



SOMERSET WEST
COMMUNITY
HEALTH
CENTRE



BUILDING COMMUNITY TOGETHER

**Everyone has the right to stay and shape
their neighbourhood**

**PROMISING PRACTICES AND TOOLKIT FOR
COMMUNITY ENGAGEMENT AND ADVOCACY**

ACKNOWLEDGEMENTS



We would like to acknowledge the traditional, ancestral, unceded territory of the Algonquin and Anishinaabe people on which this work took place. This project explored the impacts of development in the community, one which was taken without permission and which has had lasting intergenerational consequences. We extend our respect and appreciation to all First Nations, Inuit and Métis peoples for their valuable past and present contributions to this land.

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About Somerset West Community Health Centre

We support people and communities to enjoy the best possible health and well-being.

We do this by providing primary health care and social services, and promoting access to the social conditions that influence health, such as housing, food security, employment and civic engagement.

We remove barriers to accessing services for people who are vulnerable because of their age, income, abilities, sexual orientation or gender identity, and language or culture.

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OUR COMMUNITY

Neighbourhood change is not new to west-central Ottawa.

West Centretown is on the traditional territory of the Algonquin people. Archeological information shows that the Algonquin people lived in the Ottawa area 8000 years before Europeans arrived. There has never been a land-sharing treaty for this area.

Colonization of the Ottawa area brought waves of newcomers to West Centretown. Thousands of Italian immigrants settled around the newly established St. Anthony's Church on Booth Street in the early 1900s. The early forms of Chinatown began in the late 1800s and grew with the arrival of Vietnamese refugees in 1975 and the increase in immigration from China through the late 1970s.

In the 1960s, the area saw large displacement of working class residents. LeBreton Flats was demolished and 1100 households were displaced in Little Italy as part of the City's Urban Renewal Project.

In recent years, there have been multiple large scale developments geared to upper income homeowners and condo owners. West Centretown is becoming more expensive and less diverse. Finding safe, affordable housing is becoming increasingly difficult. Many long-time residents can no longer afford to live in the community. Those who remain may feel they no longer belong as the community becomes too expensive to live in.

A snapshot of Ottawa's West Centretown

- Population: 12,992¹
- 32% are first-generation immigrants; 8.2% are refugees; 32.7% are racialized.¹
- 39.6% of all households are living in unaffordable housing. This number rises to 46.8% in tenant households.¹
- 28.2% of residents live on low-income (Ottawa average: 12.6%). This increases to 37% among children, 38.2% among youth, and 40.3% among seniors.¹
- 62.6% of residents are in bottom half of Canadian income distribution (Ottawa average: 35.6%).¹
- 71% of dwellings are rented (Ottawa rate: 34%).²
- Average monthly rent for a studio apartment: \$925²
- 37% of the city's rooming house units, the highest concentration in Ottawa.

1. Ottawa Neighbourhood Study (www.neighbourhoodstudy.ca)

2. The Planning Collective (2018). [Affordable Rental Housing Strategy](#)



OUR APPROACH

The Building Community Together project was initiated to respond to the development and gentrification occurring in the community, placing the community's affordability and diversity at risk.

The project aims to create a long-term vision informed by the community itself. We strive to address the growing inequality and decreasing affordability and diversity of the community.

Our ultimate goal is to maintain a healthy, affordable, and diverse community where everyone has a right to stay and shape their neighbourhood.



SECTION ONE

Things we tried

We implemented two key strategies to work towards our goal: grassroots engagement and systems-level advocacy. The key activities we implemented are detailed below.

THINGS WE TRIED

Pop-up engagement

Participant audience: Residents

Description:

We spent several months visiting community spaces. This allowed us to engage people where they were already gathering, making it easier for people to engage with the project. We would attend the local drop-in lunch program, community events and gatherings. We gathered input on our community map and community priorities. We also collected surveys and had petitions available on our advocacy initiatives.

What makes this tool valuable:

A pop-up approach makes it easy for people to get involved. Not everyone is able to join in long term or structured opportunities. Going to where people are already gathering allowed us to include a more diverse range of community members. These community member often are not able to attend formal meetings or consultations. Pop-up engagement also allows people to get involved in different ways. This could be through one-on-one conversations, completing a survey, or adding their feedback to a poster board. Going to spaces around the community also helped build local partnerships.



THINGS WE TRIED

Community mapping

Participant audience: Residents

Description:

We travelled to drop-ins, regular community gatherings and meetings with printed maps. We would ask participants to mark the spaces they value and where they go to meet their needs. We would also ask the reasons why they needed to leave the neighbourhood. This information was marked on a map.

What makes this tool valuable:

Many marginalized residents may feel disconnected from the community planning process. Formal consultations by developers and the City can be intimidating. There can also be barriers for people to attend such as family care responsibilities, language or literacy barriers.

We used this exercise to help build relationships early in the project. It also allowed us to center the expertise of people who are often marginalized from traditional consultation. Community mapping was a low-barrier way for residents to take part. It also provided valuable data to understand community assets and areas of concern.



