

# Imagine if a **good night's sleep** was **possible for everyone.**



## testing a good sleep kit

A good night's sleep is key to a healthier life, yet it can be a struggle for folks staying in shelters. Our prototype tried to solve this by providing access to simple sleep aids - like eye masks and herbal tea, a wind-down space - to relax and reflect, and guided grounding exercises - to ease anxiety and insomnia, for those who are staying in shelters.

Our starting point was to ask, what if we made good sleep hygiene a communal practice marked by routines and rituals especially in emergency, temporary, and new housing situations?

### Who are we designing for?

**The Unroutined:** Those who are housed or have a place to stay for a while, but have no acquaintance with good sleep hygiene. Drugs, coffee, noise, unbroken alone-ness, and lack of rhythm and routine lead to erratic sleep schedules, and declining mental health.

**The Never-Enoughs:** Those who find they can never achieve the quality and quantity of sleep needed to function at their best. For some, the need is modest but it's hard to catch more than 6 hours of broken sleep at the south-side shelter.

### Our big 'A-HA!' moment

Sleep is an incredibly complicated issue as it is so intertwined with other facets of life.

Discussions of sleep often led to insights on housing, storage, and mental health - How would our team be able to tackle this in a meaningful way?

Our team had to wrestle with our capacity and where we could potentially enact change, recognizing that we might not be able to address the most expressed need.

### Who is on our team?

#### Key Members:

Asheika Sood, Emily Herdman, Corey Sullivan, Sharon Enslin

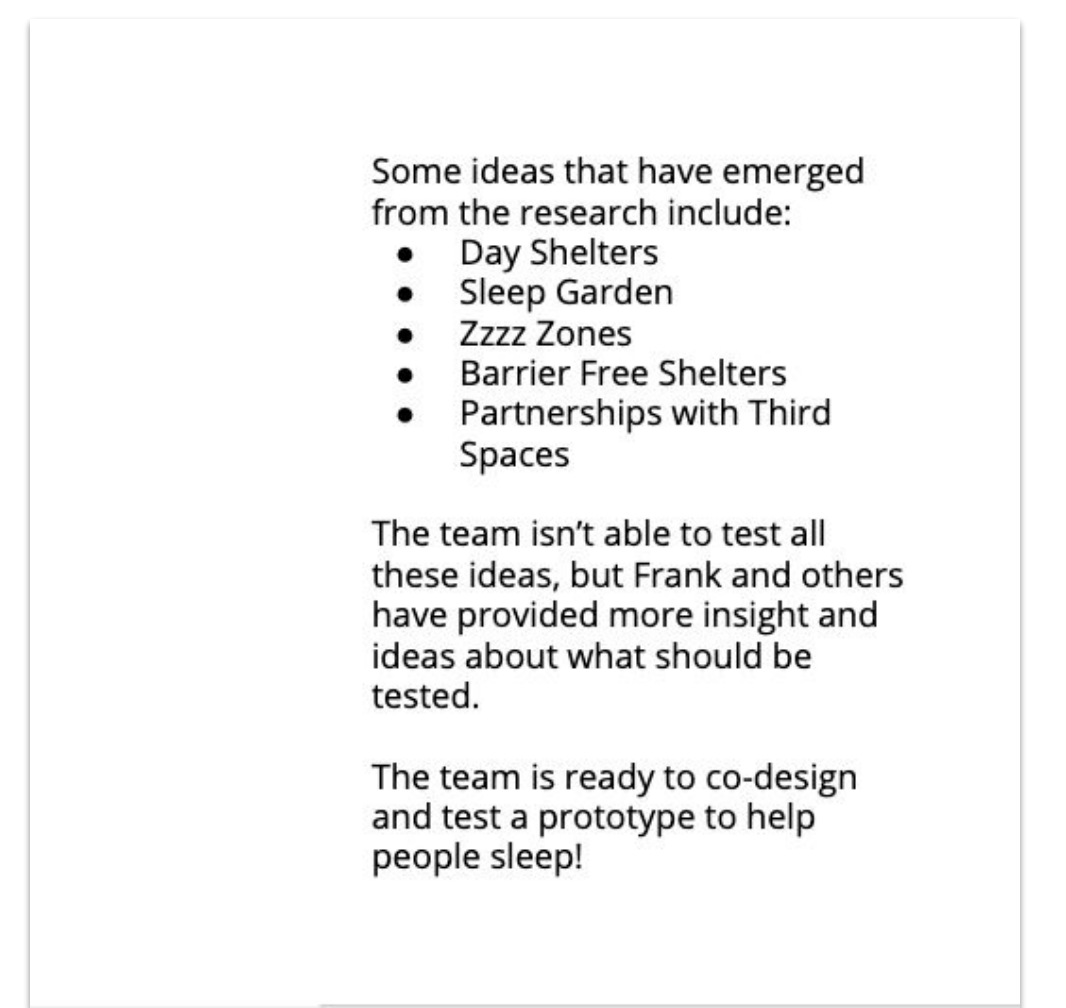
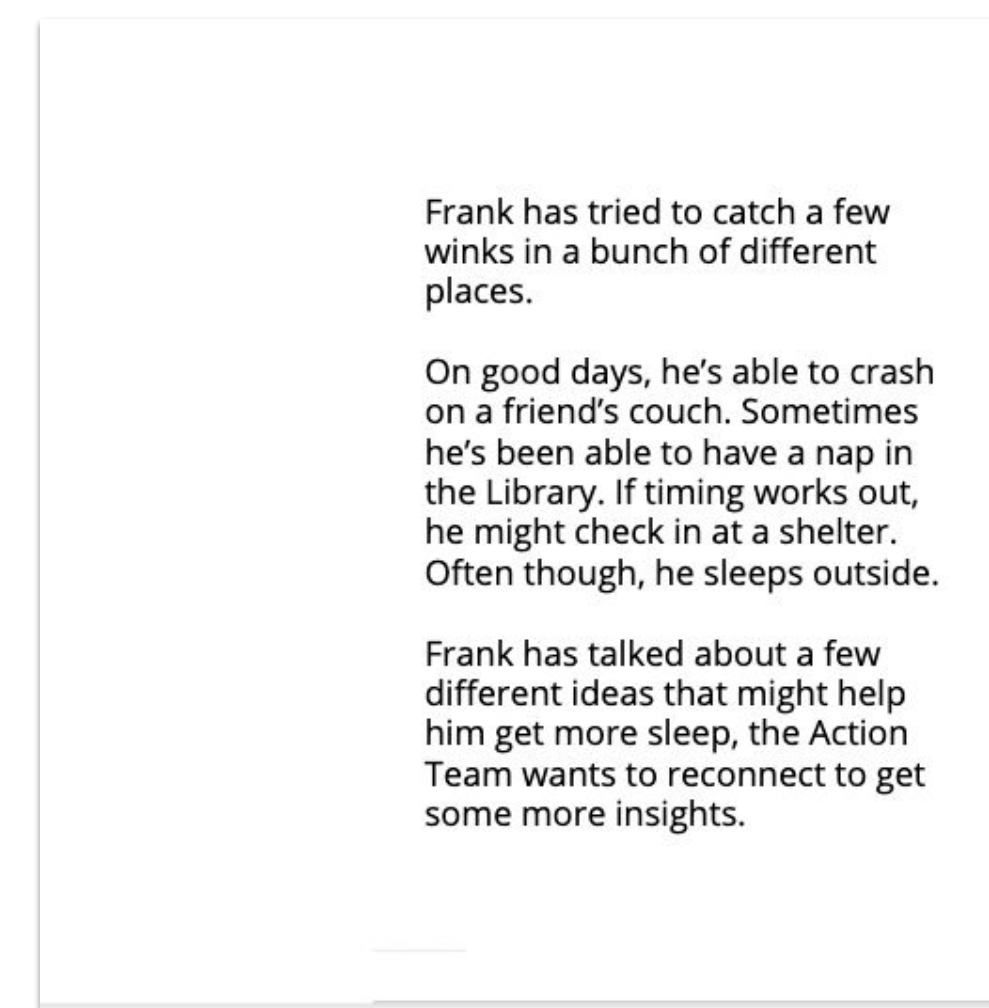
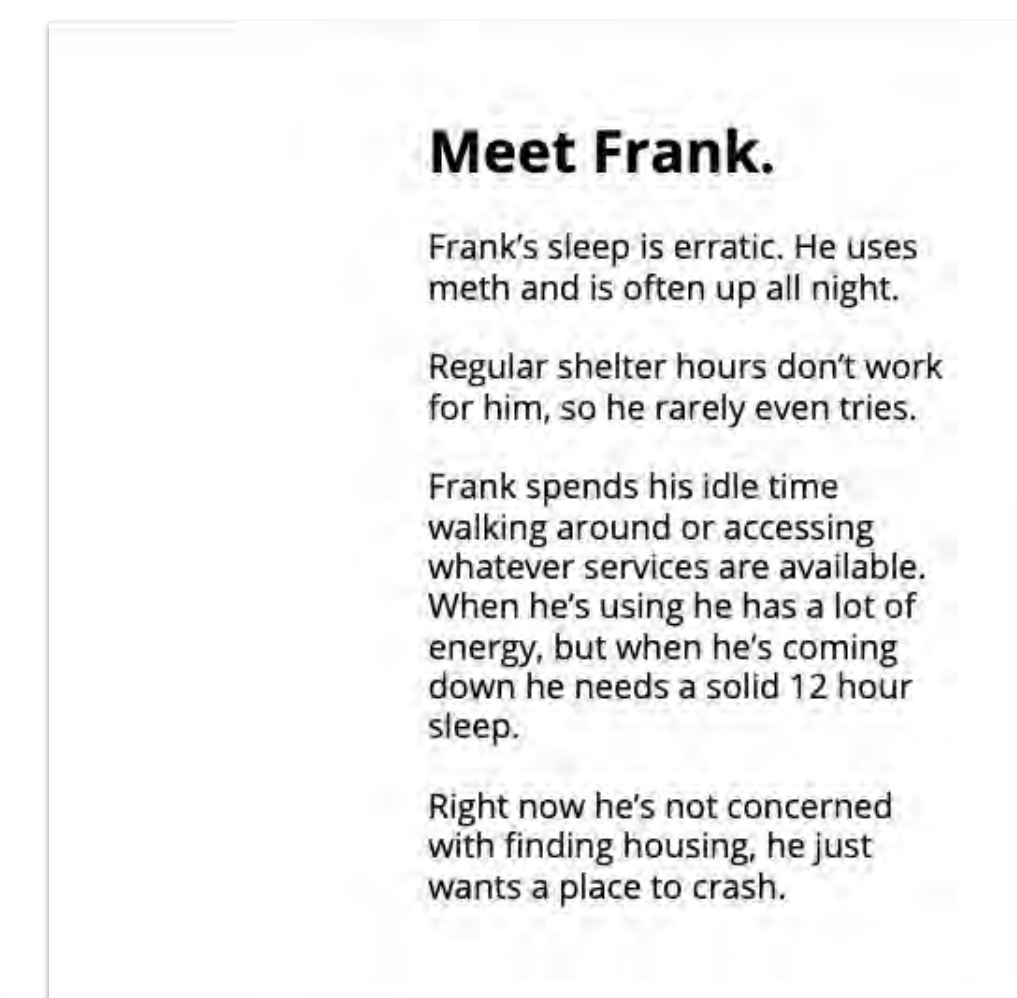
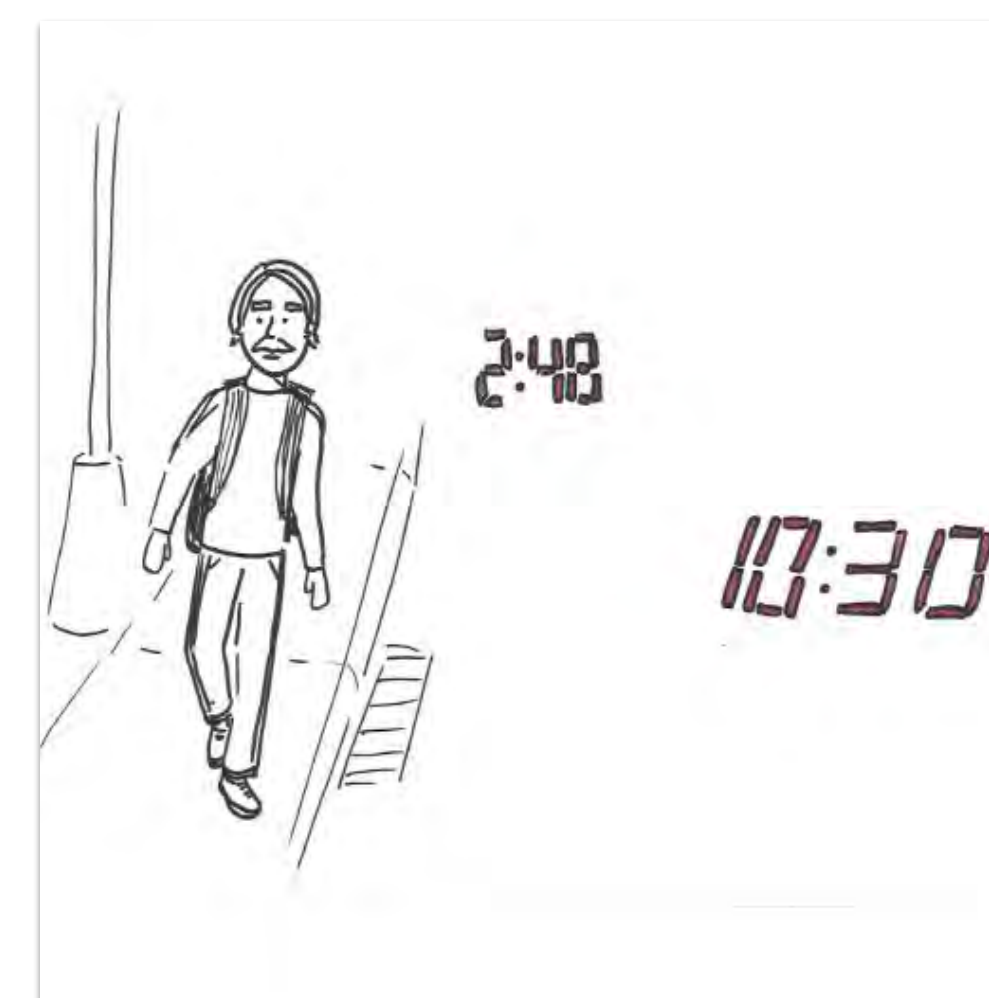
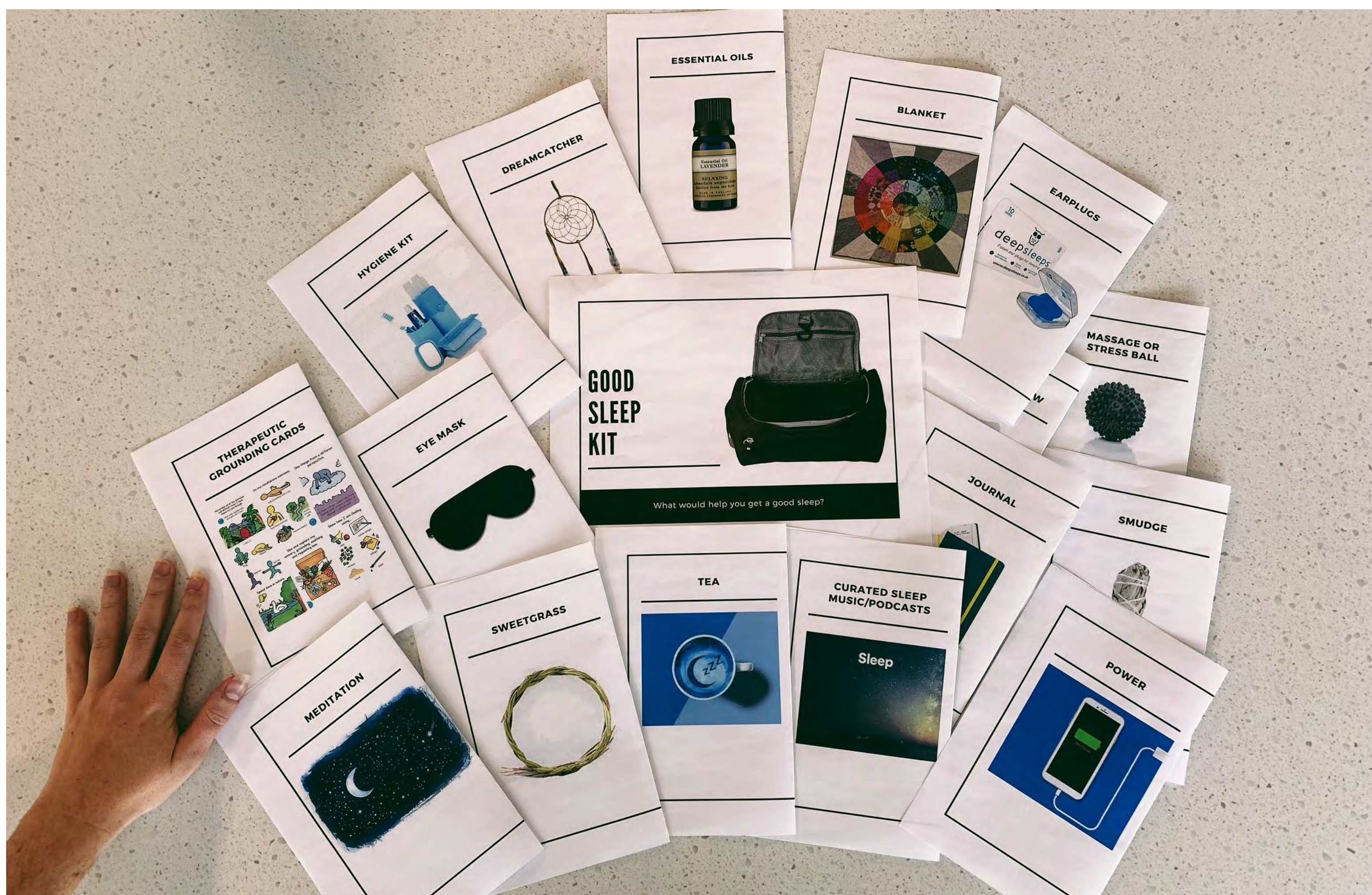
#### Additional Members:

