



This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 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

The engagement process began with each neighbourhood identifying a vision. Residents were asked what would make their community a better place to live, work and play. They were also asked about their priorities when it came to the vision words accessibility, active, beautiful, clean, connected, diverse, family-friendly, healthy, inclusive, safe and walkable. The input in this phase helped create a number of vision statements from which residents could vote on.

The vision for Chaparral is *Chaparral values being a safe, active, naturally beautiful, well connected and family-friendly neighbourhood.*

The next step involved community participants and City staff attending workshops to creative ideas (programs, services and small-scale infrastructure improvements) that support their neighbourhood vision.

In the third and final phase of engagement, The City proposed a number of initiatives based on the creative ideas from Step 2 and asked for feedback to help prioritize those initiatives.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

This report back covers what we heard from participants regarding proposed initiatives for the Chaparral community through an online survey. The survey was available on the [This Is My Neighbourhood Engage page](https://engage.calgary.ca/myNeighbourhood/chaparral) (<https://engage.calgary.ca/myNeighbourhood/chaparral>) from November 16 to December 15, 2017. The survey was promoted online and through the email distribution list.

We received 135 submissions for the Chaparral community initiatives.

What we asked

Chaparral residents were presented with 11 different initiatives and were asked how each initiative would impact their community. Participants were able to choose a range of answers from “a very positive impact” to “a very negative impact”. Participants were also asked for feedback on the banners and flower pots that were installed in the community as part of the Canada 150 celebrations.

What we heard

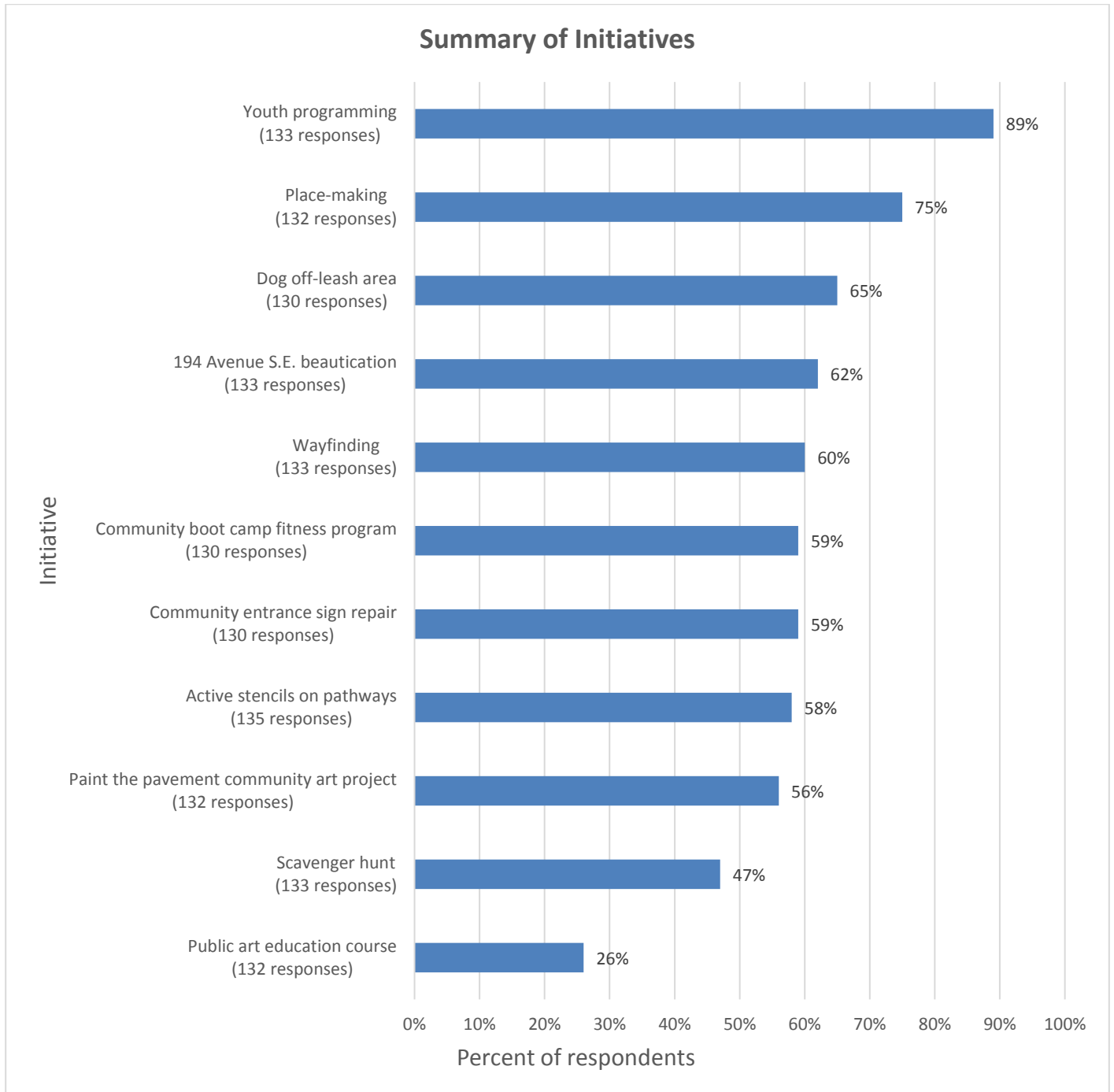
Below is a summary of how participants rated the 11 initiatives overall as having either a *very positive* or *positive* impact to their community.