THINGS WE TRIED

Community indicators workshops

Participant audience: Residents

Description:

We hosted two workshops to understand what people needed to achieve health and wellbeing. We delivered these workshops many times in the community to a variety of community members.



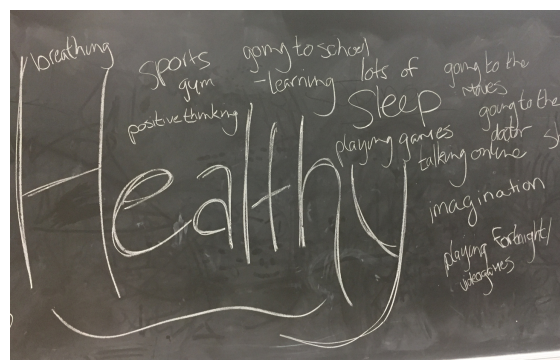
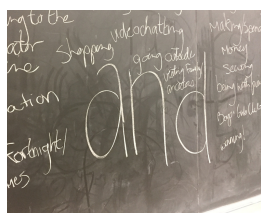
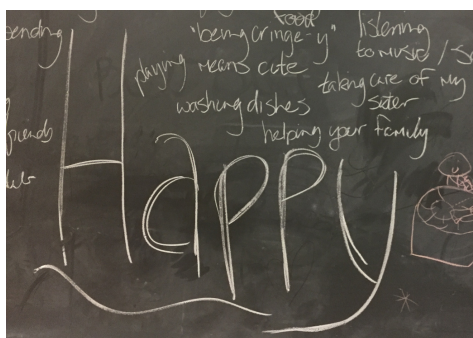
The first workshop asked the question: What makes you happy and healthy in your community? We then sorted this information into themes of health and wellbeing.

The second workshop asked where community members go to access the things they need to be happy and healthy. These places were shared and categorized by theme. Participants were also encouraged to write notes about the places they go outside of the community.

A final workshop invited all participants to celebrate the collective work accomplished.

What makes this tool valuable:

This process was a tangible and concrete way to engage in the project. The design of the workshops highlighted the expertise of residents who often do not have a voice in the planning process. Conversations were broad enough that anyone could easily take part. We found residents were able to speak to their own experiences. This provided valuable insight and data to build the community's long term vision.



THINGS WE TRIED

Grassroots residents group

Participant audience: Residents

Description:

We heard feedback through our engagement work that people with lived experience of poverty were looking for a space to connect. In response, we convened a monthly working group. This was a space for people with lived experience of poverty to discuss housing issues.

Working group activities have included:

- Guest speakers
- Focus groups for related City of Ottawa processes
- Collective action planning
- Discussions on challenges and experiences of housing in the area

What makes this tool valuable:

Many participants experienced barriers to formal committee work. The grassroots group is a consistent and accessible space to get involved in the project. The grassroots group also facilitated peer support. Input and guidance to our project's priorities and focus areas was also gathered on an ongoing basis.

Tips and tricks:

- Remove barriers to participation by providing food and honouraria
- Regular reminders to participants
- Consistent date, time and location



THINGS WE TRIED

Steward's Table

Participant audience: Residents, Stakeholders, Local Organizations

Description:

The Stewards' Table was the first activity established for the project. To start, we invited community members, local organizations, and stakeholders together.



We began by discussing possible strategies to respond to the rapid development and gentrification in the community. The group has met monthly to discuss project activities, policy issues and plan advocacy efforts.

Other activities of the Steward's Table have included:

- Dialogue on shared issues of concern
- Stay up to date on new construction projects and consultation opportunities
- Invite politicians and decision-makers for information-sharing, discussion, and inputting into systems-level processes

What makes this tool valuable:

The Steward's Table allows for ongoing collaboration. Regular meetings have also created a space for influencers and decision-makers to engage in dialogue with the group.



Tips and tricks:

- Involve formal and informal community leaders who can build connections throughout the community.
- Keep an open door policy. Anyone interested in the issues and our approach is always welcome to attend.
- Be flexible with participants' commitments. Residents, groups and agencies will all have varying capacities to contribute to the project.
- Aim to have a consistent meeting day, time and location to build and maintain momentum.

THINGS WE TRIED

Community-based research

Participant audience: Policy-Makers, Decision-Makers, Elected Representatives, General Public

Description:

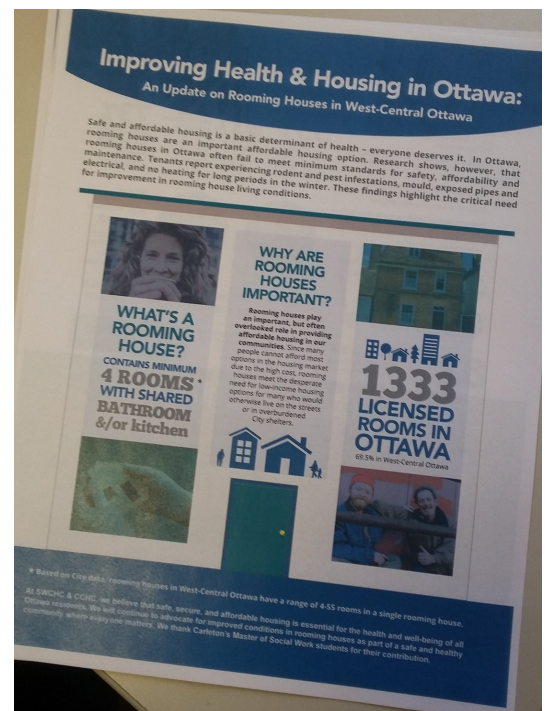
Students from local universities and colleges conducted research through their placements and/or courses. This allowed us to dive deeper into strategic issues that impact our community. Whenever possible, research would engage marginalized community members through interviews, focus groups, or surveys. We then used this information for advocacy. We created infographics and reports with a call to action, and engaged the media.

What makes this tool valuable:

The first step to an effective advocacy strategy is to identify and analyze the issue. Research deepened our knowledge and analysis on issues of importance to our community. Research also provided evidence to inform policy recommendations and advocacy. Research findings can also tell a compelling story that is appealing to local media. This provides valuable profile to important community issues for elected representatives and decision-makers.

Tips and tricks:

- Build relationships with researchers, academics and administrators at local colleges and universities.
- If possible, create plain language documents and tools from research findings.
- If resources are available, make reports and tools easy to read and share through graphic design.
- Include a call to action that answers the question: what do you want people to do with the information you are providing?



THINGS WE TRIED

Deputations at City Hall

Participant audience: City Councillors, City staff, Media

Description:

The Making Voices Count Civic Engagement Kit describes a deputation as “a written or verbal presentation that residents, community groups or any interested party can present to City Council’s Standing Committees or Boards”. Providing deputations is an important way our municipal government hears from citizens. Deputations are five minute presentations related to a topic on the agenda of that Committee or Board meeting.

What makes this tool valuable:

Attending Committee meetings and providing deputations when key issues are being discussed is a way to educate members of City Council and advocate for change. It provides an opportunity to present concerns to City Councillors and City staff in a public forum.

Tips and tricks:

- Read the Making Voices Count Civic Engagement Kit (www.makingvoicescount.ca) to learn how to write a deputation and register to make a deputation.
- Coordinate with allies and partners on shared key messages for deputations.
- Follow up after the deputation with relevant City staff or City Councillors. If a City staff has responded to a question and indicated there are next steps, follow up to establish a relationship and confirm follow up actions.



THINGS WE TRIED

Collaboration and common messaging

Participant audience: Partner Organizations/Groups, General Public, Elected Officials, Decision-Makers

Description:

We work in close collaboration with local partners also engaged in affordable housing advocacy. For example, allies and partners developed shared key messages to advocate for increased investment in affordable housing in the 2019 City Budget. Each group used different advocacy strategies (i.e. petitions, email campaigns, media, social media engagement, meetings with elected representatives, town halls and community forums). Groups collaborated on a city-wide rally. This collective work resulted in the announcement of a \$15 million investment in affordable housing.

What makes this tool valuable:

Collaboration is necessary to advocate for change on complex issues. We need diverse voices and various advocacy strategies to achieve our collective goal.

Tips and tricks:

- Coordinate presence at City Committee meetings and ensure that deputations have consistent messaging.
- Tag each other in social media, sign onto one another's actions, and attend each other's events to show partnership and solidarity.


JOIN THE


CITYWIDE RALLY FOR AFFORDABLE HOUSING


WHEN: Wed, Feb 6 at 9 a.m.
WHERE: City Hall (Marion Dewar Plaza - 110 Laurier Ave W.)


City Council is meeting at 10 a.m. to discuss the draft 2019 budget. Join us in asking the City to invest more money in affordable housing and to make housing a priority for this term of council!


In addition to being endorsed by housing advocates across the city, this rally is organized by:


 **Ottawa ACORN**
Uniting communities for justice | acorncanada.org


 **ALLIANCE TO END HOMELESSNESS**
OTTAWA


 **CAWI-IVTF**
Coalition of Affordable Housing and Homelessness Advocates

 **CCOC**

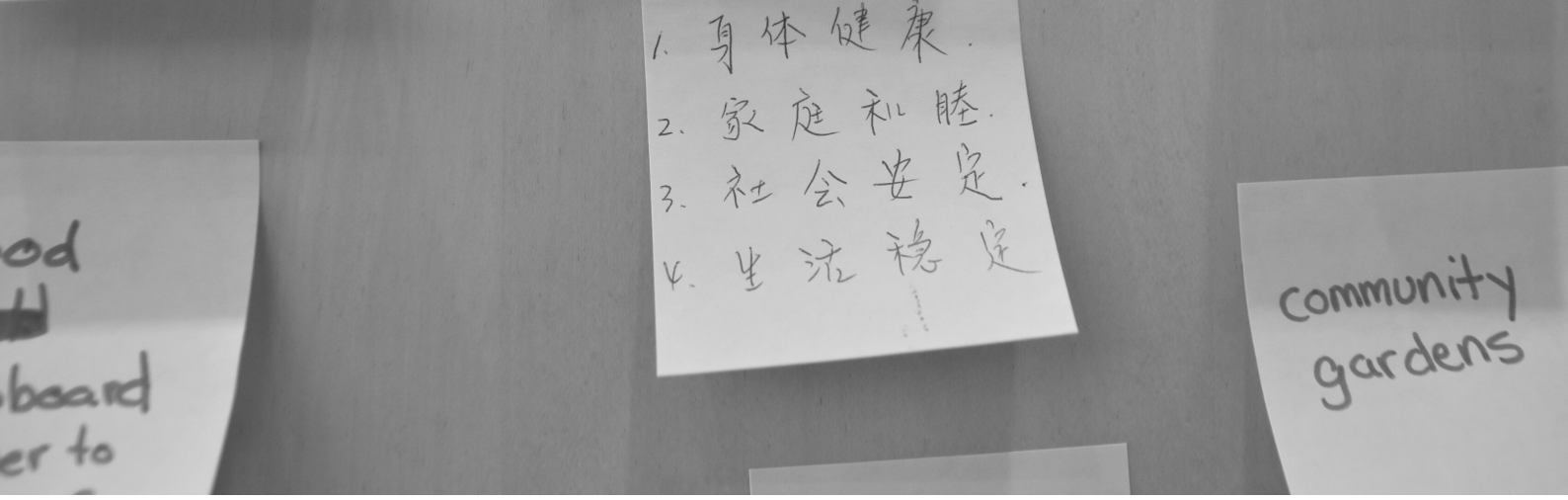
 **COALITION OF COMMUNITY HEALTH AND RESOURCE CENTRES OF OTTAWA**
COALITION DES CENTRES DE RESOURCES ET DE SANTE COMMUNAUTAIRES D'OTTAWA

 **OTTAWA FAIR CITY**

 **Healthy Transportation Coalition**
Coalition pour les transports sains

 **OTTAWA & DISTRICT LABOUR COUNCIL**

Contact: ottawa@acorncanada.org or 613-746-5999 ext 3



LESSONS LEARNED

WE USED PROMISING PRACTICES AND STRONG COMMUNITY TIES WITH RESIDENTS AND PARTNERS TO GUIDE OUR WORK. HOWEVER, WE ADAPTED OUR APPROACH AS WE LEARNED ALONG THE WAY. SOME OF THESE LESSONS LEARNED INCLUDED:

- Dedicate time to build relationships at the beginning of the project. This is critical to building longer term engagement.
- Provide different opportunities for residents to take part. This should include short-term and one-off opportunities, to more regular and long-term opportunities.
- Experiment and try different approaches. Offer both structured opportunities and more creative approaches. Change your approach to meet the needs of the people you want to engage.
- Provide alternatives to committee work and meetings for those that want to take part, but do not want to attend formal meetings.
- Use simple and accessible language. Avoid jargon, lingo or acronyms.
- Dedicate staff resources to engage the community over many years. This is necessary to build relationships and trust in the community.
- Advocacy work on complex and challenging systemic issues requires genuine collaboration with partners.

What ideas do you have to preserve affordable housing in your neighbourhood?

SECTION TWO Other promising practices and models

We explored what other communities are doing to engage the community in the planning process. The nine examples below were ones that we uncovered in our research and that we found interesting as we developed our own engagement strategies. They were not selected against any specific criteria and do not represent an exhaustive list of the great work happening in communities across Canada.

make affordable housing
livable for humans
Bug Free, Respectful
landlords & housing

PARKDALE COMMUNITY ECONOMIC PLANNING AND DEVELOPMENT (PCED) PROJECT

Description

The PCED project is community-based planning initiative in the Parkdale neighbourhood in Toronto. The goal of the PCED project was to develop a strategic neighbourhood plan for Parkdale that included neighbourhood-based economic well-being indicators, and a shared vision for Parkdale.

Their community context

Similar to Ottawa's West Centretown, the Parkdale neighbourhood is changing rapidly with the commercial main street seeing new businesses catering to a new and more affluent clientele. The community is also experiencing pressures of housing affordability and the loss of rooming houses. The PCED project aims to explore the strategies and policy tools to guide neighbourhood change and local economies, and ways to "align existing assets and economic alternatives as an integrated neighbourhood strategy, not only to promote equitable development without displacement, but also to proactively build a more just local economy".

What was unique or effective about their approach

The PCED project used a participatory approach that combined community action research, assets assessment, community visioning, and strategy and policy development. The PCED project developed community indicators, asset mapping, and vision to action workshops to develop a comprehensive community plan that reflects a shared vision for the Parkdale community. More recently, the Parkdale People's Economy has developed formal and informal working groups around their community indicators for community visioning and setting out priority actions, as well as a leadership training series and a Community Benefits Framework.

