

MAKE  
SOMETHING  
EDMONTON



Edmonton

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# 100IN1DAY: 2016 IN REVIEW

CITIZEN-LED PLACEMAKING IN EDMONTON

CITY OF EDMONTON | REVIEWED NOVEMBER 2016

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## 1

**INTRODUCTION**

*100in1Day is a global festival of placemaking, public interventions and civic engagement that was held in Edmonton for the first time on June 4, 2016. Planning a city-wide festival takes time and work. The 100in1Day Edmonton Team was a partnership between Make Something Edmonton and the City of Edmonton's CITYlab. Make Something Edmonton and the City of Edmonton's CITYlab had co-hosted a similar event, #DIYcity, the year before.*



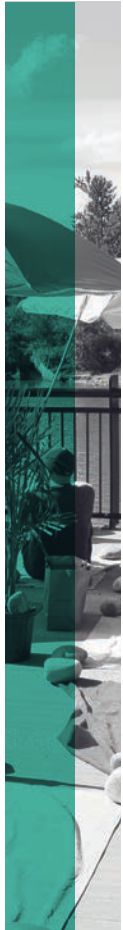
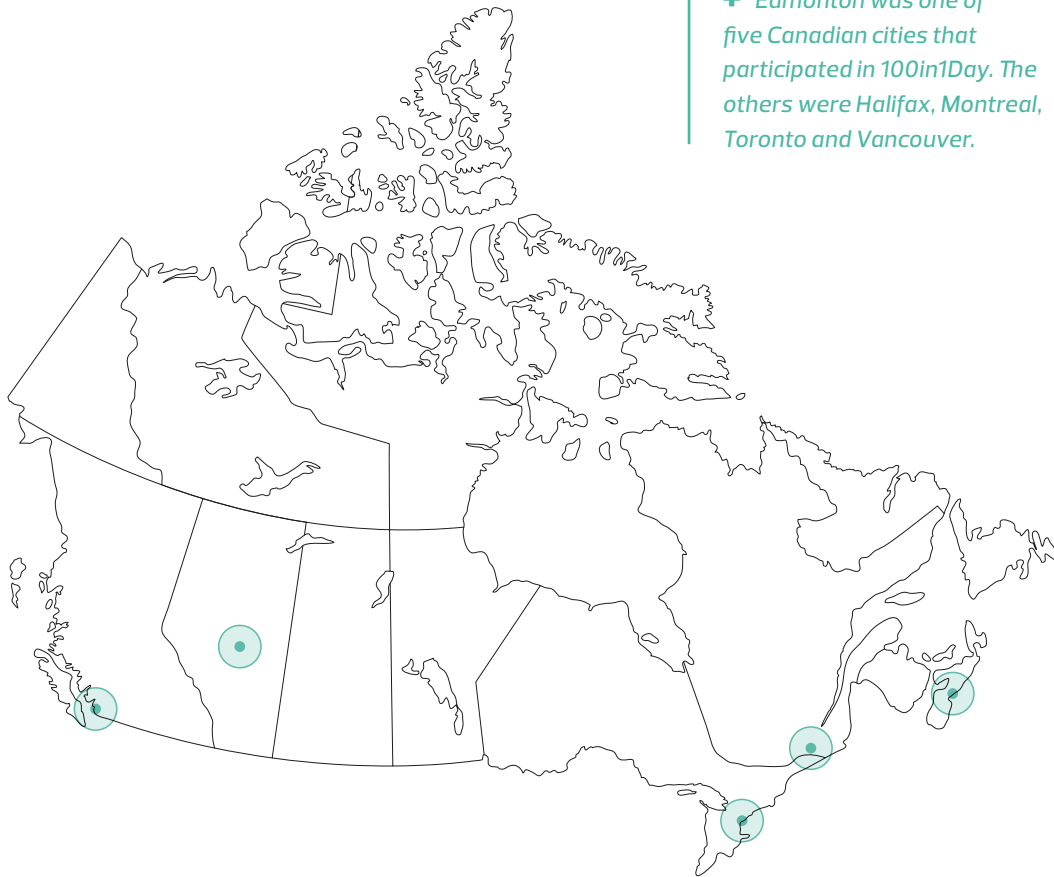
This report documents and evaluates the success of the inaugural 100in1Day Edmonton and is a first step in understanding the cumulative impact of citizen-led placemaking projects in Edmonton.