While the total number of submissions was 135, the number of responses for each initiative varied as all questions were optional. The summary below is based on the percentage of respondents who selected *very positive* or *positive* for each initiative.



This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

The following describes the detailed responses for each of the 11 initiatives.

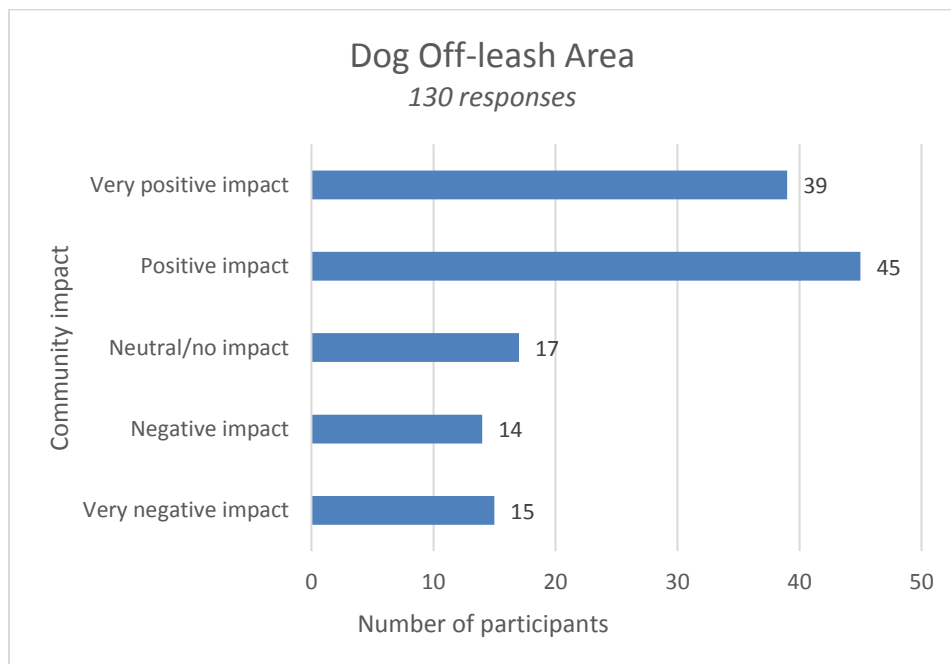
1. Dog off-leash area

To further explore a location for an off-leash area. This is a space where people can safely bring their dogs to run, walk and play freely.

Projected cost: under \$5,000

What impact do you feel this initiative would have in your neighbourhood?

84 out of 130 participants (65%) felt this initiative would have a positive or very positive impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

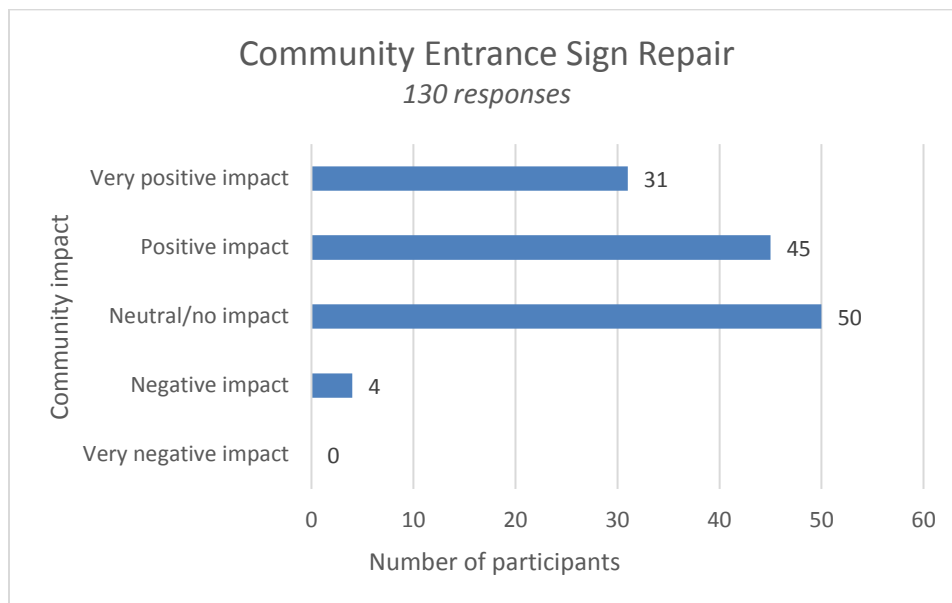
2. Community entrance sign repair

Community entrance sign repair at Stoney Trail and Chaparral Blvd to contribute to the beautification, pride and connection to the neighbourhood.

Projected cost: \$5,000 - \$20,000

What impact do you feel this initiative would have in your neighbourhood?

