

Calgary



Beltline & Inglewood / Ramsay **DESIGN RESEARCH REPORT**

The Innovation Lab

CONSULTING

Project | Beltline & Inglewood Pools Program

Client | The City of Calgary

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Executive Project Summary

Project Background

Great communities are built on opportunities to connect and get active. The City of Calgary (The City) is undertaking a process to understand how Calgarians who live, work, and play in the Beltline and Inglewood/Ramsay communities use social and recreational spaces.

This Design Research Report is part of a collaborative process to determine the long-term futures of the Beltline & Inglewood recreation facilities.

The Beltline & Inglewood Pools Program was initiated in response to a Council Motion [page 51] on November 29, 2019 directing Administration to complete a comprehensive set of directives focused on the long-term future of each of the facilities. This Program has taken a Design Thinking approach, led by The Innovation Lab, to ensure that citizen needs in the three communities surrounding these facilities are well understood. This approach aligns with the Motion Directive of:

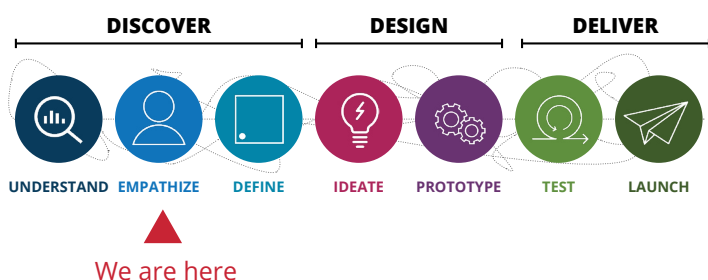
"Identify long-term, sustainable service alternatives and targeted investments to maximize community and social benefits in the area of the two [Beltline and Inglewood neighbourhoods] flat water pools."

The Design Thinking Cycle

Design Thinking is a deliberate 3-phased cycle to:

1. **Discover:** To understand, empathize and define the current situation of the two communities
2. **Design:** To ideate and prototype possible solutions
3. **Deliver:** To test and select recommended options

This report is part of the Discover Phase of the Design Thinking Cycle.



Design Research

The Innovation Lab applied an established, rigorous ethnographic research technique to deeply understand the lived-experience of residents of the three neighbourhoods over a two-week research period in August 2020. Research participants were selected to be a representative cross-section of the neighbourhood demographics and to have an approximate 50/50 representation of City facility users and non-users. The ethnographic tool used was a Neighbourhood Inquiry Kit that was completed by **47 participants from Beltline** and **45 participants from Inglewood/Ramsay**. Select participants (5 from Beltline and 4 from Inglewood/Ramsay) received follow-up semi-structured interviews. The qualitative data from the applied ethnographic techniques help The City of Calgary understand of how neighbourhood participants are meeting their social and recreational needs.

This report summarizes the Beltline & Inglewood Pools Program's efforts, in partnership with The City's Innovation Lab, to understand the Beltline and Inglewood / Ramsay research participants' lived experience. The following priority questions were what The City sought to better understand:

- + What are participants' perceived gaps in their neighbourhood for meeting their social and recreational needs?
- + What do participants value in their neighbourhood in meeting their social and recreational needs?
- + How are participants meeting their social needs?
- + How are participants meeting their recreational needs?
- + What are participants' perceptions and views of the Beltline Fitness & Aquatic Centre and/or the Inglewood Aquatic Centre?

Learnings Summarized

Learnings from this Design Research, in conjunction with other information gathered as part of the Beltline & Inglewood Pools Program's Discover phase, will be used to frame the project and design solutions as the Program continues into subsequent phases of the Design Thinking Cycle. The learnings from the participants are summarized as:



Value	+ Parks and green spaces, local businesses, active transportation, safety, and vibrancy
Perceived gaps in support for their social and recreational needs	<ul style="list-style-type: none"> + More active transportation options + Greater vibrancy on commercial streets and parks + Improved safety around drug use and discarded paraphernalia
Meeting Social Needs	<ul style="list-style-type: none"> + Social needs were predominantly met outside of the home at local businesses + Of all social connections, only 6% were with neighbours and community members
Meeting Recreational Needs	<ul style="list-style-type: none"> + Majority of recreational activities occur outdoors through modes of active transportation (walking, biking, running) - however, indoor activities are also popular among participants + Private studios & gyms as well as recreation facilities are popular destinations for meeting residents' social and recreational needs + Recreational facilities also support social connections + Recreation is not isolated to Beltline, but majority take place in City Centre
Perceptions of the Beltline Aquatic & Fitness Centre (Beltline Facility)	<ul style="list-style-type: none"> + 47% of participants stated that they have never used it + 33% of participants stated they love it and continue to use it for its programming, private rentals, children's swimming lessons and camps + 20% of participants have used it in the past, but don't anymore <p><i>*Note: The City intentionally screened in ~50% self-identified users of the Beltline Facility to be research participants to ensure their perspectives and needs were taken into account, even though the Recreation data shows substantially smaller usage from the catchment.</i></p>
Other Insights	<ul style="list-style-type: none"> + Neighbourhood is split on economic status and the ability to access paid spaces for recreational and social needs + Data did not reveal a strong need for aquatic activities at the Beltline Facility to meet community social and recreational needs + Participants continue to use private recreation facilities through the pandemic



INGLEWOOD / RAMSAY

Value	+ Natural assets, local businesses, historical and small town characteristics
Perceived gaps in support for their social and recreational needs	<ul style="list-style-type: none"> + Connectivity between Inglewood and Ramsay + Playgrounds with updated and diverse amenities + An inclusive community space for all ages + Dog-friendly spaces and pathways
Meeting Social Needs	<ul style="list-style-type: none"> + Social needs predominantly met with friends and family, primarily at home while other common places include outdoors, online and at local businesses (especially breweries) + Of all social connections, only 10% were reportedly with neighbours - however, Inglewood and Ramsay have a strong sense of neighbourhood connections where participants like to support their neighbours. This support leads to strong community cohesion.
Meeting Recreational Needs	<ul style="list-style-type: none"> + Majority of recreational activities occur outdoors through modes of active transportation (walking, biking, running) + Private studios & gyms as well as recreation facilities are popular destinations for meeting residents' social and recreational needs + Recreation facilities also support social connections + Recreation not isolated to Inglewood/Ramsay, but majority takes place in City Centre
Perceptions of the Inglewood Aquatic Centre (Inglewood Pool)	<ul style="list-style-type: none"> + 61% of participants stated that they have never used the facility - of these, 15% support keeping the facility open to complement the need of the neighbourhood + 25% of participants stated they love it and continue to use it for its proximity, its small-size, its low-cost and its family friendliness + 14% of participants have used it in the past, but don't anymore <p><i>*Note: The City intentionally screened in ~50% self-identified users of Inglewood Pool to be research participants to ensure their perspectives and needs were taken into account, even though the Recreation data shows substantially smaller usage from the catchment.</i></p>
Other Insights	<ul style="list-style-type: none"> + Strong community identity which values its historical context + Small number of users for Inglewood Pool, but the majority of participants support keeping the facility + The Inglewood/Ramsay neighbourhood identity is at a crossroads, as the close-knit, lower density, largely heritage neighbourhood receives development applications for large buildings and the Green Line Light Rail Transit will be built in the community in the coming years

CONTEXT

Beltline & Inglewood Pools Program: Design Research Introduction

This Design Research report contributes to the Empathize Stage of the Design Thinking Cycle led by The Innovation Lab embedded within The City of Calgary.

This report summarizes and presents an analysis of the ethnographic, design research undertaken with residents of Beltline, Inglewood and Ramsay to better understand their social and recreational needs.

Council's directive

In the Council Motion [page 51] that initiated this program of work, Administration was directed to "Identify long-term, sustainable service alternatives and targeted investments to maximize community and social benefits in the area of the two [Beltline and Inglewood neighbourhoods] flat water pools."*

The City worked with The Innovation Lab to use a Design Thinking Cycle to examine and understand this complex challenge.

**Note: This was one of seven directives. The full Notice of Motion can be found in "Council Notice of Motion" on page 51.*

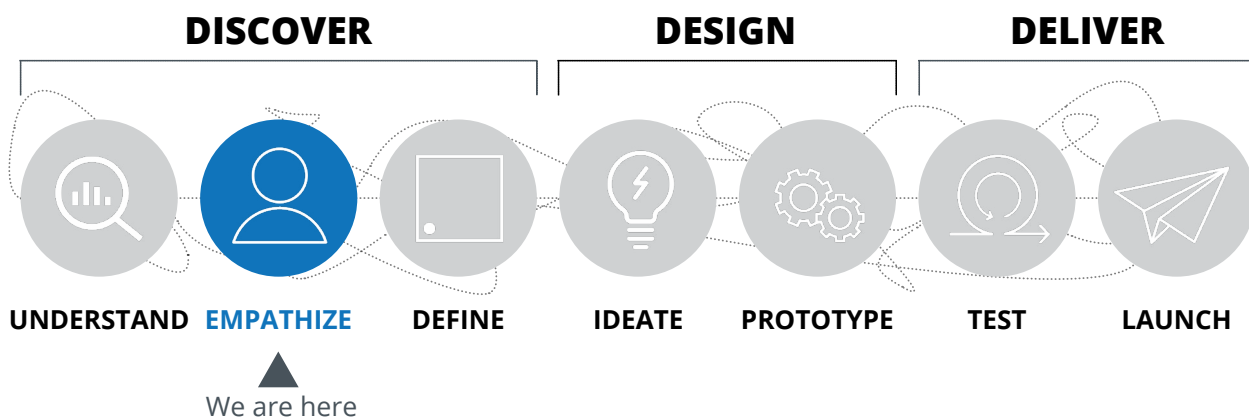
Design Thinking Cycle

A Design Thinking Cycle is a proven problem-solving method that addresses complex, human-centred challenges. The process applies innovation best practices from multiple fields to lower project risks, decrease the costs of change, foster buy-in and ultimately deliver better solutions. It includes seven steps that work in a non-linear, iterative manner, summarized by the diagram below.

COVID-19 impacts on the project

The Innovation Lab undertook this Design Research during August-September of 2020 when Calgary was in the midst of the COVID-19 pandemic. The research methodologies were chosen to protect the health and safety for both City of Calgary staff and citizen participants. As a result, responses from Beltline, Inglewood and Ramsay resident participants are reflective of a society where social distancing, mask wearing, and concern for personal and community health were top of mind. All Calgary Recreation facilities, including the Beltline and Inglewood facilities, were closed to reduce the spread of COVID-19 and these two facilities remained closed during the research period. This inherent challenge was addressed by encouraging participants to:

- + **Discuss their experiences** of using the two facilities when they were open
- + **Share reflections** about how they used to meet their social and recreational needs pre-COVID-19, specifically during summer and winter 2019.



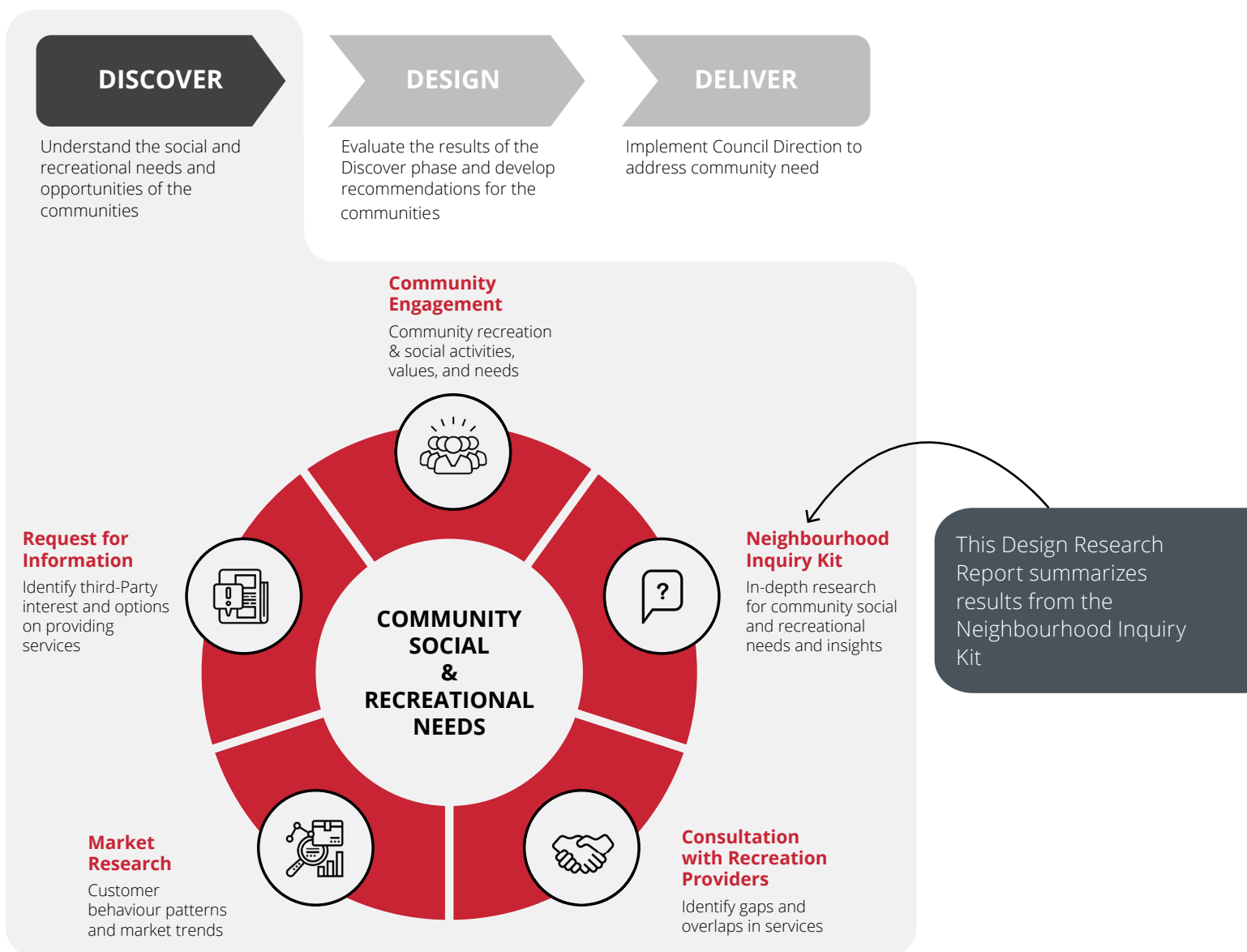
The Design Thinking Cycle

Discover Phase

Five information gathering methods

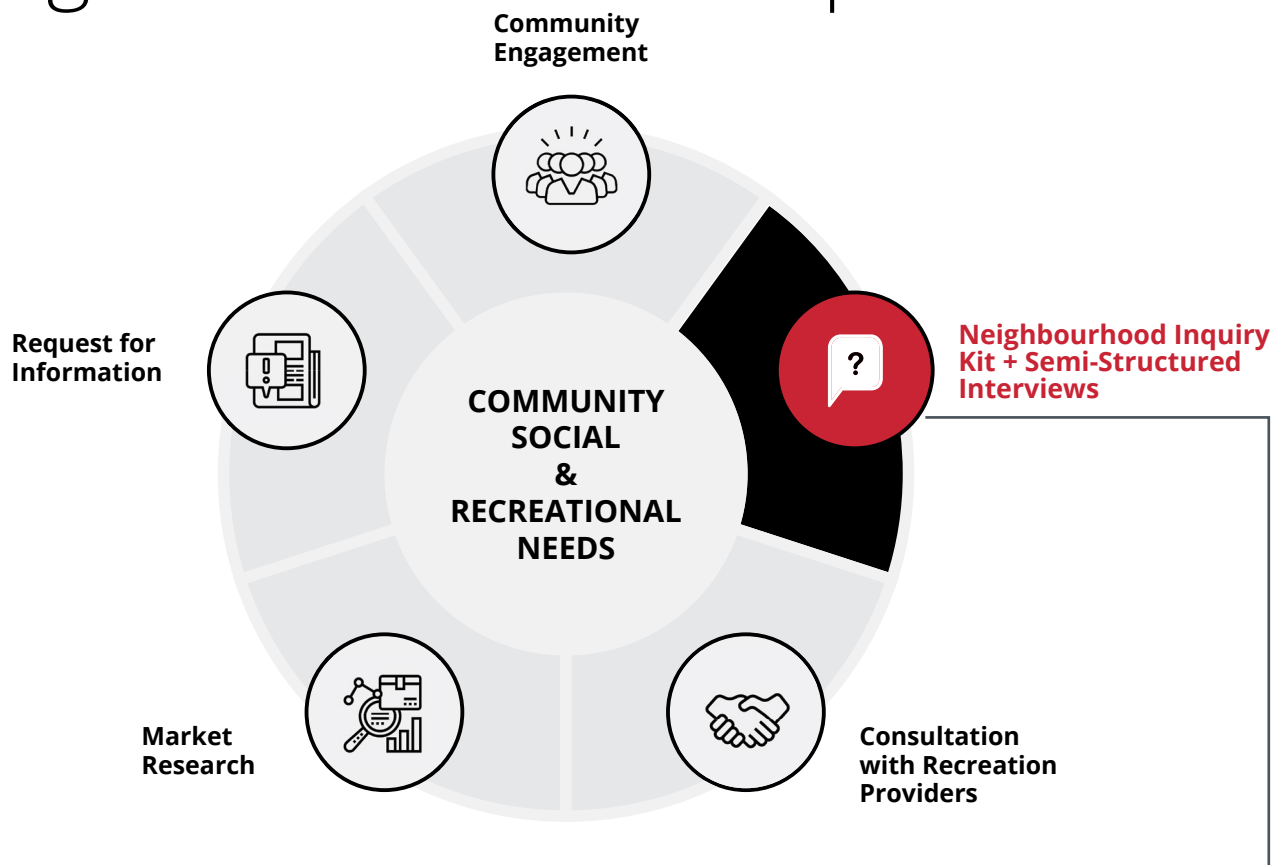
In the Discover phase of the Design Thinking Cycle, The City gathered information in several ways, including:

1. **Community Engagement:** To understand how people live, work and play in the communities of Beltline and Inglewood/Ramsay, to determine what kinds of activities and opportunities they value, and in what ways they socialize within their community.
2. **Neighbourhood Inquiry Kit:** To help understand how local residents are meeting their social and recreational needs.
3. **Request for Information:** To allow potential external service providers to provide information on how they might operate the facilities for the benefit of the local communities.
4. **Market Research:** To identify recreational trends and behaviour patterns in the local market.
5. **Consultation with Recreation Providers:** To identify gaps and overlaps in services



METHOD

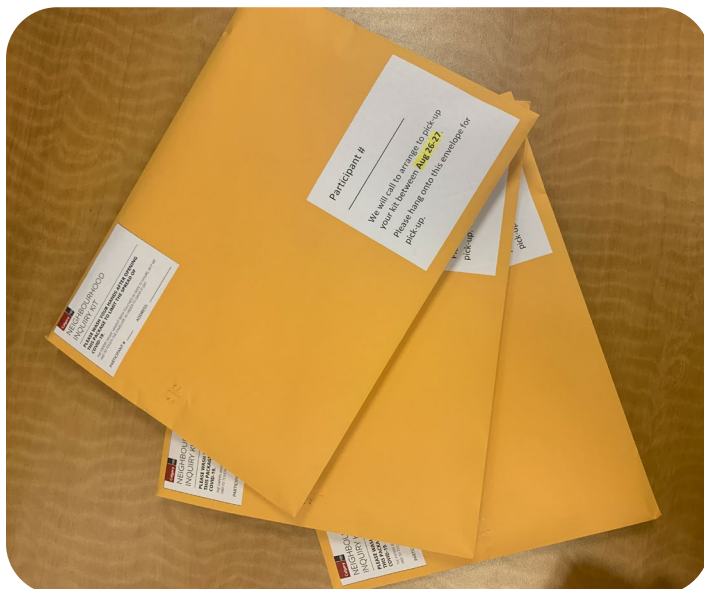
Design Research Techniques



Two Ethnographic Research Tools Employed

To deeply understand the lived-experience of residents of the Beltline, Inglewood and Ramsay neighbourhoods, The City used two ethnographic research tools:

1. **Neighbourhood Inquiry Kits (NIKs)**
2. **Semi-Structured Interviews**



Research Participant Selection Process

The City wrote a screener survey to ensure research participant representation mirrored neighbourhood demographic profiles. Calls for participation were sent out through Community Associations, Community Social Workers, the Engage Portal and targeted social media posts. The survey was provided online or delivered through telephone, to reach residents whose voices are not typically heard in online engagement platforms. A \$100 gift card honorarium was given to the participants to acknowledge their expertise in their lived experience and their contributions to the research. This honorarium amount is in-line with The City's practices to recognize citizen research participation that extends beyond a simple survey and standard project incentives to compensate citizens' participation and time.