Alyssa Schatz, Rachel Putman, Laurene Viarobo

**Coach:** Ashley Dryburgh

**City Connector:** Nor'Ali McDaniel

# good sleep kit



1

## Idea Generation

The team had initially landed on testing Micro Shelters, but realized we didn't have the ability to expand in that area. We decided to head back to community members to learn more about their needs and experiences with sleep.

2

## Storyboard

We developed a storyboard for our co-design session to determine some of the key elements that would help us land on a prototype. We were looking for an idea that was *feasible*, addressed a *gap*, and that would have *buy-in* from community members.

3

## Co-Design

Our first test was an opportunity for us to hear more about people's experiences, needs, and ideas. Two main themes emerged from our conversations - *access to day-time sleep options* and *access to items that can help facilitate better sleep*.

4

## Pivot

We regrouped to determine which idea to further test. We revisited our criteria and landed on one that was *feasible*, addressed a *gap*, and that came from community members - The Good Sleep Kit was born!

5

## Field Test

For our second test we brought a mockup of our Good Sleep Kit to the Neighbour Centre for feedback. Key items that stood out for community members included Eye Masks and Herbal Teas. A new idea also emerged, focused on a quiet space where people can wind down and reflect before sleep, leading us to consider pivoting again.

6

## Share and Learn

Lastly, our team connected with an Elder and the Shelter Supervisor to gain more insight into our prototype and the two branches that have emerged - *Sleep Aids* and *Rituals for Rest*. Our focus was to learn about how to respectfully create space for our Indigenous community members and about the practices and constraints of the current shelter.

## What's Next?

More testing is needed! We hope to connect with the shelter to test out physical items, like the sleep masks and pillows, and get feedback from community members and shelter workers. We also want to test some Rituals for Rest with the Neighbour Centre, such as tea time and sleep yoga, over the winter months - engaging with an Elder will be central to this work.

Imagine if everyone had the opportunity to **contribute to their community, build relationships with their neighbours, and be valued for their presence.**



## an odd job, now and then

Low self esteem and lack of dignity can be an issue for folks who are experiencing homelessness, and those who are housed often have apprehensions about their unhoused neighbours. This creates a divided community. Our prototype bridges this gap by connecting people who are looking for casual work with neighbouring businesses who have odd jobs that need to be done, building relationships and a unified community along the way.

We started by asking, "What if there was more of a gig-inspired system where one could maintain a profile with reviews, take up small jobs from local BIAs, non-profits, government, or local housing associations?"

### Who are we designing for?

#### The Edgeworkers

Copper-picking, bottle-picking, camping, stealing bikes, black market buying and selling, and sex work are all practices and skills that widen the gap between street life and the 'respectable life.' They come with risks of criminalization and bodily harm, but they also require one to use their intuition and survival skills, demonstrating toughness and contributing to status and self-worth. Getting housed and no longer needing to engage in survival work can create conflict for edgeworkers, who often have few other active sources of self-identification.

### Our big 'A-HA!' moment

There are folks on the southside who are looking for work on a regular basis, and there are businesses in the area willing to support them. We learned so much the day of our field test, and much of it was about our own apprehensions - we also realized how complicated an employment program can be - We need a partner!

Initially, we had been looking at a tech solution, but realized that for the scale of this project that a low tech solution would do. The issue wasn't just about connecting to a job, but rather making space for opportunities and relationships to develop, connecting the right person to the right opportunity, ensuring that everyone feels safe and supported, and that workers rights are protected.

### Who is on our team?

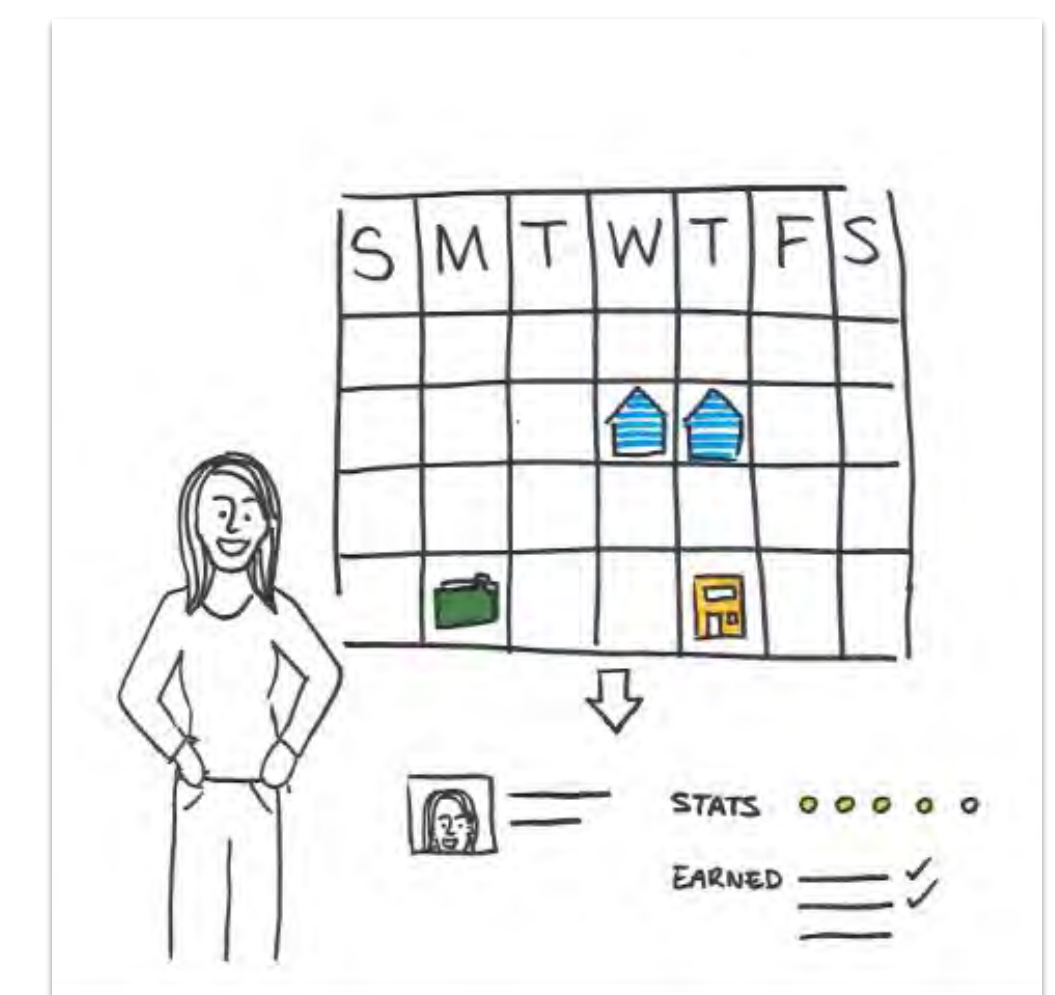
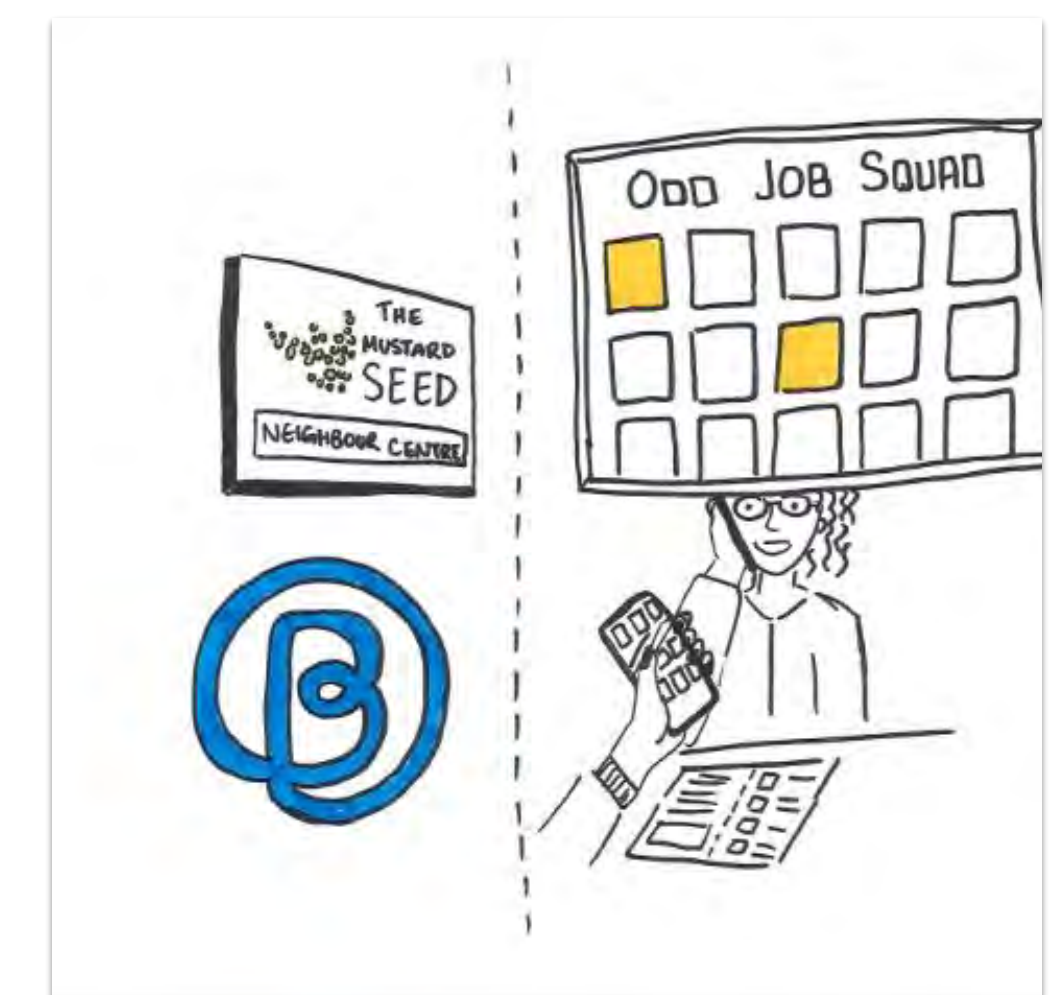
#### Team Members:

Dominique Beaupre, Zeinab Elbarrad, Paz Orellana-Fitzgerald

**Coach:** Sandra Spencer

**City Connector:** Nor'Ali McDaniel

# old strathcona odd jobs



1

## Idea Generation

Our team spoke a lot about the big picture idea, and how this could unfold - high tech or low tech; businesses or neighbours; incentives and relationships.

We had more questions than answers, so we needed to do more research!

2

## Research

We began by connecting with other employment program services to learn about their programs, from casual labour to social enterprises - what worked, what didn't, and what might best suit our community. We also connected with neighbours to learn if odd jobs around the house was an opportunity worth exploring.

3

## Connecting with the Neighbour Centre

After we completed some research, we wanted to connect with the Neighbour Centre and get a better feel for the space and the folks who access it. We spent several afternoons meeting, serving, and chatting with folks there, and arranged a time to head out with Old Strathcona Clean, their weekly casual labour program.

4

## Joining the Lottery

We met with Joe from Old Strathcona Clean and learned all about how his process works - from sign up, to lottery, to heading out to clean.

We spent the afternoon cleaning and learning from those who were working - what did they like about this program and what would they like to do more of?

5

## Business Canvassing

We connected with 26 businesses to learn about the potential opportunities right within the local community.

We discovered that the retail and hospitality industries were less inclined because they solve their "Odd Jobs" with staff on-hand.

High pay-scale businesses were most interested and a mechanic shop and a car wash agreed to participate in our test.

6

## Field Test Day

We added two new 3-hour opportunities to the popular casual placement pool and introduced the community member to the business. At the end of their shift, we received feedback from all participants and reflected on the experience. We learned a lot, and everyone was excited for future opportunities.

## What's Next?

We need your Odd Jobs! We are looking to further explore and test this idea by partnering with Neighbour Centre, Bissell Centre, local businesses, and community leagues. Business and community participation are key to the success of this prototype.

Imagine if folks with lived experience could provide **doula-like support** to **newly housed folks**, helping them to **navigate hurdles** and **form healthy relationships** in their new community.



### **a doula for the newly housed**

When speaking to folks who are living on the streets, they may tell you that at some point in their lives they had housing but that things just didn't work out for them. Our team tried to understand the reasons behind why people are not staying housed.

Our research led us to understand that newly housed folks experience relationship failures in the first few weeks/months of being housed. To start, these people feel isolated from their old communities and networks. Secondly, newly housed folks face relationship challenges navigating their connections with new landlords or housing first workers.

#### **Who are we designing for?**

People who are about to get placed into new housing situations are an important focus group because our research indicates that while a lot of people are placed into new housing each year, a significant proportion of people find themselves back on the streets shortly thereafter.

