

ENGAGING INGLEWOOD

A NEIGHBOURHOOD
REVITALIZATION STRATEGY

Edmonton



ACKNOWLEDGEMENTS

We acknowledge that we are on the traditional land of Treaty Six Territory and the Traditional Métis Homeland of Region IV (four).

We would like to acknowledge the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries such as: Cree, Saulteaux, Nakota Sioux, Blackfoot, Dene, the Métis and the Inuit.

We do this to create awareness that we are all treaty members, and to show recognition and respect for Indigenous Peoples and the traditional territories on which we live and work.

Together we call upon all of our collective honoured traditions and spirits to work in building a truly intercultural city for today and future generations.

WE WISH TO THANK AND ACKNOWLEDGE ALL OF THOSE WHO HAVE CONTRIBUTED THEIR SUPPORT TO THIS EFFORT SO FAR, INCLUDING:

- + Residents, business owners and operators, non profit organizations and other stakeholders who attended the drop-in public engagement workshops.

THOSE WHO ATTENDED FOCUSED NEIGHBOURHOOD DISCUSSION SESSIONS, INCLUDING:

- + Young people attending the 124 Street Youth Program
- + Catholic Social Services (Children/ Family Services and Immigration)
- + 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
- + Winnifred Stewart Association
- + Money Mentors
- + Community Options
- + Edmonton Northwest Out of School Care & Playschool – Director
- + MAC Islamic School – Principal
- + A business owner on 118 Avenue

A SPECIAL THANK YOU ALSO GOES TO

- + Inglewood Community League for its support in sharing information to the community about Revitalization, promoting community drop-in events and providing use of the hall for the Working Group meetings and focused neighbourhood discussions.
- + Winnifred Stewart Association, for providing use of its facility for the community drop-in events.

REVITALIZATION STRATEGY DEVELOPMENT COMMUNITY WORKING GROUP

- Lauren McConnell** – Inglewood Resident
- Ron Suen** – Inglewood Resident
- Tammy Horne** – Inglewood Resident
- Shelly Nguyen** – Inglewood Resident
- Lillian Kordic** – Inglewood Resident
- Mary Saretski** – Community League Representative
- Marek Mikawoz** – Community League Representative
- Margaret Golberg** – Community Organization Representative, Community Options
- Mary K. Macdonald** – Community Organization Representative, Winnifred Stewart Association
- Sue White** – Community Organization Representative, Winnifred Stewart Association
- Angela Sladen** – The Crossroads Business Improvement Area Association, Executive Director

CITY OF EDMONTON REVITALIZATION PROJECT TEAM

- Shannon Brennan** – Revitalization Coordinator – Inglewood, Neighbourhood Services
- Deanne Patsula** – Senior Planner, Neighbourhood Services
- Ocean Luo** – Community Planner, Neighbourhood Services
- Serena DeSouza** – Revitalization Coordinator – Inglewood, Neighbourhood Services
- Louise Speakman** – Revitalization Program Support, Neighbourhood Services
- Stephanie Coralie-Odayen** – Communications Coordinator, Communications and Engagement Branch
- Cheryl Clieff** – Sr. Public Engagement Advisor, Communications and Engagement Branch
- Kyla Fisher** – Public Engagement Advisor, Communications and Engagement Branch
- Laura Shewchuk** – Public Engagement Advisor, Communications and Engagement Branch

The involvement of many people in the community is key to successful revitalization. The passion, dedication and ideas of community members in Inglewood were instrumental in the development of this strategy.



City of Edmonton staff from the following business areas worked closely with the Neighbourhood Revitalization Team to take an integrated approach. Through planned and responsive meetings, each business area has been helpful and supportive in the development of the Revitalization Strategy in Inglewood:

- + Building Great Neighbourhoods and Open Spaces
- + Local and Emerging Economy, Economic and Environmental Sustainability
- + Policy Development, Urban Form and Corporate Strategic Development
- + Neighbourhood Recreation Experiences, Community Recreation Facilities
- + Community Standards, Community Standards and Neighbourhoods

Neighbourhood Services and Family and Community Supports are focused on community development work in Inglewood. We would like to acknowledge the following staff for helping to shape the quality and depth of the Inglewood Revitalization Strategy and their ongoing contribution in the neighbourhood:

- + Kristy Berryman – Neighbourhood Resource Coordinator
- + Nicole Magilton – Community Development Social Worker
- + Stephen Quinn – Community Safety Liaison, Neighbourhood Empowerment Team
- + Connie Marciniuk – Community Safety Liaison, Neighbourhood Empowerment Team
- + Debra Jakubec – Abundant Community Edmonton, Project Manager
- + Shireen Mears – Building Community Through Recreation, Neighbourhood Initiatives Lead

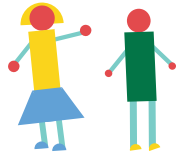


CONTENTS

Strategy at a Glance	5	Building on Existing Strengths	20
It's About a Stronger Community	7	Achieving Our Goals Together	21
+ Revitalizing Edmonton's Neighbourhoods	7	+ Projects and Priorities	21
+ Creating a More Connected Edmonton	8	+ Capital Investments	23
+ Building on Strengths	9	+ Putting Our Projects Into Action	24
+ Revitalization in Inglewood	10	+ Investing to Support Revitalization	27
Looking at Inglewood	11	+ Collaborating in the Community and with the City	27
A Strategy Informed and Developed by Community Members	15	Tracking Our Progress	29
A Neighbourhood with Lots to Offer	18	The Exciting Journey Continues	31
Vision and Goals for Revitalization in Inglewood	19		
+ A Vision for Inglewood's Future	19		

STRATEGY AT A GLANCE

Community Goals for Revitalization



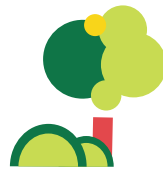
Goal One

More Inglewood residents are out in the community getting involved and interacting with each other.



Goal Three

Businesses see Inglewood as a neighbourhood that is welcoming and where community members will support them.



Goal Two

Inglewood's unique character is enhanced by having attractive spaces and features.