For more information:

parkdalecommunityeconomies.wordpress.com/planning-shared-wealth/

REGENT PARK REVITALIZATION, TORONTO ONTARIO

Description

The revitalization of Regent Park in Toronto aimed to shift the community from a community housing neighbourhood to a mixed income neighbourhood that would lead to the growth of a healthy, sustainable community.

Their community context

Historically designed to be a 'slum clearance' neighbourhood in the 1950's, Regent Park was one of the largest community housing neighbourhoods in Canada. The turned in and cut off design of the neighbourhood meant the community faced years of isolation from the surrounding area, contributing to poor health, education, and employment outcomes. In the early 2000s, Regent Park residents mobilized for the redevelopment of a number of housing units in the neighbourhood, which in turn led to a community-wide redevelopment process. A proposal was approved in 2005 to improve the economic and social inclusion for all in Regent Park.

What was unique or effective about their approach

Community consultations led to the development of the Regent Park Social Development Plan, which was informed both by research on social inclusion, and extensive community consultation. Community consultation was facilitated by trained residents hired as community animators who engaged residents in the redevelopment process and resulted in 75 recommendations. These recommendations were grouped into major themes that focus on different social factors that influence health outcomes and resident priorities. Since the plan's inception, it has guided the work of the redevelopment, and is undergoing a refresh in 2019.

For more information:

socialinnovation.org/the-regent-park-revitalization-growing-a-healthy-community/
www.toronto.ca/legdocs/mmis/2019/ec/bgrd/backgroundfile-134594.pdf
www.toronto.ca/legdocs/mmis/2007/ex/bgrd/backgroundfile-7300.pdf
neighbourhoodchange.ca/documents/2017/01/transformation-toronto-regent-park.pdf

ACTIVE NEIGHBOURHOODS CANADA

Description

Active Neighbourhoods Canada (ANC) is a partnership between Montreal Urban Ecology Centre (MUEC), Sustainable Calgary Society, and the Toronto Centre for Active Transportation. ANC uses participatory planning methods as the foundation of community urban planning initiatives meant to improve the social, health, and economic conditions of neighbourhoods. There are many examples of communities that have been improved through ANC's efforts - two promising examples are included below.

Their community context

The diverse and active neighbourhood of Marlborough is near Calgary's downtown core. The neighbourhood boasts community services, recreation and shopping. It also faced a higher than average crime rate. Through Sustainable Calgary, ANC engaged the most hard-to-reach populations and built on the efforts that were already underway to further understand the community priorities. In the neighbourhood of Chomedey in Laval, Quebec, community organizations and the municipality engaged the community in planning efforts for increased community safety. ANC provided support to engage the diversity of the community to solidify the planning efforts.

What was unique or effective about their approach

In Marlborough, Sustainable Calgary developed tools with teachers to engage with immigrant families in their first languages, and with school children. These tools identified community safety priorities, and the good and bad "hot spots" within the neighbourhood. In Laval, community groups were engaged to identify stakeholders. This led to a working group, who developed action items and solutions based on the information gathered from the community engagement process which they validated through kiosks and engagement booths in the community.

For more information:

participatoryplanning.ca

PLANLOCAL WARD 2 SAFE STREETS

Description

A Hamilton City Councillor received \$1 million to spend on infrastructure in the ward, which included the downtown core of Hamilton, and turned to the community to determine how to spend the money. With the funds identified for “safe streets”, the Councillor used a participatory budgeting method to determine how to best use the funds.

Their community context

Ward 2 in Hamilton includes the downtown core and a diverse population. The ward includes many public spaces and tourist spots, and is undergoing a “dynamic post-industrial revitalization.”

What was unique or effective about their approach

The Councillor approached a planning firm to determine how to use funds, and PlanLocal was developed. PlanLocal engaged residents of Ward 2 for their input on safe streets. PlanLocal ensured that residents had the opportunity to participate in both problem identification and solution planning through 17 different types of engagement methods (e.g., in-person events, mail-outs, online methods, and working with community services). Proposed solutions were refined by the planning team and residents voted on how to spend the money at 19 voting spots throughout the ward. An interactive, online map was developed to pinpoint exact locations for engagement. This allowed the team to identify where more engagement and outreach were needed to ensure feedback was included from all community members, particularly for hard-to-reach populations. Over 8,000 votes were cast resulting in funds being spent in the way residents felt most appropriate.

For more information:

planlocal.ca

policyalternatives.ca/publications/monitor/engaging-communities-participatory-planning

ON THE TABLE SILICON VALLEY

Description

A community engagement initiative between 2017 and 2020 led by Silicon Valley Community Foundation (SVCF), a foundation for the Bay area that focuses on economic security, education, immigration, and building strong communities. The initiative focuses on housing concerns in the area, and brings together community members and organizations to discuss their concerns and ideas over a meal.

Their community context

Silicon Valley is facing a housing crisis. There are many jobs in the area, but little housing. This drives up not only the price of residential units, but also contributes to pollution through long commutes that residents have to make to get to their jobs, and leads to disconnected communities. Immigrant, low income and racialized communities are most at risk in this housing squeeze.