Neighbourhood Inquiry Kit

The Neighbourhood Inquiry Kits included the following physical pieces:

1. **Introduction Package** [page 56] - To explain the research context, and acquire consent for the participants' input to be used for research.
2. **Three Postcards** [page 57] - To encourage thoughtful reflection and to give insights into attitudes towards participants' lives, neighbourhood, social, and recreational needs.
3. **Neighbourhood Map** [page 57] - To allow participants to show how they interact with and perceive the physical spaces in their neighbourhood.
4. **Social Connections Map** [page 58] - To understand how residents socially connect with people and place inside and outside of their neighbourhood.
5. **A Two-week Social and Recreational Activity Diary** [page 58] - To uncover how people are meeting their social and recreational needs without the City-run community recreation facilities (due to the COVID-19 closure), and to compare with responses given to reflective questions about habits in previous years.

Semi-Structured Interviews

Following analysis of the Neighbourhood Inquiry Kits, The City conducted semi-structured phone interviews with nine participants.

Why this Approach?

Empathetic understanding of the neighbourhoods


The success of the Beltline and Inglewood Pools Program hinges on a nuanced, empathetic understanding of the neighbourhoods and their residents. The Neighbourhood Inquiry Kit is an established, rigorous ethnographic research technique known as a "cultural probe." This technique provides the opportunity for participants to document their lives in their own context, with minimal inference from researchers/designers, resulting in more reliable data.

Participants can tell their stories

Neighbourhood Inquiry Kits allow researchers to access environments and knowledge that would be difficult to ask and observe directly through more typical approaches (e.g. Surveys). These kits capture more "felt life" by encouraging participants to tell their stories, which results in rich, multi-layered qualitative data to inspire the design of future phases in the Design Thinking Cycle.

Triangulation with other data sources

 Importantly, the data acquired from the Neighbourhood Inquiry Kits triangulates well with the other data sources that are part of the larger Beltline & Inglewood Pools Program detailed in "The Design Thinking Cycle" on page 8.

 To supplement the Neighbourhood Inquiry Kit-derived data, nine semi-structured interviews with participants were conducted over the phone. These 60-minute phone interviews were designed to learn more and validate the emerging themes and insights from the data gathered in the Neighbourhood Inquiry Kits. Interviewees were selected if their profile indicated an innovation "bright spot" or they were a resident facing significant barriers. Collectively, the interviews, in conjunction with the Neighbourhood Inquiry Kits, enable exploration of both the social and recreational needs of residents in these neighbourhoods.

RESULTS



The following pages include detailed results of the Design Research from Beltline residents elaborating on the “Learnings Summarized” on page 4.

Summary of Learnings

The following responses to the Neighbourhood Inquiry Kits and semi-structured interviews help provide insight into the community by showing how a representative sample of Beltline residents meet their social and recreational needs.

What are Beltline participants' perceived gaps in meeting social & recreational needs?

Participants revealed themes that extend beyond just recreational facilities in the neighbourhoods, spanning broader community and city system needs. In brief, the themes that emerged include gaps in:

- + **Active transportation modes** and infrastructure for their lifestyle
- + **Outdoor workout spaces** to keep fit year-round in a pandemic
- + **Support for dining establishments** during COVID-19 restrictions to help them maintain social connections
- + **Community vibrancy** on commercial streets and parks through increased programming, events, and activities to connect with diverse Beltline residents
- + **Safety** in public spaces with drug use and discarded paraphernalia
- + **Purpose-built places** to socialize and recreate with dogs

What do Beltline participants value in meeting their social and recreational needs?

Beltline participants value:

- + **Parks** - Provide hubs for social connections, events and programming, support mental health and are inclusive for all
- + **Local establishments** - To extend their smaller living environments and to support local economy/business owners, even during the COVID-19 pandemic
- + **Active transportation** - For taking advantage of proximity to amenities
- + **Beltline as a Calgary Hub** - For neighbourhood residents and non-residents to come and make it diverse and vibrant
- + **Safety** - Participants have safety concerns around perceived drug use within the neighbourhood

How are Beltline participants meeting their social needs?

- + Due to COVID-19, **connecting virtually and at home with friends and family** make up 40% of all social connections.
- + **60% of social connections took place outside participants' homes.** This reinforces how participants use other spaces (e.g. dining establishments, parks, local businesses, etc.) to meet social needs.
- + Majority of social connections occur with friends and family and **only 6% of the social connections occurred with neighbours.**
- + **Active modes of transportation,** especially walking, are important for Beltline participants meeting their social and recreational needs – emphasizing the role that sidewalks and pathways play in their daily lives.
- + Beltline participants connect most frequently with **other inner-city neighbourhoods** to meet their social and recreational needs, which makes sense, given their preference for active modes of transportation and proximity.

How are Beltline participants meeting their recreational needs?

The Beltline has many recreation offerings – private gyms, boutique fitness studios, apartment/condo building gyms, and larger public, multi-offering recreation facilities. Participants revealed that they enjoy the diversity of the offerings, the attractive packaging of these experiences, and the convenience and no-added-cost of in-condo/apartment gyms. A large portion of recreational needs are being met by these private facilities.

What are participants' perceptions and views of the Beltline Aquatic & Fitness Centre (Beltline Facility)?

While research participants were selected based on a 50/50 split between users and non-users of the Beltline Facility, interesting contradictions were revealed through the NIK.

When asked about their perceptions and views of the Beltline Facility, **nearly two-thirds of participants state that they either have never used the facility, or do not/will not use it anymore.** The remaining third that do use the facility (and will, presumably, continue to once re-opened) cited programming, private rentals and the amenities within the facility as the reasons.

Significant design research insights:

- + **Continued use of private gyms through COVID-19** - This theme is significant as it both challenges assumptions that residents would only work out at home during the pandemic and reveals the important role these (predominately private) facilities play for participants.
- + **New habits have formed** - The Beltline Facility continues to be closed at the time of writing in order to help prevent the spread of COVID-19. Participants revealed that, as a result, new habits have formed that many intend to continue (e.g., working out at home, private gyms, and other City of Calgary facilities that have since reopened).
- + **Split on role of gyms for social connections** - Participants who used private recreation studios and gyms reported that these facilities also served as important for social connections. However, specifically for the Beltline Facility, less than half of the participants who identified as users mentioned the facility as also a place of social connection for them.

- + **Multitude of recreational facilities used by individuals** - Many Beltline participants are using multiple private and public recreation facilities to meet their needs. This even includes some of the Beltline Facility users.
- + **Recreation not isolated to Beltline community** - Despite participants' stated value of walkability, more than half of participants reported leaving the Beltline to meet their recreational needs.
- + **Majority of social and recreational needs met in City Centre** - Participants revealed that the majority live, work and play, in the City Centre, only leaving for specific social or recreational opportunities.
- + **Reduction of in-home socialization** - Participants stated they would normally have more people come to their homes/apartments but are not currently due to the pandemic. 14% of participants socially connected at their homes over the two week research period.
- + **COVID-19 impacts** - Not surprisingly, COVID-19 has changed the way participants meet their social and recreational needs with more happening online and outside.
- + **Winter changes in recreation and social connections** - Participants stated that winter would normally result in:
 - + More gym/indoor activities
 - + More indoor socialization
 - + Less outdoor recreation and social activities on streets, pathways and parks (e.g., walking, running, biking)

- + When considering the findings of this research in terms of how Beltline residents meet their social and recreational needs and in light of demographics of the neighbourhood, there is a distinct split:

- + **Those that can afford** to access paid spaces (whether recreational or social)
- + **Those that cannot afford** or struggle to afford paid spaces.

While there is a need for affordable recreation options for a segment of the Beltline population, Participants mentioned that even at its heavily subsidized rate, the Beltline Facility remains too expensive. City of Calgary Fee Assistance data shows fee-assisted entry to the Beltline facility is comparatively low, which suggests an opportunity to increase program access.

Notably respondents did not voice a significant need or desire for aquatic activities at the Beltline Facility.

Limitations of Research

The research occurred over a two-week period in August 2020, during the summer months and the COVID-19 pandemic. While the research was designed to ask participants to reflect on both their past, pre-COVID-19 and winter experiences, some response based on the current conditions can be expected.



Gaps in Social & Recreational Needs

What are Beltline participants' perceived gaps in support for their social and recreational needs?

Beltline residents who participated in this research surfaced some areas that they perceive could be improved in the Beltline neighbourhood to help them meet their social and recreational needs.

Theme	Supporting Insights (+) and Quotes (“)
More active transportation lanes	<p>+ Beltline participants value moving around their neighbourhoods through active modes of transportation (walking, biking, running). More bike lanes and traffic signals timed for active transportation could encourage people to get their exercise through cycling, and also to choose cycling as a safe option for getting from place to place while recreating around Beltline and Downtown.</p> <p>“All the walking, cycling, and reading [were important to me.] Having the cycle tracks downtown made a massive impact on how frequently I hopped on my bike for both transportation from point A-B or for just general enjoyment.”</p>
Outdoor workout Spaces	<p>+ COVID-19 has presented some challenges to recreate for Beltline participants who typically workout in indoor, group environments. Also, not all Beltline participants can afford higher-priced activities like gym memberships. Outdoor spaces where residents can exercise with outdoor equipment would be a benefit in the Beltline, according to participants.</p> <p>“I'm not currently a member at a gym because my apartment has a workout facility. So I usually use that. Its been closed due to COVID, so most of my recreation has been walking and cycling around downtown. I'd love to get a more robust workout while remaining outdoors and socially distanced, but I'm not sure how that could be implemented safely. Again, Calgary's public parks have been a godsend!”</p> <p>“More parks with workout equipment and instructions would be amazing.”</p>
Lively street life	<p>+ Beltline participants value streets with lots of activity, events and festivals for people to walk through and enjoy as they move through the community. Improving the physical street environment increases the level of pedestrian satisfaction with lots to do and see.</p> <p>“[I would like to see] more active avenues or streets to walk and get distracted, more outdoor festival, music, etc”.</p>

Theme	Supporting Insights (+) and Quotes (“)
Increased safety	<p>+ There are safety concerns with several areas in the Beltline, especially in places that attract vulnerable populations such as the Supervised Consumption Site. These areas see a presence of people and activities that concern many participants who said they use the parks.</p> <p>“<i>“I generally love how our nearby parks (Memorial Park, Lougheed House) are maintained and beautified. One small concern now that I think about as I let my toddler run around in these spaces is the presence of needles. I think things are cleaned up really well, but it is a small concern I have wondered what might happen if the safe injection site is closed.”</i></p> <p>“<i>“I’d like to be able to use Memorial Park more and to use it without worrying about needles, drug dealers and addicts.”</i></p> <p>“<i>“To be honest, fewer needles on the streets would be nice. I drive everywhere because it is more unsafe walking”</i></p>
Purpose-built places to socialize and recreate with dogs	<p>+ Beltline participants identified dogs as a great way to encourage recreation and socialization. However, they identified an opportunity to enhance their dog-recreation experiences through improved amenities.</p> <p>“<i>“Honestly [I like to see] more dog parks. More actively off-leash friendly areas for dogs. We don’t own a dog because our apartment is too small, it feels unethical, but being able to go to dog parks is so cathartic and being able to have dogs play with other dogs, get the full extent of just being a dog and seeing other humans. Dog parks and off leash friendly areas.”</i></p> <p>“<i>“If there was an indoor dog park (pre-COVID we went to doggie playgroups indoors) that would be awesome!”</i></p>
Increased programming, events and activity in parks	<p>+ Beltline participants would love to see a variety of programming, events and activities in City spaces. Some participants also reflected that the Beltline park experience could be improved through more amenities such as more food trucks next to parks and through the passing of a bylaw to allow drinking alcohol in parks.</p> <p>“<i>“It would be great if we utilized our parks more. Movie in the park? Music in the park? It would also be nice to see more outdoor markets in the core. And advertising! If things are going on, many of us don’t know about it.”</i></p> <p>“<i>“Being permitted to consume alcohol in the city parks [would improve my recreation experience.] Often social / rec activities include friends / family at our home or a restaurant. Most of these gatherings occurred in public outdoor spaces to ensure physical distance. We certainly enjoyed the park but it was often limited to a few hours without refreshments.”</i></p>
Continue to support and work with dining establishments	<p>+ With their integral role as social spaces for Beltline participants, dining establishments are a ‘need to have, not a nice to have’ in this neighbourhood. Especially in light of COVID-19, participants expressed that it was important for The City to continue supporting these spaces in facing challenges like establishing outdoor seating.</p> <p>“<i>“I think the city has done a great job letting restaurants increase patios and closed off roads on weekends to allow for more space. Calgary has done a great job trying to help businesses survive.”</i></p>

Social & Recreational Values

What do Beltline participants value to meet their social and recreational needs?

When it comes to meeting their social and recreational needs, Beltline participants reported that they value

- + Parks and green spaces
- + Local businesses
- + Proximity and access to amenities
- + People and community
- + Safety
- + Other values mentioned include: pathways, diversity, affordability, dogs, art, Bow River, transit and architecture

PARKS AND GREEN SPACES



Theme

Supporting Insights (+) and Quotes (“

Parks are important hubs of social connection for friends and meeting new people

- + A lot of Beltline living is in small condos and apartments. Without yards of their own, in many cases the local parks are an extension of residents' living spaces, deeply integrated into their social and recreational lives. Beltline participants spend a lot of time socializing with one another in public parks spaces, especially in the summer and especially in light of the COVID-19 reality.

“Parks are always the place for social connections. I use local parks every day”

Parks are needed to support mental health

- + Beltline is an area of tall buildings, lots of people, and small living spaces. Parks are particularly key in supporting the residents' mental health and providing a natural counterpoint to all manufactured spaces in the area.

“We value green spaces like parks, playgrounds, gardens. It is not possible to get out of the city sometimes, so green space let's you recharge and relax close to home.”

“I also love how close I am to so many gardens & parks & flowers. It really helps my mood.”

Parks are perceived as inclusive places

- + While many of the social connections in Beltline occur in private, commercial spaces like restaurants, parks represent an important second space where residents can socialize that is inclusive of all ages and at no cost.

“We love the opportunity to enjoy [the parks for] green space, picnics, and live music as a family.”

PARKS AND GREEN SPACES

Theme	Supporting Insights (+) and Quotes (“)
Parks are destinations for events and programming.	<ul style="list-style-type: none"> + Beltline participants go to parks to have fun, exercise, meet people and to feel a sense of belonging. Participants listed many specific activities in parks: from picnics to reading, communal meals to enjoying entertainment or walking their dogs. + Beltline participants value events, festivals and performances in parks and open spaces where people can gather and enjoy a wide range of activities. This includes having a choice of a variety of activities for different interests, ages, and abilities. <p>“We seldom visit each other's homes and opt to gather in public spaces instead - which gives opportunity to spontaneously run into other acquaintances and/or meet and interact with new people.”</p> <p>“I think activities that allowed for social connections were the most enjoyable. I think it's also important to have some choices and variety in the recreational activities you do and living in a vibrant neighbourhood certainly facilitates that.”</p>
Tensions: “Central Memorial Park is unsafe” vs. “I love Central Memorial Park”	<ul style="list-style-type: none"> + The actual and perceived safety of the park spaces in Beltline, Central Memorial Park in particular, is a point of disagreement between Beltline participants. Many Beltline participants love Central Memorial Park as a gathering space and place to recreate. Others feel unsafe in that space. <p>“Memorial Park and the library [are] spaces to meet friends for socially distanced picnics, a space to take out daughter to run around and watch fountains. Pre-COVID there were events at the library that brought me together with like-minded people or people who share my interests who I haven't met before. Seeing live music, dance, and performance in the park is also wonderful.”</p> <p>“In the past memorial didn't have a lot of places to sit, years ago they had evergreens that homeless people would sit under and do drugs. They took them out and put in benches and that has been a positive change. It's a great example of a successful park. Around Repsol park there isn't much to do, it's more rustic, just picnic tables, it feels less like a destination. I think Memorial Park is a good success example, they've done a good job.”</p> <p>“I went out to the Memorial Park for a short walk at lunch time. Since the safe consumption site has been established at Chumir, the park is no longer safe. I can only go at certain times and is not my place of choice to visit. Needles everywhere, drug addicts everywhere and it's not reasonable to expect security to be everywhere in the park. I no longer can ask friends to come visit the park.”</p>

LOCAL BUSINESSES



Theme

Supporting Insights (+) and Quotes (“)

Coffee shops and dining establishments are extensions of residents' living environments

- + Much like parks, coffee shops and dining establishments represent an extension of the homes of Beltline participants who live in apartments and condos. These spaces in many cases are as tightly woven into their social experience as a living room might be. However, given these are paid spaces, they are not accessible amenities for lower income Beltline participants. 14 Street did not come up as destination for social connection or recreation.

“*Social connections are always important to me. I and most of my social group live alone by choice, so bars/cafes/pubs are basically our living room/social space. We seldom visit each other's homes and opt to gather in public space instead - which gives opportunity to spontaneously run into other acquaintances and/or meet and interact with new people.*”

“*I am frugal and so is my Ramsay friend so we don't pay for coffee.*”

Small, unique and diverse dining establishments are valued

- + Much like cafes and dining establishments, Beltline participants value the opportunity to support local shops and markets. This helps establish a feeling of community and fosters a culture of neighbours helping neighbours.

“*I really love all the local businesses I have access to. It's so awesome to support someone's dream & the people are always so lovely!*”

“*I value small businesses here - doggo, radio block tattoo, bike rental shop. I want locals to have a chance to thrive and give a more community feel.*”

PROXIMITY AND ACCESS TO AMENITIES



Theme

Supporting Insights (+) and Quotes (“)

Beltline participants love the proximity to a variety of activities in their neighbourhoods without the use of a car.

- + Hand-in-hand with walkability, Beltline participants recognize how easy it is to get to a huge variety of amenities, small businesses, services, restaurants, and bars within their neighbourhood without a car, where everything feels accessible and close.

“*I chose this neighbourhood because I can walk to shops, river pathways nearby. Easy to get anywhere driving. Difficult for visitors to find parking however. When I am in my 80's I will still be able to walk to Inglewood and take taxi back with groceries and it won't break the bank!*”

“*I really love the proximity of everything here. I can get my groceries, walk in the park, meet at a great restaurant, go see a hockey game - all without using my car. It's so convenient to have everything so close and accessible*”

“*Most of my friends do not live in the immediate area. Where they live, [they] do not have many choices of coffee shops, restaurants or pubs. They choose to come to Beltline.*”

PEOPLE AND COMMUNITY



Theme

Supporting Insights (+) and Quotes (“)

Apartment and Condo Buildings are communities within the neighbourhood

- + Condos and apartment buildings in the Beltline often act like small communities inside of the larger neighbourhood. These buildings often have communal recreation and socializing spaces, like rooftop patios and gyms which residents will use rather than public spaces like parks and the Beltline Facility. However, not all Beltline residents live in buildings with such amenities. These internal building cultures can also have an ‘othering’ effect on residents when they do not feel like part of the building community.

