



# This is my neighbourhood

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

## Project overview

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

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

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

## Engagement overview

### Step 1 – Define your community vision

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

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

The input from the first phase created three vision statements from which residents could select their favourite in an online poll. Saddle Ridge residents selected the following vision statement: **Saddle Ridge values being clean, litter-free and well-maintained with walkable streets that are safe for children, and being beautiful with trees and flowers in their neighbourhood.**

### Step 2 – Coming up with creative ideas

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





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## What we asked

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

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

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

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

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

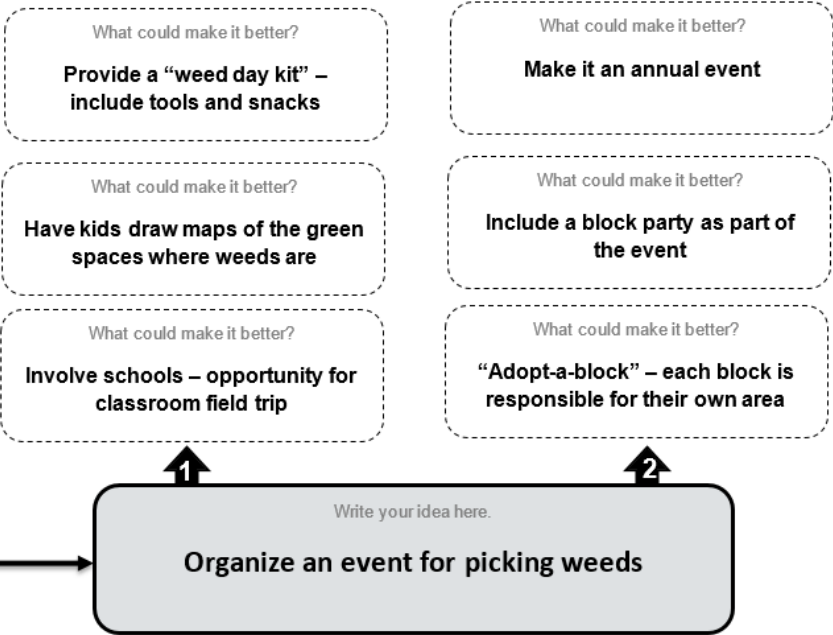
After completing Worksheet 1 participants had several ideas for achieving their vision, and were asked to select one idea to carry over for further development in Worksheet 2.



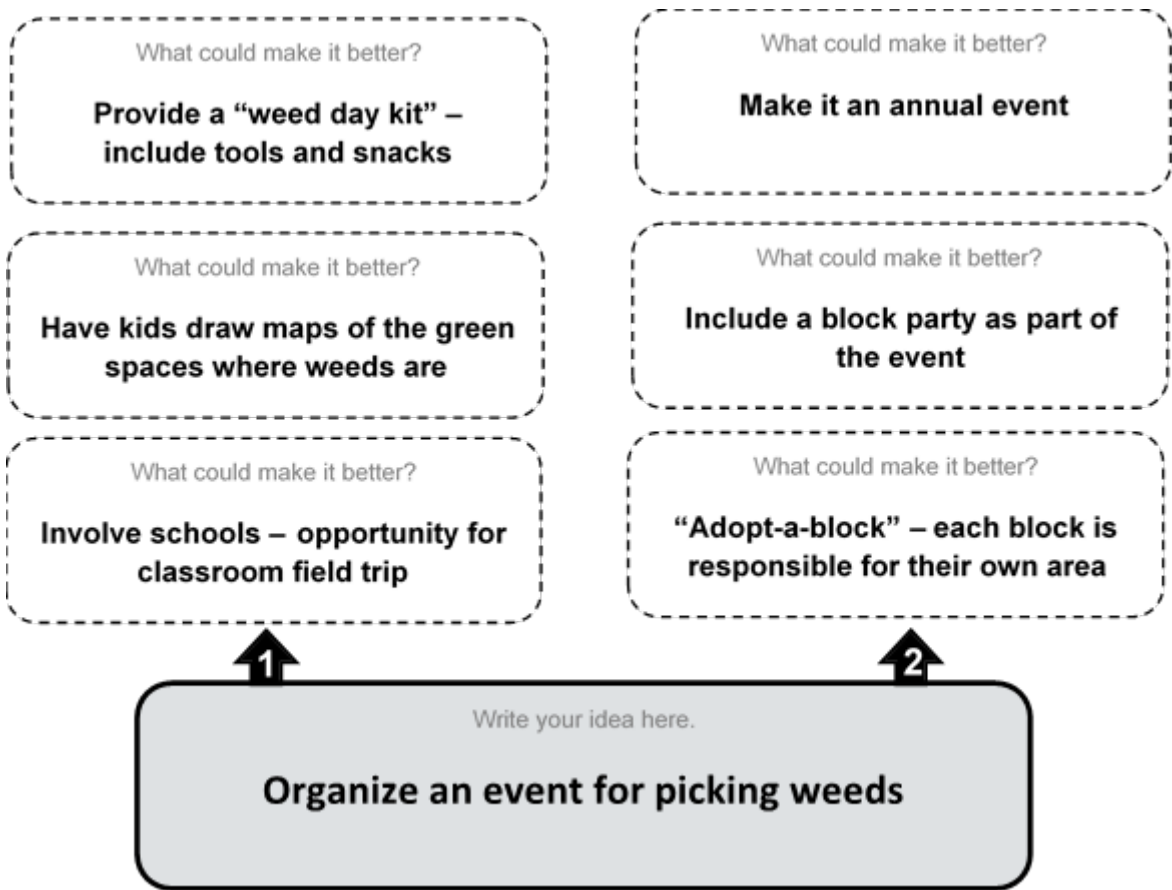
Participants at This is my neighbourhood workshop



