



Council Innovation Fund Request for
The Future of Stephen Avenue: Activate + Experiment
PFC2020-0274
March 10, 2020





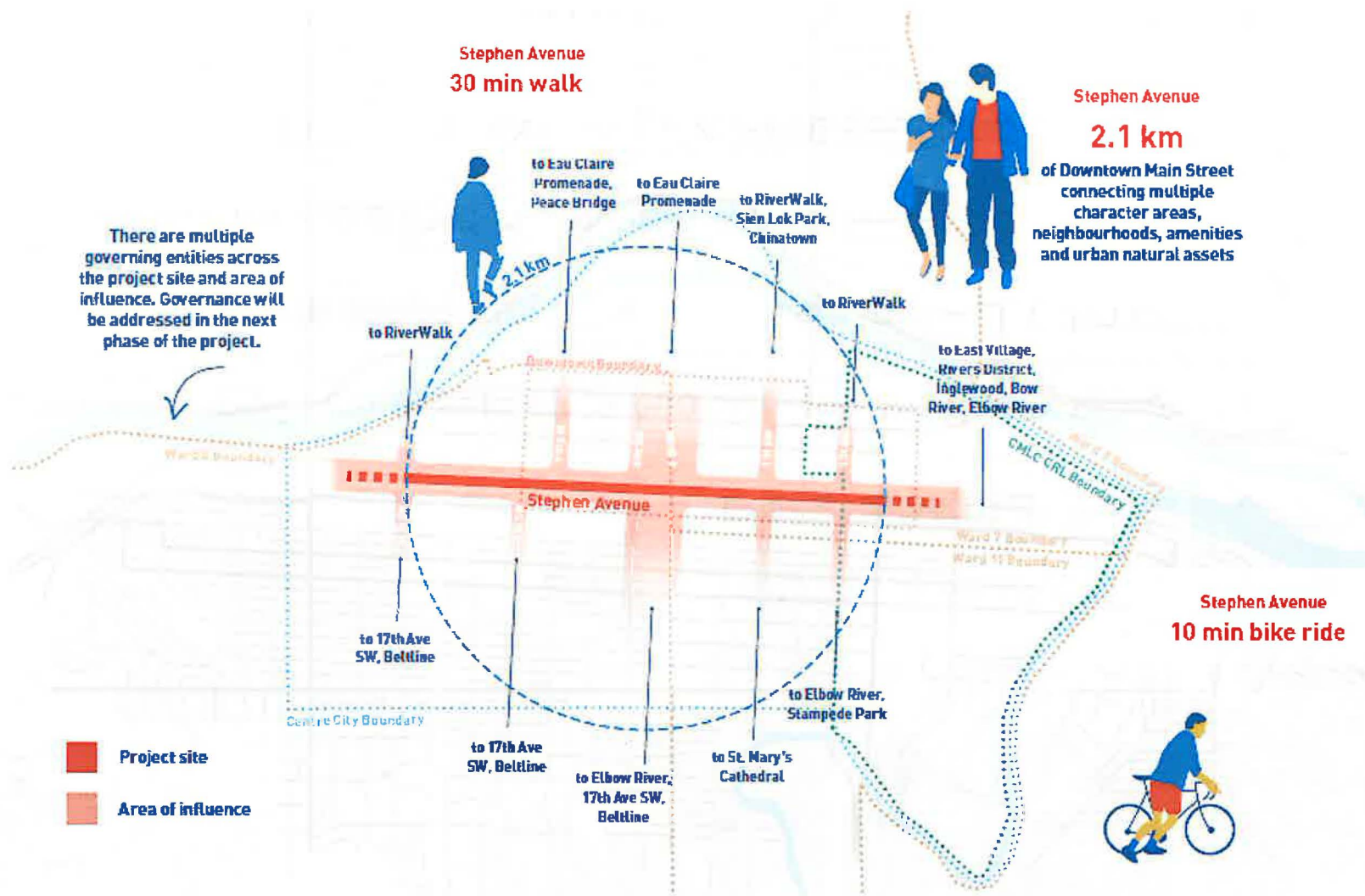
Purpose

Administration is seeking a Council Innovation Fund (CIF) grant to test innovative ideas and enact immediate change on Stephen Avenue.