“Our building has a communal roof top patio which has been great throughout the Covid-19 restrictions. Has allowed many neighbours to socialize while maintaining physical distancing. Neighbours have created a wonderful garden, and often BBQ or smoke meats.”

People (Beltline participants and Calgarians) bring the energy to Beltline

- + Beltline is a high-density area in the heart of downtown Calgary and with this comes a sense of energy and vibrancy, brought by residents and visitors, that Beltline participants value.
- “I live in the social heart of my city. I love how people come from all over to do cool stuff.”
- “I like how even during COVID I can walk down 17 ave and feel alive and excited. Even if my journey is only to buy groceries, I feel energized. If I want I can be spontaneous and stop for a coffee or a drink!!”
- “Beltline is youthful, an open-minded and active neighbourhood with friendly and caring residents. I truly feel connected to community more so than when I lived in the suburbs. As a point, a 3 block walk can take up to 1/2 hour as merchants and friends often wish to catch up. This community cares for your welfare and being!”

SAFETY



Theme

Supporting Insights (+) and Quotes (“)

Beltline participants are concerned about safety

- + Several Beltline participants felt that safety in Beltline has decreased in the past few years and this has them concerned. Places with social services such as the Supervised Consumption Site, The Alex and the Drop-in Centre were marked on maps as places they avoided. Beltline participants also marked unsafe places with high perceived drug use.

“A friend and I ... chatted about the safe consumption site, the park and different neighbourhoods as I am actively looking to live in a different area. My friend has mentioned the increase in transients in her previous area (she used to live close by)... no amount of programming in Memorial Park will make me feel safe as long as the SCS is here.”

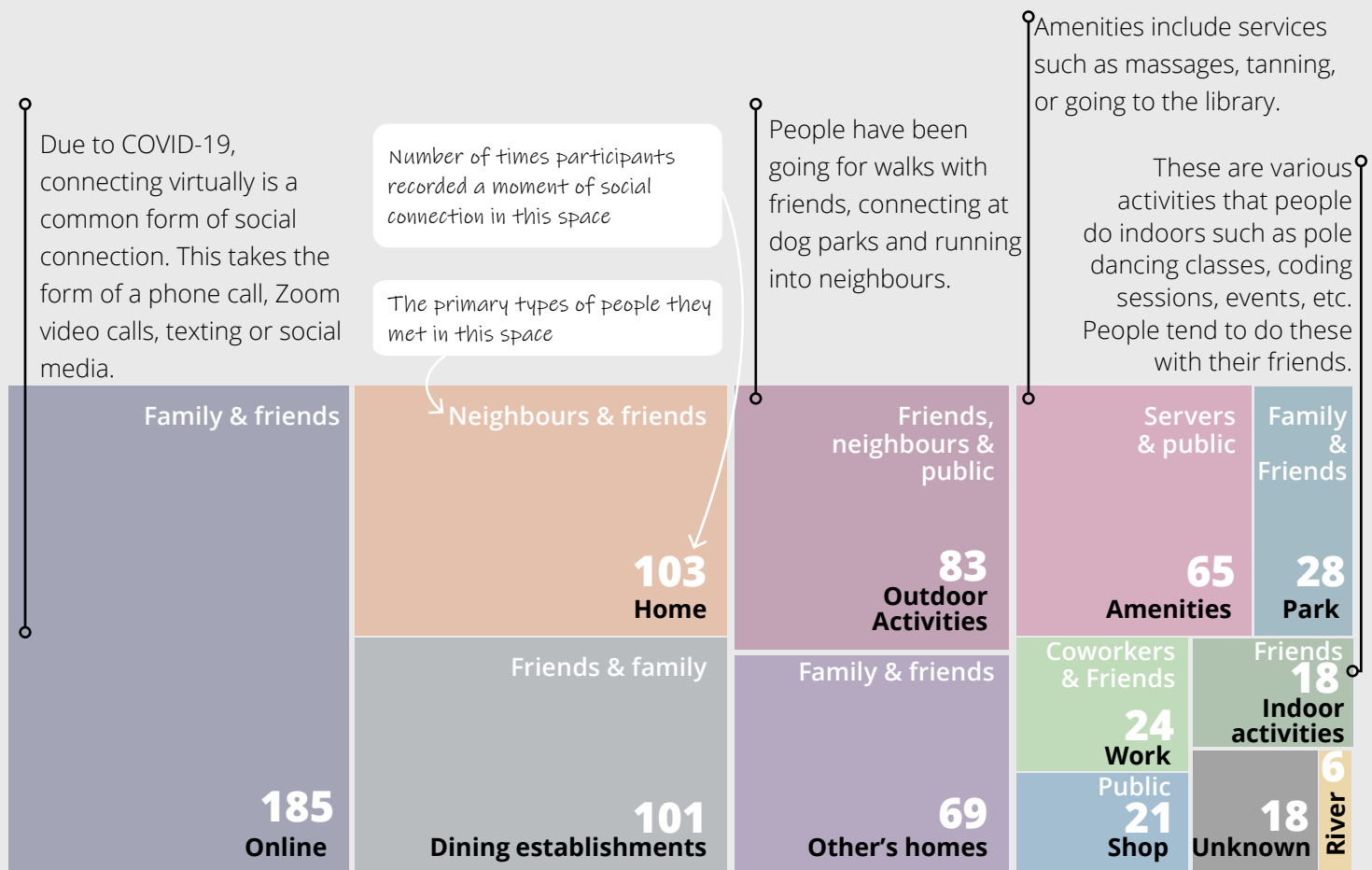
“The Beltline Facility used to be a great place to get exercise and visit restaurants in the area. In the past few years the area is littered with used needles and crime has increased substantially. I am reluctant to even drive in the area.”

Meeting Social Needs

How are Beltline participants meeting their Social Needs?

As part of the Neighbourhood Inquiry Kits, participants filled out two-week social and recreational activity diaries. These journals provided meaningful, more immediate day-to-day insights that revealed trends on how residents met their social needs during the study period.

As shown in the figure below, participants' social connections were predominantly made with friends and family, and primarily online (likely a manifestation of COVID-19). It is notable that the majority were not made at indoor recreation facilities (but this could possibly be a consequence of both the summer months and the pandemic). Interestingly only 23 moments of social connection involved neighbours, suggesting an opportunity to increase social connection.



Participants identified the following places as venues for their moments of social connection

- + Parks and green spaces
- + Outdoor pop-up events and festivals
- + Coffee shops
- + Shops and markets
- + Dining establishments
- + Streets (17 Ave, 4 St)
- + Schools
- + Places to Volunteer
- + Cultural Establishments
- + Work
- + Community Centres
- + Pathways
- + Residential rooftop patios
- + River + surrounding areas
- + Community Gardens
- + Recreation Centres
- + Religious Establishments
- + LGBTQ2+ Inclusive Spaces



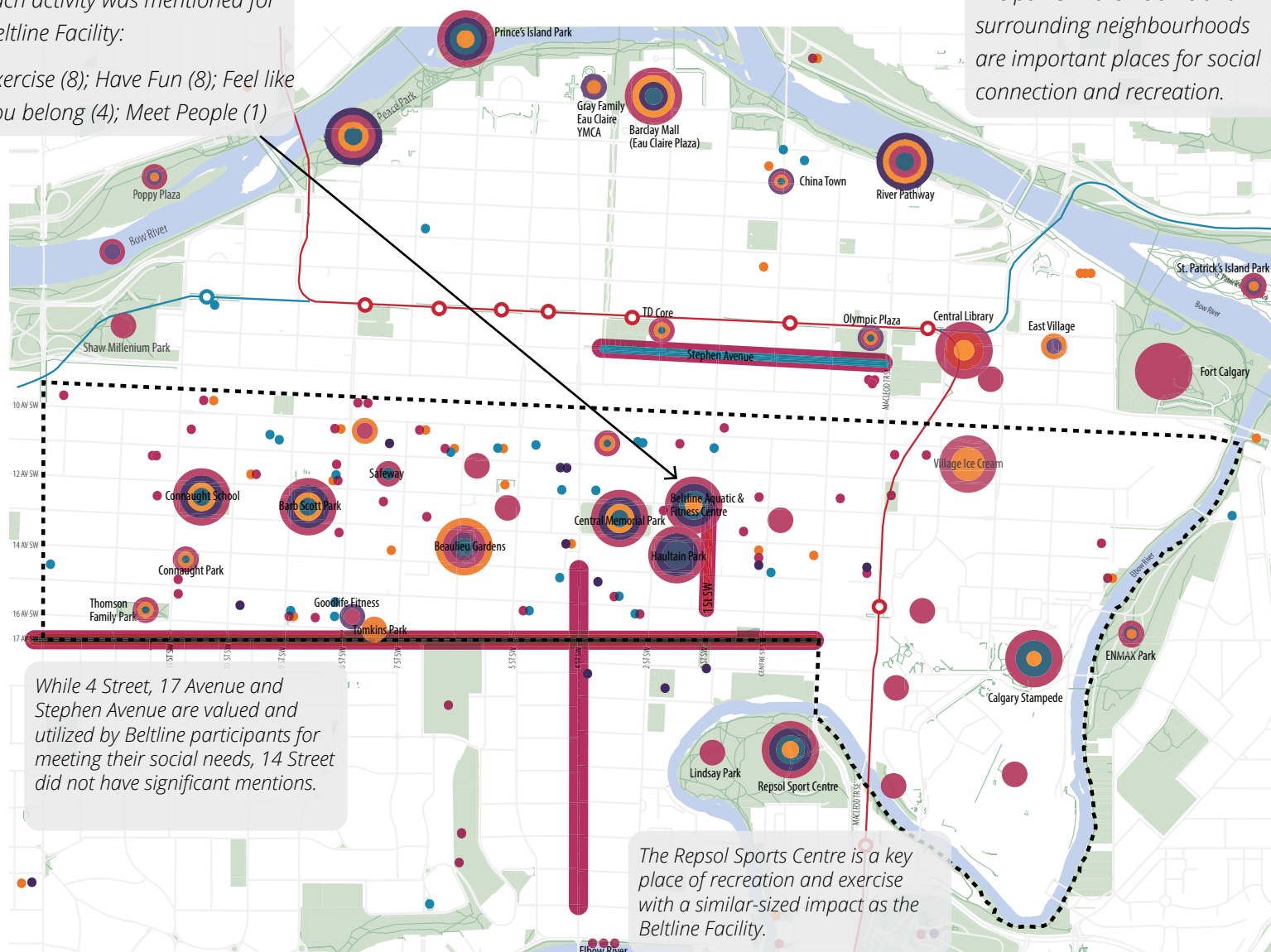
Where do participants go to meet their social and recreational needs?

Beltline participants completed a map to show where in their neighbourhood they go to meet their social and recreational needs to inform potential opportunities for future targeted investments by The City. Participants were asked to reflect on current and past (pre-COVID-19) experiences.

Below are the number of times each activity was mentioned for Beltline Facility:

Exercise (8); Have Fun (8); Feel like you belong (4); Meet People (1)

The parks in the Beltline and surrounding neighbourhoods are important places for social connection and recreation.



HOW TO READ THIS MAP

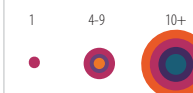
COLOURS

Colours represent the type of activity

- Have Fun
- Exercise
- Meet people
- Feel like you belong

SIZE

Size of icon represents the frequency of a place identified



RINGS

Rings rank the activity by number of mentions (highest to lowest)

- e.g.
- Rank 1-Meet People
 - Rank 2-Have Fun
 - Rank 3-Exercise
 - Rank 4-Feel like you belong

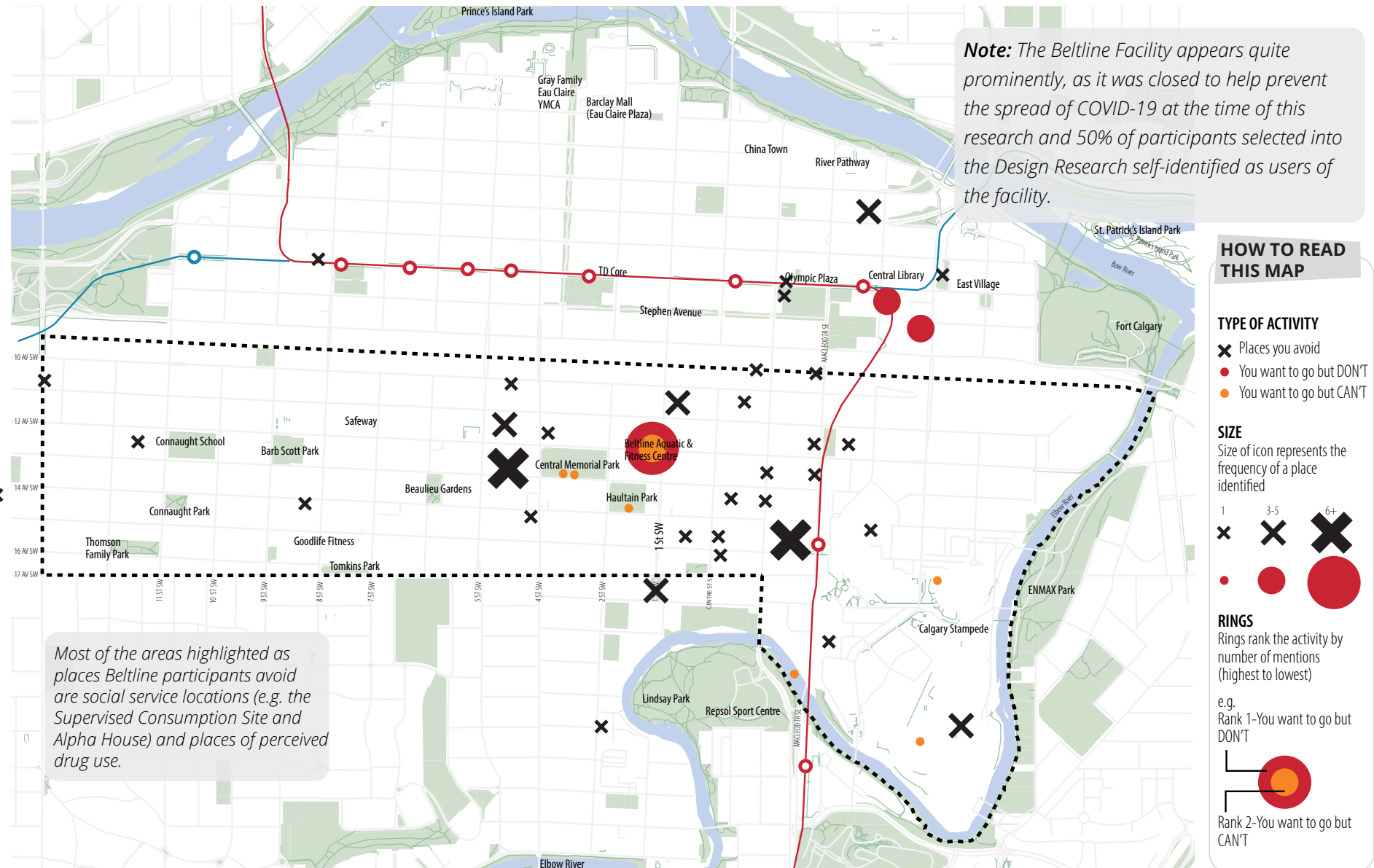


While 4 Street, 17 Avenue and Stephen Avenue are valued and utilized by Beltline participants for meeting their social needs, 14 Street did not have significant mentions.

The Repsol Sports Centre is a key place of recreation and exercise with a similar-sized impact as the Beltline Facility.

Where would residents like to go in their neighbourhood but can't or don't?

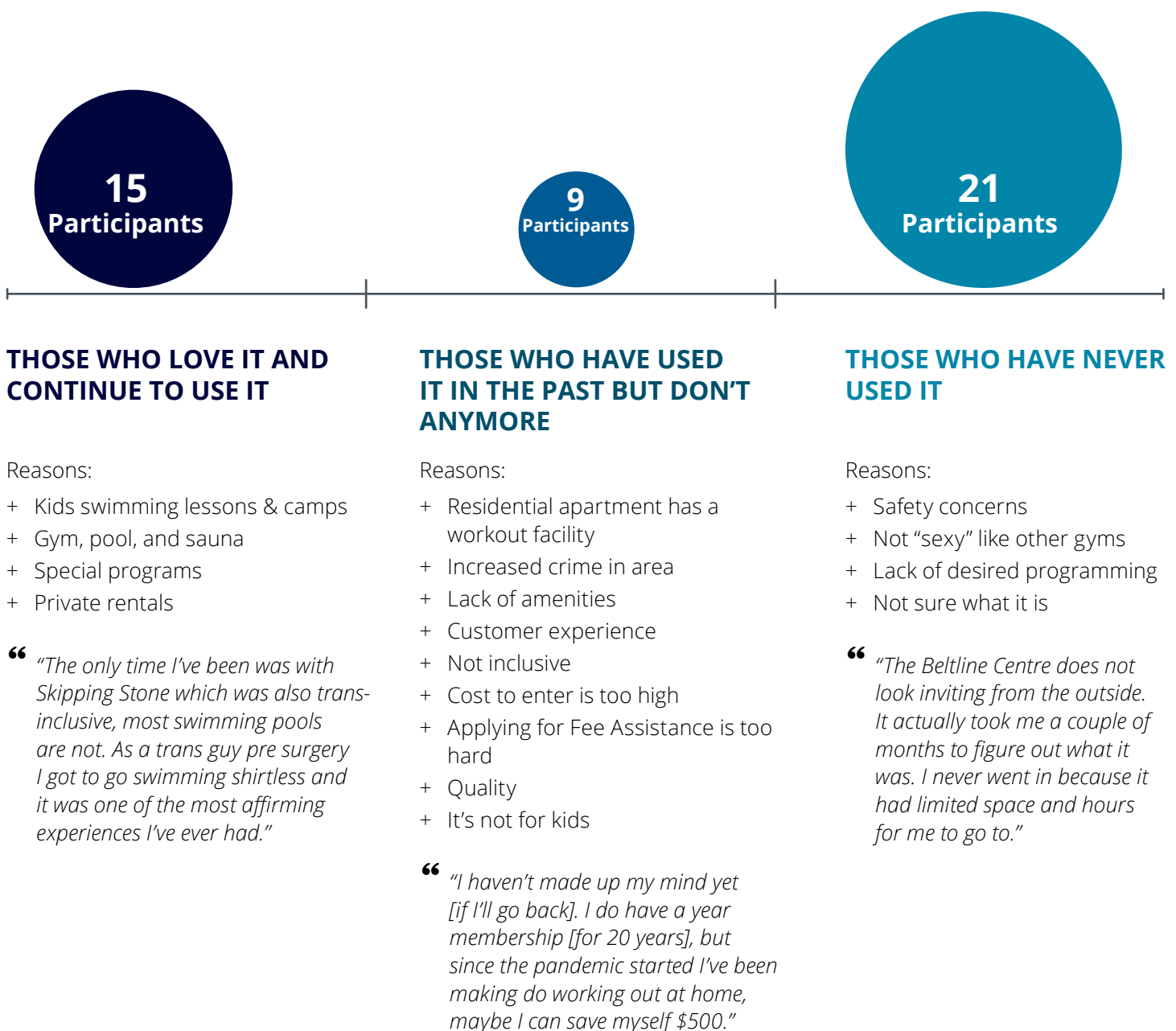
In addition, Beltline participants were asked to identify places they avoid, places they want to go but don't, and places they want to go but can't. The data in this map highlights opportunities for potential improvement in the neighbourhood. Again, participants were asked to reflect on their current and past (pre-COVID-19) experiences.





