

CIF Application- Calgary Economic Development LearningCITY Community Pilot

RECOMMENDATIONS:

That the Priorities and Finance Committee recommend that Council:

1. Approve the Council Innovation Fund Application in the amount of \$43,400; and
2. Direct Administration to report back to the Priorities and Finance Committee on outcomes no later than Q4 2021.

HIGHLIGHTS

- The proposed Council Innovation Fund project sponsored by Councillor Chahal, the LearningCITY Community Prototype, will support Calgary Economic Development Ltd., to co-deliver a community-level pilot with Mount Royal University's CityXLab, and other community partners in North East Calgary to validate a common language for competencies shared across professions, cultures, educational settings and lifelong learning experiences. The Council Innovation Fund application is included as Attachment 3, and full proposal is included as Attachment 4. The pilot meets the Council Innovation Fund Terms of Reference definition of "innovation", and aligns with A Prosperous City, imagineCALGARY and *Calgary in the New Economy: An economic strategy for Calgary*.
- **What does this mean for Calgarians?** Results from this pilot will be shared broadly across Calgary's learning ecosystem and partners, and will help community and educational programs improve programs, improve participant understanding of their competencies, improve employment outcomes, and enhance skill development. The lessons learned from the pilot will be used to further improve the common language for competencies as a tool that can eventually be used by all Calgarians providing or seeking skills-development experiences.
- **Why does it matter?** A city's ability to attract, develop and retain talent is the greatest predictor of social, and economic prosperity. Formal education systems are only one way people develop competencies. They also learn and refine competencies through informal learning; and professional, volunteer and contextual experiences. This project proposes an approach to help Calgarians, employers and educators build and recognize all types of competencies across a diverse learning ecosystem.
- Strategic Alignment to Council's Citizen Priorities: A prosperous city
- Background and Previous Council Direction is included as Attachment 1.

DISCUSSION

LearningCITY is a collaborative community initiative facilitated by Calgary Economic Development Ltd. aimed at working with community organizations, the business community and Calgarians to develop a support network to enable productive life-long learning for all Calgarians. Council Innovation Funding is essential to anchor the project and leverage other funding sources. The application is sponsored by Councillor Chahal, who has supported the work since the beginning, and is excited for the opportunities the pilot will bring to North East Calgary.

The pilot project will test how a community organization can better help its clients by using a shared language that captures and represents the broad range of skills and competencies that

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people develop outside of accredited educational training to support employment and training. The proposed pilot will focus on communities in North East Calgary.

The full proposal (Attachment 4) includes background information; a project description; outcomes; timeline, including milestones and related objectives; and a budget. Project completion is anticipated for September 2021, including a presentation of findings at a LearningCITY Summit, submission of articles to academic publications and community learning materials.

About Calgary Economic Development Ltd.

Calgary Economic Development Ltd. is a wholly owned subsidiary of The City of Calgary, and a Civic Partner. Calgary Economic Development stewards *Calgary in the New Economy: An economic strategy for Calgary*. Annually Calgary Economic Development reports to the Standing Policy Committee on Community and Protective Services in the *Civic Partner Annual Report*, is included in the *Civic Partner Audit Report* to Audit Committee, and hosts an Annual Meeting of Shareholders with members of Council as representatives of The City as shareholder.

About CityXLab

The Institute for Community Prosperity at Mount Royal University has established the City Experience Lab (CityXLab) to support the transformation of Calgary from a city of experiences, to an experience city. In its role, the CityXLab will facilitate local commercial, non-profit and public experience designers to envision the experiences they offer as part of an integrated ecosystem. To ensure Calgary generates the maximum return on experiences, the CityXLab will study the relationship between experiences, experience capital and community prosperity. The lab will oversee the six integrated research programs. The CityXLab will be institution agnostic and focus on mobilizing the innovation and capacity of all Calgary postsecondary institutions to support the transformation to an experience city.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Public Engagement was undertaken
- Public Communication or Engagement was not required
- Public/Stakeholders were informed
- Stakeholder or customer dialogue/relations were undertaken

This report was prepared in consultation with Councillor Chahal's office, Calgary Economic Development and CityXLab, based on Calgary Economic Development's Council Innovation Fund Application (Attachment 3) and full proposal (Attachment 4), and reviewed by Calgary Economic Development and CityXLab.

IMPLICATIONS

Social

This project aligns with **imagineCALGARY's social system targets** related to lifelong learning including skill development and access to formal/informal learning opportunities. It also contributes to enhancing access to diverse communities.

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Environmental

Not Applicable

Economic

This project aligns with imagineCALGARY's economic system targets related to economic well-being (e.g., supporting research), meaningful work (e.g., supporting full employment – particularly with immigrants and new graduates), and sufficient income (e.g., all Calgarians have access to appropriate training).

It also aligns with 2019-2022 Council Directives related to building a prosperous city, focused on Calgary as a magnet for talent, and contributes to implementation of *Calgary in the New Economy: An Economic Strategy for Calgary* and its focus on enhancing program access to diverse communities, expanding work-integrated learning, and increase collaboration between post secondary institutions, community organizations, and businesses.

Service and Financial Implications

Council Innovation Fund request

\$43,400

The current balance of the Council Innovation Fund is approximately \$2.716 million. This application is a one-time funding request of \$43,400. A detailed budget is included in the full proposal (Attachment 4).

RISK

The risk of not supporting the proposed project is the loss of an opportunity to leverage community capacity and expertise to engage in a community-based project with outcomes that support implementation of Calgary's economic strategy. The proposed project can inform the work of community organization, the business community, educational institutions and other stakeholders.

ATTACHMENTS

1. Previous Council Direction
2. Terms of Reference for the Council Innovation Fund
3. Application for Council Innovation Fund
4. LearningCITY Community Prototype
5. Calgary on the Precipice
6. Skills That Matter

Department Circulation

General Manager	Department	Approve/Consult/Inform
Carla Male, CFO and GM	Chief Financial Officer's Department	Inform