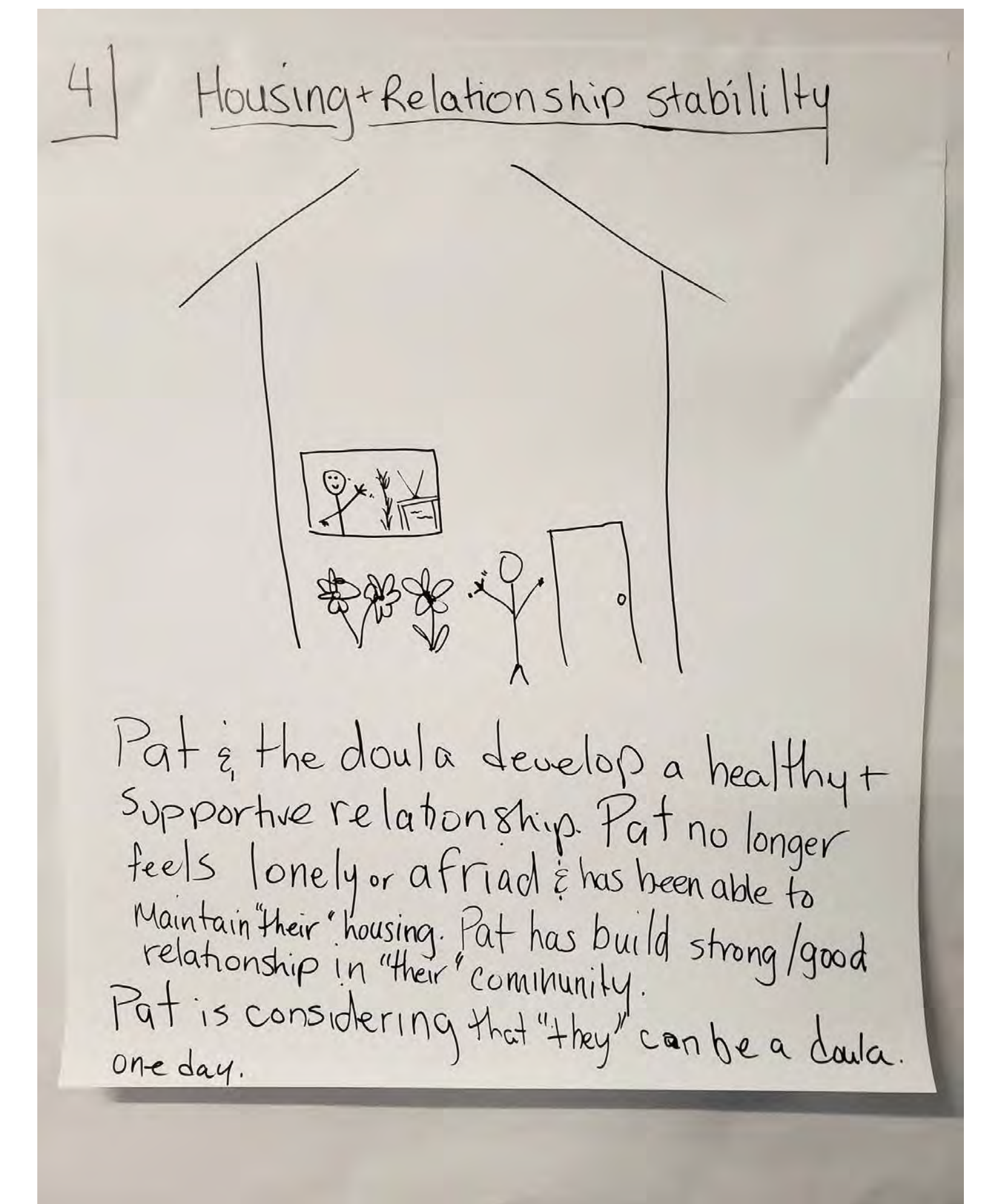
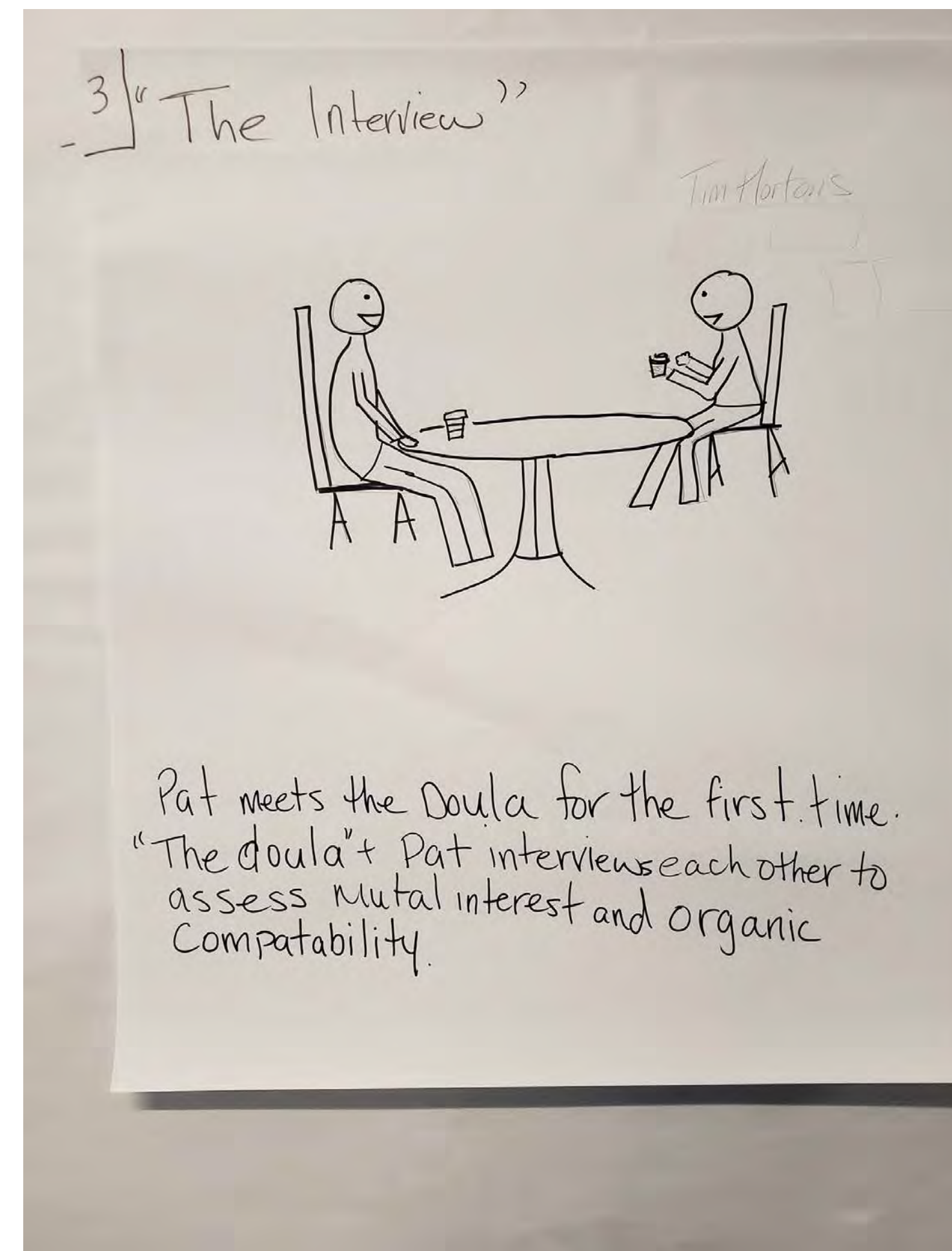
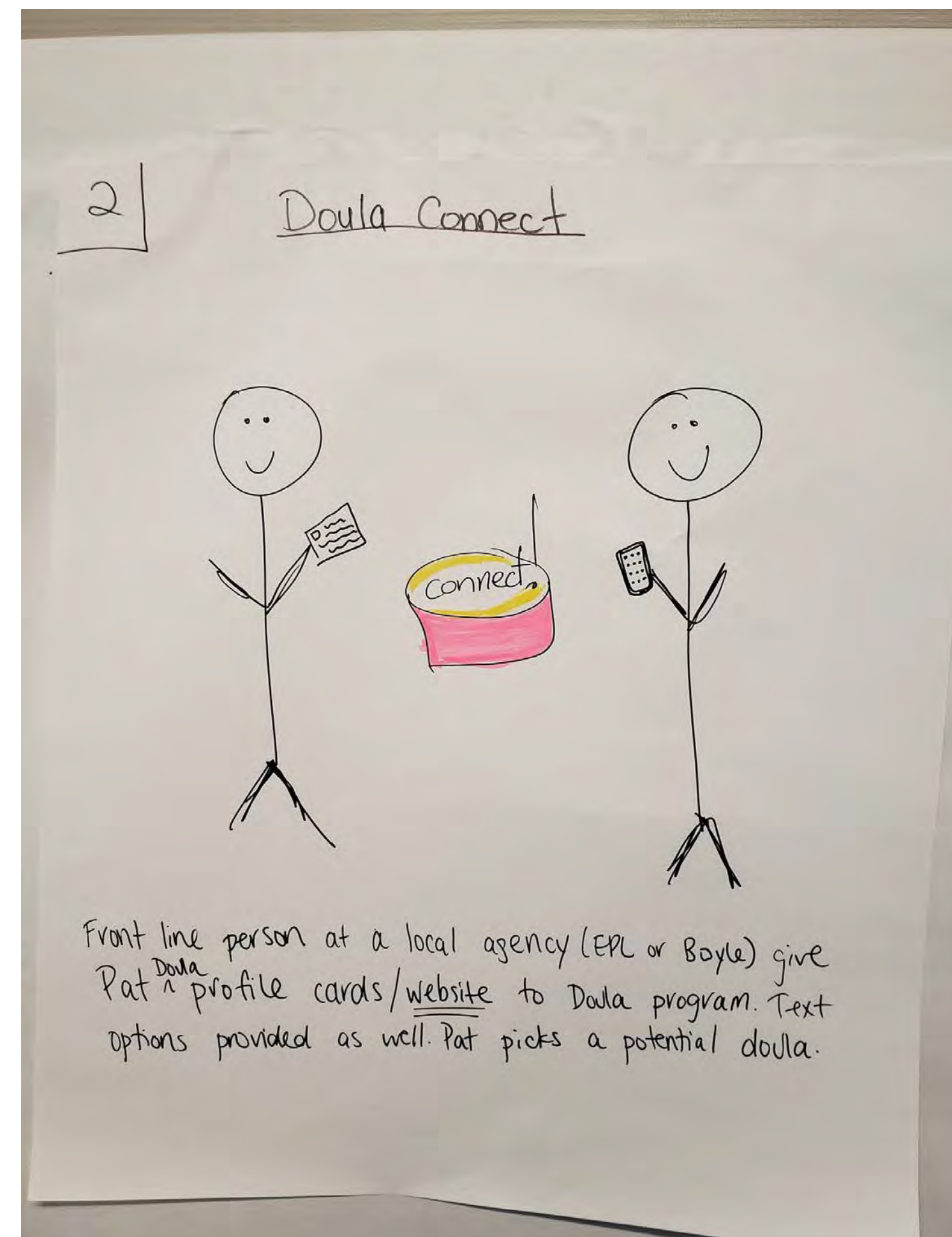
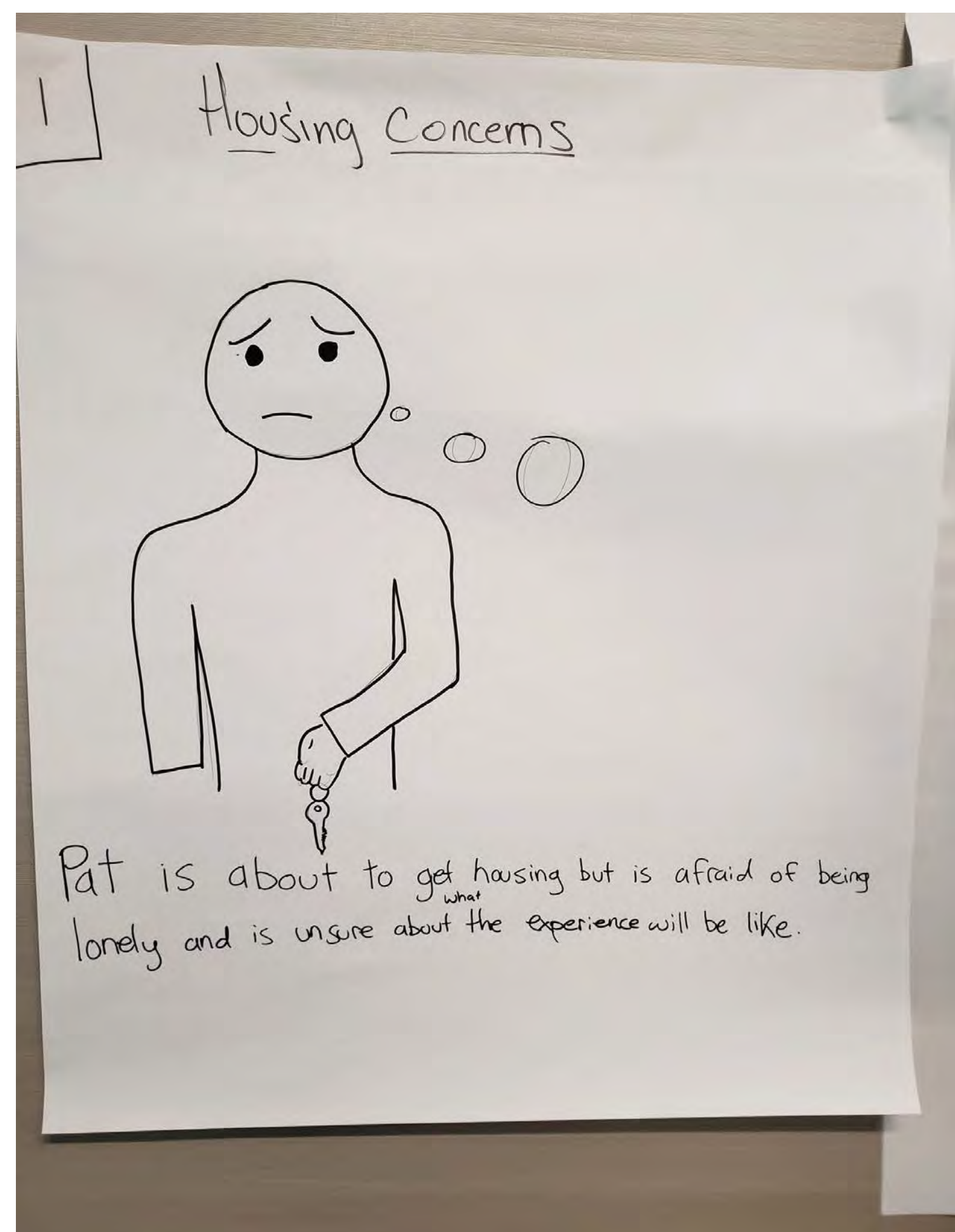
#### **Our big 'A-HA!' moment**

That newly-housed folks prefer to have housing support from people they can identify with (i.e. someone from the same culture, shared language etc.) and someone who has experiential knowledge being homeless.

#### **Who is on our team?**

Barb Hudkins  
Rebecca Visscher  
Bezawit Lemma  
Corey Sullivan  
Rebecca Murray  
Sam Juru

# housing doulas



1

## Game Plan & Story Board

We developed a game plan and a story board to help us think through who we were designing for, idea feasibility and what the service process might look and feel like.

2

## First Field Test

We held our 1st field test at the Edmonton Public Library - Strathcona Branch, and asked community members what they thought about the idea.