What was unique or effective about their approach

On the Table is a community engagement strategy first developed by Chicago Community Trust, and has been replicated across the U.S. The strategy encourages community organizations to host informal conversations over a meal. This low-barrier invitation facilitates engagement from diverse community groups and allows communities to focus their conversations on issues that matter to them. In Silicon Valley, SVCF worked with community partners and distributed over 5,000 postcards in English, Spanish, Vietnamese, and Chinese. The first round of conversations identified community housing concerns and issues. The following year, the conversations focused on solutions and an action plan to support the housing needs of the Silicon Valley community.

For more information:

siliconvalleycf.org/onthetable

ACORN OTTAWA: THE FIGHT FOR THE RIGHT TO HOUSING AND A NO DISPLACEMENT COMMUNITY BENEFITS AGREEMENT

Description

In 2016, the developer of the Herongate community, Timbercreek, began to evict residents to build luxury rental apartments. ACORN Ottawa mobilized its members living in the neighbourhood with rallies, marches, letters, meetings, and more to fight the evictions. Even though Timbercreek followed through on the evictions, Herongate ACORN members continued to organize to pressure the developer to include the community's demands for rental replacements and affordable housing in its plans.

Their community context

ACORN Ottawa is a community organization of low and medium income families and individuals fighting for social and economic justice and has been working with Herongate since 2008. Herongate is a largely working-class, immigrant neighbourhood that has been plagued by a series of bad landlords who have neglected building repairs and attempted to exploit their tenants.

What was unique or effective about their approach

ACORN strives to assert the needs of the community into the plans of the developer by way of a Community Benefits Agreement (CBA) in order to stop displacement. ACORN uses mass community movements to pressure the developer; engaging the press, allies, and local representatives to advocate for their project. As of April 2019, the developer has not yet signed a legally binding CBA, however they have, jointly with the City of Ottawa, released their “social framework commitments” which include housing security, affordability, housing diversity, social enterprise, and green space.

For more information:

<https://acorncanada.org/resource/ottawa-acorn-cba-herongate>
<https://herongatetenants.ca/>

WEST BROADWAY COMMUNITY PLAN 2016-2021

Description

The West Broadway community plan was created to allow residents and all relevant stakeholders to align their priorities and to provide a point of reference for businesses, organizations, and government providing direction and a strong mandate for residents to address and act upon challenges in their community.

Their community context

West Broadway is an established neighbourhood near the downtown of the City of Winnipeg in Manitoba. West Broadway is home to a diverse population of residents and many businesses, organizations and services. There is a strong sense of community and belonging expressed through participation in community events, ongoing advocacy, the unique character of many organizations and businesses, and the continued commitment of time, passion, skills and dedication from residents and visitors.

What was unique or effective about their approach

The West Broadway community had a strong history of community planning and referenced their previous plan from 2011-2016 as well as a variety of other community planning processes dating back to 2008. Seven broad themes were synthesized from past West Broadway plans and shared at consultations. The community validated priorities from previous processes, and added new or emerging priorities which were included in subsequent consultations. The plan was championed by a steering committee, which organized a variety of methods to gather feedback including: public meetings, community events, display boards, focus groups, online surveys, key stakeholder interviews, and door to door canvassing. Consultations used a variety of participatory tools to provide different options and ways for people to participate.

For more information:

westbroadway.mb.ca/community-plan

westbroadway.mb.ca/wp-content/uploads/2010/11/WB-Community-Plan-2016-2021-1.pdf

GROWING CONVERSATIONS: MAKING ENGAGEMENT WORK

Description

Led by the City of Toronto, the aim was to make the city the most engaged in North America. The City worked with residents to determine the best and most effective way to engage residents in the planning process in order for the residents to feel heard and see their input incorporated.

Their community context

Each year, 15,000-20,000 Torontonians participate in in-person consultation events led by the City of Toronto Planning Division, the majority of which are related to development applications. However, the current structure of the development review process can leave residents feeling frustrated and unheard. Residents believed inclusiveness, transparency and accountability, planning literacy, access to information, online and mobile technology, collaboration, and community building all needed to be improved.

What was unique or effective about their approach

An Engagement Action Plan was developed for City Planning identifying a series of 'Opportunities for Engagement', which informed their Pillars of Effective Engagement to guide City Planning staff whenever they undertake a future engagement initiative. Their next step is to identify the Strategic Directions, or big moves, that will help them to achieve their vision. These will be supported by the specific initiatives that will help them to improve the engagement process. All of this will be supported by an implementation plan.

For more information:

toronto.ca/city-government/planning-development/outreach-engagement/growing-conversations-making-engagement-work/growing-conversations-about/

PLACEMAKING WITH CHILDREN: GETTING STUDENTS INVOLVED IN THE PLANNING PROCESS

Description

In 2013, a proposal was put forward to build a 15-story condo tower at an intersection in downtown Toronto that would cast a shadow on the playground of Lord Lansdowne and daVinci School (LLDV) for most of the day. In 2019, this condo is now being built and students are taking action to facilitate a community conversation about how they will re-imagine their playground.