## WHAT IS 100IN1DAY?

*100En1Dia was started in 2012 by a group of students in Bogotá. They originally planned to launch six urban interventions that would maximize the potential of their city. Over beers they decided to be more ambitious and launch 100 urban interventions all in one day. On May 25, 2012, over 250 urban interventions took place in Bogotá. An international phenomenon was born that has since spread to over 31 cities around the world.*

**+** *Edmonton was one of five Canadian cities that participated in 100in1Day. The others were Halifax, Montreal, Toronto and Vancouver.*





## WE ANIMATED A SPACE THAT WAS NOT BEING USED, WHICH WILL NOW ALLOW US TO ANIMATE IT MORE!

- Project Leader



### WHAT'S AN URBAN INTERVENTION?

Tactical urbanism, pop-up urbanism, urban interventions, and temporary placemaking are four different ways of describing the same thing. It usually involves taking an underused or ignored space like an alleyway, street corner or vacant lot and giving it a fun, temporary, low-cost makeover. It's a way of getting people excited about how public spaces can become much more inviting places to gather and spend time. It's vital that we work together with multiple communities (geographic, interest-based, business, and others) to make an attractive and sustainable city by engaging with these ideas and putting them into practice.

# 2



## 100IN1DAY: THE BASICS

### 100IN1DAY TIMELINE

+ Project initiation	February 2016
+ Launch Party	April 12, 2016
+ Workshop	April 28, 2016
+ Early-Bird Deadline for Permits	May 1, 2016
+ Cut-off for Permits	May 20, 2016
+ Cut-off for Project Submissions	June 1, 2016
+ 100in1Day (event day)	June 4, 2016

*approximately **100 people** attended the Launch Party on April 12*

***31 Project Leaders** attended the Workshop on April 28*

*permit deadline **10 working days** prior to event on June 4*

# 116

Total project submissions

# 101

Project Leaders committed to implementing a project

# 24

Additional projects submitted were not included in the final count of implemented projects

# 15

Projects cancelled by Project Leaders and;

# 11

Project submissions were duplicates. People testing the form, submissions for ticketed events or sales, or not enough information



## DID WE MEET OUR GOALS & OBJECTIVES?

For CITYlab, 100in1Day connected to our mandate within the City Planning Branch to support placemaking as a tool to engage people in conversation about how cities evolve, and to help connect people to place and to each other. For Make Something Edmonton, 100in1Day was a chance to showcase authentic stories about why we love Edmonton and share our Edmonton stories beyond the city via the 100in1Day network.



### 100IN1DAY 2016: THE BASICS

	#DIYcity 2015	100in1Day 2016	
+ # of implemented urban interventions	24	101	
+ # of tweets tagged	944	977 1535 2,512	#100in1DayYEG #100in1Day in YEG <b>Total tweets tagged</b>
+ # of photos	77	306 250 556	#100in1DayYEG Instagram #100in1DayYEG Twitter <b>Total photos</b>
+ media coverage	13	18*	TV, radio, newsprint & news site stories (* includes podcasts)

While 100in1Day was about encouraging 100 citizen-led placemaking projects in one day, we knew it would do more than that. We wanted it to be about the quality of projects, the civic engagement, the community outreach and the storytelling. We used those themes as goals to guide how we evaluated the event. We wanted to make comparisons too last year's #DIYcity as well as to establish a baseline for comparison for the next 100in1Day.



## GOAL MET!

### QUANTITY OF PROJECTS

Our overall goal for 100in1Day Edmonton 2016 was that individuals and organizations would stage 100 urban interventions on June 4. 101 Project Leaders committed to implementing a project.