3

## Second Field Test

We conducted the 2nd iteration of our field test at the Bissell Centre during a *Housing First* intake workshop. We focused on people who might actually use the Doula support.

4

## What We Did

We created mock doula profile cards and introduced them in our conversations with participants.

5

## What Happened

The profile cards led to a conversation about the proposed idea, and what preferences participants might have for a support person.

6

## What Happened

The profile cards also helped to have deeper conversations with participants, about their own experiences with homelessness

## What's Next?

This concept received positive feedback from participants. The prototype team has decided that with the appropriate program design and partners, this prototype concept should be piloted and scaled.

# Imagine if clients had **choice** over who can **access and use** their **information for good**, and **not jeopardize** their **life opportunities**.



## data sharing is caring!

You know how people seeking support often have to re-tell their story multiple times to different service providers?

We tried to solve this by giving the client control over their information and choosing who can access their data, asking how might we create a new culture of data sharing in the social sector?

### Who are we designing for?

**The client**, so they have control over their data, and their information is shared responsibly throughout the service support system.

**Service organizations**, to ensure better service coordination across multiple service providers, leading to better client outcomes.

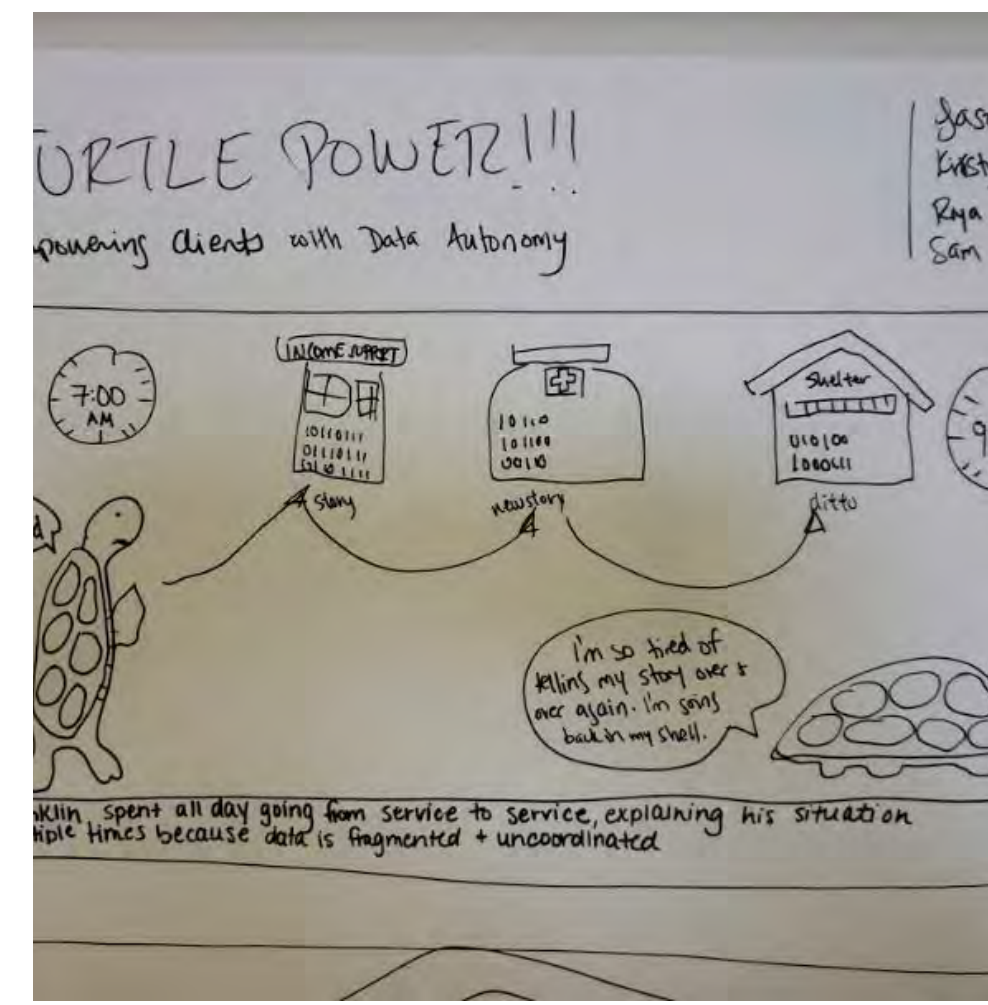
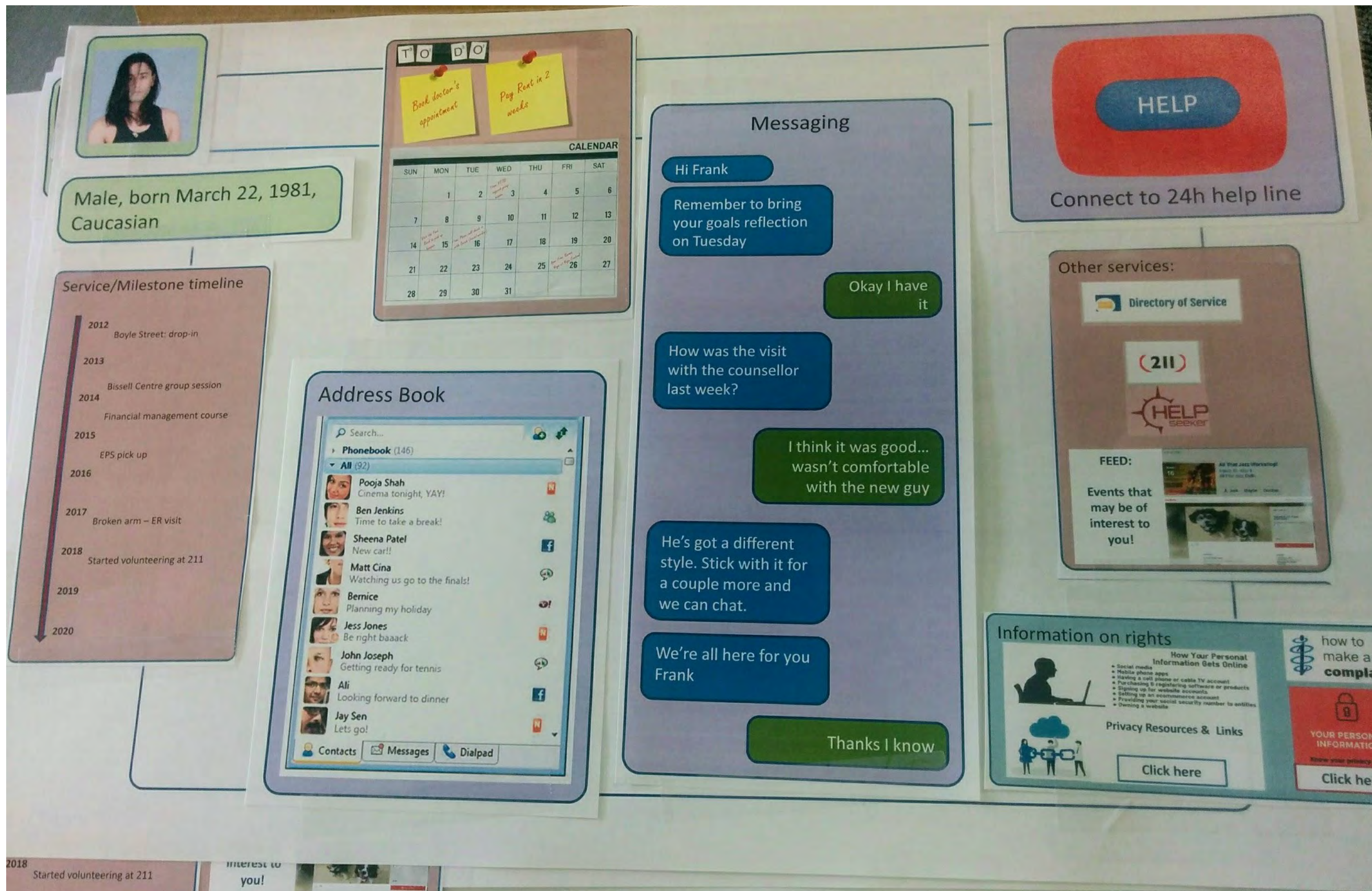
### Our big 'A-HA!' moment

The issue of trust is very important for clients. There appears to be a general mistrust that people who access and use their information are doing so inappropriately.

### Who is on our team?

Jason Lau  
Hayley Irving  
Kirstyn Morley  
Shelly Sohi  
Roya Damabi  
Sam Juru

# data sharing is caring



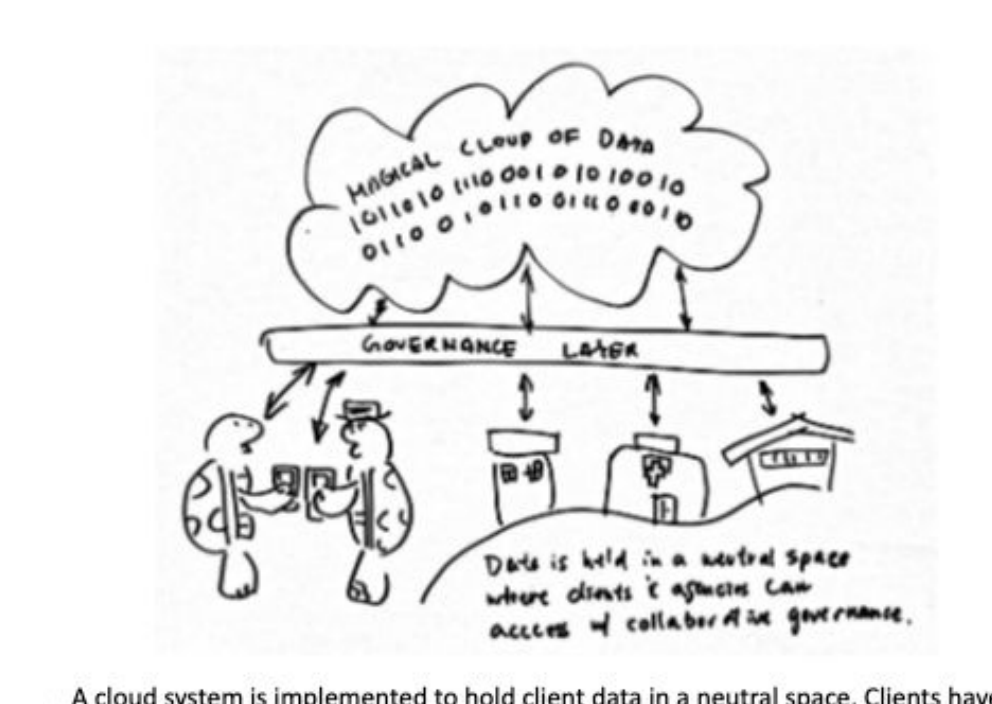
Franklin joins a table with other service providers as an equal voice to talk about data sharing and integrated service planning for his needs.



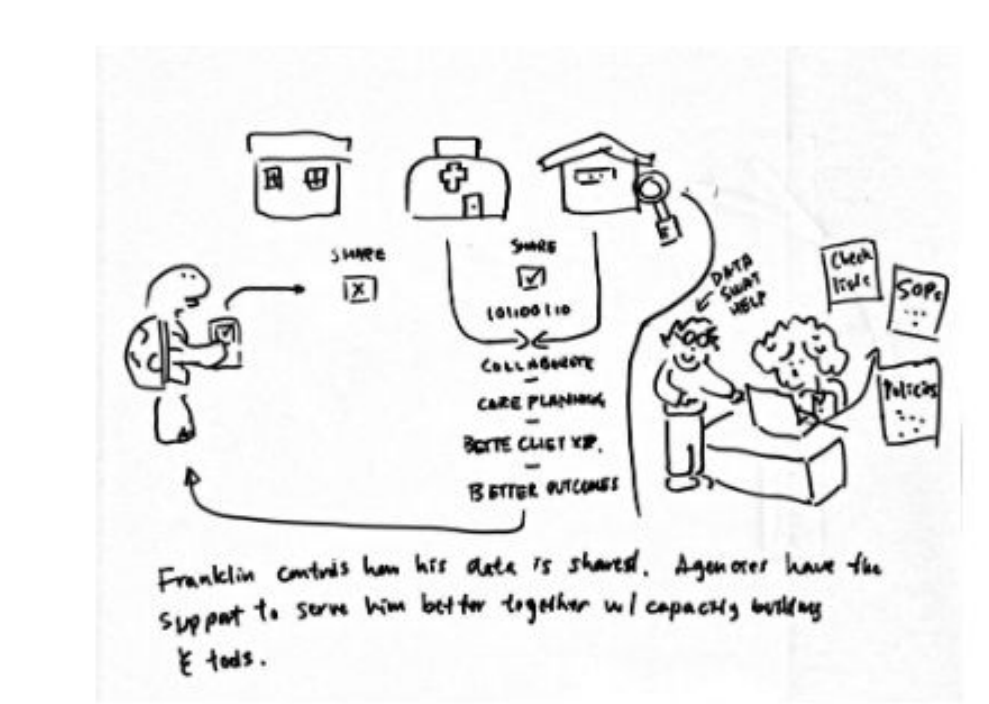
At his final appointment of the day, Franklin expressed his frustration to the agency worker, Ms. Bismark, how frustrated he was with having to repeat his story multiple times to all the different service agencies he visited. He wished the agencies could work together. Ms. Bismark tells him her organization is part of a network of agencies who share information.



Ms. Bismark explains that Franklin can choose to allow her to share information about him with other agencies working to help him. The agencies have all agreed to a data sharing code of conduct to ensure Franklin's information is treated ethically, and he can choose to withdraw his consent at any time. Ms. Bismark will check in with Franklin in a year to renew his consent.



A cloud system is implemented to hold client data in a neutral space. Clients have full control over the use and sharing of their data. Agencies add data on clients' behalf regarding services rendered. Governance is determined in collaboration to ensure responsible use.



Franklin controls how his data is shared. Agencies have the support to serve him better together in a capacity building & team. There are standard checklists and procedures to help Franklin - with support from Data SWAT!

1

## Ideation

We brainstormed different issues related to data sharing.

2

## Storyboard

Then developed a storyboard focusing on empowering the client, better service coordination and security of the client's data

3

## Gameplan

We explored different ways to test out uncertainties.

4

## Research and Testing

Landed on the idea of a Data Dashboard and researched different ways participants would interact with the the data dashboard

5

## Field Test

Facilitated a field test at Boyle Street Community Services with target clients

6

## Review & Evaluation

Still reviewing the feedback we gathered.

## What's Next?

Still in prototyping phase, might iterate.



# Imagine if we could rethink a **back alley** as a **gathering place** to foster **community healing**.



## moving from trashed alley to treasured space

You know how neighbours often live next door to each other for years without knowing each other's names? And how crime in neighbourhoods can sometimes make people feel unsafe and uneasy in their own homes? We tried to solve this by inviting neighbours to connect through a pop up event in their own back alley. We dug deeper and learned about what is really going on in the neighbourhood; and what it might take to make it a place where everyone can feel safer; and what might it take for neighbours to heal and thrive.

### Who are we designing for?

We were designing for residents whose homes back onto a particular back alley in McCauley. We decided to focus our design here because there was a lot of interest and enthusiasm from the community to "do something."

### Our big 'A-HA!' moment

We learned that the block had been trying to recover from violence taking place in their neighbourhood, and that one way to help do this is for neighbours to get to know each other. We also learned how easy it is to encourage these connections to happen. The right intervention at the right time can transform community frustration into positive community action.