Worksheet 1 Example



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



Worksheet 2 Example



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

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

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

## What we heard

Four sets of worksheets were completed for Saddle Ridge. The list of experiment ideas that came from Worksheet 3, grouped by vision word, is provided below. Experiments were received for the vision words *Clean*, *Safe*, *Beautiful* and *Diverse*. To view the details of the experiments on the transcribed worksheets, please see pages 7 - 18.

Vision word: Clean

- Recipe Exchange followed by Pot Luck

Vision word: Safe

- Community watch kick-off

Vision word: Beautiful

- Planting day

Vision word: Diverse

- Learn generic greeting words

## Next steps

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



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## Verbatim worksheets

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



*Participants at This is my neighbourhood workshop*



*Participants at This is my neighbourhood workshop*

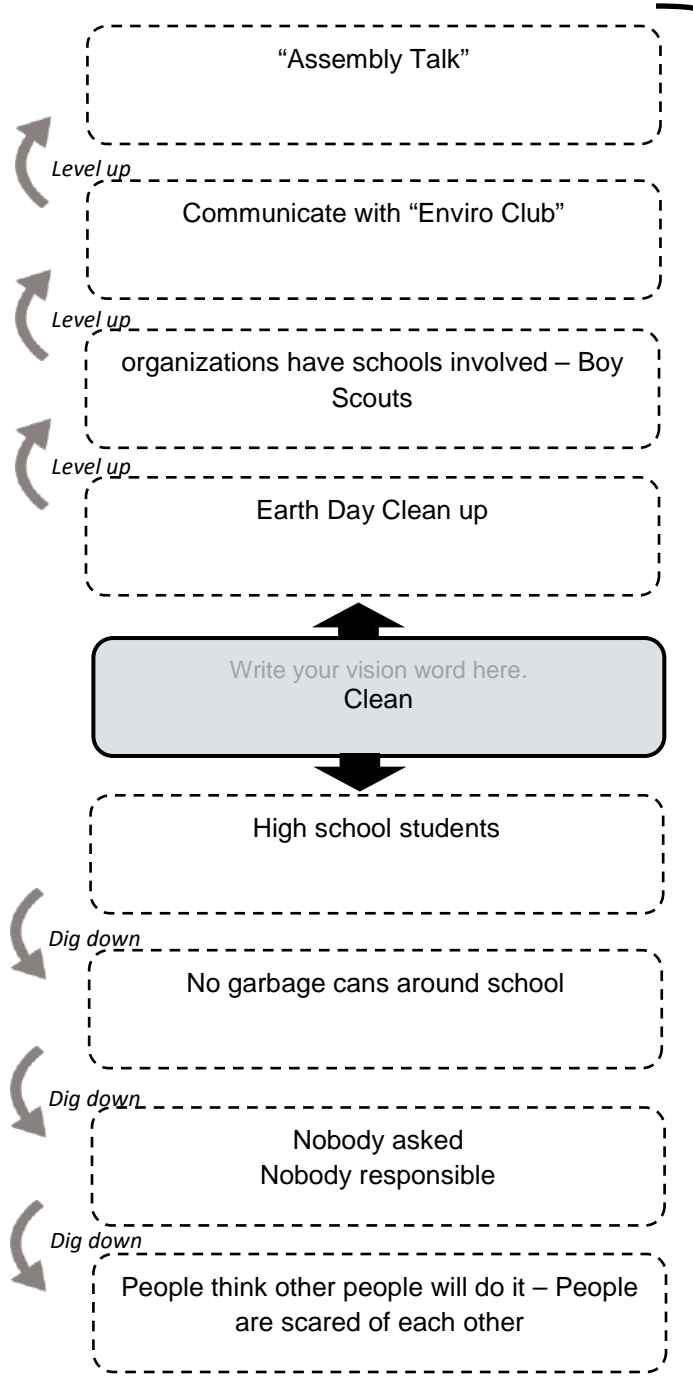


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The following worksheets were submitted for the vision word **CLEAN**.