The amount requested is \$300,000

The proposed work directly supports the Downtown Strategy, Calgary's Comeback and The Future of Stephen Avenue project.

Project Boundary

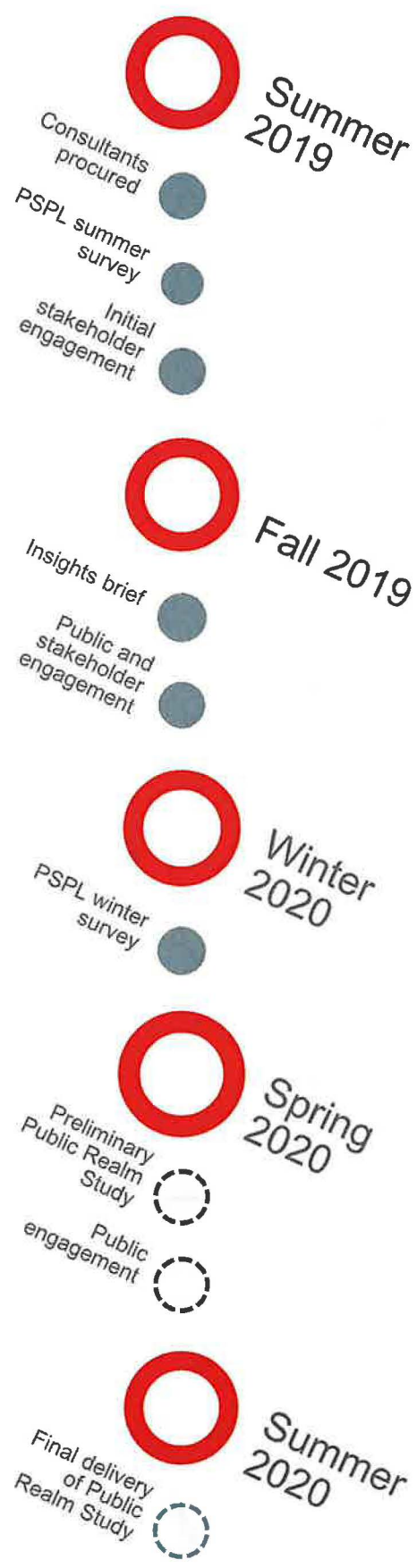


What we've learned: Why it's time to enact change on Stephen Avenue?

- Street is designed around a 9-5 weekday model
- Economic challenges are resulting in storefront vacancies
- Safety and social disorder require immediate action
- Street is approaching the end of its usable life cycle

