JANUARY 2018 WORKSHOPS SUMMARY & PROTOTYPING NEXT STEPS

EDMONTON'S URBAN WELLNESS PLAN

RECOVER.

Edmonton

RECOVER EDMONTON'S URBAN WELLNESS PLAN

Since the Community Advisory Committee last met in December 2017, the RECOVER team has been busy aligning information and data from the mapping workshops and early themes from ethnographic research to better understand the cumulative impacts of all the different activities and systems that affect wellness in the urban core.

In December, a team of ethnographers from **InWithForward** completed 2 weeks of field research, spending time with Edmontonians 'living rough' in their own contexts as well as with service providers.

MaRS Solutions Lab also began some preliminary field research with residents, business owners, and community volunteers to uncover their perspectives on wellness.

The **Community Advisory Committee** met on January 25 to review the early themes from this preliminary research as well as discuss and provide feedback on the draft Public Engagement plan.

The **External Partners Committee** met on January 26th to also review themes from the ethnographic research and discuss the first iteration of the neighbourhood GIS Map.

JANUARY WORKSHOP AGENDAS

Community Advisory Committee

1.25.18, 6:00pm - 8:30pm
Boyle Street Community Plaza

Time	Item	Presenter
6:00 - 6:15	Welcome and Overview	Rob Smyth
6:15 - 7:00	Suggestions and considerations for Recover Public Engagement Plan	Victor Tanti
7:00 - 8:30	Thoughts/Suggestions from Ethnographic research	Lily Lo Hyun-Duck McKay Dr. Sarah Schulman Dr. Daniela Kraemer Natalie Napier
8:30	Meeting Adjourns	

In Attendance: Alf White, Barb Spencer, Chris Buyze, Claire Ashton, Doug Klein, Gary St. Amand, Gene Chan, Hyun-Duck MacKay, Ian Mathieson, Ian O'Donnell, Janis Geary, Kate Gunn, Kenwyn Norton, Keren Tang, Laurene Viarobo, Lily Lo, Lorette Garrick, Mei Hung, Natalie Napier, Phil O'Hara, Raffaella Loro, Rob Smyth, Sarah Schulman, Susan Coward, Susan Holdsworth, Todd Janes, Victor Tanti, Warren Champion, Wing Choy

External Advisory Committee

1.26.18, 9:00am - 11:30am
Sutton Place Hotel

Time	Item	Presenter
9:30	Welcome and Overview	Rob Smyth
9:30	Thoughts/Suggestions from Ethnographic research	Lily Lo
10:00	Thoughts/Suggestions from Ethnographic research	Dr. Sarah Schulman Dr. Daniela Kraemer Natalie Napier
11:00	Update on Neighbourhood GIS Map	Amanda Rancourt
11:30	Meeting Adjourns	

In Attendance: Aaron Neumeyer, Andrea Burkhart. Christel Kjenner, Dan Nielsen, Daniela Kraemer, David Veitch, Fred McGinn, Gene Chan, Hyun-Duck MacKay, Jean Dalton, Kate Gunn, Keren Tang, Lily Lo, Linda Garvin, Lindsay Daniller, Madeleine Smith, Mark Holmgren, Martin Garber-Conrad, Mike Reid, Natalie Napier, Oksana Niedzielski, Rob Smyth, Sam Juru, Sarah Schulman, Susan Coward, Susan McGee, Tamara Kulyk

PUBLIC ENGAGEMENT

DISCUSSING PUBLIC ENGAGEMENT

The Community Advisory Committee reviewed and discussed the draft approach for broad Public Engagement.