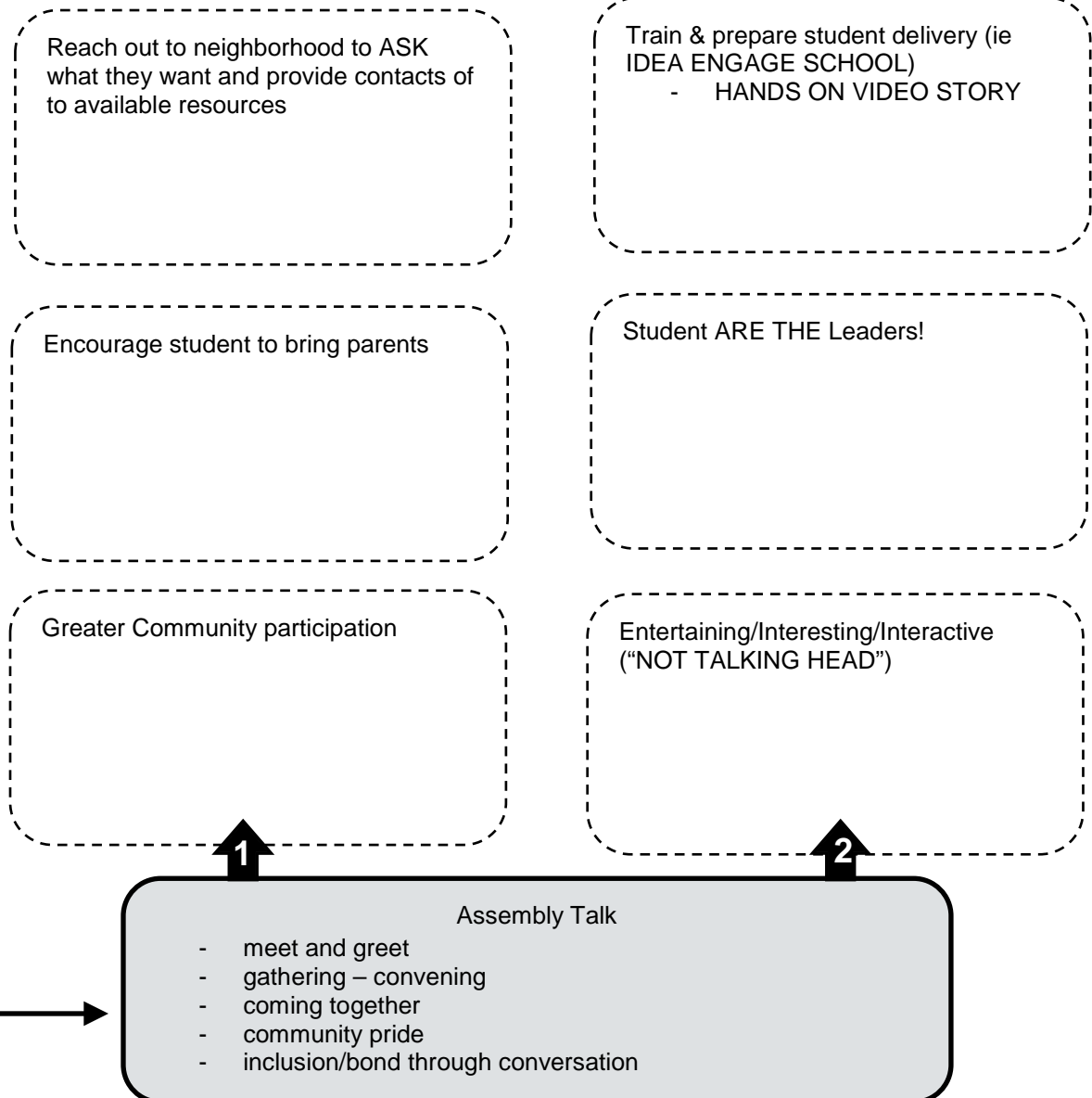
## Worksheet 1 – Come up with ideas



## This is my neighbourhood – Saddle Ridge Workshop, January 11, 2018

Worksheet #3: Clean

## Worksheet 2 – Build on your ideas





### Worksheet 3 – Experiment details

Experiment title: Recipe Exchange followed by Pot Luck

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

- Through digit comms
- School announcements
- Genesis cte Centre promptor
- Tell the story w/ photos
- Verbal
- Internet
- SPACE
- Coordinator/group from SCHOOL
- Choose one of the elementary schools Four schools K-9, K-4, 6-8

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

- Connectedness, Breaking down stereotypes
- Community pride
- Exchange/share ideas

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

- Neighbour's getting to knowing each other
- # of people attended
- # of recipe exchanges
- People coming together especially excitement of kids and parents
- Take photos

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

- Sharing about themselves, why it's their favourite recipes
- Tasting at Pot Luck – have a contest?
- Share about a clean community

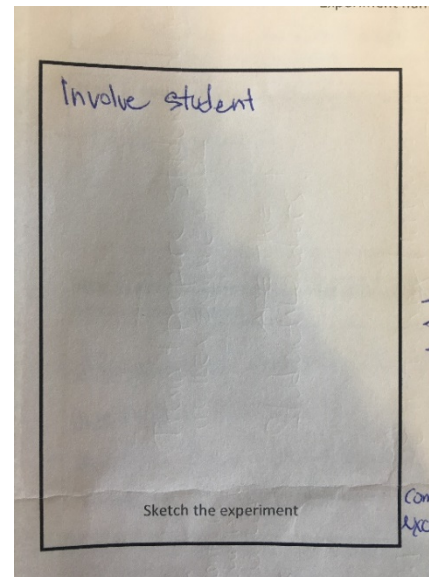
***How is your experiment observational?***

Take photos

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

- Discussion of community vision and what everyone would like to see or not to see
- Involve local business
- Making connections

***Sketch***





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

## Worksheet 1 – Come up with ideas

Having the information more transparent to residents (language barriers)

Level up

A channel that helps better the communication between the police and the residents

Level up

Neighborhood watch commity  
Put a sign in the park let people know

Level up

Better road signage and enforcement

Write your vision word here.

Safe

Poor road signage (speed)

Dig down

A lot of disruptive people engaging in bad activity (older teens, drunks)

Dig down

No information on when safety concerns have been addressed.

Dig down

More tracparency from the police, greater police presence. (Police on foot or on bike)

## This is my neighbourhood – Saddle Ridge Workshop, January 11, 2018

Worksheet #2: **Safe**

## Worksheet 2 – Build on your ideas

Share and highlight the benefits and let people know why they should care!

