



# This Is My Neighbourhood

Report Back: What We Heard  
Creative Ideation Session, September 7, 2017  
Woodbine / Woodlands

## Project overview

This Is My Neighbourhood was created to provide an opportunity for residents to partner with The City of Calgary to identify ways to help make their neighbourhood an even better place to live, work and play.

In 2016, The City of Calgary delivered more than 100 programs, services and small-scale improvement projects to a first group of 14 neighbourhoods.

In 2017, The City of Calgary is working with a new group of 14 neighbourhoods. The City worked with the neighbourhoods to first identify a neighbourhood vision. From that vision, participants, working with City staff, came up with creative ideas (programs, services and small-scale infrastructure improvements) that support their neighbourhood vision as identified in Step 1. Those programs, services and infrastructure projects will be implemented in 2018.

## Engagement overview

This report covers what we heard during the Creative Ideation Session on September 7, 2017. This is the second step in the engagement process for the This Is My Neighbourhood program. The purpose of this workshop was to develop experiments to test community initiatives, programs and improvements.

## What we asked

In this workshop, we divided participants into two tables and asked them to generate ideas about how the community could realize their vision, and to develop hunches about why those ideas are important. Then, based on those ideas, participants were asked to develop experiments to test their hunches.

Below is a summary of the hunches and experiments transcribed from each table, as well as a complete list of ideas that were generated.

## Next steps

The improvements and experiments identified at the workshop will be selected and tested in their respective communities in fall 2017.





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## Summary of input

### Blue Table

#### Hunches

<b>Selected Hunch</b>	<ul style="list-style-type: none"> <li>• People need to feel and be more connected to the community and their neighbours – safety and beauty will naturally increase once this connection takes place.</li> <li>• A multipurpose gathering space (specifically outdoor space) would help</li> </ul>
<b>Hunches</b>	<ul style="list-style-type: none"> <li>• People don't know their neighbours enough</li> <li>• Problem areas – where beautification is a problem – might be areas where people feel somewhat isolated need connection</li> <li>• Diversity increased but inclusiveness did not – may feel left out</li> <li>• People are less likely to participate if not feeling included</li> <li>• Safety is a function of familiarity with your neighbours</li> <li>• Passing acquaintance with neighbours</li> <li>• There is an opportunity to create connection point in community (garden)</li> <li>• Opportunity to utilize gardening experts in community to teach others</li> <li>• Need to create gathering spaces</li> <li>• Opportunity to utilize the park for gathering spaces – benches/gazebos</li> <li>• Potential to repurpose existing spaces as gathering spaces</li> <li>• Need a re-flavoursing of existing events to be more inclusive</li> </ul>

#### Experiments

<b>Experiment 1:</b> Pop-up event	<ul style="list-style-type: none"> <li>• Food night</li> <li>• Craft beer night</li> <li>• Halloween party</li> <li>• Date night at basketball court</li> </ul>
<b>Experiment 2:</b> Temporary park	<ul style="list-style-type: none"> <li>• Seats, hay bales</li> <li>• Planters</li> <li>• Lights</li> <li>• Picnic tables</li> <li>• Carve name into tables</li> <li>• E.g. Woodpark Boulevard</li> </ul>
<b>Experiment 3:</b> Location "testing"	<ul style="list-style-type: none"> <li>• Try different locations with same "pop-up" events and see which one gets more participation</li> <li>• Target different demographics with each event</li> <li>• Does location matter?</li> <li>• See how many and who – ages and cultures</li> </ul>



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## Grey Table

### Hunches

<b>Selected Hunch</b>	<ul style="list-style-type: none"> <li>• Need to get people together and connected.</li> </ul>
<b>Hunches</b>	<ul style="list-style-type: none"> <li>• Help families feel less isolated</li> <li>• Creates a sense of belonging</li> <li>• Get ppl to know each other</li> <li>• Creates pride in the neighbourhood</li> <li>• It's fun</li> <li>• Supports mental health</li> <li>• Physical and personal health</li> <li>• People need things to do</li> <li>• Helps reduce crime when people know each other</li> <li>• Pride that community has created something together</li> <li>• Notice new ppl in community/people that live there</li> <li>• New initiatives create more community involvement</li> <li>• Helps the community help themselves</li> <li>• Connection to ethnic diversity – less stereotypes</li> <li>• Intentional inclusiveness (large aboriginal population)</li> </ul>

### Experiments

<b>Experiment 1:</b> Display stand at Safeway asking for input	<ul style="list-style-type: none"> <li>• Mobile board that moves around community asking for ideas</li> <li>• Booth that asks for input</li> <li>• Dotmocracy</li> <li>• Sounding board             <ul style="list-style-type: none"> <li>○ Outside Safeway</li> <li>○ Gather ideas</li> </ul> </li> </ul>
<b>Experiment 2:</b> Have a fall "party"/open house	<ul style="list-style-type: none"> <li>• Invite families, and ask what activities they would want (get emails and email a Google survey)</li> <li>• Host a pumpkin carving night and get emails/feedback on what residents want</li> <li>• Some kind of pumpkin carving event gathering</li> <li>• Gather emails with potential we sent people</li> <li>• Mix families to work together</li> <li>• Gathering input on events</li> </ul>