Vision for Revitalization

“Building connections to create a vibrant and inclusive community”

Community Definition of Success for Revitalization

- + More people using public spaces
- + More people attending community events/ programs
- + More people feel they have their voices heard
- + Volunteerism is increasing
- + New people are connected that previously were not
- + Community is defined more by assets than deficits
- + Neighbourhood feels more vibrant and thriving
- + People living in Inglewood and across the city perceive the neighbourhood more positively

COMMUNITY AREAS OF FOCUS

Community-Led Initiatives For Years One and Two

1

COMMUNITY CONNECTEDNESS

Linear Park*/ Off-Leash Dog area – Create greater awareness of the park in the community, increase opportunities for people to connect when they are there, and enhance the Off-Leash Dog park with features that make it more enjoyable.

** Linear Park – green space east of 121 St from 118 Ave to 111 Ave*

2

ECONOMIC VIBRANCY

Community and Local Businesses project – A priority project will be identified with the community in consideration of other project ideas and the Crossroads Business Improvement Area Association

3

BEAUTIFICATION

Community Gardening Initiatives – Explore new locations and public facing opportunities (e.g. front yards, boulevards).

4

SAFETY

Consideration in all projects – Identified as a priority to be considered in the planning, implementation and evaluation of each community-led project.

5

CAPITAL INVESTMENT

Enhancements in coordination with Neighbourhood Renewal to Linear Park and John A. Norris Park – Investments to be considered on a variety of projects neighbourhood-wide.
– Explore further opportunities in support of current community projects.



IT'S ABOUT A STRONGER COMMUNITY

Revitalizing Edmonton's Neighbourhoods

Since 2006, the City of Edmonton's Neighbourhood Revitalization Program has provided a Revitalization Coordinator in selected neighbourhoods to work in partnership with citizens to strengthen and enhance their neighbourhoods.

Members of a community have powerful and crucial roles to play in revitalizing neighbourhoods. As the people who live, work and play in these areas each day, community members have unique perspectives about what the future of their neighbourhoods could look like and what can be done to help make this happen.

Recognizing this, City staff work collaboratively with local residents, property owners, business owners and operators, non-profit organizations and others to help them craft a strategic plan for the revitalization of their neighbourhood that leverages local strengths and opportunities.

Community members take the lead in contributing history, wisdom and thoughts about their neighbourhood. Together, they develop a vision and goals for the neighbourhood, and identify community-level projects that will help advance those goals and vision. These are articulated in a revitalization strategy. Members of the community and the Revitalization Coordinator continue to work together to advance the projects, goals and vision that the community has established for itself.

The goal of neighbourhood revitalization is to improve the livability of Edmonton's mature and established neighbourhoods and mobilize community-led action.

In June 2018, City Council decided to bring the Neighbourhood Revitalization Program to the neighbourhood of Inglewood.

CREATING A MORE CONNECTED EDMONTON

The Neighbourhood Revitalization Program follows the guiding principle of connectedness, as set out in the City's 10-year strategic plan – ConnectEdmonton (2019–2028).

The Neighbourhood Revitalization Program is aligned with the overarching principle of "connected", and supports two key strategic goals of the City:



Healthy City

Edmonton is a neighbourly city with community and personal wellness that embodies and promotes equity for all Edmontonians.



Urban Places

Edmonton neighbourhoods are more vibrant as density increases, where people and businesses thrive and where housing and mobility options are plentiful.

The Neighbourhood Revitalization Program is guided by four program principles, six program outcomes and four broad areas of focus for community-led initiatives:

PROGRAM PRINCIPLES

- + Diversity & Inclusion
- + Equity
- + Innovation
- + Openness & Transparency

PROGRAM OUTCOMES

- + Properties are attractive and well-cared for
- + People feel safe in their homes and community
- + The local economy is thriving
- + Investment in the community is strong
- + The social fabric of the neighbourhood is strong
- + People are empowered to lead change

FOCUS AREAS FOR COMMUNITY-LED PROJECTS

- + Beautification and Cleanliness
- + Safety
- + Economic Vibrancy
- + Community Connectedness

BUILDING ON STRENGTHS

Neighbourhood Services offers the following community-facing staff to citizens to enhance their neighbourhood:

- + Neighbourhood Resource Coordinators
- + Neighbourhood Revitalization Coordinators
- + Parkland focused Neighbourhood Resource Coordinator

Two types of community investment are included in the Neighbourhood Revitalization Program: Project and Capital. Project funding supports community-led initiatives for the duration of the Revitalization program. Capital funding is confirmed for neighbourhood enhancements in the current budget cycle (2019–2022).

The Neighbourhood Revitalization Program is led by the City of Edmonton Neighbourhood Services Section.

The Section uses a *place-based, asset-based community development approach* to advance its vision of empowering and engaging citizens to foster a connected, inclusive and livable city.

Place-based means that Section staff work face-to-face with neighbourhood residents, organizations and businesses.

Asset-based community development is a community-led approach built on four foundational elements:¹

- + It focuses on community assets and strengths, rather than problems and needs;
- + It identifies and mobilizes individual and community assets, skills, and passions;
- + It is community-driven;
- + It is relationship-driven.

In this approach, community members take a prominent role in identifying the strengths of their neighbourhoods. These strengths are supported and leveraged, so that the community can build on what's already working to achieve more success.

¹ The approach was originally developed by John McKnight and Jody Kretzmann. (Kretzmann, 2010; Kretzmann & McKnight, 1993; Mathie & Cunningham, 2003).



Revitalization in Inglewood

The Inglewood Revitalization Strategy is supported by a dedicated Revitalization Coordinator from Neighbourhood Services.

The Revitalization Coordinator brings people together to talk about what matters to them in their neighbourhood. The Revitalization Coordinator helps form connections between members of the community, and facilitate conversations with City departments to address barriers and take advantage of opportunities identified by the community.

THE INGLEWOOD REVITALIZATION STRATEGY IS A PROJECT WITH FOUR STAGES:

- 1 INITIATION** – Focus on building relationships to support community readiness – Late 2018 / Early 2019
- 2 DEVELOPING THE STRATEGY** – Community Working Group / Public Engagement Drop-In events / Focused Neighbourhood Discussions – December 2018 to June 2019.
- 3 STRATEGY IMPLEMENTATION** – Community awareness and participation is key to take actions that align with the Revitalization Strategy – Beginning Fall 2019
- 4 TRANSITION** – The Revitalization team will co-create a transition plan with the neighbourhood to maintain the momentum started with the Revitalization initiatives.

The anticipated time to complete these four stages is approximately six to eight years.

