



This is my neighbourhood

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

Project overview

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

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

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

Engagement overview

Step 1 – Define your community vision

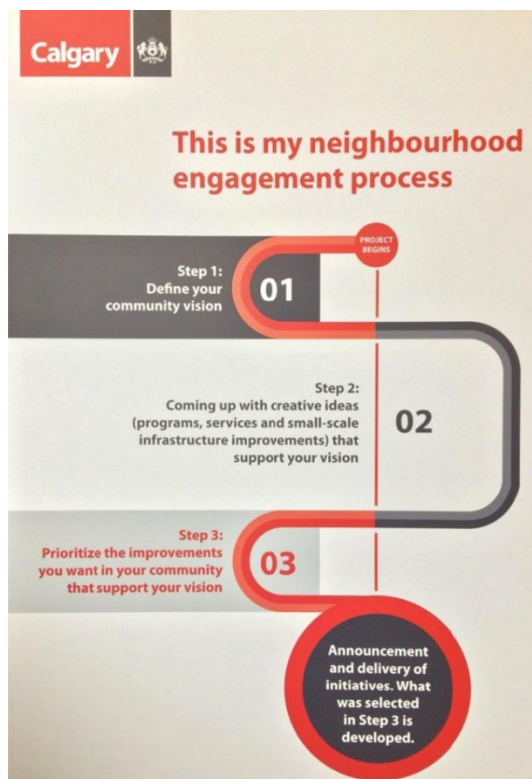
The engagement process began with each neighbourhood identifying a vision. Residents were asked to select three vision words from the list below, and explain why their selection would make their community a better place to live, work and play. Participants could also provide their own vision words.

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

The input from the first phase created three vision statements from which residents could select their favourite in an online poll. Silver Springs residents selected the following vision statement: **Silver Springs values being a safe, walkable, beautiful and family-friendly neighbourhood.**

Step 2 – Coming up with creative ideas

On January 23, 2018, 14 Silver Springs residents and City staff attended a workshop focused on brainstorming creative ideas to support the neighbourhood vision. This report covers what we heard at that workshop.





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What we asked

Participants were asked to choose one of their community's vision words – safe, walkable, beautiful or family-friendly – as the basis for coming up with ideas for small-scale improvements for Silver Springs.

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

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

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

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

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



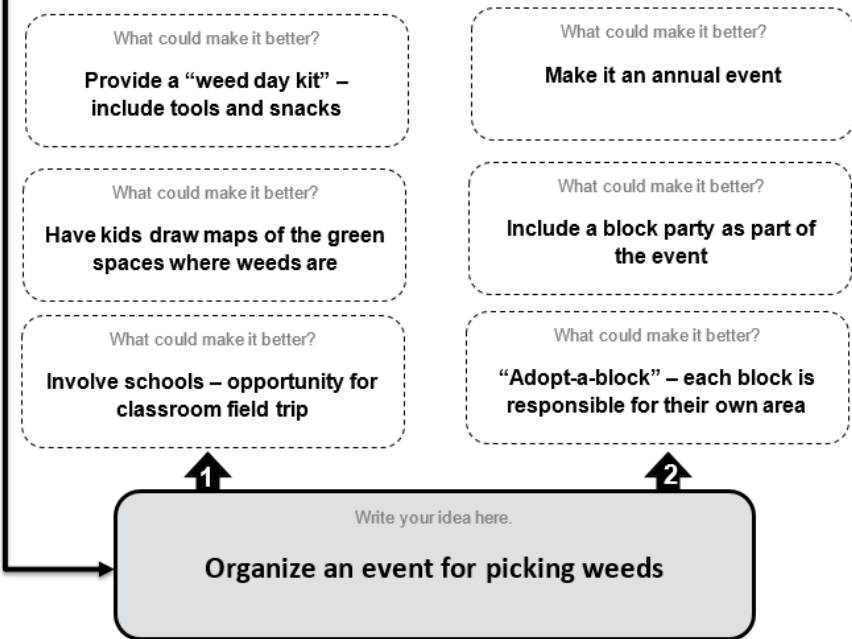
Participants at This is my neighbourhood workshop



