

TABLETOP PROTOTYPE WORKSHOP SUMMARY | 04.06.2018

# EDMONTON'S URBAN WELLNESS PLAN



# RECOVER

EDMONTON'S URBAN WELLNESS PLAN

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*On April 6th, we held a second prototype workshop at the Orange Hub.*

*The workshop included 80 people who are team members of 14 different prototypes that are being tested as solutions to improve neighbourhood urban wellness as part of Recover, Edmonton's Urban Wellness Plan.*

This workshop was an opportunity for teams to share their ideas and gather feedback and suggestions for improvement.

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.



The header features large, semi-transparent letters spelling out 'WELLNESS' in a light blue and green color palette. Each letter is filled with a different photograph: 'W' shows a person walking on a path, 'E' shows a dog, 'L' shows a person sitting on a bench, 'L' shows a person in a wheelchair, 'N' shows a person walking, 'E' shows a person walking, 'S' shows a person walking, and 'S' shows a person walking.

## From the beginning we have been challenged by the vast scope of urban wellness.

There is a lot to take into consideration when thinking about how to improve urban wellness. It not only includes the very vulnerable population (folks living rough- lack of stable housing and complex mental health needs), but also neighbourhoods, addressing the needs of both residents and business owners. It also includes the the policies, strategies, programs and funding priorities of different orders of government that are directed to specific parts of urban wellness without considering the cumulative impacts.

The prototypes we are testing through Recover are just the first round of solutions to tackle these challenges. They are our collective attempt to move the system in the right direction by **changing the narrative** of urban wellness, **changing the network** that supports it and **changing the system**.

# PROTOTYPES

## *change the narrative*

meet & eat

impromptu parks

city culture pass

## *change the network*

public washrooms

greenhouse community hub

project welcome mat

job skills matching

it's all about connections

## *change the system*

empty storefront program

socially conscious business practices

wellness council

guaranteed annual income

service navigators

improving service workflow

The team from MaRS Solutions Lab kicked off the workshop by modeling a feedback process using *Coffee n' Clothes*, an example prototype of a mobile laundry truck.

This demo showed how teams could think about the key uncertainties with their ideas and how to learn about the uncertainty by not getting too attached and spending time developing the perfect prototype.



Tests		Pilots	
RAPID!		Speed to Mobilize	 SLOW!
WEEKS!		Duration	 6-24 mths!
TEENY!		Cost	 BIG!
BARELY ANY!		Resources required	 LOADS!
PALETABLE!		Data required	 EYE WATERING!
LIGHT TOUCH!		Management needed	 SPOON FEEDING!
A-OK!		Risk	 DANGER HIGH VOLTAGE!

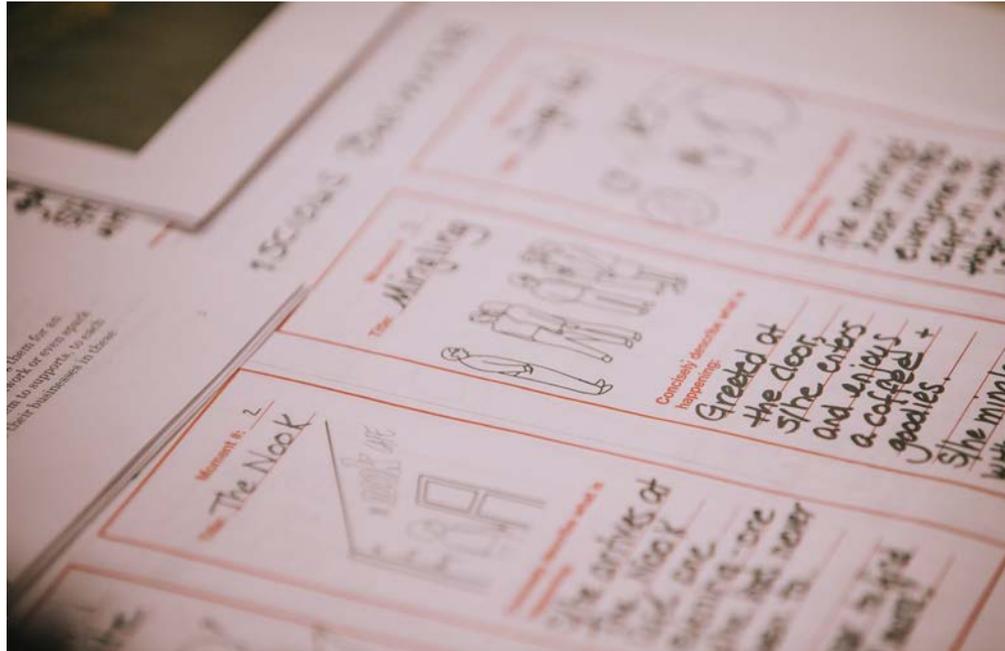
## Why are we using prototypes?