The draft approach includes three phases:
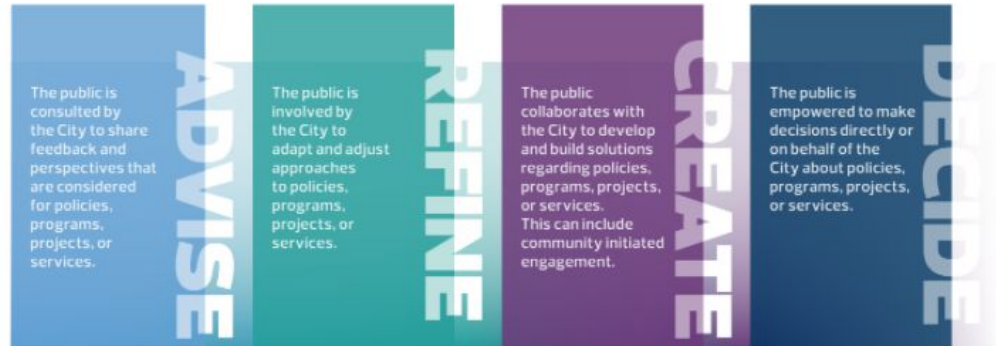
Phase 1 - Community Discussion
Phase 2 - Neighbourhood Walks
Phase 3 - Community Prototype Review

This discussion provided an opportunity for the Community Advisory Committee to share their thoughts and suggestions to help finalize the plan.

Public engagement for RECOVER, facilitated by Victor Tanti from Calder Bateman, will be running parallel to the upcoming prototype workshops of the Community Advisory and External Partner Committees.

Feedback from the January 25th meeting is being incorporated into the final design for the public engagement plan.

The public is consulted by the City to share feedback and perspectives that are considered for policies, programs, projects, or services. **ADVISE**

The public is involved by the City to adapt and adjust approaches to policies, programs, projects, or services. **REFINE**

The public collaborates with the City to develop and build solutions regarding policies, programs, projects, or services. This can include community initiated engagement. **CREATE**

The public is empowered to make decisions directly or on behalf of the City about policies, programs, projects, or services. **DECIDE**

WE HEARD YOU

Here's what some of the Community Advisory Committee had to say about public engagement.

"Community is looking for action, not just about relationship building."

"How do we get that larger group involved… the ones who are hard to mobilize and get to community meetings?"

"There is a lot of conflict when vulnerable groups come in contact with each other.

There is some opportunity for some good transformative learning about that. How will we establish a sense of security?"

"Plenty of opportunities to talk to the community, ethnographic research has some really great insights, needs to continue…"

"How is this being framed? Wellness isn't particularly interesting to a lot of people. How do we connect to your everyday life? What's the entry point?"

OUR RESPONSE

Feedback from this discussion has been incorporated into the refined public engagement plan.

*We are committed to being sensitive **to all** groups by **seeing them on their terms**, in their environments and among their own community members.*

*We have extended Phase 1 of the engagement plan so that we have ample time to **build understanding** among as many community members as we can.*

*We are committed to using different approaches to reach hard to reach regular folk in our communities including **doorstep interviews**.*

*We are committed to tapping into existing community and/or organization social events and meetings so that we are **reaching a broad range of people**.*

*We have added **youth, students, medical, health centres, schools** and **faith-based communities** to the roster we need to speak with.*

*We are committed to **honouring timelines** so that ideas that emerge from our work are implemented quickly.*

*We are committed to **connecting with seniors** where they live.*

We will be looking to lean into the networks of the Community Advisory Committee in order to do this.

REFINED PUBLIC ENGAGEMENT GOALS & OUTCOMES

PHASE ONE		PHASE 2	PHASE 3	
February	March	April	May	June
Community Meetings		Neighbourhood Wellness Walks	Community Field Tabletop Prototypes	Community Field Prototypes

Phase One — Goals & Outcomes:

- Broaden understanding of initiative
- Establish community connections
- Begin to build buy-in and support
- Garner response & input into definition and specific words
- Identify and recognize places/stories of significance to the community
- Gather input to mapping and have community members add places that matter to them to a map.