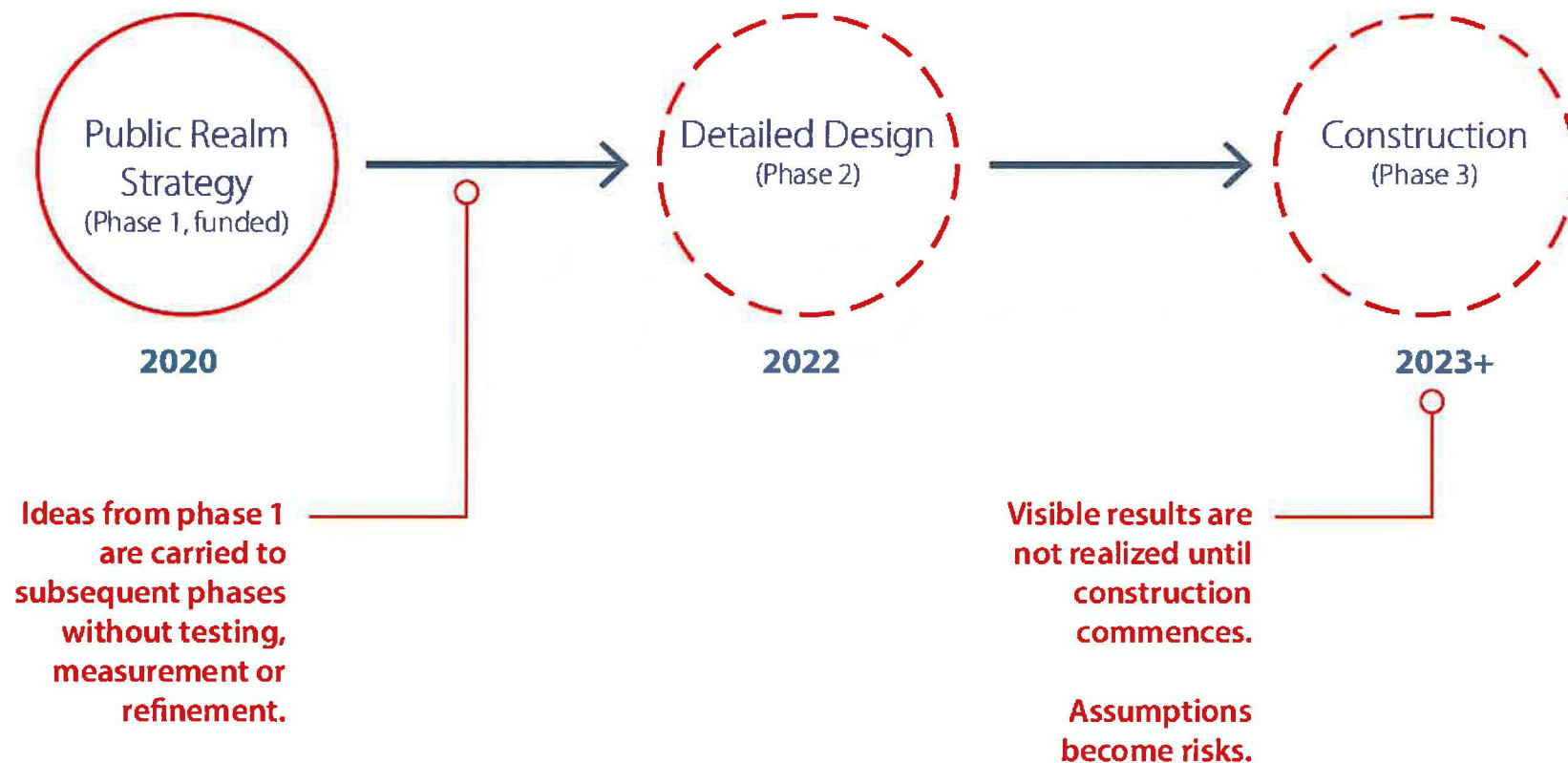


What we've done: Public Realm Study Summary



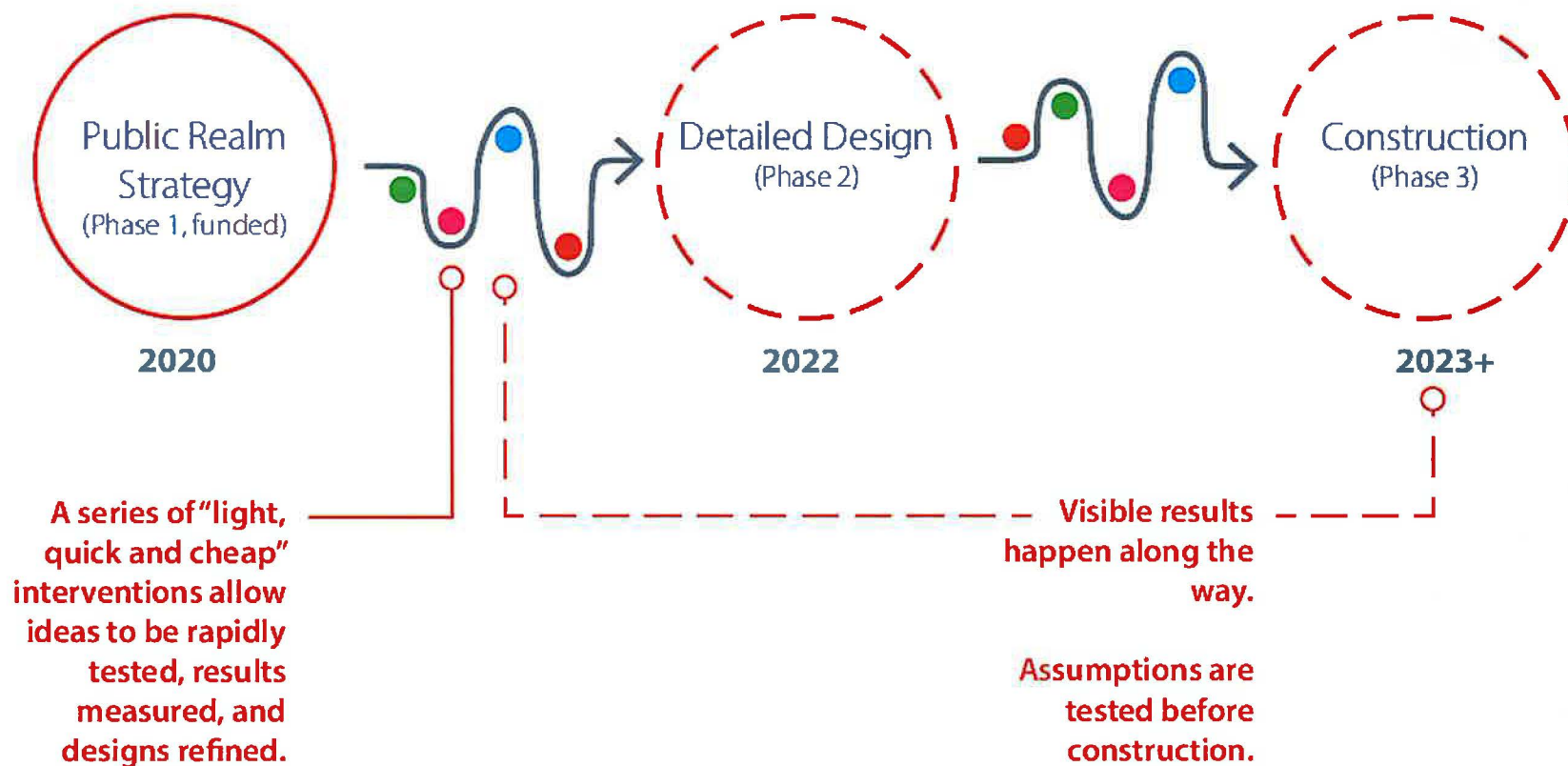
Current (Conventional) Approach

Without CIF funding, the project will follow a conventional delivery model



Proposed (Innovation) Approach

With CIF funding, the project will follow an innovative delivery model



What we'll do: Activate + Experiment

1. Enact Change

- Prototype ideas for the “beta version” of the Future of Stephen Avenue

2. Quantify Change

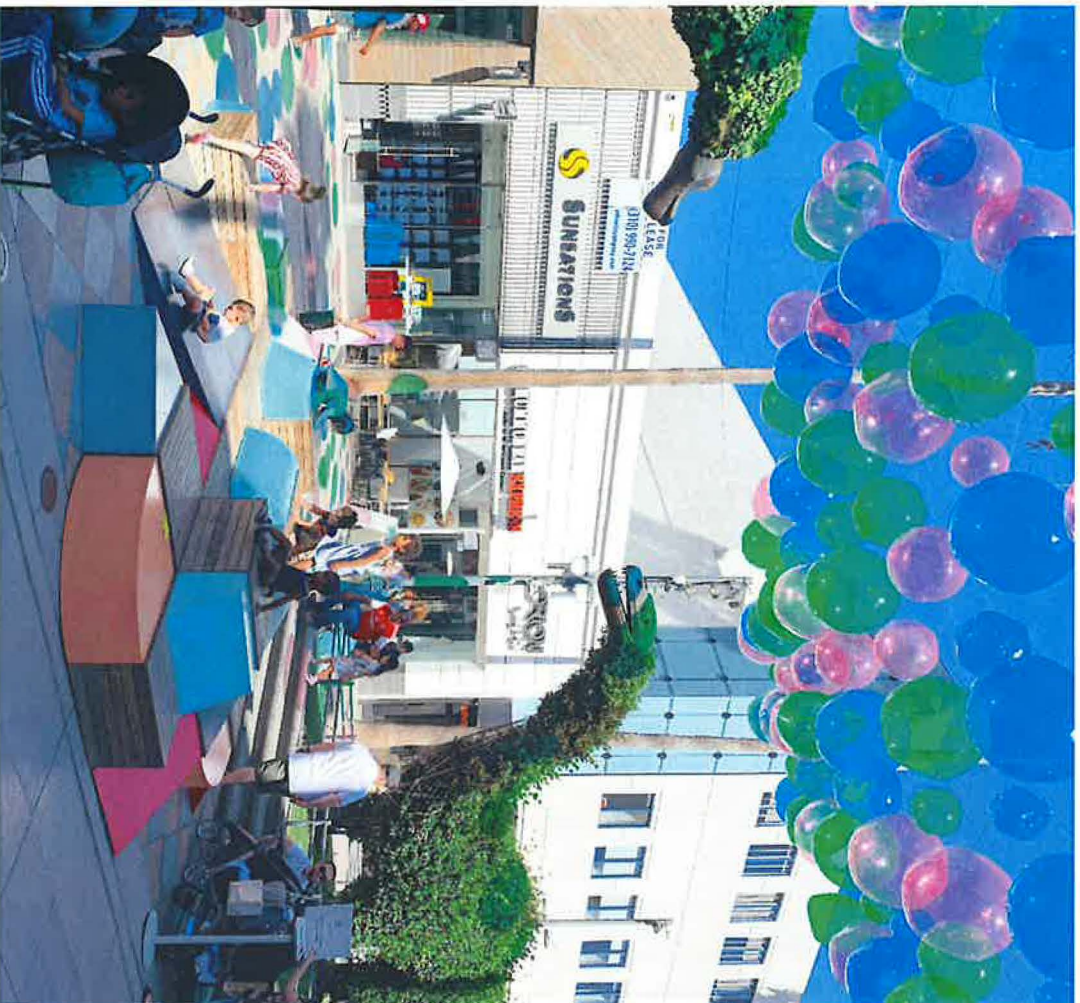
- Quantify changes in social behavior, measure use of space, estimate economic and environmental impacts.

3. Communicate Change

- Keep Calgarians informed on what's happening. Celebrate and communicate our results to citizens and businesses downtown.



Street life: Cool places to hang out



Street makeover: Planting and paving



Safety + hospitality: Avenue ambassadors



Animating emptiness: storefront exhibits