Prototypes are not pilots. The prototype process is designed to get feedback during the very early planning stage so that we can consider ideas not yet talked about and decide if we need to pivot and go at the idea in a different way.

Each team had been busy at work since our last workshop in February, developing a **strategic game plan** and **storyboard** that outlined the key touch points of their solution.

During a breakout session each team was paired with another prototype.

After sharing their storyboard, teams then received feedback and suggestions for improvement that they could apply to their field test.







Although the prototype ideas are being pursued as individual solutions, many of these prototypes **share commonalities**, like their target user group, potential partners or the physical location where they plan to test their urban wellness solution.



Prototype teams explored these informal connections in a quick card sharing exercise. Teams were able to see what other prototypes they shared a connection with.

# PROTOTYPE NETWORK

meet & eat

project  
welcome mat

culture  
club

public washroom  
design challenge

greenhouse  
community  
hub

job skills  
matching

improving  
service  
workflow

empty storefront  
program

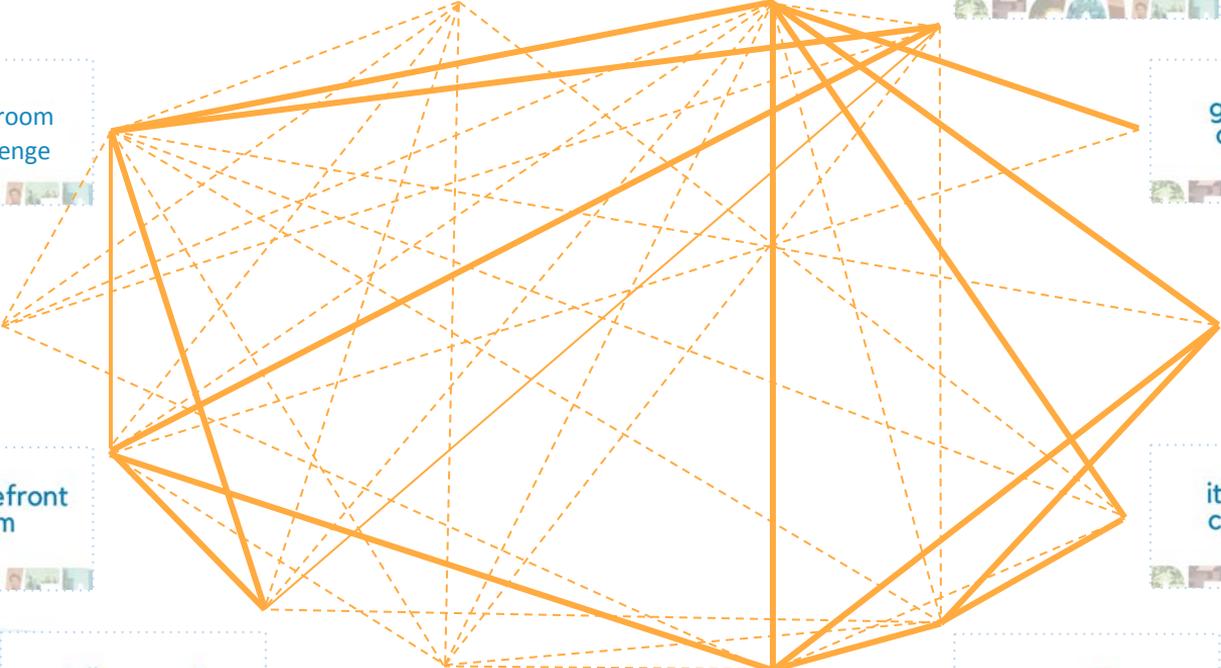
it's all about  
connections

socially conscious  
business practices

wellness council

universal  
basic income

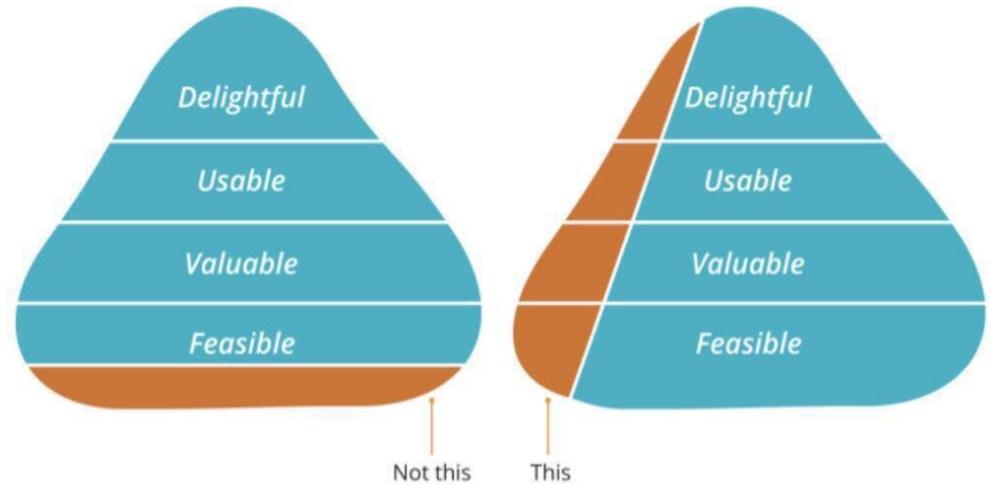
service  
navigators



Teams are now moving into field testing.

**They won't try to build the WHOLE idea... just the first small slice.**

The results from their field test will be presented at the public showcase event on **May 8th** at **Allard Hall** at MacEwan University.





# PROTOTYPES





**ideas that change the narrative**



# IMPROVING SERVICE WORKFLOW



**What if we could support families who are 'just making it' to build capacities to move to a more stable place, by creating better entry points to networks of formal services and informal supports within a vibrant community with positive determinants of health. And how might culture influence design and provision of supports and services?**

Our interest is to explore what is possible for agencies, community members, informal supports and collective community when they come together and re-orient around 'meeting people where they are at during their day and life journey.'

