment conversational?**

*No input provided.*

## Sketch

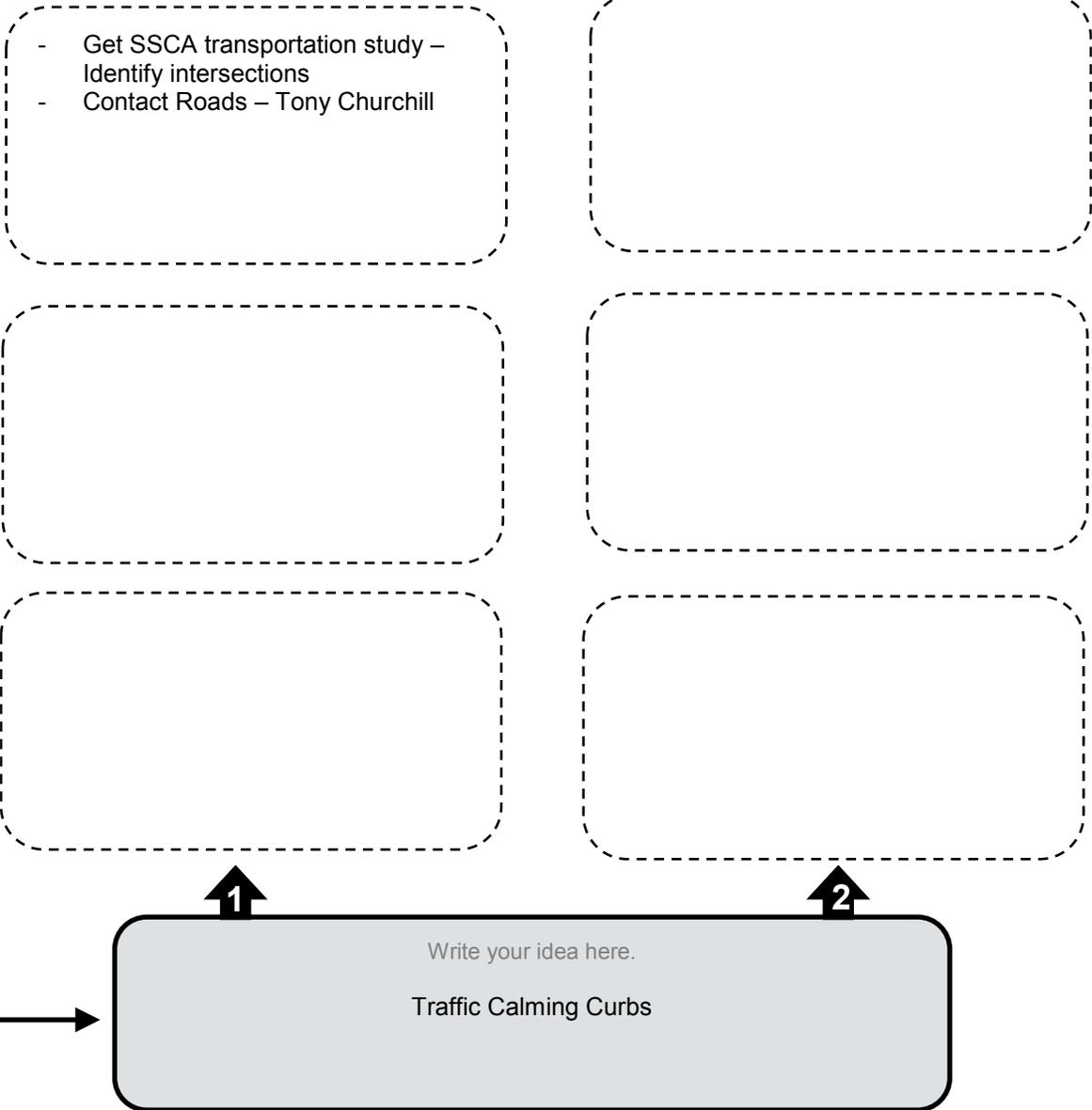
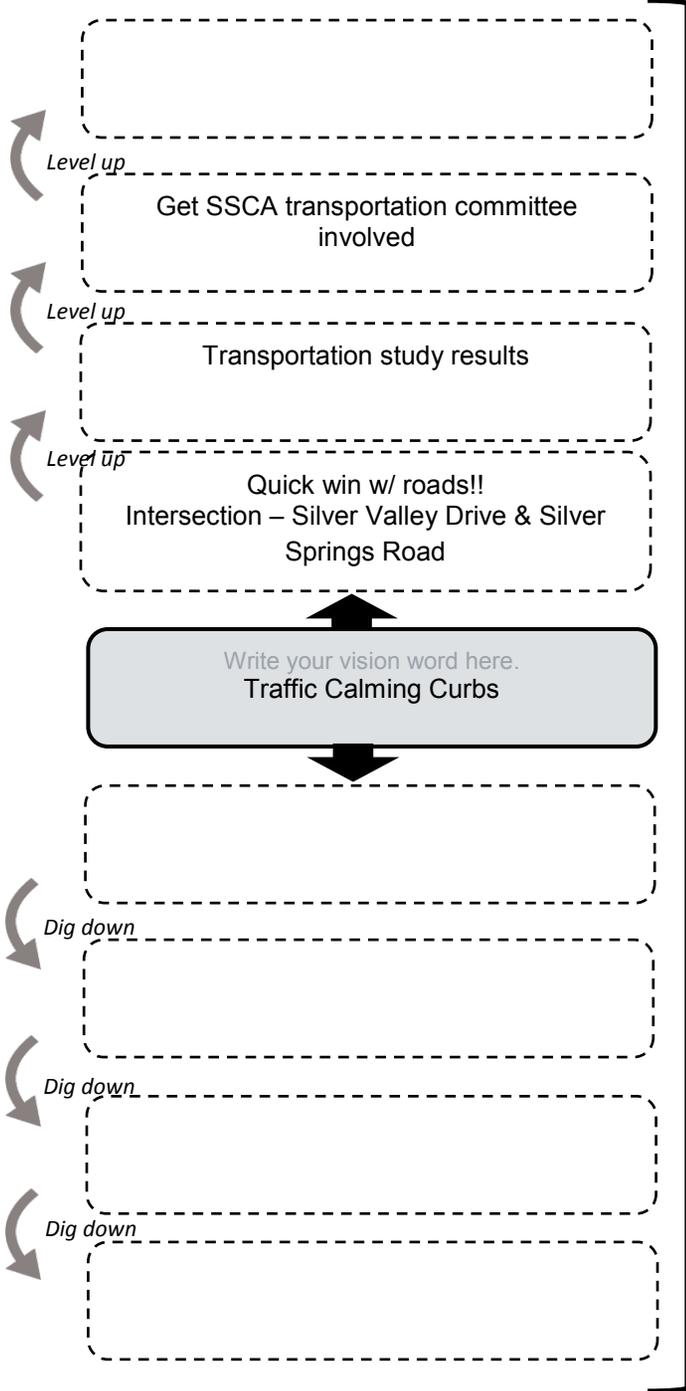


