

PROTOTYPING WORKSHOP SUMMARY | 2.16/20/21.18

EDMONTON'S URBAN WELLNESS PLAN



RECOVER

EDMONTON'S URBAN WELLNESS PLAN

Recover, Edmonton's Urban Wellness Plan, is focused on finding solutions to improve neighbourhood urban wellness.

These solutions are not being built in one go. We are applying a social innovation framework, testing, learning and adapting solutions while considering their cumulative power and impact.

Three workshops were held at Nook Cafe on February 16th, 20th and 21st with members of the **Integrated Corporate Team**, **External Partners Committee** and **Community Advisory Committee**.

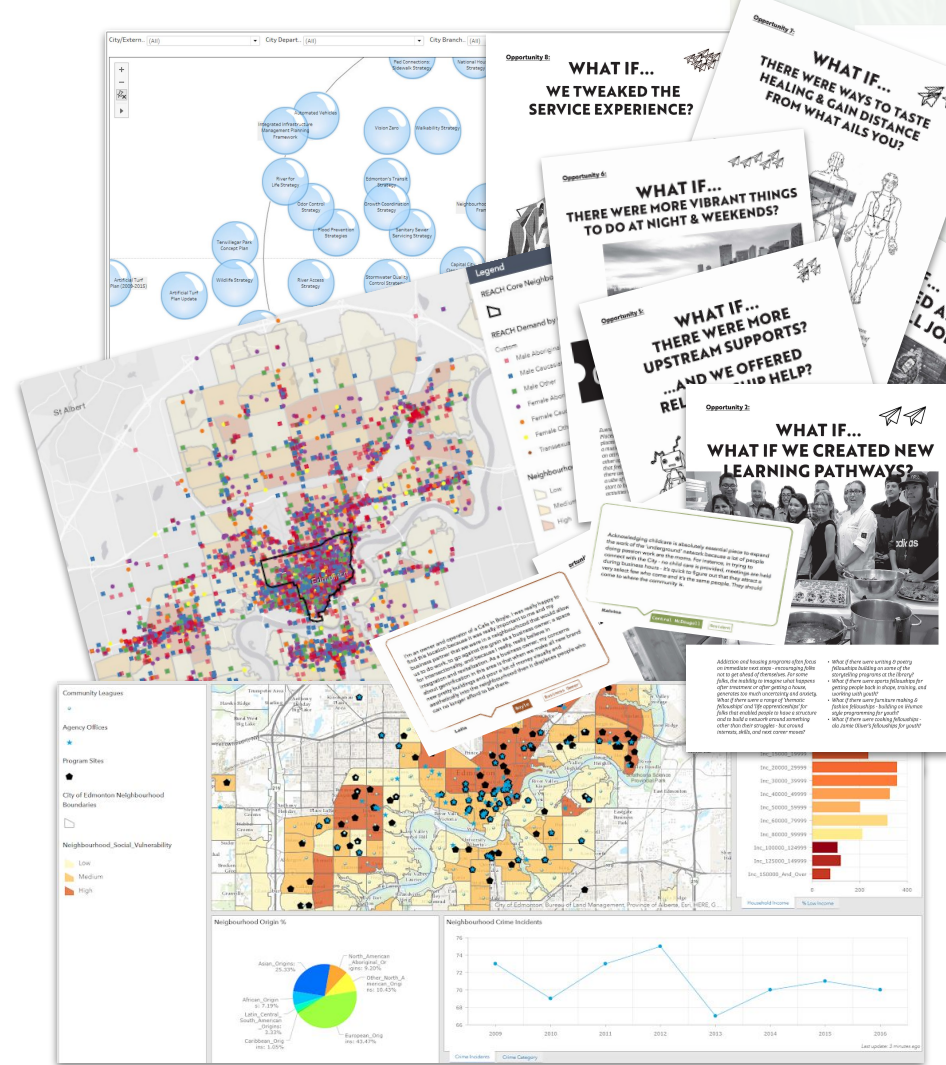
These workshops were an opportunity to work through the first steps of prototype planning.



During the workshops, each committee got a status update of the work and research completed so far including the refining of the Strategy/Policy Review, early demo of the Neighbourhood GIS Maps, and a recap of the Ethnography Research.

The synthesis of this work has helped us gain insight into points of tension in the broader system.

These insights were used as the starting point of our workshop discussion about developing prototypes to improve urban wellness.





We are not starting with a blank canvas.

This isn't about replacing existing strategies, policies, programs or services that are already in place in these neighbourhoods. It's about testing small solutions to improve urban wellness and find ways to align and better collaborate across different orders of government, social agencies, local businesses and the community.



WHAT IF...

Over 200 **“What If...?”** statements were developed through a combination of the ethnographic research of the highly vulnerable conducted by **In With Forward**, the community ethnographic research led by the **MaRS** Team, and additional suggestions from the three committees.