## GOAL MET!

### QUALITY OF PROJECTS

Our next goal was about projects that could 'stay' after 100in1Day. While 100in1Day does encourage temporary interventions, projects whose goal was to produce a physical outcome or artifact can have a more lasting community impact. The Animate the Alley project is one example that remains following June 4th. The project invited homeowners to paint or decorate a part of fence or garage in the alley. This year 12 properties animated their alleys in one neighbourhood!

## GOAL MET!

### CIVIC ENGAGEMENT

Another goal was that 100in1Day boosted a sense of civic engagement and pride. We surveyed all 100in1Day project participants following the event.

- 77% of the survey respondents said that they felt more positive about Edmonton because of 100in1Day. 20% felt the same as before, or had no strong feelings.
- 82% of survey respondents said that they believed their 100in1Day project contributed to their vision of a great city. 18% weren't sure. No one said that it didn't contribute.

## GOAL MET!

### COMMUNITY OUTREACH

We hoped that 100in1Day would engage a diverse group of Edmontonians and increase awareness of Make Something Edmonton and CITYlab.

- Eighty-three different organizations participated in 100in1Day, ranging from community leagues and non-profit or advocacy groups, to arts organizations, to local businesses and the City of Edmonton.

## GOAL MET!

### STORYTELLING & AMPLIFICATION

Our final goal was that stories about 100in1Day Edmonton projects would exceed the reach and engagement level achieved by DIYcity in 2015.

- On June 4, #100in1Day was the third-most popular trending topic on Twitter in Edmonton, after #yeg and #yegpride. #Yeg also trended fifth in Canada that day.
- We exceeded the level of engagement from #DIYcity last year: #DIYcity had 24 projects, 100in1Day showcased 101.



## METHODOLOGY FOR THE EVALUATION

The outcomes of 100in1Day were evaluated using a variety of tools and a sample of the total number of participants. Evaluation tools included:



**PROJECT SUBMISSION FORMS**  
Filled out by all Project Leaders when they submitted their project to the 100in1Day Edmonton website.

116

+ total project submissions (online), including projects that were ultimately abandoned or did not move ahead.



**PROJECT LEADER SURVEYS**  
Emailed to all leaders after 100in1Day. Based on the small response rate, the results presented provide a snapshot of people's experience (as opposed to the event as a whole).

39

+ completed project leader surveys (online)



**PROJECT OBSERVATION FORM**  
Filled out by the 100in1Day team on June 4. The 100in1Day team did their best to visit as many of the 100in1Day projects as possible given the geographic spread and the amount of people we could mobilize.

44

+ project observation forms (in person)



**SOCIAL MEDIA ANALYSIS**  
Conducted by a social media specialist hired by MSE to manage the 8-week #100in1Day campaign on MSE Twitter, Facebook and Instagram accounts.

56

+ days of social media campaigning



# 3

## 100IN1DAY: THE FINDINGS ENGAGEMENT & OUTREACH

### SOCIAL MEDIA ENGAGEMENT

Social media was primarily spearheaded by Make Something Edmonton with support from CITYlab. Channels used included @PlanEdmonton and @makeityeg on Twitter, and Make Something Edmonton's Facebook and Instagram accounts. Twitter was the primary communication medium for 100in1Day.



**I THINK WE GOT PEOPLE  
THINKING ABOUT WHAT THEY  
WANT TO SEE IN EDMONTON.**

- Project Leader

The social media campaign ran for approximately eight weeks, from April 12 to June 10. During this time we connected directly with over 250 individuals and organizations on Twitter and converted about 20% of these into 100in1Day projects. Make Something Edmonton tweeted at a rate of approximately 3-5 tweets per day, although from two to three weeks before the event they frequently sent up to 15-20 tweets per day targeting individuals and organizations. This was a very effective tactic as 50 of the projects came from individuals or groups contacted in this way, both as first contact and positive reinforcement afterward.

