



2021 Annual Report McCauley Revitalization

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Progress Update

After 11 years, in September 2021 McCauley Revitalization changed one of the ways it works with local residents and businesses. Revite now collaborates more closely with the McCauley Community League (MCL), Safer McCauley and the Neighbourhood Resource Coordinator (NRC). In 2021 MCL developed an online survey that asked McCauley residents to provide key information about their abilities, concerns and ways they would like to become more involved in the neighbourhood.

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MCL then looks to collect the people with similar interests and concerns and have them work temporarily together with the Revite Coordinator (RC) and NRC to explore what initiative and/or projects they might start and how they might accomplish that. Most folks and partners across McCauley are committed to finding ways to better connect McCauleyites to each other and for their local businesses.

- + A great way to get involved is to fill out the MCL McCauley Resident Survey found on the MCL website. They are all set up to take residents' information and then bring together like-minded or like-concerned people.
- + You and your group or business may already have some great ideas that you would like to advance with others and perhaps even with some key funding. Please apply to either Micro or Macro-Fund grants from the City Neighbourhood Revitalization website.
- + Failing that you can reach out to the Revitalization Coordinator: Greg Brandenburg, gregory.brandenburg@edmonton.ca Tel. 780-239-6199

Progress Update

McCauley's original Revitalization goals from 2010 were: Creating a Safe Community; Celebrating the Community; Building the Community; and Providing Sustainable Options and Service Options. More recently, it was observed all 6 Edmonton Revitalization areas seem to look for the following outcomes:

Beauty, Safety, Security:

- + Properties are attractive and well-cared for
- + People feel safe in their homes and neighbourhood

Thriving Local Economy and Investment:

- + The local economy is thriving
- + Investment in the community is strong

Strengthening Capacity:

- + Area/neighbourhood empowerment, capacity strengthening & leadership development is robust
- + The social fabric of the neighbourhood is strong

With 10 years in McCauley, Revitalization has already started to transition to being more citizen-led with adequate City-resourcing. In order to ensure McCauley's revitalization continues many things need to be in place.

With local residents, groups and businesses, we together have and are identifying the different elements, policies and funding that need to be in place in order for McCauley to be in a regenerative state that ensures, as much as possible, future thriving and resiliency.

Community Led Initiatives

Residents innovated in many ways during pandemic 2020–2021.

Citizens led innovation ranged from porch concerts led by Ann on 106 ave to piloting a new way of inclusive soccer programming by the McCauley Community League and the Coordinator, Allan. In terms of Small Sparks grants now called Micro-Grants there were 8 grants awarded.

Some highlights included:

- + Edmonton Intercultural Centre hosted online intercultural cooking demonstrations and recipe sharing from their commercial kitchen.
- + Operation Fruit Rescue organized the watering of 4 McCauley community gardens.

Macro and Micro Grant Funding Disbursed

TOTAL FUNDING AWARDED	TOTAL COMMUNITY CASH CONTRIBUTIONS	TOTAL COMMUNITY VOLUNTEER CONTRIBUTIONS	TOTAL COMMUNITY IN KIND CONTRIBUTIONS
\$69,216	\$6,471	\$18,562	\$20,110

ORGANIZATION NAME	PROJECT DESCRIPTION	FUNDING AWARD
Viva Italia Business Association	VIDA Beautification Program: Hanging Baskets on 95 st.	\$4,521
Mustard Seed	McCauley Community Garden supplies at EIC	\$1,000
Chinatown and Area Business Improvement Association	Mid-Autumn Festival Celebration	\$20,000
Boyle McCauley News	Community Newspaper Fundraising Videos	\$3,100
McCauley Community League	McCauley Community League Day Event	\$10,000
Mile Zero Dance Society	Still in chinatown on indigenous land artist space	\$3,055
REACH Edmonton	Chinatown BIA Safety Lighting Pilot	\$5,000
McCauley Community League	Rink Light Safety	\$1,200
REACH Edmonton	Light Up McCauley	\$2,750
McCauley Community League	Kids Indoor Sport Pandemic Response Pilot, Phase 1	\$14,632
Chinatown Dining Week	Chinatown Dining Week 2022	\$808
McCauley Community League	Holiday Community Skating Party	\$350
Edmonton Intercultural Centre	Live cooking class/cultural conversations sessions online	\$350
Operation Fruit Rescue Edmonton	Water and totes for the OFRE Orchard, the Children's Garden, The Friendship Garden, and the EIC Community Garden	\$1050
Resident led	Community safe halloween party for the children of McCauley and nearby neighbourhoods.	\$350
Resident led	Porch concerts	\$350
Cameroonian Association of Edmonton	Families on stage	\$350
Chinatown Transformation Collaborative	Chinatown Litter Cleanup	\$350

City Led Initiatives

McCauley Revitalization led 4 projects in 2021

- + Paid \$7,835 to have a back alley big junk pickup drive and to pick up illegally dumped junk throughout the year through Boyle Street Ventures (the Boyle Street Community Services social enterprise)
- + Paid \$6,754 to Boyle McCauley News to produce 6 full page colour articles communicating McCauley Revitalization updates
- + Paid \$12,000 for litter and needle debris throughout McCauley to SeedWorks (the social enterprise of Mustard Seed). Capital City Cleanup also contributed \$12,000 to the effort and the Mustard Seed added another \$3,000
- + Through a partnership led by Safer McCauley we produced, printed and delivered thousands of Who to Call postcards, in both English and Chinese, to McCauley residents and businesses

Capital Investment

In the first 5 years of McCauley Revitalization (from 2010 – 2015) oversaw the investment of \$11.4 million in mainly street lighting, Church Street amenities, park amenity enhancements and other identified neighbourhood capital priorities.