76 out of 130 participants (58%) felt this initiative would have a positive or very positive impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

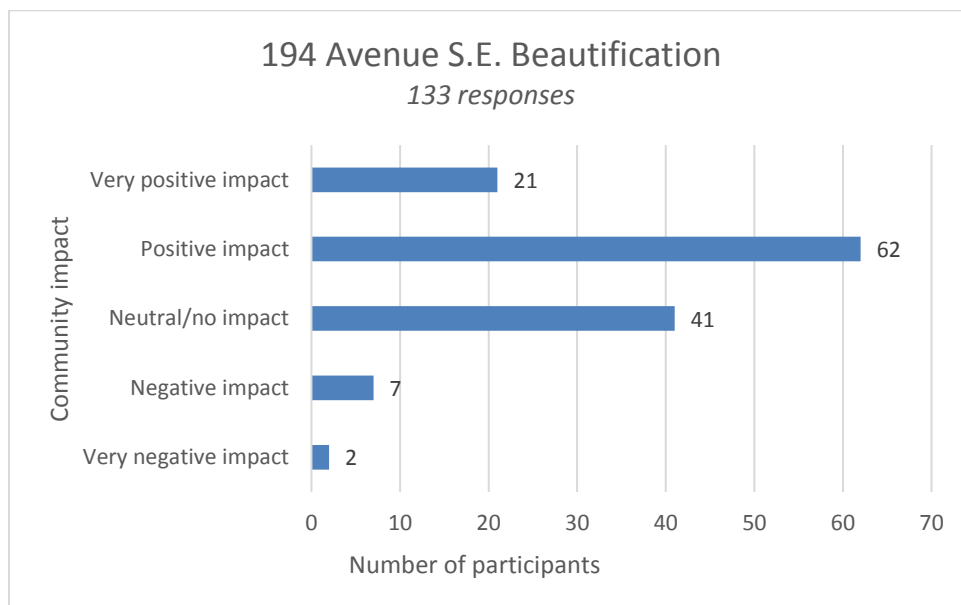
3. 194 Avenue beautification

Enhancing 194 Avenue with public art. Public art contributes to the beautification of the neighbourhood. Residents told us they enjoy public spaces more and feel a greater sense of community pride and connection when they view artwork they influenced.

Projected cost: \$5,000 - \$10,000

3a) What impact do you feel this initiative would have in your neighbourhood?

83 out of 133 participants (62%) felt this initiative would have a positive or very positive impact on the community.



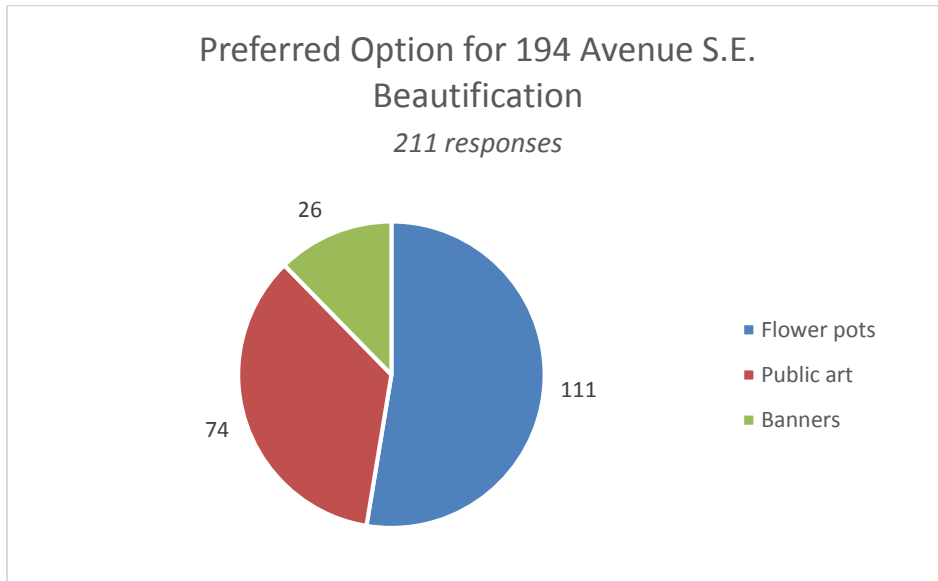


This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

3b) If this initiative were to go forward, what would be your top two preferred options for 194 Avenue beautification?

Participants were provided with three options; flower pots, public art and banners. Flower pots were identified as the preferred option with 111 out of 211 responses (53%).





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

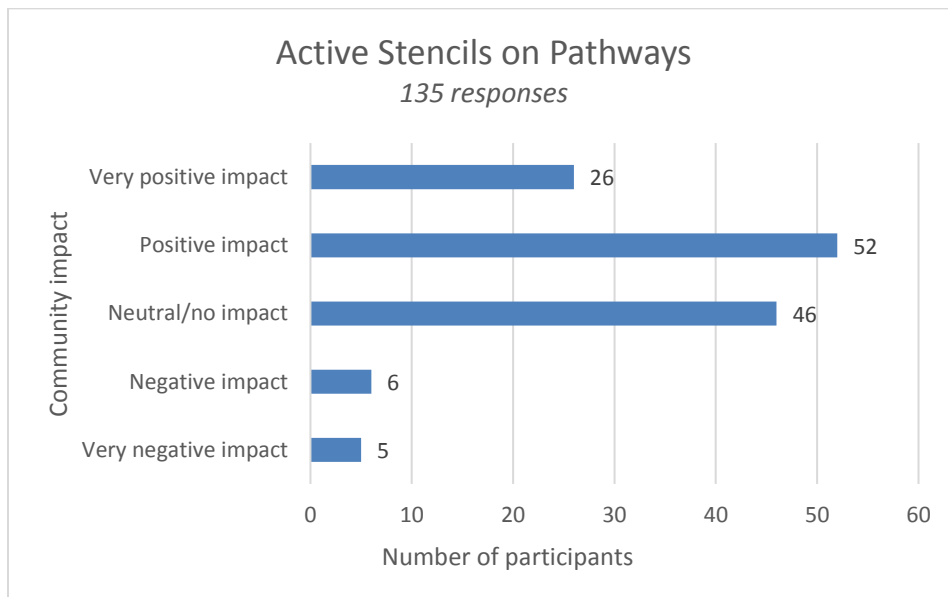
4. Active stencils on pathways

Active stencils could be fun activity additions like hopscotch, mazes or jumping games. Residents told us this would encourage walkers to interact with the stencils and make the walk more enjoyable with an element of fun or surprise.