On 100in1Day itself we reached over 300,000 Twitter accounts. @makeityeg also tweeted 212 times and there were 1,193 interactions (likes and retweets) with our content throughout the day. #100in1Day trended third in Edmonton and #yeg trended fifth in Canada. Sentiment was very positive, with only two negative interactions all day.

## AWARENESS

The invitation to participate in 100in1Day was sent out in a number of ways: Facebook, Twitter, newsletters, in-person events, and targeted outreach to groups and individuals with interests in community, arts and placemaking. As part of the submission form we asked Project Leaders how they heard about 100in1Day. Project Leaders were permitted to select more than one option.



### HOW DID PARTICIPANTS HEAR ABOUT 100IN1DAY?

Category	# of times selected	Percentage
+ Radio	0	0%
+ Newspaper	6	4.7%
+ TV	3	2.3%
+ Social Media	41	31.8%
+ Newsletter	6	4.7%
+ Employer	17	13.2%
+ Friend/Family/Colleague	47	36.4%
+ Make Something Edmonton	56	43.4%
+ CITYlab	24	18.6%
+ Other	22	17.1%

The majority of Project Leaders heard about 100in1Day through Make Something Edmonton (MSE), which is likely linked to the success of the social media campaign and the hosting of the 100in1Day online presence on MSE's website. Family/Friends/Colleagues were the next-highest source of information. This demonstrates the importance of word of mouth and personal invitations and shows the strength and reach of social networks in promotion of the event.

# 4

## RESOURCES & SUPPORT

After 100in1Day was over, we asked Project Leaders what supports or resources they accessed to help them implement their urban intervention. We wanted to better understand what resources the 100in1Day team should focus on expanding or improving. The downloadable materials available on the 100in1Day website seem to be the most frequently accessed, especially the branding materials.



### RESOURCES & SUPPORT

Total Responses	39
+ 100in1Day Project Leader Guide	18%
+ 100in1Day Project Checklist	28%
+ 100in1Day Branding Materials	41%
+ 100in1Day posters, postcards or other handouts	26%
+ 100in1Day workshop	10%
+ Neighbourhood Block Party Kit	3%
+ Civic Events	3%
+ Community Recreation Coordinator	18%
+ Edmonton Public Library	18%
+ Other	38%





# 5

## URBAN INTERVENTIONS: LOCATIONS & TYPES

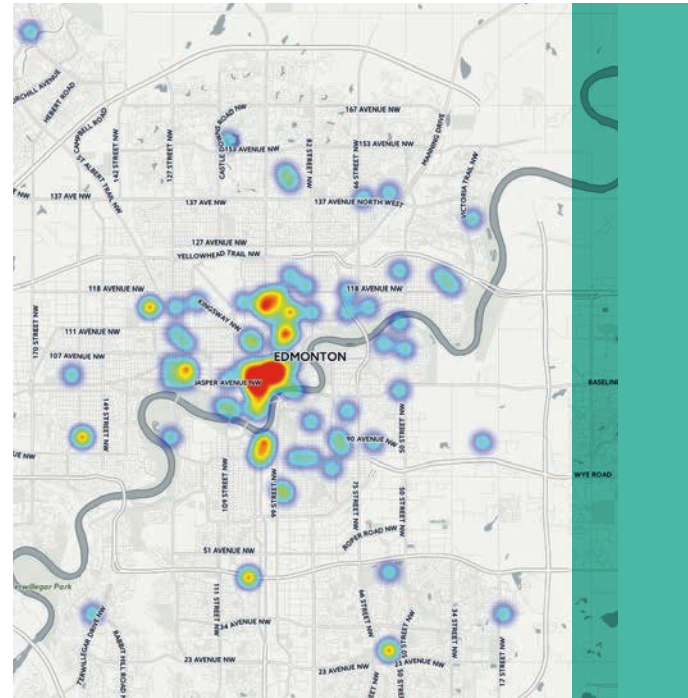
### LOCATIONS

Different people are attracted to different types of places. Using the information from the initial project submission (including projects that were cancelled or not implemented) the following shows the different locational categories selected for 100in1Day projects.



