

# Community Engagement

## Tactics and Process

### BELTLINE

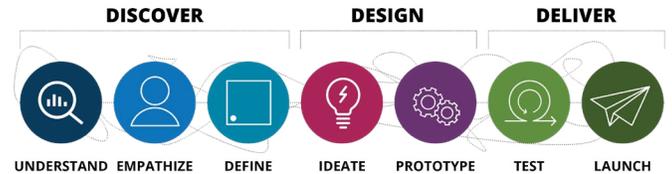
427+ Beltline Residents Engaged  
19 Organizations Engaged  
5 Community Groups Engaged (CA/BIA)

### INGLEWOOD & RAMSAY

222+ Inglewood/Ramsay Residents Engaged  
19 Organizations Engaged  
4 Community Groups Engaged (CA/BIA)

### DESIGN THINKING CYCLE

Administration undertook a Design Thinking Cycle (diagram on the right) to respond to this complex, human-centered challenge. This proven, problem-solving method ensures community members most affected are involved throughout and that solutions are grounded in a deep understanding of their lived experience.



### COMMUNITY ENGAGEMENT: Online Surveys

Broad public engagement took place online, via [The City of Calgary's Engage web portal](#) during the summer of 2020. Calgaryans could access background information about the Project, timelines, reports from the Design Thinking Cycle and answer a series of survey questions. Communication through social media and opportunities to connect online about this challenge were essential to reach the median demographic age of 18-44. 738 participants responded to a 15-question online survey to give further insight about the social and recreational needs.

### DESIGN RESEARCH : Neighbourhood Inquiry Kits (NIKs) and Semi-Structured Interviews

Administration offered an innovative, applied-ethnographic research tool (known as a "cultural probe"), a physical Neighbourhood Information Kit (NIK), as a physical way for diverse participants to engage in the process without redefined answers to capture multi-layered qualitative and quantitative data.

Each NIK was composed of the following:



*Two-week Social and Recreational Activity Diary*



*Three Postcards*

The physical NIKs were designed to:

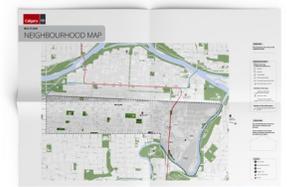
- + Develop an empathetic understanding of the social and recreational needs as participants told their story
- + Triangulate with data from other sources in the project
- + Provide in-the-moment data (a diary), as there is a difference between what people say they do and what they actually do

Fifty participants from each community were sent physical Neighbourhood Inquiry Kits. The depth of the design research and quality of materials helped build trust with communities to demonstrate that Administration was committed to meaningful outcomes on this project.

Following analysis of the data from the NIKs, Administration conducted 60-minute, semi-structured phone interviews with select participants to learn more and validate the emerging needs and insights from the NIKs. Interviewees were selected if their profile indicated ideas for innovation ("bright spot") or a resident facing significant barriers.



*A Social Connections Map*



*Neighbourhood Map*

The design research approach was a first for The City of Calgary Administration, which encouraged humanizing a process for Administration that is typically driven by quantitative data.

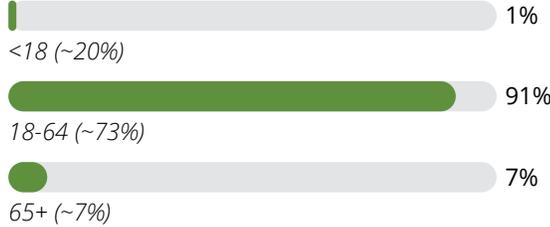
# Community Engagement

## Snapshot of Demographics | 830 total residents engaged

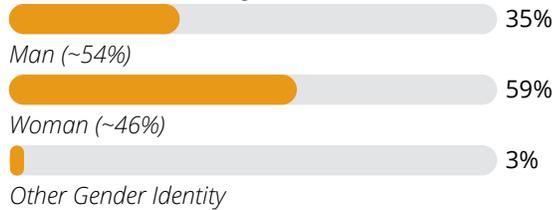
Administration used a demographic screener survey for the Design Research to ensure participants mirrored the neighbourhood demographic profiles. This visualization shows the demographics of the engagement participants, represented by the coloured bar with the percentage at the end, in comparison to the Community Profile with the percentages below the bars.