Abundant Community Edmonton and Building Community Through Recreation are two key approaches that Neighbourhood Services staff champion to support, elevate and transform neighbourhoods from good to great by building on community capacity and local wisdom.

LOOKING AT INGLEWOOD

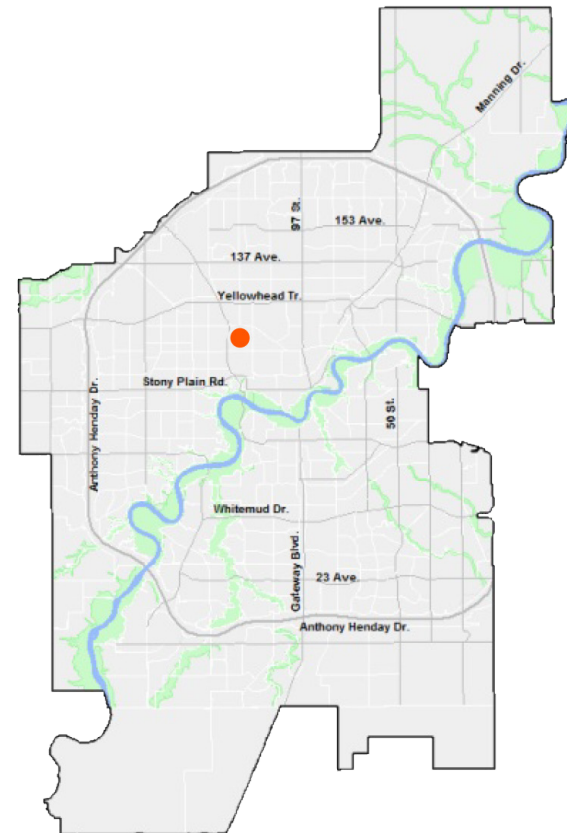
“Indigenous Peoples have lived in Alberta from time immemorial. Edmonton exists today because of its importance among Canada’s First Peoples as a gathering place. For more than 500 generations many Indigenous Nations, including the Cree, Chipewyan, Beaver, Nakoda, and Blackfoot gathered on what are today the Rosedale Flats to trade with one another and to participate in religious and political ceremonies. The Edmonton area was part of a system of their meeting places across Western Canada.”²

In modern history, Inglewood has played a unique role in Edmonton’s growth. Once called West Inglewood, the area was annexed into the City of Edmonton in parts – one part in 1904 and another in 1920. As the electric street car service extended into the neighbourhood, new houses and apartments sprang up and more people moved into the area. Inglewood’s development and growth began shortly after World War II, and the neighbourhood’s community league was established in 1950.

Today, Inglewood is a mature neighbourhood in the centre of Edmonton. Roughly rectangular in shape, the neighbourhood is located between 111 Avenue to 118 Avenue, stretching from Goat Road to a former rail line right-of-way at 121 Street. Centrally located in the city, Inglewood is relatively close to downtown, the university areas and the river valley.

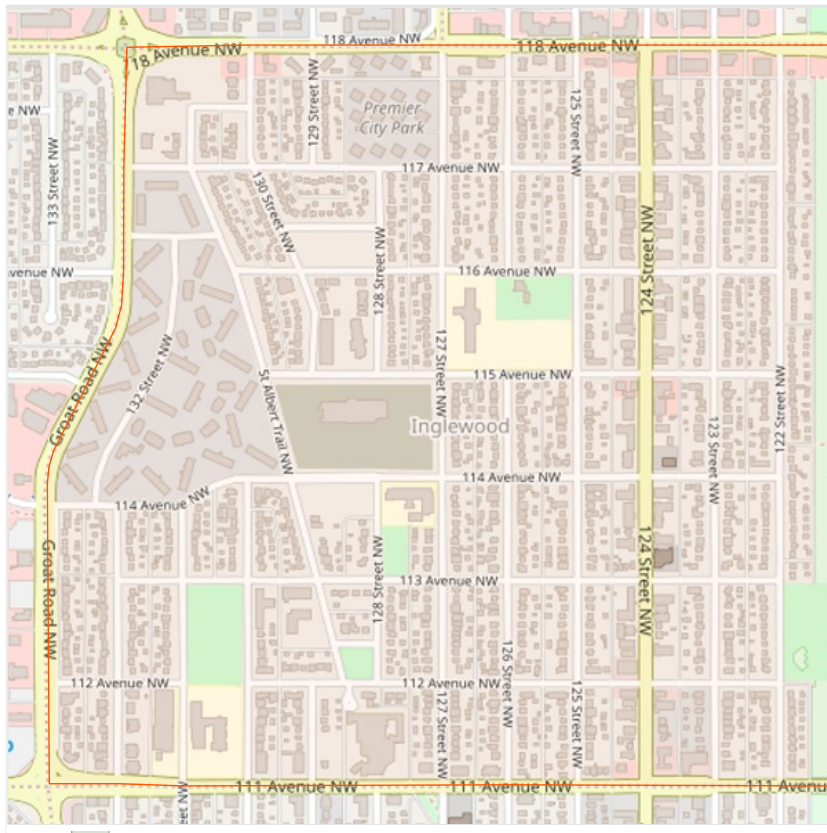
² Edmonton Historical Board: Time Periods: Pre-Contact and Fur Trade: Historical Context

City of Edmonton



Source 2016 Census of Canada Prepared By: UFCSD/ City Planning/ Urban Analysis/ Research & Analysis.

Inglewood Neighbourhood Map



With a population of approximately 6900 residents, Inglewood is culturally diverse and relatively young. Approximately 20 percent of people speak languages other than English or French at home.¹ As well, one-fifth are citizens that are new to Canada.² Approximately half of Inglewood residents are working age (between 25 and 54 years old), one quarter are children and youth and one quarter are pre-retirement age and seniors (55 years of age or older).³

Inglewood has a mix of housing types, some of which are of historic value. Almost two-thirds are low-rise apartments and approximately one quarter are houses. The former Charles Camsell Hospital is located in the neighbourhood, which is currently undergoing redevelopment.

The Inglewood Community League hall and playground is centrally located, sharing green space with the Inglewood School. People in the neighbourhood come here to gather, play and build a community together.

Inglewood has close proximity to places such as Telus World of Science, Peter Hemingway Fitness and Leisure Centre, Westmount Mall, and shops and restaurants on 124 Street. Popular parks include the Off-Leash Dog park at Linear Park along 121 Street, Winnifred Stewart Park, and John A. Norris Park.

