



ACTIVATEYYC REPORT - MIDNAPORE & SUNDANCE

ROCHELLE GREENBERG
RAJ DHALIWAL
TRISTAN COTE
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TABLE OF CONTENTS

INTRODUCTION.....	1
ABOUT US.....	1
OUR PARTNERSHIPS	2
ABOUT TACTICAL URBANISM	3
MIDNAPORE & SUNDANCE	4
ENGAGEMENT.....	4
RESULTS	5
TACTICAL URBANISM PROJECT.....	6
IMPLEMENTATION.....	7
APPLICATION QUESTIONS	8
PROJECT DETAILS.....	8
PROJECT APPROACH.....	8
BUDGET	10
ADDITIONAL INFORMATION.....	10
CONCLUSION.....	11
BENEFITS TO THE COMMUNITY.....	11
NEXT STEPS.....	12
RESOURCES.....	13
APPENDICES	14

WHO WE ARE

ERIC SLOAN



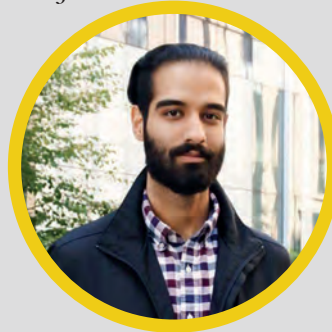
Eric grew up in Calgary and has a degree in Architectural Technology at SAIT Polytechnic. Eric has worked at Zeidler Partnership Architects, as well as Gibbs Gage Architects. Eric has worked on a variety of initiatives including commercial and residential projects in the Calgary area. He is passionate about urban design as a way to influence city systems. Eric is focused on learning more about public engagement with an end goal of obtaining a Masters in Architecture.

JENNY LI



Growing up in the city of Calgary, Jenny aspires to become an architect in the future. Jenny is currently a 4th year student at the University of Calgary. She recently entered the Minor in Architecture and has finished an internship in an architectural company located in Hong Kong. With knowledge in both Urban Studies and Architecture, she is aspiring to become an architect in the future. Her goal is to make cities in the future more modern with a focus on improving people's way of life and sustainability.

RAJBIR DHALIWAL



As a born and raised Calgarian, Raj Dhaliwal is fascinated by the ever-evolving green technologies within a city. Raj has gained interest in understanding the relationship between architecture and sustainable development, and how the interconnection among the two could be applied to affectively plan a city for all. Currently, Raj is focused on graduate school as he aspires to pursue a career in architecture.

ROCHELLE GREENBERG



Rochelle has been born and raised in Calgary, which has had a key influence on her passion for urban development. Her admiration stems from cities' abilities to impact the physical and social world, while still being shaped by it. She is completing her final year of Urban Studies with an Architectural Studies Minor at the University of Calgary. Rochelle is aspiring to complete her Masters in Architecture, and be able to have an impact on the built environment through thoughtful and sustainable design.

TRISTAN COTE



Tristan has an interest in the accessibility and design of our modern cities. His focus is on promoting fast and easy sustainable transportation in order to better improve our daily lives within communities. His travel experience around the world helps him understand the importance of planning for the future while providing ease of comfort for the present. Moving forward, Tristan aims to pursue a career in entrepreneurship focused around sustainable transportation, while continuing to chase his Olympic dreams.

ABOUT OUR PARTNERS

The University of Calgary

As students from the University of Calgary, we are currently in the Capstone class (UBST 591) for the Urban Studies program. The focus of this class is to propose, research, and develop a tactical urbanism project for a community and their association in Calgary. To do so, we have partnered up with the Federation of Calgary Communities to participate in their ActivateYYC program.

The Federation of Calgary Communities

The Federation of Calgary Communities is a non-profit organization who work with other not-for-profits in Calgary including community associations. The board members and volunteers within the Federation focus on improving neighbourhood life in Calgary. This is made possible through their support in organizational development, financial services, urban planning, crime prevention and safety, engagement, and more. The Federation also offers programs and services to members in order to help build their organization's capacity, furthering residents to become more active and focus on issues that impact their community.

