



What We Heard: Neighbourhood Revitalization – Inglewood

June 25, 2019

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

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Executive Summary

In June 2018, Inglewood was approved by City Council for participation in the Neighbourhood Revitalization program. Inglewood was selected and approved by City Council after significant data driven analysis to determine opportunities of capital and social investment.

Neighbourhood Revitalization follows an Asset-Based Community Development approach; it focuses on existing community assets and strengths rather than problems, needs and deficits. Revitalization is about strengthening the great things happening in the neighbourhood by mobilizing citizens to identify and undertake actions that bolster neighbourly connections, social and recreational opportunities and neighbourhood beautification. The goal of Revitalization is to undertake actions that achieve a greater sense of place, increase safety and create cleaner and more attractive community spaces. These actions are community-led, and City supported.

The public was engaged to advise, refine and create and were committed to working together with a positive, open mind to participate in the overall achievement of Neighbourhood Revitalization.

The public engagement design and facilitation was a collaborative process supported by ZGM, the Community Working Group and the City of Edmonton. The Community Working Group helped lead the process with support from the Revitalization Coordinator and ZGM team, this included input towards how to best engage and communicate with the community, the goals and initiatives of Revitalization and the design of the community public engagement drop-in events.

The public engagement was designed and facilitated by ZGM. The communications included:

- + An initial engagement opportunity where Inglewood community attended a Neighbourhood Revitalization Meet and Greet event in November 2018
- + Seven Community Working Group meetings between December and June to support with the development of a Revitalization Strategy for Inglewood
- + Two community public engagement drop-in events at the Winnifred Stewart Association to engage members of the Inglewood Community, build awareness of Revitalization, and solicit feedback on projects and initiatives
- + Five focused neighbourhood conversations to ensure a broad and inclusive neighbourhood representation and participation

The first community public engagement drop-in event provided feedback on what the community currently loves in their neighbourhood and input on assets that could be enhanced. The second community public engagement drop-in event invited the community to review the prioritized initiatives and offer their feedback towards their preferences.

Focused neighbourhood conversations offered small group conversation opportunities to ensure that a range of perspectives, values and priorities were heard and would be considered in the development of the Revitalization Strategy.

A Revitalization Strategy for Inglewood will be presented to the City Council in Fall of 2019. The implementation of the Strategy will be community-led and supported by the City of Edmonton.

Background of Project and Objectives

Scope and Context

Neighbourhood Revitalization combines capital and social investment opportunities in neighbourhoods with high social vulnerability. Neighbourhood Revitalization uses a place-based and asset-based community development approach. This is a community-led approach originally developed by John McKnight and Jody Kretzmann that is built on four foundational elements (Kretzmann, 2010; Kretzmann & McKnight, 1993; Mathie & Cunningham, 2003):

1. It focuses on community assets and strengths rather than problems and needs
2. It identifies and mobilizes individual and community assets, skills, and passions
3. It is community driven
4. It is relationship driven

Revitalization works with neighbourhood leaders to mobilize a community to identify and carry out actions that achieve a greater sense of place, increase safety and create cleaner and more attractive streetscapes. Investments support places to gather and establish stronger relationships between neighbours. Neighbourhood Revitalization initiatives play a significant role in renewing connections between residents and local businesses.

Revitalization work is accomplished through:

- + Bridging local needs with broader needs
- + Creating a collaborative environment in our work
- + Sustaining our initiatives and goals in neighbourhoods and business sectors
- + Elevating and transforming from good to great communities
- + Building on community capacity and local wisdom

At a local level, Neighbourhood Revitalization is led by a Revitalization Coordinator who collaborates with other community development staff within the City of Edmonton. These staff are the Neighbourhood Resource Coordinator, the Community Development Social Worker and the Community Safety Liaison.



How Did We Get Here

Inglewood was approved by City Council in June 2018 for participation in the Neighbourhood Revitalization program. The Public Engagement plan was created between October 2018 and January 2019, with the engagement frame being finalized late January.

This included identification of the Community Working Group whose key responsibilities were:

- + Building on community capacity and local wisdom
- + Driving the development of the Neighbourhood Revitalization Strategy for Inglewood
- + Creating opportunities, through various engagement initiatives, for as many people to be involved in the engagement process as possible
- + Advising and supporting the design and implementation of a robust public engagement and communications plan
- + Bringing local knowledge, experience and networks to the initiative
- + Acting as ambassadors for Neighbourhood Revitalization within the community
- + Providing community-based feedback, input and expertise in all of the above mentioned areas

The group was established in December 2018 through public identification of stakeholders in the community. Members of the neighbourhood expressed their initial interest followed by a one-on-one conversation with the Revitalization Coordinator. The structure of the group was intentional and consisted of eleven individuals representing an intersection of identities. This included a variety of ages, cultures, genders, residents, organizational representatives, business owners and more to represent a diverse cross section of the neighbourhood. The group was comprised of eleven voting individuals, two public engagement consultants (ZGM) and one Revitalization Coordinator (City of Edmonton).

The 11 community participants included:

- + Five community residents
- + Two Community League representatives
- + Three Community Organization representatives (two from Winnifred Stewart Association and one from Community Options)
- + One Executive Director, The Crossroads Business Improvement Area Association

The Community Working Group met monthly from December 2018 until June 2019. Several group members also contributed at the two community public engagement workshop drop-in events and focused neighbourhood discussions sharing information about Revitalization and gathering input from community members.

Previous Public Engagement in the Neighbourhood

The City of Edmonton's, Building Great Neighbourhoods, Neighbourhood Renewal began public engagement in Inglewood in Fall/Winter 2017. People living in and/or those who had an interest in Inglewood provided input towards the City's neighbourhood renewal decision-making process beginning with project initiation, continuing during key milestones through to the creation of the final designs.