The City of Edmonton has advanced McCauley and Boyle St. neighbourhoods up to 2023–24 for the 30–50 year cycle of street lighting, sidewalks and non–arterial Renewal. The final amount of that investment is not yet known.

Working with Community

While the pandemic did limit some things, partnerships with the community continued to advance in 2021. Partnerships: Besides and including the numerous partnerships listed in the Funding spreadsheet above, Revitalization continued to work closely with:

- + Safer McCauley (REACH Edmonton)
- + Chinatown BIA
- + Chinatown Transformation Collaborative Society (CTC)
- + The Little Italy Business Association (Viva Italia District Association – VIDA)
- + McCauley Community League
- + Edmonton Community Development Company
- + McCauley Development Cooperative
- + Green Violin Community Development Company
- + Many individual residents

Outcomes

Impacts of the spending (social connection, non-visible)

Revitalization was proud to partner with so many vibrant partners in McCauley to bring people together and/or make it a better place to live during a very difficult second year of the pandemic. Many in McCauley have been amazingly resilient and McCauley was busy doing some great things:

- + To help make spring pop, VIDA once again made sure we had beautiful hanging baskets and planters along 95 st.
- + Lighting up the skating rink has completely changed the intersection of 107A ave and Church St. – it is now cheery and festive. Kudos to the Community League
- + The Community League stepped up again, being very innovative, bringing people together through great music and outdoor activity at their CL Day Event and the Holiday Community Skating Party
- + The Chinatown Transformation Collaborative has organized a Chinatown Volunteer Cleanup on the 2nd Saturday of each month – often 35 young adults show up to clean and then all go for dim-sum after
- + A decades old tradition of a resident led Halloween party for all the kids
- + The Aiya Collective working through Mile Zero Dance hosted a very innovative Workshop called Still in Chinatown on Indigenous Land Artist Space
- + Safer McCauley got serious about lighting and helped facilitate a Safety Lighting Pilot in Chinatown and a similar lighting project in McCauley-at-large
- + The small but mighty team at Chinatown Dining Week ran an impressive 2022 Chinatown Dining Week with 18 restaurants with \$10 or \$18 menus

Performance measures, outcomes and numbers

Cleanup and Safety

- + Through the CoE's Capital City Cleanup (CCCU) and Revite's (\$12K each) and Mustard Seed (\$3K), 530 full bags of garbage and 1847 needles were collected in McCauley by the SeedWorks social enterprise (April – Oct 2021)
- + Through \$19.6K CCCU funding, along with 2 outhouses, 685 full bags of garbage and 1236 needles were collected in McCauley (May – Aug 2021)
- + Through a partnership between Chinatown BIA (\$22.2K), CoE's Local Economy's Economic Recovery grant (\$22.2K), Chinatown BIA spent \$44,345 total and \$26,523 on needle & litter collection and \$17,822 on pressure washing. 643 full bags of litter and 2,081 needles were collected. 92,000 feet of mostly sidewalks was pressure washed
- + Revite paid \$7835 to have a back alley big junk pickup drive and to pick up illegally dumped junk throughout the year through Boyle Street Ventures (the Boyle Street Community Services social enterprise).
- + Through you, McCauley residents and out of neighbourhood volunteers, 13 volunteer Litter Clean Ups happened in McCauley & Chinatown with Safer McCauley or CTC/ Chinatown Safety Council: 384 volunteers/ 342 bags of litter (6 in McCauley: 160 volunteers/ 137 bags of litter and 7 in Chinatown: 224 volunteers/ 205 bags of litter)
- + Litter kits distributed by Safer McCauley (since May 2020): 264
- + Sharps containers distributed by Safer McCauley (since May 2020): 77

Looking Forward

The City of Edmonton Neighbourhood Services is currently in a review process for the Neighbourhood Revitalization Program. The purpose of the review, with input from individuals and groups involved in the program, is to understand what parts of the program are working well and what parts could be changed or updated, and gather suggestions for how to improve the program.

The recommendations from the review will be presented to City Council later in 2022 where Council will be making decisions about program improvements and funding.

The Neighbourhood Revitalization Coordinators will be delivering 2 Peer to Peer sessions in 2022 scheduled for late Spring and early Fall for individuals currently involved in the Revitalization.