## Team Members

Tamara Kulyk: Alberta Health, Shaylen Naidoo: City of Edmonton, Laurene Viarobo: North Edge Business Association, Jann Beeston: Volunteer Alberta, Shelley Sabo: Community Engager, Oksana Niedzielski: City of Edmonton, Samuel Juru: City of Edmonton, Barb Hudkins: Volunteer Alberta, Sharon Matthias: Coach and Systemic Innovation Consultant

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# CULTURE CLUB



**What if there was a culture pass that brokered experiences for newcomers to cultural excursions - like art galleries, symphonies, theatres and helped managed empty seats?**

Culture Club is a way for you to get to know and experience some of Edmonton's fantastic arts and culture events and groups. Several times a year the Culture Club will get together for a curated tour, show, or a behind-the-scenes look at some of Edmonton's wonderful galleries, theatres, concerts, and events. Culture Club will also explore opportunities for community-led programming within different venues.

## Team Members

Josée Blouin: Art Gallery of Alberta, Bobbie O'Connor: Fringe Theatre Adventures, Jenna Turner, Edmonton Arts Council, Michael Pabai, Africarnival, Elite Dance Studio, Sam Jenkins, Edmonton Symphony Society, Alison Turner, City of Edmonton, Samuel Juru: City of Edmonton, Raffaella Loro: City of Edmonton

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# PUBLIC WASHROOM DESIGN CHALLENGE



**What if we had more universally accessible public washroom facilities that were designed for our northern climate?**

Students in the Industrial Design Program at the University of Alberta participated in a Public Washroom Challenge. Their instructions were to design a temporary all-season Public Washroom facility with minimal to no infrastructure (i.e. require no water or power). The result of this challenge were two concepts for public washrooms designed for our northern climate. We will be testing potential safety concerns, on-site integration, as well as general public acceptance and comfort as part of the overall City of Edmonton Public Washrooms Strategy.