The public engagement opportunities included:

- + Meetings with representatives from local organizations – Fall/Winter 2017
- + A stakeholder workshop – March 2018
- + Drop-in public engagement workshop events – April 2018 (x2), August 2018, October 2018, and January 2019

Neighbourhood Revitalization was present at the Neighbourhood Renewal Drop-In Public Engagement events in October 2018 and January 2019.

Public Engagement Statement

The City of Edmonton Public Engagement Charter created in the fall of 2018 supported the development of the Inglewood Revitalization Strategy. The ultimate goal of the engagement strategy is to define the priorities for each community's Revitalization Strategy which will be presented to City Council in Fall of 2019 for recommendations for approval. The Public Engagement Statement asks the question:

How do we mobilize and support community to identify strengths, issues, and priorities to create and implement a strategy that builds more vibrant, inclusive, healthy, safe, and attractive neighbourhoods?

Public engagement improves the work of Neighbourhood Revitalization by:

- + Gathering local knowledge of the neighbourhood to inform strategy creation
- + Creating a relationship with residents built on trust and respect
- + Strengthening capacity in community members to carry out community-led initiatives
- + Developing a sense of pride and ownership among residents by participating in the creation of the revitalization vision and strategy and implementing projects to meet the aspirations in the Strategy

The outcome of public engagement for Neighbourhood Revitalization is to complement the asset-based community development process in enhancing the community capacity building when working with the City to co-create the Revitalization vision and Strategy.

The Public Engagement spectrum explains the four roles (Advise, Refine, Create, Decide) that the public may have when they participate in City of Edmonton public engagement activities. As you move within the spectrum there is an increasing level of public influence and commitment from both the City and the public.

The public's impact in decision making is listed in the phases below.

Spectrum and Commitment to the Public

Public engagement includes advising, refining, creating, and deciding in order to assist in the success of Neighbourhood Revitalization. Through the process of strategy development, the following roles and actions by the City and the public were taken.

Building Relationships

ADVISE

- + Identifying stakeholders and community leaders
- + Establishing Strategy Development Working Group
- + Sharing knowledge of the neighbourhood

REFINE

- + Creating the governance structure

CREATE

- + Collaborating on the creation of a public engagement and communications plan

Developing the Strategy

ADVISE

- + Choosing what questions to ask and who to ask in public engagement plan
- + Providing feedback on public engagement approaches

REFINE

- + Reviewing and providing input on the completeness of information about the community
- + Setting priorities from information received
- + Identifying what might be missing
- + Incorporating feedback into final vision, strategy, and criteria success for Council approval

CREATE

- + Developing a draft vision, strategy, desired outcomes and criteria for success (i.e. performance measurement) for community consideration
- + Developing governance structure for Strategy Development Working Group

Implementing the Strategy

ADVISE

- + Identifying stakeholders and community leaders

REFINE

- + Creating work plans for projects
- + Identifying decisions within projects where the Working Group needs input from residents
- + Planning and implementing public engagement when required
- + Using community networks to encourage participation in community initiatives

How Public Input was Used

- + Determined how to best engage and communicate with residents and stakeholders
- + Identified community leaders
- + Identified gaps and needs of social and economic initiatives and possibly infrastructure
- + Co-created a Revitalization Vision
- + Identified and measured what success will look like
- + Identified community leaders
- + Identified gaps and needs of social and economic initiatives and possibly infrastructure
- + Co-created a Revitalization Vision
- + Recruited volunteers for the initiatives that are approved in the strategy
- + Identified and measured what success will look like

Summary of Public Engagement Activities

The engagement strategy involved one Meet and Greet event, seven Community Working Group meetings, two community public engagement drop-in events and five focused neighbourhood discussions.

Meet and Greet Event

The Inglewood community was first engaged at a Neighbourhood Revitalization Meet and Greet event that took place on November 20, 2018 at the Winnifred Stewart Association. The participants were asked to comment on the statement, "for me ... Neighbourhood Revitalization means ..." This was an initial step in obtaining feedback to gauge understanding of Revitalization. The information collected was used to shape how the project information was created and shared.

Community Working Group Meetings

- Dec 11:** Inglewood Community League – 5:30 – 8:45 pm
- Jan 10:** Winnifred Stewart Association – 5:30 – 8:30 pm
- Feb 14:** Inglewood Community League – 5:30 – 8:30 pm
- Mar 14:** Inglewood Community League – 5:30 – 8:30 pm
- Apr 11:** Inglewood Community League – 5:30 – 8:30 pm
- May 9:** Inglewood Community League – 5:30 – 7:45 pm
- Jun 20:** Inglewood Community League – 5:30 – 7:30 pm

Seven Working Group meetings were held and members were provided dinner while they worked to provide input.

An agenda and minutes from the previous meeting were sent out to members prior to each monthly meeting. The Consultants from ZGM and the Revitalization Coordinator co-facilitated the meetings.

Community Public Engagement Drop-In Events

The first community public engagement drop-in event took place on February 23rd from 12:00 p.m. to 4:00 p.m. at the Winnifred Stewart Association.

The main outcomes planned for this event were to build awareness and understanding of Revitalization, ask community members to identify their priorities on how best to strengthen their communities and invite community members to consider their involvement in initiatives that can make their community stronger.

The drop-in event served to ADVISE the community about revitalization and CREATE a draft list of places in the neighbourhood that are important and the community's ideas to make the neighbourhood an even greater place to live, work, and play.

The first display boards offered information about Revitalization, why specific communities were chosen, and explained asset-based community development. A map of the neighbourhood was displayed and people were asked to identify places they love in their community using a sticky dot. The categories of Revitalization, presented with examples from other areas, were Beautification/Cleanliness, Safety, Community Connections and Economic Vibrancy. A display board for each category was available for people to offer project ideas for the community. Working Group members, ZGM Consultants and the COE Revitalization Project team interacted with attendees to generate ideas.

