

Council Innovation Fund Application

A Strategy Model for Grassroots Park Space Development
in North Central Calgary

Applicant: Vivo for Healthier Generations & Parks Foundation Calgary

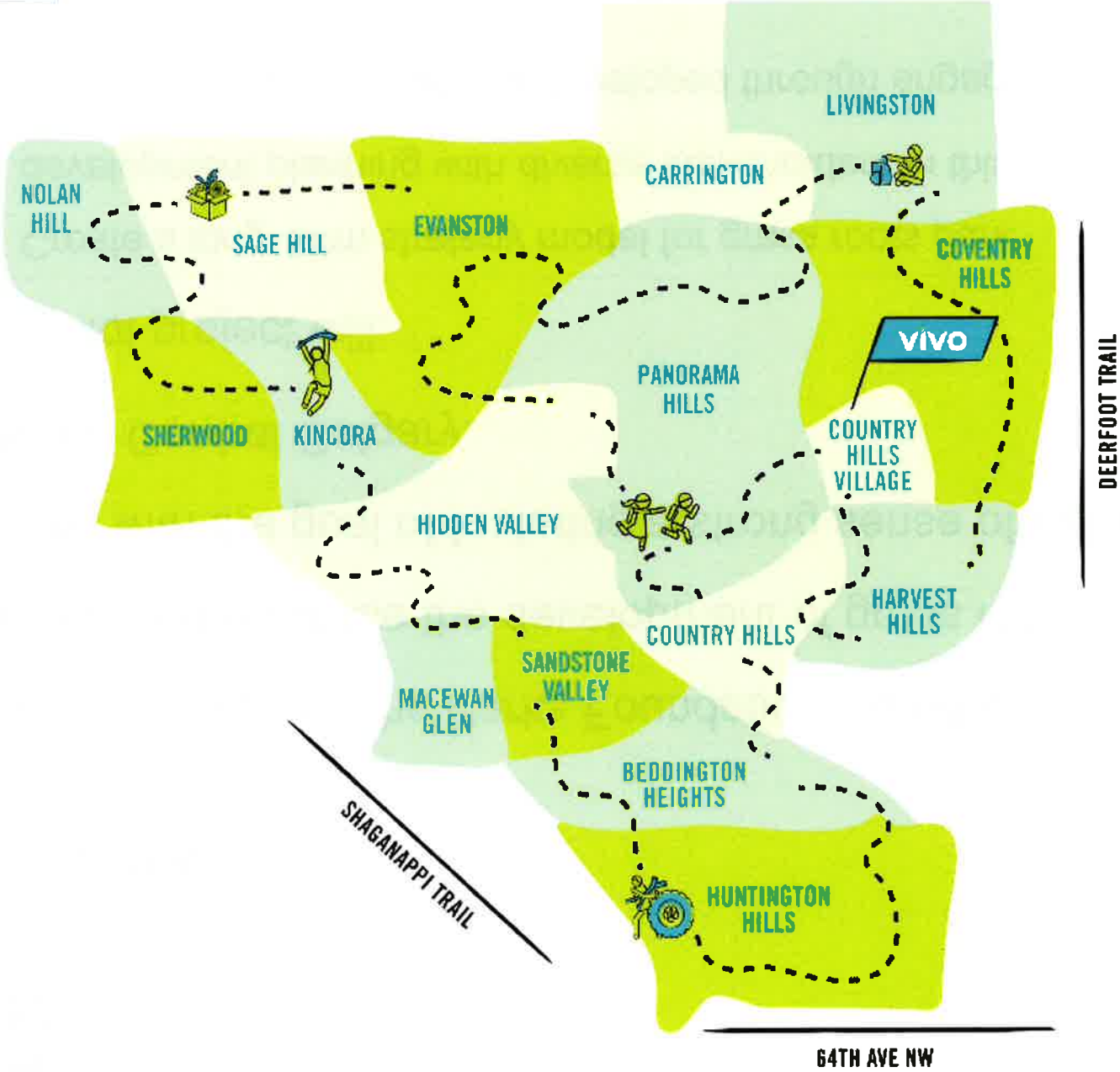




Project Need

- North Central Calgary area is comprised of a young, diverse, and growing population
- North Central Calgary has fewer outdoor recreational spaces than other regions in the City
- There is currently no cohesive, strategic, and evidence -based model on working with stakeholders and partners over the long-term for outdoor spaces

North Central Calgary Community Map





Project Outcomes

- Together, Vivo and the Parks Foundation would like to improve and enhance the development of grass roots park spaces with the goal of fostering a strong sense of belonging in North Central Calgary.
- This pilot project will:
 1. Create a long-term strategy model for grass roots park development planning with diverse stakeholders in this region.
 2. Develop an initial project list developed through engagement with stakeholders.



One Year Timeline

Deliverables	Month
Identify and secure resources and partners	October -November 2021
Engagement with all Stakeholders	February -March 2022
Draft 1 - Strategy Model	April -May 2022
Test Strategy Model & identify initial project list	June-July 2022
Finalize Strategy Model and confirm initial project list	August-September 2022
Final Report to City Council	September -October 2022



Budget Breakdown

Item #	Item	Funding Request
1	Project Resourcing and Stewardship	\$58,400
2	Project Tools, Materials & Supplies	\$9,600
3	Marketing and Communications	\$25,000
4	Project Evaluation	\$7,000

Total Request: \$100,000



Project Accomplishments at the Community Level

- This project will support developing and implementing initiatives that are citizen centric, accessible, promote healthy lifestyles, and focus on long -term community resilience and sustainability.
- Coordinate the independent efforts currently happening in North Central Calgary
- Create a methodology to share, integrate, amplify, and scale the resources and work of any future park developments projects identified through this process



Project Accomplishments at the City of Calgary Level

- Provide methodologies and tools necessary to "develop a new framework for stewarding more park space in new and re-developing neighbourhoods."
- Generate evidence to help the City "systematically invest in established neighbourhoods as they evolve to accommodate changing community values and needs."
- Provide a proven model that applies to other wards with active growth neighbouring existing communities (i.e. The City can use this as a "plug and play" tool on a city-wide basis). This will also inform stewardship of Community Services Levy funds so that existing communities gain benefit from growth.



Proposed Council Direction

That the Priorities and Finance Committee recommend that
Council:

1. Approve the Council Innovation Fund Application in the amount of \$100,000; and
2. Direct Administration to report back to the Priorities and Finance Committee on outcomes no later than Q4 2022.