



This Is My Neighbourhood Spruce Cliff

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 Spruce Cliff is *Spruce Cliff values being a safe, beautiful, active and accessible 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 Spruce Cliff

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 Spruce Cliff community through an online survey. The survey was available on the [This Is My Neighbourhood Engage page](https://engage.calgary.ca/myNeighbourhood/sprucecliff) (<https://engage.calgary.ca/myNeighbourhood/sprucecliff>) from November 16 to December 15, 2017. The survey was promoted online and through the email distribution list.

We received 63 submissions for the Spruce Cliff community initiatives.

What we asked

Spruce Cliff residents were presented with 11 different initiatives and 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.



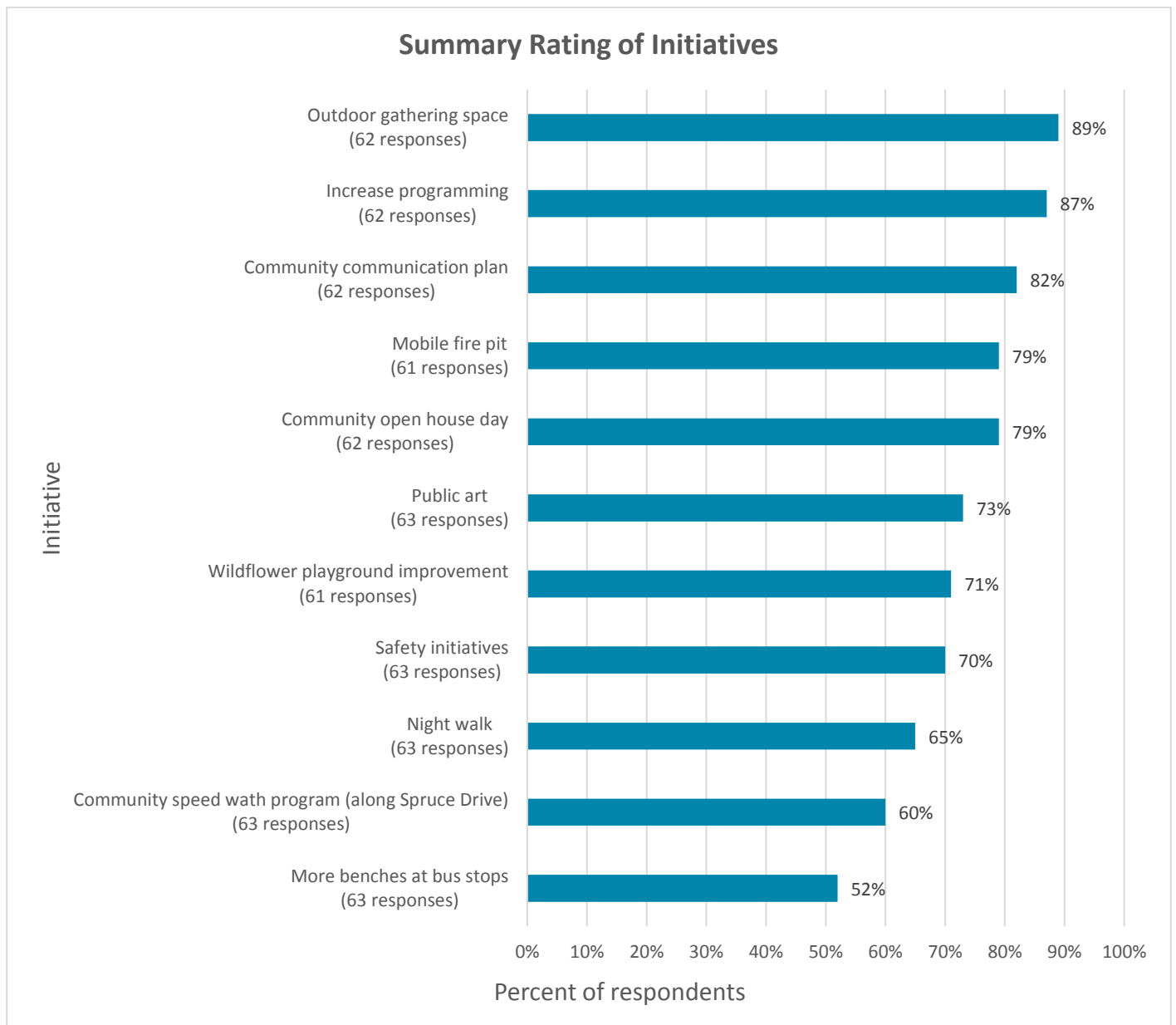
This Is My Neighbourhood Spruce Cliff

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

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 63, 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 Spruce Cliff

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.

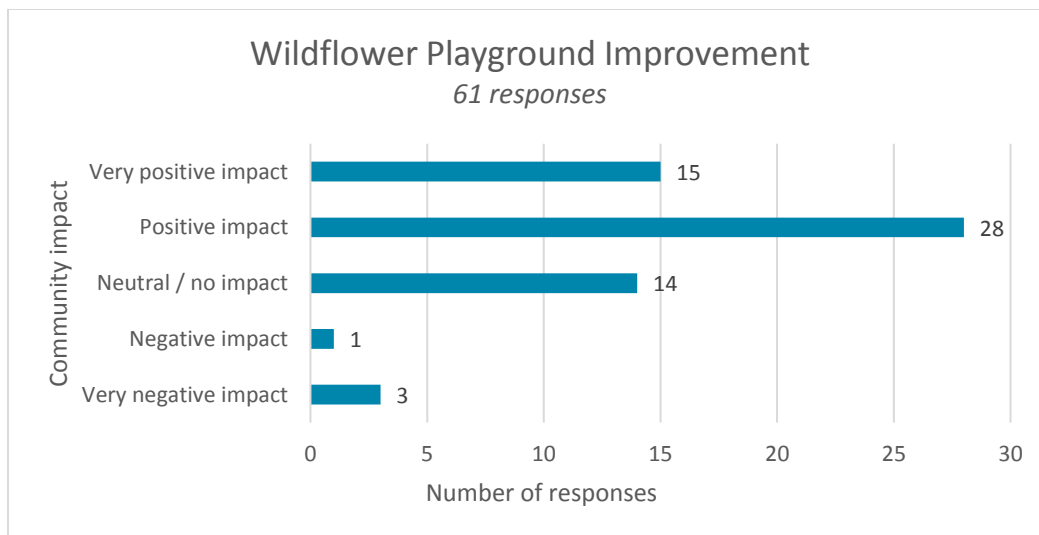
1. Wildflower Playground improvement

Providing accessible recreational equipment and opportunities to all residents contributes to an active, playful community. This project is dependent on a feasibility study and timelines.

Projected cost: \$1,000-\$2,000

1a) What impact do you feel this initiative would have in your neighbourhood?

43 out of 61 participants (71%) felt this initiative would have a *very positive* or *positive* impact on the community.