## Team Members

Eric Champagne, Jennifer Fan, Rebecca Stasiuk, Juliusz Slaski, Colleen MacCuish, Marcus Van Vliet, Christophe Duchesne, Greig Rasmussen: University of Alberta, Robert Lederer: University of Alberta, David Holdsworth: City of Edmonton, Adam Kebede: City of Edmonton, Raffaella Loro: City of Edmonton

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## EMPTY STOREFRONT PROGRAM



**What if we created a feasible, scalable process that changes the narrative and activates empty storefronts in the core neighbourhoods?**

Vacant buildings and lots are a long standing issue in the core. We connected vacant property owners (i.e., those with spaces for use) with artists and social entrepreneurs (i.e., those seeking spaces to use). Through this prototype, we identify lessons and challenges for both parties, so that we can create an easy and simple process for collaboration. By activating empty storefronts, we draw attention to the space for lease, while showcasing local artists or social entrepreneurs, and changing the look and feel of the street and neighbourhood.

### Team Members

Aaron Neumeyer - Government of Alberta, Chelsea Boos - Arts Habitat, Debbi Serafinchon - Arts Habitat, Rob Harpin - Edmonton Arts Council, Chelsea Boida - Edmonton Arts Council, Dawn Marie Marchand - Indigenous Arts Movement, Mary-Ann Debrinski - City of Edmonton, Claudia Wong-Rusnak - City of Edmonton, Keren Tang - City of Edmonton, Larisa Kreider - City of Edmonton, Leo Wong - Grant MacEwan, Social Innovation Institute

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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 dining series where individuals have an opportunity to share a meal with people from their community they don't know. These meals will be hosted in each of the five communities and focus on building trust and a sense of safety in the neighbourhood.

### Team Members

Todd Janes: McCauley Revitalization Steering Committee, Wing Choy: ASSIST Community Services Association, Patrick Tso, ASSIST Community Services Association, Chelsey Anseeuw, City of Edmonton, Raffaella Loro, City of Edmonton

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# PROJECT WELCOME MAT



**What if we improve the sidewalk space in front of Boyle Street Community Services to facilitate human connection, destigmatize service, and provide dignity to vulnerable people? If we improve this sidewalk space, would we improve relationships both within and beyond Boyle Street Community Services?**

Short Term - consult people who hang out on the sidewalk in front of Boyle Street Centre to find out about the needs for this outdoor space, and then engage community members to help remake the space to make it function better, be more attractive, and invite other users.

Longterm - a kind of Sidewalk Improvement Program that extends to all service providers.

## Team Members

Elliott Tanti: Boyle Street Community Services, Helen Herbert: Boyle Street Community Services, Ian O'Donnell: Downtown Business Association, Shafraaz Kaba: Manasc Isaac, Robert Lipka: City of Edmonton, Dorian Smith: City of Edmonton, Jeff Chase: City of Edmonton, Sue Holdsworth: City of Edmonton

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# 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.



**ideas that change the network**



# SOCIALLY CONSCIOUS BUSINESS PRACTICES



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

We are exploring how to encourage more businesses to adopt socially conscious practices. Our program will involve bringing together local businesses from the 5 RECOVER neighbourhoods, “early adopters” and others who are interested to an evening meet up at The Nook in downtown Edmonton. This prototype is exploring what supports and tools businesses need to address the unique challenges they face in growing their businesses - and in contributing to building community and enhancing dignity in their neighbourhoods. It will shine the light on good examples already in place and determine the level of interest among businesses in building a network or series of opportunities to work together. We hope to find out more about what local business needs, wants and can share, so we can work with them to build momentum to encourage a shift in business practices.

## Team Members

Laurene Viarobo: North Edge Business Association, Gene Chan: Civitas Consulting, Lynsae Moon: The Nook Cafe, Kaylin Betteridge: City of Edmonton, Kate Gun: City of Edmonton

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# JOB SKILLS MATCHING



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

Marginalized people served by agencies in the core and throughout the city struggle to find employment that matches their education, skills and job-readiness state. While agencies offering employment services are working to help individuals identify their skills and prepare to be successful on the job, these agencies need employers who are understanding and flexible. Are employers able to set up jobs that can include part-time hours, as well as full time? Agencies are also looking for employers who can provide work that is not all physically demanding and can bundle basic tasks that individuals can learn on the job and improve over time. What do employers need to know about job seekers to feel comfortable to hire them?