The second Community Public Engagement Drop-In event occurred April 27th from 12:00 p.m. to 4:00 p.m. at the Winnifred Stewart Association. City of Edmonton programs including Neighbourhood Renewal, 124 Street Renewal and Revitalization offered a shared Community Public Engagement Drop-In event. Neighbourhood Renewal presented construction designs and timelines, 124 Street Renewal provided an update and opportunity for community feedback and Revitalization sought community input on a vision statement and project ideas.

The second drop-in event worked to REFINE the goals, outcomes and priority initiatives of Revitalization through community feedback, CREATE a final vision and allow community members to sign-up to be a part of a project team. Working Group members, ZGM Consultants and the COE Revitalization Project team interacted with attendees to generate ideas. Light refreshments and children's activities were offered at the event.

PARTICIPANTS:

- + Participants who attended the public drop-in events included the City of Edmonton staff, Consultants from ZGM, community residents and organization and business owners in Inglewood.

PROMOTION AND MARKETING (DROP-IN #1):

- + A postcard distributed to each household by mail
- + Roadside Signs
 - + 111 Avenue (Westbound side) from 110 Street to 111 Street
 - + 111 Avenue (Eastbound side) from 119 Street to 111 Avenue
- + An Online News Release
- + A City of Edmonton website update
- + Organic social media mentions from City of Edmonton (Facebook, Twitter, and Instagram)
- + 311 Messaging
- + A Community Advertorial

PROMOTION AND MARKETING (DROP-IN #2):

The promotion and marketing for drop-in #2 was completed by the City of Edmonton, Building Great Neighbourhoods, with shared messaging. This included:

- + A Postcard distributed to each household by mail
- + Posters
- + Roadside Signs
- + A-Frame Signs
- + Yard Signs
- + A News Release
- + A City of Edmonton website update (Neighbourhood Renewal & Revitalization)
- + Organic social media mentions from City of Edmonton (Facebook, Twitter, Instagram)
- + 311 Messaging
- + An email to stakeholders
- + A Community League website

A community advertorial was created by ZGM after the second public drop-in to provide an update to the community.

Focused Neighbourhood Conversations

Focused neighbourhood conversations were organized, when possible, with existing programs or meetings in the neighbourhood to specifically engage with youth, community/faith-based organizations, businesses, and community cultural leaders. The focused neighbourhood conversations were conducted in an open, round-table manner. A consultant from ZGM facilitated each conversation based on information presented at community drop-in events. The display boards from the community drop-in events were used to help introduce Revitalization and the project ideas. Refreshments were provided at each meeting.

The five focused conversations took place between March 20th, 2019 and May 21st, 2019. The purpose of these conversations was to provide input into the vision, projects and overall strategy.

Community members and stakeholders were asked questions pertaining to how they live in the neighbourhood (including good things and challenges), how connected they feel with their neighbours, what safety issues might exist, where residents access services for basic needs (including health, grocery, finances, and shopping), how residents use the open spaces in the neighbourhood on a year-round, all season recreation and socializing basis, what the distinct identity of the neighbourhood is, how to ensure Neighbourhood Revitalization meets the needs in an inclusive and diverse manner and where they would like to see their community in the future.

Youth

CONVERSATION 1 MARCH 20

124 Street Youth Program – Inglewood School (12515 116 Ave) 5:00 – 6:00 p.m.

- + There were ten young people who attended the first conversation

CONVERSATION 2 APRIL 29

Inglewood School (12515 116 Ave)

- + There were eight young people who attended the second conversation

OUTREACH

The Revitalization Coordinator connected with the City of Edmonton Youth Program Coordinator to arrange the visits to the 124 Street Youth Program.

Community/Faith-based Organizations

MARCH 27

Safe & Caring Communities – Catholic Social Services: Children, Family and Community Service (10320 146 St) 5:00 – 7:00 p.m.

- + 14 people representing the following organizations participated in the conversation:
 - + Catholic Social Services – Children/ Family Services – Immigration
 - + Community Options
 - + Edmonton Public Library – Woodcroft Branch
 - + Family Centre – Youth Liaison
 - + Inglewood Christian Reformed Church
 - + Native Healing Centre
 - + 124 Street Youth Program – Board member
 - + Uncles & Aunts At-Large
 - + Money Mentors
 - + Winnifred Stewart Association

OUTREACH

In coordination with a City of Edmonton Community Development Social Worker, the focused conversation was facilitated at a Safe and Caring Communities meeting.

Businesses

APRIL 24

Inglewood Community League (12525 116 Ave)
6:30 – 7:30 p.m.

- + One business owner who was new to the community participated in the conversation (Aces & Spades Tattoo, 12203 118 Ave)

OUTREACH

In coordination with the Executive Director of the Crossroads BIA, an email was sent out to business owners in the area. The Revitalization Coordinator visited 14 businesses in person along 118 Avenue and 124 Street, introducing Revitalization in Inglewood and inviting business owners to a focused conversation.

Community Cultural Leaders

MAY 21

Inglewood Community League (12525 116 Ave),
6:30 – 8:00 p.m.

- + Two people participated: A representative from Community Options, Out of School Care program at Inglewood School and the Principal from MAC Islamic School

OUTREACH

The Community Working Group identified people from organizations in the community. The Revitalization Coordinator sent an email introducing Revitalization along with an invitation to attend a focused conversation with community cultural leaders.

The email message was sent to people from the following organizations:

- + Community Options
- + Inglewood School
- + Inglewood Community League
- + Big Stone Inglewood Professional Centre
- + MAC Islamic School
- + Discovery Cafe
- + Edmonton Native Healing Centre

A second email was sent as a reminder; five days before the scheduled conversation.

What We Heard :

Community Working Group Meetings

Identified community members met monthly between December 2018 and June 2019 to discuss ongoing areas of the project. They offered feedback, creativity, discussion and direction on the development of the Revitalization Strategy including the public engagement and communication plans. The Working Group synthesized data from the various engagement opportunities to set the direction for the identified projects for the first two years.