Worksheet 1 Example

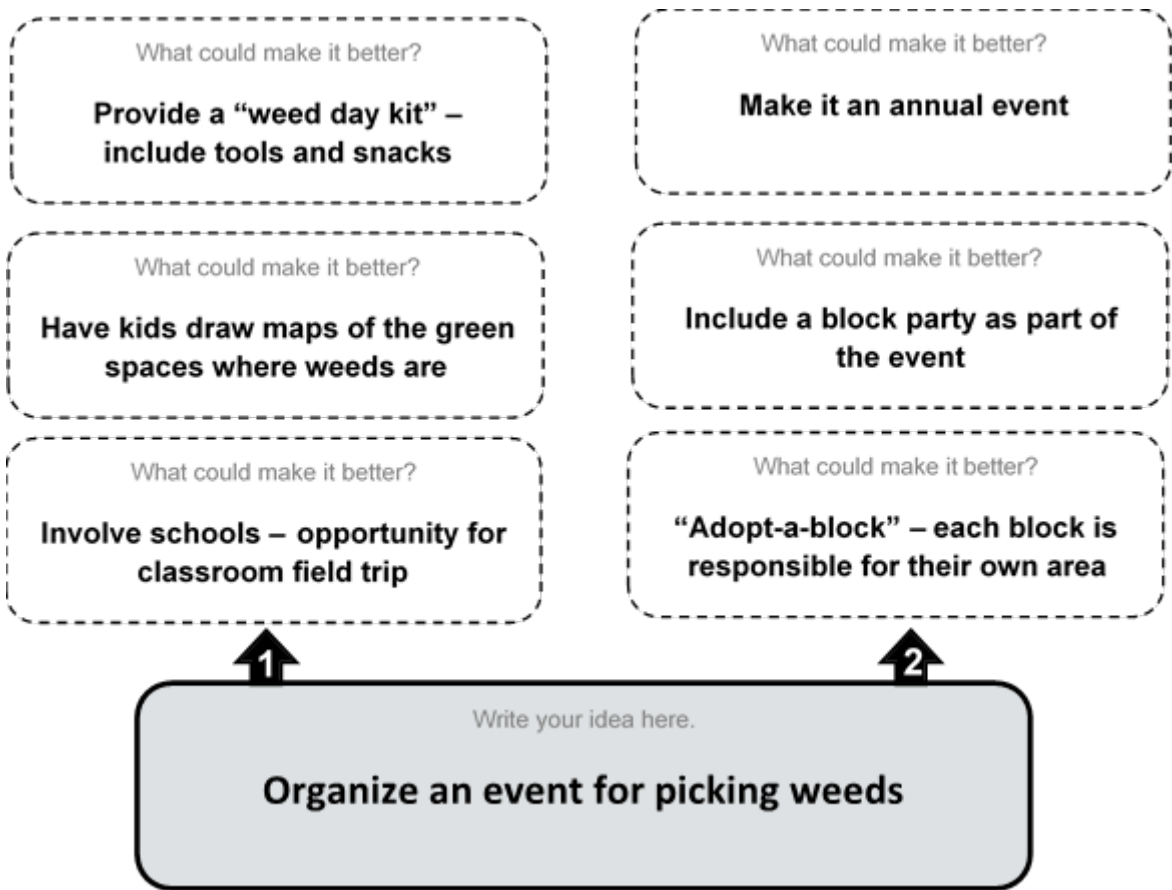


Worksheet 1 Example



Worksheet 2 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

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

Vision word: Safe

- Ped crossing's safety

Vision word: Walkable

- Jane's Walk (dry run)

Vision word: Beautiful

- Blvd beautification

Vision word: Family-friendly

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

Next steps

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

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Verbatim worksheets

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



Participants at This is my neighbourhood workshop



Participants at This is my neighbourhood workshop



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

Worksheet 1 – Come up with ideas

Level up

Give clear plastic reflective
Education of crossing street. Community
members to talk to people coming home
from bus

Level up

Roads could come out night
Sensors

Level up

Test people using crosswalk

Write your vision word here.
Safe

Lighting at crosswalk getting
off the bus

Dig down

Dig down

Dig down

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

Worksheet #1: **Safe**

Worksheet 2 – Build on your ideas

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

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

Roads to come out

Youth putting sleeves up
Talk to kids

Roads change the lighting

1 Write your idea here.
Crosswalk education

2

Worksheet 3 – Experiment details

Experiment title: Ped Crossing's Safety

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

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

Which vision words does this experiment support?