These were clustered into five groupings:

- Wellness as Service
- Work and Learning
- Vibrant Neighbourhoods
- Open Collaboration
- Community Supports

The full list can be found [here](#).



FROM *WHAT IF...* TO ACTION

The three committees explored the longer list and added some additional ideas before narrowing down to **14 potential prototypes**.

These will be further developed and tested as **solutions** to improve urban wellness in the five neighbourhoods (Boyle Street, Central McDougall, Downtown, McCauley and Queen Mary Park).





These 14 prototypes are the first round of prototypes for Recover. Teams from the three committees will be continuing to design and test these ideas over the next two months.

Like most innovative ideas some of these prototypes include elements of solutions that have come before, and we will be looking at ways to combine them in unexpected and powerful ways.



01 IMPROVING SERVICE WORKFLOW



What if service users could tailor/sequence the delivery based on their needs instead of the workflow of the agency?

We want to provide services which include support functions and relationship building where people live. In particular we are considering the needs of families and children who are vulnerable and could be seeking such things as food security, coaching, childcare, resources. Rather than these families always going to the service-providers facilities, how can services be aligned and the service providers come to the individual and families?

Project Lead

**Team
Members**

Shaylen Naidoo, Oksana Niedzeielski

City Connector



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02 CITY CULTURE PASS



What if there was a Culture Learning Pass that brokered folks on the streets to cultural excursions - like art galleries, symphonies, theatres and helped manage empty seats?

To develop a pass system where individuals can book a variety of cultural experiences at local art galleries and theatres. These spots could be donated/sponsored as part of a seat filling program. A regular drop-in program could also be developed, with guaranteed spots/access times available, partnered with a peer experience guide program.

Project Lead

Team Members

Kate Gunn, Samuel Juru, Raffaella Loro

City Connector



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03 JOB SKILLS MATCHING



What if we matched the skills of vulnerable people with businesses to fulfill employment needs and capacity?

This prototype needs to be developed with businesses who see the merit of engaging vulnerable people. We can create a small network of socially conscious businesses who will participate. We will rely on existing resources that already connect businesses to the community such as BIA staff and community staff working in Citizen Services. We need to build an inventory of the needs of business owners and the skills needed to fulfill these needs. We will need support to help business owners unbundle jobs into specific tasks that could be handled by someone with limited work expertise. Currently, some social services agencies provide employment services we need to connect with the agencies to develop the prototype.

Project Lead

Team Members

Jeff Chase, Susan Coward

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04 IMPROMPTU PARKS



What if we could turn blight vacant lots into healthy and attractive gathering place/impromptu parks.

Invite residents and businesses to participate in creating pop-up playgrounds, not your traditional playgrounds. These pop-up parks can travel to different areas in the neighbourhood, or can stay in one place as a more permanent establishment. The pop-up parks can be customized to the environment/community demographics, intergenerational and intercultural, and have seasonal features (e.g., igloos and snowmen for winter). We invite businesses to sponsor and provide materials to set up these parks for the community, which would also benefit safety and security through the urban design lens.

Project Lead

Team Members

Victor Tanti, Claire Ashton, Kourtney Boucher,
Eoghan Curran, Sue Holdsworth

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05 GREENHOUSE COMMUNITY HUB



What if the Remand Centre (or other central location) was converted to a greenhouse that employed vulnerable persons and provided community gathering space and urban fresh food?

Redevelop Remand Centre or other vacant space into a Greenhouse Community Hub. This space will also include a cafe, market space and Citizen Advice Bureau (central info booth for what's good in the hood and all government services). There will be 24/7 components including Public Washroom and Shower facilities. This greenhouse will provide employment opportunities for the vulnerable and serve as a Community Hub Space that is welcoming to the whole community.

Project Lead

Team Members

Amanda Rancourt, Jane Molstead, Robert Lipka,
Cheryl Deshaies

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06 SOCIALLY CONSCIOUS BUSINESS PRACTICES



What if we could build momentum among small business owners in 5 neighbourhoods and expand their roles to support vulnerable neighbours and customers.

Develop a program that will encourage more businesses to adopt socially conscious practices. Program would include profile of "early adopters", a recognition program - possibly with rewards, grants, networking opportunities. Build on the "positive deviants" (socially conscious businesses/owners who foster a welcoming and helpful environment for vulnerable persons in their business) already in these neighbourhoods, and build momentum that will encourage a shift in business practices.

Project Lead

**Team
Members**

Gene Chan

City Connector



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07 EMPTY STOREFRONT PROGRAM



What if we incentivized property owners (government, business, homeowner, university) with empty storefront to temporarily support new social businesses/micro-entrepreneur while they test their ideas?