1. Commitment to Asset-Based Community Development

The working group identified a need to use more positive, asset-based language rather than words like deficit; asset-based community development allows community members to identify existing assets and develop initiatives/programs to help improve conditions in specific areas and make them stronger/better

2. What Makes a Great Community?

Safety

- + Low crime
- + Visible children, family friendly
- + Good transportation systems

Connections Between Neighbours

- + Houses with front porches
- + The people
- + Community events
- + Diversity and social inclusion
- + No distinction between owners and renters – inclusion of both
- + No stereotyping

- + Engaged neighbours

- + Connected networks – bringing different groups together

Greenery/Open Spaces

- + Trees, gardens and nice yards
- + Places for people to gather (indoor and outdoor spaces)

Social Capital/Infrastructure

- + Improved resources, businesses, and companies
- + Infrastructure; libraries, schools, local businesses
- + Walkability; universal design

3. How do We Engage With the Community?

- + Connecting with schools, churches and neighbours
- + Building a profile of the project and inserting it into the Journal's neighbourhood bulletins – letting people know what this initiative is and generating interest in participation
- + Using the 124 Street newsletter
- + Utilizing the Neighbourhood Table: Safe and Caring Communities
- + Developing a survey and creating small community to gather feedback
- + Having caution around the expectations – there is community burn-out because we just did Renewal
- + Branding: what are we revitalizing?
- + Tapping into our existing network

4. How Will We Define Success?

Connecting

- + When people are talking
- + When people are using public spaces
- + When people who haven't connected before are doing so now

Involvement

- + More people are in attendance at programmed events
- + When everyone feels they have had their voice heard through the best medium for them
- + When volunteering is on the upswing

A Prosperous Community

- + When our community is defined by assets, not by deficits
- + When we have created a vibrant, thriving community
- + When we are no longer on the City's list of communities needing support

5. Which Group of Individuals do we involve for Focused Neighbourhood Conversations?

The groups that were prioritized were:

- + Youth
- + Community/Faith-Based Organizations
- + Businesses
- + Community Cultural Leaders

Other mentioned groups were:

- + Seniors
- + Property owners, Homeowners & Renters
- + Apartment/Condominium dwellers (multi-unit housing)
- + The vulnerable community
- + People with developmental disabilities
- + People with physical limitations/disabilities
- + Multicultural and leadership in the communities
- + Young families

6. How do we Create a Dynamic Community Drop-In Event?

Maximize Attendance

- + Saturday is preferred for drop-in sessions to get youth involved

Room Engagement

- + Beneficial to have categories like safety matters/economic development matters/friendliness/cleanliness/walkability/etc. present at the open house
- + Having a map of the community for a mapping exercise – identifying your favorite places and businesses you access in the neighbourhood

- + People are able to engage more when they are sitting down with someone
- + Have a sit-down table beside each board around the room rather than in the middle of the room
- + Read the ideas on the board and then sit down and engage and provide feedback at the table
- + Food at each table
- + Have a WG member at each table to encourage conversation
- + Stand up boards and a table mount with a large sign such as "BEAUTIFICATION" with a condensed version
- + Where in the venue Revitalization and Building Great Neighbourhoods will be set up in the room to provide a logical flow for participants
- + A need for Working Group volunteers – have an open invitation for whoever can drop by

7. Vision Statement Development

This vision statement was at the second community drop-in event to gauge feedback from the community.

Building connections to create a vibrant and inclusive community

8. What Are the Neighbourhood Goals for Revitalization?

- + Move away from dark, dingy and dangerous feeling in the business areas and replace with good lighting, cleanliness and safety
- + Get people excited to be in Inglewood including feelings of safety and a sense of pride in the neighbourhood

- + Have Inglewood be seen as a child and family-friendly place that is valued by residents and visitors
- + Reinforce inclusivity in the neighbourhood
- + Focus on the evolving vibrancy of Inglewood

9. General Initiatives Identified (From Early Data)

COMMUNITY CONNECTIONS

- + Dog water park – top priority due to the potential Linear Park already offers
- + Work share/sharing spaces/tool sharing

BEAUTIFICATION

- + Community gardens, specifically public facing gardens
- + Identify other high-visibility spots in the community; there is a range of what community gardens could look like
- + A gateway feature or mural
- + Utilize unused urban spaces
- + Flower pots and/or boxes
- + A community garden of some sort was a top priority due to the potential for beautification and community connections within one project

ECONOMIC VIBRANCY

- + Utilizing turn-around space and bringing it back to its original history – trolley cars, etc. (trolley turnaround – enhancement activation) – top priority
- + Lights up 124th St. – potential to be a robust business space with added safety and regeneration efforts
- + Pop-up market in different spaces, formats, etc.

It was determined that safety would be an outcome of the listed initiatives and did not require its own category.

Clarifying the Goals

Drawing from the Working Group's identified initiatives we fine-tuned the final initiatives that would be presented to the community for their feedback. This was based on our commitment to asset-based initiatives (utilizing existing areas and making them better) in addition to the Working Group's majority inputs. The top initiatives are highlighted in bold.

ECONOMIC VIBRANCY

- + Lights Throughout 124 St.
- + Social Media Promotions of Local Business
- + Pop Up Markets
- + **Former Trolley car turn-around site activation (Potential for other re-development)**

COMMUNITY CONNECTIONS

- + **Linear Park – improve awareness of dog park and amenities i.e.) better awareness; improved infrastructure (benches, water fountain, lights)**
- + Community sharing initiatives
- + Family Fun Days

BEAUTIFICATION

- + Mural – permanent or changing
- + 124 St. clean up
- + Gateway entry into community
- + **Community Gardening Initiatives (coordinate with existing community gardens, explore new locations and public facing opportunities)**

What We Did

- + We determined how to best engage and communicate with residents and stakeholders in the community
- + We used information provided by the Working Group to guide our approach to all areas of the Revitalization Strategy including the focus group conversations and community public engagement drop-in events
- + We co-created a Revitalization vision to share with the community



connected vibrant inclusive engaged

What We Changed

Upon further reflection and input from the Working Group it was decided that the focused conversations would prioritize Community Cultural Leaders rather than specifically Indigenous or multicultural groups. The reasoning for this was that the neighbourhood is diverse and that a broader conversation with the leadership of the community in a cultural context would be most beneficial.