#### PROJECT LOCATIONS

Type of location	# of Projects	Percentage
+ Parking	1	1%
+ Bridge	2	2%
+ Library	2	2%
+ Bus/LRT	3	3%
+ Plaza	3	3%
+ Boulevard	4	3%
+ Online	4	3%
+ Fence	5	4%
+ Road	8	7%
+ Mobile	10	9%
+ Sidewalk	16	14%
+ Park	24	21%
+ Private	34	29%
+ TOTAL	116	100%



<https://100in1day.makesomethingedmonton.ca/#map-page>

The majority of the projects proposed took place on private property or in parks. Of the events that occurred on private property, many were in "half-private" space such as front yards, adjacent to back lanes and alleys or window displays.

This is likely due to the ease of doing a project on private property. It also demonstrates the value of our park spaces in social life, especially as many of these events took place in neighbourhood parks. Only one took place in a large river valley park.

There were also a significant number of projects that took place on roadways and right-of-ways including sidewalks, roads and boulevards. The majority of these did not require a permit. Given the demonstrated interest in utilizing these spaces for temporary placemaking activities it would be helpful to ensure continued ease of access to these spaces and to explore opportunities for more intensive activities while respecting their functions as right-of-ways.



**TYPES OF PROJECT LOCATIONS**

Location	Number	Percentage
+ Inside	15	13%
+ Outside	96	83%
+ Online	5	4%
+ Total	116	100%

83% of the projects proposed were intended to be enjoyed outside. Luckily June 4, 2016 was a hot and sunny day! 4% of the placemaking projects were entirely digital, drawing attention to the changing definition of public space and the interplay of digital and real space in Edmonton.



### WHY PROJECT LEADERS CHOSE THEIR LOCATIONS

We asked Project Leaders why they chose the location they did in the post-100in1Day survey. There were 39 survey responses, and Project Leaders could choose multiple options.



### WHY PROJECT LEADERS CHOSE THEIR LOCATIONS

*Total Responses* **39**

+ I needed a location for my project	18%
+ This particular place needed to be improved	33%
+ I wanted to show how great this place is	31%
+ This particular place is essential to what I wanted to do	36%
+ This place is important to me	33%
+ This is the place to connect to a local community	59%
+ I wanted to try something new there	31%
+ A lot of people gather there	18%
+ Other	31%

The primary reason for choosing a project location seems to have been places that provide connection points for local communities. The second reason seems to be that there is something special about that particular place: they wanted to highlight it, improve it, it had meaning to the Project Leaders, and/or was essential to what they want to do. This demonstrates how 100in1Day is connecting people to place.

## TYPES OF PROJECTS

*Project Leaders were asked to classify their projects as part of the submission form. They were permitted to select more than one project type.*



**IT MADE ME FEEL BETTER ABOUT THE CITY TO KNOW SO MANY OTHER PEOPLE WERE PARTICIPATING & CONTRIBUTING, NO ONE WANTS TO FEEL ALONE IN THEIR EFFORTS.**

*- project leader*



### TYPES OF 100IN1DAY PROJECTS

Category	# of times selected	Percentage
+ Kid-centric	22	17.1%
+ Public art	41	31.8%
+ Recreation	22	17.1%
+ Installation	33	25.6%
+ Urban gardening	10	7.8%
+ Health	11	8.5%
+ Urban design	15	11.6%
+ Transportation	7	5.4%
+ Other	62	48.1%

The “other” category was the most popular category for events. This is likely due to the fact that many of the projects were block parties, festivals, community gatherings, activism or other types of social events and an appropriate category was not provided. Edmontonians also demonstrated a high degree of interest in public art and physical installations.



## PARTICIPANTS

Edmontonians were invited to participate in 100in1Day as individuals, with other community members or as part of an organization. 89% of the Project Leaders participated in 100in1Day as part of an organization.



