

106 Fest

The Opportunity:

106 Fest was an opportunity to bring five diverse communities together to celebrate and reinforce that they belong to a larger community along 106 Street. The objective was to encourage residents to connect with each other and boost a sense of place for 106 Street in an exciting and active way!

What We Did:

106 Fest was organized by five communities along 106 Street and primarily coordinated using a Facebook event page managed by the Central Area Council of Community Leagues (CACCL) and QA Crossroads, a committee of the Queen Alexandra Community League. On May 23, 2015, CITYlab joined CACCL and QA Crossroads to set up the event at 106 Fest's kick-off location at Queen Alexandra School. Plywood people of different shapes and sizes were placed along the festival route to draw attention to the crossings, unify the corridor, and as a reminder of the sorts of people using the route. CITYlab also set up a pop-up separated bike lane running north along 106 Street between 74 Ave and 77 Ave using traffic cones and wooden planters. We gained civic permission for this by taking out an On-Street Construction and Maintenance Permit (OSCAM).

The festival was launched by the festival organizers, a CITYlab team member, CBC Radio host Mark Connolly, and documentary filmmaker Niobe Thompson. Festival attendees were then encouraged to walk or bike along 106 Street and stop at the mini events in each community, including face painting, community garden tours and bike repairs. From 1:30 – 4:00 PM, the CITYlab team ran a placemaking activity at Queen Alex where people were asked to build in Lego what stood out to them the most about 106 Street and engaged attendees in conversation about their communities.



Niobe Thompson at Queen Alexandra School, kicking off the event with a few words on sense of place. 'People Powered Parties' bikes on the left, powering the sound system.



CITYlab tent with Lego station at Queen Alexandra School.





Above: Entrance to pop-up bike lane at 106 St and 74 Ave. White sign created last minute to encourage cyclists to use the lane.

Right: Plywood people stationed along 106 Fest



Project Results:

Queen Alexandra School was the kick-off location for 106 Fest, and was busiest early in the day with the crowd peaking at 96 people. The number of attendees shrank over the afternoon, but there was always a steady trickle of visitors engaging in activities! The highest volume of cyclists using the pop-up bike lane was 46 within a 15 minute interval, but this count was influenced due to Kidical Mass, a bike advocacy event involving young cyclists and their parents in large groups.

The City Environmental Strategies team at Allendale talked to 48 people over the course of the day.

Number of Draw Entries by Community

Community	Number of Draw Entries
Queen Alexandra	59
Pleasantview	35
Strathcona	49
River Lookout	20
Allendale	31
Empire Park	14
TOTAL	208

*Crowd Counts at Queen Alexandra School**

Time	Average Count
1:00 PM	88
1:30 PM	96
2:00 PM	48
2:30 PM	33
3:00 PM	10
TOTAL	275

While these numbers do not represent total visits at each location, the number of draw entries in each community suggests that the most activity occurred at Queen Alexandra School and Strathcona, with less at the route ends. There were also 136 '106 Fest Passport' maps distributed over 6 event locations.

**Methodology:* Two CITYlab co-op students counted the people in attendance (including volunteers and organizers) at half hour intervals using handheld tally counters. The numbers were averaged.





Some Lessons Learned:

- Connected with the Civic Events Office to ensure that the event was thoroughly planned, but relied more on the local Community Recreation Coordinator for help.
- OSCAM permit was needed to coordinate pop-up bike lane within the right-of-way.
- Number of cyclists should have been monitored at the same intervals as the crowd counts.
- Orange construction cones / no parking signs gave the impression of a blocked-off area; cyclists were initially biking around the pop-up bike lane. Better signage would have helped.
- Even smaller mini-events between the bigger events drew people along the route.
- We could have had more wayfinding signage along the route to make people aware of which events are around the corner

106 Fest and CITYlab in the media:

[106 Street Fest Coming to Edmonton as Community Leagues Band Together](#): Metro News

[Video](#): CTV News Edmonton

Attachment 1: 106 Fest Passport Map

...thanks, Edmonton, for reminding us that 106 Street is more than a corridor, it's a community!!



106fest

Walk, Bike, Explore

PASSPORT MAP

stamp



Strathcona Community Garden

106 St. and 86 Ave.
Garden Tours & refreshments.

stamp

**SECOND CUP
COFFEE CO.**

Second Cup

106St and 82 Ave.
Free coffee with 106 Fest passport.