ActivateYYC

ActivateYYC is one of the programs that the Federation of Calgary Communities provides. It is a one-time micro-grant program ranging around \$750 that focuses on local community projects and events with the ultimate goal of bringing people together to "Walk, Play, and Be Neighbourly." These projects employed by ActivateYYC are quick, temporary, and low-cost initiatives known as tactical urbanism that are encouraged to be implemented for any season of the year. If successful, it is a possibility that these projects will become long-term or permanent in the future.

Our Goal

The purpose of our involvement is to come up with a combined tactical urbanism project for the communities of Midnapore and Sundance. The accepted project idea by the community association is fence art. The report outlines the logistics of idea, implementation strategies, and how to apply and receive the micro-grant for the project, from the Federation of Calgary Communities through the ActivateYYC program.



ABOUT TACTICAL URBANISM

Tactical urbanism is an umbrella term used to describe urban interventions that are often temporary, low-cost projects or events that aim to make a part of the city more lively and enjoyable. These areas usually start at the street, block or building scale. These tactics that help improve the urban environment are substantially beneficial for cities as they are low risk and have potential for high reward. It also develops social capital between community members as well as building organizational capacity between public and private institutions or non-profit organizations and their members.

Some tactical urbanism projects can range as small as community gardens, community benches, and little libraries to large scale activities such as street games, street yoga, and pop-up vendors.



Painted community bench

Source: Pinterest



Street yoga

Source: Indiana Public Media



Street games

Source: Calgary Communities



Little free library

Source: Denver Post

COMMUNITY ENGAGEMENT

Step 1: Launch

The Federation of Calgary Communities kicked-off the ActivateYYC project with a meeting with the students of the Urban Studies 591 class on September 19, 2017. Building Safe Communities had been selected as a general theme for the communities of Midnapore and Sundance.



Step 2: Observe

October board meeting and the Annual General Meeting were attended to get an understanding of the community and board members on October 4, 2017. A new President was chosen during this meeting.

Step 3: Gathering Data

Between the launch to our first engagement session, information was gathered by means of research both online and with a two hour site visit. Pathways, major roads, parks, school areas, business centers, and many other areas were explored.



Step 4: Engage for Input

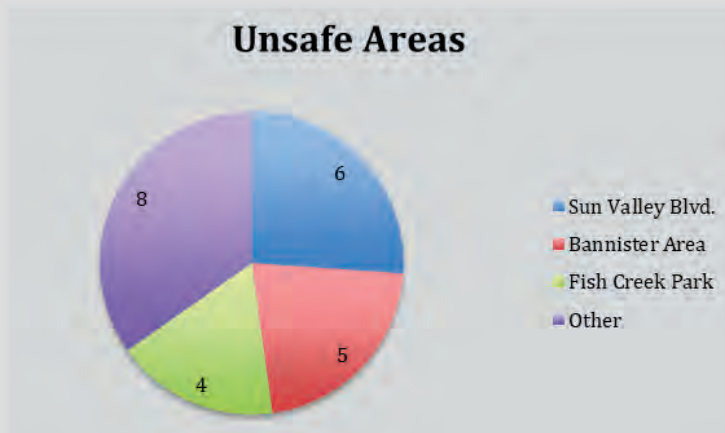
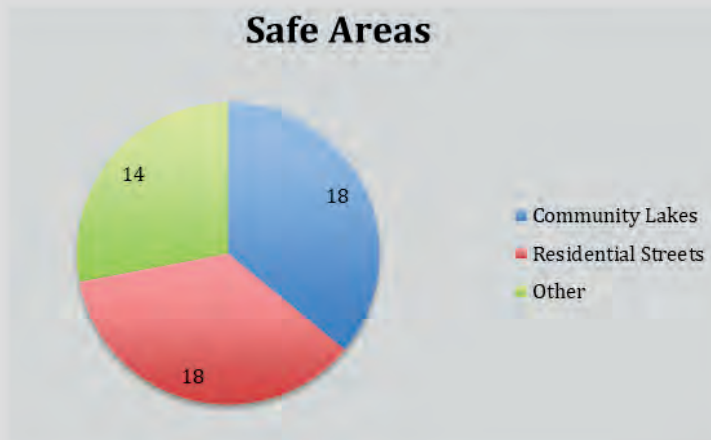
Participatory mapping exercise was carried out following an introduction presentation of the project to the Mid-Sun community and its board on October 11, 2017. A Survey was also distributed to community members through social media.