Implementation Structure – Feedback from WG

- + The identified priorities will be the focus for the next 1–2 years followed by re-evaluation to determine if the projects are still relevant
- + It is wise for the implementation team to meet quarterly (4 meetings total per year)

What We Heard

Community Public Engagement Drop-In Events

The first public engagement session took place February 23, 2019.

1. What the Community Loves About their Neighbourhood

GREEN SPACE

- + The Inglewood playground and schools in the community
- + Big, mature trees and green spaces
- + Linear Park (walking path, dog park, bike lanes to downtown)

124 ST.

- + Shops and restaurants
- + Shops and restaurants

COMMUNITY

- + Good community and community members
- + The Community League

LOCATION

- + Close proximity to the library and space sciences centre
- + Close proximity to downtown
- + Central to Edmonton

2. Input on Assets that Could be Enhanced

- + Adding a fence around the dog park and more amenities such as lights, benches and water fountains
- + More opportunities and areas of play for teenagers and youth such as a skateboard park, tennis court, basketball courts (people friendly places)
- + Addition of community friendly businesses such as cafes as opposed to liquor stores
- + Better utilization of Inglewood's green spaces

3. Input on Beautifying the Community

- + Varied talk of community gardens (front yards, flowers in 121 St. park and community gardens)
- + More greenery and trees to enhance natural spaces
- + Art installations such as murals and decorative lamp posts created by community members or local artists
- + Add and update history (i.e.) information plaques and pillars

4. Input on Creating Better Connections

- + A number of participants were excited about the idea of ongoing block parties
- + Outdoor sporting events and tournaments such as ice hockey
- + Outdoor kid-friendly activities such as arts and gardening
- + The development of an ongoing calendar for the community to organize events

5. Input on Increasing Economic Vibrancy

- + A need for more variety of businesses; this would include restrictions on pawn shops, massage parlours, cannabis/liquor stores, etc.
- + A farmer's market on 124th street
- + Small businesses in unused spaces
- + Incentives for Edmonton businesses to locate in Inglewood

6. Input on Increasing Safety

- + Lighting was a common concern along streets and in alleyways
- + More presence of community members out walking, BBQing, sitting on porches, connecting with neighbours
- + Bike safety courses for kids
- + More EPS presence in community without becoming overbearing; EPS need to work with the community
- + Organized neighbourhood watch groups

7. Other Feedback

- + Walkable and inviting businesses in the heart of the community and near bus stops, such as coffee shops
- + Maps and community signage such as bike lane maps and points of interest maps
- + Adult educational courses at Inglewood School
- + Make the Community League more known throughout Inglewood through postings throughout neighbourhood and flyers

Community Drop-In event # 2

The second large public engagement event occurred April 27th, where residents, representatives from community organizations and business owners were able to review the initiatives that the Working Group and the City of Edmonton put forward based on the feedback from the first session.

1. For each area of initiatives, the community was asked if they support the initiatives listed in bold:

ECONOMIC VIBRANCY

Former Trolley car turn-around site activation (Potential for other re-development)

- + participants did support this initiative; however, a higher number of individuals were more excited about the idea of pop-up markets and provided their ideas for this to be Farmer's market style along 124 St. with a bonus of promoting local businesses through the market

BEAUTIFICATION

Community Gardening Initiatives (coordinate with existing community gardens, explore new locations and public facing opportunities)

- + participants were excited about the bolded initiative (community gardening) and also identified the want for history and heritage-based murals, with a couple mentions of John A. Norris

COMMUNITY CONNECTIONS

Linear Park – Improve awareness of dog park and amenities i.e.) better awareness; improved infrastructure (benches, water fountain, lights)

- + The participants agreed with the prioritized initiative

2. Community members were then asked if they did not support the bolded initiative what their preference from the list would be:

- + Cleaning up 124 St. was identified a number of times along with regular cleanliness of properties.
- + There was support for the idea of a mural and gateway as both could improve the visual appeal of the neighbourhood
- + Lighting for 124 St. and alleyways to address crime

3. Finally, participants were asked what details would make the identified projects a success:

- + Linear Park: consider amenities for people and families, consider multi-use BBQ pits, picnic tables and a fenced area for dogs to ensure there is still dog-friendly access to the space
- + Include more signage indicating what Linear park is/offers
- + Ensure the site for a pop-up market remains a public space
- + The pop-up market should have character and uniqueness
- + Engage community leaders from the neighbourhood, community league, organizations and businesses



- + Use social media, pamphlets, online platform, emailing of newsletter, bulletin boards at various locations, and word-of-mouth to guarantee the community comes out to planned events
- + Have volunteer coordinators for initiatives such as community gardens to ensure they are met with ease and fun to encourage the community to get involved
- + Use tool sharing initiatives for the community garden project

The majority of participants supported the vision statement and seven community members signed up to be a part of a project team.

What We Did (With the Input)

- + Pulled the information from both public engagement sessions to identify the key takeaways and identify projects and initiatives for Revitalization
- + We enlisted community members in areas where they are able to offer support in Revitalization and had them sign up to become a part of a project team

What We Changed

- + We adjusted priorities to reflect the preferences and feedback of the broader community

What We Heard

Focused Neighbourhood Conversations

A number of participants were excited about Inglewood being a neighbourhood with a lot of heart and listed some of their favourite areas and qualities of the community.