### WHO PARTICIPATED IN 100IN1DAY?

+ Community League	17
+ Advocacy/Activist/Non-Profit	15
+ Architecture or Planning Firms	6
+ Schools	5
+ Churches	3
+ Business/Commercial	9
+ Arts Organizations	14
+ City of Edmonton	12
+ Other	2
<b>Total</b>	<b>83</b>

The 100in1Day Team did a visual survey of the people who participated in events during site visits to 44 projects on June 4. The project team simply recorded whether or not different age groups were in attendance and did not count the actual number of attendees at that time. Therefore, this is a sampling of attendance and can be seen as an approximate gauge of interest in 100in1Day projects by different age categories.

# 38%

+ of the visited projects had kids up to **13 years** of age in attendance

# 31%

+ of the visited projects had teenagers up to **18 years** of age in attendance

# 56%

+ of the visited projects had adults from **18-30 years** of age in attendance

# 67%

+ of the visited projects had adults from **30-60 years** of age in attendance

# 24%

+ of the visited projects had **seniors** in attendance



## BUILDING COMMUNITY CAPACITY



# 100%

+ Of the people who responded to the Project Leader Survey, **all of them** said that they had accomplished the goal of their project.

# 75%

+ **Three-quarters** of the Project Leaders who responded to the survey said that they had made a new connection or learned a new skill as a result of 100in1Day.

# 87%

+ **87% of the Project Leaders** who responded said that they had the skills and knowledge to do another project on their own, outside of 100in1Day.

+ **About 65%** said that they had the connections and resources to do so. Only time was lacking:

+ **less than half** reported that they had the time to commit to another project

+ **5% of Project Leaders** said that they had none of the above.

# 87%

+ 87% of Project Leaders said that they **would** do another project outside of 100in1Day



## I FOUND THE WHOLE PROCESS THOROUGHLY MEANINGFUL AND REWARDING, AND FUN AS ALL GET OUT!

- Project Leader

## 6

## IMPLICATIONS FOR CITIZEN-LED PLACEMAKING: OPPORTUNITIES FOR CITY BUILDING

100in1Day was a successful one-day festival of citizen-led placemaking in Edmonton. It provides a snapshot of some of the ways that Edmontonians connect with place and each other. Some of the implications that can be drawn from the event include:



*Great cities include opportunities for tactical urbanism and citizen-led placemaking. Public parks, sidewalks, and citizens' private property are prime spots for interventions!*



*There is an opportunity for increased support during 100in1Day for projects that "stay," and an opportunity to increase awareness around other City programs that support this sort of work.*



*There is an interest in placemaking in Edmonton, both as a social connector but also as a way to interact with places and spaces around our city. 100in1Day demonstrated a positive impact on how residents see their city.*



*100in1Day also succeeded as a capacity-builder and social connector in Edmonton. A wide variety of activist groups, community leagues and other organizations and individuals participated and had the opportunity to contribute to their communities, and we heard that because of their 100in1Day experiences, many participants feel capable of taking on placemaking projects outside of 100in1Day.*

The success of 100in1Day and placemaking is hyper-local and community-based, however it can also be important within a city-wide context. Although this was a relatively small event, 100in1Day can be seen to support larger city goals. These larger goals are listed in The Way Ahead, Edmonton's strategic plan. Two of the performance measures in The Way Ahead that may be impacted by citizen-led placemaking and 100in1Day include "Edmonton is a well designed and attractive city" (The Way We Grow) and "Edmontonians feel connected to their city" (The Way We Live).

Small-scale work and citizen-led projects therefore have a large role to play in how our city grows long-term. Placemaking allows citizens to be city builders, and the collective impact of many small scale projects shapes our city as a whole. Placemaking is already supported through various City programs and policies, and this support should continue (and be expanded) in order to build capacity in our citizens so that they can contribute in their own ways to our shared vision of the city that we want to be.