Experience at Beltline Facility

Beltline participants were explicitly asked to share their experiences with, and views of, the facility. Based on their responses, participants could be categorized into three groups:

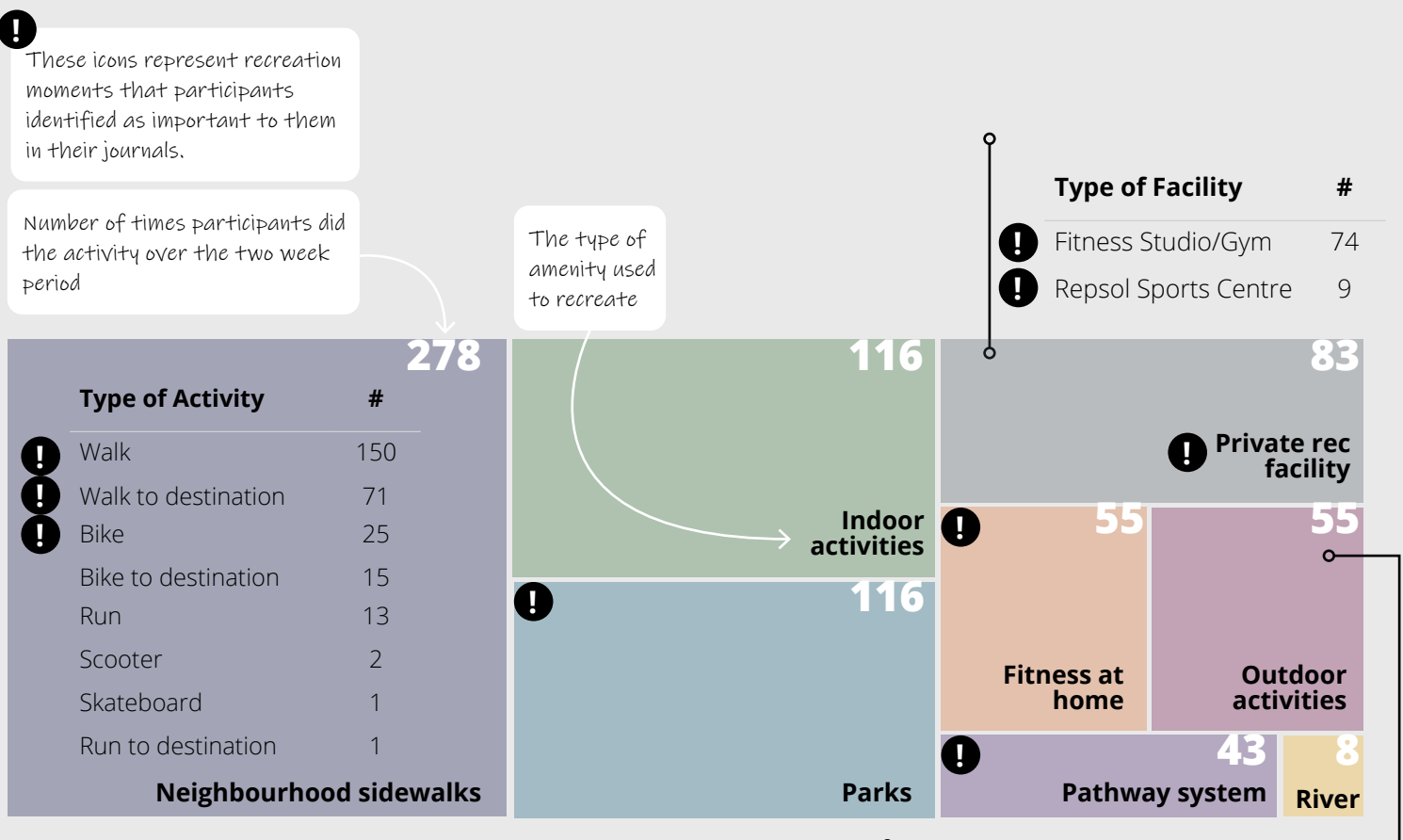


Meeting Recreational Needs

How are Beltline participants meeting their recreational needs?

In the two-week social and recreational activity diaries in the Neighbourhood Inquiry Kits, a lot was learned about how participants were meeting their daily recreational needs.

As shown in the figure below, Beltline participants were meeting a significant amount of their recreational needs through active modes of transportation and outdoor spaces. It is notable that many were using private fitness facilities throughout the research, dispelling the myth that residents were only working out at home.



Things that would have made the recreational experience better

- + More active transportation lanes
- + Better access to living wage
- + Closer recreation amenities
- + Variety of closer activities
- + No COVID-19
- + More indoor recreation variety
- + Better bylaw monitoring
- + More financially accessible gyms
- + More bathrooms in parks
- + More friends to exercise with
- + Beltline Facility being open
- + Safer pathways & parks
- + Outdoor exercise equipment

Types of Activity

- | | |
|-----------|-------------------|
| Hike | Boating |
| Workout | Campfire |
| Swimming | Soccer |
| Golf | Berry picking |
| Gardening | Tennis |
| Reading | Kayak |
| Play | Hot Springs |
| Archery | ! Climbing |



Recreation Facilities As Places Of Social Connection

Are Beltline recreation facilities also places of social connection?

Participants identified several recreation facilities as places of social connection inside and outside the Beltline neighbourhood.

Interestingly, less than half of the participants who self-identified as recreational users of the Beltline Facility use it as a place of social connection. This is in direct contrast to private fitness facilities, which came up the most for participants as places of social connection. Also of note in the data below is that 13% of participants use multiple recreational facilities to meet their needs, including some of the Beltline Facility users.

Recreation Facilities	# Of Mentions
Private Fitness studios & gyms	27
Repsol Sports Centre	14
Beltline Facility	12
Southland Leisure Centre	6
Recreation Centre	4
YMCA	4
Stew Henry Arena	3
Baseball Diamonds	2
Crowchild Twin Arenas	2
Glenmore Aquatic Centre	2
Hockey Arenas	2
Rocky Ridge	2
Triwood Community Centre	2
West Hillhurst Arena	2
YWCA	2

Of all the recreation facilities, private fitness studios & gyms were identified the most as places of social connection at 31%

12 out of 47 participants identified The Beltline Facility as a place of social connection, even though 25 participants identify as users.

15
Different recreation facilities identified

6
Participants use two or more facilities

Are Beltline participants traveling outside of their neighbourhood to meet their recreational needs?

FRIENDS
70%

RECREATION
55%

FAMILY
55%

SHOPS + MARKETS
45%

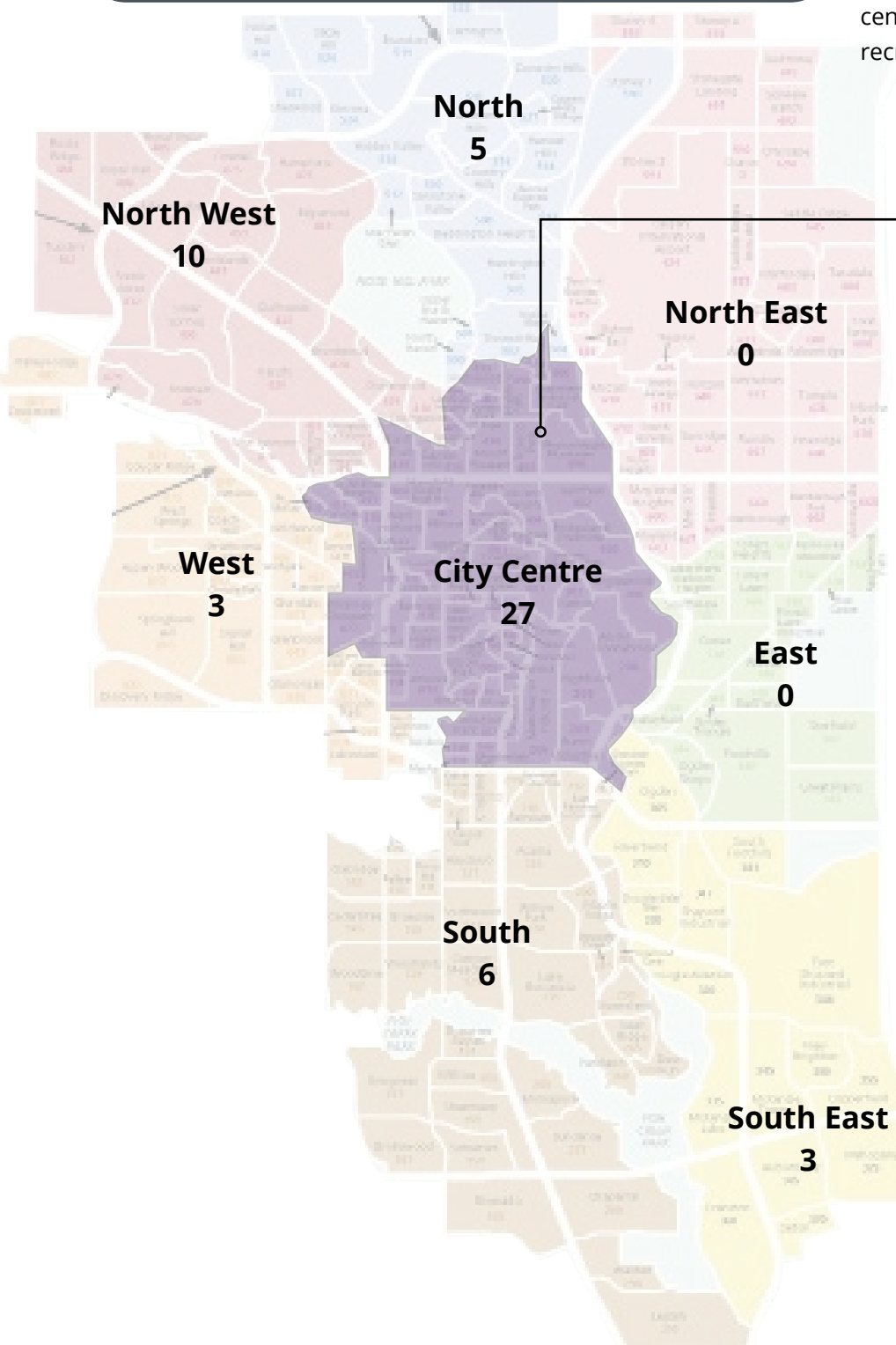
DINING + DRINKING ESTABLISHMENTS
43%

Beltline participants leave the neighbourhood for a variety of recreational activities. Many of these include specific sports facilities such as hockey arenas, tennis courts, and basketball courts.

Leaving The Neighbourhood for Recreational Needs

When Beltline participants leave their neighbourhood to meet their social and recreational needs, where do they go?

Beltline participants identified visiting neighbourhoods throughout Calgary for various social and recreational needs. As the map below demonstrates, the majority of participants live, work and play in the city center and travel beyond for specific social/recreational purposes.



A breakdown of the neighbourhood visits within City Centre .

Neighbourhood	Count
Inglewood	11
Mission	8
Marda Loop	6
Downtown	6
Mount Royal	4
Bridgeland	4
East Village	4
Kensington	4
Bankview	3
Hillhurst/Sunnyside	3
Eau Claire	2
Ramsay	2
Britannia	2
Renfrew	2
Killarney	2
Tuxedo	2
Sunalta	1
Lower Mount royal	1
Capitol Hill	1
Victoria Park	1
Roxboro	1
Chinatown	1
Connaught	1
Windsor Park	1

Impacts of COVID-19 & Winter

How has COVID-19 impacted Beltline participants in how they meet their social and recreational needs?

Participants said that if we weren't in a pandemic, they would do:

MORE



SOCIAL CONNECTIONS



DINING ESTABLISHMENTS



FESTIVALS AND SPECIAL EVENTS



VACATIONS AND TRAVELING

LESS



TIME IN MY HOME



GYM TIME



PARK TIME



SOCIAL MEDIA

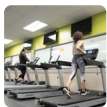
Participants were asked to reflect on what they did differently during the summer of 2019, to gain insights into how COVID-19 was impacting their ability to meet their social & recreational needs. The factors that came up the most are are mentioned below.

- “I have learned more about appreciating Calgary in summer during Covid 19. With the expanded outdoor seating at 17 Ave. bars & restaurants there's a festive feel that I really enjoy. I like the new walkability.”
- “[Pre-COVID] I would've seen a lot more of my extended family (cousins, aunts, uncles, nieces, nephews). I'm used to seeing them a lot more, but it's hard to orchestrate online/ socially distant hangs with that many people, especially with little kids in the mix.”

How do Beltline participants anticipate winter during COVID-19 will impact how they meet their social and recreational needs?

Participants said that once winter sets in, they would do:

MORE



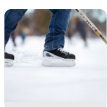
GYM/INDOOR EXERCISE



INDOOR SOCIALIZING



NO DIFFERENCE



WINTER ACTIVITIES

LESS



WALKING/ RUNNING



BIKING



SOCIALIZING



PARKS

Participants were asked to identify how they anticipate entering the winter months during the COVID-19 pandemic would impact their ability to meet their social and recreational needs. The factors that came up the most are are mentioned below.

- “This summer, I've been able to rely on public parks for meeting my social/ recreational needs. I'm lucky to have so many great ones nearby, and to have friends and loved ones who are close enough or willing to travel to meet me in them. In the winter, without that lifeline, the isolation of COVID would be a lot more intense.”
- “Well, everything will be at halt. We might just stay at my place. CANADA IS COLD AND DARK.”



The following pages include detailed results of the Design Research from Inglewood/Ramsay residents elaborating on the “Learnings Summarized” on page 5.

Summary of Learnings

The following responses to the Neighbourhood Inquiry Kits and semi-structured interviews help provide insight into the community by showing how a representative sample of Inglewood/Ramsay residents meet their social and recreational needs.

What are Inglewood & Ramsay participants' perceived gaps in meeting social & recreational needs?

Participants revealed themes that extend beyond just recreational facilities in the community, that span broader neighbourhood and city system needs. In brief the themes that emerged include gaps in:

- + **Connectivity** between Inglewood and Ramsay
- + **Playgrounds** with updated and diverse amenities. (e.g. different kinds of play structures and encouragements to play)
- + **Inclusive community space** for all ages that supports social connection
- + **Dog-friendly spaces** and pathways
- + **Change fatigue** through a variety of neighbourhood changes

What do Inglewood & Ramsay participants value in meeting their social and recreational needs?

Participants stated they value:

- + **Nature** - The connections to the naturalized City parks (e.g. bird sanctuary, wildlife), pathway network, and to water sports in the river, were highlighted as important for both social and recreational needs.
- + **Local businesses and breweries** - To gather and build social connections locally. These establishments are seen as "neighbourhood living rooms" and play an important role in the vibrancy of the community. In turn, research participants stated their loyalty to these businesses.
- + **Historical/small town characteristics** - Contributes to the unique identity of the neighbourhoods as places where neighbours help each other, and history is present.

How are Inglewood & Ramsay participants meeting their social needs?

- + Due to COVID-19, **spending time with friends and family at home and online** are common forms of social connection. 38% of social connections occur online and at home.
- + **62% of social connections took place outside participants' homes.** This reinforces how participants use other spaces (e.g., dining establishments, parks, local businesses, etc) to meet social needs.
- + The pattern of long-term residence in these communities has resulted in both **strong social cohesion and investments into their neighbourhood**, leading to a strong community identity. This identity proves both an advantage and disadvantage; it supports strong connections for those that have been there for a long time, but is a struggle for newer neighbourhood members.
- + Consistent with the stated values of embracing and being loyal to local businesses, the participants revealed that they have **actively embraced the emergence of local breweries** to supplement the coffee and dining establishments as important places for social connection with friends, family and neighbours.
- + We invited research participants to describe a great, social gathering place in their neighbourhood, real or imagined. A significant number of Inglewood residents described an imagined place that included **indoor and outdoor spaces, had a mix of historical character** while meeting current needs. This space, as they described it, would be **open to all-ages and should feel safe without policing.**

+ How are Inglewood & Ramsay participants meeting their recreational needs?

- + Inglewood participants spend a lot of time recreating outdoors within their neighbourhood, its pathway system and parks. They actively engage in various modes of active transportation, outdoor sports and activities.
- + While participants mentioned using 11 different recreation facilities, a variety of private fitness studios and gyms are most popular. Participants are willing to outside of their neighbourhood to use such facilities.

What are participants' perceptions and views of the Inglewood Aquatic Centre (Inglewood Pool)?

While research participants were selected based on a 50/50 split between users and non-users of the Inglewood Pool, interesting contradictions were revealed through the NIK.

When asked about their perceptions and views of the Beltline Facility, notwithstanding the limitations of both COVID-19 and the summer research period a large majority stated that they do not use the Inglewood Pool. Despite this fact, non-users expressed support for keeping the facility open and available to support the neighbourhood, families and it's historical role in the community.

Significant design research insights:

- + **Majority of recreational needs met outdoors** - Whether it is walking casually or to a destination, participants revealed the majority of their recreation needs are met on sidewalks, pathways and other activities outdoors and in parks. The importance of outdoor recreation could be attributed to both COVID-19 and the summer period but also aligns with participants valuing the nearby natural

assets of the neighbourhoods.

- + **Non-City facilities were greatest source of indoor recreation and social connections** - Participants mentioned that non-City run facilities make up the majority of indoor recreation facilities used and revealed that they often use multiple facilities. It is noted that the Inglewood Pool was closed during the research period.
- + **Majority of social and recreational needs met in City Centre** - Participants revealed that the majority live, work and play, in the City Centre and only leave for specific social or recreational opportunities. This may align with choices to live centrally and preferences for walkability.
- + **COVID-19 impacts** - The global pandemic has changed the way participants meet their social and recreational needs.
- + **Anticipated winter changes in recreation and social connections** - Participants state that winter would normally result in:
 - + More indoor socialization
 - + More gym/indoor exercise and activities
 - + More dining outside the home
 - + Less recreation and time spent outdoor on streets and pathways (e.g., walking, running, biking)
 - + Less overall socializing

The research uncovered that participants value the historical and small town characteristics of the community and a feeling of nostalgia for the Inglewood Pool. **Even though they no longer use it themselves, participants think it should be kept because they (or family members) have used it in the past.**

The interconnectedness of the Inglewood Pool with the community's identity came through in the research. While there exists

a strong, but minority group of residents in the neighbourhood that actively use the facility to meet some of their social and recreational needs, the data gathered through this research reveals that the majority of participants are non-users of the facility. Nevertheless, it appears as though this **larger non-user majority still supports keeping the facility open because of their community support of neighbours and identity.**

This research revealed a **tension between many of the Inglewood and Ramsay participants and the municipal government.** It would appear that a number of the participants' values for historical context and community identity are providing differing visions of how the community should evolve. Several participants cited development applications that propose large buildings with modern aesthetics which are perceived to clash with their neighbourhood identity. Further, participants stated that the community has opposed these developments, but their concerns are not being taken into account by The City. This research also revealed a growing community **concern regarding the amount and speed of large-scale changes in the community's feel and identity** through projects like condominium development and Green Line construction. Consequently, several participants voiced concern about potential closure of the Inglewood Pool as another loss for the community's tight-knit character.

Limitations of research

The research occurred over a two-week period in August 2020, during the summer and the COVID-19 pandemic. While the research was designed to ask participants to reflect on both their past, pre-COVID-19 and winter experiences, some response based on the current conditions can be expected.

Gaps in Social & Recreational Needs

What are Inglewood & Ramsay participants' perceived gaps in support for their social and recreational needs?