### BELTLINE

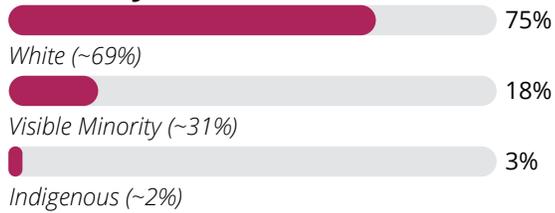
#### Age



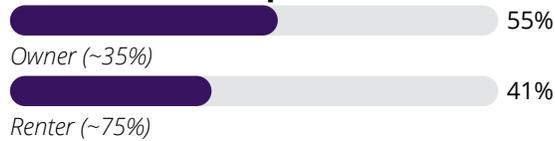
#### Gender Identity



#### Ethnicity



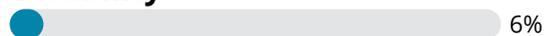
#### Home Ownership



#### Parents with Children



#### Disability

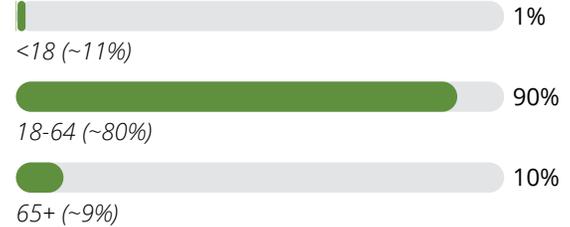


#### Fee Assistance

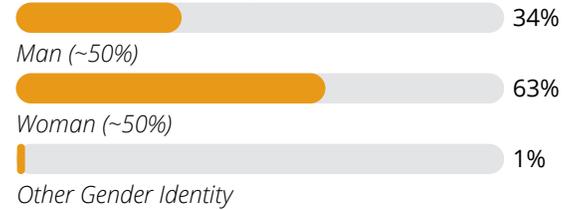


### INGLEWOOD & RAMSAY

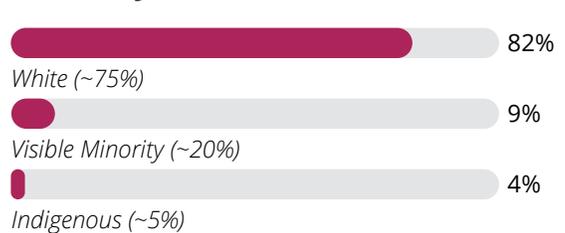
#### Age



#### Gender Identity



#### Ethnicity



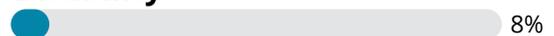
#### Home Ownership



#### Parents with Children



#### Disability



#### Fee Assistance



# High-level Discover Phase Results

The high-level results below summarize content from the Beltline and Inglewood Pools Program Discover Phase in the Design Thinking Cycle. These results are organized into three categories: needs and insights themes, project frames, and design principles.

## BELTLINE

## INGLEWOOD & RAMSAY

### COMMUNITY NEEDS AND INSIGHTS THEMES

Administration learned about community residents, their social and recreational needs and requirements, and their interaction with the Beltline and Inglewood pools. The statements below synthesize needs and insights Administration gathered through community engagement.

#### Needs

- + Active and healthy lifestyle
- + Affordability and access
- + People and community
- + Perception of safety
- + Variety of spaces and choices

#### Insights

- + Local Businesses Matter
- + Economic Divides Exist
- + Diversity and Vibrancy Draw People
- + Parks Matter
- + Safety is Top of Mind

#### Needs

- + Active and healthy living
- + Neighbourhood Identity
- + People and community
- + Supporting Local
- + Variety of spaces and choices

#### Insights

- + Recreational Amenities in Line with Future Growth
- + Collaboration Matters
- + A Village in a City
- + Rivers and Paths are Vital

### PROJECT FRAMES

Administration created project frames – high-level statements that incorporate community needs – to further synthesize the engagement learnings and reframe the challenge.

#### THE LIVING ROOM EXTENSION WITH A COMMUNITY BACKYARD

**Create ways to support meaningful social interactions** through unique, all-season recreational experiences, providing a safe additional place to augment residents' smaller private living spaces and facilitate social and recreational interactions between a wide variety of residents.

**Keep safety in mind** (in particular parks and public spaces), as well as the challenges of building community in a place where many people often move within and outside of the neighbourhood.

**Consider equitable access** in a neighbourhood with a higher percentage of low-income and marginalized residents who feel disadvantaged in building social capital.

#### NEIGHBOURLY SOCIAL CONNECTION AND RECREATION, ALL-YEAR-ROUND

**Create ways for Inglewood and Ramsay neighbours to support each other** and recreate, keeping in mind that these residents are loyal and supportive of their local amenities and businesses.

Help enable the community to continue building strong social and neighbourhood connections through **all-season recreational experiences**. Test the assumption that the Inglewood Pool is the most effective way for this vibrant community to achieve those social outcomes.

### DESIGN PRINCIPLES

These design principles were developed from the Discover Phase data. Administration created design principles to refine the needs, insights, and project frames into actionable guidelines to inform the project's recommendations and next steps.

1. Focus on **social connection**
2. **Involve/invite** diverse residents
3. **Diversify opportunities** to engage – City-led, as well as private and community-led
4. Extend **connection** beyond physical walls
5. **Inclusive and accessible** opportunities
6. **Discoverable** in multiple ways
7. Consider perceptions of **safety**

1. Respect strong sense of **neighbourhood identity**
2. Take **inspiration** from historic as well as emerging community identity and context (railway, music, arts and breweries)
3. **Involve** the neighbourhoods (and local partners) for a home-grown feel
4. Be **friendly and accessible** to all ages
5. Consider **all-season** indoor and outdoor social and recreational experiences

# Report Alignment with Community Needs

## BELTLINE

The content below visualizes how community needs directly align with the Beltline and Inglewood Pools Program Report recommendations and content.