Their community context

Evergreen, a hub for sustainable practices, and the Toronto District School Board (TDSB) are working with a core group of 10 students and four teachers (The School Design Team) to help transform their school grounds.

What was unique or effective about their approach

The project leads used a participatory design process to engage stakeholders. The unique aspect of this project is how heavily involved the young students in grades 3-6 were with the design process and with decision making on how they would engage their fellow students and community. The involvement of the students yielded participatory design events that used creative engagement strategies such as drawings, a “dotmocracy”, playdoh sculptures, and a thorough playground analysis that is currently informing the detailed design of the master plan.

For more information:

evergreen.ca/blog/entry/placemaking-with-children-getting-students-involved-in-the-planning-process/



SECTION THREE

Toolkit

POP-UP ENGAGEMENT

Activity Type	Participant Audience	Materials/ Resources	Facilitation Process
Grassroots Engagement	Residents	<ul style="list-style-type: none">• Table, poster board, flyers and other handouts (i.e. petitions, surveys, etc.)• Signage, snacks, or giveaways	Dependent on activities at the pop-up with goal to have conversations and gather information informally.

Objectives

- Make it easy for people to engage with the project by going to spaces where they are already gathering
- To reduce barriers people may face to attending formal consultation opportunities, pop-ups are quick, accessible, and allow for residents to engage in ways that work for them
- Set up a kiosk in drop-in programs, parks, community events and meetings

Tips and Tricks

- Focus on building and maintaining positive relationships in the community and with partners
- Be open to feedback on the spaces and locations that may fit with this approach (or do not fit)
- Keep expectations manageable - not all pop-ups will result in large numbers of engaged residents but staying focused on relationship building and the long term approach makes it worthwhile

COLLECTIVE COMMUNITY MAPPING

Activity Type

Grassroots Engagement

Participant Audience

Residents

Materials/ Resources

- Large printouts of neighbourhood maps
- Stickers, pens, markers, and sticky notes

Facilitation Process

- Attend gatherings, meetings, events, etc.
- Ask people to mark on the map where they go to meet their needs, the spaces that they value in the community, and the areas they fear losing in the process of development and gentrification

Objectives

- To better understand how people move through the neighbourhood
- To identify both the assets and challenges in the community
- To identify how people are meeting their health and wellbeing needs in the community, and what they cannot access in the community
- To center the lived experience and expertise of community members
- To identify areas of concern or areas that are feared to be lost in the development and gentrification process

Tips and Tricks

- Encourage everyone to speak
- Be concrete around the asks for information (i.e. where do you buy food, where do you go to socialize, are there spaces you have trouble accessing, etc.) and provide prompts for information without leading
- Look at health and community connection holistically (i.e. park space, informal gathering areas, etc.) and consider the diverse ways in which community members meet their needs (i.e. food security may mean a grocery store for some, and food banks and lunch programs for others)
- Possible prompts may include:
 - What routes do you take?
 - Do you walk, bike, drive, or take transit?
 - Which routes are safe, accessible and appropriate for your needs?
 - Are there barriers in place that make it harder for you to navigate the community?
 - Are there places you don't go, and why not?
 - Are there things you need to leave the neighbourhood to access?
 - Where do you connect with nature?
 - Where do you connect with other people?
 - What are the places you feel known and connected?

COMMUNITY PLANNING WORKSHOPS

Activity Type

Grassroots Engagement

Participant Audience

Residents

Materials/ Resources

- Flipchart paper
- Sticky notes
- Markers
- Printouts of neighbourhood maps
- Additional art supplies

Facilitation Process

- Structured workshop that can be adapted to meet the needs of the group
- Ideal timeframe 1.5-2 hours

Objectives

- To provide a low-barrier and low-commitment, yet structured opportunity for residents to provide input into their priorities for the neighbourhood
- To engage residents in the project and in community planning who may not otherwise attend structured consultation opportunities or committee meetings
- To gather feedback from the community to shape the long-term vision for the community and eventually the creation of a community plan to guide long-term advocacy efforts