⁽¹⁾⁽²⁾⁽³⁾ Source 2016 Census of Canada Prepared By: UFCSD/ City Planning/ Urban Analysis/ Research & Analysis

INGLEWOOD

PRIVATE DWELLINGS BY STRUCTURE TYPE

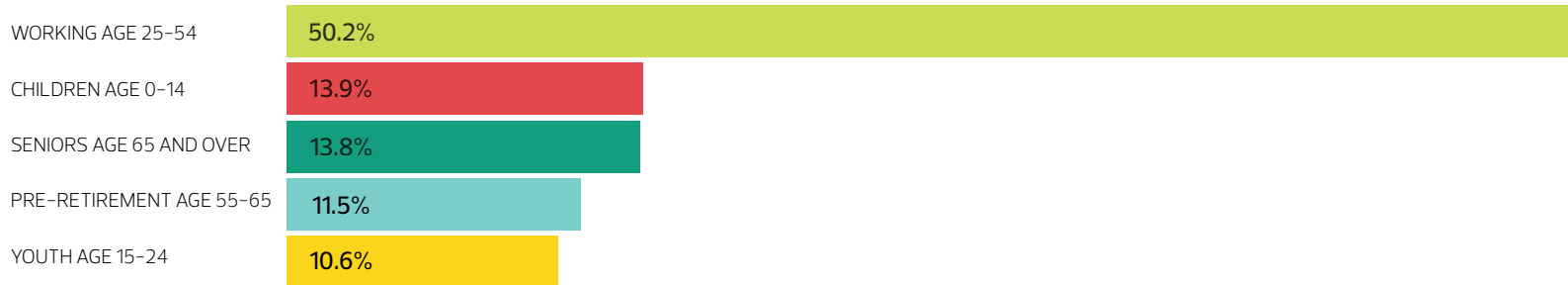


INGLEWOOD

PRIVATE DWELLINGS BY PERIOD OF CONSTRUCTION



AGE DISTRIBUTION

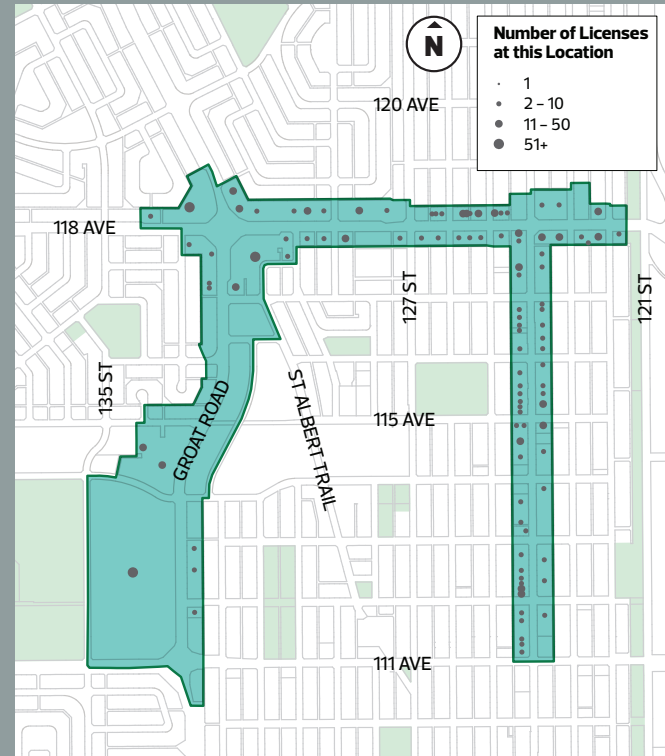


Prepared By: UFCSD | City Planning | Urban Analysis | Research & Analysis. Note: Fluctuations at the Neighbourhood level are possible due to rounding and shifts in neighbourhood boundaries over time

INGLEWOOD

THE CROSSROADS BUSINESS IMPROVEMENT AREA ASSOCIATION

A number of active non-profit organizations serve the community with a range of services. Inglewood School, Westmount Junior High School and MAC Islamic School are welcoming places found in the neighbourhood. The Crossroads Business Improvement Area Association helps to promote and support businesses to build a vibrant local economy.



The Crossroads Business Improvement Area: Economic Indicators 2018

A STRATEGY INFORMED AND DEVELOPED BY COMMUNITY MEMBERS

Engaging the Inglewood Community

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 the implementation 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. Citizens see their contributions reflected in the revitalization strategy and have identified opportunities to mobilize their community networks to strive towards the goals outlined in the revitalization strategy.

At an early stage, a Community Working Group (CWG) was formed. The selection of CWG members was completed by the Revitalization project team, which considered applications from people having significant interest in the neighbourhood's revitalization. The process was intentional to mirror the neighbourhood in that were representatives from a diverse cross-section of the neighbourhood.


Established in December 2018, the CWG held monthly meetings through to June 2019. During these meetings, members of the CWG received regular updates on the engagement process and served as a working committee on behalf of Inglewood as a whole. Using input gathered from community members through the engagement process, the CWG developed a revitalization vision for the community, identified goals to help achieve that vision, and brainstormed project ideas that could be undertaken by community members.

A range of tools were used to let community members know about the Neighbourhood Revitalization Program and the process.

THESE INCLUDED:

- + Social media advertising
- + Roadside signs
- + Postcards mailed out to each resident and business in the neighbourhoods
- + Messages on the City's website and 311 service
- + Community advertorials
- + Electronic subscriber updates
- + Posters





The Community Working Group was comprised of 11 individuals, 2 public engagement consultants (ZGM) and 1 Revitalization Coordinator (City of Edmonton):

The 11 community participants included:

- + 5 community residents
- + 2 Community League representatives
- + 3 Community Organization Representatives (2 from Winnifred Stewart Association and 1 from Community Options)
- + 1 Executive Director, Crossroads Business Improvement Area

Since revitalization is community-led, it made sense for members of the Inglewood community to be closely involved in the development of this strategy. Over a period of six months, residents, businesses and other community members of Inglewood were engaged for their input and perspectives.

Members of the CWG also served as ambassadors in the community, helping to promote the process neighbour-to-neighbour.