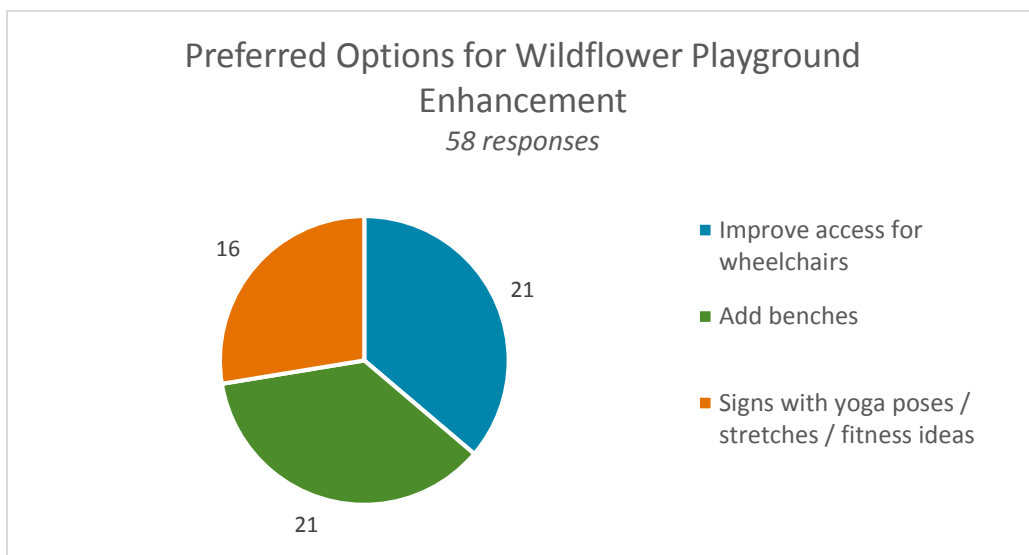


This Is My Neighbourhood Spruce Cliff

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

1b) If this initiative were to go forward, what would be your top preferred option for Wildflower Playground enhancements?

Participants were provided three options for enhancements; improve access for wheelchairs, add benches and signs with yoga poses / stretches / fitness ideas. Improved access for wheelchairs and additional benches were identified as preferred options with both options receiving 21 out of 58 responses (36%).





This Is My Neighbourhood Spruce Cliff

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

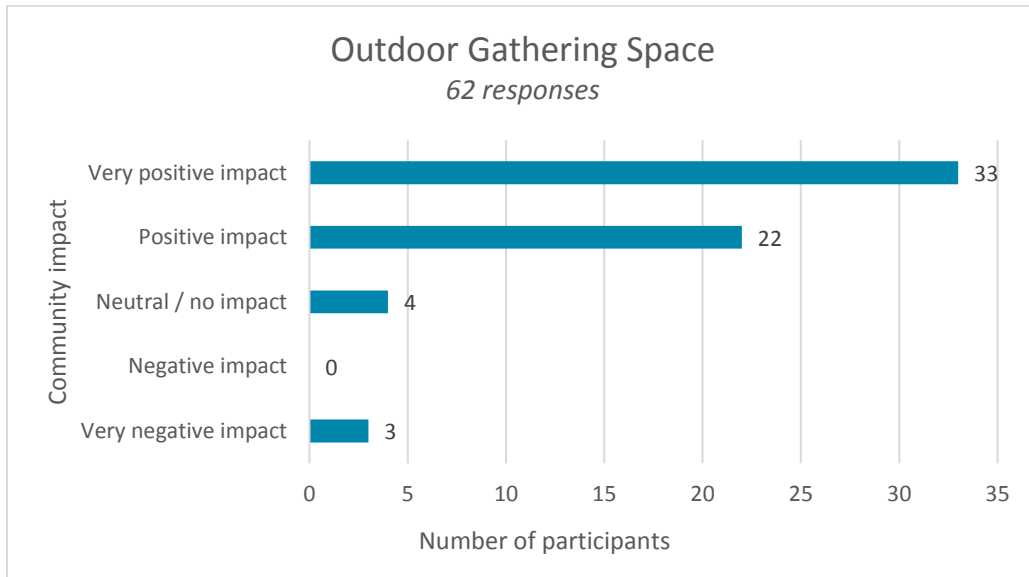
2. Outdoor gathering space

Well planned gathering spaces encourage people to come together and enjoy community life, while deepening connections and friendships. These relationships contribute to a friendly neighbourhood. Project is dependent on feasibility study and timelines.

Projected cost: \$1,000-\$2,000

2a) What impact do you feel this initiative would have in your neighbourhood?

This was the highest rated initiative with 55 out of 62 participants (89%) identifying the initiative would have a *very positive* or *positive* impact on the community.



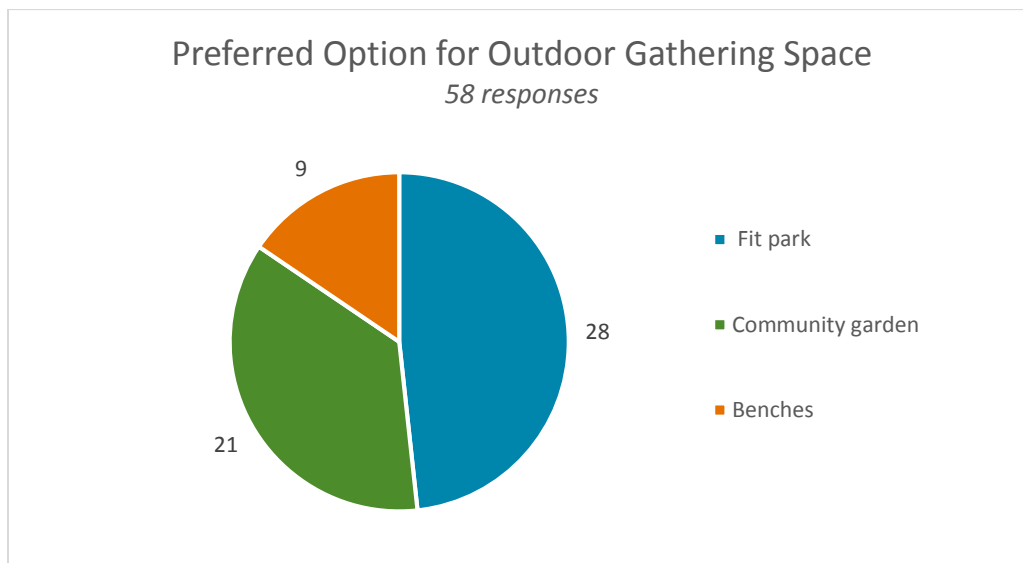


This Is My Neighbourhood Spruce Cliff

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

2b) If this initiative were to go forward, what would be your top preferred option for outdoor gathering space?

Participants were provided with three options; a fit park, community garden and benches. A fit park was identified as the preferred option for an outdoor gathering space with 28 out of 58 responses (48%).