Phase 2 — Goals & Outcomes:

- Nurture understanding of community diversity
- Strengthen relationships across community
- Begin development of ways/ideas to improve wellness in our communities
- Look at wellness of communities through multiple lenses
- Begin to value important places within our communities
- Generate ideas for prototyping

Phase 3 — Goals & Outcomes:

- Generate understanding of prototyping
- Introduce a number of prototype projects
- Co-create prototype
  - Provide input, perspectives on value, likelihood of success, barriers to overcome.

REFINED PUBLIC ENGAGEMENT TIMELINE

| PHASE ONE		PHASE 2	PHASE 3	
February	**March**	**April**	**May**	**June**
Community Meetings **Format:** Focused small discussions convened by communities **Participants:** • Residents/Community leagues • Business groups • Multicultural organizations • Helping organizations (including Medical/Health) • Indigenous communities • Vulnerable groups • Seniors • Youth & Students • Faith-based communities		Neighbourhood Walks **Format:** Walking Tour/Site Visits of place that matter in communities, opportunities to improve. Introduction to prototyping and generate ideas for community prototyping **Participants:** Cross-community	Community Tabletop Prototypes **Format:** Test out ideas (tabletop prototype) generated as part of April workshop **Participants:** Cross-community teams and prototype coaches	Community Field Prototypes **Format:** Field test ideas with refinements from May workshops and insights from prototype coaches **Participants:** Cross-community teams

NEIGHBOURHOOD GIS MAP

MAPPING OUR DATA

The External Partners Committee had a first look at the Neighbourhood GIS map.

This very early preview showcased some of the features to visualize data and information pertaining to urban wellness including the location of services, assets, and Census data.

We will continue to build out this mapping tool to create more robust and descriptive neighbourhood profiles.
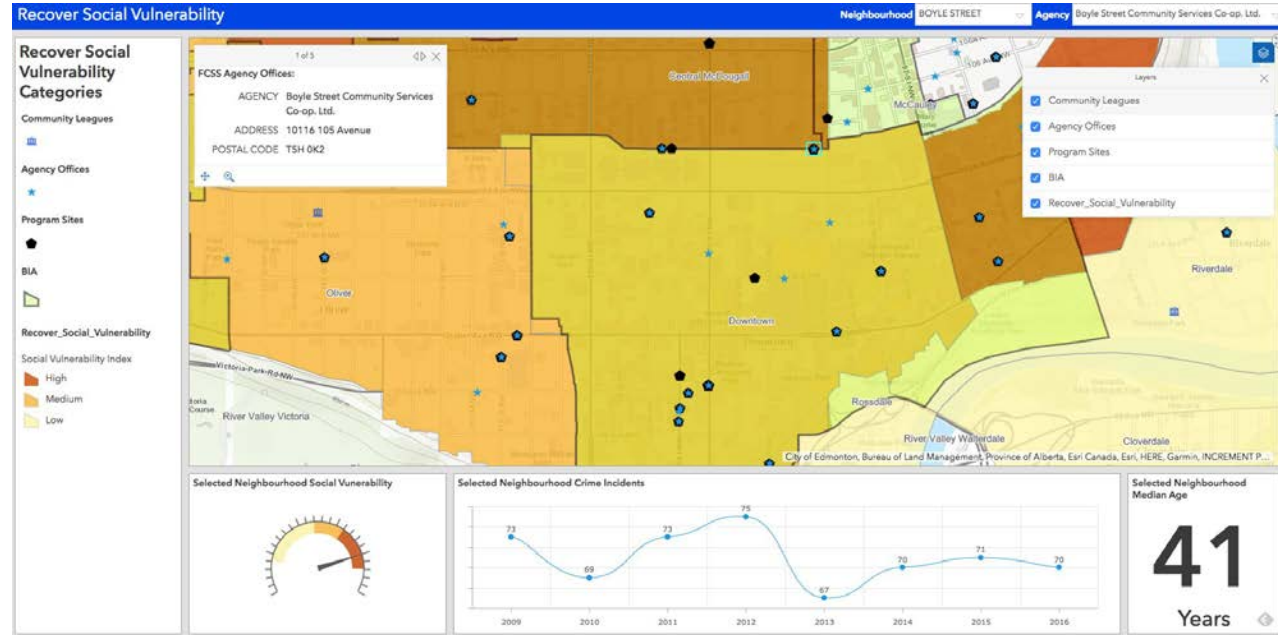
ETHNOGRAPHIC RESEARCH