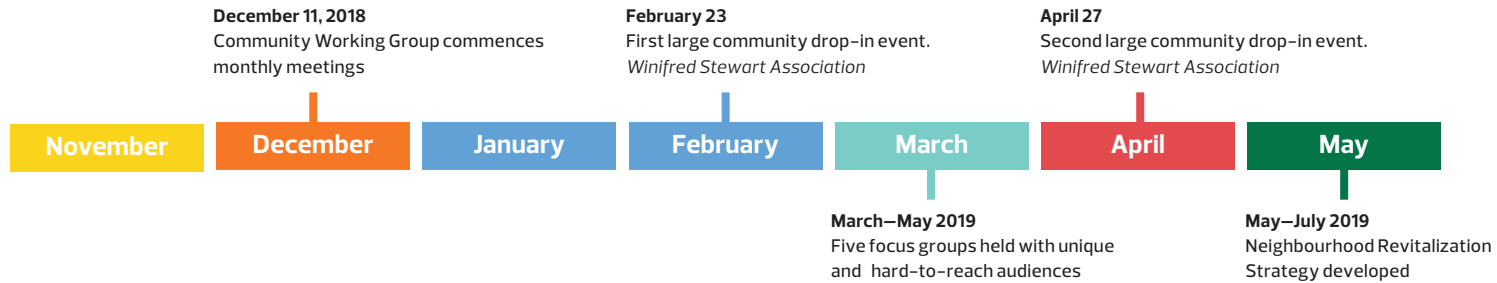
Based on the suggestions of the CWG, a number of engagement events were held to gather the thoughts and wisdom of community members.

In February 2019, a large community drop-in event was held at the Winnifred Stewart Association, within the Inglewood neighbourhood. At this event, community members gathered to learn about the Neighbourhood Revitalization Program and were invited to describe what they liked most about Inglewood. They were also asked to share ideas about how the community could enhance the beauty of Inglewood, foster better connections among neighbours, and improve the neighbourhood's safety and economic vibrancy. Attendees at the event brainstormed many thoughtful and interesting ideas.

Throughout March, April and May, a series of five focus neighbourhood discussions were held with particular audiences, to ensure their unique perspectives were captured. These included youth in the community, community cultural leaders, not for profit/faith-based organizations that have a presence in Inglewood, and representatives from local businesses. Participants in these focus groups offered their input about Inglewood's assets and strengths. They also shared ideas about how Inglewood could be enhanced.

Like those from other engagement events, the perspectives gathered from these focus neighbourhood discussions were considered by the CWG in developing a community vision and goals for Inglewood.

Inglewood Key Milestones



The specific ideas put forward by participants were used by the CWG to create a proposed list of revitalization projects that could be undertaken by the community. In creating this list, the CWG considered neighbourhood demographic data and feedback gathered from community conversations held by Building Great Neighbourhoods (Neighbourhood Renewal).

In April 2019, a second large community drop-in event was held again at the Winnifred Stewart Association. Attendees at this event considered and provided feedback on the proposed community vision and goals that had been developed by the CWG. They also had the opportunity to review the proposed list of revitalization projects suggested by the CWG. These included projects aimed at enhancing the beauty, economic vibrancy, connectedness and safety of Inglewood.

Following the event, the CWG identified a path forward for the development of a Revitalization Strategy for the implementation of priority project ideas.

WHAT THE COMMUNITY WORKING GROUP DID:

- + Suggested how to best reach out to community members
- + Served as project ambassadors in the community
- + Identified key stakeholders and organizations
- + Recommended how engagement events should be held
- + Offered suggestions for communications
- + Developed a vision for the area
- + Examined what community members had to say
- + Identified community-led projects and priorities

A NEIGHBOURHOOD WITH LOTS TO OFFER

People say many positive things about Inglewood, and it's clear this neighbourhood has a lot going for it. During the engagement process, community members pointed to many strengths that we can collectively build upon to revitalize Inglewood and make it an even more attractive place to live, work and play.

OUR CENTRAL LOCATION IS A BENEFIT

Being a centrally located neighbourhood, Inglewood has relatively easy access to the university area, downtown, and the river valley. Newer generations tend to favour urban living, so this gives us the potential to be an up-and-coming and sought-after community.

BEING AN OLDER NEIGHBOURHOOD OFFERS ADVANTAGES

As a mature neighborhood, Inglewood is close to many amenities. People like the proximity to attractions, such as the Telus World of Science, Coronation Pool, Westmount Mall, and shopping on 124 Street. It also has things that many newer neighbourhoods don't offer, such as established green spaces, beautiful rows of elm trees, historic elements and a mix of old and new architecture.

IT'S A WALKABLE COMMUNITY

In terms of geography, Inglewood is relatively compact. The neighbourhood is walkable and with the current renewal underway this will be enhanced through widened sidewalks in key locations and traffic calming measures on various streets. People are increasingly looking for walkable and livable areas, putting Inglewood in a good position.

PLACES AND SPACES THAT OFFER OPPORTUNITY

There are a number of places that community members value and appreciate, including the off-leash dog park, the linear park along 121 Street, Winnifred Stewart Park, and existing bike trails. These popular spaces offer opportunities for residents to better connect with each other.

MAKING IT SAFER WILL MAKE IT BETTER

Safety is top of mind for many residents, especially the youth in the community. By having more engaged community members who look out for one another, and are keeping their eyes on the neighbourhood, people will feel more secure. This will enable everyone to enjoy all that Inglewood has to offer.

VISION AND GOALS FOR REVITALIZATION IN INGLEWOOD

A Vision for Inglewood's Future

Building connections to create a vibrant and inclusive community.

People lie at the centre of the vision for revitalization in Inglewood. While the neighbourhood has many advantages – including its location, character and spaces – it is recognized that strength depends on community members.

Increasing connections between residents, businesses and other organizations will lead to a stronger Inglewood. By getting more people involved in community activities, a more inclusive community where neighbours know and look out for each other will be created. Having engaged and connected community members also leads to stronger community pride, and a shared commitment to keeping it clean, beautiful and safe.

This will naturally lead to a neighbourhood that is increasingly regarded as up-and-coming and attractive to individuals and families who want to be centrally located in Edmonton. Inglewood's reputation will grow as a place that is lively, active, and inclusive of people of all ages, cultures, backgrounds and walks of life.



BUILDING ON EXISTING STRENGTHS

The community has set three goals that will help to achieve the vision for Inglewood. These goals are based on the things people say they like most about the neighbourhood right now.