This Is My Neighbourhood Spruce Cliff

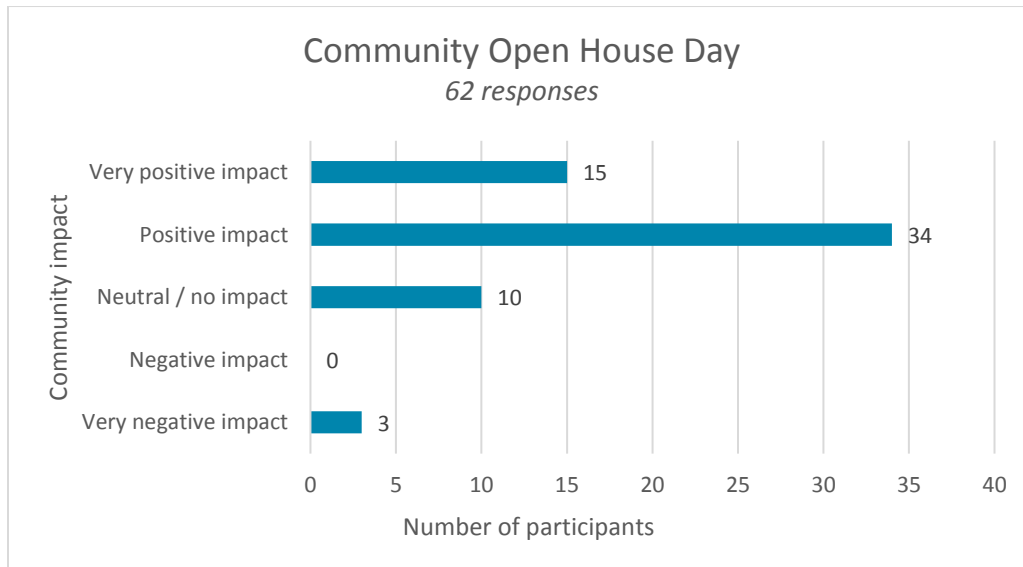
Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

3. Community open house day

A Community Open House Day in the neighbourhood offers opportunities for residents to connect with their neighbours and to learn about various programs and services, Fair Entry and other initiatives and events in the community.

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

49 out of 62 participants (79%) felt this initiative would have a *very positive* or *positive* impact on the community.





This Is My Neighbourhood Spruce Cliff

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

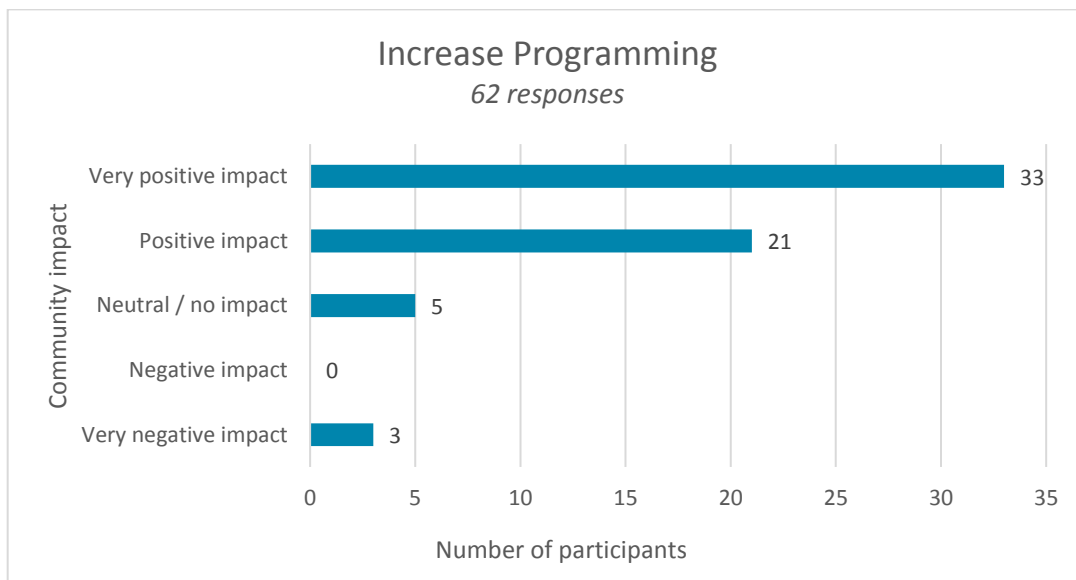
4. Increase programming

Programming opportunities bring people together and provide an opportunity for neighbours to connect, be active and have fun while building upon their sense of involvement in a vibrant neighbourhood.

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

4a) What impact do you feel this initiative would have in your neighbourhood?

This was the second highest rated initiative, with 54 out of 62 participants (87%) indicating it would have a *very positive* or *positive* impact.



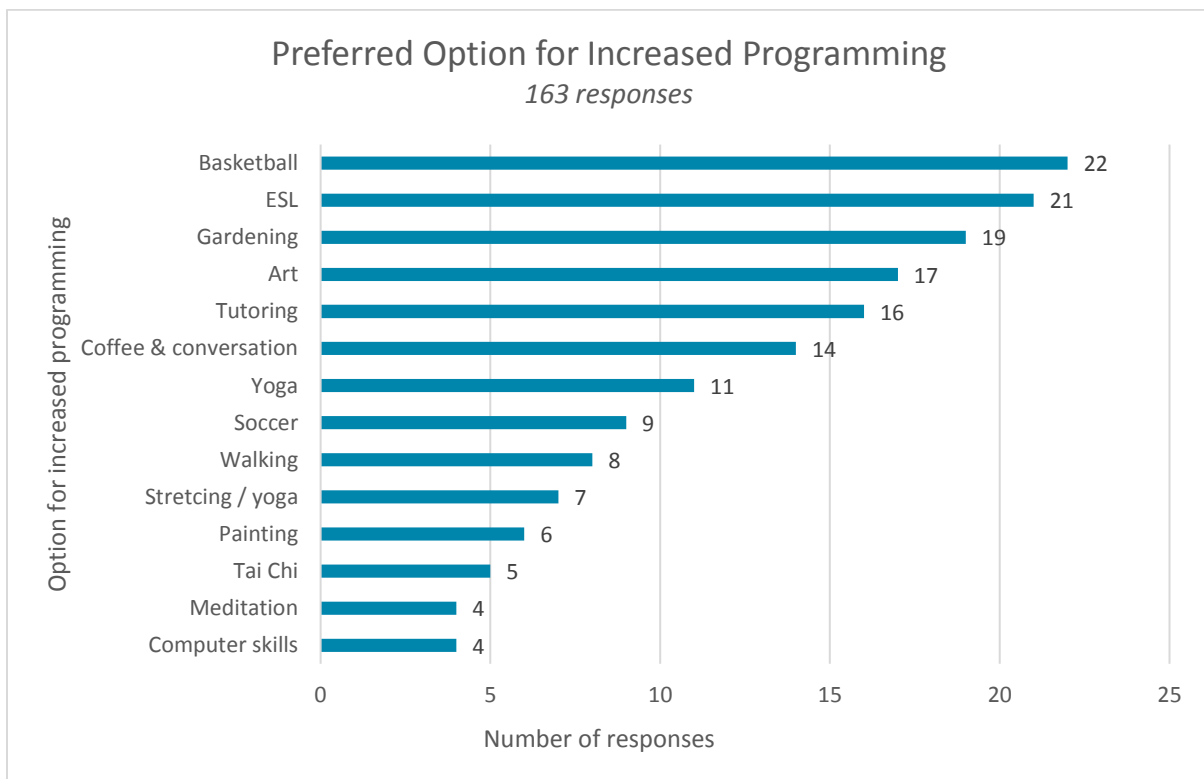


This Is My Neighbourhood Spruce Cliff

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

4b) If this initiative were to go forward, what would be your top three preferred options for increased programming?

Participants were provided with 14 options for programming from which to choose. Participants could choose multiple options so there were 163 responses. Basketball (22 responses) and ESL (English as a second language) (21 responses) were identified as the top two preferred options for increased programming.