RESULTS

Survey Results

Our survey aimed to gain the input of the community residents to see where in their community they felt safe or unsafe. Please see Appendix A for our exact survey. Below is a summary of the survey results we received:



The Final Decision

Prior to our meeting with the community association board on November 1, 2017, we gathered the results from our survey and our site visits to create three different tactical urbanism project that we felt embodied the theme of creating safe communities. At the board meeting these three projects ideas were proposed to the community association board. We discussed these ideas with the board and received their feedback. Following this discussion the board voted on one project proposal to move forward and implement. The next steps were discussed and the chosen project was expanded on.



YOUR TACTICAL URBANISM PROJECT: FENCE ART

The tactical urbanism project chosen by the Mid-Sun community association was Fence Art. Survey results (Appendix A) gathered from our preliminary research phase of the project identified the community's concerns regarding main streets and the high speed of commuting traffic. Collectively, our group pledged to address the communities concerns and agreed Fence Art met the requirements.

The fence is positioned along the middle of Sun Valley Blvd, which is a main traffic artery between the two communities. The current purpose of the fence is to ensure pedestrians cross the busy street safely at designated cross walks, which are located at either end of the fence. The community association was intrigued with the Fence Art because of the project's potential and also it aligned with their previous desires to accomplish something with the fence. Feasibility, lasting impact and more importantly the opportunity to incorporate the community's history into the design are some of the project's benefits that attracted the community association.

The tactics of the project require installing 2500 cups into the fence. These cups are easy to install, take down and store, while also being replaceable and rearrangeable, and best of all the installations can last for years. The combination of cups will showcase multiple colorful arrangements of art that will revitalize the currently arid chain link fence and provide it with visual interest without blocking visibility. Your Fence Art presents a unique opportunity for the community residents to take action and participate by bringing forward their ideas of what they would like to see on the fence.

This tactical urbanism project intends to build a greater sense of community for Mid-Sun by combining elements from its historical past that will give life to the community and its future. Upon completion, the incremental changes aspire to increase the aesthetics of the fence, make the community feel lively, enjoyable and encourage community members to walk, play and be neighborly.



Source: Put In Cups



Source: Put In Cups



Source: Andersons

IMPLEMENTATION

After the community has received the grant, the association has the option to use the strategies listed below to proceed with the project:

Mural Design Competition

ActivateYYC's purpose is to bring community residents together through involvement with tactical urbanism projects. With this goal, the community has the opportunity to hold a community wide design competition. It is recommended that the association outline certain aspects that could be included in the design to make it meaningful and symbolic for the community.

During the meeting with the community association, certain thoughts about the design were brought forward and discussed such as incorporating:

- CP Rail/Train
- Rocky Mountains
- Grain Field/Farms
- Other Historical Aspects

The above aspects are a few examples of what the community association could outline in the design competition. Overall what to incorporate in the design is completely open to the community.

The following methods could be used to get community members involved in the design competition:

- Putting the competition on social media (eg. Community Facebook, Twitter)
- The community website
- Providing schools with the design competition outline
- Posting flyers at the community centre, residents association, and/or any other possible locations

The flyers, as well as online postings of the design competition should include the closing date of the competition, how to submit ideas (through email or dropping them off at a certain location), where to find updates of the project (community social media and website), and contact information of the participant. If residents do participate, the winner(s) should be contacted prior to publically announce them.