### Who is on our team?

#### Community Members

Mark Davis, Todd Janes, Greg Lane, Jill Lang, Heather O'Hearn, Elizabeth Pollock

#### City of Edmonton Neighbourhoods

Greg Brandenburg

#### Prototype Coach

Jeff Ku

#### City Connector

Miki Stricker-Talbot

# alley arts & gardens



1

## Rally around an idea

We quickly decided that we wanted to test the idea of a back alley party.

2

## Create a storyboard

We created a storyboard to figure out how we would invite neighbours to join us and what the gathering might look like.

3

## Go door-to-door

Team members who lived on the block went door-to-door asking their neighbours if they would be interested in a block party and how they might be able to help.

4

## Make a plan for a field test

Dates were set for an alley “work bee” to clean the alley, and for an alley party later that week.

5

## Set the stage (aka doing the dirty work)

The alley was cleaned.

6

## Paaaaar-tay!

The pop up event was held, with neighbours providing most of what was needed: tables, chairs, music, table cloths, and food. We also provided lights and some additional decorative items.

## What's Next?

Neighbours on the block are excited to have another event. Excitingly, there are other blocks in the neighbourhood who were inspired by our test and want to hold their own back alley parties too. Members of our team are also curious to explore more deeply what other sorts of interventions, if implemented at the right time, would transform community frustration into positive community action. How else might we help neighbourhoods heal from traumatic events?

Imagine if **isolated parents-to-be** had a **network that would rally around them**, and **provide** them with the **support** they needed as they underwent this life transition.



### **a baby box with something a little extra inside**

You know how important it is for new parents to have the proper support networks to help them successfully transition into parenthood, and how difficult it can be for people who are isolated to find a way into those networks? We solve this by using a box filled with items for parent-to-be as a way to start forming relationships with people who might be able to provide them with the support they need. People in this network may include doulas, other parents, community members, health care workers, and so forth.

#### **Who are we designing for?**

We were designing for expectant parents who might be isolated for any number of reasons. Perhaps they have a partner who is working out-of-town or multiple jobs. They may be new to Edmonton without familial supports. They may be experiencing homelessness. Or social isolation. We were designing for people who are expecting a child and either don't have a network to support them in their transition to parenthood, or have gaps in their network.

#### **Our big 'A-HA!' moment**

We discovered that this prototype is less about the "what" of the items within the box, than it is about the "meaning and feelings" that the items in the box evoke.

While it's true that the items are important -- in particular for people who may be living at or below the poverty line -- what's also important is that the items provide an opportunity for people reflect on, discover, and/or reclaim their own inner wellness as they transition to parenthood.

#### **Who is on our team?**

##### **Community Members**

Tracey Bradley, Soni Dasmohapatra, Yovella Mizrahii, Laura McDonnell, Taisa Ballantyne

##### **Prototype Coach**

Carla Hilario

##### **City Connector**

Miki Stricker-Talbot

# expectant



1

## Defining the problem

We worked to understand the problem and who we were designing for. We discovered that we were designing for expectant parents who were isolated.

2

## Explore possibilities

We explored different ideas related to how we might support this group of people.

3

## Create a storyboard

We created a storyboard to explore what a “baby box” experience might look like to provide support for expectant parents.

4

## Create a scrappy prototype

Based on our learnings, we created a prototype of the “baby box” out of paper.

5

## Field test

We tested the prototype in the field with birth and family support people.

6

## Keep on, keepin' on (for now)

We'll do a bit more field testing, and will review the feedback.

## What's Next?

We'll be getting together soon to complete an evaluation of our field test and determine what we do next. We've learned through the field testing we've done so far that we should consider framing “emotional and mental wellness” as “Self and Community Care.” We also learned there are a lot of businesses and organizations out there just waiting to help... we'll need to figure out how to harness that energy.

# Imagine if we **got to know everyone** in the neighbourhood — **even** if they have **drastically different life journeys** from us.



## connecting neighbours to neighbours

You know how the more we get to know our neighbours - beginning with a “hello” over the fence - the more comfortable and safe we might feel with them? This can be especially powerful when as neighbours, we are new to the community and don’t know anyone. And even more so when some of us don’t have homes but are still members of the community. We bring together different kinds of people in the community to make food and make friends, put a name to a familiar face, connect over music, and focus on neighbourliness rather than charity. Imagine if, over time, we got to know everyone in the neighbourhood even if they have drastically different life journeys from us.

### Who are we designing for?

Members of the Neighbour Centre and the Strathcona Community League.

### Our big ‘A-HA!’ moment

Bringing vulnerable and non-vulnerable community members together on an even playing field was harder than we thought. Inviting people to a community supper not as a “volunteer” who will prepare and serve food, but rather as a neighbour who will meet other neighbours in their community was unfamiliar territory. When we circulated event tickets, we found the idea was met with apprehension and caution.

*“I knew it would be hard for people to chat with our community members; but if you can’t have a conversation over the dinner table, I don’t know what would change that.”*

### Who is on our team?

**Neighbour Centre** Nova Winter  
**Strathcona Community League**

Maureen Duguay, John de Haan,  
Ann Matheson, Gloria Letwin

**Other communities**

David Kahane, Patty Ko

**Edmonton Federation of  
Community Leagues**

Laura Cunningham-Shiple

**City of Edmonton  
Neighbourhoods**

Chantille Shannon

**City Connector** Keren Tang

**Prototype Coach** Alex Keays

# neighbour connect



## 1 Current State



## 2 Meet Stewart and Tina



## 3 Personal Invite/Ticket



## 4 Neighbour Match Event



## 5 Story-Based Discussion



## 6 Debrief



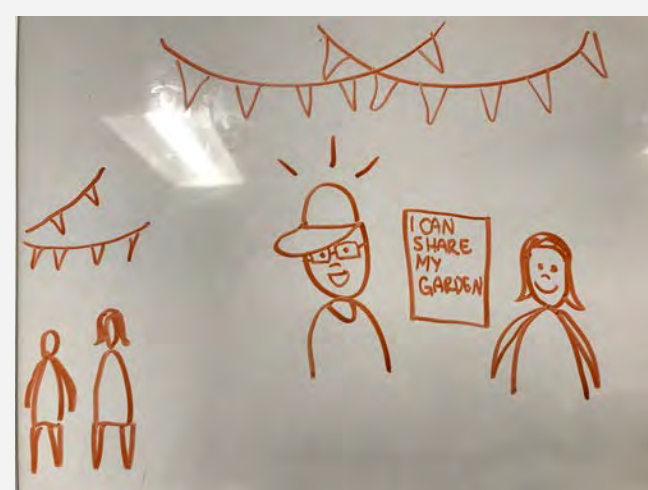
## 7 Casual Encounters



## 8 Groups Form



1



### Create a storyboard

Based on community experience, ethnographic research, and the opportunity area

2



### Hold two community conversations

At the Neighbour Centre and the Strathcona Community League to hear feedback about the idea

3



### Identify and plan a field test

Incorporating intentions to level the playing field (e.g., everyone contribute to meal prep, karaoke)

4



### Gather resources to make the field test happen

E.g., groceries, additional partners, gift cards for door prizes, tickets, advertising, spreading the word

5



### Hold the field test

"BBQ and Karaoke Night" at the community hall

6



### Evaluate

And reflect on what we learned from this experience

## What's Next?

1. Pivot to focus on a conversation about boundaries: "Events need to be structured even though it may feel uncomfortable; maybe we can revisit and explore why we need structure and it's not such a bad thing. Maybe we need to start even smaller. It comes down to boundaries - curiosity is OK and boundary is flexible - it could change once you got to know someone."
2. Spin-off where Neighbour Centre adapts learnings and initiates new partnership with its Dinner Club: "[We can use] the Community League as a site to provide structure with a staff supervision. Or we can host dinner club with the Community League once a month. Dinner Club is a space to break down barriers in a safe and comfortable way."
3. Spin-off into a dedicated City program with the community leagues: The City is always open to opportunities and there's a good possibility to explore pilots to start smaller. "It's a good model for community leagues to explore - EFCL can help promote this model as a way to engage in the neighbourhood."

# Imagine if the community and local businesses are on the same page about **healthy neighbourhoods** and **their roles in it.**



## good neighbours equals good business

You know how if we knew a local business is doing good things in the community, the more likely we are to return to their shop and spread the word?

But sometimes businesses are doing good and the neighbours don't know about them; or businesses don't know what could benefit the neighbours. We solve this by talking to businesses, understanding their motivations for giving back, and bringing residents and businesses together to share with each other.

### Who are we designing for?

Originally our focus was on both business and community members. After the prototyping feedback session, there was great uncertainty and we wanted to learn more about what it was that motivated business owners to do good. The focus was narrowed down to **business owners**.

### Our big 'A-HA!' moment

There are many players working in this space of "Community Benefits," each with a slightly different focus making it difficult to identify a testable, clear, focused idea; it has been challenging for the prototype group to find their niche contribution.








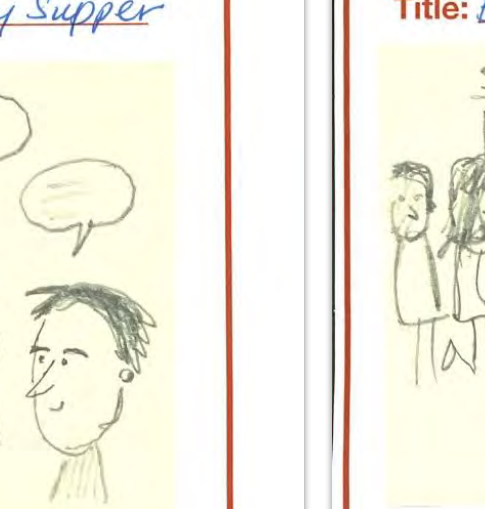

### Who is on our team?

**Key members:** Sydney Gross, Kieran Moran, Laurene Viarobo, Nicole Nunes, Lucenia Ortiz, Leo Wong, Tyrel Brochu, Keren Tang (City Connector), Carla Johnson (Coach)

**Additional members:** Gloria Chalmers, Barb Dacks, Kareema Batal, Ranon Soans

# community business exchange

benefits for all

<p><b>Storyboard Card</b></p> <p>Moment #: <u>2</u></p> <p>Title: <u>An invitation</u></p>  <p>Concisely describe what is happening:</p> <p>Nina receives an invitation to a conversation at her community league to build "strong business-community relationships." She's intrigued given what she just witnessed.</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>1</u></p> <p>Title: <u>Frustrated Storeowner</u></p>  <p>Concisely describe what is happening:</p> <p>Jim is sweeping outside his shop and tells Walter to go somewhere else. He is frustrated. He has a deal with Walter every day. Nina shares a back alley with Jim's shop. She sees this interaction. She knows Walter and wishes Jim got to know him better. As a side business owner, experiencing "sawd" affects her.</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>4</u></p> <p>Title: <u>What do you think, Jim?</u></p>  <p>Concisely describe what is happening:</p> <p>The YEG Ambassador Cody visits Jim on his daily route and shares the mind of ideas community members pitched about how they thought business can give back. He asks Jim for thoughts.</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>3</u></p> <p>Title: <u>Community Conversation</u></p>  <p>Concisely describe what is happening:</p> <p>Nina goes to a meeting. She shares her experience. She suggests that storeowners can give back to the community. "engage the vulnerable population in conversation, and put chairs out for other community members. She hears ideas too."</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>6</u></p> <p>Title: <u>Sharing back</u></p>  <p>Concisely describe what is happening:</p> <p>"These are great ideas," says Cody, "and glad to hear you're already doing some of these things." He invites Jim to the community supper the following week to share his perspective and meet some of his neighbours in the area.</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>5</u></p> <p>Title: <u>Interesting...</u></p>  <p>Concisely describe what is happening:</p> <p>As Jim reads the idea, he jumps out at him: "Chairs out front is not a bad idea. At least that would get people to not sleep across the entrance anyway." 2) "I pay my staff living wage, but need customers to come and not be turned off by the boardwalk out front."</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>8</u></p> <p>Title: <u>Commitments</u></p>  <p>Concisely describe what is happening:</p> <p>At the end of the evening, Jim, Nina, Walter and others follow commitment cards: 1) Jim commits to "being more respectful of water and paper over a bench in front of his shop." 2) Nina commits to "telling her neighbours about Jim's living wage policy." 3) Walter commits to "being more respectful of time since I don't have any garbage behind."</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>7</u></p> <p>Title: <u>Community Supper</u></p>  <p>Concisely describe what is happening:</p> <p>Jim comes to the Supper and meets Nina + Walter. He learns more about both of his neighbours and shares the living wage policy in his business. Nina + Walter return learn more about Jim.</p>	<p><b>Storyboard Card</b></p> <p>Moment #: <u>9</u></p> <p>Title: <u>Benefits for all</u></p>  <p>Concisely describe what is happening:</p> <p>A few weeks later, Jim puts out a bench. Walter no longer leaves behind garbage + helps Jim sweep the sidewalk. More customers from the neighbourhood visit the shop because of the good word Nina put out.</p>
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1

## Recruit

Recruit members to the team - casting the net wide

2

## Dialogue

Convene group to identify a specific test (a dialogue between community members and business)

3

## Get feedback on the storyboard

Honing in on the uncertainty of "what are the motivations of the business owners"

4

## Additional research

Learning about additional research from other stakeholders in this uncertainty (YEG Ambassadors' safety project and guided conversations with business owners)

5

## Identify other players

Looking at the broader picture and identifying other players in the space of "community benefits," "socially conscious businesses," and "giving back."

6

## Review and evaluate

Review results from the Safety project, and other input, and close the prototype

## Key Learnings

1. A clear understanding of prototyping purpose must be shared to gain commitment from team members. There was too much uncertainty to create a sense of commitment.
2. There was a lack of clarity on two fronts: what is prototyping and what is the prototype.
3. Our team did not share a common understanding of prototyping itself and was often distracted by "programming" challenges.
4. The topic itself was also difficult to stay with; there are many people and organizations in this space. Each stakeholder uses different language and has a different reference point. This created a challenge for the group to fully understand each other.
5. The challenge became cyclical; a lack of clarity created a continually shifting membership group, leading to a shifting use of language on the topic with terms such as "giving back", "socially conscious business", "community benefits" to name a few.
6. A number of people already work within various areas related to community benefits. We encountered many projects that are already underway or in development. With the number of stakeholders and their evolving projects at play, it was difficult to find a niche or "space" to make a meaningful contribution with this prototype.



Imagine knowing that **your stuff is safe**, so you can get a good sleep or access the services you need.



## testing a stow & go network

You know how people experiencing homelessness struggle to find a safe place to store their stuff? We tried to solve that through a network of secure storage sites positioned in places where people will need them to access services and opportunities.

### Who are we designing for?

#### Haulers

People who have to carry their belongings around with them, everywhere they go.