## Other ideas

- Community scavenger/treasure hunt
- Block parties
- Community garden
- Block watch
- Ethnic food grocer/somewhere to get cultural food items
- Celebrating diversity, maybe some family nights to bring residents together i.e. pot lucks/cultural celebrations
- Hang Christmas tree lights and picnic tables around the basketball court, put it out for a week
- Calgary Parks host a nature walk thru neighbourhood
- Flower pots, benches at edge of Fish Creek Park; swing benches (3-5) test the usage
- Sound playground
- Experimental site hub for gathering
- Cultural themed food night – pop-up events
- Craft beer night in City park?
- Pop-up events at each park
  - Tell us what you want
  - Hay bales, swing, bench
- Carve pumpkins/light up pumpkin night
- Idea boards
- Scavenger hunt/community cleanup
  - Woodlands treasure hunt
- Community cleanup (walk about the community) picking up litter
- Community cleanup
- Christmas lights competition (best street)
- Volunteer group to help clean up yard/paint fences of run down yard/home
- Community passport
  - Get a stamp for each stop
- Improve lighting in areas with LED replacements
- Repair of unsafe, damaged pavement areas on sidewalks, crossing areas
- More bus stops
- Paved alleys
- Black, blue and green bins not facing onto front street (out of sight!)
- Calgary Housing Co. to update/landscape their units/beautify
- Improve walking routes to school. Embed footprints in pavement.
- Bike/cycle track connector to Fish Creek
- Identify ped. routes and improve amenities around them
- Create a “loop” for walking in the neighbourhood
  - “Safe walk”
  - “Enjoyable walk”
- Add greens to key pedestrian routes (trees, flowers, gardens, community gardens)
- Signs in Fish Creek Park pointing back to the community
- Park champions
- “Adopt a Park” use school yards
- Community “champions” for participation
- Plant exchange
- Parents adopt a park with their kids
- Greenhouse for community or garden
- Existing PATCH garden – nobody maintains/not enough man power
- Community garden/community kitchen
- Is there a way to have volunteer people/companies beautify community with flowers?
- Host a front yard party where everyone sits out in front yards/socializes
- Outdoor patio and gathering spot (no place to sit outside, have drink/coffee)
- Mom/dad classes e.g. braiding, arts and crafts, dance
- Community programs for families outside of the C.A.
- Community Assoc adds babysitting to their events
- Hold an outdoor movie night
- Temporary park/parklet
  - On-street
  - Move it around
  - Exercise equipment, seating, planters
- Chalk directions
- Rodeo day/bike rodeo = family fun
- Unique painting xwalks near destination
- Seed exchange = encourage yard beautification
- Free coffee night at community centre to ask for input
  - Maybe we need to come up with a list of ideas to choose from/comment
- Page in Woodcreek Chronicle explaining/asking for input



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- Put up a booth along Fish Creek pathway and get emails/engage families
  - Measurements: # of people who stop, # of emails
- Scavenger hunt that helps get to know
- Our Diverse Community – Community Food Fair
  - Contact members of different ethnicities
  - Invite groups
  - May use community centre, invite community
  - Advertise in newsletter, Facebook, bold signs, emails
  - Charge \$2/person
  - Record # of turnout/comments
- Buy food tickets
- (2 hours) Pop-up scavenger hunt
  - Start at Safeway and send ppl to find a spec. park where they get to plant flowers and take a flower home
  - Flower pots stay at park or move around community
- Observe:
  - Number of people
  - Age group
  - How people interact with each other
- Walking “loop” idea
  - Paint animal footprints along
  - Connect broken links
  - Add signs
- Walking “loop” idea
  - Get people together to decide the route
  - Use wearable technologies to track
- Have beautification projects (contests) “Beautify yard”
- Continue to improve crosswalks (better markings)
- Upgrade playgrounds
- Expand cleanups to alley pick ups
- Community party/awards night
- Expand the cleanup day to community park
- More attention to back lanes
- 2 cleanups per year
- Decorative bike racks at businesses
- Improve blvds on main sts, remove tree stubs
- Nicer, bigger CA signage on entrance
- Rotating temporary planters @ community entrance
  - Make it a competition
- Support a local artist to do an art installation at entrance or community centre
- Paint art and directions to key community destinations on utility boxes
- Light up neighbourhood trees (small LEDs)
- Meridians beautification, more flowers
- Neighbour tag
  - Questions or group walk
- Community spread out gym (parklets)
  - Community gauntlet/Olympics
- Neighbourhood walk
  - Walk21 grant
  - Nature walk, get a veg specialist
- Add fitness/workout park (saw them in Red Deer)
- Neighbourhood destination passports
- Fix broken pavement
- School time block watch
  - Wave to kids as they walk by
  - ID houses with unique sign designed by school(s)/kids
- Retail landlords – clean up your spaces!!
- Work with shopping centers to improve appearance