- Safe

What will you observe? How will you measure impact?

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

How is your experiment physical?

No input provided.

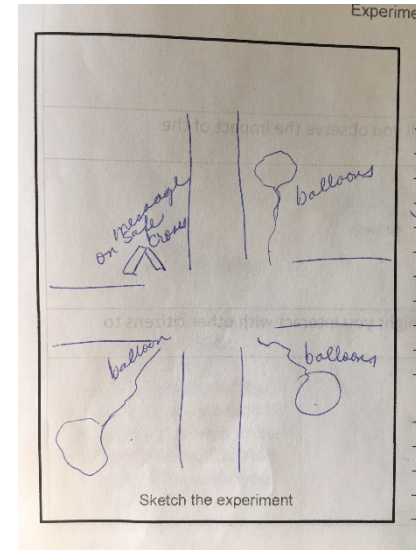
How is your experiment observational?

No input provided.

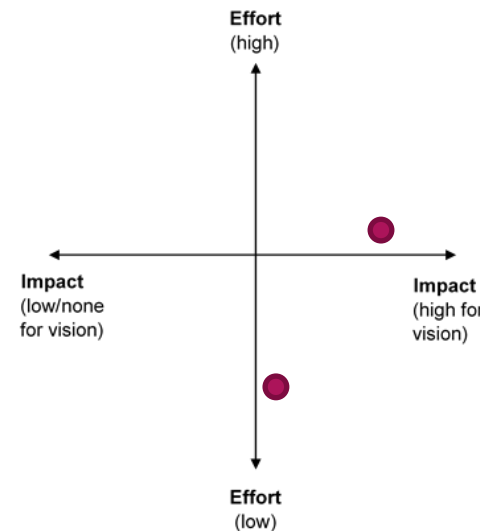
How is your experiment conversational?

No input provided.

Sketch



Where does the experiment land?



Worksheet 1 – Come up with ideas

Worksheet 1 is a vertical flowchart. At the top is a dashed box. Below it is a dashed box containing the text "Get SSCA transportation committee involved", with a curved arrow labeled "Level up" pointing to the box above. Below that is a dashed box containing "Transportation study results", with a curved arrow labeled "Level up" pointing to the box above. Below that is a dashed box containing "Quick win w/ roads!! Intersection – Silver Valley Drive & Silver Springs Road", with a curved arrow labeled "Level up" pointing to the box above. Below this is a solid grey box containing the text "Write your vision word here. Traffic Calming Curbs". Below the grey box is a dashed box, with a curved arrow labeled "Dig down" pointing to the box below. Below that is another dashed box, with a curved arrow labeled "Dig down" pointing to the box below. Below that is a third dashed box, with a curved arrow labeled "Dig down" pointing to the box below. A vertical line runs down the right side of these boxes, and an arrow points from the bottom of this line to the "Traffic Calming Curbs" box in Worksheet 2.

This is my neighbourhood – Silver Springs Workshop, January 23, 2018
Worksheet #2: **Safe**

Worksheet 2 – Build on your ideas

- Get SSCA transportation study – Identify intersections
- Contact Roads – Tony Churchill

Worksheet 2 is a grid of six dashed boxes. Below the grid is a solid grey box containing the text "Write your idea here. Traffic Calming Curbs". Above this box are two arrows pointing up, labeled "1" and "2". An arrow points from the bottom of the "Traffic Calming Curbs" box in Worksheet 1 to the top of this box.

Worksheet 3 – Experiment details

Experiment title:

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

No input provided.

Which vision words does this experiment support?

No input provided.

What will you observe? How will you measure impact?

No input provided.

How is your experiment physical?

No input provided.

How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.