EXPLORING IDEAS FOR ACTION

*Both committees were led through a conversation of some of the early themes from the ethnographic research, a deep-dive exploration of the needs, as well as the challenges and opportunities for **all** the people served within and across the 5 neighbourhoods.*

This research opens up opportunities for thinking through small scale solutions that can achieve measurable impacts.

Both sets of ethnographic research are being collected in addition to feedback and insights that will be part of broad public engagement.

The **InWithForward** research team focused on the lived experience of Edmontonians 'living rough'.

Over 14 days, IWF interacted with over 100 individuals at libraries, shelters, pharmacies, McDonald's, convenience stores, services, and on the streets.

They spent in-depth time with 29 people, including:
5 frontline staff
5 business owners / managers
19 street-involved youth & adults, of which:
> 13 men, 6 women
> 11 identifying as indigenous
> 5 housed, 6 in shelters, 7 in streets, 1 couchsurfing

The team from **MaRS Solutions Lab** met with other community members, including residents and business owners.

Over 8 days, MaRS has spent in-depth time with:

9 residents
5 business owners
12 community organizations

WHAT'S THE LIVED EXPERIENCE OF PEOPLE LIVING ROUGH?

The ethnographic research from InWithForward was presented as 'thick data.' This is data rich in detail about people's everyday interactions and their future aspirations.

It looks at people across contexts, seeks to sample the extremes (negative and positive deviants), and goes deep for a smaller and more targeted sample size.

IWF grouped people they met into segments based on their motivations, capabilities, and resources.

These segments can help reveal the nature and flavour of solutions.

Segmentations
- Adventurers
- Precarious Optimists
- Opportunity Makers
- Newbies
- Lonely Actors
- Old Timers

SORTING DATA TOGETHER

Both meeting participants had a chance to puzzle over the data together, sorting the profiles by stages of change.

*This hands-on exploration prompted discussion about what's not working and thinking about the nature of solutions. providing **nuance** not generalization, enabling **exploration** not validation*

Participants also explored the themes and pain points, opening up multiple paths for potential prototypes.

Themes

1. Ambition
2. Shame
3. In Search of Meaning
4. Adventure
5. Dignified Space
6. The freshman
7. Reciprocity
8. Good Taste
9. Just-in-Time Supports

Pain Points

1. Lost Souls
2. Idle Nights & Stultifying weekends
3. Not using & losing
4. Menial Work
5. Housing for Companions
6. Lines and waiting
7. Gangs and introverts
8. Limited Pathways
9. Storage
10. No legit place to camp
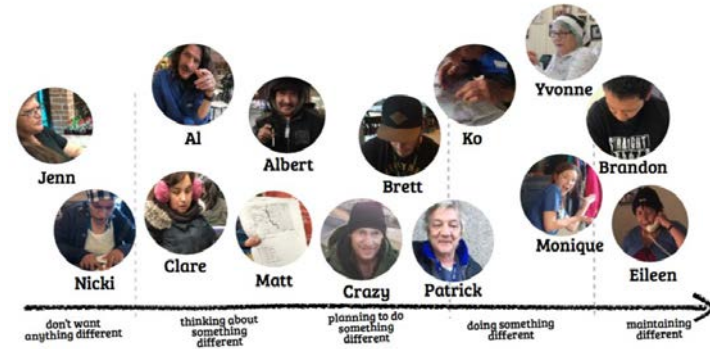
WHAT IF...

The stories collected by InWithForward provide a grounded understanding of the everyday realities of Edmontonians using services, and those who don't.