- + It is walkable; lots of families out walking
- + Good location in terms of being North of downtown
- + It is friendly, cozy, and welcoming to the business community
- + There is connectedness between businesses and the community; businesses and homes are very near to each other
- + Inglewood is an area with a lot of heart and diversity and organizations are very willing to work together to better the community
- + School outdoor courts (basketball) and playground area
- + Community winter carnival (sleigh rides)
- + Community league teams and community tournaments (e.g. weekend tournament at Ross Sheppard)
- + Organizations in the community have a will to work together and work well together
- + There is diversity

The participants were then asked about opportunities for Revitalization in various areas

Safety

- + 118 Ave and 124th street were commonly identified as areas needing increased safety, specifically in terms of lighting for both the streets and apartments.
- + Concerns surrounding the Inglewood School park included teens, adults, and displaced individuals violating the park and intimidating youth; there needs to be a way to monitor this area (participants suggested cameras).
- + Some participants thought there was need to address the perception of Inglewood not being safe.
- + There is a need to find a way to get people invested in making the community safer.
- + Residents and/or people that are vulnerable/homeless in the neighbourhood may have safety concerns.

Community Connections

- + Learn to ride bike safety programs
- + Create Community League sports teams or sports events where basic skills are taught
- + Music
 - + unstructured time to just hang out and play instruments
 - + opportunities to record (need both space and instruction on how to record using your own phone / computer)
- + A need for more community events as community options are continually oversubscribed – there is always a waiting list
- + Winnifred Stewart Association looking at possibly providing more space open to community use

Beautification

- + 118 Avenue and 122 street were identified as having lots of garbage; participants suggested a community clean up or hiring a service to maintain this
- + Outdoor school basketball courts: uneven, flood, nets are off centre, could use outdoor water fountains
- + Create a community graffiti wall
- + Use concrete pad at Inglewood School for badminton/tennis
- + The garbage cans in the park shared by the Inglewood School/ Community League are overflowing sometimes – needs to be better maintained
- + Old sports hall (abandoned building next to the school); clean it up so that it can be used and so it doesn't look so bad

Economic Vibrancy

- + Volunteer opportunities for youth to help develop skills for resume

Other Input

- + The participants mentioned food security as being an area for Revitalization as well
- + They mentioned the school and library being places that offer snacks/food
- + The need for better bus stops was identified

What We Did

- + We compared this information to the feedback from the community public engagement drop-in session
- + This information helped us to identify social and economic initiatives and possible areas for infrastructure improvements such as:
 - + Improved programs and more community involvement opportunities for youth

- + A need for improved outdoor spaces for youth (maintaining cleanliness, upkeeping equipment and grounds, etc.) and monitoring these spaces to improve safety
- + There is a need for more food security in the community

What We Changed

- + We adjusted the initiatives and priorities to reflect broader community wants and needs
- + The Community Working Group reviewed the feedback and decided it was best to embed safety into each one of the initiatives, asking the question "does this enhance or encourage safety?" This was reflected in the decided upon initiatives i.e.) lights up 124th St. would satisfy both economic vibrancy and safety and initiatives regarding the dog park as parks with more people in them create another level of safety

Challenges

There was some difficulty in reaching specific groups mainly due to the challenge of organizing people and having them available to be in one space at one time. There were not as many faith-based organizations as the Working Group and Revitalization Coordinator had initially hoped to connect with and business owners were generally busy and found it hard to find time. Of the businesses that were contacted, the eventual turnout was unfortunately less than hoped for. The Revitalization Coordinator attended a community event organized by The Crossroads BIA with hopes of connecting with more people from businesses in the area, however there were not as many business owners in attendance as hoped for. As mentioned, when it came to the multicultural community the Working Group thought it was best to be inclusive to all as Inglewood is a diverse community and a broader conversation with the leadership of the community in a cultural context would be most beneficial. They identified leaders in the community such as individuals the youth look up to.

Key Themes and Actions of Public Engagement

Community Hopes and Goals

- + Creating a vibrant, inclusive, diverse and safe community

Existing Assets Within the Community

- + The community has a lot of heart and a will to work together
- + Inglewood School is a space with opportunity for community connections once safety is addressed, particularly among Inglewood youth
- + Linear park is enjoyed by many and increased awareness of what the space offers is beneficial

Priorities

- + Identification of priority initiatives: improving awareness of dog park and amenities in Linear park (community connections), development of the former trolley car turn-around site (economic vibrancy) and the creation of community gardening initiatives (beautification).

- + 118 Ave has a need for safety and beautification
- + A need for more community-friendly businesses in Inglewood
- + Support for the maintenance and use of natural, green spaces along with a community gardening initiative
- + A pop-up shop (Farmer's market style) on 124 St.
- + Lighting (along streets and in alleyways) is a common concern
- + Use a number of ongoing communication outlets to keep the community updated and involved

Focused Neighbourhood Discussions

- + Prioritizing non-profit/faith-based organizations, youth, businesses, and community cultural leaders for ongoing neighbourhood focused conversations
- + A need for activities that get the whole community together, including young kids, youth, and teens



What's Next

FOR THE PROJECT

- + A Revitalization Strategy document will be written and designed based on the public engagement information found in this What We Heard Report
- + The Revitalization Coordinator will continue to build new relationships and support community leaders using an asset-based community development approach
- + The Revitalization Strategy for Inglewood will be presented to City Council in fall of 2019

FOR PUBLIC ENGAGEMENT

- + Once the strategy is approved there will be a launch event to celebrate the assets in the community and the various ways to contribute to the community development work in Inglewood