Volunteers

The community association is encouraged to recruit 10-15 volunteers to help post flyers around the community. The community association could recruit volunteers with postings on social media, the website, and an initial flyer at the community centre. The goal would be to recruit around 50 volunteers to aid in installation. Board members are also encouraged to help put in the fence cups after the final design has been decided upon.



Source: Glenbow Museum



Source: Glenbow Museum

APPLICATION QUESTIONS

Project Details

Category: Activate YYC

Project Name: Mid-Sun Fence Art

What type of activity: Fence decoration on the median of Sun Valley Boulevard

Neighbourhood: Mid-Sun

Public or Private land: Public land

Ward: 14

Address: Sun Valley Boulevard between Sunpark Dr SE and Sunmills Dr SE

What season: Summer Activity however installment lasts all year round

Planned Date: July 07, 2018

How long will the project run: All year round as it is a permanent installment

Will it use volunteers: Yes, community members

How many people: Approximately 50 volunteers

Is this the first time you've done this event: Yes

Have you seen this done in another city: Yes, other places in Calgary and high schools

What organization will host this: Mid-Sun Community Association



Project Approach

Describe the Project: The project is a fence art installation along the median of Sun Valley Boulevard. A design competition will be held within the schools located in Mid-sun. The winning design (voted on by the Mid-sun board) will then have their design implemented along the fence. Fence pucks will be ordered by the board depending on the colours selected in the design. Volunteers among the community will then help place the pucks on the fence on a day-long event on July 07, 2018

How will this project encourage people to walk: By placing an artistic image along the fence, it will attract people to the area and make it a more enjoyable space. The art will represent the community history, or current vibe of the community, creating a space which includes all residents

APPLICATION QUESTIONS

Project Approach Continued...

How will the project encourage people to play: Adjacent to our proposed area for installation is a large park with a baseball diamond and field. We are hoping that the installation will encourage drivers to reduce their speed on the busy road; whereby rendering the area safer for those playing at the park and encouraging increased usage

How will the project encourage people to be neighbourly: A community wide engagement session which promotes the community's history will encourage residents to meet each other. After the session, residents will feel obligated to keep the fence art tidy and inspire them to continue neighbourly activities

How do you plan to communicate the project to the community: The art will be designed by residents of the community with a focus on the community identities (imaginary). The board will then use volunteers from the community to help install the fence art

Project time-line:

Application due: Feb 05, 2018

Art competition: March 2018

Decision on art (allocation of colour quantities): April 2018

Order materials: May 2018

Community Volunteer invitation: End of May/Early June 2018

Fence Art Installation: July 7th, 2018

Permits / Licenses / Approvals: Based on our research you will need approval from the community

Cleanup Plan: Volunteers to help with clean up from installation



APPLICATION QUESTIONS

Mid-Sun Project Budget

MID-SUN BUDGET					
	Quantity	Amount	Total	Details	Source
Materials and Supplies			\$635.00		
Fence Cups (50 per package)	50	\$12.70 (\$0.25 per cup)	\$635.00	2500 fence cups to be ordered online. Price includes tax and includes free shipping.	Amazon https://www.amazon.com/Put-Spirit-Fence-Decorations-Orange/dp/B00G5MY450
Permits			\$0.00		
N/A			\$0.00	No permits are required for the project.	http://www.calgary.ca/PDA/pd/Pages/home.aspx
Promotion			\$47.00		
Flyers	100	\$47.00 (\$0.47 per flyer)	\$47.00	100 Same day flyers to be distributed around Mid-Sun. Prices include tax. Locations include mailboxes, schools, community centre and residents associations. Online version of the flyers to be uploaded and distributed across all community social media platforms and websites.	Staples https://design.staplescopyandprint.ca/product/c82623846d84408a/Upload-Your-Own?category=same-day-products%2Fsame-day-flyers
Refreshments			\$63.40		
Pop (24x355ml cans)	2	\$11.00	\$22.00	Refreshments are to be provided for volunteers during the day of project installation.	Real Canadian Superstore https://www.realcanadiansuperstore.ca/Food/Drinks/Water/18-Pack-%26-Up-Bottled-Water/Real-Canadian-Spring-Water/p/20054635_C35?isPDPFlow=Y
Spring Water (35x500ml bottles)	2	\$4.15	\$8.30		https://www.realcanadiansuperstore.ca/Food/Drinks/Soft-Drinks/18-%26-Up-Packs/Sprite-Sprite/p/20298360001_C24?isPDPFlow=Y
Snacks (18 bags per box Frito Lay Classic Mix)	5	\$6.62	\$33.10		https://www.realcanadiansuperstore.ca/Food/Pantry/Chips-%26-Salty-Snacks/Potato-Chips/Lay%27s-Mix%2C-Classic-Bar-B-Q-Ketchup-Salt-%26-Vinegar-p/20599687_EA?isPDPFlow=Y
Total Budget			\$745.40		