Inglewood & Ramsay residents who participated in this research surfaced some areas that they perceive could be improved in the Inglewood and Ramsay neighbourhoods to help them meet their social and recreational needs.

Theme	Supporting Insights (+) and Quotes (“)
Increased connectivity between Inglewood and Ramsay	<p>+ The research found there is a need for increased connectivity between Inglewood and Ramsay. Participants identified the impacted 8 Street SE closure for the railway</p> <p>“Pedestrian access across 9 Avenue and Spiller Road is huge for us, with young kids, [we] end up having to take the car for things I'd usually walk for. Absolutely love how well cared for and maintained the river pathways in and around east village/Inglewood and Ramsay area. They are a huge part of our life. Pathways [for] walking/running/biking [would improve my recreation experience.]”</p> <p>“Would like to walk over to Ramsay more but we don't because all the walking paths to Ramsay are blocked off. The few times we ventured that way we've always had walkers & bikers ask how to get to the other side of the rail tracks.”</p>
Change fatigue with The City due to the evolution of the neighbourhood	<p>+ Participants voiced concern regarding the amount and speed of large-scale changes in the community, and potential loss of the community's identity through large-scale projects.</p> <p>“Inglewood is feeling a little burnt out with the city because there's been 3 proposals in the last few years for huge buildings and all three of them have been widely opposed by the LADP and petitions and residents but all of them were shut down unanimously by the city. I think Inglewood is a little pissed.”</p> <p>“9th Avenue has amazing shops & bars/restaurants -> stop approving high rises on 9th Avenue... city council is destroying Inglewood uniqueness. New buildings should be erected but should follow the current height restrictions. *SERIOUSLY THOUGH... DON'T MAKE NINTH AVE A WIND TUNNEL*”</p>


Theme	Supporting Insights (+) and Quotes (“)
Playgrounds with updated and diverse amenities	<p>+ Participants revealed a desire for updated parks, particularly playground infrastructure for family use.</p> <p>“<i>“[I’d like to see] an outdoor park where children of all ages can play, with a surrounding green space and benches for parents to connect. Weekly planned drop-in activities that families can participate in together.”</i></p> <p>“<i>“[Pearce Estates] is a terrible park. We live so close but often drive our 5-year-old daughter to other parks because they are far better. There are so many people that use this area and the park is so sparse. One swing for a grown child - you often see grown kids shoving themselves into the baby swing. The rocks are unsanitary and the items there are useless and boring. Other parks have ziplines/climbing areas/make believe stations, the works... Please improve this for the thousands of people that come to Pearce each year.”</i></p>
An inclusive community space for all ages that supports social connection	<p>+ Participants revealed they would like more outdoors mixed use spaces for all ages to encourage community interactions. Activation of these spaces can support community wellness and safety (without policing), and help enable new residents to integrate into the tightly-knit community.</p> <p>“<i>“[I imagine] a place for us to meet outdoors - something like Simmons building and rooftop. Mixed use, local businesses, outside space, mixed price offerings, workspace and dining options, showcasing a beautiful old heritage building”</i></p> <p>“<i>“A great place of social connection needs to have the proper scale and have strongly defined edges, activated by restaurants, cafes, and retail. It should be well lit by the sun for most of the day, most of the year. Unlike the pseudo-plazas in downtown Calgary, there shouldn’t be a security guard looming around and it should be free to spend time there. It should be free to spend time there. It should be a place for people to take in the day, meet up, hold concerts, stage protests and people watch.”</i></p> <p>“<i>“No, [we don’t have any social interactions with our neighbours.] All of our friends we met outside of Inglewood. We’ve only lived here for a few years, and we aren’t part of any clubs. So university, work, and introductions account for all our friends.”</i></p>
Dog-friendly spaces and pathways	<p>+ Recognizing that not all Inglewood/Ramsay residents have dogs, they are an integral part of many participants’ social and recreational lives. Some participants listed dogs in every one of their daily recreation diary entries. Even non-dog owners mentioned having social connections with those out walking their dogs. Currently there are no fenced dog parks in Inglewood.</p> <p>“<i>“Ability to walk my dogs in the Wildlands would be very impactful for me. I spend an hour and a half everyday walking my dogs, and it’s how I meet the community.”</i></p> <p>“<i>“Exercise in class from and outdoor spaces to enjoy with our dog are crucial. It would be great to have an enclosed dog park in Inglewood, too.”</i></p>

Social & Recreational Values

What do Inglewood & Ramsay participants value in meeting their social and recreational needs?

When it comes to meeting their social and recreational needs, Inglewood & Ramsay participants reported that they value:

- + Parks and natural areas
- + Local businesses
- + People and community
- + Proximity and access to amenities
- + Walkability
- + Character + aesthetics + uniqueness
- + Other values mentioned include: pathways, safety, energy and vibrancy, transit access, pools, music

PARKS & NATURAL AREAS		
Theme	Supporting Insights (+) and Quotes (“	
An appreciation for nature, natural areas and urban wildlife	+ Participants almost unanimously placed a high value on the role of parks and green space in their lives - especially natural and wild areas within their neighbourhood. They enjoy encounters with wildlife and birdwatching.	
	“ <i>“I value the wild spaces and proximity to river, because they are beautiful and important for biodiversity and recreation/mental health.”</i>	
Avid users of the river for water sports	+ Inglewood and Ramsay participants don't only enjoy the shores of the river and its surrounding areas, but many also enjoy getting into the river for activities too. They take part in various water sports including surfing, fishing, kayaking, floating and swimming.	
	“ <i>“The river portage, it is a beautiful offshoot on the river which tubing, kayaking and swimming and all other leisure activities can take place!”</i>	
	“ <i>“Harvey Passage draws all kinds of family and you can do a variety of water activities - kayak! Tubing, surfing, and exploring the paths. You can meet friends, enjoy the outdoors and meet new people.”</i>	
Parks are hubs of social connection for friends and family	+ Inglewood and Ramsay participants use their parks regularly for all kinds of social and recreational gatherings with their loved ones.	
	“ <i>“The river pathway is the most important feature in Inglewood. Every day people walk, run, bike and scooter past my house and we walk our dogs along the river daily too!”</i>	
	“ <i>“[I'd like to see] an outdoor park where children of all ages can play, with a surrounding green space and benches for parents to connect. Weekly planned drop-in activities that families can participate in together.”</i>	

LOCAL BUSINESSES



Theme

Supporting Insights (+) and Quotes (“)

Local food establishments and stores as “neighbourhood living rooms”

- + The many local restaurants, coffee shops, bars and stores in Inglewood and Ramsay are perceived by the participants as essential spaces for social connection. Participants reported being very loyal to particular favourites, which contributes to the spirit of neighbours helping neighbours. These local businesses also activate the community and generate energy for participants.
- “*I spent hours at Swans on Friday night. Everyone was there. It really feels like the neighbourhood living room. We went back the next day with the kids.*”
- “*Local businesses are vital and convenient and make this feel like a village. The diversity of housing also makes the neighbourhood alive!*”

The small-town characteristic of 9 Ave and the local businesses

- + Many participants suggested that Inglewood and Ramsay uniquely have aspects of a ‘small town feel,’ where everyone knows everyone and can run into friends and neighbours at local businesses. COVID-19 has amplified this importance for those that have felt isolated.
- “*When I am outside Café Rosso or the newly managed “Blue Store” getting ice cream, I always see neighbours and catch up. With COVID I am definitely more isolated from everyone.*”
- “*The entire neighbourhood offers social connections. From chatting with neighbours on the street to enjoying the coffeeshops, bars and restaurants throughout Ramsay and Inglewood. Many friends come here as a destination to meet up. I just have to walk out my door.*”
- “*[I value the] community closeness of neighbours and the “small town” feel in central Calgary.*”

Breweries are crucial spaces for the fabric of their social connections

- + Given the relatively recent explosion of breweries in the area, Inglewood and Ramsay participants identified that these breweries have quickly become an integral part of meeting their social and recreational needs. Not only did participants mention visiting breweries on a weekly basis with a set group of friends, but also found them to be community gathering spots, where they are likely to run into their friends and neighbours.
- + Inglewood and Ramsay participants also identified breweries as very accessible social gathering spaces as they are relatively affordable, have large patios, and welcome children (and even dogs in some cases). Also, the breweries add to the community pride and attract other Calgarians to the community.
- “*[We] enjoyed time at a local Inglewood brewery with the kids. The staff know us and it’s always a welcoming environment.*”
- “*“Cold garden/Ol Beautiful is truly the community gathering spot. If you frequent them you get the pulse of the hood.”*
- “*The Dandy is a great location with excellent food and drinks. The atmosphere is very nice and there always seems to be a place to sit! One runs into various neighbourhood people there.*

PEOPLE AND COMMUNITY



Theme	Supporting Insights (+) and Quotes (“
Genuinely in love with the neighbourhoods	<p>+ Inglewood and Ramsay participants have a genuine love for their neighborhoods that was clearly felt throughout the research results. Many feel so passionately about them that they have been living in the neighbourhoods for over 25 years and still love them.</p> <p>“<i>“My neighbourhood is great. Probably the best neighbourhood in Canada!!! My top 3 reasons are: 1) the strong community spirit - neighbours are very friendly and look after each other, 2) the location - we are close to downtown, on the river, near excellent food options in NE/SE Calgary, close to airport, 3) the vibrancy - excellent live music, breweries, restaurants, coffee, books.”</i></p>
A close-knit community with strong neighbour ties gives a sense of belonging	<p>+ Inglewood and Ramsay participants are a close-knit community where neighbours help neighbours. Participants reported friendly chats over fences, children encouraged to pick garden owners' flowers, neighbours hanging onto one another's house keys for safety and neighbours happy to lend a helping hand.</p> <p>“<i>“I am very fortunate to have great neighbors all around me. We all hang out together and look out for one another, and most of us have keys to each other's places. It makes were we live amazing. Though we all have slightly different politics we can all look beyond that. We share our summer/fall harvest.”</i></p> <p>“<i>“Most of our neighbors have become dear friends over the past decade and we interact at least on a weekly basis”</i></p>

PROXIMITY AND ACCESS TO AMENITIES



Theme	Supporting Insights (+) and Quotes (“
Like to be close to (but not quite right in) the action	<p>+ While many participants in Inglewood and Ramsay love the proximity to downtown and all the amenities it offers, they value being just outside where they can still feel like they live in a safe, close, small-town sort of community.</p> <p>“<i>“[I value the] proximity to downtown - I like being close enough to downtown so I can enjoy the restaurants without paying a lot for taxi or ride shares.”</i></p> <p>“<i>“[I value] a non-downtown feel: It is inner city and there are no high rises, with buildings having historic character; any new building should incorporate heritage. No ultra modern glass buildings that don't fit it (newly approved building).”</i></p> <p>“<i>“[Inglewood is] not cookie cutter! Feels like a small town with the advantages of a city.”</i></p>

WALKABILITY



Theme	Supporting Insights (+) and Quotes (“)
Love being able to walk as a mode of active transportation, but also casually as their recreational activity	<p>+ Inglewood and Ramsay participants stated they enjoy casually walking around the neighbourhood for both exercise and social connections, as well as a means to get to local amenities.</p> <p>“ [We value that Inglewood is] walkable - we love to explore outside our vehicle, you can see so much more!”</p> <p>“ “It’s so important to have great food, socializing and exercise amenities within walking distance. This way we stick close, use the vehicle less and support local businesses. Inglewood has it all!!”</p>

CHARACTER + AESTHETICS + UNIQUENESS



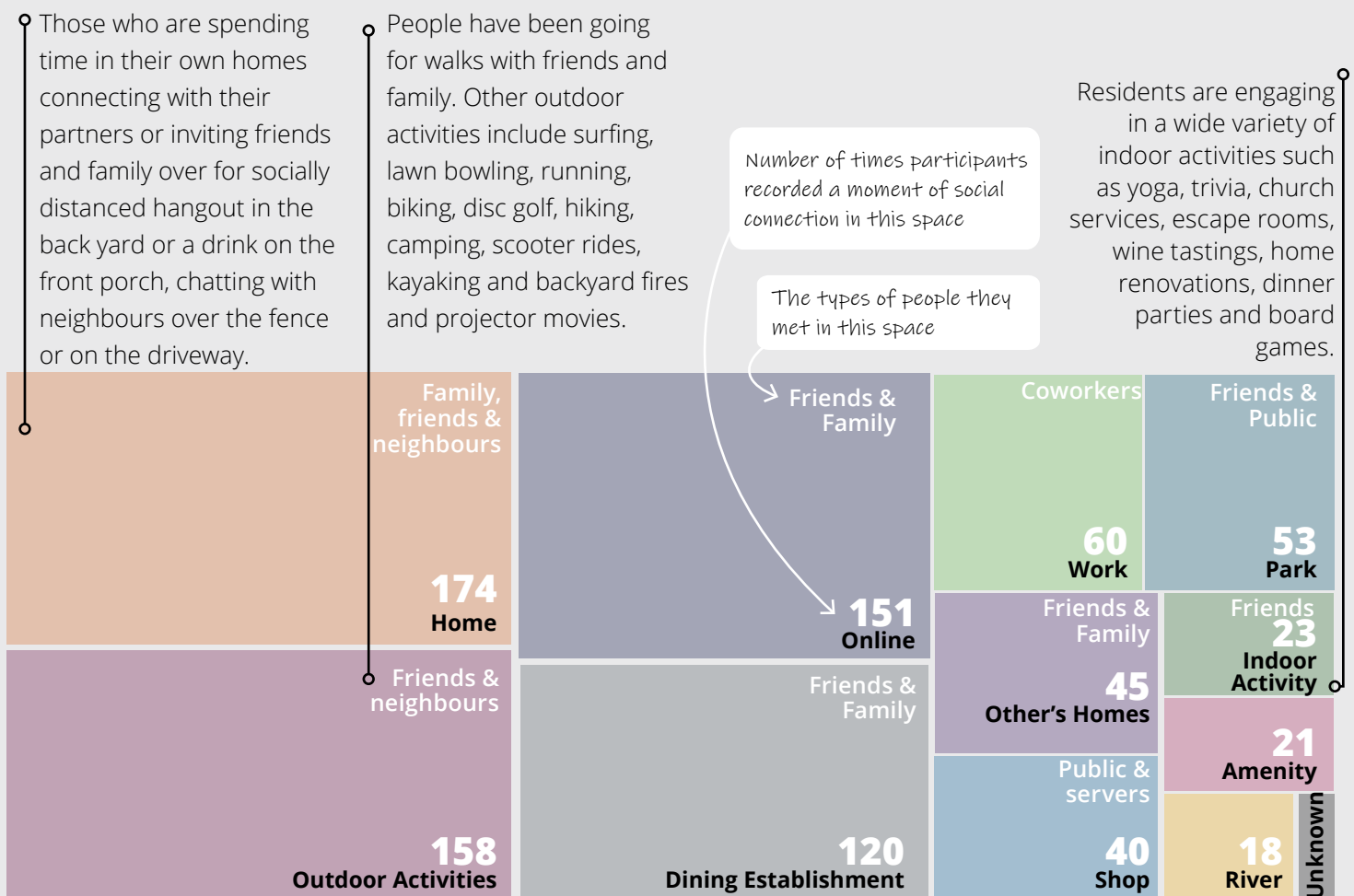
Theme	Supporting Insights (+) and Quotes (“)
Love and enjoy community events	<p>+ Despite the recent cancellation of most community events due to COVID-19, there is a strong appreciation for these events from participant responses. The social connection, energy, and novelty of past block parties, markets and events are both deeply appreciated and sorely missed by the Inglewood/Ramsay community.</p> <p>“ “The Inglewood block parties, night markets, and public free events on 9th Avenue in Inglewood during the summer is a great place of social connection. The streets are lined with food vendors, tons of cute dogs, beer gardens and more that make this a really fun pre-COVID summer tradition in the neighbourhood.”</p>
Value history, character and uniqueness	<p>+ Inglewood and Ramsay participants have a deep appreciation for the history, character and uniqueness of their neighbourhoods. Participants feel strongly about living in an area where they are surrounded by history and unique architecture that is not found anywhere else the city.</p> <p>“ “I live in Ramsay + I enjoy the history! There’s a lot of old buildings/houses that give the area character!”</p> <p>“ “[I value] a non-downtown feel: It is inner city and there are no high rises, with buildings having historic character; any new building should incorporate heritage e.g.. No ultra modern glass buildings that don’t fit it (newly approved building.)”</p>

Meeting Social Needs

How are Inglewood & Ramsay participants meeting their social needs?

As part of the Neighbourhood Inquiry Kits, participants filled out two-week social and recreational activity diaries. These journals provided meaningful, more immediate day-to-day insights that revealed trends on how residents met their social needs during the study period.

As shown in the below figure, participants' social connections were predominantly made with friends and family, and primarily at home and outdoors. It is notable that the majority of social connections were not made at indoor recreation facilities (possibly because of summer months and COVID-19).