### Fund Beltline facility for short- and long-term community use

**Insights:** Diversity and Vibrancy Draw People; Economic Divides Exist

**Needs:** 2, 4, 5, 6, 7, 8, 11, 13



### Invest in Repsol Sport Centre

**Insights:** Economic Divides Exist, Diversity; Vibrancy Draw People

**Needs:** 2, 3, 4, 5, 6, 8, 11, 13



### Provide outdoor community-focused programming and amenities

**Insights:** Local Businesses Matter; Economic Divides Exist; Diversity and Vibrancy Draw People; Parks Matter; Safety is Top of Mind

**Needs:** 1, 2, 3, 5, 6, 7, 8, 9, 12, 15, 13

## Needs of Beltline Residents

### Active and healthy lifestyle

1. Travel through their neighbourhood using active modes of transportation, with a feeling of safety.
2. Exercise in social environments, and have continued to do so in private gyms, even during COVID-19.

### Affordability and access

3. Equitable, and potentially no-cost, access to recreational opportunities in order to develop social capital.
4. Working parents in the Beltline need to feel their school-aged children are safe and looked after between the end of the school day and when the parents finish work.

### People and community

5. Feel connected to others through close proximity with a diversity of other citizens, generating energy and vibrancy.
6. Socialize with friends while meeting their recreational needs.
7. Beltline has a high density of LGBTQ2+ residents who need to socially connect with their community, in a safe and inclusive space without people who don't identify as LGBTQ2+.

### Perception of safety

8. Meet their social needs in environments they perceive as safe and secure.
9. Feel safe in public spaces, including parks, and do feel safe when they see many diverse people in those spaces.
10. Safe off-leash spaces in which to exercise their dogs.

### Variety of spaces and choices

11. Many of whom have smaller living spaces, need places to connect socially outside of their homes year-round.
12. Year-round access to conveniently accessible parks that include amenities in addition to green space to support their mental health. Although Beltline has many great green spaces, current and future density means that the community is deficient in green space.
13. To have a variety of choices for meeting their social and recreational needs.
14. Feel their neighbourhood has a diversity of unique small businesses and that they are contributing to those businesses and experiences through their spending habits.
15. Feel a sense of flexibility with recreational experiences – for example, drop-in and pop-up activities with varied hours.

Explore the full scope of this research



# Report Alignment with Community Needs

## INGLEWOOD & RAMSAY

The content below visualizes how community needs directly align with the Beltline and Inglewood Pools Program Report recommendations and content.



### Fund Inglewood facility for community use

**Insight:** Recreational Amenities in Line with Future Growth

**Needs:** 1, 6, 7, 8, 9, 12, 16



### Invest in Repsol Sport Centre

**Insight:** Recreational Amenities in Line with Future Growth

**Needs:** 1, 6, 7, 8, 10, 15, 16



### Provide outdoor community-focused programming and amenities

**Insights:** Recreational Amenities in Line with Future Growth; Collaboration Matters; A Village in a City; Rivers and Paths are Vital

**Needs:** 1, 2, 3, 4, 5, 7, 9, 10, 11, 12, 14, 15, 16

## Needs of Inglewood and Ramsay Residents

### Active and healthy living

1. To exercise to live a healthy lifestyle.
2. To walk in their neighbourhood to meet their social connection and recreational needs, across all demographics and stages in life.
3. To connect to each others' neighbourhoods through active modes of transportation, as well as by car, especially with upcoming Green Line changes.
4. To spend time in parks to support their mental health.
5. To exercise their dogs in off-leash spaces of perceived safety.
6. Inglewood/Ramsay residents need to build water safety skills, especially as the neighbourhoods are bordered by rivers.
7. Pursue water sports (e.g. swimming, kayaking, surfing) and value that the river is in close proximity to practice regularly.
8. Residents who are planning to have children in the future need a means to teach those children how to swim.

### Neighbourhood identity

9. Feel that the architectural heritage of their neighbourhood is respected and visible.
10. Feel that their perspectives are heard and that they are influencing changes affecting their community.

### People and community

11. Connect socially online, at a distance, and in their yards due to COVID-19.
12. Feel that they are supporting each other as neighbours.

### Supporting local

13. Feel they are contributing and loyal to local Inglewood businesses and experiences through their spending habits.
14. Reinforce their sense of belonging through regular social connection with neighbours in public/private spaces. They prefer to do so at local dining establishments, pathways, and sidewalks.

### Variety of spaces + choices

15. Feel like they are close to the action of the downtown core, but not right in it.
16. Meet their social and recreational needs with a mix of scheduled/coordinated and drop-in experiences both in their neighbourhood and throughout the city.

Explore the full scope of this research