Do you have other funding resources:

No

Activate YYC Micro grant Amount

Requested: \$745.40



Additional ActivateYYC Program Information

All ActivateYYC micro-grants are on a reimbursement basis. A final report along with pictures and proof of expenses will be required before you will receive payment. Reimbursement cheques will only be made out to the partnering organization and not to individuals.

Proof expenses means any invoice or receipt showing the details of what was purchased. i.e. an itemized receipt. A debit or credit card proof of transaction will not be accepted.

ActivateYYC grant money will only be reimbursed for the materials listed in your application. If there is a change to your budget, please inform the micro-grants coordinator BEFORE your event.

Grant recipients must also complete a short online reporting process that documents your observations and experiences in navigating City processes.

BENEFITS TO THE COMMUNITY

Increase the Aesthetics of Sun Valley BLVD

The fence art will add pops of colour along the busy road. The art will become an area in both Midnapore and Sundance where community residents will take pride in their community and become further engaged.



Source: Recyclart

Opportunity for Community Engagement

By hosting a design competition among community residents they can become engaged and aware of the project. We are hoping the residents will spread the word throughout the community by telling their peers.

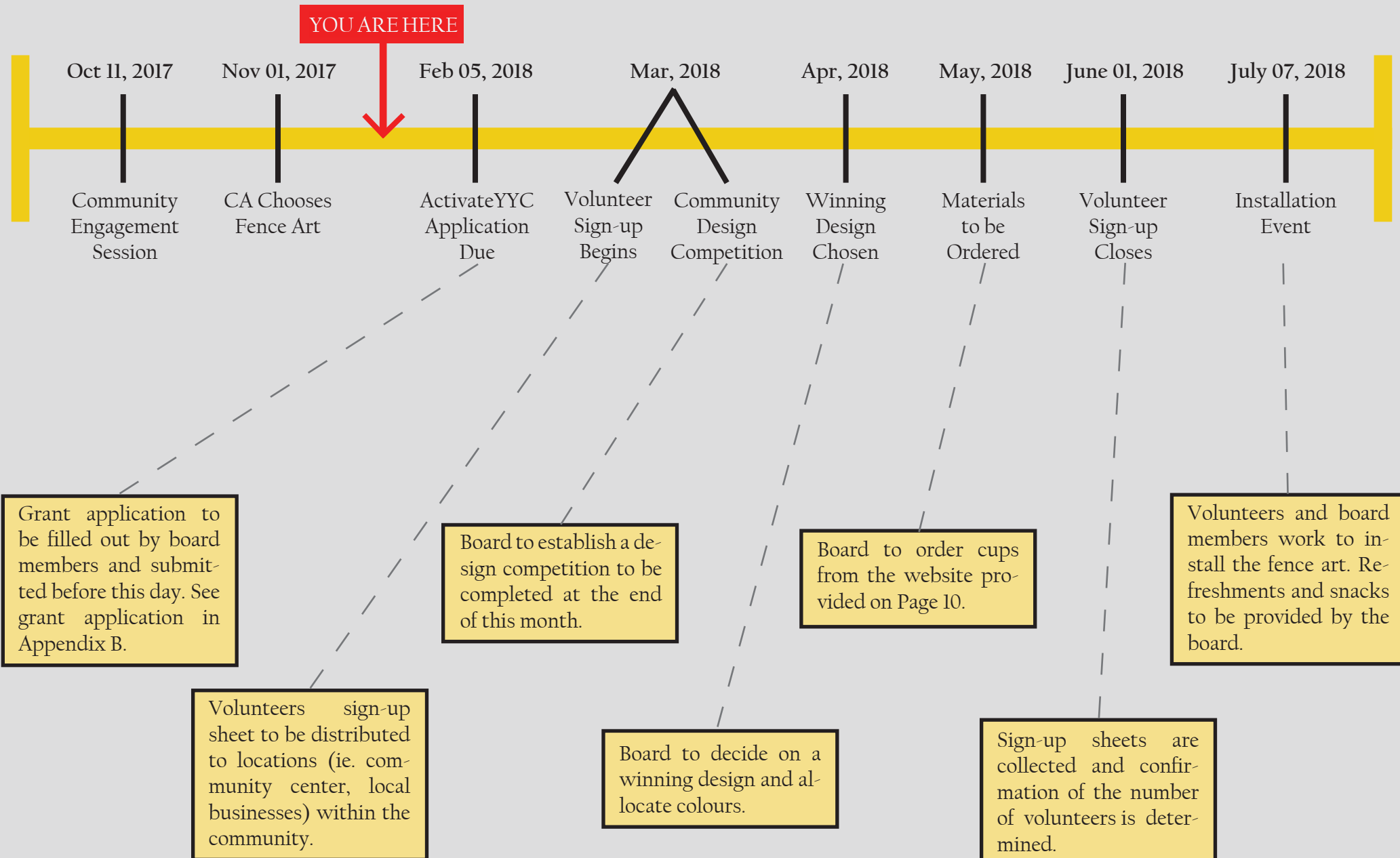