**Where does the experiment land?**



**Worksheet 1 – Come up with ideas**

**Worksheet 2 – Build on your ideas**



### 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.*



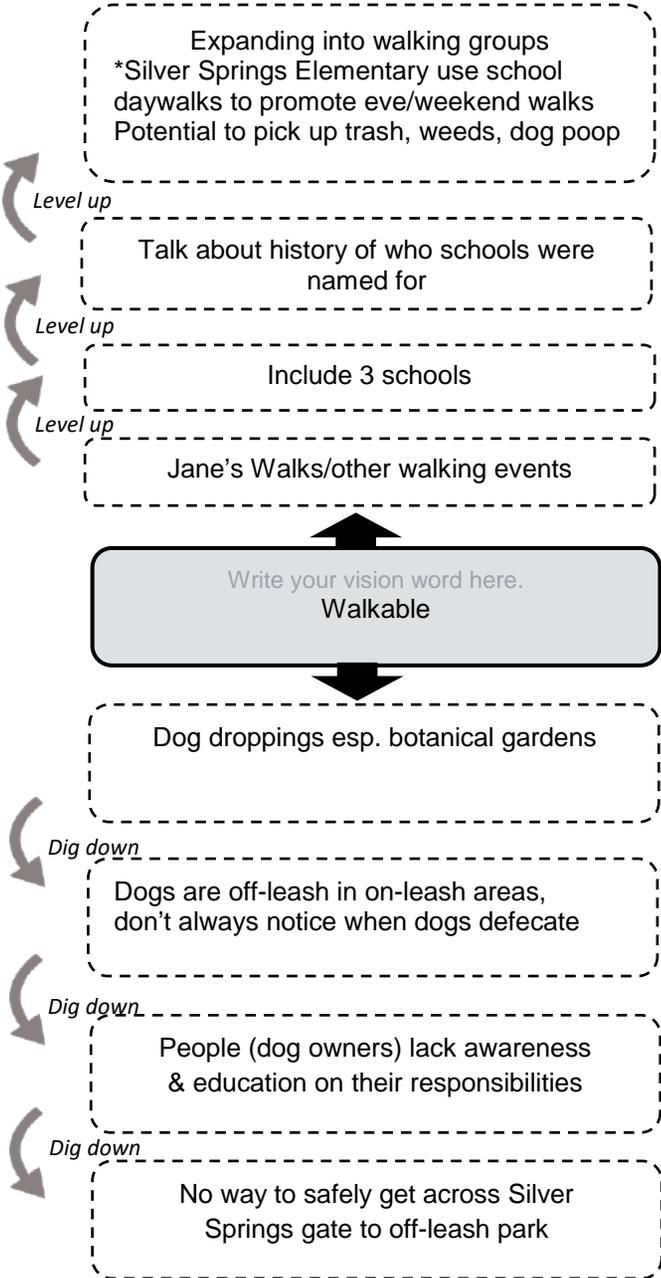
# This is my neighbourhood

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

**Worksheet 1 – Come up with ideas**

**Worksheet 2 – Build on your ideas**



snacks & drinks  
 - warm – lemonade  
 - cold – hot chocolate

email to CA membership, posters, snack, newsletter, social media, bold sign, sandwich boards, use Jane’s walk org.

students can bring their families

getting the word out  
 all ages & abilities welcome

using elementary “our community” curriculum to involve students

1 2  
 Write your idea here.  
 Jane’s Walk as catalyst for walking groups  
 May 4,5,6 2018 – 3 elem. Schools Engl/French/Spanish

## Worksheet 3 – Experiment details

Experiment title: Jane's Walk (Dry Run?)

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

- how many km/steps
- how long it takes
- washrooms (rent a port-a-potty)
- 5-10 people willing to go on a trial walk
- Leader at front, someone at the back, first aid kit, kleenex
- Send out summary of walk notes via email afterwards

***Which vision words does this experiment support?***

Walkable

***What will you observe? How will you measure impact?***

- how many km/steps
- how long
- survey people if they enjoyed, would they come again, bring friends, any feedback, collect emails from those who want to come on walk again