Projected cost: \$1,000

What impact do you feel this initiative would have in your neighbourhood?

78 out of 135 participants (58%) thought this initiative would have a positive or very positive impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

5. Wayfinding

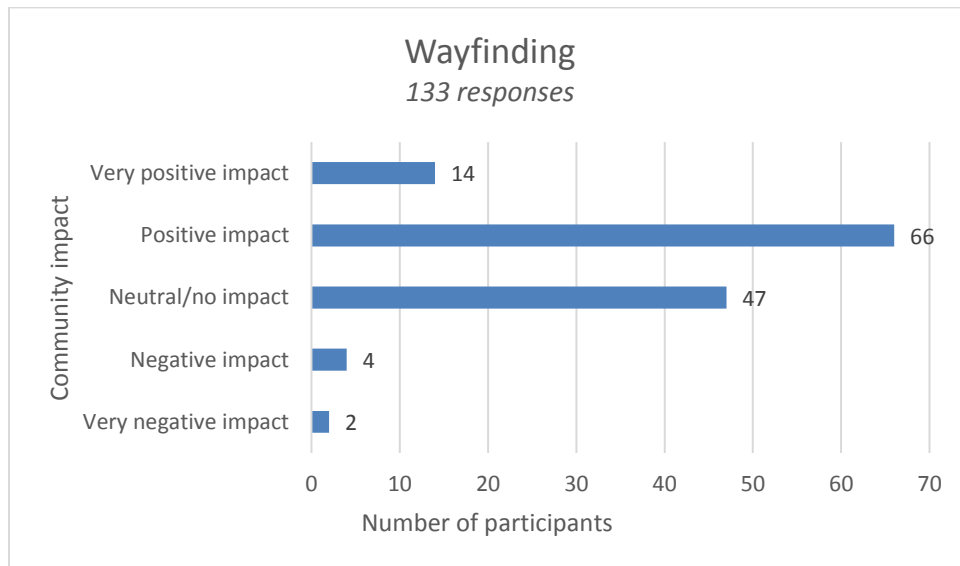
These are maps or artistic markers such as distance or walking travel times to community landmarks, directional signs, or traffic changes highlights. These would be added to various sidewalks and pathways to better connect the Ridge, Ravine and Valley and to link to pathways; specifically Chaparral Boulevard and 194 Avenue.

Pathway maps enhance community identity, increase peoples' knowledge of the neighbourhood, contribute to walkability and assist residents in exploring and discovering new areas of their neighbourhood.

Projected cost: \$5,000 - \$10,000

What impact do you feel this initiative would have in your neighbourhood?

80 out of 133 participants (60%) thought this initiative would have a positive or very positive impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

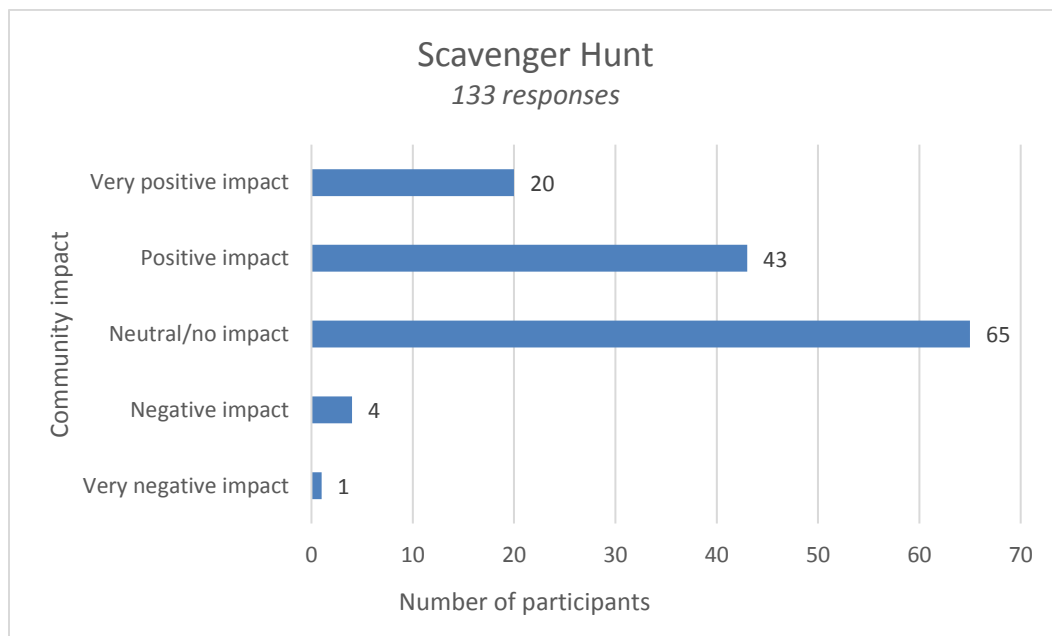
6. Scavenger hunt

An outdoor family-oriented event to encourage people to walk, explore and locate specific items/landmarks in the neighbourhood. It could serve as an unveiling of public art (see initiative idea #5) and would be an opportunity to meet neighbours in a fun way and learn about orientation and wayfinding. Could also help link the community between the Valley, Ravine, Ridge and Lake areas.