There will also be an opportunity for community engagement by involving volunteers for the installation of the fence art.



Potential for Traffic Calming

Sun Valley Blvd. is a busy road where drivers travel at fast speeds. We are hoping the fence art will catch the eyes of drivers and encourage them to slow down and enjoy the art.

NEXT STEPS



SOURCES

Title Page:

<http://www.great-news.ca/Communities/Calgary/SE/Sundance/images/Community1.jpg>

Table of Content & Sources:

<http://www.stockaerialphotos.com/media/03e27d54-65d2-4210-843e-01825a9a51e7-sundance-calgary>

Page 2:

University of Calgary : <https://mygameplan.ca/education/university-of-calgary/university-of-calgary-logo/>
Federation of Calgary Communities: <https://calgarycommunities.com/>
ActivateYYC: <https://calgarycommunities.com/>

Page 3:

Yoga: <http://indianapublicmedia.org/news/health-fitness-festival-closes-bloomington-streets-56076/>
Library: <http://www.denverpost.com/2013/04/29/tiny-libraries-in-front-yards-across-colorado-inspire-love-of-books/>
Street Games: <https://calgarycommunities.com/activateyyc/helpful-links/>

Page 5:

<https://calgarycommunities.com/activateyyc/helpful-links/>

Page 6:

Top: http://putincups.com/photo-gallery_c_82.html#swipebox
Middle: http://putincups.com/photo-gallery_c_82.html#swipebox
Bottom: <https://www.andersons.com/school-spirit/spirit-and-fence-decorations/fence-decorations/put-in-cups-50-pack>

Page 7:

Top: <http://ww2.glenbow.org/search/archivesPhotosResults.aspx?AC>
Bottom: <http://ww2.glenbow.org/search/archivesPhotosResults.aspx?A>

Page 8:

<https://www.google.ca/maps/@50.906531,-114.0549339,3a,60y,90t/data=!3m6!1e1!3m4!1ssJv2BHKi0Yisu-4VmOUIHwQ!2e0!7i13312!8i6656>

Page 9:

http://fastfence.ca/wp-content/uploads/2015/09/11081367_637971286338065_8079818430277193284_n.jpg

Page 10:

Additional information: <https://calgarycommunities.com/activateyyc/guidelines/>
Mid-Sun: <http://www.midsun.org/>

Page 11:

Top: <https://www.recyclart.org/2015/03/rainbow-trees-cycled-plastics/>
Bottom: <http://clipart-library.com/clipart/kcMK9da6i.htm>

Page 14:

https://www.surveymonkey.com/summary/VxwJlBOkQatI-H0SeJLrfM8IqqI3WcBN87waLYo38wsw_3D

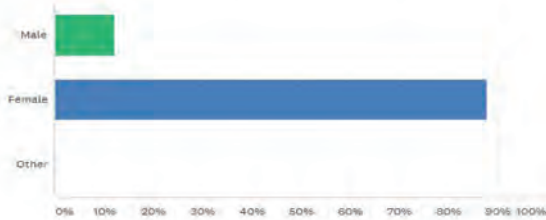
Page 15:

<https://calgarycommunities.com/activateyyc/apply-now/>

APPENDIX A : SURVEY RESULTS

What gender do you identify with?

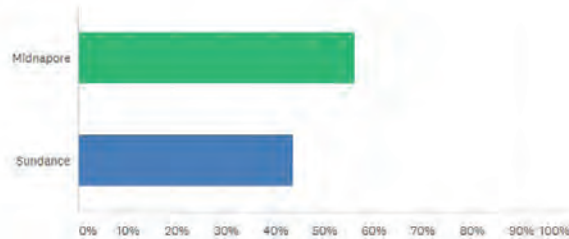
Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	12.12%	4
Female	87.88%	29
Other	0.00%	0
TOTAL		33

What community do you live in?

Answered: 32 Skipped: 1

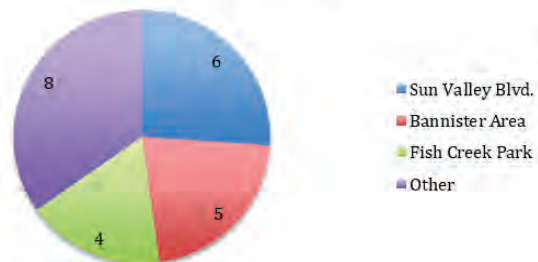


ANSWER CHOICES	RESPONSES	
Midnapore	56.25%	18
Sundance	43.75%	14
TOTAL		32

Describe two areas in your community which you feel UNSAFE. Specify the area as best you can (street names, Park names etc.).

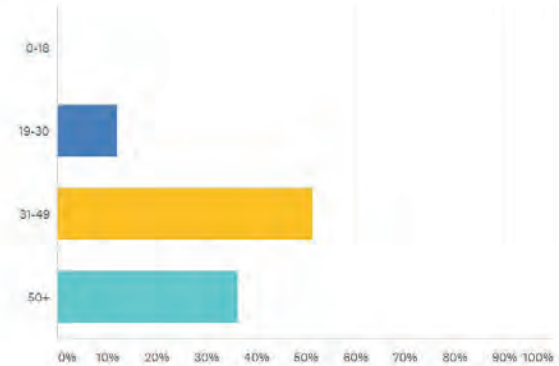
Answered: 33 Skipped: 0

Unsafe Areas



What age group do you fit in?