Tips and Tricks

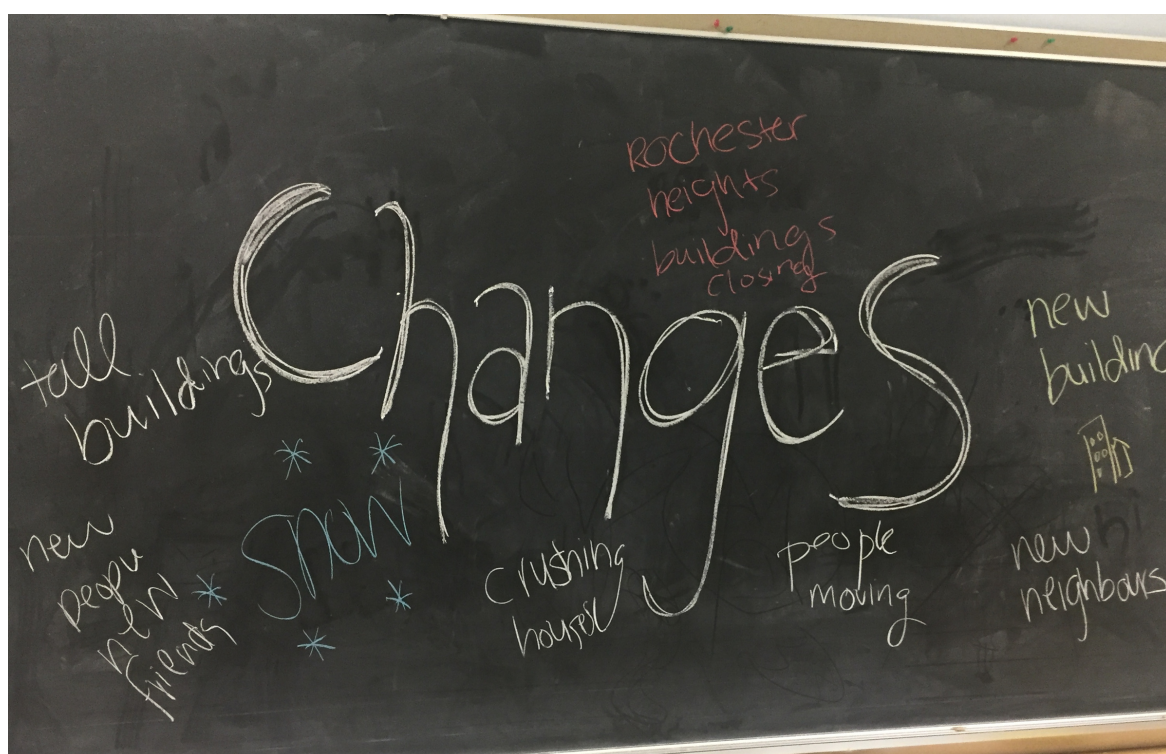
- Build on existing relationships through the organization's staff teams or with partner organizations
- Provide honouraria to honour and value the contributions of people with lived experience
- Remove barriers to participation by providing nutritious food and childcare supports
- Provide translation/ interpretation to ensure participation from other language groups
- Go to where people are already gathering such as drop-ins or regular meetings/groups

WORKSHOP #1 OUTLINE: WHAT MAKES YOU HAPPY AND HEALTHY IN YOUR COMMUNITY?

Time	Method	Description	Materials
10 min	Welcome	<ul style="list-style-type: none"> Welcome participants Land acknowledgment Overview of project 	
5 min	Discussion of community context	Ask participants: <ul style="list-style-type: none"> What is the prime thing that you have noticed that is/has changed in the community? 	
10 min	Silent conversation	Participants write what they think creates a healthy community on sticky notes (i.e. safety, access to grocery stores, knowing my neighbours)	<ul style="list-style-type: none"> Sticky notes Markers
30 min	Small group discussions	<ul style="list-style-type: none"> Groups are provided with selection of sticky notes from previous exercise Facilitator with each small group to prompt discussion on the following questions: <ul style="list-style-type: none"> How are the sticky note pieces represented in your community? Look for specifics. What makes your neighbourhood healthy? How do we know we are achieving these things? (ex. Food access makes a community healthy, how do we know it is achieved?) What things do you see represented on sticky notes that you feel are missing in the neighbourhood? How could we change this? 	<ul style="list-style-type: none"> Large printouts Markers
35 min	Large group discussion	<ul style="list-style-type: none"> Each group nominates a speaker to share their points with the large group Make space for discussion with the whole group with prompts such as: <ul style="list-style-type: none"> What did the groups come up with? What needs are being met? What needs are not being met? How are personal needs and community needs different? 	<ul style="list-style-type: none"> Flipchart paper Markers
20 min	Logo creation	Each group creates a logo and slogan for the neighbourhood that incorporates their ideas on health and wellbeing	<ul style="list-style-type: none"> Markers Paper Additional art supplies

WORKSHOP #2 OUTLINE: MAPPING COMMUNITY ASSETS/ NEEDS/ STRENGTHS

Time	Method	Description	Materials
10 min	Welcome	<ul style="list-style-type: none"> Welcome participants Land acknowledgment Overview of project 	
10 min	Review goals of the workshop	<ul style="list-style-type: none"> Review goals and outcomes of the first workshop Review the indicators of health and wellbeing developed in the first workshop 	
20 min	Community asset mapping	<ul style="list-style-type: none"> Using the indicators developed in the first workshop, use individual maps to note the places you go to access what you need for health and happiness (i.e. if one of the indicators is recreation, where do you go to meet that need?) 	<ul style="list-style-type: none"> Maps of the community Pens Tape
30 min	Large group discussions	<ul style="list-style-type: none"> Facilitator prompts: <ul style="list-style-type: none"> What are you seeing on these maps? Are there things that surprise you? Are some maps more full than others? Where are the gaps? 	



FOR MORE INFORMATION



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