10/11/2016

100in1Day Edmonton: Submit Your Project

## 100in1Day Edmonton: Submit Your Project

\* Required

1. First Name \*

.....

2. Last Name \*

3. Organization (if applicable)

.....

4. E-mail Address \*

.....

5. Phone Number

.....

6. Postal Code \*

7. Project Title \*

.....

8. Location \*

.....

9. Start Time \*

.....

*Example: 8:30 AM*

10. End Time \*

.....

*Example: 8:30 AM*

<https://docs.google.com/a/edmonton.ca/forms/d/1VjldlDHoJnUNtn49GhcJB3xrXCY6HGsnsUmOy0AbdTM/edit>

1/4



10/11/2016

100in1Day Edmonton: Submit Your Project

**11. Type of Project \***

*Check all that apply.*

- Kid-Centric
- Public Art
- Recreation
- Installation
- Urban Gardening
- Health
- Urban Design
- Transportation
- Other: .....

**12. What are you doing, what does it involve and what do you hope to achieve? (fewer than 150 words)**

.....

.....

.....

.....

**13. What change would you like to spark with your project? (15-20 words)**

**14. List all the materials that will be part of your project (ex. paint, seeds, balloons, stickers, lumber, etc)**

.....

**15. List anything you'd like participants to bring with them to your project (ex. Gardening spades, paint brushes, bicycles, etc)**

.....

**16. How many people do you hope will participate in your project? (larger numbers may require a permit)**

.....

10/11/2016

100in1Day Edmonton: Submit Your Project

**17. What's your strategy for telling people about your project? (ex.press releases, sharing via social media, blog posts, etc)**

.....

.....

.....

.....

**18. How did you hear about 100in1Day? (check all that apply) \***

*Check all that apply.*

- Radio
- Newspaper
- TV
- Social Media
- Newsletter
- Employer
- Friend / Family Member / Colleague
- Through Make Something Edmonton
- Through CITYlab
- Other:

**19. Stay connected!**

*Check all that apply.*

- Yes, please email me Make Something Edmonton's monthly newsletter with updates, projects and events.

**20. \***

*Check all that apply.*

I, on behalf of myself, my heirs, executors, administrators and assigns, hereby release Make Something Edmonton and CITYlab, and any and each of their affiliates, directors, officers, employees, representatives, volunteers and agents (the "Indemnitees") from any and all claims, demands, damages, actions or causes of action, liabilities, losses and expenses ("Claims") associated with my Project and waive any and all Claims that I may have in the future arising out of or consequent of any loss, injury or damage which may have arisen by reason of my Project, or otherwise, regardless of whether any such Claim may have been caused or contributed to by the fault or negligence of the Indemnitees. I further release any recourse, which I may now, or hereafter have resulting from any decision of the Indemnitees.

**21. \***

*Check all that apply.*

I understand that I am solely responsible for the planning and delivery and any clean-up associated with my Project.

10/11/2016

100in1Day Edmonton: Submit Your Project

22. \*

*Check all that apply.*

I have read and understand the 100in1Day Principles (accessible at: <https://www.makesomethingedmonton.ca/100in1Day/>), as amended from time to time (the "Principles") and I confirm that my Project adheres to the Principles.

23. \*

*Check all that apply.*

I understand and agree that the Indemnitees shall not be liable or responsible in any way for: (i) any personal injury, bodily injury (including death), or consequential damage of any nature whatsoever, however caused, that may be suffered or sustained by me or by any other person who may happen upon my Project or takes part in activities in any way related to my Project; or (ii) any loss or damage of any nature whatsoever, however caused, to any property belonging to any person or legal entity as a result of my Project or activities in any way related to my Project.

24. \*

*Check all that apply.*

I hereby agree to indemnify and hold harmless the Indemnitees from and against any and all Claims including reasonable legal fees and expenses, arising out of or related to any Claims regarding (i) my Project, or (ii) the infringement or misappropriation of intellectual property rights occurring as a result of my Project. Furthermore, I hereby agree to indemnify and hold harmless the Indemnitees from and against any and all Claims, including, without limitation, those in connection with any personal injury, bodily injury (including death) of any person or damage to property occurring as a result of my Project.