***How is your experiment physical?***

*No input provided.*

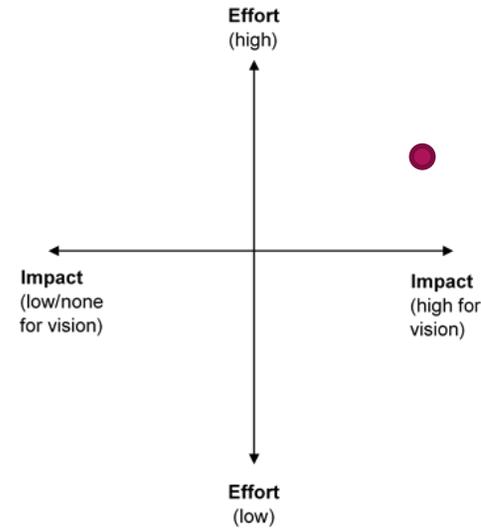
***How is your experiment observational?***

*No input provided.*

***How is your experiment conversational?***

*No input provided.*

***Where does the experiment land?***



**Worksheet 1 – Come up with ideas**

3-1-1 blitz for properties that are still a problem after letter issued – bylaw support

*Level up*

identify problem spots on walks

*Level up*

- prune branches & shrubs
- identify problem eavestroughs pointed at sidewalks

*Level up*

clean up sidewalks

Write your vision word here.  
Walkable Sidewalks

*Dig down*

*Dig down*

*Dig down*

**This is my neighbourhood – Silver Springs Workshop, January 23, 2018**

Worksheet #4: **Walkable**

**Worksheet 2 – Build on your ideas**

[Empty dashed box for idea building]

**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.*



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

**Worksheet 1 – Come up with ideas**

Specific Spot – Silver Springs Rd & Silver Springs Gate

*Level up*

Partner  
Pilot w/ Parks Roads Recreation

*Level up*

Group with a focus

*Level up*

Volunteer program

Write your vision word here.  
**Beautiful**

No Lead (individual & group)

*Dig down*

Not been purpose  
No one is be asked

*Dig down*

People are busy

*Dig down*

**This is my neighbourhood – Silver Springs Workshop, January 23, 2018**

Worksheet #5: **Beautiful**

**Worksheet 2 – Build on your ideas**

Free/city supported/approvals to community

Spill over into the school groups/plaza on street. Street furniture

Planters along blvd volunteer group to maintain

School involved in clean up draw pictures of what they could do in that place

Replace populars/trees  
New planting/remove dead

School/business/stakeholders on that block getting involved

Write your idea here.

One block pilot with volunteer group beautification

## Worksheet 3 – Experiment details

Experiment title: Blvd Beautification

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

- Gain community – then City & then community residents for both financial support & volunteers.
- Weed: support/funds/
- Involved:
  - Resident volunteers
  - City partnership
  - CBE (maint. school grounds)
  - School parent group
- Try up Blvd as per drawing

**Which vision words does this experiment support?**

- Easy
- Doable
- Community inclusive
- Just the star

**What will you observe? How will you measure impact?**

- Driving/walking by every day
- Could send out a community wide questionnaire thru our newsletters...

**How is your experiment physical?**

*No input provided.*

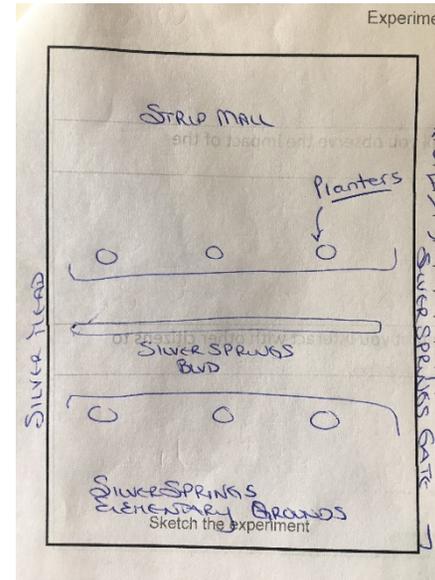
**How is your experiment observational?**