### Our big 'A-HA!' moment

#### The Divide

The divide between what our intended service users said they needed - a safe place to store their belongings until they are housed - and what service providers were willing/able to provide - a small, safe place to keep items for the duration of a service visit

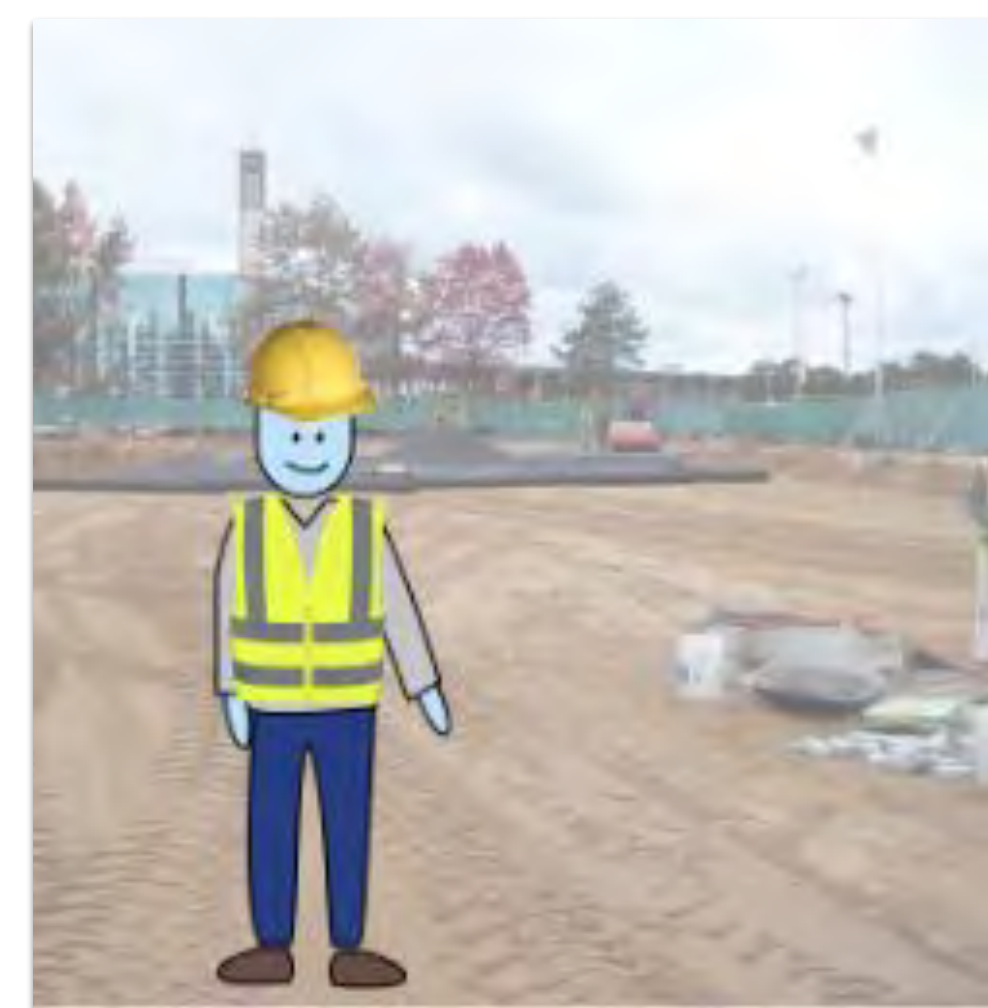
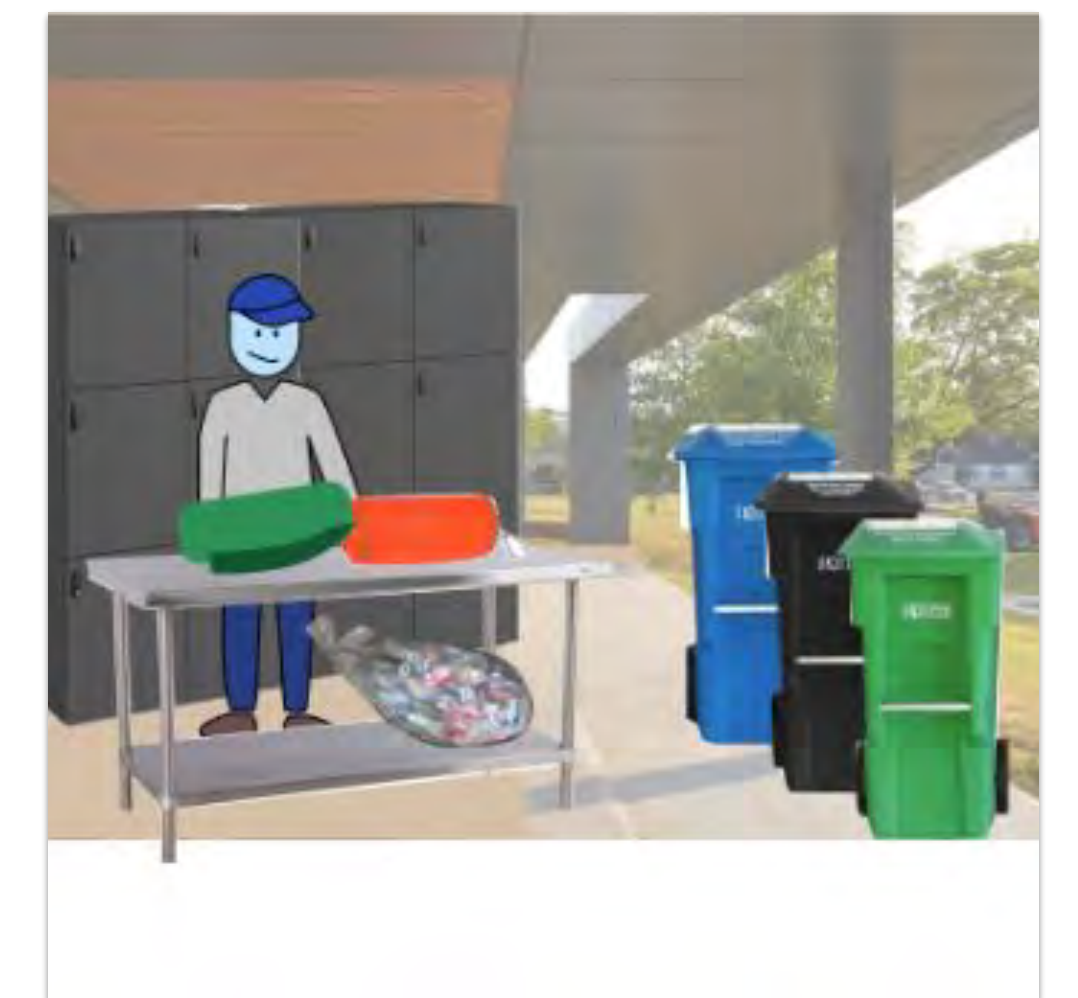
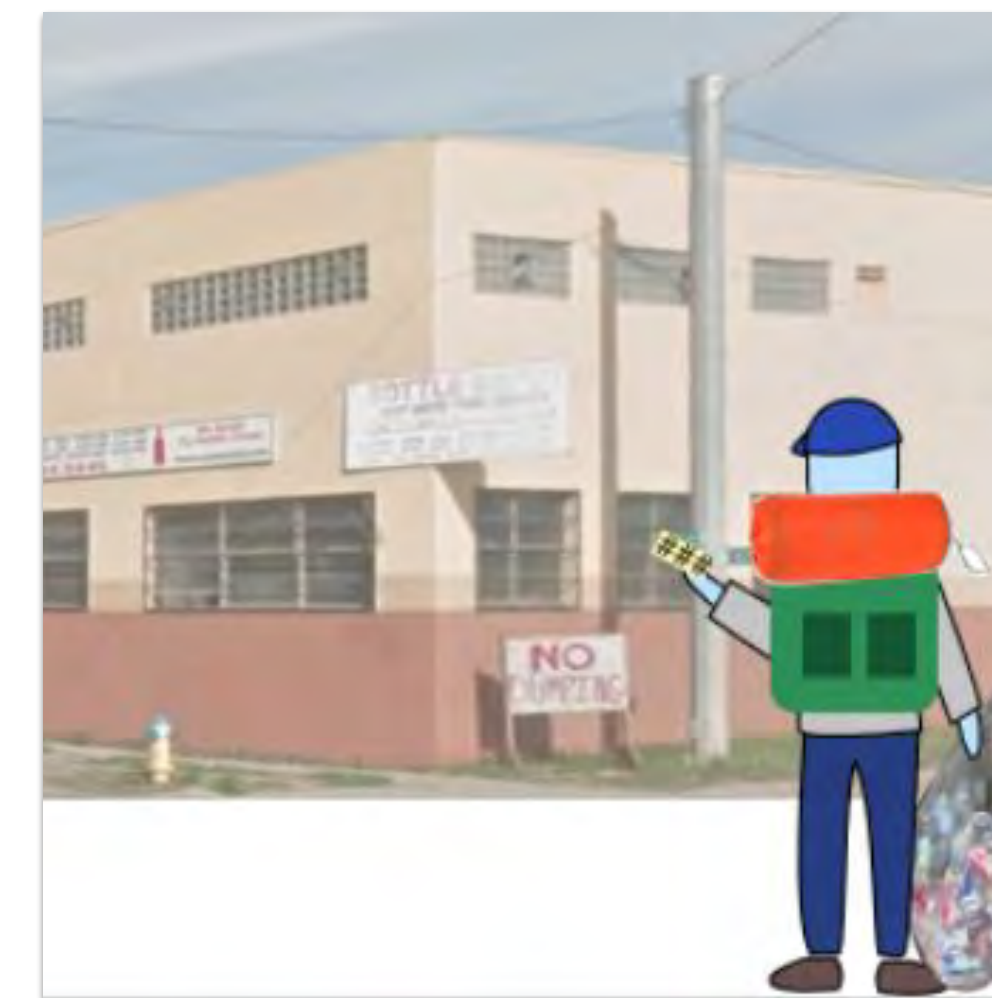
### Who is on our team?

Amanda Rancourt  
Ashley Truong  
Katrina Whiteman  
Stella Xiao  
Linnea Lapp  
David  
Woodru  
ff  
Elliott Tanti  
Nicole Magilton  
Mildred Masimira

# stow & go

## The designated storage space

Secure, weather resistant, sufficient size, identifier so he knows where his stuff is and for staff to keep a record, sealed (bedbugs), accessible for people who don't use services, physical accessibility...



1

### Create Storyboard

Based on community experience, ethnographic research, and opportunity areas. We thought about features to make the user's life easier and what opportunities they might have if their stuff was safely stored.

2

### Test Concept

With potential end users at Jasper Place Wellness Centre, using the storyboard to gather insights. JPWC was selected due to an informal storage situation that popped up on the backside of the building

3

### Develop Service Profiles

Create a refined list of "fake service cards" to demonstrate key features that emerged through the research as possible business or service offerings

4

### Test Service Profiles

Test "fake service cards" by using them to facilitate discussions with potential end users at Boyle Street Community Services - Boyle guests were identified as key potential end users

5

### Crisis of confidence

There was no clear service offering winner, needs were often in conflict, and there was a growing rift between what people needed and what was feasible/viable to provide. Many folks already had ways they were "getting by" and some took offence at the idea of finding a safe place for stuff before finding a safe place for them to sleep or live.

6

### Service Model Split

Came up with two separate service models, based on all of the feedback collected.

- Service Provider Solution - short-term, primarily for the duration of a service appointment. Small in size, items stored and picked up within the same day.
- Lived Experience Solution - long-term storage, until someone is housed. Large enough to fit a bike, shopping cart, or household goods.

Used the evaluation rubric to narrow our focus to one.

## What's Next?

**Pivot** - narrow our focus on the Service Provider Solution, as the most feasible, viable, fastest to implement solution. Also, an opportunity to work with design students on creating a more custom solution has come up. While initially excited by the idea of a high impact solution to address a largely unmet need, we have discovered that there is a lot of low hanging fruit and relatively simple solutions that can be enacted quite quickly. They may not have immediate or high visibility impact, but could improve people's ability to access services, which in the long run, puts them on a path to improve their lives.

Imagine if we had **workshop spaces that create a sense of purpose** for people who otherwise feel disenfranchised.



## but what's a space without something to do in it?

You know how people experiencing homelessness often struggle to find positive ways to occupy their time and have skills that go under-utilized?

We tried to solve that by providing a space that is equipped with various tools and hobby supplies and is designed to facilitate social interaction and skill sharing

### Who are we designing for?

#### **The Edgeworkers & Lonely Actors**

Services that focus on purpose and self-actualization aren't very diverse or pervasive, yet there was a widespread interest in and knowledge of mechanical and workmanship skills. There was a desire for spaces that bring people together based on shared passions (not troubles), and a longing for new forms of contribution and self-expression.

### Our big 'A-HA!' moment

Programs like this have been done and seen success, but have been largely dependent on a passionate leader to keep the program going. When the leader leaves, the program tends to end as well. An open-use space likely would not have the desired effects, a leader/mentor role is required.

### Who is on our team?

Amanda Rancourt  
Sheldon Bauld  
Ana Karbajian  
Marilyn Mclean-Bourgeois  
William Fritzberg  
Elliott Tanti  
Kaitlin Lauridsen  
Nathaniel Chalifoux

# mobile workshop



1

## Create a Storyboard

Based on community experience, ethnographic research, and opportunity areas.

2

## Test Storyboard Concept

And a selection of images of tools with potential end users at Neighbour Centre, to gauge what type of tools/activities people want

3

## Make it Real

Based on the feedback at the Neighbour Centre, a selection of tools was borrowed and bought.

Our tool selection shifted from what we originally thought. There was more interest in arts, crafts, and precision tools and less interest in bike repair and hardware.

4

## Advertise

Use posters distributed to various service provider locations throughout the downtown to advertise our pop-up event. The posters tested;

- If people had "projects" that they would bring in to work on, or if they need everything supplied. Posters specified "You have a project, we provide the tools"
- If people would go to BSCS specifically for the pop-up event

5

## Pop-Up Event

With real tools at Boyle Street Community Services. Testing:

- what people really use, compared to what they said they would use
- whether people had "projects" to bring in and work on, or if they need everything supplied
- were the posters an effective way to advertise the event.

6

## Evaluation

Evaluation of what we learned at the event and of the original concept. There is still a lot to test and learn, but overall, the idea has merit and is worth continuing.

## What's Next?

**Pivot/Persevere.** Overall, the team found that the idea was very viable with strong stakeholder support, but the feasibility was largely dependent on a passionate program leader. We are looking at ways to improve the feasibility, such as partnerships with groups that could provide that leadership/mentor role, e.g. trades associations, universities, and enabling passionate program leaders that already exist in organizations.

Imagine if **outdoor spaces** around Bissell West could **provide a sense of normalcy**, of **belonging**, and **dignity**.



### parking lot to pop-up porch

You know how social service agencies like the Bissell don't have lots of funding for improvements to their physical spaces, yet, these spaces can have a profound effect on the way people feel and interact within them? People are often forced to sit on the pavement while they connect with others in their communities, their own social support networks. These spaces can feel uncomfortable, even undignified, and intimidating to others. We tried to solve this by spending time and energy on finding out what sort of outdoor elements (furniture, landscaping and infrastructure) can solve problems, be attractive, provide dignity, and be meaningful for the community accessing the space.

#### Who are we designing for?

We were designing for people who use the space around Bissell, as well as those accessing services within the building. Folks who gather there should be able to have a sense of normalcy, comfort, and even dignity. Those needing to access the services within the building should not feel intimidated and prevented from benefiting from the services.

#### Our big 'A-HA!' moment

The big 'a-ha' was how the back porch offered a calmer space, one that was very much appreciated and looked after by the community.

It provided a sense of normalcy, dignity.

