

Building a Project Vision Together and Exploring Opportunities Engagement Summary

Hairsine Neighbourhood & Alley Renewal

CREATE
REFINE

Building Great Neighbourhoods organized the following activities to collaborate with Hairsine residents and businesses to create a Vision and Guiding Principles and gather local knowledge for Neighbourhood and Alley Renewal.



Surveys

- + An online survey was available to the public from March 17 to March 31, 2022, asking residents and stakeholders to help us **CREATE** a Vision and Guiding Principles for Hairsine's Neighbourhood and Alley Renewal. We also asked people to **REFINE** our understanding of their lived experience in Hairsine by identifying opportunities to improve or enhance the neighbourhood.

34 survey participants



Self-Guided Treasure Quest

- + Residents and stakeholders were invited to complete a self-guided treasure quest to help us understand the treasures of Hairsine. Key locations in the neighbourhood were identified as potential opportunities for renewal and were marked on a map and with a temporary sign. Residents and stakeholders were invited to visit each location and provide their ideas for improvements and vision for renewal using a booklet, or through QR codes leading to an online question and answer form.

53 opportunities and ideas identified



Student Voices

- + Students from John D. Bracco Junior High were invited to participate in the guided treasure quest to share their ideas for improvements and vision for renewal. 20+ grade six students were involved, and nine booklets were returned.

16 student opportunities and ideas



Stakeholder Conversations

- + Project team members reached out to several residents and stakeholders including the Hairsine Community League, C5Hub, John D. Bracco Junior High, local faith groups, and businesses in the area.
- + On March 19 and 23, 2022, project team members visited six locations throughout the neighbourhood to invite conversations with residents and stakeholders about the treasure quest, survey, and other opportunities.

140+ conversations



How We Communicated

- + 960 newsletters
- + 960 doorknockers
- + 12 lawn signs
- + 20 signs with treasure quest information and QR codes
- + 250 treasure quest booklets
- + drop box with treasure quest information, survey information and treasure quest booklets
- + 172 unique web visits to edmonton.ca/BuildingHairsine
- + 384 visits to the project webpage
- + 441 Facebook link clicks

4259+ outreach
500+ comments received