



DEFINING BELONGING IN JASPER PLACE

WHAT WE HEARD

Prepared by Lindsay Humber Consulting for
The Stony Plain Road Business Association

October 2023

AT A GLANCE

We Belong in Jasper Place is a community driven initiative aimed at strengthening the social infrastructure of west-central Edmonton as the area transitions out of the city-led revitalization process.

The project is supported by the Stony Plain Road Business Association, who initiated community engagement in early 2023 to better understand how to make the area more connected and welcoming. During our initial conversations, we heard that boosting the community's sense of belonging would create a strong foundation for the community to build capacity to address broader issues.

This phase of the initiative built on these early conversations. In August - October 2023, we engaged with the community to define what belonging means to those who live, work, play and visit the Jasper Place district and beyond. These insights will be used to inform future *We Belong in Jasper Place* pilot projects.

This report summarizes the findings of these engagement exercises, including key themes from our community conversations about what belonging looks and feels like to those who live, work, play and visit in west central Edmonton.

More information about this initiative can be found at www.webelonginjasperplace.ca

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LAND ACKNOWLEDGMENT

We are located in amiskwacîwâskahikan (ᐱᐃᑦᐃᑦᐃᑦᐃᑦᐃᑦᐃᑦᐃᑦ, Edmonton) on Treaty 6 territory and the homeland of the Métis Nation (Region 4).

This place, next to the North Saskatchewan River, has been occupied, traveled and cared for by the Nêhiyawak (Cree), Anishinaabe (Saulteaux), Niitsitapi (Blackfoot), Métis, Dene and Nakota Sioux since time immemorial.

We hope that this recognition inspires you to look further into the Treaty system and the long and vibrant history of Indigenous lands. For our part, we are working to understand how we can better treat each other to fulfill the spirit of [Treaty 6](#) and respond to the Truth and Reconciliation Commission's [Calls to Action](#).



Abiding by the Code of Ethics of the International Association of Public Participation (IAP2), the Lindsay Humber Consulting team has aimed to reflect themes and summarize participant input from the community engagement activities in a manner that captures the essence of what was shared. Any errors or omissions made in this summary report are based solely on our interpretation and analysis of that input.

Lindsay Humber Consulting

WHY THIS, WHY NOW

We Belong in Jasper Place is entirely community-led and initiated. We're focused on exploring the many different ways we can boost our community's sense of belonging - and create a more connected and welcoming Jasper Place District and beyond. The concept of belonging brings with it many opportunities that include community inclusivity, advocacy, community connectivity and strengthened relationships between neighbours.

The initiative is being supported by the Stony Plain Road Business Association who has secured limited funding from the City of Edmonton to jumpstart our process during the next two years. This project is a transition from the City-led *Jasper Place Revitalization Project* which is wrapping up after over a decade of presence in our community. Starting in 2008, the City of Edmonton's revitalization process focused on the Jasper Place neighbourhood (including the neighbourhoods of Britannia-Youngstown, Canora, Glenwood, and West Jasper Place, intersected by Stony Plain Road from 140 Street to 170 Street). This City-led revitalization process is wrapping up in 2023.

While the City's revitalization project comes to an end this year, local community members like the Stony Plain Road Business Association see a continued opportunity to identify more initiatives and projects to improve the social infrastructure of west central Edmonton. To align with the new community boundaries defined in Edmonton's [City Plan](#), we've expanded our focus area to include the Jasper Place district and beyond.

EXPLORING BELONGING

During our initial community conversations in early 2023, we heard that boosting the community's sense of belonging would create a strong foundation for the community to build capacity to address broader issues. This phase of the initiative will focus on engaging the community further to define what belonging means to those who live, work, play and visit the Jasper Place district and beyond. Those insights will be used to inform future *We Belong in Jasper Place* pilot projects.

Belonging is more than just a word. It's about feeling like you're part of something, having your own identity, and knowing you're supported by a community. We are using the term "belonging" to describe a sense of community connection. We believe that when people feel they belong, their sense of commitment to the community increases.

Our goal is to work towards a Jasper Place where everyone can thrive.

HOW WE ENGAGED

The focus of this phase of engagement was to understand what belonging means to those who live, work, play and visit Edmonton's Jasper Place District and beyond.