GOALS

Goal One

More residents of Inglewood are out in the community getting involved and interacting with each other.

Members of the community truly appreciate Inglewood. The challenge is to encourage and enable more residents to venture from their homes and enjoy the neighbourhood more fully. Ideally, we will see more people attending events, interacting in the community, and getting to know their neighbours. This includes residents who live in apartments, who should be able to know what's happening in the community and feel welcome and included.

As people in Inglewood interact more, we will build growing pride and a stronger sense of community. This will help enhance the quality of life in our neighbourhood, create more support networks for residents, and increase neighbourhood safety.

Goal Two

Inglewood's unique character is enhanced by having attractive spaces and features.

We value Inglewood's central location, tree-lined boulevards, green spaces, unique character, and mature neighbourhood feel. These are features that people are increasingly searching for when deciding where to live. By

making Inglewood more beautiful, we can bring attention to these natural advantages and show off our community's potential.

We want residents and businesses to take pride in their properties by keeping them tidy and attractive. People who drive through Inglewood should see a neighbourhood that is well-lit and well cared for. The new physical infrastructure we are gaining from Neighbourhood Renewal and Revitalization capital investment will contribute to the enhancement of Inglewood. We will make the most of it by working together to keep the neighbourhood green, clean and visually appealing. This will send everyone a signal that our community is respected, valued and safe.

Goal Three

Businesses see Inglewood as a neighbourhood that is welcoming and where community members will support them.

The close access to shops and amenities is something we appreciate. Our community wants to see more local businesses within the neighbourhood where we can access services, enjoy life and interact. This includes small businesses such as coffee shops, cafes, and family-owned stores and shops. By giving them welcoming places and supporting them, our community will signal to businesses that Inglewood is a good place to set up shop.



ACHIEVING OUR GOALS TOGETHER

Through the public engagement process, community members brainstormed many potential community-led projects. These were reviewed and refined by the CWG, which selected some of the projects as priorities for the first and second year of revitalization work. These selections were reviewed and approved by community members who attended a public drop-in event.

Some of the projects have been flagged as "Priority Project Ideas" to be pursued during the first 24 months of implementing this strategy. These projects will be the first explored by Community Project Teams that will be formed in late 2019 to early 2020.

Once the Priority Project Ideas have been completed, the "Other Projects Considered" will be included in the process to identify the future projects with the community.

In starting with the Priority Project Ideas, we will be moving the work of Revitalization forward and allowing flexibility and space to explore project work that is current to Inglewood. This way, the Revitalization program can make sure that the efforts to revitalize Inglewood continue to make sense and have the support of community members.

PROJECTS AND PRIORITIES

Community Connectedness

PRIORITY PROJECT IDEAS

Linear Park*/ Off-Leash Dog area

- + Create greater awareness of the park in the community
- + Increase opportunities for people to connect when they are there
- + Enhance the off-leash dog park with features that make it more enjoyable.

* *Linear Park - green space east of 121 St from 118 Ave to 111 Ave*

OTHER PROJECTS CONSIDERED

Community sharing initiative

- + Start a community sharing initiative such as a tool-sharing or work-sharing initiative.

Community social media page

- + Develop a social media page for Inglewood that highlights local events, so that residents can easily find out what is happening in the community.

Family Fun Day

- + Organize a child-friendly and family-friendly day that offers residents an opportunity to meet each other and connect.

Beautification / Cleanliness

PRIORITY PROJECT IDEAS

Community gardening initiatives

- + Explore new locations and public-facing opportunities (e.g. front yards, boulevards).

PROJECTS AND PRIORITIES

OTHER PROJECTS CONSIDERED

Public facing mural

- + Organize the creation of an annually changing or permanent mural in a high-visibility location.

Beautify unused urban spaces

- + In collaboration with local businesses and artists, develop murals, art or gardens in under-utilized locations.

Gateway feature

- + Enhance an entryway to the neighbourhood with a unique feature.

Economic Vibrancy

PRIORITY PROJECT IDEAS*

Community and Local Businesses project

- + A priority project will be identified with the community in consideration of other project ideas and The Crossroads Business Improvement Area Association.

Light up 124 Street

- + Enhance street lighting that includes decorative lighting on trees.

OTHER PROJECTS CONSIDERED

Pop up markets

- + Organize pop-up market events in different spaces and in different formats, including under-used buildings and vacant storefronts.

Online business promotion

- + Establish a social media page that promotes and showcases local businesses in Inglewood.

** The former trolley turn-around site (124 Street and 112 Avenue) activation was identified as a Priority Project Idea through neighbourhood engagement. The site is being considered for another use and still requires City Council approval.*

Safety

While safety is a key area of focus, community members of Inglewood recognize there are safety-related benefits associated with all of the identified community-led projects. Rather than pursuing discrete, stand-alone projects in this focus area, the community will consider the overarching priority of safety in the planning and implementation of all community-led projects.



Capital Investments

In addition to the community-led projects outlined above, community members considered priorities for capital investments in Inglewood as part of the public engagement process. The community has voiced that Revitalization capital funding for Inglewood will be best utilized by supporting a number of different projects across the neighbourhood, rather than on only one or two significant expenditures. This is consistent with the Neighbourhood Revitalization Program's principle of equity.

Community members also recognize the opportunity to use Revitalization capital funding strategically, to maximize the impact of Neighbourhood Renewal activities in Inglewood.

From 2019 through 2021, Neighbourhood Renewal (through the Building Great Neighbourhoods and Open Spaces Branch of the City of Edmonton) will be working on neighbourhood reconstruction in Inglewood. The focus is on improving physical infrastructure, including repaving of streets, replacement of streetlights and reconstruction of sidewalks, pedestrian crossings, curbs and gutters.

Other enhancements which will occur during Neighbourhood Renewal include:

- + Implementation of the City's corridor concept plan for 127 Street, which runs through Inglewood. This will include the installation of new, two-way protected bike lanes which will better tie Inglewood into Edmonton's growing bike network.
- + Decorative streetlights which residents initiated through a Local Improvement as an enhancement to the renewal program.
- + The renewal of the major commuter corridor 124 Street between 111 Avenue and 118 Avenue as part of Neighbourhood Renewal.