This Is My Neighbourhood Spruce Cliff

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

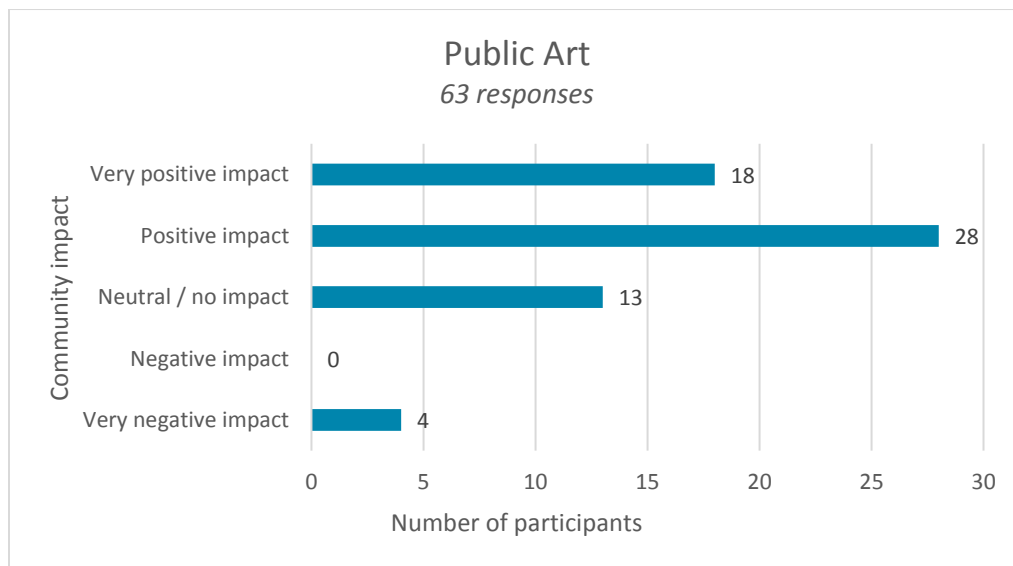
5. Public art

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 when they view the artwork they influenced. An artist would work with the community to develop public art such as a mural, flags and banners or utility box painting.

Projected cost: \$10,000-\$15,000

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

46 out of 63 participants (73%) thought this initiative would have a *very positive* or *positive* impact.





This Is My Neighbourhood Spruce Cliff

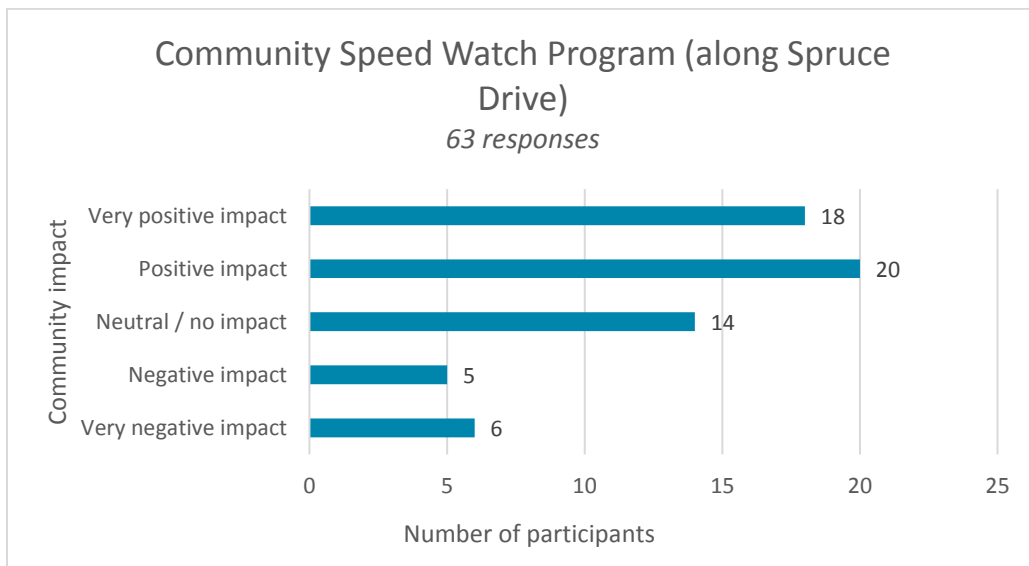
Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

6. Community speed watch program (along Spruce Drive)

Residents would work with Calgary Police Service to monitor vehicle speeds using radar or laser and encourage good driving.

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

This initiative had the most negative impact ratings, with 11 out of 63 participants (18%) indicating it would have a *negative* or *very negative* impact on the community. 38 out of 63 participants (60%) felt this initiative would have a *very positive* or *positive* impact.





This Is My Neighbourhood Spruce Cliff

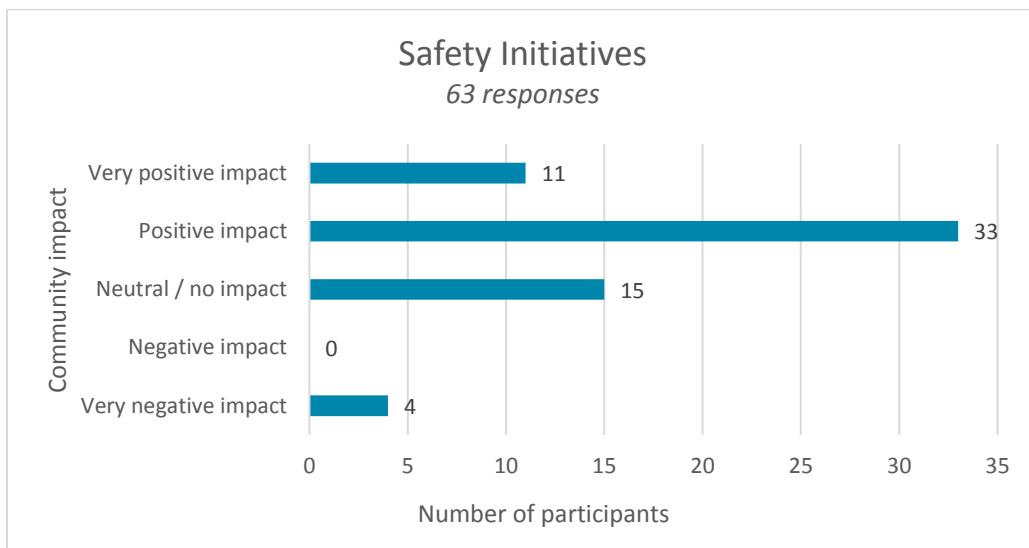
Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

7. Safety initiatives

A safety education workshop and/or campaign provided by the Calgary Police Services builds community awareness around home and public safety, as well as addressing crime reporting challenges. This helps to increase social resiliency and a sense of investment in the neighbourhood.

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

44 out of 63 participants (62%) thought this initiative would have a *very positive* or *positive* impact.