Projected cost: \$1,000 - \$3,000

What impact do you feel this initiative would have in your neighbourhood?

63 out of 133 participants (47%) thought this initiative would have a positive or very positive impact on the community. 65 participants (49%) thought this initiative would have a neutral or no impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

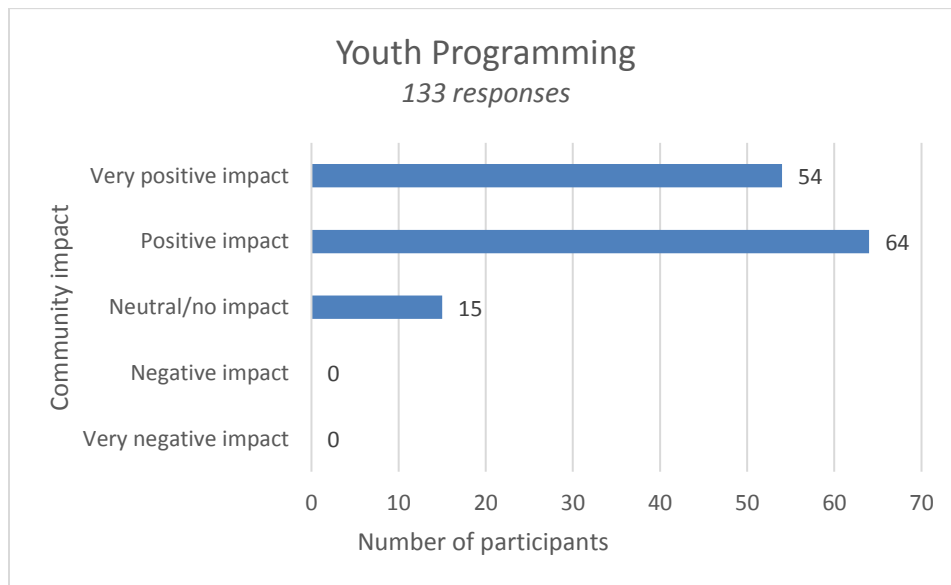
7. Youth programming

This is an opportunity for youth to develop new skills and friendships while participating in activities. This increases social resiliency and develops a sense of investment and ownership in the community.

Projected cost: \$3,000 - \$5,000

7a) What impact do you feel this initiative would have in your neighbourhood?

This was the highest rated initiative, with 118 out of 133 participants (89%) indicating youth programming would have a positive or very positive impact on the community. 231 responses were received when asked what types of programs should be made available. Outdoor fitness and basketball were the highest ranked activities.



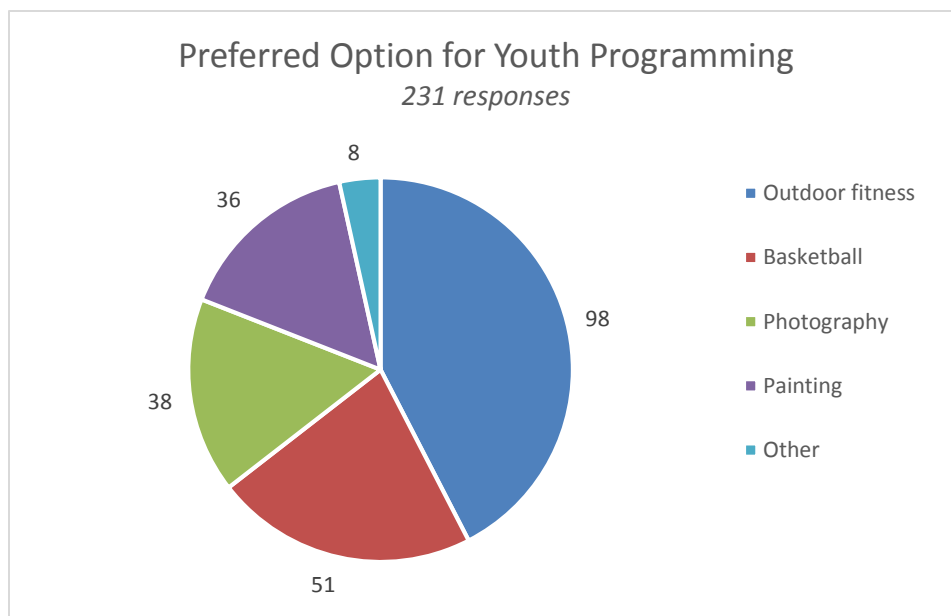


This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

7b) If this initiative were to go forward, what would be your top two preferred options for youth programs?