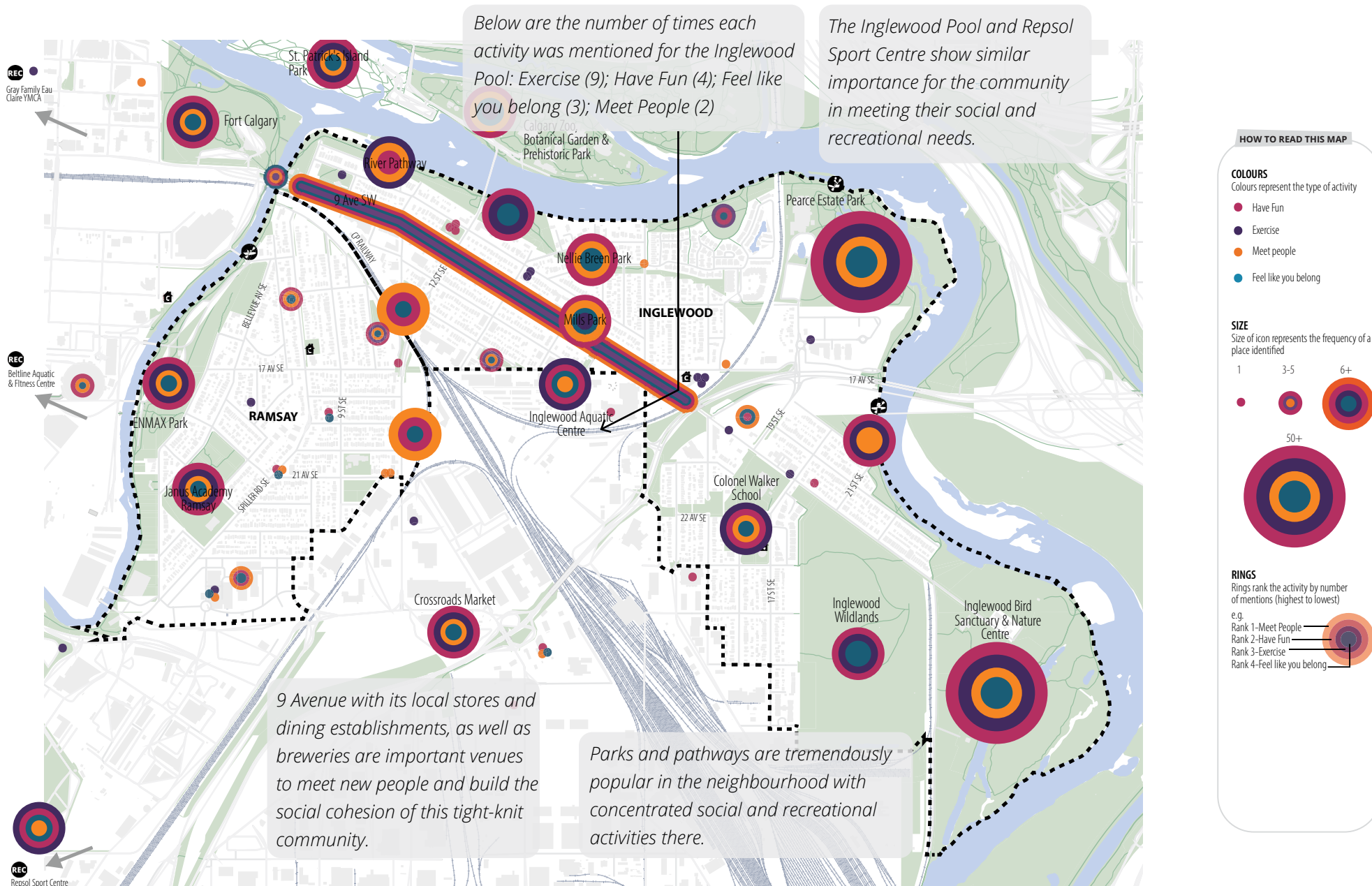


Participants identified the following places as venues for their moments of social connection

- + Dining establishments
- + Parks and natural areas
- + Breweries and bars
- + River and surrounding areas
- + Shops and markets
- + Schools
- + Social Media
- + Festivals
- + Gardens
- + Online Services
- + Cultural Sites (Library, Zoo etc.)
- + Outdoor pop-up mixed use areas
- + Community Centre
- + Homes + Porches + Patios
- + Recreation Centre
- + Places to Volunteer
- + Religious Establishments

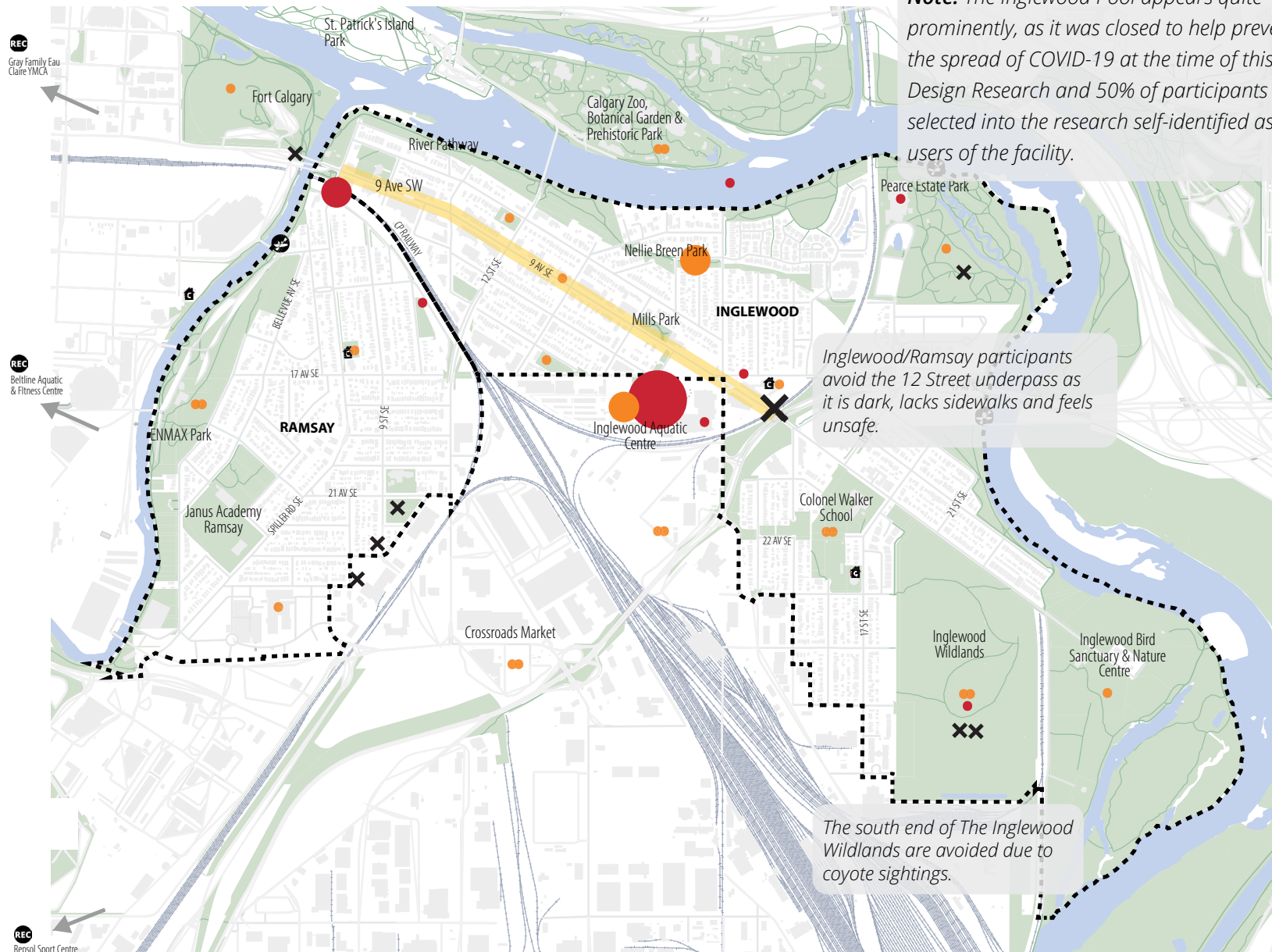
Where do participants go to meet their social and recreational needs?

Inglewood and Ramsay participants completed a map to show where in their neighbourhood they go to meet their social and recreational needs to inform opportunities for future targeted investments by The City. Participants were asked to reflect on current and past (pre-COVID-19) experiences.



Where would residents like to go in their neighbourhood but can't or don't?

In addition, Inglewood & Ramsay participants were asked to identify places they avoid, places they want to go but don't, and places they want to go but can't. This data helps understand potential opportunities for improvement in the neighbourhood.



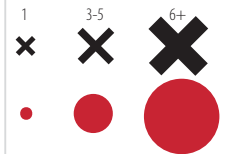
HOW TO READ THIS MAP

TYPE OF ACTIVITY

- ✕ Places you avoid
- You want to go but DON'T
- You want to go but CAN'T

SIZE

Size of icon represents the frequency of a place identified



RINGS

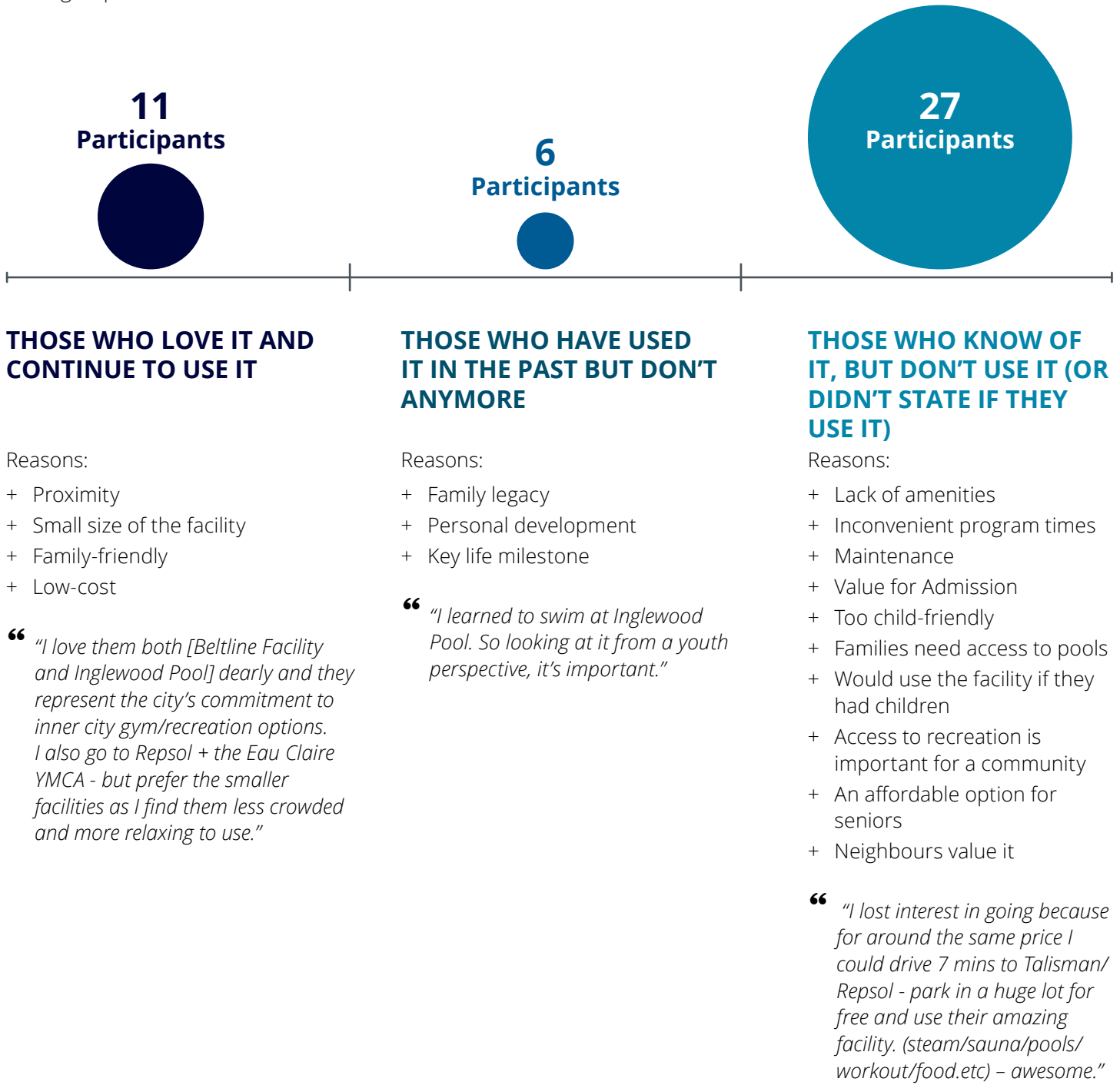
Rings rank the activity by number of mentions (highest to lowest)

e.g.
Rank 1-You want to go but DON'T



Experience at the Inglewood Pool

Inglewood and Ramsay participants were explicitly asked to share their experiences with, and views of, the Inglewood Pool. Based on their responses, participants could be categorized into three groups.

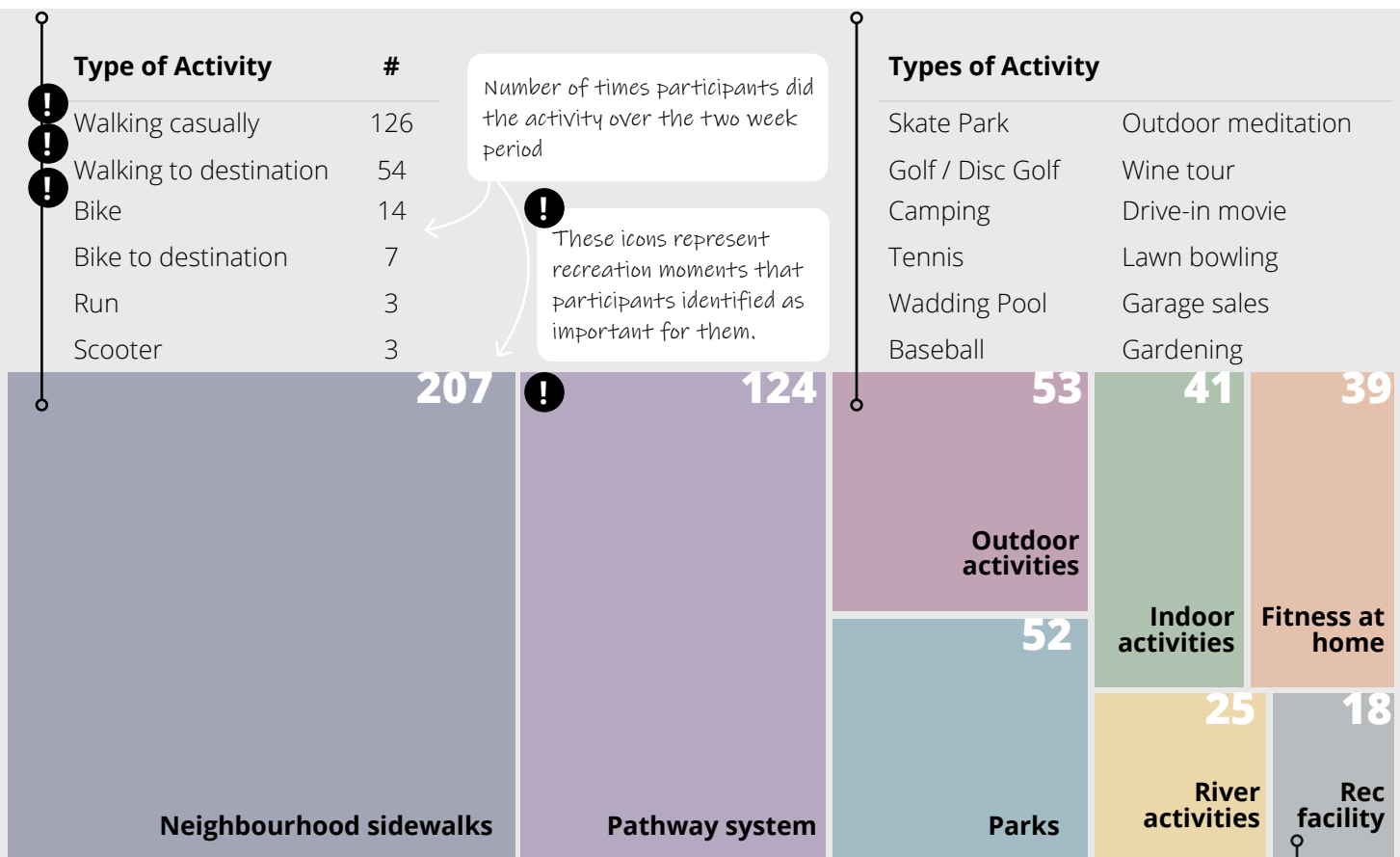


Meeting Recreational Needs

How are Inglewood/Ramsay participants meeting their recreational needs?

In the two-week social and recreational activity diaries in the Neighbourhood Inquiry Kits, a lot was learned about how participants were meeting their daily recreational needs.

As shown in the figure below, Inglewood & Ramsay participants were meeting a significant amount of their recreational needs through active modes of transportation and outdoor spaces. It is notable that many were using private fitness facilities throughout the research, dispelling the misconception that residents were solely working out at home due to COVID-19. Participants consider modes of active transportation as recreation whether it's walking to a destination, or casually taking a stroll or a ride within the neighbourhood.



Things that would have made the recreational experience better

- + No COVID-19
- + Update playgrounds
- + Outdoor exercise equipment
- + Dog Park
- + More biking/running only paths
- + Pools open
- + Community event spaces
- + Make the library more accessible
- + Shade/seating/tables
- + Splash park/wade pool
- + More open spots by river
- + Businesses open longer
- + Bike shop
- + Better park maintenance
- + Bathrooms
- + Garbage collection
- + Outdoor Events

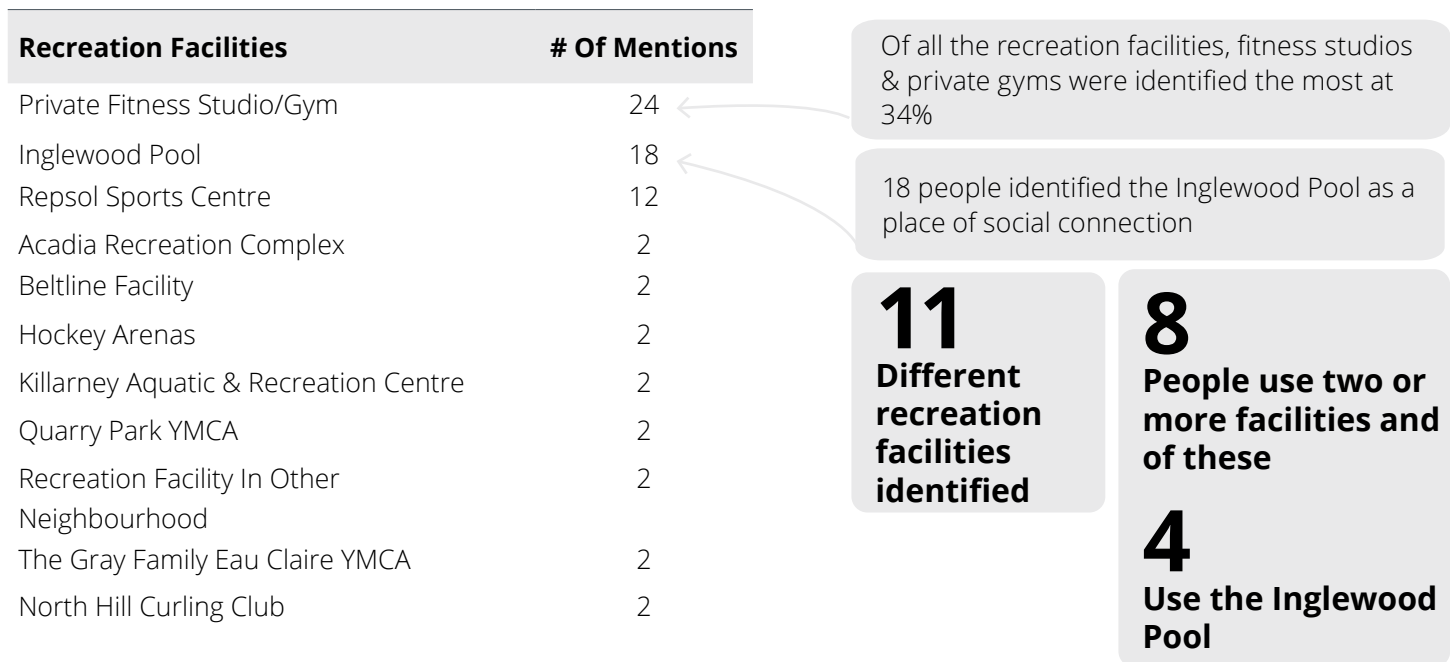
Type of Activity	#
Fitness Studio	12
Calgary Zoo	3
Repsol Sports Centre	2
Killarney Aquatic & Recreation Centre	1

Recreation Facilities As Places Of Social Connection

Are Inglewood and Ramsay recreation facilities also places of social connection?

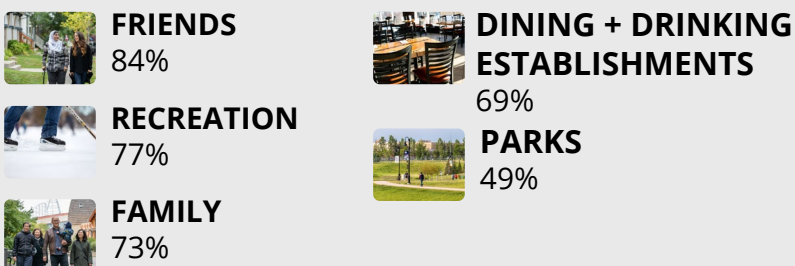
Inglewood & Ramsay participants identified several recreation facilities as places of social connection inside and outside the Inglewood & Ramsay neighbourhoods.

Interestingly, the majority of participants who self-identified as recreational users of the Inglewood Pool use it as a place of social connection. In addition, private fitness studios and gyms received substantially more mentions as places of social connection for research participants. Also of note in the data below is that 17% of participants use multiple recreation facilities to meet their needs, including some of the Inglewood Pool users.



Are Inglewood & Ramsay participants traveling outside of their neighbourhood to meet their recreational needs?