Public training. what would you do?  
(Police, fire accompany)

Have a recruitment campaign (Radio, door to door, pamphlets)

Bring out the fire and police service.  
(refreshments, drinks). Different locations to increase participation

Lots of participation from the residents from the entire community

Neighborhood watch kick-off event.

Write your idea here.

Neighborhood watch

### Worksheet 3 – Experiment details

Experiment title: Community watch kick-off

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

We would pick one central locations, to hold kick-off event. The community association, police, fire, refreshments, snacks, sign up. (Different languages). Tense lights (because we're doing at night. Volunteers. We need residents to participate. (Potention/possible locations: police, fire headquarters) Let people know through the radio, CA, door knocking.

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

Safe

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

- How many people sign up for community watch?
- How many residents show up
- Getting people curious
- Surveying how many people are interested in community watch.
- Chatting with the police and getting their input. (Is it helping them, is it necessary)

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

*No input provided.*

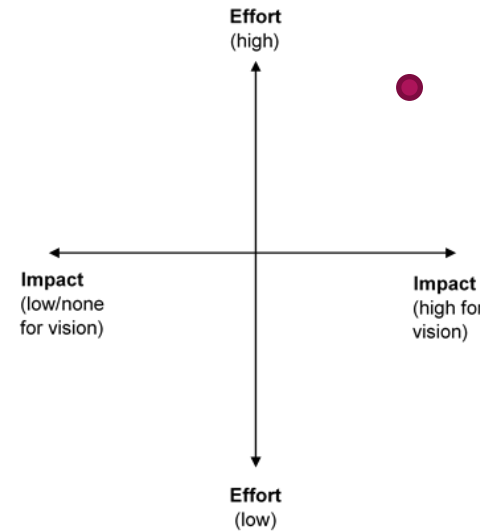
***How is your experiment observational?***