- + Improvements to several avenues in the neighbourhood to help calm traffic and enhance the safety and walkability of Inglewood.
- + Parkland enhancements to improve connectivity and create gathering spaces for the community.

The Neighbourhood Renewal of Inglewood offers new opportunities for the revitalization of the community. With new physical infrastructure, Inglewood will be even better positioned to enhance its beauty, vibrancy and attractiveness as a place to call home. Neighbourhood Revitalization will partner with Building Great Neighbourhoods to implement capital investment in Inglewood.

Community members engaged in the development of this Revitalization Strategy have worked hard to leverage the community input gathered through public engagement activities held by Building Great Neighbourhoods, including conversations about 124 Street Arterial Renewal.

As a result, a capital priority for Neighbourhood Revitalization in the first 12 – 24 months will be the support of the following enhancements led by Building Great Neighbourhoods:

- + Linear Park (east of 122 Street, 111 Avenue to 118 Avenue) lighting and improvements in coordination with the reconstruction of the shared use path.
- + John A. Norris Park (112 Avenue and 128 Street) improvements.

Whenever possible, Revitalization and the community will explore capital priorities that are people-focused in nature (e.g., new benches, gazebos or other physical elements in public parks). These types of capital projects might be organized alongside neighbourhood renewal improvements to realize efficiencies, complete projects more quickly, and maximize the collective impact.



PUTTING OUR PROJECTS INTO ACTION

There are all kinds of opportunities for all people in the community to contribute and participate!

The successful implementation of our Revitalization Strategy will depend upon the participation of residents, community organizations and businesses. Implementation of the Strategy will also be supported by a City of Edmonton Revitalization Coordinator, who will lead coordination between community participants and City community development staff.

THREE ENTITIES WILL COLLABORATE TO BRING OUR STRATEGY TO LIFE:

- + Revitalization Guiding Team
- + City of Edmonton Community Development Team
- + Project Teams

Revitalization Guiding Team

PURPOSE

Provides leadership, support and direction on the implementation of the strategy as it aligns with the outcomes of Revitalization.

ROLE

Represents the neighbourhood in the implementation of the strategy.

RESPONSIBILITY

- + Share information about Revitalization with the neighbourhood to encourage participation on the project teams.
- + Encourage and guide project teams.
- + Make evidence based decisions that align with the Revitalization strategy.
- + Track actions/ evaluate progress/ problem solve Revitalization work in the area.

COMPOSITION

- + 8 – 10 individuals reflective of the demographics of the neighbourhood and made up of residents, neighbourhood based organizations, Community League representative(s), Executive Director of The Crossroads Business Improvement Area Association and/or business owner/operator within the neighbourhood
- + Applications will be reviewed and approved by the Neighbourhood Revitalization Coordinator based on established criteria

- + 1 or 2 year terms
- + Meet six times annually
- + Participate in professional/ personal development opportunities

City of Edmonton Community Development Team

PURPOSE

Provides leadership, support and helps to identify opportunities that could enhance community development work in the neighbourhood through Revitalization.

ROLE

Convene key City of Edmonton staff to support each other and work collaboratively to enhance community development in the Revitalization area.

RESPONSIBILITY

- + Offer a broad perspective on current work in the Revitalization neighbourhood and surrounding area.
- + Discuss and identify opportunities regarding emergent projects in the neighbourhood.
- + Consider the work of the Revitalization Guiding Team as it relates to emergent trends and projects in the area.
- + Share knowledge of the Neighbourhood Revitalization program and opportunities with existing networks and groups within the neighbourhood

COMPOSITION

- + Revitalization Coordinator
- + Neighbourhood Resource Coordinator
- + Park Neighbourhood Resource Coordinator (as needed)
- + Community Development Social Worker
- + Community Safety Liaison – Neighbourhood Empowerment Team
- + Community Relations Advisors – Community Standards and Neighbourhoods

COMMITMENT

Meet six times annually

Project Teams: Community Project Teams

PURPOSE

Create opportunities for people in the Revitalization area to come together, form a team and participate in a community development project in their neighbourhood.

ROLE

Plan and implement the identified project idea in the Strategy or an emergent idea that aligns with the Strategy.

RESPONSIBILITY

- + Use an asset-based, place-based community development approach for planning and implementation of project ideas.
- + Identify a team lead to guide the group through the project.
- + The team lead will update a member of the Revitalization Guiding Team on a regular basis.

COMPOSITION

- + Self-selection with support of the Revitalization Guiding Team and the Revitalization Coordinator.
- + Minimum of 3 people up to a maximum of 6 people.

COMMITMENT

- + Varied – 6 months, 1 year or completion of the project

Project Teams:
Capital Project Team

PURPOSE

Plan and support the process of new infrastructure projects in the Revitalization area.

ROLE

Support the selection of capital investment in infrastructure projects and the required City processes.

RESPONSIBILITY

- + Plan and complete public engagement as outlined by the Revitalization Guiding Team.
- + Consider and make recommendations based on community information, public engagement data, budget considerations and other City projects in the area.
- + Identify a team lead to guide the group through the project.
- + The team lead to update a member of the Revitalization Guiding Team on a regular basis.

COMPOSITION

- + Self-selection with support of the Revitalization Guiding Team and the Revitalization Coordinator.
- + Minimum of 3 people up to a maximum of 6 people.

COMMITMENT

- + Varied – 6 months, 1 year or completion of the project

The City of Edmonton Revitalization Coordinator will work closely with all teams and help share information that is current in the area.

The Project Teams will be formed by interested people looking to participate in Revitalization. According to the priority project ideas, these teams will plan and make community projects happen. The teams will work simultaneously until the projects are completed in a one to two year period.

An inventory will be taken of the skills and gifts of prospective participants and of the areas where they would like to contribute. A scan of assets – such as important neighbourhood places, information collected from previous public engagement activities, and current projects and programs – will be completed. This information will be used by the Revitalization Guiding Team and the City of Edmonton Community Development Team to help inform the decision making process.



Investments to Support Revitalization

Implementation of the Inglewood Revitalization Strategy will be supported by a dedicated Revitalization Coordinator, annual program funding, and capital funding (2019 – 2022).

Neighbourhood Revitalization investments will reflect the community's vision and goals identified during the development of the Revitalization Strategy, and the Neighbourhood Revitalization Program outcomes and its principles of: diversity and inclusion; equity; a strengths-based approach that recognizes and utilizes the wisdom, talents and skills of neighbourhood residents; and innovation and openness to new ideas.