This Is My Neighbourhood Spruce Cliff

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

8. Community communication plan

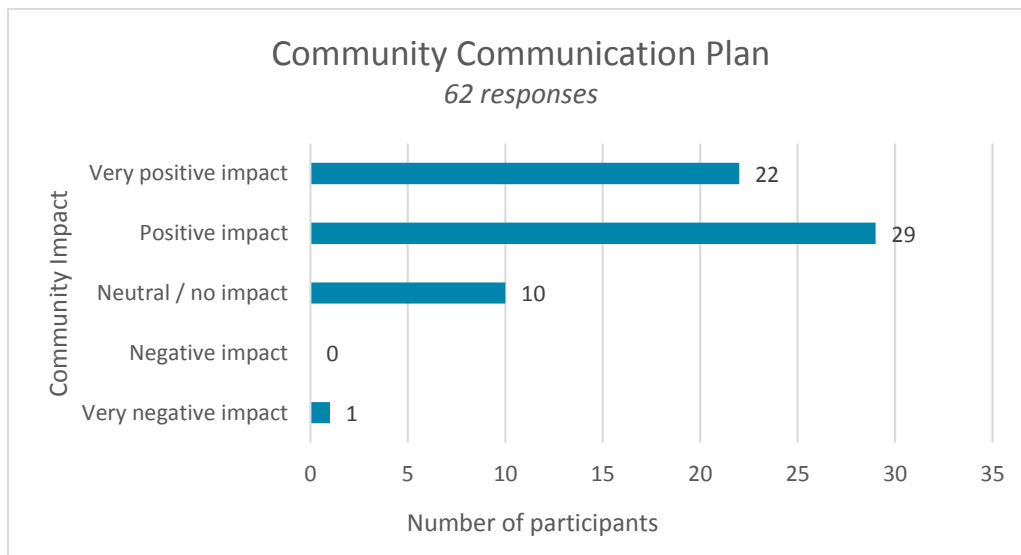
Support provided in the development of a strategic communication plan for the neighbourhood. This allows for residents to be better informed and included. This can result in more connections between the community association and residents for better delivery of programs and services.

This would be subject to the commitment from the Community Association to support the development and implementation of the plan.

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

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

51 out of 62 participants (82%) felt this initiative would have a *very positive* or *positive* impact on the community.





This Is My Neighbourhood Spruce Cliff

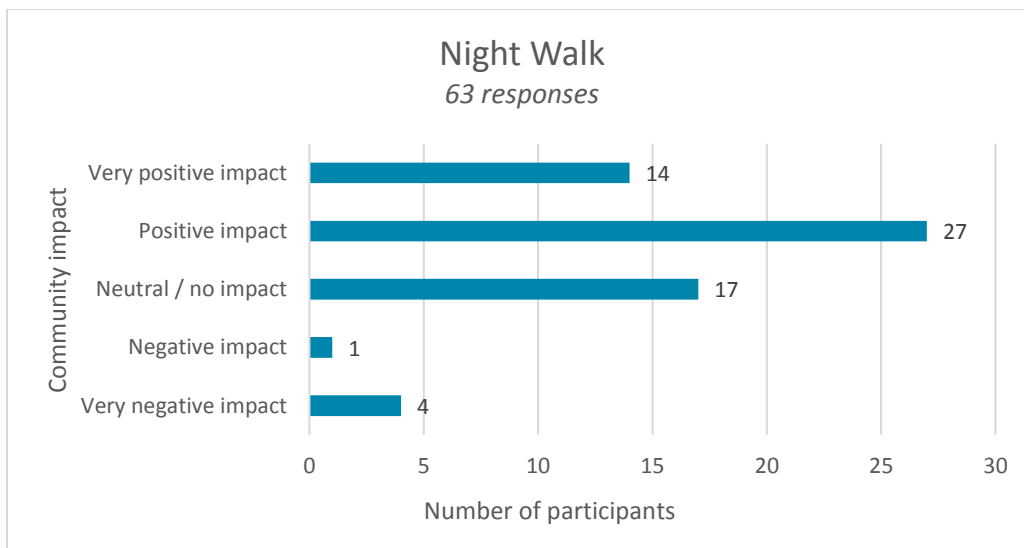
Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

9. Night walk

This would be subject to the commitment from the Community Association to support the development and implementation of the plan.

9a) What impact do you feel this initiative would have in your neighbourhood?

41 out of 63 participants (65%) felt this initiative would have a *very positive* or *positive* impact on the community.



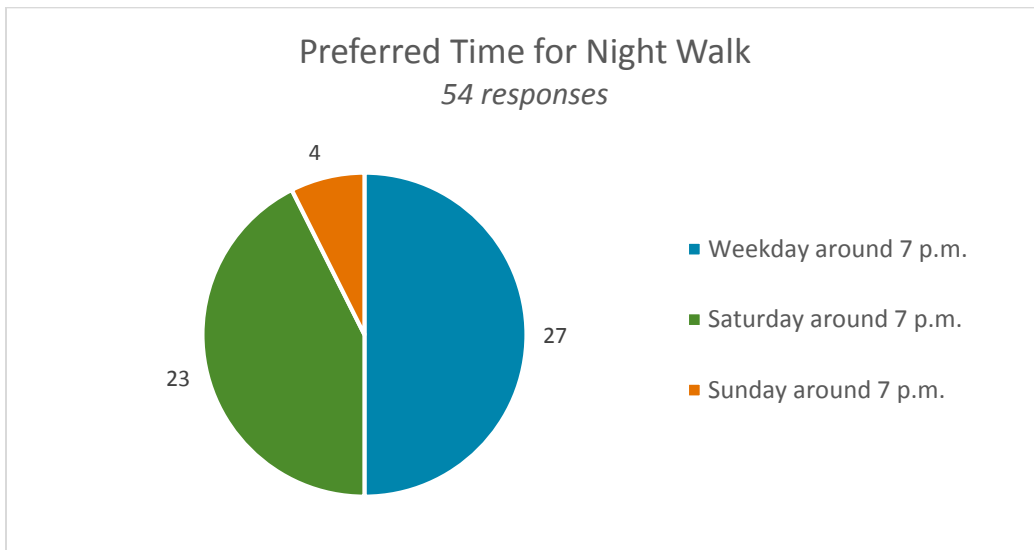


This Is My Neighbourhood Spruce Cliff

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

9b) If this initiative were to go forward, what would be your top preferred options for time of a night walk?

Participants were provided with three options; weekdays around 7 p.m., Saturdays around 7 p.m. and Sundays around 7 p.m. Weekday around 7 p.m. was identified as the preferred time for a night walk with 27 out of 54 responses (50%).





This Is My Neighbourhood Spruce Cliff

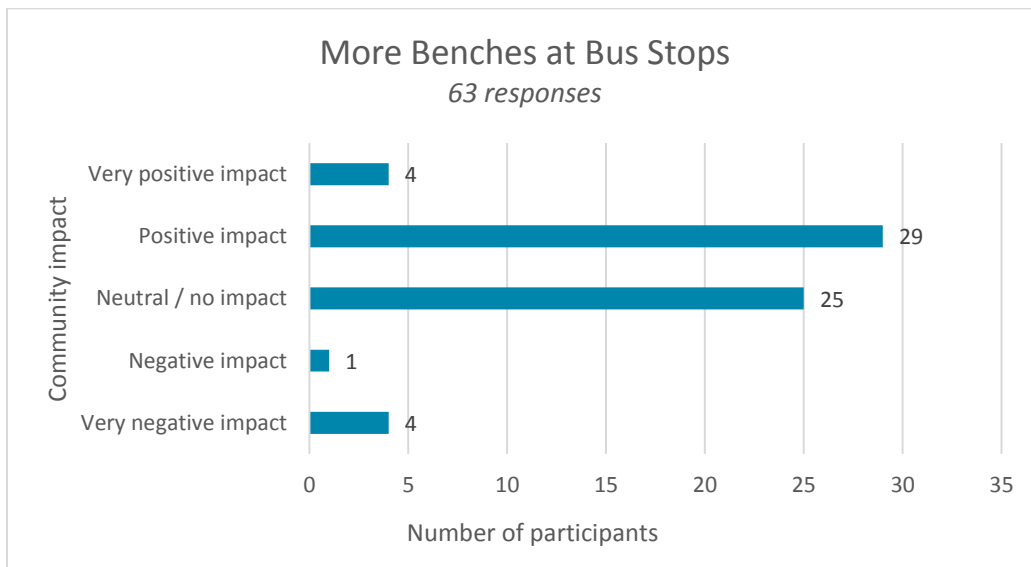
Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

10. More benches at bus stops

We've heard that you would like more benches at bus stops in Spruce Cliff.