## Team Members

Matt Ashdown: Bissell Centre, Alina Stephenson: Bissell Centre, Laurene Viarobo: North Edge Business Association, Lisa Larson: City of Edmonton, BIA Coordinator, Brooks Hanewich: Mymatchwork, Jordan Reiniger: Boyle Street Community Services, Susan Coward: City of Edmonton

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# GREENHOUSE COMMUNITY HUB



**What if a centrally located, vacant government owned property (e.g. Remand Centre) was converted to a greenhouse that employed vulnerable persons, provided community gathering space and urban fresh food.**

Redevelop vacant, central space into a Greenhouse Community Hub. This space will also include a friendly cafe, accommodating to all walks of life, and a Market Space. This greenhouse will provide employment opportunities for the vulnerable and serve as a Community Hub Space that is welcoming to the whole community. There could be 24/7 components including Public Washroom/Shower facilities.

## Team Members

Jane Molstad: City of Edmonton, Jackie Ferner: City of Edmonton, Kourtney Boucher: City of Edmonton, Amanda Rancourt: City of Edmonton

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# 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 organization that have 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.

## **Team Members**

Cheryl Whiskeyjack: Bent Arrow, Barb Spence: E4C, Chris Buyze: Downtown Community League, Laurissa Kalinowsky: Downtown Community League, Kenwyn Norton: Africa Centre, Mei Hung: Chinese Benevolent Association, Linda Garvin: EPL, Derek McIntyre: EPS, Ashley Eddy: Homeward Trust, Samuel Juru: City of Edmonton, Oksana Niedzielski: City of Edmonton

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## IT'S ALL ABOUT CONNECTIONS



**What if we connected to 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.

### Team Members

Madeleine Smith: REACH Edmonton, Aidan Inglis: Boyle Street: Ryan Harding: HOPE Mission, Emma Potter: CMHA/211, Ratan Lawrence: Chinatown BIA, Laurene Viarobo: North Edge Business Association, Lee Bieraugle: EPS, Phil O'Hara: McCauley Community League, Tamara Kulyk: Alberta Health, Samuel Juru: City of Edmonton, Oksana Niedzielski: City of Edmonton

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**ideas that change the system**



# WELLNESS COUNCIL



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

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.

We are looking for:

- An alternative to current, adversarial process
- A central place to go
- Joint planning
- Solutions based/action oriented
- Decision authority
- Connection to implementation
- Governance model to bring decision-making closer to community

## **Team Members**

Mei Hung: Chinese Benevolent Association, Warren Champion: Central McDougall Community League, Phil O`Hara: McCauley Community League, Rachael Putt: Councillor McKeen`s Office, Gary St. Amand: Bissell Centre, Kourch Chan: Edmonton City Centre Church Corporation, Bruce Reith: Hope Mission, Natalie Magnan: Community and Social Services, Lindsay Whittaker: Community and Social Services, Holly Mah: Chinese Benevolent Association, Sandy Pon: Chinese Benevolent Association, Susan McGee: Homeward Trust, Susan Coward: City of Edmonton, Amanda Rancourt: City of Edmonton

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# UNIVERSAL BASIC INCOME



## **What if we tested a prototype related to the concept of a guaranteed annual income in the core neighbourhoods?**

We know that social change begins with awareness. This prototype will focus on addressing the level of awareness of UBI among diverse key influencers, decision makers and leaders in our city. We will explore awareness of, interest in, misconceptions about UBI among these leaders in our community. We will ask them about what they know, don't know and might like to know about UBI. And about what they find confusing or at odds with their sector outlook.

A series of up to 12 one on one interviews will be held by the Prototype Team with identified leaders, who may have varying levels of awareness and understanding of UBI. The results have the potential to inform not only our work on RECOVER in Edmonton, but may well provide needed insight to the Ontario Pilot program on Basic Income and to the sector more broadly that is currently exploring this approach.

## **Team Members**

Ian Mathieson: Boyle Street Community Services, Liza Sunley: Bissell Centre, Karen McDonald: SAGE, Lorette Garrick: George Spady, Susannah Cameron: EndPovertyEdmonton, Lucenia Ortiz: City of Edmonton, Albert Galiev: City of Edmonton, Kate Gunn: City of Edmonton