#### Who is on our team?

Jesika Lefebvre  
Alicia Lewis  
Christie Smith  
Alex Keays  
Sue Holdsworth

# pop-up porch

Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card	Storyboard Card
<p>Moment #: <u>1</u> Title: <u>2014 EVALUATION OF SERVICES</u></p> <p>Concisely describe what is happening: <u>Joe is part of 2014 engagement and is being asked what he thinks of Bissell Centre services.</u></p>	<p>Moment #: <u>2</u> Title: <u>2018 DABBLING WITH OUTDOOR SPACE</u></p> <p>Concisely describe what is happening: <u>Joe is enjoying sitting on the picnic tables outside and listening to music.</u></p>	<p>Moment #: <u>3</u> Title: <u>MAKING A PLAN</u></p> <p>Concisely describe what is happening: <u>A prototype team meets in a Bissell Centre meeting room to make a plan.</u></p>	<p>Moment #: <u>4</u> Title: <u>RESEARCH-INSPIRATION</u></p> <p>Concisely describe what is happening: <u>Individual team members research ideas that might work outside.</u></p>	<p>Moment #: <u>5</u> Title: <u>RESEARCH- ASKING PEOPLE</u></p> <p>Concisely describe what is happening: <u>A team member is asking Joe how happy he is with the outdoor space as it is now, how he uses it, and how he would like to use it in all seasons. He is looking at a few of ideas that were researched in case they resonate with him.</u></p>	<p>Moment #: <u>6</u> Title: <u>SOURCING MATERIALS</u></p> <p>Concisely describe what is happening: <u>The prototype team sources what they can from various places.</u></p>	<p>Moment #: <u>7</u> Title: <u>POP-UP TESTING</u></p> <p>Concisely describe what is happening: <u>Joe is helping to arrange the items outside, and people are starting to enjoy the new amenities, the changed space.</u></p>	<p>Moment #: <u>8</u> Title: <u>PORCH EVOLUTION</u></p> <p>Concisely describe what is happening: <u>Joe and some other community members are rearranging furniture. Bissell staff take notice, they are not disheartened, but are thoughtful and observant, thinking about how to apply what they are learning.</u></p>	<p>Moment #: <u>9</u> Title: <u>EVALUATING</u></p> <p>Concisely describe what is happening: <u>Someone is asking Joe what he thinks. He is giving valuable feedback.</u></p>	<p>Moment #: <u>10</u> Title: <u>MAYBE ITERATING</u></p> <p>Concisely describe what is happening: <u>A different Pop-Up Porch is planned and then rolled out. More learning takes place.</u></p>	<p>Moment #: <u>11</u> Title: <u>SCALING</u></p> <p>Concisely describe what is happening: <u>The changes to the outdoor space are made permanent, and Joe is super happy because we got it right.</u></p>



1

Research ideas that have been used in other places.

2

Engage community members and ask them how they use the space and what they would like to see. Share the researched ideas with them.

3

Figure out what we can source and collect items.

4

Place temporary items outside. Invite/allow community members to change the placement of items.

5

Observation and intercept interviews.

6

Evaluation and determining which elements to scale and other next steps.

## What's Next?

Bissell staff have been working to scale up the prototype and have been making plans to purchase sturdier elements - such as awnings that can be attached to the building in back, and tables that can be bolted down. They have also been seeking permission to park in the alley on a permanent basis so that the parking stalls in the rear of the building can be a back "porch" instead.

Imagine if Edmonton's downtown was a safe and vibrant place, where **different people** could all **feel like they belong and interact without fear of the other.**



## more than just a place to sit

You know how you sometimes feel unsafe in certain places of Edmonton's downtown, or at certain times of the day? We solve this by trying to understand how redesigning public spaces would shift those negative experiences and perceptions.

Imagine if Edmonton's Downtown was a safe and vibrant place, where different people could all feel like they belong and interact without fear of the other.

### Who are we designing for?

Regular citizens that frequent the Downtown, these include:

Office workers

Shoppers and tourists visiting the city

Segments of Edmonton's unhoused population

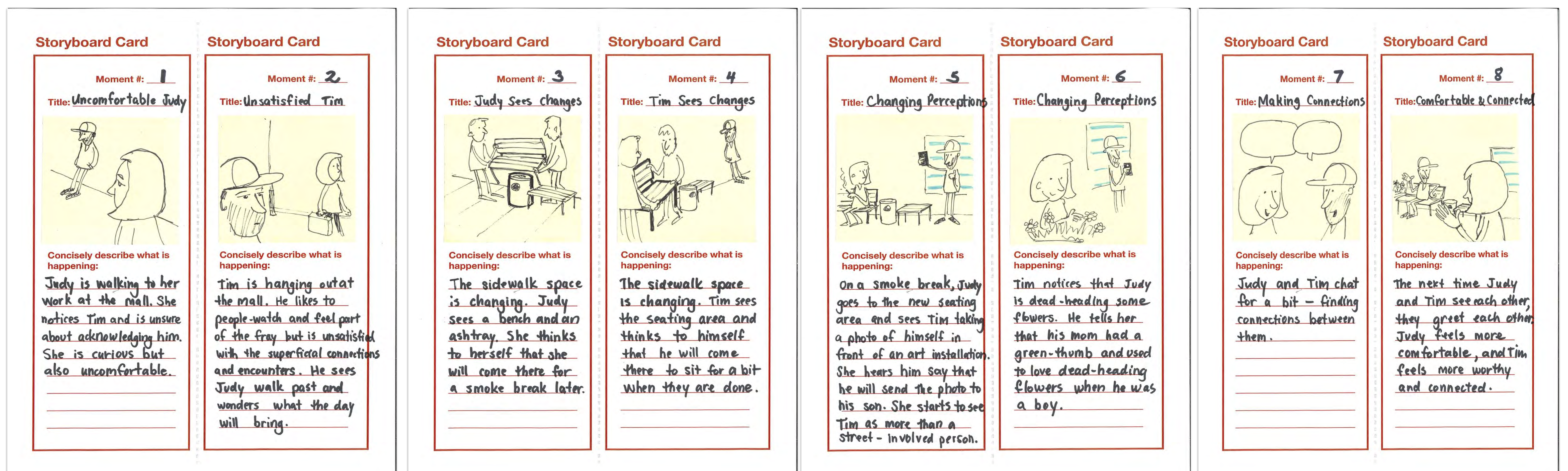
### Our big 'A-HA!' moment

We conducted the field prototype at the start of fall, our big learning was the connection between weather and citizens use of the fixtures we had installed. As we don't have much control over the weather, we decided to design for our most extreme weather occasions, so that the fixtures can be used all year round.

### Who is on our team?

Ian O'Donnell, Sue Holdsworth, Percy Woods, Nicole Nunes, Jeff Ku, Amanda Rancourt, Sam Juru, Pam Brown, Susan Mancini, David Holdsworth, Amos Kajner-Nonnekes, Sarah Dowling, Stacy Schults

# city centre



1

## Convened Different Partners

We held a kickoff meeting, inviting different stakeholders including Oxford Properties, BOMA, Downtown Business Association, Boyle Street Community Services and associated City sections. Stakeholders were asked to articulate the problem from their different perspectives

2

## Game Plan

We then developed a game plan to crystalize our idea and consider the resources we would need.

3

## Storyboard

Next, we developed our story board to help us visualize interactions between the fixtures we were planning on installing and people.

4

## The Props

We purchased 2 benches, solar lighting, ashtrays, acquired planters and had a mural installed.

5

## Research & Evaluation

Once the prototype was set up we hired 3 Sociology students from MacEwan University to evaluate the prototype through observation and talking to people. The evaluation occurred over a seven day period.

6

## Scaling

Finally, the prototype team met to review the evaluation results, and a decision was made to scale and expand this prototype, around the entire periphery of City Centre Mall and maybe even to other buildings in the future

## What's Next?

Scale, introduce more benches, artwork, ashtrays and lighting. Use winter design guidelines so fixtures are usable all year round.



Imagine if **storefronts** that were waiting to be leased could be **activated by local artists** and contribute to urban vibrancy.



## Improving urban wellness by filling empty storefronts with art

You know how a vacant storefront can make a street feel less welcoming? What if owners and landlords were matched with local artists to activate spaces that would otherwise be sitting empty, waiting for a permanent tenant?

Instead of dirty windows and a single "FOR LEASE" sign hanging up, imagine a pop-up dance studio or community gallery. Imagine if this could give artists an opportunity to show their work to the community while also giving building owners a chance to show off their space? This research began with a RECOVER prototype in 2018 and continued with Fellowship research in 2019.

### Where was the prototype?

The Great Western Garment (GWG) building was used as the prototype location in May 2018. It is now the new permanent home for the Downtown Edmonton Farmers' Market.



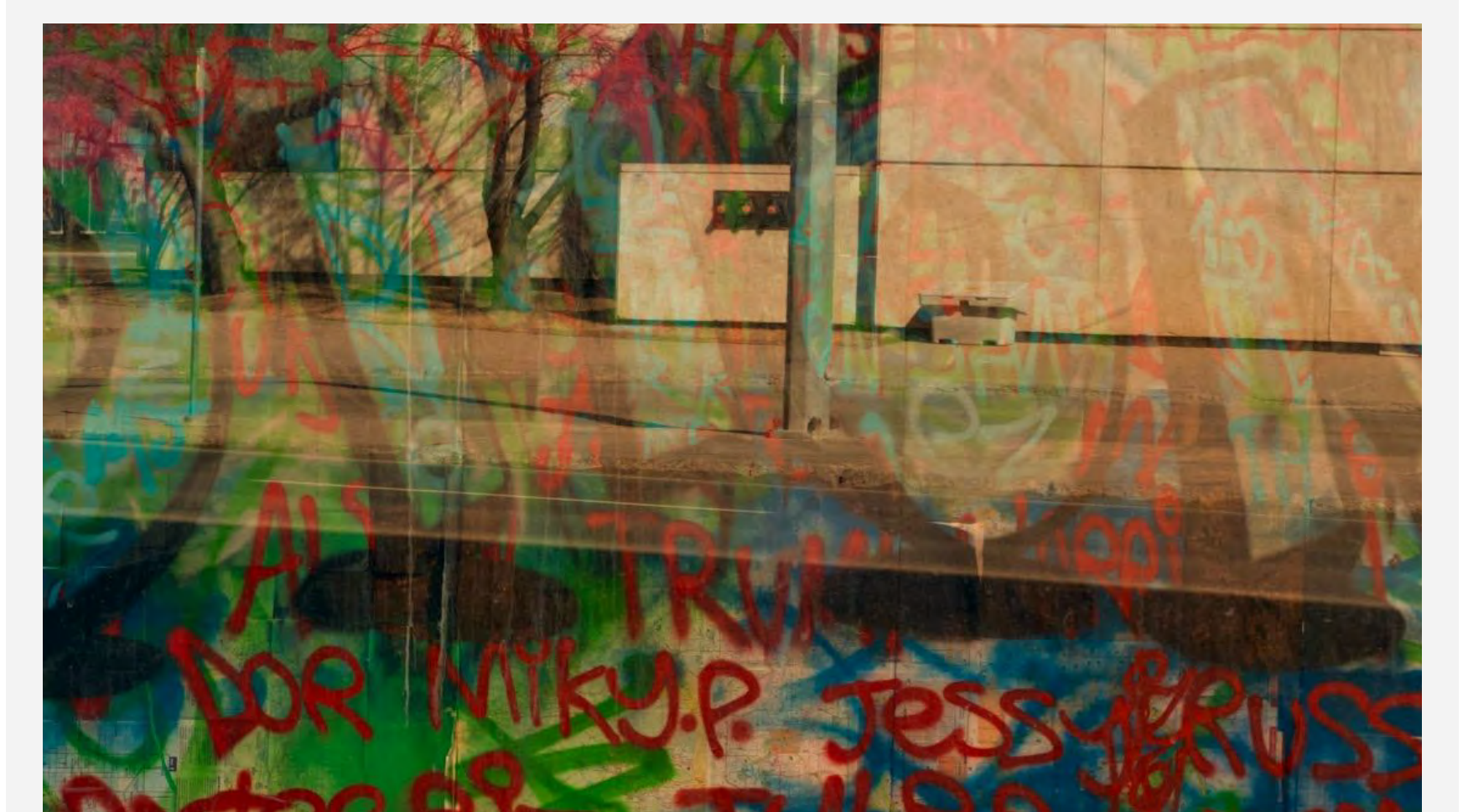
### The Art Exhibit

Artists from the Indigenous Artisan Market Collective and iHuman Youth Society activated the GWG building's windows with art installations.



### Who is on our team?

This project was part of Grant MacEwan's Social Innovation Institute Fellowship, in partnership with Arts Habitat and the City of Edmonton's RECOVER initiative.