The Journey

DATE AND LOCATION	ENGAGEMENT/STEPS	PARTICIPANTS	OUTCOME
NOVEMBER 2018			
Meet and Greet event November 20 Winnifred Stewart Association 5:00 – 8:00 p.m.	Project introduction to the neighbourhood. What is Revitalization and how you can get involved.	Residents, Organizations and Business owners in Inglewood, CoE Revitalization Project Team	Interested individuals signed up to participate in the strategy development working group Discussion and dialogue on the purpose and intent of Revitalization
DECEMBER 2018			
Community Working Group meeting #1 December 11 Inglewood Community League 5:30 – 8:45 p.m.	First meeting to introduce the background of Revitalization and gather advice towards performance measures of the project and insight towards focus group outreach	WG Members, CoE Revitalization Coordinator and (2) ZGM Consultants	Identification of what a great community looks like and decisions made on how to engage the community/focus groups and measure the success of Revitalization
JANUARY 2019			
Community Working Group meeting #2 January 10 Winnifred Stewart Association 5:30 – 8:30 p.m.	Discussion of public engagement spectrum and a review of what asset-based means for community development and Revitalization outcomes. WG to advise February drop-in plans and the next steps of the focused conversations	WG Members, CoE Revitalization Coordinator, CoE Senior Planner and (2) ZGM Consultants	WG determined the drop-in needs to reflect greater diversity and Revitalization must be clearly different from Neighbourhood Renewal. A decision to host the events on Saturdays to include youth. Identification of questions to ask the community. The WG identified lists of possible contacts for each prioritized group for focused conversations.
Neighbourhood Renewal Public Engagement Drop-in event January 23 Winnifred Stewart Association 5:30 – 8:30 p.m.	Neighbourhood Renewal presented preliminary designs. 124 Street Renewal and Revitalization were also present to share information with people about these projects in the neighbourhood	(196) Residents, organizations and business owners in Inglewood, CoE Neighbourhood Renewal staff, CoE Revitalization Coordinator and WG Members	Revitalization spoke with 60+ people and shared project contact information. Display boards helped to clarify and differentiate the details of Renewal and Revitalization.

DATE AND LOCATION	ENGAGEMENT/STEPS	PARTICIPANTS	OUTCOME
FEBRUARY 2019			
<p>Community Working Group meeting #3</p> <p>February 14</p> <p>Inglewood Community League</p> <p>5:30 – 8:30 p.m.</p>	<p>Review of understanding of Revitalization and process/ timeline. Presented that there is a capital budget to support work in the neighbourhood. Defined the outcomes of the community public engagement drop-in event and the role of the WG in terms of engagement and communications.</p> <p>Continued planning for neighbourhood focused conversations</p>	<p>WG Members, CoE Revitalization Coordinator and (2) ZGM Consultants</p>	<p>Acknowledgement that the WG wants to use positive, asset-based language and utilize human spirit to generate connectivity through existing assets. WG members will co-facilitate at the Community drop-in event. Suggestion to have a chart that differentiates Renewal from Revitalization and/or have a representative attend from Renewal.</p> <p>Community Cultural Leaders would be a focus group rather than specifically Indigenous and/or multicultural groups.</p>
<p>Community Engagement Drop-in event #1</p> <p>February 23</p> <p>Winnifred Stewart Association</p> <p>12:00 – 4:00 p.m.</p>	<p>The drop-in event served to ADVISE the community about revitalization and CREATE a draft list of the places in the neighbourhood that are important and the community's ideas to make the neighbourhood an even greater place to live, work, and play.</p>	<p>(47) Residents, organizations and business owners in Inglewood, WG Members, CoE Revitalization Project Team, (2) ZGM Consultants</p>	<p>Identification of spaces/places in the community that people love.</p> <p>Feedback regarding what would make existing areas/assets in Inglewood even better</p> <p>Identification of what the community would do to improve beatification, community connections, economic vibrancy, and safety.</p>

DATE AND LOCATION	ENGAGEMENT/STEPS	PARTICIPANTS	OUTCOME
MARCH 2019			
<p>Community Working Group meeting #4</p> <p>March 14</p> <p>Inglewood Community League</p> <p>5:30 – 8:30 p.m.</p>	<p>A review of the drop-in event and information collected.</p> <p>Elements of the Strategy Document.</p> <p>Presentation of community data (Demographics – 2016 Municipal Census).</p> <p>Work on a vision for Revitalization in Inglewood.</p> <p>Update on focus conversations.</p> <p>Create a list of project ideas for Revitalization.</p>	<p>WG Members, CoE Revitalization Coordinator and (2) ZGM Consultants</p>	<p>Looking at community data informed the WG that the projects need to be accessible in terms of cost and be of interest to young people/families and that the community may require smaller initiatives that don't take large volunteer capacity.</p> <p>Project/Initiatives choices made based on already existing assets and community inputs. A decision made that safety will be a consideration in the planning/ implementation of all project ideas.</p>
<p>Youth – Focused Conversation #1</p> <p>March 20th</p> <p>124 St. Youth Program</p> <p>Inglewood School</p> <p>5:00 – 6:00 p.m.</p>	<p>Youth helped to ADVISE on favourite areas in the neighbourhood and opportunities for Revitalization in regard to safety, community connections, economic vibrancy, and beautification and CREATE ideas for projects</p>	<p>10 young people attended, program staff, ZGM facilitator and CoE Revitalization Coordinator</p>	<p>Inglewood School/ Community League park was identified as a site in the community with potential. Suggested improvements to school site (i.e. new basketball nets /painted lines).</p> <p>The young people prioritized safety and beautification in the area.</p>
<p>Community/ Faith-based Organizations – Focused Conversation #2</p> <p>March 27</p> <p>Safe and Caring Communities</p> <p>Catholic Social Services – Children, Family and Community Service</p> <p>5:00 – 7:00 p.m.</p>	<p>Participants from various Community/Faith – based organizations helped to ADVISE on favourite areas and opportunities for Revitalization in the decided-upon areas and CREATE ideas for projects</p>	<p>14 representatives from Community/ Faith-based organizations, CoE Community Development Social Worker and Revitalization Coordinator</p>	<p>Many organizations offer services/ programs in the area with a focus on supporting children/families/ youth.</p> <p>'Inglewood is a neighbourhood with a lot of Heart!'</p> <p>Organizations in the community have a will to work together – and work well together.</p> <p>There is strength in the community's diversity.</p> <p>The group identified priority areas as safety and addressing the perceptions that the neighbourhood is unsafe</p> <p>*Food Security is a concern in the community</p>