This idea could be viewed as a matchmaking forum to link vacant businesses with those who need space such as social entrepreneurs, artists, business start ups. Identify vacant City/Provincial/Private owned properties and match these properties with proposed social-based enterprises or micro-entrepreneurs. Consider if private property owners could receive a tax credit for the period of the lease- explore tax/financial incentives with the City/Province.

Project Lead Susannah Cameron

Team Members Aaron Neumeyer, Keren Tang, Leo Wong,
Sue Holdsworth

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08 SERVICE NAVIGATORS



What if we tweaked the service experience so that service navigators were agents of systems change with the province?

Service navigators document challenges as they help people access services. This prototype idea would capture the challenges and obstacles for the service providers to consider service improvements. The Navigator role can be done by peers or by an organization that has navigator jobs. Structured documentation could be used to get the clients' voices and to provide feedback to the service providers. Some other considerations for this idea are that service providers could be transparent about challenges, improvements and results and use a strengths-based approach to service improvements.

Project Lead

**Team
Members**

City Connector



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09 IT'S ALL ABOUT CONNECTIONS



What if we connected a community member in immediate need with services they could be motivated to take part in (through hand-off)

This idea includes outreach workers working outside standard work hours. This prototype needs to be client-based which means we will avoid solutions from a service-providers perspective. The outreach people need to be trusted people who participants are comfortable dealing with. This idea will strengthen connecting within our system as well as connecting the connectors (outreach people and agencies). The outreach supports will be available at libraries, shelters, parks, transit centres, etc. The outreach workers will be super navigators with the ability to access information on the system.

Project Lead Madeleine Smith

Team Members Dan Jones, Derek McIntyre, Emily Dietrich,
Margo Till-Rogers, Linda Garvin, Samuel Juru

City Connector



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10 WELLNESS COUNCIL



What if government funding placed community needs at the centre and required collaboration between all stakeholders?

Create a blueprint for establishing a Wellness Council that identifies community needs and evaluates community impacts of services. We need new ways to create mutually reinforcing community-wide strategies that yield big changes as opposed to hoping that the individual efforts of organizations and services will improve community wellness. This will provide opportunities to think about where we might reduce negative impacts, identify missed opportunities and capitalize on positive impacts.

Project Lead

Phil O'Hara

Team Members

Warren Champion, Mei Hung, Ratan Lawrence

City Connector



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MEET & EAT



What if there were more opportunities to meet and share a meal and build connections with your neighbours and others you don't know in the community?

Meet and Eat is a potluck series where individuals have an opportunity to share a meal with people from their community they don't know. This potluck series will take place in each of the five communities and focus on building trust and a sense of safety in the neighbourhood.

Project Lead

Todd Janes

Team Members

Wing Choy, Raffaella Loro

City Connector



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12 AGENCY FACADE IMPROVEMENT



What if we improve the front-face of service providers' buildings to facilitate human connection, destigmatize service and provide dignity to vulnerable people.

Longterm - a kind of Facade Improvement Program that extends to all service providers.
Short Term - consult people who hang out on streets in front of Boyle Centre to find out about needs for outdoor space and engage students to help remake the space to make it function better, be more attractive, invite other users.

Project Lead

Team Members

Ian Mathieson, Ian O'Donnell, Sam Juru,
Sue Holdsworth, Claire Ashton

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13 BOYLE STREET DINING EVENT



Boyle Street Community League could host an inner city event with restaurants offering fixed price menus to the general public.

This idea promotes local restaurants and brings people together in Boyle Street. The meals would be affordable fixed-price meals (for individuals and families) and open to people throughout the city. Those who participate will learn about local restaurants, flavours, and the character of the area. Corporate sponsors could offset some of the cost, Leftovers would be given to inner city agencies

Project Lead Alf White

Team Members Laurene Viarobo, Keren Tang

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14 GUARANTEED ANNUAL INCOME



What if Recover Edmonton tested a prototype of a guaranteed annual income in the core neighbourhoods?

Ontario is currently undertaking pilots to learn about guaranteed annual incomes and Ontario's work could help inform our thinking. This prototype would focus on the range of low-income people in one neighbourhood and not be targeted only to our very vulnerable people. As we work on this idea we need to address perceptions about worthiness and assessment of need. This is such a bold and broad approach that we need to figure out if a prototype can test some aspect of guaranteed annual income. Decisions makers need to be engaged in the prototyping.

Project Lead Ian Mathieson

Team Members Liza Sunley, Karen Edwards

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HOW TO GET STARTED

1. Save the date for the next workshop - **April 6th**
2. Check out the list of **14 prototypes**.
3. If there is something that you want to work on that hasn't been posted yet (*a new idea or something from the full list of "what ifs...?"*) **add your prototype idea** to the Recover campaign page on Make Something Edmonton.
4. Once your team is assembled, download the prototyping resources on Make Something Edmonton and get started on your game plan. Your coach will reach out to the project lead.



TIME TO MOVE OUR IDEAS TO ACTION!