Residents, local organizations and businesses can access program funding for community-led initiatives through the Small Sparks Grant and the Neighbourhood Revitalization Fund. Community contributions can be made up of volunteer equity, in-kind donations and/or cash.

The Revitalization Program will collaborate with citizens and other City departments to leverage capital investment opportunities in Inglewood.

Collaborating in the Community and with the City

The Neighbourhood Revitalization Program integrates and collaborates with several other City departments and business areas, including but not limited to:

CITIZEN SERVICES DEPARTMENT

Social Development Family and Community Supports

Community Development Social Worker and Neighbourhood Revitalization staff will work collaboratively to support and enhance the social fabric in the Revitalization neighbourhood(s).

Social Development Neighbourhood Empowerment Team

Community Safety Liaisons commit to providing support to the Revitalization Initiative by exploring projects and community concerns as they relate to crime and disorder as well as factors that contribute to community safety.

Social Development Community Resources

Family and Community Support Services Liaisons will explore opportunities for collaboration between the community and community organizations in the Revitalization neighbourhood.

Complaints and Investigations

Community Standards Peace Officers

Animal Care & Control and Pest Management

The Community Relations Advisors and Neighbourhood Revitalization team will work in collaboration to provide community information and understanding of City Standards through community-led initiatives that align with the Revitalization Strategy.



URBAN FORM AND CORPORATE STRATEGIC DEVELOPMENT DEPARTMENT

Economic and Environmental Sustainability Local and Emerging Economy

The Local & Emerging Economy team will support the Revitalization team to leverage existing programs and services, including commercial building grant programs, as well as existing relationships with Business Improvement Areas and small business owners, to support stronger connections between communities and local business areas.

INTEGRATED INFRASTRUCTURE SERVICES DEPARTMENT

Building Great Neighbourhoods and Open Spaces, Planning and Design

Building Great Neighbourhoods & Open Spaces is committed to partner with Neighbourhood Revitalization to maximize the capital investments made. Building Great Neighbourhoods will support the development of capital investment opportunities through the concept, design and construction phases in the Revitalization area.

Investments in Inglewood Revitalization will align with ConnectEdmonton, Edmonton's strategic plan that sets the direction for the City's future over the next 10 years.

The plan's overarching guiding principle of Connected means:

- + We create as a community to connect people to what matters to them.
- + We care about the impact of our actions on our social, economic, cultural, spiritual and environmental systems.
- + We serve those here today and those who come after us.

TRACKING OUR PROGRESS

As we implement our revitalization strategy, the community and the City will examine how our efforts are translating into change. By regularly looking at several aspects of our neighbourhood, we will be able to see how well our community-led projects are working and if we should change course in any way.

Together with the community, this is an outline what successful revitalization looks like in Inglewood:

OUR COMMUNITY VISION

Building connections to create a vibrant and inclusive community.

COMMUNITY'S DEFINITION OF SUCCESS FOR INGLEWOOD REVITALIZATION

- + More people using public spaces
- + More people attending community events/ programs
- + More people feel they have their voices heard
- + Volunteerism is increasing
- + New people are connected that previously were not
- + Community is defined more by assets than deficits
- + Neighbourhood feels more vibrant and thriving
- + People living in Inglewood and across the city perceive the neighbourhood more positively

Together the City and the community will consider whether Inglewood is moving closer towards the community's definition of success. This information will be used by the Revitalization Guiding Team, in consultation with community members, as it tracks progress and challenges on the implementation of the revitalization strategy, decides the ways to implement the revitalization strategy, and determines what adjustments are required to create the best outcomes in Inglewood.



Evaluation and ongoing alignment with the strategy will be further supported by capturing residents' stories, as well as monitoring the Neighbourhood Revitalization Program outcomes and accompanying measures.

City of Edmonton Neighbourhood Revitalization Program Outcomes

PROPERTIES ARE ATTRACTIVE AND WELL-CARED FOR

Safe properties and a civil urban society are accomplished together with education, compliance and, where necessary, enforcement initiatives.

PEOPLE FEEL SAFE IN THEIR HOMES AND COMMUNITY

City of Edmonton staff officers work with community members to promote safety and protect their neighbourhood.

THE LOCAL ECONOMY IS THRIVING

Thriving businesses that provide vital community services, employ local residents and support a more sustainable and vibrant neighbourhood.

INVESTMENT IN THE COMMUNITY IS STRONG

Investment by residents and developers in their properties supports neighbourhood vibrancy and sustainability.

THE SOCIAL FABRIC OF THE NEIGHBOURHOOD IS VIBRANT

Strengthening neighbourhood vibrancy through investment in social infrastructure.

PEOPLE ARE EMPOWERED TO LEAD CHANGE

Communities have increased leadership and capacity to sustain their neighbourhood.



THE EXCITING JOURNEY CONTINUES

One of the most striking things about the development of this Revitalization Strategy has been the level of excitement among community members about the Inglewood's potential and how it will evolve. As the community continues this journey, the possibilities for community-led projects are quite vast. For example, you will find below some of the forms of asset-based community development projects in Inglewood:

- + Supporting community-led recreation and leisure programs for all ages (e.g., organization of festivals, neighbourhood events, community block socials, and other musical and artistic initiatives).
- + Skill-building opportunities such as leadership development, community organizing and volunteer development.
- + Connecting residents and local businesses through local shop initiatives.
- + Beautifying the neighbourhood through cleanup efforts, building a community garden or playground, and creating murals and public art
- + Enhancing community safety by encouraging community conversations and learning with Edmonton Police Service, or arranging for additional lighting in poorly lit areas.

These and many other projects can enhance Inglewood and strengthen our neighbourhood so that we have a vibrant and inclusive community.

Making these projects happen takes many people working together. Community members are encouraged to get involved – by contributing ideas, joining project teams, spreading the word, and helping bring community-led projects to life.

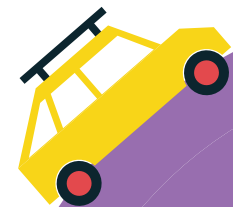
To get involved, contact:

Email: inglewoodrevitalization@edmonton.ca

Website: edmonton.ca/InglewoodRevitalization

Stay up to date by signing up to the subscriber list on the website.

See you in the community!





To Get Involved

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