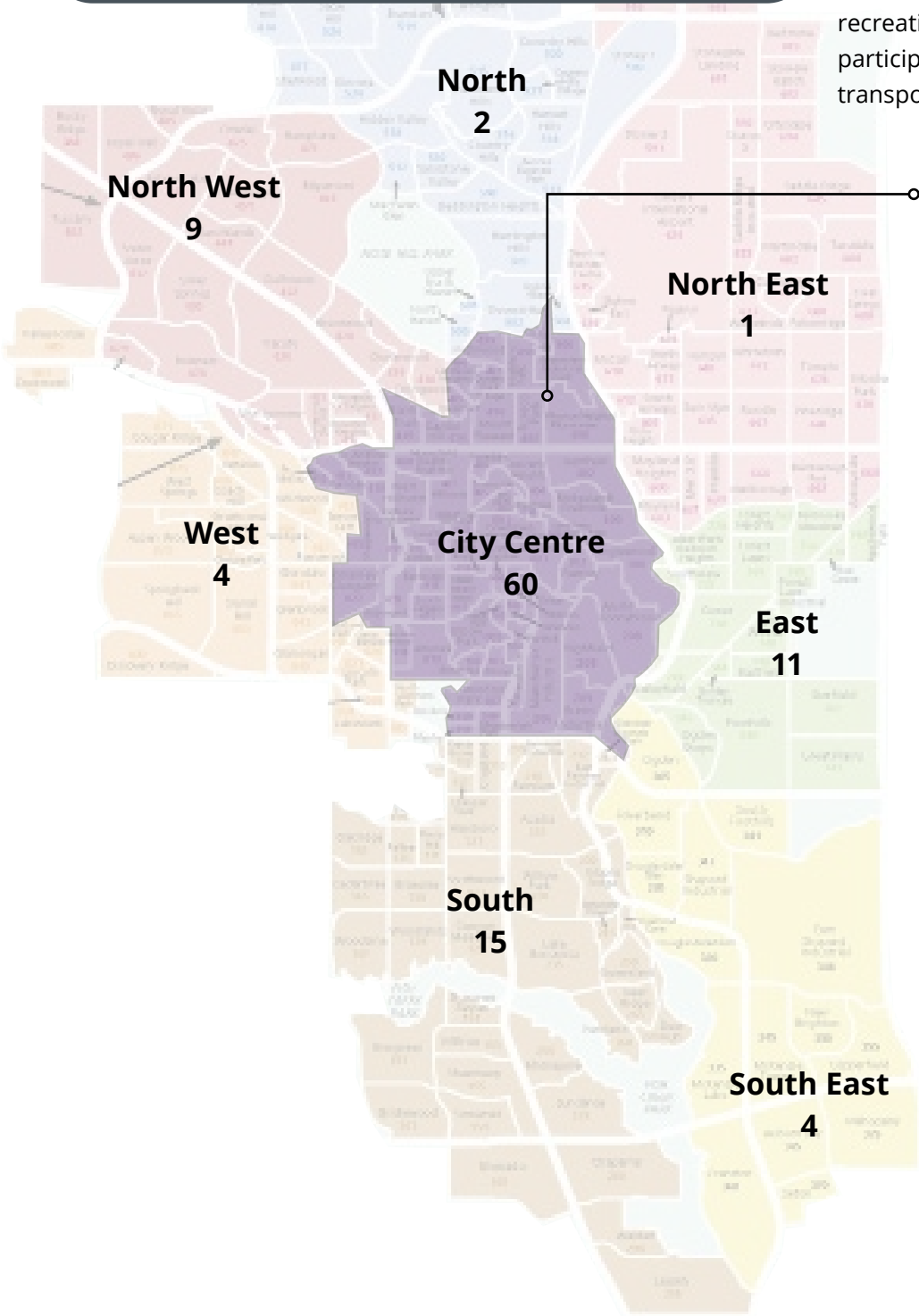
Inglewood & Ramsay participants leave their neighbourhoods for a variety of recreational activities. Many of these include specific sports facilities such as hockey arenas, curling clubs, and skate parks. Here are the main recreational reasons they travel outside of Inglewood, with the percentage of participants who gave that response.



Leaving The Neighbourhood for Recreational Needs

When Inglewood & Ramsay participants leave their neighbourhood to meet their social and recreational needs, where do they go?

Inglewood & Ramsay participants identified visiting neighbourhoods throughout Calgary for various social and recreational needs. As the map below demonstrates, the majority of participants live, work and play in the city center and travel beyond for specific social/recreational purposes. This is in line with the participants' preference for active modes of transportation.



A breakdown of the neighbourhoods within City Centre are listed here.

Neighbourhood	Count
Downtown	8
East Village	7
Beltline	7
Bridgeland	7
Mission	4
Marda Loop	3
Killarney	3
China Town	2
Lower Mount Royal	2
Renfrew	2
Kensington	2
Capitol Hill	2
Rosedale	1
Ramsay	1
Victoria Park	1
Eau Claire	1
Altadore	1
Winston Heights	1
Sunnyside	1
Mount Royal	1
Hillhurst	1
Parkdale	1
Bankview	1

Impacts of COVID-19 & Winter

How has COVID-19 impacted Inglewood & Ramsay participants in how they meet their social and recreational needs?

Participants said that if we weren't in a pandemic, they would do:

MORE



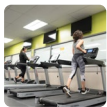
SOCIAL CONNECTIONS



DINING ESTABLISHMENTS



VACATIONS AND TRAVELING



MORE GYM TIME

LESS



WORKING



WALKING



SOCIAL CONNECTIONS



BIKE RIDES

- “ “[We] celebrated an 80th birthday on the street [and] had a socially distant backyard dinner.”
- “ “Yes [social connections were important to me], because they feel so few and far between these days. I have never felt social connections importance this intensely since isolation and social distancing began.”
- “ “[We] watched Jurassic park on projector screen in backyard with friends.”

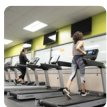
How do Inglewood & Ramsay participants anticipate winter during COVID-19 will impact how they meet their social and recreational needs?

Participants said that once winter sets in, they would do:

MORE



INDOOR SOCIALIZING



GYM/INDOOR EXERCISE



INDOOR ACTIVITIES



DINING ESTABLISHMENTS

LESS



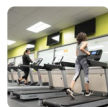
WALKING/ RUNNING



SOCIALIZING



TIME OUTSIDE



EXERCISE

- “ “If no COVID-19, we'd go to a lot more registered classes programs, including swimming lessons and programs at YWCA if they were still funded. A lot more play dates at friends' houses with same age of kids (pre-COVID-19.)”

APPENDIX

Council Notice of Motion

Strategic Meeting of Council - November 12, 2019

Moved by Councillor Carra

Seconded by Councillor Farkas

That with respect to Report PFC2019-1330, the following be approved, **as amended:**

That Council file the Recommendations contained in Report PFC2019-1220 and direct Administration to:

1. Maintain funding for up to 2 years (\$400,000/site, per year) for the Beltline Facility and the Inglewood Pool from 2019 Corporate Program Savings to maintain service at both sites starting Jan 1, 2020.
2. Implement a combination of the A1, A2, A3, and B1 concepts contained in PFC2019-1330 in order to:
 - + Redesign program mix/allocation to focus types of programming to capitalize on each location's strengths;
 - + Increase marketing and promotions in order to increase user base by increasing awareness among non-users, using market segmentation to reach out to under-represented populations.
 - + Modestly increased prices compared to other City direct-delivery facilities, remaining competitive with other recreation facilities in the area.
 - + Reduce hours to better align with times that are more financially viable, operating two facilities in tandem so one will always be open.
3. Update phase one and complete phase two of the Facility Development and Enhancement Study to include emerging communities and provide recommendations based on city-wide recreation infrastructure needs.
4. Prepare a Request for Proposal for a shift to a partner operated model for either or both pools.
5. **Identify long-term, sustainable service alternatives and targeted investments to maximize community and social benefits in the area of the two flatwater pools.**

6. To engage affected community stakeholders in the above work and report back to Council through the Standing Policy Committee on Community and Protective Service with an update on the progress of the work no later than Q4 2020.
7. To develop appropriate targets for long term operating and capital support for each of these facilities reporting back to Council through Standing Policy Committee on Community and Protective Services no later than Q1, 2020.

Roll Call Vote:

For: (11) Mayor Nenshi, Councillor Carra, Councillor Chahal, Councillor Colley-Urquhart, Councillor Davison, Councillor Farkas, Councillor Farrell, Councillor Gondek, Councillor Keating, Councillor Sutherland, and Councillor Woolley

This Design Research Report is part of a collaborative Design Thinking Cycle to address council directive #5

Participant Screener Survey



With only 50 Neighbourhood Inquiry Kits available per neighbourhood, it was important to have an overall demographic profile of research participants that shadowed the Community Profiles of Beltline, Inglewood and Ramsay. The City sent out calls for participation through Community Associations, Community Social Workers, the Engage Portal and targeted social media posts. The Survey was provided online or delivered through telephone, where needed, to reach residents whose voices are not typically heard in online engagement platforms. The questions The City asked in the Screener Survey allowed citizens to self report the information below:

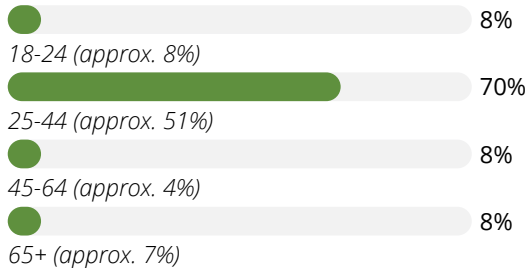
1. Are you an employee of the City of Calgary?
 - ☐ Yes
 - ☐ No
2. What neighbourhood do you live in?
 - ☐ Beltline (includes West Connaught, Connaught Centre, Victoria Centre, East Victoria)
 - ☐ Inglewood / Ramsay
 - ☐ Other
3. What is your age?
 - ☐ Under 18
 - ☐ 8-24
 - ☐ 25-44
 - ☐ 45-64
 - ☐ 65+
 - ☐ Choose not to answer
4. Are you a member of your local Community Association?
 - ☐ Yes
 - ☐ No
 - ☐ Don't know
 - ☐ Prefer not to answer
5. Do you have children in your household under the age of 13?
 - ☐ Yes
 - ☐ No
 - ☐ Prefer not to answer
6. What is your gender identity? Please choose the option that best describes you.
 - ☐ Man
 - ☐ Woman
 - ☐ Intersex, Non-Binary, Transgender or Two-spirit
 - ☐ Prefer to self-describe: _____
 - ☐ Prefer not to answer
7. Are you _____? Mark more than one, if applicable.
 - ☐ White
 - ☐ Visible Minority (A person of colour, not Indigenous.)
 - ☐ Indigenous (First Nations, Metis, Inuk, Aboriginal)
 - ☐ Other - Specify
8. Are you now, or have you ever been, a landed immigrant?
 - ☐ Yes
 - ☐ No
 - ☐ Prefer not to answer
9. Do you own a business in Inglewood or Beltline?
 - ☐ Yes
 - ☐ No
 - ☐ Prefer not to answer
10. Thinking of the last year, on average, how many times per month have you visited the Inglewood Aquatic Facility? (Includes going for drop-in, registered program, camps etc.)
 - ☐ 0
 - ☐ 1-4/
 - ☐ 5-9
 - ☐ 10+
11. Thinking of the last year, on average, how many times per month have you visited the Beltline Aquatic & Fitness Facility? (Includes going for drop-in, registered program, camps etc.)

- ☐ 0
☐ 1-4/
☐ 5-9
☐ 10+
- ☐ \$40,000 to \$59,999
☐ \$60,000 to \$99,000
☐ \$100,000 and over
☐ I don't know / Prefer not to answer
12. Have you used the Fee Assistance program to access the Beltline and/or Inglewood facility?
- ☐ Yes
☐ No
☐ Prefer not to answer
13. What activities do you most often engage with at the Beltline Aquatic and Fitness facility and/or Inglewood Aquatic Facility? Check all that apply
- ☐ Socializing
☐ Physical rehabilitation
☐ Exercise
☐ Day-camps
☐ Drop-in
☐ Registered programs
☐ Team sports
14. Do you rent or own your home?
- ☐ Rent
☐ Non-subsidized housing
☐ Own
☐ Rent in subsidized housing
☐ Prefer not to answer
☐ Other: _____
15. A person with a disability has a long term or recurring physical, mental, sensory, or learning impairment which may result in experiencing disadvantage or barriers to full participation in society.
- ☐ Based on this description, do you consider yourself to be a person with a disability?
☐ (Yes / No / Prefer not to answer)
16. Do you identify as lesbian, gay, bisexual, pan-sexual, two-spirit person, or as a person with any queer sexual orientation?
- ☐ (Yes / No / Prefer not to answer)
17. What is your household income level before taxes?
- ☐ Under \$20,000
☐ \$20,000 to \$39,999
18. As an individual interested in participating in this Design Research, we request your name and preferred contact details to get in touch with you, should you be eligible:
- Name: _____
- Email/phone Number
- ☐ Checking this box denotes your consent to be contacted for a follow-up interview concerning responses to the Neighbourhood Inquiry kit. Note: Following its transcription, the recorded interview will be deleted along with any information that may identify you as a participant.

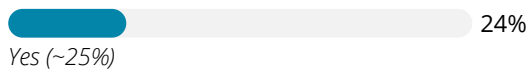
Demographics | Beltline

50 kits were delivered to research participants who live in Beltline. 47 were completed and collected. The visualization below shows the demographics of the participants represented by the coloured bar with the percentage at the end, in comparison to the Beltline Community Profile with the percentages below the bars.

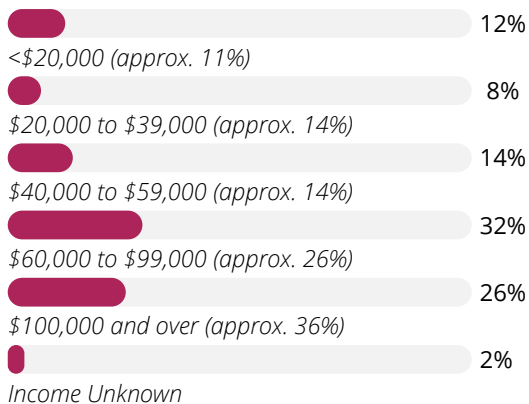
Age



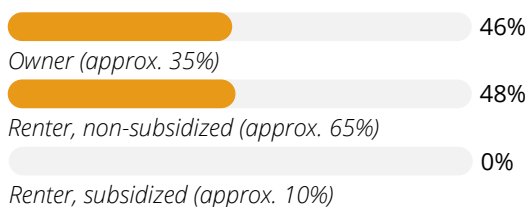
Children



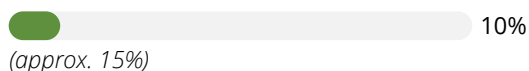
Income



Home Ownership



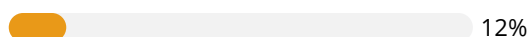
Fee Assistance



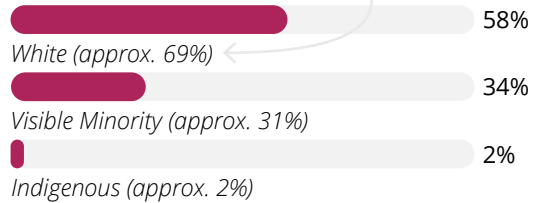
Immigrant



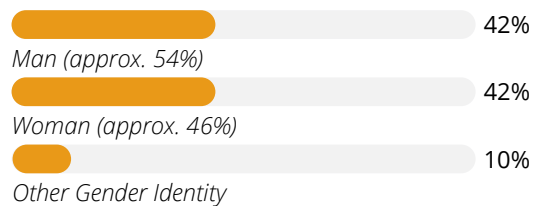
Business Owner



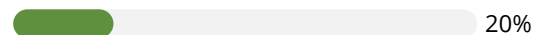
Ethnicity



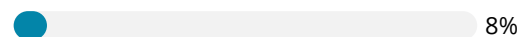
Gender Identity



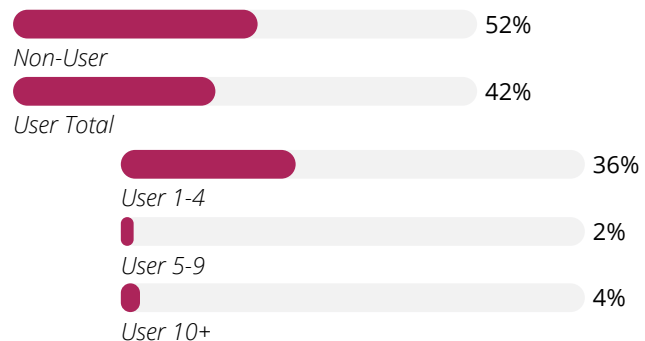
LGBTQ+



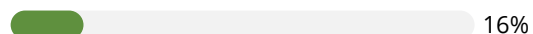
Disability



Facility Usage



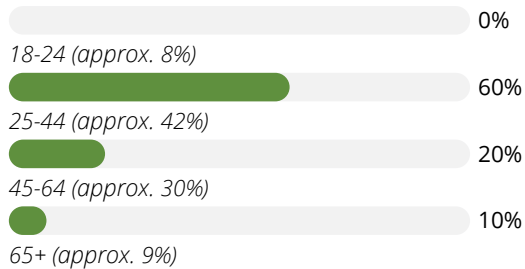
Community Association Member



Demographics | Inglewood & Ramsay

50 kits were delivered to research participants who live in Inglewood & Ramsay. 45 were completed and collected. The visualization below shows the demographics of the participants represented by the coloured bar with the percentage at the end, in comparison to the Inglewood & Ramsay Community Profiles with the percentages below the bars.