This thick data offers important intelligence for developing potential ideas for new systems, services and supports that don't just help people to survive, but enable people to thrive.

*Built off segments and themes, these initial "***WHAT IF...***" questions are areas of possible action to improve the informal supports provided to folks 'living rough'.*

Sample of possible action areas

What if there were roommate matching services and supports to enable different combinations of living?

What if there were small grants and a practice network amongst convenience stores, pharmacies and peer-led groups?

What if there was a role like a Family Doula?

What if there was a 'City Learning Pass' that brokered folks on the streets to cultural excursion - like art galleries, symphonies, theatre and helped manage empty seats?

What if, the sense of shame and helplessness of 'the morning after' a binge was seized as an opportunity to build people's feelings of agency and broker them to a retreat, rather than simply releasing them from intox or the drunk tank?

What if there were 'bureaucracy busters' that spent time in lines, helping people fill out paperwork, book appointments, make phone calls, and use time more productively?

CAPTURING THE COMMUNITY PERSPECTIVE

Understanding that urban wellness is something that impacts all members of a community, the MaRS team took a similar ethnographic approach in the community, spending time and listening to residents, business owners, and community organizations.

This research is in an earlier stage than In With Forward and insights are being finalized for the upcoming prototype workshops.

Emerging Themes

1. Business Owners need support
2. De-stigmatization and accessibility
3. Community grassroots organizations want to grow
4. More affordable and accessible gathering spaces and volunteers needed
5. Feelings of isolation within a neighbourhood
6. Some citizens feel disempowered
7. Edmonton's food, outdoor, sports and arts scene are assets
8. Inclusion not gentrification
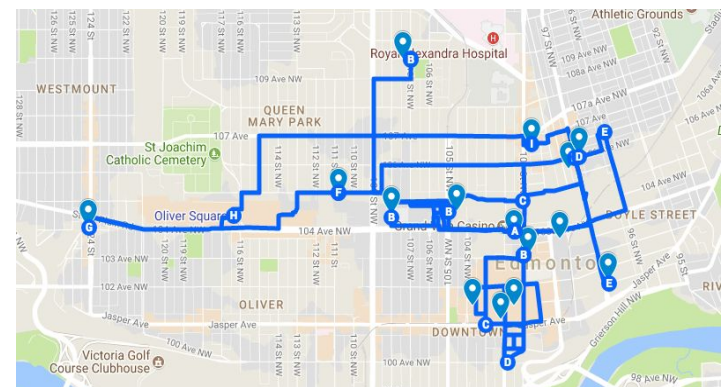
WHAT IF...

The emerging insights from MaRS' conversations in the community highlighted many known tensions within the five neighbourhoods.

These conversations also demonstrated the strong sense of community and the keen understanding of the existing strengths and assets within each neighbourhood.

*Building off the emerging insights, these initial "**WHAT IF...**" questions are areas of possible action that we will consider, add to, and refine as we move into the prototyping phase of RECOVER.*

Sample of possible action areas

What if there were better supports for businesses on how to engage with the vulnerable in each community?

What if there were more ways to connect with others who have a passion for community building?

What if these neighbourhoods were destination points known for their unique character?

What if vacant buildings, businesses, places of worship, libraries, schools could be better utilized for accessible gathering spaces?

What if there were better supports for new refugees (women and children in particular) who have fled trauma and are facing serious issues of abandonment, abuse, mental illness or language barriers?