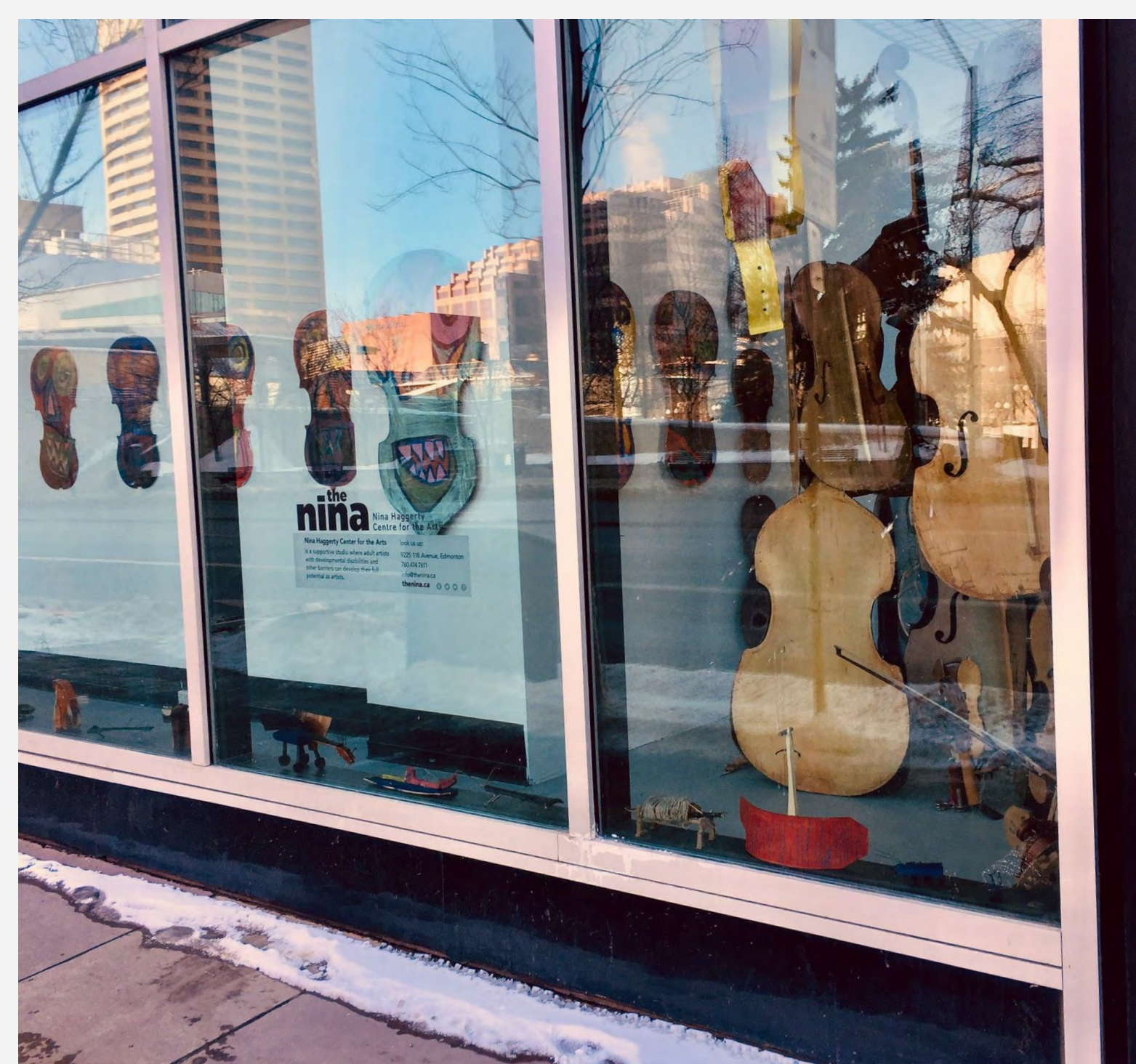


# Activating Empty Storefronts



## Issues with Empty Storefronts

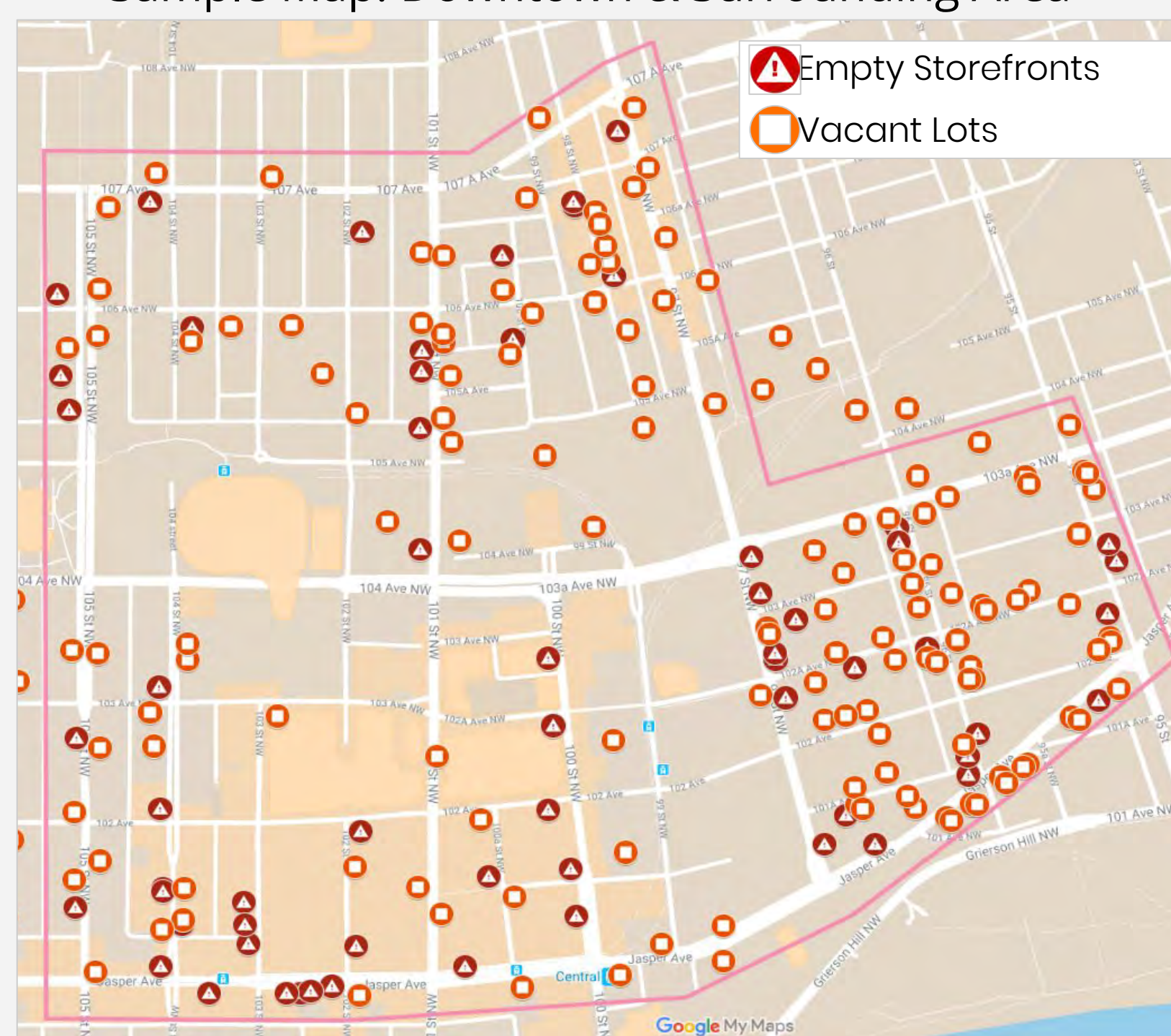
- Decreases vibrancy, walkability & safety
- Contributes to a lack of a sense of community
- Negatively affects surrounding businesses
- Can lead to blight in an area



## Why the Arts?

Artists and arts space can bring positive changes to a neighbourhood in many ways, through arts events, shops and galleries, job creation, community building and public art (to name a few).

Sample Map: Downtown & Surrounding Area



## Methods of Research

- Literature Review
  - Analysing the current literature on activating storefronts
- Jurisdictional Scan
  - What are other cities doing?
- Stakeholder Interviews
  - With community members, business associations, real estate representatives, planners, and artists
- Two Site Studies
  - Inventories of vacant storefronts in two areas were built



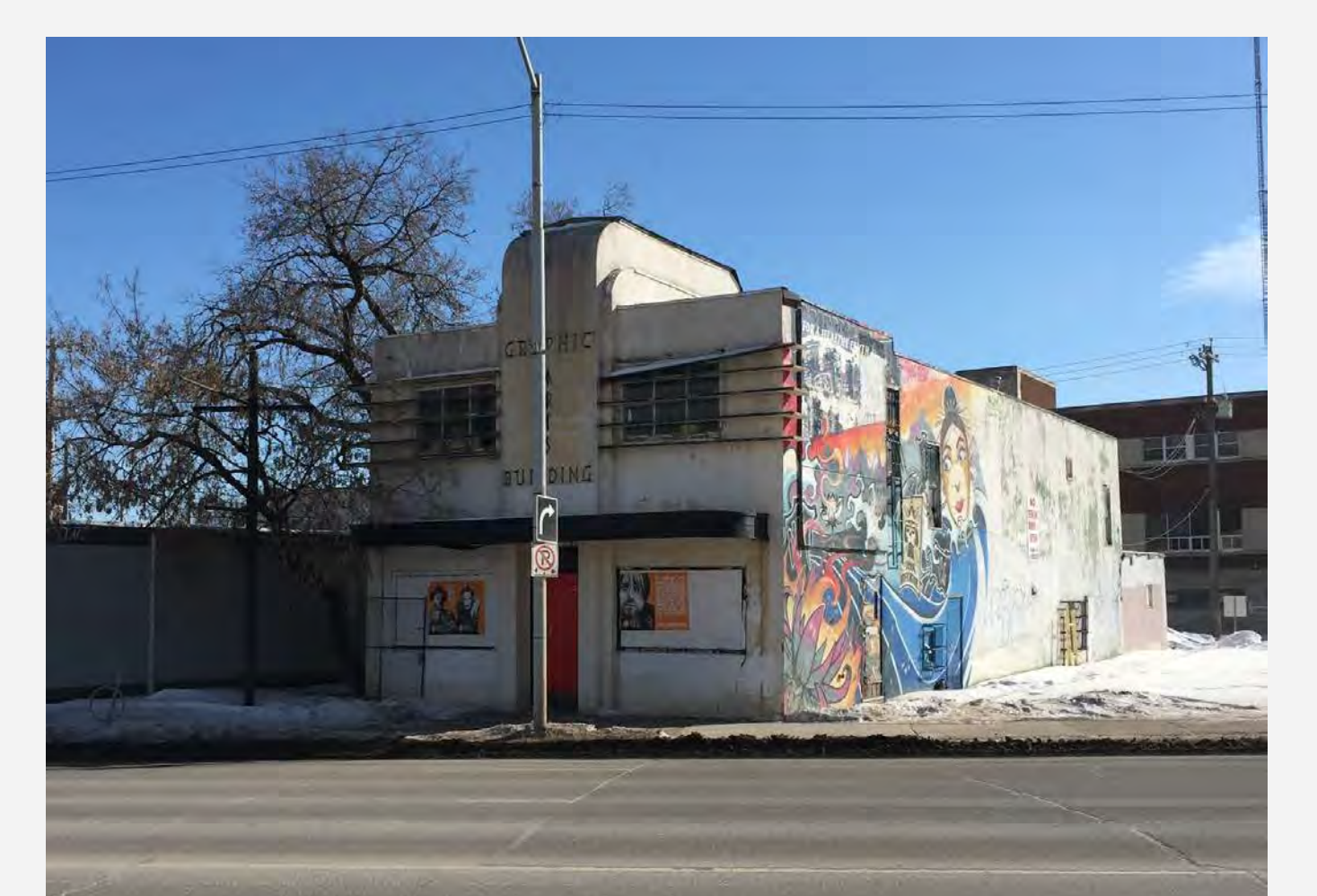
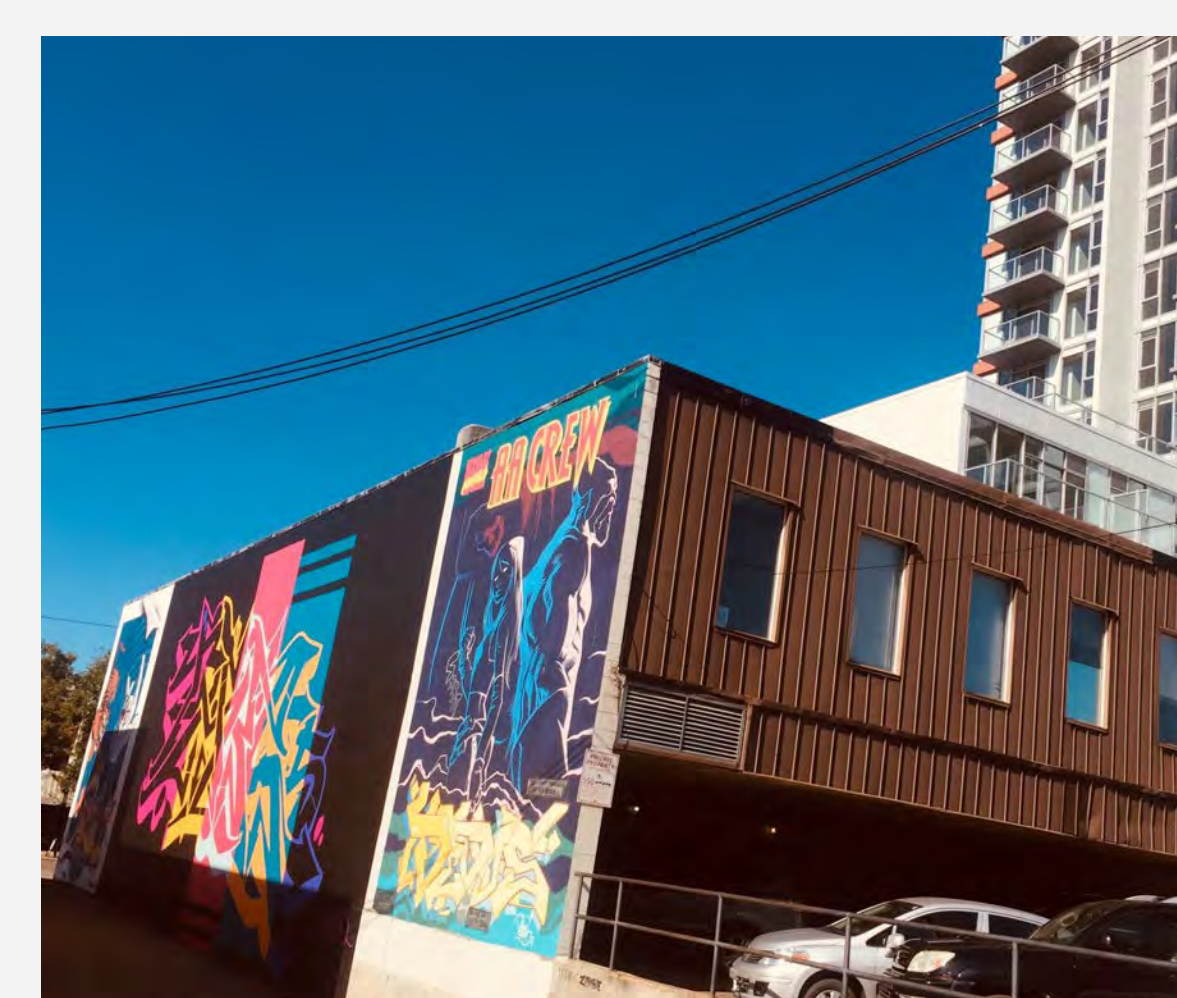
## Recommendations and Next Steps

**Short term permits & relationship building:** forge connections between artists and real estate brokers to temporarily activate space.

**Processes:** make the permitting and zoning process easier to understand.

**Insurance:** tailor insurance packages for various artistic practices.

**Inventory:** create neighbourhood-level inventories of vacant space.



Imagine if we could **balance compassion and evidence** as we **pursue positive social change** with pooled investments.

We talk a lot about the toll of social disorder and people feeling disconnected from their neighbours.

We are solving this with common sense solutions that are centred on people and driven by on-the-ground insights.

IMPROVING EDMONTON'S URBAN WELLNESS





# what are we **working on next?**

## Continuing with RECOVER Approach

In Year 3 we'll be continuing our work in Research, Prototyping, Evaluation and Shared Leadership. One of our main focus areas will be to refine and test the promising ideas that require a bit more runway. These tests will be more robust than the first round of prototyping. We call this *high fidelity* prototyping.

We'll also be continuing to build out the relationships with our Catalyst Team and test those roles, including the different levels of support prototypes need to move beyond testing to varying types of scaling.

## Human-Centred Design Partnerships

Our team is tackling a new human-centred design challenge at Clareview Community Recreation Centre. Working with staff and patrons, we're guiding the research and design, testing and evaluation of potential solutions that can improve relationships and services at the facility.

We're also partnered with a cohort of students from the UofA Industrial Design Program, who are working on their final capstone project to design solutions for marginalized populations. Topics being explored: Expectant Parents Experiencing Homelessness, Storage, Addiction.

## good sleep kit

### testing good rituals for sleep

Imagine if a good night's sleep was possible for everyone.

Pilot Sleep Kit  
Pivot Sleep Rituals

## old strathcona odd jobs

### an odd job now and then

Imagine if everyone had the opportunity to contribute to their community, build relationships with their neighbours, and be valued for their presence.

Pivot/Persevere

## housing doulas

### a doula for the newly housed

Imagine if folks with lived experience, could provide doula-like support to newly housed folks, and help them to navigate through hurdles while forming healthy relationships in their new community.

Pilot

## data sharing is caring

### giving choice around access

Imagine if clients had choice over who can access and use their information for good, and not jeopardize their life opportunities.

Pivot/Persevere

## alley arts & gardens

### moving from trashed alley to treasured space

Imagine if everyone we could rethink a back alley as a gathering place to foster community healing.

Evaluating

## expectant

### more than a baby box

Imagine if isolated parents-to-be had a network that would rally around them, and provide them with the support they needed as they underwent this life transition.

Evaluating

## neighbour connect

### connecting neighbours to neighbours

Imagine if we got to know everyone in the neighbourhood even if they have drastically different life journeys from us.

Pivot & Spin-Off

## community business exchange

### good neighbours = good business.

Imagine if the community and local businesses are on the same page about healthy neighbourhoods and their roles in it.

Stop, Celebrate Learnings & Move On

## stow & go

### testing a stow & go network

Imagine knowing that your stuff is safe, so you can get a good sleep or access the services you need.

Pivot

## mobile workshop

### what's a space without something to do in it?

Imagine if we had spaces that create a sense of purpose for people who otherwise feel disenfranchised.

Pivot/Persevere

## pop-up porch

### parking lot to pop-up porch

Imagine if outdoor spaces around Bissell West could provide a sense of normalcy, of belonging, and dignity.

Pivot/Persevere

## city centre

### more than a just a place to sit

Imagine if Edmonton's downtown was a safe and vibrant place, where different people could all feel like they belong and interact without fear of the other.

Pilot