*No input provided.*

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

*No input provided.*

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



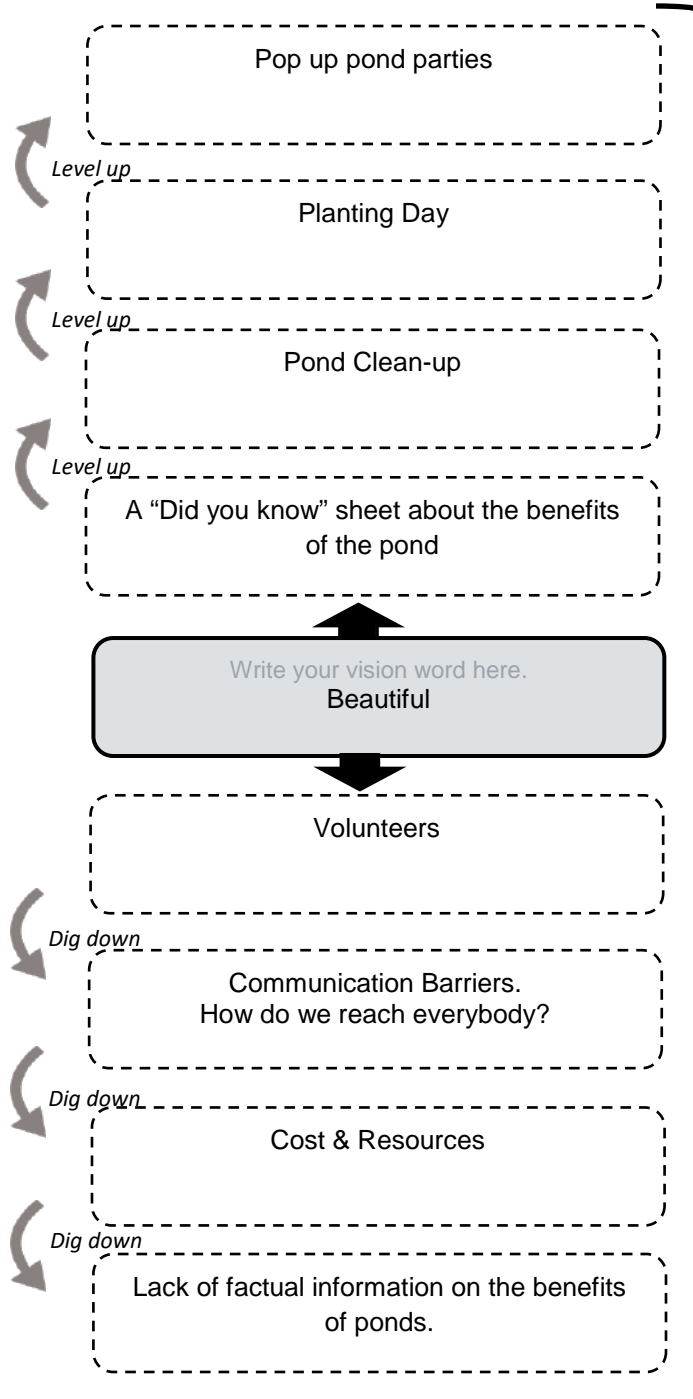


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The following worksheets were submitted for the vision word **BEAUTIFUL**.