Participants were provided with four options; outdoor fitness, basketball, photography and painting; or they could suggest other activities. Outdoor fitness was the preferred activity with 98 out of 231 (42%) of responses. For a detailed list of other activities suggested by participants, please see page 19.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

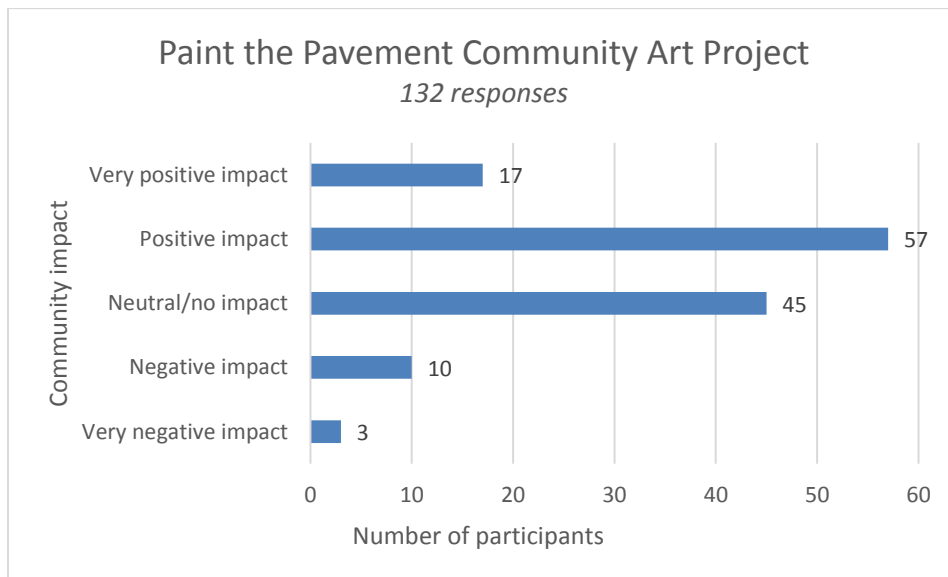
8. Paint the pavement community art project

The creation of art and place-making brings people together, promotes a sense of community, builds connections and strengthens relationships. Adding visual interest to a street reminds motorists that they have entered a vibrant and active community and encourages them to drive with appropriate attention and care.

Projected cost: \$3,000 - \$5,000

What impact do you feel this initiative would have in your neighbourhood?

74 out of 132 participants (56%) thought this initiative would have a positive or very positive impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

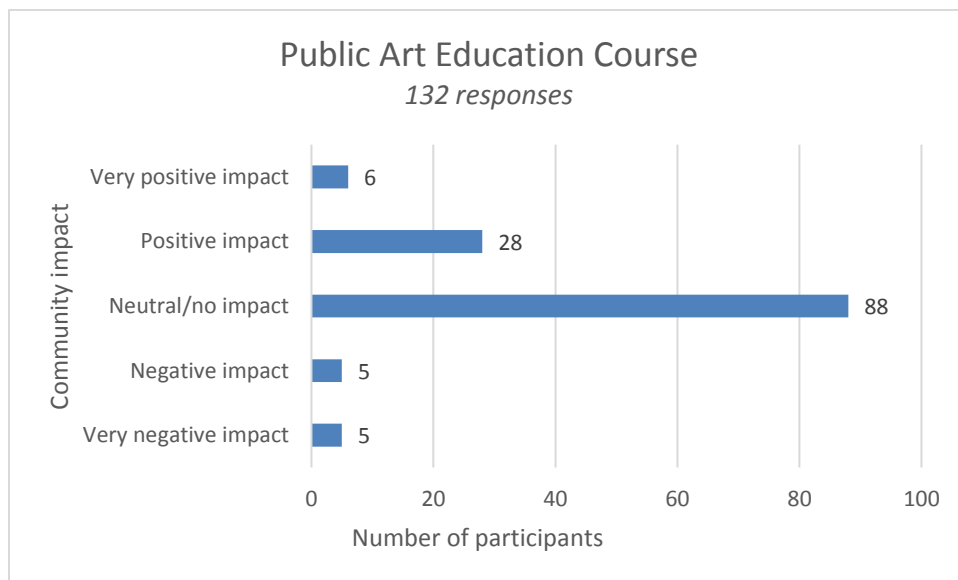
9. Public art education course

Public Art 101 is a 3-hour workshop with artists about how public art contributes to the beautification of the neighbourhood. Residents enjoy their public spaces more and feel a greater sense of community pride and connection in interesting and attractive spaces.

The Public Art 101 sessions provide ongoing support and professional development opportunities to artists who are transitioning their practice from studio work to the realm of public art. Topics are chosen based on the needs and interests expressed by artists.

What impact do you feel this initiative would have in your neighbourhood?

88 out of 132 participants (67%) felt this initiative would have a neutral or no impact on the community, while only 34 participants (26%) indicated it would have a positive or very positive impact.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