25. *Check all that apply.*

I agree, by checking this box, to have my photo/video taken while leading my urban intervention.

Powered by  
 Google Forms

### **Metrics & analysis for Placemaking**

CITYlab defines placemaking as **(re)activating Edmonton’s shared public spaces to deepen our connections to place and to each other.**

CITYlab sees placemaking as a way to:

- engage in conversation about how cities evolve
- connect people to place and to each other
- learn by testing or piloting innovative ideas
- highlight City planning goals

Using a variety of metrics and narratives, we wish to explore broader City questions around the role of placemaking in city building both from a municipal perspective and what it might add to the experience of living in a city. We also to start to explore what role placemaking might take in the Edmonton community and how City Administration may support this work.

### **Qualitative Metrics**

This information will be gathered through the 100in1Day application spreadsheet and through social media scans.

- Frequency of places used for 100in1Day (park / boulevard / road / sidewalk / private property / other)
- Neighbourhoods / areas of the city (MAP)
- Number of projects (vs. number of projects for #DIYcity)
- Project themes (transportation, kid-centric, urban planning, etc)
- Social media (# of tweets, etc)
  - o # of positive / neutral / negative
- Traditional media (# of newspaper articles and radio ads, etc)
  - o # of positive / neutral / negative

### **Narratives**

- Capacity building
- Lessons learned
- What is placemaking
- What is a great city
- Does placemaking contribute to building a great city?

### **Project Leader Survey**

This survey is intended for people who lead urban interventions in Edmonton.  
It will be administered online.

1. What does the term 'placemaking' mean to you?
2. When you chose the location you did for your project, why did you choose it?
  - It just seemed like a good place for my project
  - This place needed to be improved
  - I wanted to show how great this place is
  - This place is linked to what I wanted to do
  - This place is important to me
  - This is the place to connect to a local community
  - I wanted to pilot a change here
  - Other <with room to explain>
3. When you first registered your project, we asked what you hoped to achieve.  
Did you achieve this goal or vision?
4. Did you have any challenges completing your 100in1Day project?
  - Yes / No
    1. If yes: What challenges did you face? How did you overcome them?
5. Did you make new connections or learn a new skill by participating in 100in1Day?
  - Yes / No
    - i. If yes: What new connections or skills did you learn?
6. Do you feel as if you have the skills, knowledge, time, connections and/or resources to do another project on your own, outside of 100in1Day?
  - I have the skills
  - I have the knowledge
  - I have the time
  - I have the connections
  - I have the resources
  - I have none of the above.
7. Would you do another project on your own?
  - Yes / No
    1. Why or why not?
8. Please describe your idea of a "great" city.
9. When you think about your vision for a great city, do you think that your 100in1Day project contributes to that vision?
  - Yes / Maybe / No
    - i. Why or why not?
10. What do you think the City of Edmonton should learn from your project and/or experience?

**Project Evaluation Form**



Evaluator Name \_\_\_\_\_

Time: \_\_\_\_\_

Project Name: \_\_\_\_\_

Where is it located?

- Park
- Sidewalk
- Road / Street
- Alley
- Front Yard
- Inside
- Business
- Other \_\_\_\_\_

**Remember to...**

- Thank project leaders for participating
- Hand out swag
- Take context photos
- Take person photo+logo
- FOIP forms
- #100in1DayYEG+intersection

Is the project clearly identified as 100in1Day? **Yes / No**

Over the course of your visit, please estimate how many people were participating/interacting: \_\_\_\_\_

Participants include (circle all that apply)

Kids / Teenagers / Millennials (18 – 30) / Adults (30 – 60) / Seniors

June 4, 2016

Make Something Edmonton & CITYlab







MAKE  
SOMETHING  
EDMONTON