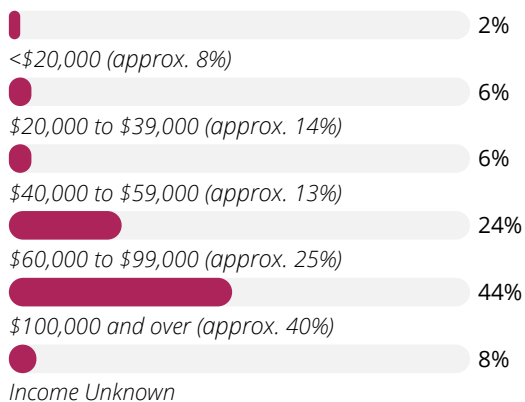
Age



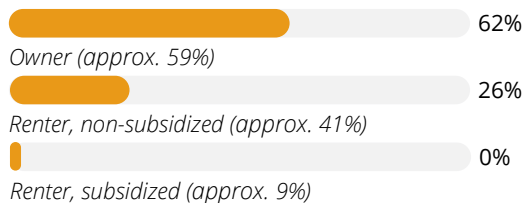
Children



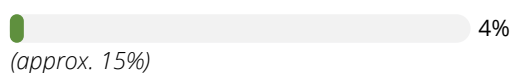
Income



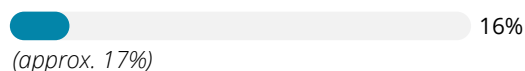
Home Ownership



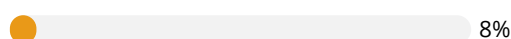
Fee Assistance



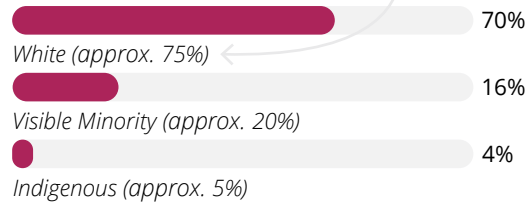
Immigrant



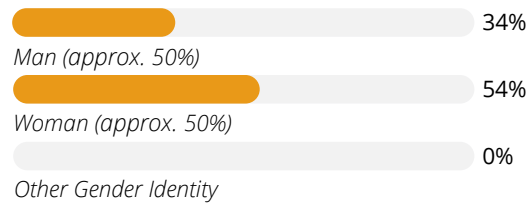
Business Owner



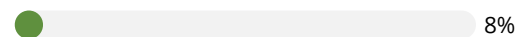
Ethnicity



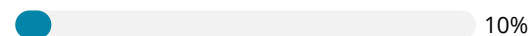
Gender Identity



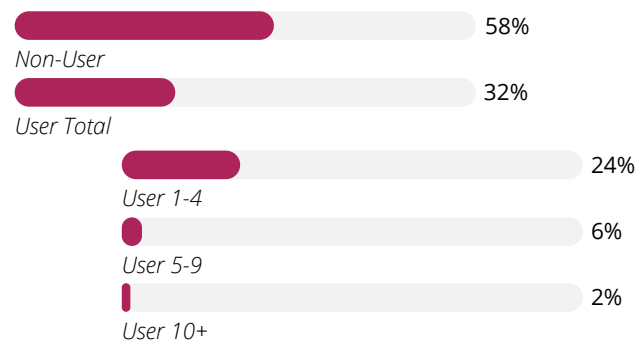
LGBTQ+



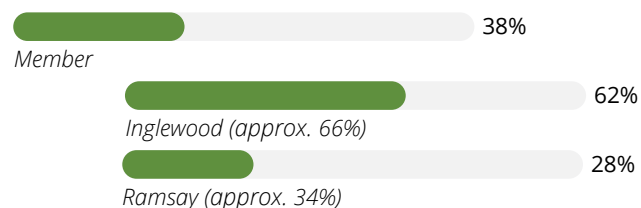
Disability



Facility Usage



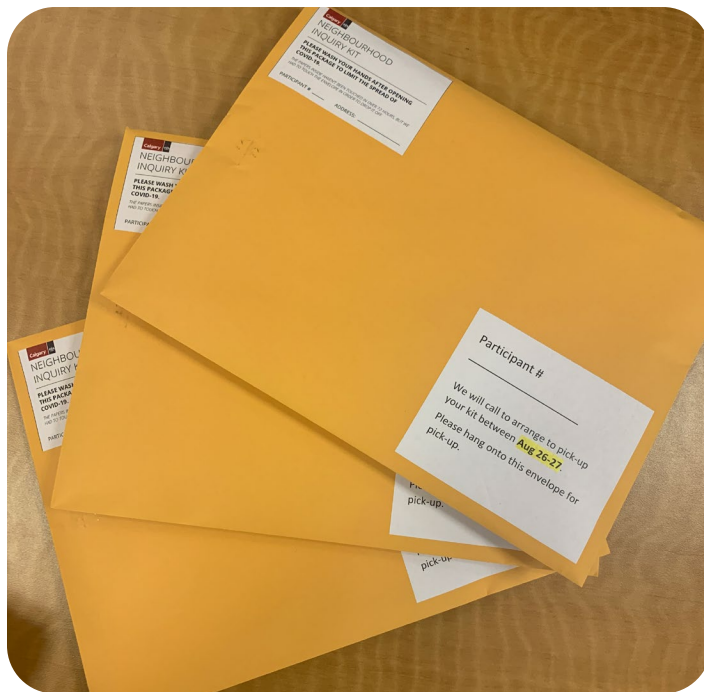
Community Association Member



Neighbourhood Inquiry Kits (NIKs)

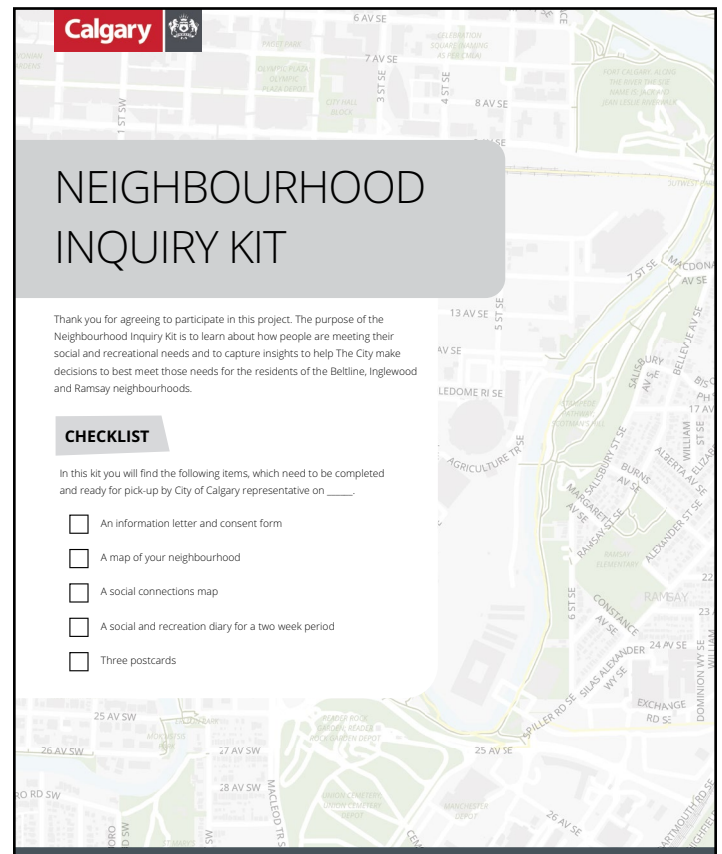
A physical package

The Innovation Lab, on behalf of The City, prepared and delivered a physical package to targeted participants, which included a set of instructions, a map, postcards, a small diary, etc. Participants completed the tasks and The Lab then collected and analyzed the results. Each participant was provided with an honorarium of a \$100 gift card subject to completion of the NIKs. Each kit component is described in detail in the following pages.



Introduction Package

Each kit included an information letter to help participants get acquainted with the Beltline and Inglewood Pools Program and the kit, as well as a consent form. Participants were also emailed an optional instructional video to help them better understand the Program and the contents of their Neighbourhood Inquiry Kit.



All Neighbourhood Inquiry Kits were assembled wearing gloves with clear instructions for participants not to open the kits for 72 hours to help prevent the spread of COVID-19. After completion, all Neighbourhood Inquiry Kits were similarly left for 72 hours before being opened and analyzed to ensure the safety of City staff.

All interviews took place on the phone.

Postcards

This kit component consists of a series of three postcards featuring images from each neighbourhood and associated questions. This carefully designed, nostalgic documentation method is designed to initiate more friendly, conversational, and thoughtful participant reflection than a typical survey. The postcards yield insights into what residents value in their neighbourhoods, what residents need from social connection spaces and how residents really feel about their City recreation facilities.

Front of postcard

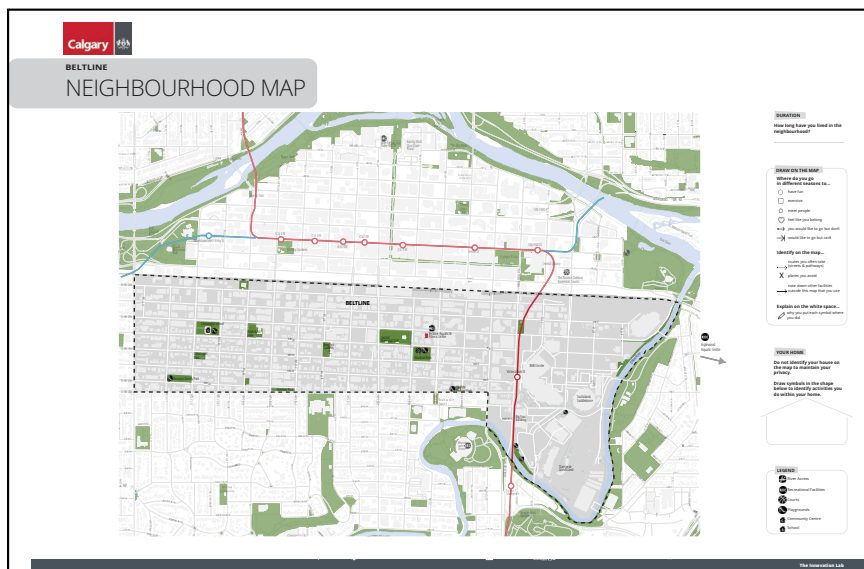


Back of postcard

The back of the postcard features a faint map of a city grid in the background. On the left, there is a text box with the prompt: "Tell us about three different things you value in your neighbourhood and why they are important to you." Below this prompt are seven horizontal lines for writing. On the right, there is a rectangular box with a scalloped border, intended for a postage stamp. To the right of the stamp box, there is a note: "PLEASE DO NOT MAIL. PUT THEM BACK IN THE KIT WHEN COMPLETED."

Neighbourhood Map

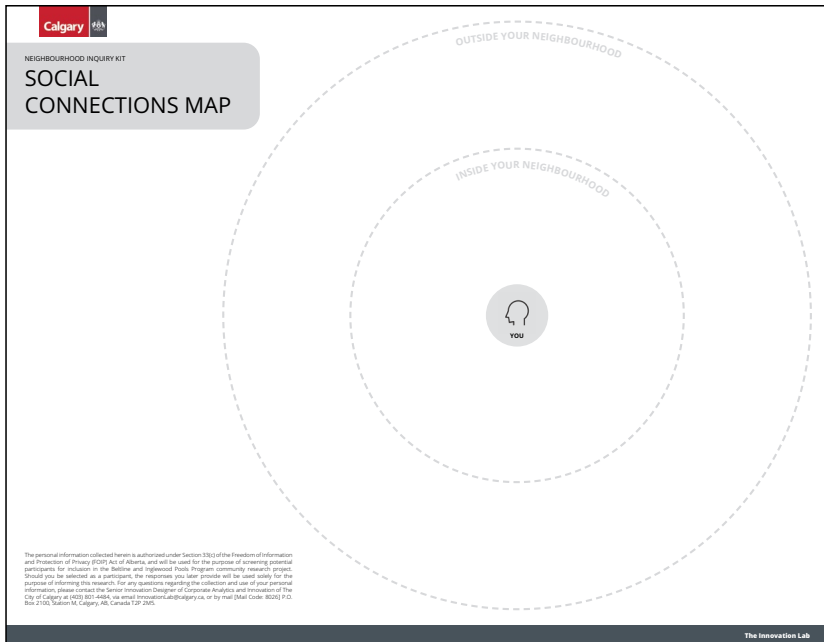
Neighbourhood mapping is a participatory technique from the field of Ethnographic research. This component consists of a high-quality, coffee-table-sized map of the participants' neighbourhood. Beside the map is a series of symbols and prompts to guide participants in sharing the ways they experience their neighbourhoods. The prompts range from practical (where do you go to exercise) to poetic (where do you feel like you belong) to gather insights about how residents use, view and feel about their community and the amenities within it. This activity yields robust data about resident perceptions of what is working well and what isn't in each neighbourhood, as well as more qualitative stories about what really matters to Calgarians as they move through and live in their city spaces.



An example of the Beltline Map. While shown at a small scale here, this map was delivered to participants in the size of 24in x 36in.

Social Connection Map

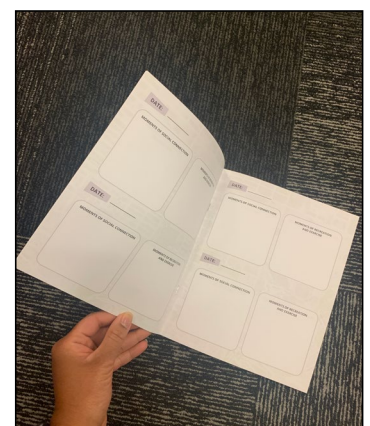
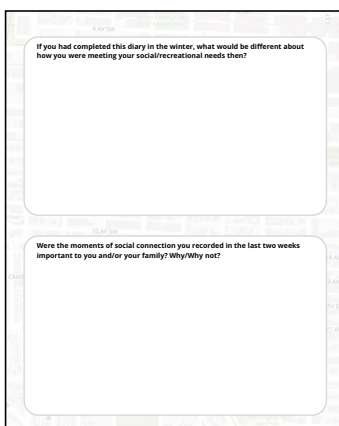
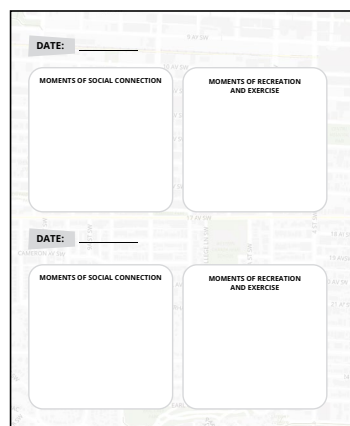
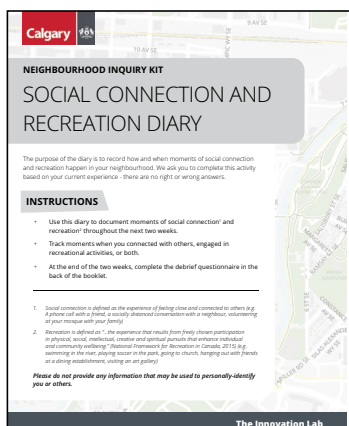
Social mapping is a widely used research tool for quickly learning about social groupings and relationships in a group of people. Studies have proven this technique to provide especially accurate data. The social map tool is a coffee-table sized blank canvas showing the participant at the center with two concentric circles around it representing their social connections within and outside their neighbourhood. Participants are instructed to sketch a mind map of their social connections. This activity yields a clear picture of the social lives and patterns of the participant group, as well as information about what they value enough to travel for versus what they prefer to do closer to home.



While shown at a small scale here, this map was delivered to participants in the size of 11in x 17in

Social Connection and Recreation Diary

A personal daily diary is a reflection tool that collects behavioural data immediately as opposed to recalling it after the fact. The diary tool in this case was a booklet in which participants could document their moments of socialization and recreation every day for a two-week period, then reflect on what was important to them in those weeks and how they may have been different during winter or pre-COVID-19. This activity yields a practical source of data that shows how residents are meeting their social and recreational needs during a pandemic and without City facilities (as they are currently closed). It will also yield qualitative insight into what is important to residents when it comes to meeting their social and recreational needs and what The City could do to help them better meet their needs.



Semi-Structured Interviews



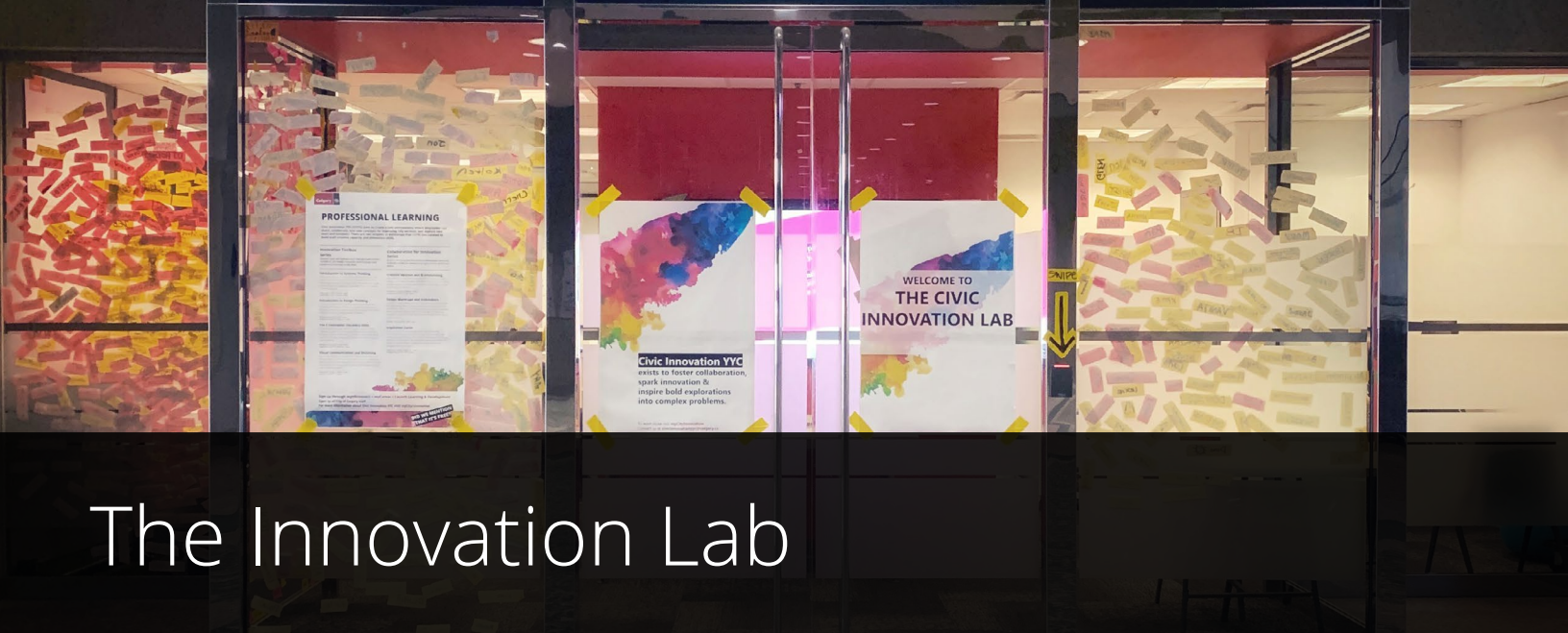
Following analysis of the Neighbourhood Inquiry Kits, The Innovation Lab, on behalf of The City, conducted semi-structured interviews with participants in one-on-one conversations via phone. These semi-structured interviews were 30 - 60 minutes long and started with a series of guiding questions. This format allows for informal conversation and empowers participants to discuss what is important to them

Why this method:

This method allows The City to reach out to participants who can provide specific expert perspectives that would be helpful for future project work, for example, what challenges a low income person might face in a particular neighbourhood, or how a heavy user of a facility might be impacted by that facility's closure. This method allows participants to share more openly, candidly, and to a greater depth than in the Neighbourhood Inquiry Kits and can help us learn more about key themes and insights that surfaced in the kits, and fill in gaps.

Interview Questions

1. What social and recreational changes have you made to your lifestyle during the COVID-19 pandemic that you plan to continue?
2. We heard that residents are spending a lot of time meeting their social and recreational needs outside, how will the winter weather affect your habits?
3. What do you use the parks and pathways in your neighbourhood for?
4. When you reflect on your social and recreational activities pre-COVID-19 and now, do you feel like your needs are being met? If there are gaps, what in or outside your neighbourhood could help fill them?
5. Tell us about your experiences with Inglewood Pool and/or Beltline Facility. What will you lose, if anything, if the pool closes?
6. How do you think your neighbours/neighbourhood feel about the Inglewood Pool/Beltline Facility? How do you know?
7. If the City could do one thing better to help you meet your social and recreational needs, what would that be? Are there social and recreational supports that The City might provide that are not a municipal facility?



The Innovation Lab

The Innovation Lab helps The City of Calgary transform their programs, processes and people with Design Thinking for effective service delivery and to build a resilient city together.

We are a public-sector lab embedded in and run by The City of Calgary to bring best practices in innovation to internal City business units. We concentrate our work in three strategic areas:



Consulting

Find the right path forward and design actionable solutions.

The Innovation Lab leads project teams through complex challenges by using innovation tools and methodologies, design research and data synthesis.



Professional Learning

Expand your toolkit with new ways of approaching your challenges.

The Innovation Lab leads professional learning opportunities to strengthen skills in collaboration, design and innovation.



Innovation Network

Connect with people across The City to break down barriers.

The Innovation Lab accelerates innovation at The City by designing opportunities to connect staff, projects and citizen groups.

For more information, connect with us!

innovationlab@calgary.ca