*No input provided.*

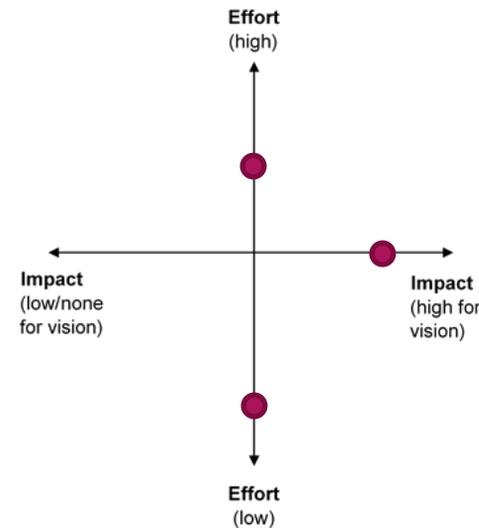
**How is your experiment conversational?**

*No input provided.*

## Sketch



**Where does the experiment land?**



**Worksheet 1 – Come up with ideas**

Continuation of Boulevard Beautification

Level up

Level up

Write your vision word here.  
No input provided.

Dig down

Dig down

Dig down

**Worksheet 2 – Build on your ideas**

Build relationship with the mall owner. Collaborate on improvements they would like to see.

Advertise the event in the newsletter, businesses, schools, churches  
Tie into planter initiative

Keep the existing tress trimmed to a height that discourages breaking the branches off

Locate the pop up event in the service station area and hold it on a Sunday – provides opportunity for service station owner to promote their business

Replace grass with red gravel

Pop up event in the parking lot to get ideas from residents who use the stores/business' in the mall

1 2

Write your idea here.

Beautification of the plaza (Thrift store, Fitness Centre)

### 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.*



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The following worksheets were submitted for the vision word **FAMILY-FRIENDLY**.

**Worksheet 1 – Come up with ideas**

Level up

Level up

Level up

Write your vision word here.  
**Family Friendly**

Dig down

Dig down

Dig down

**Worksheet 2 – Build on your ideas**

More of an on-line presence

City promotion

Community resident engagement

Grab families as they register @ preschool/elementary

Community Association involvement

Welcome wagon

**1**

**2**

Write your idea here.  
**Family Friendly**  
Create a neighborhood that 30-45 yr olds want to live in

### Worksheet 3 – Experiment details

Experiment title: Food Truck Fun

***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?***

Organize food trucks in conjunction w/ a family movie night in the park evening.

***How is your experiment observational?***

# of tickets sold for the event. If you make it a limited # of tickets you can guarantee attendance to entice vendors.

***How is your experiment conversational?***

It's a social event.

**Worksheet 1 – Come up with ideas**

Propose a business association committee liaison to bring in more family friendly business

Level up

Level up

Encourage block parties

Level up

Propose reduced community wide reduced speed limits. Install traffic calming measures

Write your vision word here.  
Family-Friendly

Community layout  
Larger lot size limits close proximity of families

Dig down

Speeding on the boulevard, residential streets, playground zones

Dig down

Fear of undesirable behaviour  
- Drug sales  
- Intoxicated bar patrons

Dig down

Lack of family friendly business'

**Worksheet 2 – Build on your ideas**

Business Sponsorship  
Set up a committee to spearhead

Organize kids to promote the event  
- make and put up signs  
- door prizes (wine basket)

Block party themes, photo share, friendly competition

Set up brainstorming session for kids  
- fun things to do, eat, themes (ie. bouncy castle)  
- set up a committee to spearhead

Provide a "How To" kit  
- Check lists  
- Available online, at the office  
- Theme suggestions

Line up community stakeholders to disseminate information  
- scouts  
- business'  
- schools  
- churches

1 2  
Write your idea here.  
Encourage Block Parties

## Worksheet 3 – Experiment details

Experiment title: Neighbourhood/Community appetite for a block party

***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?***

Organize a public block party

***How is your experiment observational?***

- How many people attend
- How many people helped organize
- Ask for feedback – using twitter

***How is your experiment conversational?***

Organize people at the event to ask for feedback

## Sketch