10a) What impact do you feel this initiative would have in your neighbourhood?

33 out of 63 participants (52%) felt this initiative would have a *very positive* or *positive* impact on the community, while 25 participants (40%) felt that this would have a *neutral* or *no* impact.



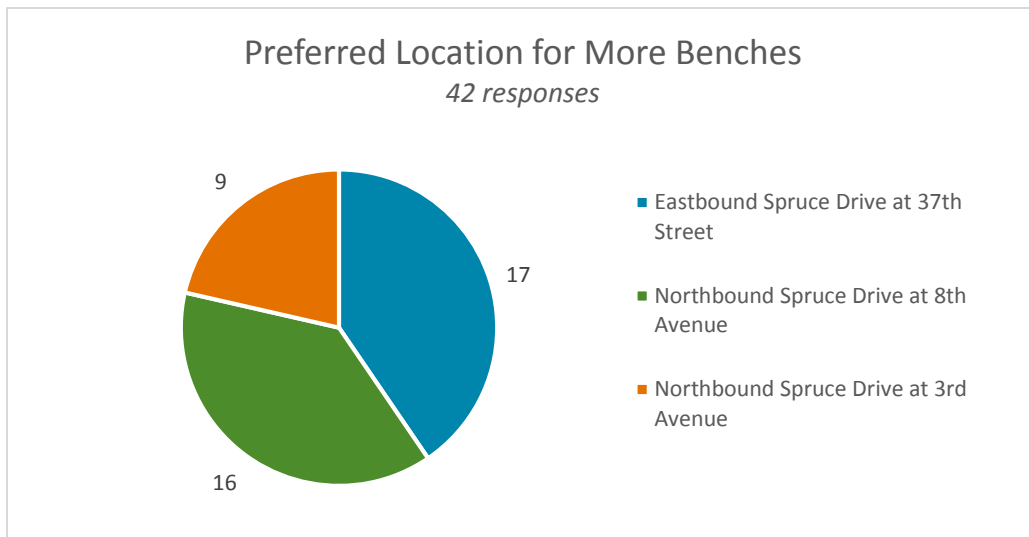


This Is My Neighbourhood Spruce Cliff

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

10b) Tell us which location you think would have the most impact for the neighbourhood.

Participants were provided three options; eastbound Spruce Drive at 37th Street, northbound Spruce Drive at 8th Avenue and northbound Spruce Drive at 3rd Avenue. Eastbound Spruce Drive at 37th Street was identified as the preferred location for more benches with 17 out of 42 responses (40%), and northbound Spruce Drive at 8th Avenue was a close second option with 16 out of 42 responses (38%).





This Is My Neighbourhood Spruce Cliff

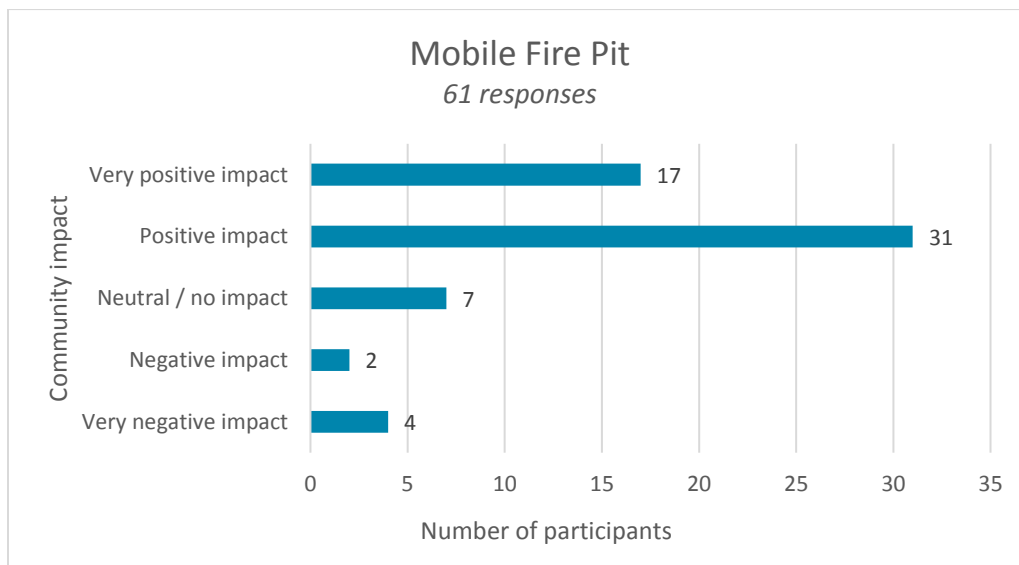
Stakeholder Report Back: What We Heard
Initiatives Prioritization Online Survey, January 5, 2018

11. Experiment for Outdoor Gathering Spaces - Mobile fire pit with marshmallows

Gathering spaces bring people together and provide an opportunity for neighbours to connect while building upon their sense of involvement in a vibrant neighbourhood

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

48 out of 61 participants (79%) felt this initiative would have a *very positive* or *positive* impact on the community, and Spruce Cliff Centre was identified as the preferred location for a mobile fire pit.



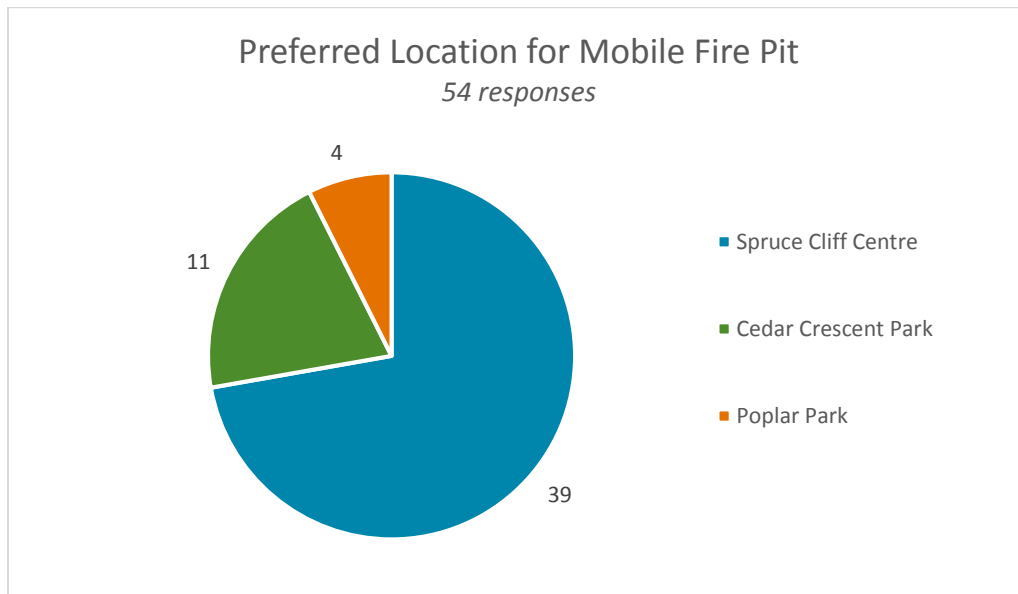


This Is My Neighbourhood Spruce Cliff

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

11b) Tell us which location for a mobile fire pit would have the best impact for the neighbourhood?