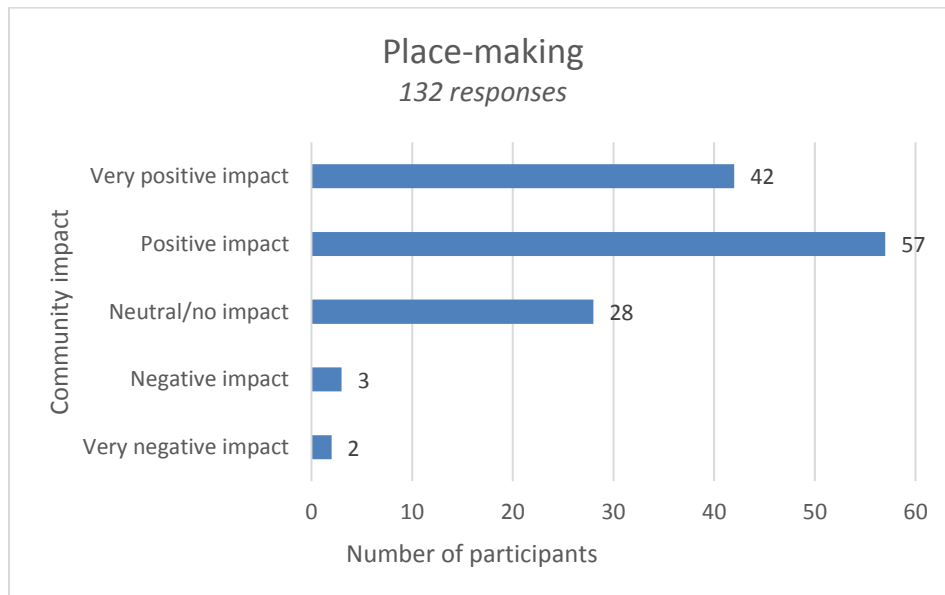
10. Place making

Create a gathering space in the Valley which may include gazebo, stage, outdoor theatre or outdoor rink. All options would be dependent on a feasibility study and timeline review.

Projected cost (varies based on particular option): \$15,000-\$20,000

What impact do you feel this initiative would have in your neighbourhood?

99 out of 132 participants (75%) felt this initiative would have a positive or very positive impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

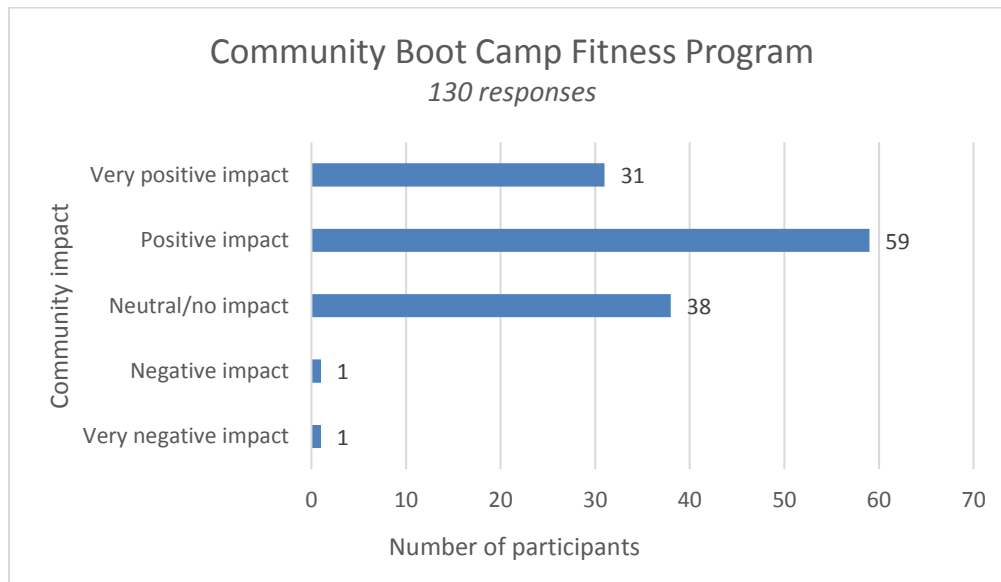
11. Community bootcamp fitness program

This free program brings people together and provides an opportunity for neighbours to connect, exercise and have fun while building upon their sense of involvement in a vibrant neighbourhood.

Projected cost: \$1,000-\$5,000

11a) What impact do you feel this initiative would have in your neighbourhood?

90 out of 130 participants (69%) felt this initiative would have a positive or very positive impact on the community.



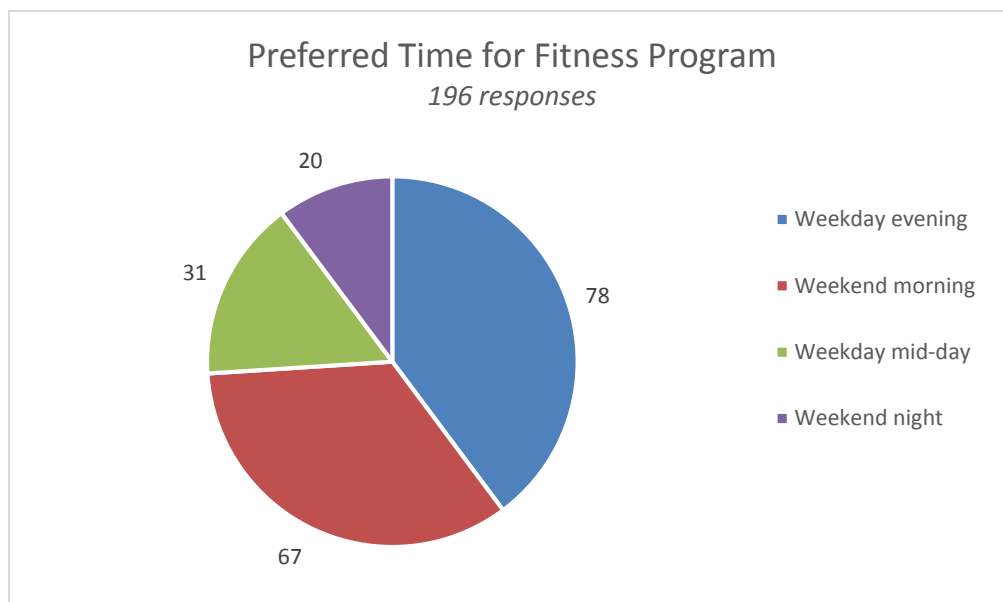


This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

11b) If this initiative were to go forward, what would be your top two preferred options for the timing of a fitness program?