stamp



Allendale School

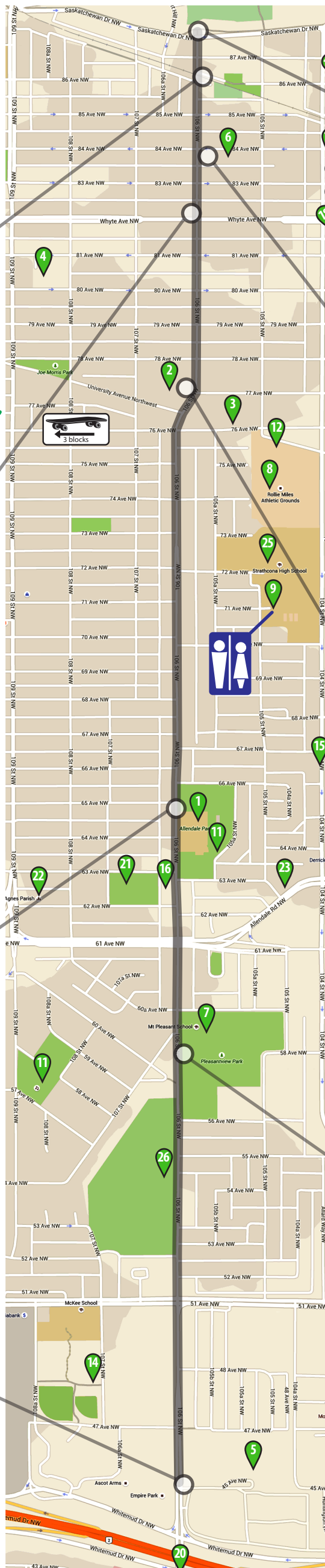
6415 106st
Big Bin Event &
Bike Mechanic

stamp

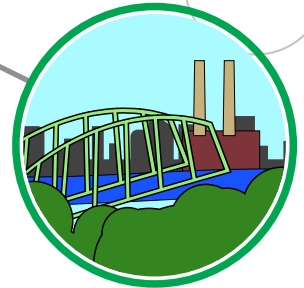


Empire Park

Corner of LY Carins field
Library Storytime, Popcorn
& Kids performing music.



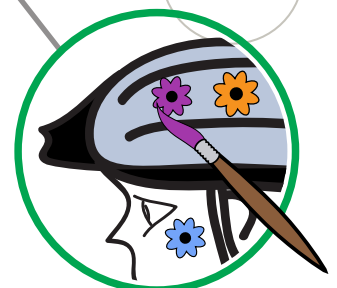
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River Valley Overlook

North of the intersection of
Saskatchewan Drive and 106 St.

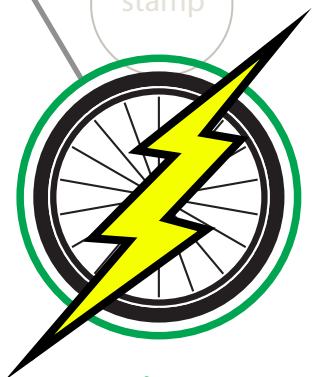
stamp



Old Scona Academic

106st & 84ave
Face painting,
Bike & Helmet Decorating.

stamp



Queen Alex School

106st & 77ave
Event kickoff @ 1pm
Kidical Mass start point.

stamp



Pleasantview

107st & 60ave
Ice Cream &
Bike Safety for Kids.



Community Points
of Interest
Legend on Reverse

106th fest

Walk, Bike, Explore!



Community Points of Interest

Playgrounds, Rinks, Spray Parks & Pools

1. Allendale School
2. Queen Alex School
3. Mount Carmel school
4. Tipton Park
5. LY Cairns
6. Old Scona Academic
7. Mount Pleasant School
8. Rollie Miles Athletic Grounds

Community Leagues

9. EFCL office, 7103 - 105 St.
10. Pleasantview Community League, Marshall Centre
11. Allendale Community League
(ice rink, tennis courts, playground and community garden)
12. Queen Alex community league, 10425 University Ave
13. Strathcona community league, 10139 87 Ave
14. Empire Park Community League, 4804 107 St

Local Business Areas

15. 104st Commercial Zone in Allendale
16. Allendale Commercial Strip
17. Strathcona Farmers Market
18. Old Strathcona Business Association (Whyte Avenue)

Libraries

19. Strathcona Edmonton Public Library
20. Whitemud Edmonton Public Library

Other

21. CASA Centre

Places of Worship

22. St Agnes Parish
23. The Highway Christian Centre

Other Events Happening Today

24. Tails Festival
McIntyre Park Tent Storytelling festival
25. Scona pool
half-price public swim 11am to 3pm
half-price community league swim 3-4 pm
(current membership in any community league)
26. Mt Pleasant Cemetery - 5420 - 106 Street -
Tours at 2pm and 2:30 pm

Special Thanks To:

Queen Alexandra Neighbourhood
Empowerment Team
Rosssdale Regeneration
Edmonton Bicycle Commuters
Hardcore Bikes
Redbike
Old Strathcona Business Association
Pedal Heads Bike Camps
Culina
J'Adore Dance
Edmonton Federation of Community Leagues
People Powered Parties

SECOND CUP
COFFEE CO.

EDMONTON PUBLIC LIBRARY  epl.ca



106th Fest

is Produced By:

Strathcona Community League
Queen Alexandra Community League
Allendale Community League
Pleasantview Community League
Empire Park Community League
Central Area Council of Community Leagues