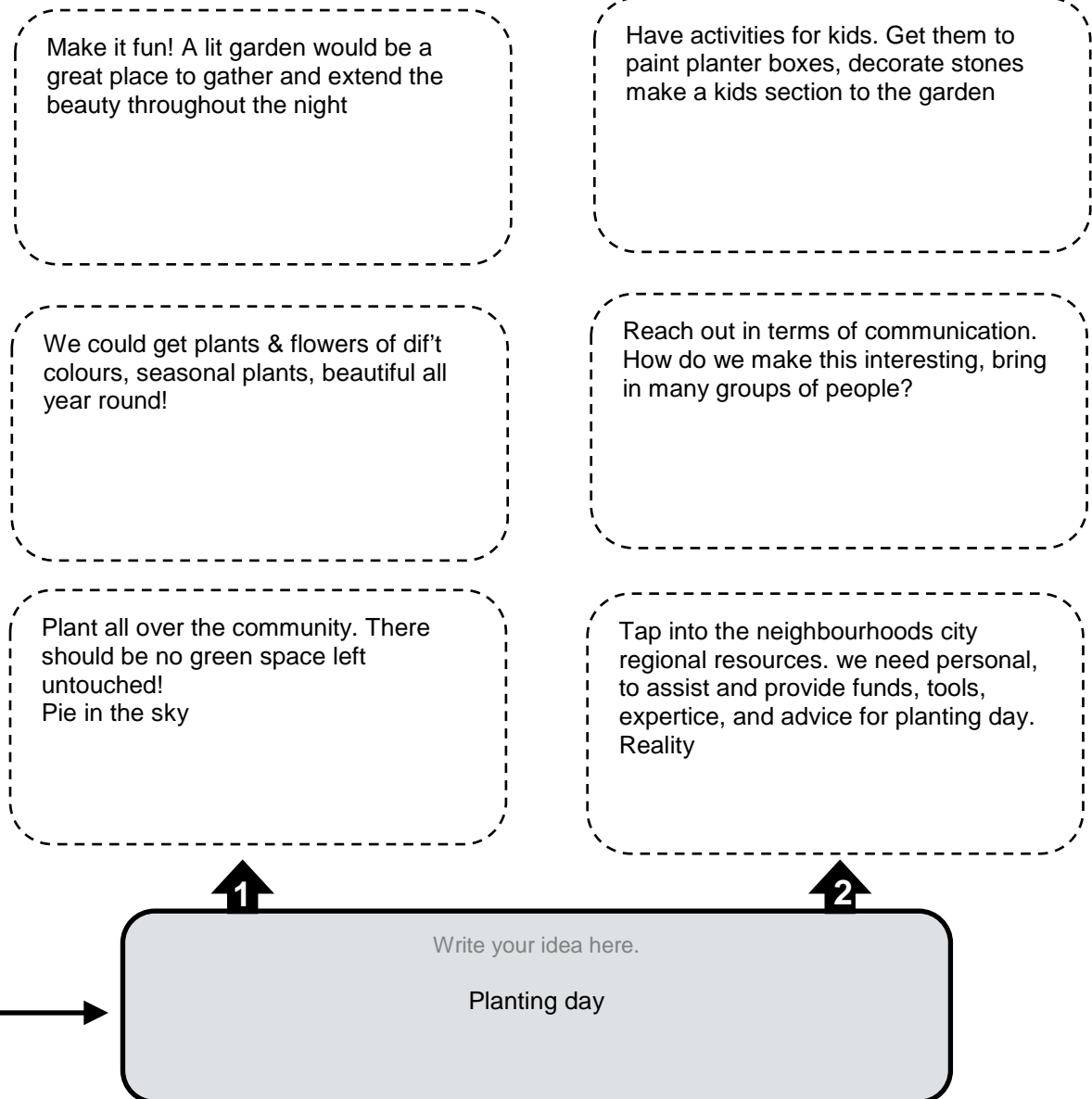
## Worksheet 1 – Come up with ideas



## This is my neighbourhood – Saddle Ridge Workshop, January 11, 2018

Worksheet #1: **Beautiful**

## Worksheet 2 – Build on your ideas



## Worksheet 3 – Experiment details

Experiment title:

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

We would need multiple days and multiple times and work in smaller green spaces. We would need plants, soil, gardening tools, experts, refreshments, snacks, activities for the kids (plant boxes, paint stones, painting supplies). We would need residents, city of calgary, city councillor. Put it on the radio! Go door to door spread the message! Posters! Pamphlets.

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

Clean, Safe, Beautiful

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

We will observe how many people participate, the end results, did it attract people from outside did it make people curious. Put out questions ask how it was. Get the viewpoints of the city of calgary, and all other personal.

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

- We are planting
- Clean up
- We're meeting new people for the first time and making connections!

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

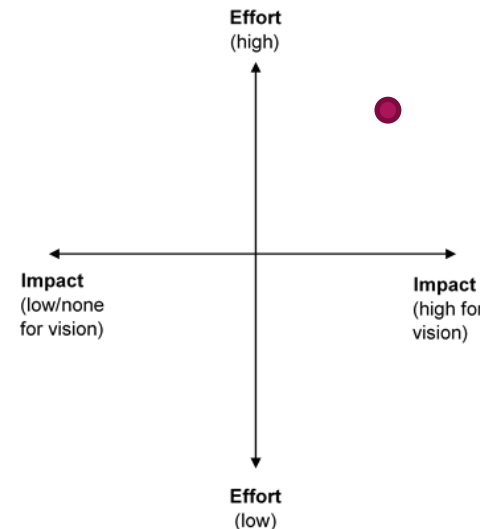
- How many people will participate
- Will the participants grow
- Sit after we're done and see how many people noticed
- Take pictures publish the results!

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

- We're working together
- Encouraging the bond between neighbors
- Create an exciting atmosphere

- Get it on the radio do a follow up and encourage people to come again!

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







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