Participants were provided with three options; Spruce Cliff Centre, Cedar Crescent Park and Poplar Park. The majority of participants (39 out of 54 or 72%) indicated they would prefer a mobile fire pit at the Spruce Cliff Centre.





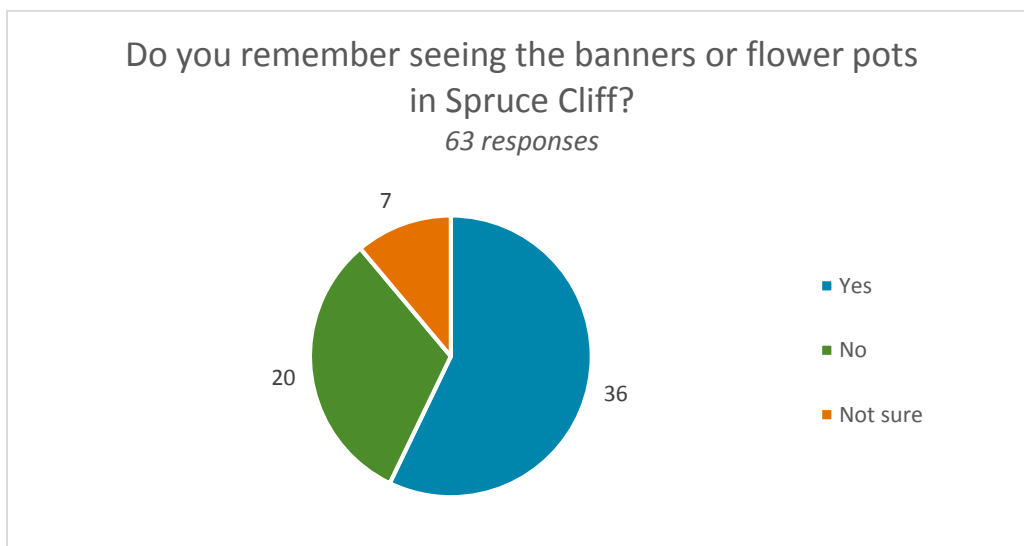
This Is My Neighbourhood Spruce Cliff

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

12. Feedback on City banners and flower pots in the Spruce Cliff 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 Spruce Cliff?

36 out of 63 participants (57%) remember seeing the flower pots and banners in the community.



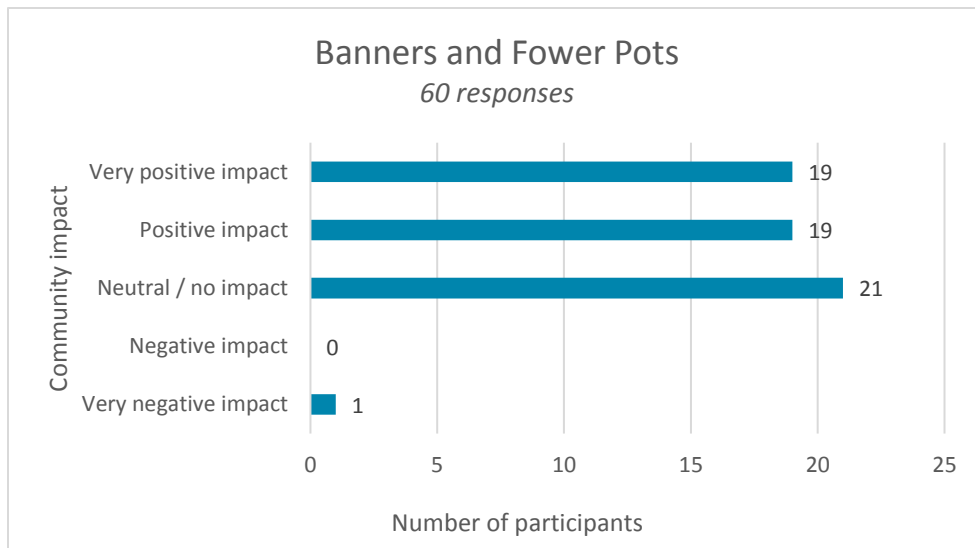


This Is My Neighbourhood Spruce Cliff

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

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

38 out of 60 participants (64%) felt the banners and flower pots had a *very positive* or *positive* impact on the community. 21 participants (35%) felt it had a *neutral* or *no impact* to the community.



13. What types of events would you like to see offered in Spruce Cliff?

Some of the more common responses included gardening activities or events (and a community garden); family events such as movie nights, karaoke, and BBQ/picnics; Stampede events and cultural events, including celebrations and educational activities.

For a complete list of all verbatim comments provided in response to this question, please see page 25 - 27.

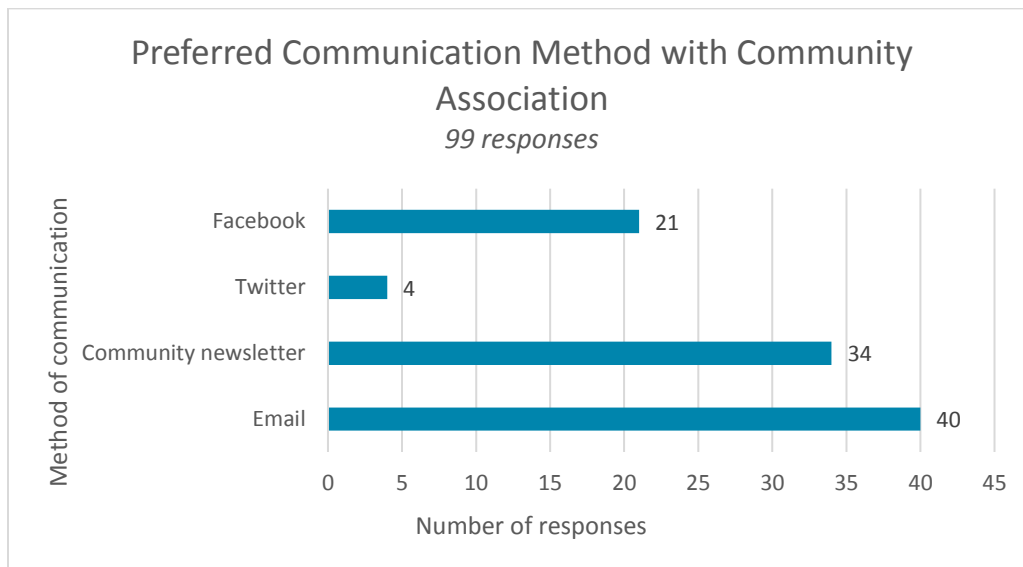


This Is My Neighbourhood Spruce Cliff

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

14. How do you like to be communicated with from your Community Association? (Check all that apply.)

40 out of 99 participants (40%) identified email as the preferred method of communication.