What if we increased accessibility for recreational programs in the core?
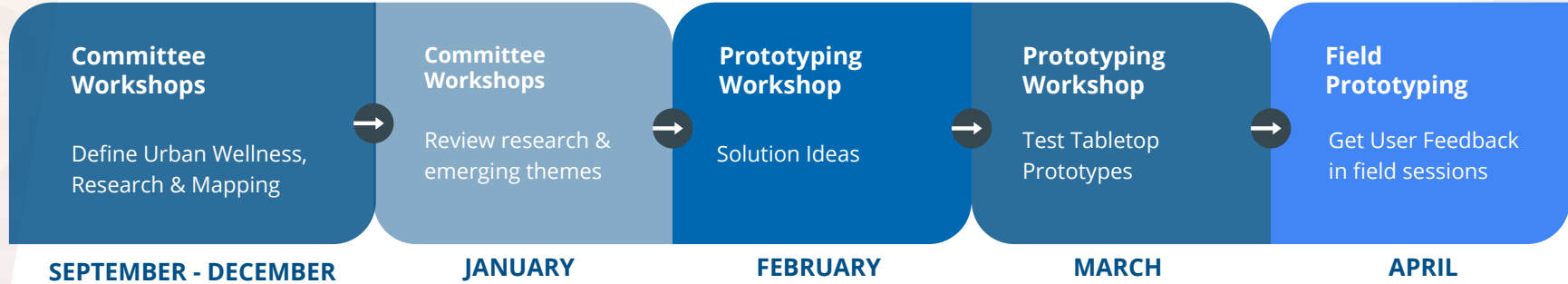
PROTOTYPING
SOLUTIONS

Now that we have collected information about the needs of communities, our next workshop will focus on generating ideas and taking the first step towards bringing them to life with **prototyping**.

Prototyping is a method for **testing our ideas cheaply and quickly** so that we can learn fast about what resonates and what works for Edmonton.

The most important thing to bring to prototyping is an **action bias** – rather than talking and planning and analyzing what might happen, let's do it and see what actually happens!

NEXT STEPS... PROTOTYPING WORKSHOP

Committee Workshops Define Urban Wellness, Research & Mapping	→	**Committee Workshops** Review research & emerging themes	→	**Prototyping Workshop** Solution Ideas	→	**Prototyping Workshop** Test Tabletop Prototypes	→	**Field Prototyping** Get User Feedback in field sessions
SEPTEMBER - DECEMBER		**JANUARY**		**FEBRUARY**		**MARCH**		**APRIL**

The workshop will begin with a summary of what we have learned so far from Recover, and where the opportunity areas are for collaboration and innovation.

*As participants, you will then contribute specific **improvement ideas**, the most promising of which we will prototype.*

Be prepared to answer these questions:

What opportunities do you see to improve urban wellness?

What are you most passionate about participating in?

Where are the opportunities for us to work together differently?

WE WANT <u>ALL</u> OF YOUR IDEAS

At this point we are brainstorming, so add all your ideas to:

- Amplify what's already working
- Align and coordinating existing initiatives
- Address gaps and unmet needs
- Adapt solutions from other places
- Test new ideas that may not have been tried before
- Suggest audacious ideas to make a radical difference

TABLETOP PROTOTYPING

*After we have identified what solutions we want to move forward with we will make **Tabletop Prototypes**.*

This means sketching or making a physical model of an improvement idea. Although this may initially feel more like play than serious work, this early prototyping forces us to make our thinking concrete, and taps into different parts of the brain, leading to more creative solutions and a higher quality conversation about solution ideas.

The tabletop process

To see how the tabletop prototyping process works in detail, you can watch this longer video that introduces storyboards, role play, and works-like feels-like as methods for rapid prototyping.

Winnipeg Boldness Project

The Winnipeg Boldness Project is using social innovation to **improve outcomes for young children** in the Point Douglas area.

They documented a video of their very first tabletop prototypes of the baby box, which they later iterated in response to user feedback to become a baby basket.

FIELD PROTOTYPING

Jason Roberts *exemplifies the prototyping mindset.*

He is a natural at mobilizing his community to rapidly test neighbourhood improvements through pop-up events and demonstrations, which have resulted in new business startups, municipal regulation changes, and new Federal infrastructure funding.

The prototypes you will see in this video are Field Prototypes - rapid tests of an improvement idea that provide an immersive experience that elicits community feedback.

We look forward to seeing you at the upcoming prototype workshops.