DATE AND LOCATION	ENGAGEMENT/STEPS	PARTICIPANTS	OUTCOME
APRIL 2019			
<p>Community Working Group meeting #5</p> <p>April 11</p> <p>Inglewood Community League</p> <p>5:30 – 8:30 p.m.</p>	<p>Discuss goals for Revitalization, the draft vision statement, the design for community drop-in event #2 and determining initiatives/priorities.</p> <p>Updates on focused conversations.</p>	<p>WG Members, CoE Revitalization Coordinator and (2) ZGM Consultants</p>	<p>Goals were discussed for Revitalization (see details above). Reviewed draft Vision statement for Revitalization and the working group agreed to present it at community drop - in event #2 for further feedback: "Building connections to create a vibrant and inclusive community"</p> <p>Completion of a Youth and a Community/Faith-based organization focused conversation and information gathered was shared with the working group.</p> <p>The drop-in design to include sitting-down engagement, working group members at the event talking with people and project ideas that are priority of the working group to be displayed in bold.</p>
<p>Businesses – Focused Conversation #3</p> <p>April 24</p> <p>Inglewood Community League</p> <p>6:30 – 7:30 p.m.</p>	<p>A local business helped to ADVISE on the current strengths of the community, opportunities for Revitalization and CREATE ideas for projects.</p>	<p>1 business owner attended, ZGM facilitator and CoE Revitalization Coordinator</p>	<p>The business owner is new to the area (open for 1 month) and has experienced a welcoming business community and likes the location</p> <p>Identified more/better lighting on 118 Ave in regard to safety and clean- up opportunities to strengthen beautification in the area.</p> <p>There is opportunity for businesses and community to be tied together as one.</p>

DATE AND LOCATION	ENGAGEMENT/STEPS	PARTICIPANTS	OUTCOME
APRIL 2019			
Community Engagement Drop-in event #2 April 27 Winnifred Stewart Association 12:00 – 4:00 p.m.	The second drop-in event worked to REFINE the goals, outcomes, and priority initiatives of Revitalization through community feedback, CREATE a final vision, and allow community members to sign-up to be a part of a project team	(153) Residents, organizations and business owners in Inglewood, CoE Neighbourhood Renewal staff, CoE 124 St Renewal program staff, EPCOR representatives, Community League Representative engaging on heritage street blades, CoE Revitalization Project Team, WG Members and (2) ZGM Consultants	There was a lot of support for initiatives that build both community connections and economic vibrancy. The use of natural green spaces, a community gardening initiative, and better lighting in various areas were highly supported initiatives that build on current assets The majority supported the vision statement and 7 people signed up to be part of the project team.
Youth – Focused Conversation #4 April 29 124 St. Youth Program Inglewood School 5:00 – 6:00 p.m.	The second focused conversation with Youth shared an update of work completed since last visiting the program. The display boards of project ideas from the community drop-in event #2 were used to guide the conversation and gather feedback.	8 young people attended, program staff, ZGM facilitator and CoE Revitalization Coordinator	The group offered a number of new project ideas. Improvements to park spaces and new programs for youth were suggested. The group expressed support for the presented project ideas of a Family Fun Day, a Community Clean-Up, a gateway feature, a mural, and a Pop-Up Market.

DATE AND LOCATION	ENGAGEMENT/STEPS	PARTICIPANTS	OUTCOME
MAY 2019			
<p>Community Working Group meeting #6</p> <p>May 9</p> <p>Inglewood Community League</p> <p>5:30 – 8:00 p.m.</p>	<p>Reviewed drop-in event #2 and the information gathered, discussed new information about the former trolley-turn around site project idea, explored ideas for implementation structure and capital opportunities that have been identified through CoE Neighbourhood Renewal public engagement.</p> <p>An update on focused conversations and next steps for project ideas.</p>	<p>WG Members, CoE Revitalization Coordinator and (2) ZGM Consultants</p>	<p>Room set-up at drop-in event did not turn out as planned. WG saw benefit to shared event in the number of people that attended. There was support for the prioritized project ideas and vision statement with an appreciation for the call to building community.</p> <p>The Trolley Turn-around site is being looked at for other purposes by other City departments.</p> <p>The implementation structure should include time commitments for each role and should not be too information-heavy.</p> <p>Capital investment through Revitalization can support some projects identified through Renewal's engagement but need to be invested neighbourhood wide.</p>
<p>Community Cultural Leaders - Focused Conversation #5</p> <p>May 21</p> <p>Inglewood Community League</p> <p>6:30 – 8:00 p.m.</p>	<p>This group helped to REFINE the Revitalization vision statement and provide feedback towards the identified priorities</p>	<p>2 Inglewood Community Cultural Leaders from Community Options and MAC Islamic School</p>	<p>There was support for the idea of a pop-up market and a suggestion this type of event be cost-friendly.</p> <p>A further discussion needed with MAC Islamic School and the opportunity for community involvement by a youth leadership class at the school.</p> <p>If a mural becomes a chosen project, suggested that it could focus on history, specifically involving the Indigenous culture.</p>
JUNE 2019			
<p>Community Working Group meeting #7</p> <p>June 20</p> <p>Inglewood Community League</p> <p>5:30 – 7:30 p.m.</p>	<p>The last meeting of this group. An update of where Revitalization is at and the next steps in Inglewood. A feedback survey on the members' experiences as a part of this group and community engagement of Revitalization.</p>	<p>WG Members, CoE Revitalization Coordinator and (2) ZGM Consultants</p>	<p>The Working Group determined each project will include a Guiding Team with 8 – 10 people, Project Teams, and a Community Development Team consisting of COE staff, following the implementation model in the Strategy.</p> <p>A sticky note exercise helped the group to list the skills and requirements for joining the Guiding Team such as accountability, networking skills, open-mindedness, and more.</p>

FOR MORE INFORMATION

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