## Worksheet 1 – Come up with ideas

Level up

Use census data

Level up

Go to Scotiabank (local) with various languages

Level up

Identify various language

Write your vision word here.  
Label various facts in various languages

Nobody taking about it / thought

Dig down

Dig down

Dig down

## This is my neighbourhood – Saddle Ridge Workshop, January 11, 2018

Worksheet #4: Diversity

## Worksheet 2 – Build on your ideas

Collect these word, bring back to location to hear exactly how to say it

Language exchange class

Word in English & another language (ie HELLO)

Specific language classes

Locate at parks/public place

English as a second language classes

1

2

Write your idea here.  
Neighbourhood language signs

### Worksheet 3 – Experiment details

Experiment title: Learn generic greeting words

- Please
- HELLO
- HAPPY NEW YEAR
- Thank you
- Sorry

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

- FOR ALL AGES. Print word, tape to bench, collect as many as as you can, everyone returns word, have contests, have someone teach or say the words
- WORDS CAN BE at bus shelter, garbage cans

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

- Open
- Curious
- Create interaction
- Belongingness
- Immersion

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

- People discovering community
- See people practicing languages with people in community
- see people simply greetings others & basic languages
- Creating/discovering a community of different nations

Observations:

- Friendliness
- Increase communications

**How is your experiment physical?**

*No input provided.*

**How is your experiment observational?**

*No input provided.*

**How is your experiment conversational?**

*No input provided.*

**Sketch**