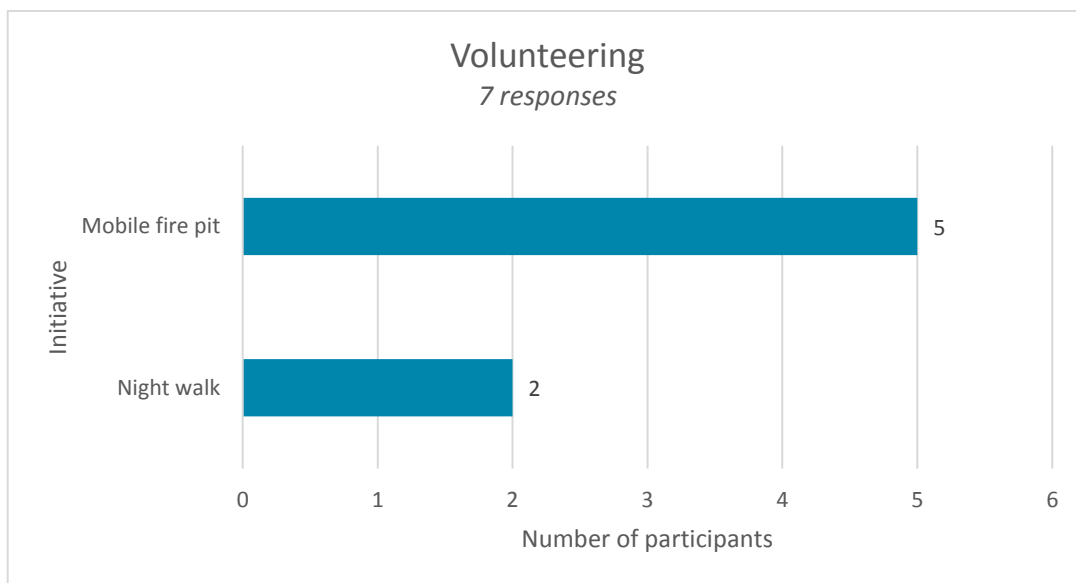
This Is My Neighbourhood Spruce Cliff

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

15. Volunteering

If you are interested in volunteering to support the initiatives below that will help us gauge interest to know if the program should go forward. Please choose the initiatives you would be interested to support (check all that apply). Then be sure to click the link below and sign up for the email updates and watch for emails that ask for volunteer support.

5 out of 7 participants (71%) identified the mobile fire pit as their preferred initiative to support.



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.



This Is My Neighbourhood Spruce Cliff

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

Verbatim comments

The following are the verbatim responses provided for Question 13 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].

13. What types of events would you like to see offered in Spruce Cliff?

- Parade of garage sales, book swap, urban gardening workshops
- There's been enough invested in the neighbourhood and the hooligans simply destroy it.
- wine & cheese socials
- I would like to see more regular programming at the community centre such as yoga, adult workshops- not just seniors or kids. Community days such as family fun days, pancake breakfasts, street fairs once or twice a year would be fun to bring people together.
- We do not need more infrastrucutre - we need programming that connects people in the community. We need to ask Why
- Family events movie nights, cultural events
Email newsletter or flyer
- Family events-kareokkee night
- Family events
- Stampede breakfast
- Community dinner or stampede breakfast
- Cultural events community dance summer bbq
- Events involving: shared food e.g., potluck; music such as beginner jams or singalongs; opportunities to build/create - beyond art to true craft; local business/social group networking; learning - lectures, documentaries, presentations; board games; stuff that men might like
- Yoga
Community Garden
ESL - There are a lot of immigrants that I feel could benefit from English speaking mentors.
- I enjoy the Wildwood newsletter and participate in a lot of their events. I recognize this takes a lot of energy and volunteerism if we were to do the same in Spruce Cliff, but I don't feel our population dynamic is the same or would lend itself to a large volume of activities. I feel we should combine our community events and communication programs with Wildwood, rather than invest in a parallel set of activities.
- Family Events-movie nights, stampede breakfast or BBQ, holiday events, jelly bean dances, movie nights, cultural celebrations or events. Educational workshops-gardening, safety etc.
- I just like quiet time. A community garden would be wonderful,
- The programs listed in 4b above, as well as allowing community crafters, artists and small business owners to rent the space (cost effectively) to hold fairs, markets or small clinics (like make your own Christmas wreath or centrepiece ...)
- If anything is done to spruce up spruce cliff it will be destroyed by the youth in shagannappi village so why bother?



This Is My Neighbourhood Spruce Cliff

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

- Bread oven - outdoor community gathering place
- Cycling safety event, group bicycle ride
- some adult only gathering, intramural /pick up basketball all ages, hikes in the natural area park
- Spruce Cliff needs to reclaim the community centre. The seniors group has outlived its purpose and the resources directed to them could better benefit the community. I'm not saying do away with them but there is another hall in Rosscarrock (Good Companions? or something like that) where they could merge. There is a duplication of costs within a couple of miles of one another. The city is looking at the budget this week and this is one avenue that should be considered.
- Something targeting a younger adult audience ie coffee get togethers rather than lawn bowling and yoga etc. Somewhere to play adult soccer or dodgeball etc would be fun.
- Community Events
- Seniors are over represented in this neighbourhood. All young families join wildwood community association. So activities for families/ kids would be terrific. Not more benches yoga and gardening.
- A variety of activities offered to the neighbourhood by the people that live here.
- community garage sales,
- Cultural events basketball tournament educational workshops
- Family events, movie and holiday events, tax clinics
- Drum circle, stampede bbq, community garage sale, craft sale
- Drop in exercise classes, small kids events or programs, seniors gatherings
- Stampede events, family picnics
- Cultural events, community potluck, movie nights
- Safety workshops, games night, jelly bean dance
- Farmers market, summer picnic, games night, wine night and socializing
- Stampede breakfast, community dance, karaoke night
- Food market or trucks, garage sale, community clean up, holiday gatherings
- Workshops-tax info, estate planning, computer sessions
- Basketball tournament or pick up games organized, play groups for families, holiday events
- Job employment workshops, English classes and tutoring, community dance, skills workshop, cooking classes
- Jane's walk
Historical Walk - guided by a resident and telling about Spruce Cliff's history
- I think we should be concentrating on infrastructure and pedestrian safety. Our community has unsafe mobility and I think that should be worked on before events.
- adult conversation, park pathway walking group
- Since it is a very diverse ethnically population, some events that will bring more awareness and education about the cultural diversity (culinary, cultural and/or artistic shows). Also, the community center on Spruce drive seems to gather the older population to the events. I would suggest some activities that would involve the younger generations as well (sports, games, outdoor cinema, etc).
- Gardening info and education.



This Is My Neighbourhood Spruce Cliff

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

- Fitness , arts related
I like email newsletters . We live in a nearby apartment and it is hard for people to get their info to us
- What about a Community Gardens? There are lots of condos and I'm sure that some would like to grow stuff. There is lots of space around the Wildflower that could be put to use and there is space on Cedar Cres. Check out Castlegar BC for their Art programs. They have sculptures etc all over the place and it really livens it up. The are not grandiose but appealing art and I'm sure they did it for not much money.
The playground zone is a cash grab for the police. It is stupid that we have the reduced speeds till 9:00 PM in the winter. Don't see anyone out their and the police set up in the dark. DUH if that isn't a cash grab i don't know what is