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

Worksheet 1 – Come up with ideas

Expanding into walking groups
*Silver Springs Elementary use school daywalks to promote eve/weekend walks
Potential to pick up trash, weeds, dog poop

Level up

Talk about history of who schools were named for

Level up

Include 3 schools

Level up

Jane's Walks/other walking events

Write your vision word here.
Walkable

Dog droppings esp. botanical gardens

Dig down

Dogs are off-leash in on-leash areas, don't always notice when dogs defecate

Dig down

People (dog owners) lack awareness & education on their responsibilities

Dig down

No way to safely get across Silver Springs gate to off-leash park

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

Worksheet #3: Walkable

Worksheet 2 – Build on your ideas

snacks & drinks

- warm – lemonade
- cold – hot chocolate

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

getting the word out
all ages & abilities welcome

students can bring their families

using elementary "our community" curriculum to involve students

1

Write your idea here.

Jane's Walk as catalyst for walking groups
May 4,5,6 2018 – 3 elem. Schools Engl/French/Spanish

2

Worksheet 3 – Experiment details

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

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

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

Which vision words does this experiment support?

Walkable

What will you observe? How will you measure impact?

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

How is your experiment physical?

No input provided.

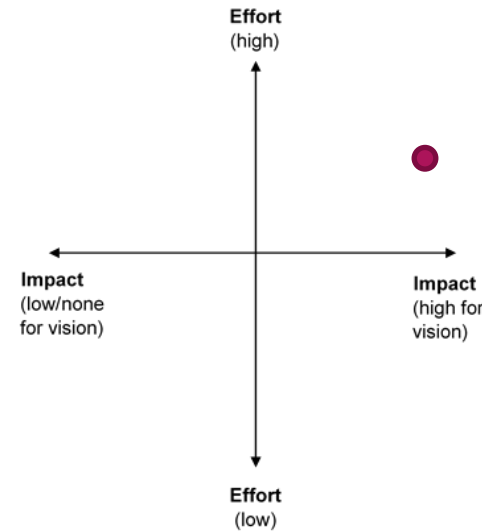
How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.

Where does the experiment land?



Worksheet 1 – Come up with ideas

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

Level up

identify problem spots on walks

Level up

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

Level up

clean up sidewalks

Write your vision word here.
Walkable Sidewalks

Dig down

Dig down

Dig down

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

Worksheet #4: Walkable

Worksheet 2 – Build on your ideas

Write your idea here.

No input provided.

Worksheet 3 – Experiment details

Experiment title:

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

No input provided.

Which vision words does this experiment support?

No input provided.

What will you observe? How will you measure impact?

No input provided.

How is your experiment physical?

No input provided.

How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.



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

Worksheet 1 – Come up with ideas

Specific Spot – Silver Springs Rd & Silver Springs Gate

Level up

Partner
Pilot w/ Parks Roads Recreation

Level up

Group with a focus

Level up

Volunteer program

Write your vision word here.
Beautiful

No Lead (individual & group)

Dig down

Not been purpose
No one is be asked

Dig down

People are busy

Dig down

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

Worksheet #5: Beautiful

Worksheet 2 – Build on your ideas

Free/city supported/approvals to community

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

Planters along blvd volunteer group to maintain

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

Replace populars/trees
New planting/remove dead

School/business/stakeholders on that block getting involved

1

Write your idea here.

2

One block pilot with volunteer group
beautification

Worksheet 3 – Experiment details

Experiment title: Blvd Beautification

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

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

Which vision words does this experiment support?

- Easy
- Doable
- Community inclusive
- Just the star

What will you observe? How will you measure impact?

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

How is your experiment physical?

No input provided.

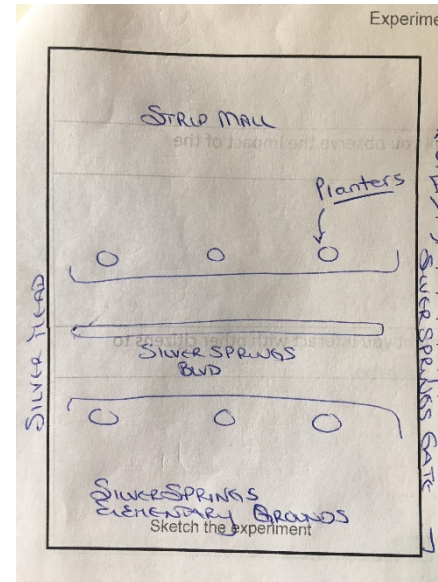
How is your experiment observational?