How we fit: alignment with CIF criteria

- ✓ Meets the definition of innovation: *the translation of ideas into new or improved services, products, processes or social interaction, that create value for the community.*
- ✓ Aligned with Council Priorities
- ✓ Viable and sustainable in the long term
- ✓ Fiscally sound
- ✓ Well managed



What it costs: Estimated Budget

Item #	Item	Funding request
1	Enact Change <ul style="list-style-type: none">• City-led activations + experiments• Partner activations + experiments	\$190,000
2	Measure Change <ul style="list-style-type: none">• Establishing baseline and measuring public life on the Avenue	\$80,000
3	Communicate Change <ul style="list-style-type: none">• Increase marketing efforts• Professional photography and creative services• Promotion of partnership opportunities with community and businesses	\$30,000
Total Request		\$300,000

Administration's Recommendation

That the Priorities and Finance Committee recommends that Council:

1. Approve this application to the Council Innovation Fund for *The Future of Stephen Avenue: Activate & Experiment*, in the amount of \$300,000;
2. Direct Administration to report back to PFC on the outcomes of this project by Q1 2023 as per the fund guidelines.



Backup Slides



Criteria for project selection

- Triple bottom line approach
- Aligned with the Public Realm Study for Stephen Avenue
- Partnership Opportunities
- Location



Downtown Strategy Focus Area Outcomes

Place

Downtown is a central setting and built form that is desirable to current and future businesses, residents and visitors.

Work

Downtown office spaces are re-energized with diverse and innovative businesses and jobs supporting the community's strategy, Calgary in the New Economy

Live

Downtown is an inclusive and vibrant neighbourhood; a destination of unique experiences for visitors and all Calgarians

Connect

Our downtown is where people, goods, information and ideas connect.