Answered: 33 Skipped: 0

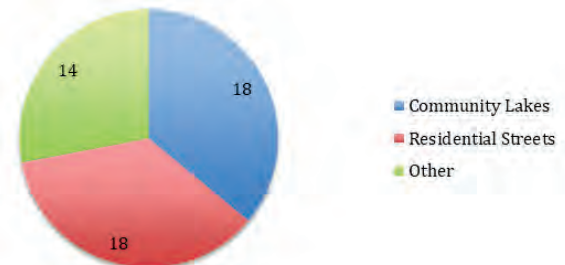


ANSWER CHOICES	RESPONSES	
0-18	0.00%	0
19-30	12.12%	4
31-49	51.52%	17
50+	36.36%	12
TOTAL		33

Describe two areas in your community you feel SAFE at. Please specify the area as best you can (street names, park names etc.).

Answered: 33 Skipped: 0

Safe Areas



APPENDIX B: GRANT APPLICATION

Submission Details

PROJECT/EVENT DETAILS

Category: *

Project/Event Name: *

What type of activity is this?: *

What Ward will this take place in?: *
Not sure? Use this link to find your Ward: <http://www.calgary.ca/city/council/Pages/WardBoundaryMap.aspx>

Project/Event Neighbourhood or Community: *

Will your project/event take place on public or private land?: *

Approximate Address of Project/Event: *

Please provide a 'street view' link showing the proposed location of your project/event: *

In what season will this take place?: *

Planned Date of Project/Event: *

How long will the project/event run?: *

Will your project/event use volunteers?: *

How many people do you think will participate in your project/event?: *

Is this the first time you have done this project/event?: *

Have you seen this done in another city?: *

What organization will host this project/event?: *

Please provide a link to (i.e. <https://calgarycommunities.com/>)

<https://www.judgify.me/events/forms/submit/2092/114097> Page 1 of 3

ActivateYYC | Judgify 2017-11-07, 1:04 PM

the organization:

Please list your handles or username for your social media accounts (Twitter, Instagram etc.)

Does the organization have liability insurance that will cover the project/event?: *
Please Note: an incorporated group must have this activity for insurance and reimbursement purposes. If unsure, please contact your insurance company.

Did you speak to a microgrant's person about this application?: *

PROJECT/EVENT APPROACH

Please describe the project or event, (What will you be doing? Who will be involved? Any additional partners?): *

How will this project/event encourage people to 'walk': *

How will this project/event encourage people to 'play': *

How will this project/event encourage people to 'be neighbourly': *

How do you plan to communicate your project or event to the community?: *

Give us a sense of your project/event timeline?: *

Do you have all the information you need on bylaws, permits, licenses and/or approvals in order to complete your project/event?: *

What is your project/event clean-up plan?: *

(i.e. how will your team ensure your site is put back the way you found it?)

PROJECT/EVENT BUDGET

<https://www.judgify.me/events/forms/submit/2092/114097> Page 2 of 3

ActivateYYC | Judgify 2017-11-07, 1:04 PM

Please provide a detailed budget for this project/event. Include what you will spend money on and how much: *
Categories to address: 1) Materials & Supplies 2) Permits 3) Promotion 4) Facilitation/Professional Expertise 5) Food & Refreshments 6) Other

Do you have other funding sources?: *

ActivateYYC Microgrant Amount Requested: *

FINAL CONSIDERATIONS

I agree that my project or event will be free and open to the public. No entrance fee of any kind will be charged to my participants. * Yes

I understand that all ActivateYYC microgrants are on a reimbursement basis and that a final feedback form including proof of expenses (ie receipts) and photos of my project/event will be required before I receive payment. * Yes

I agree to submit my feedback form within 30 days of project/event completion. * Yes

I will obtain the required "mis. licenses, all and related" to implement "microgrant". * Yes
(<https://www.judgify.me/events/mysubmission/2092>)

Entries Deadline: **06-Feb-2018 10:29 AM (GMT +3:30)**

content described above may be included in, copied, distributed and/or shared in whole or part by means of various print or electronic media by the Federation of Calgary Communities, Friends of the Federation and The City of Calgary. *

Submit Submit & Add New

<https://www.judgify.me/events/forms/submit/2092/114097> Page 3 of 3

Source: Calgary Communities.