No input provided.

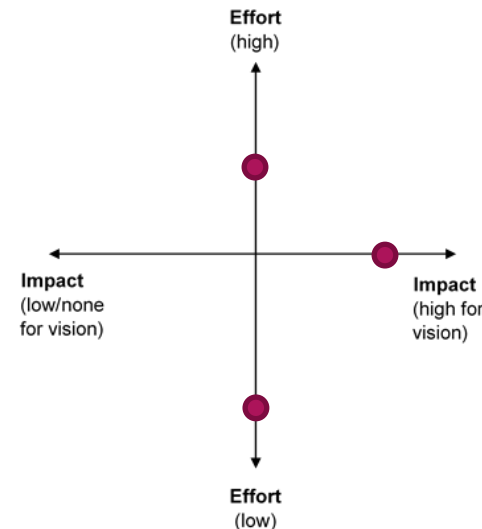
How is your experiment conversational?

No input provided.

Sketch



Where does the experiment land?



Worksheet 1 – Come up with ideas

Continuation of Boulevard Beautification

Level up

Level up

Write your vision word here.
No input provided.

Dig down

Dig down

Dig down

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

Worksheet #6: Beautiful

Worksheet 2 – Build on your ideas

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

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

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

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

Replace grass with red gravel

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

1

2

Write your idea here.

Beautification of the plaza (Thrift store, Fitness Centre)

Worksheet 3 – Experiment details

Experiment title:

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

No input provided.

Which vision words does this experiment support?

No input provided.

What will you observe? How will you measure impact?

No input provided.

How is your experiment physical?

No input provided.

How is your experiment observational?

No input provided.

How is your experiment conversational?

No input provided.



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

Worksheet 1 – Come up with ideas

Worksheet 1 is a vertical flowchart for generating ideas. It features a central vertical line with a large grey box in the middle containing the text "Write your vision word here. Family Friendly". Above this box are three dashed boxes, each preceded by a curved arrow pointing up and the text "Level up". Below the central box are four dashed boxes, each preceded by a curved arrow pointing down and the text "Dig down". A horizontal arrow points from the right side of the bottom-most dashed box to the left side of the grey box at the bottom of Worksheet 2.

This is my neighbourhood – Silver Springs Workshop, January 23, 2018
Worksheet #7: **Family-friendly**

Worksheet 2 – Build on your ideas

Worksheet 2 is a flowchart for building on ideas. It features a 2x3 grid of dashed boxes. The top row contains "More of an on-line presence" and "City promotion". The middle row contains "Community resident engagement" and "Grab families as they register @ preschool/elementary". The bottom row contains "Community Association involvement" and "Welcome wagon". Below this grid is a large grey box with the text "Write your idea here. Family Friendly" and "Create a neighborhood that 30-45 yr olds want to live in". Two arrows, labeled "1" and "2", point up to the top of this box from the left and right respectively.

Worksheet 3 – Experiment details

Experiment title: Food Truck Fun

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

No input provided.

Which vision words does this experiment support?

No input provided.

What will you observe? How will you measure impact?

No input provided.

How is your experiment physical?

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

How is your experiment observational?

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

How is your experiment conversational?

It's a social event.

Worksheet 1 – Come up with ideas

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

Level up

Level up

Encourage block parties

Level up

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

Write your vision word here.
Family-Friendly

Community layout
Larger lot size limits close proximity of families

Dig down

Speeding on the boulevard, residential streets, playground zones

Dig down

Fear of undesirable behaviour
- Drug sales
- Intoxicated bar patrons

Dig down

Lack of family friendly business'

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

Worksheet #8: Family-friendly

Worksheet 2 – Build on your ideas

Business Sponsorship
Set up a committee to spearhead

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

Block party themes, photo share, friendly competition

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

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

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

1

Write your idea here.

Encourage Block Parties

2

Worksheet 3 – Experiment details

Experiment title: Neighbourhood/Community appetite for a block party

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

No input provided.

Which vision words does this experiment support?

No input provided.

What will you observe? How will you measure impact?

No input provided.

How is your experiment physical?

Organize a public block party

How is your experiment observational?

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

How is your experiment conversational?

Organize people at the event to ask for feedback

Sketch