Participants were provided with four options; weekday evening, weekend morning, weekday mid-day and weekend night. 78 participants (40%) indicated weekday evenings were the preferred time and 67 (34%) indicated weekend mornings were the preferred time to host the bootcamp.





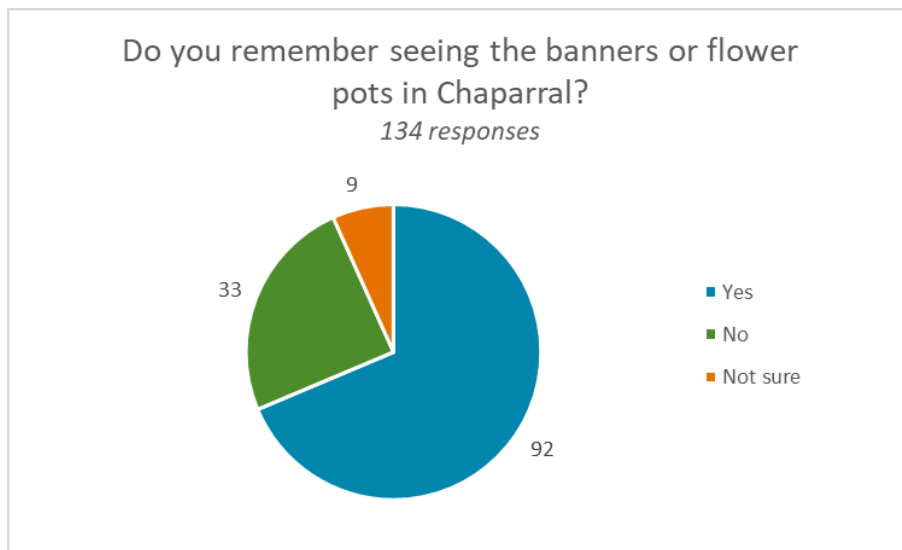
This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

12. Feedback on City banners and flower pots in the Chaparral community

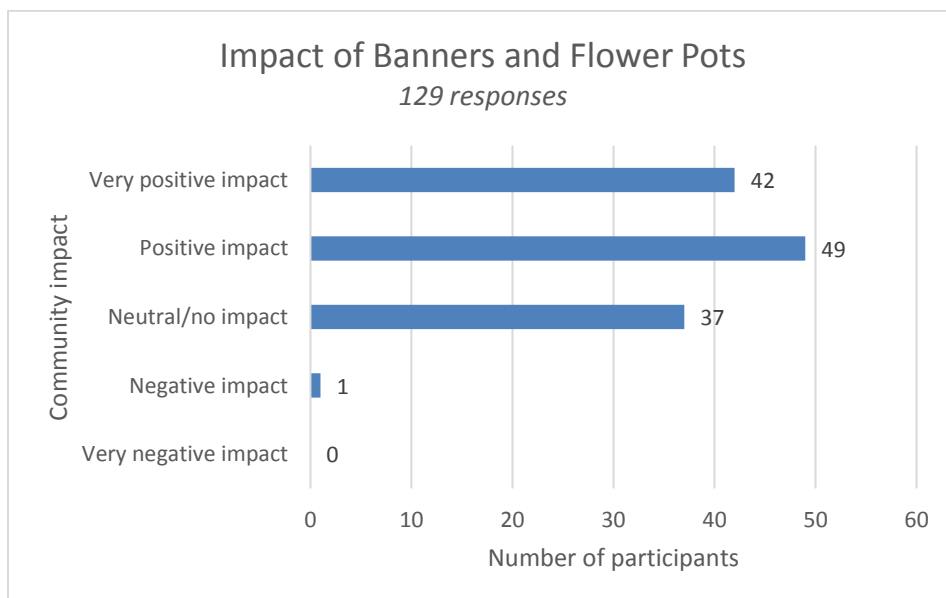
12a) This year The City put up some banners and flower pots in your neighbourhood to help celebrate Canada 150. Do you remember seeing the banners or flower pots in Chaparral?

92 out of 134 participants (69%) remembered seeing the flower pots and banners in the community.



12b) How do you feel the banners and flower pots impacted your neighbourhood?

91 participants out of 129 felt it had a somewhat positive or very positive impact on the community.





This Is My Neighbourhood - Chaparral

Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

Next steps

The initiatives and survey results will be reviewed and some initiatives will be selected to move forward for implementation. Initiatives will be announced in early 2018 at calgary.ca/myneighbourhood. It is anticipated the chosen initiatives will be implemented in 2018.

Verbatim comments

The following are the verbatim responses provided for Question 7b) in the survey. The responses are provided without any edits to spelling, grammar or punctuation. If an inappropriate word was provided; 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].

7. Youth programming

7b) If this initiative were to go forward, what would be your top two preferred options for youth programs?

<i>Program</i>	Outdoor Fitness	Basketball	Photography	Painting	Other
<i>Number of responses</i>	98	51	38	36	8

Respondents were provided an opportunity to provide further detail for responses in the “Other category. Below are verbatim responses.

- Biking
- Softball field
- Obstacle course or parkour... more exciting than basketball
- Official mountain bike trail (there are lots of unofficial ones that kids have built in the valley), and a official toboggan hill
- Variety, boys and girls club
- paved park area for winter and summer sports. Hockey, Basketball etc.
- A variety of activities planned to engage many youth with different interests
- Scooter competition