Understanding that September is often a busy month for those who we were looking to engage, we took a digital-first approach to our outreach, inviting participants to share their responses to a number of key discussion questions through an online survey, social media, one-to-one conversations and online brainstorming tool. This allowed us to connect with community members on their own time from the comfort of their homes.

Virtual newsletters

Newsletters were sent to community members who have signed up through past events, or through our website. These newsletters were used to inform community members of this next phase of the initiative and to direct them to the survey to share their thoughts on community belonging.

Online survey

An online survey was developed and shared with area community members. In the survey, we asked community members how they would measure their current state of belonging to the area, and share what belonging looks and feels like for them. Respondents were also asked to share their ideas to strengthen belonging for everyone in the Jasper Place area.

Social media

A social media campaign was developed to raise awareness of the We Belong in Jasper Place initiative. Social media posts on Instagram, Twitter, Threads and Facebook promoted the website, survey and the All Our Ideas brainstorming tool. Community members were invited to share what belonging means to them using the hashtag #webelonginjasperplace. During one-to-one conversations, community members were also invited to create videos of what belonging means to them, which were then shared on Instagram.

Online brainstorming tool

All Our Ideas is an online platform that allows community members to vote on ideas or share ideas of their own. As ideas get created and voted on, a clearer picture gets developed regarding where a community wants to go with developing ideas further. The All Our Ideas board was shared on the We Belong in Jasper Place website and was also promoted through social media.

**Note that the All Our Ideas platform remains open to feedback and this summary includes data up to October 3, 2023.*

One-to-one conversations

Schools and childcare facilities in the area were invited to share what belonging means to them through an activity sheet that was shared with school administrators. Participants were invited to share images or videos that show what feeling a sense of belonging to your community looks or feels like to them (whether self-created or found on the internet or in a book) and share with the project team.

We also spoke with community members one-to-one as we encountered them in the community to share information about the project, and invite them to participate in the online engagement activities.

WHAT WE ASKED & HEARD

What we heard in response to each of the questions we used to frame engagement activities and discussions is summarized below. Detailed responses can be found in Appendix A and B:

What does belonging look and/or feel like to you? What makes you feel like you belong in your community?

We belong in places that are beautiful and safe

Community members shared that belonging is achieved when a community is clean and feels safe. They want to be able to walk around a clean neighbourhood and feel comfortable knowing their streets are safe.

“Knowing my neighbours, shopping in the area and knowing the owners, feeling safe enough to go for walks.” –Online Survey Respondent

Belonging with those you care about

Community members shared that belonging is about spending time with the people you care about. We heard that communities need to have spaces that facilitate connections between friends and families, as well as spaces for children to connect.

“Seeing familiar faces and receiving warm welcomes when I visit local businesses. Giving back to my community and feeling like I can make even a small difference. Watching my kids grow up and get involved with their peers in the community.” –Online Survey Respondent

Spaces that cater belonging

Belonging is being part of a community that has opportunities to connect and be active. Things like community events and having active busy public spaces and streets contribute to the community's sense of belonging. Businesses also play a role in creating opportunities for community members to connect with one another.

"Belonging feels like when there are ways to engage. Like I could support local businesses, meet friends there, walk around or bike." –Online Survey Respondent

To know and be known

Knowing the names of your neighbours and your neighbours knowing you is a key component to feeling like you belong in a community. We heard that Jasper Place community members are eager to help one another and better know one another. Trust plays a big role in being able to foster these relationships.

"Our family has lived here since early 2004. Our 3 kids were born while we lived in this house. We belong here because we live here, we help out here, we support neighbours and friends here. People recognize us, we recognize them." –Online Survey Respondent

A place where everyone can contribute

Community members shared that belonging looks like being able to contribute to your community regardless of who you are. A community that is inclusive and makes space for everyone to volunteer or be a part of the action is important for Jasper Place community members. We heard that community members are eager to make a difference in their community.

"Opportunity to engage with neighbors, supports for all community members who need them, active work to stamp out prejudice and encourage inclusion. Finding ways to showcase the varied people who live here." –Online Survey Respondent

How would you describe your sense of belonging to your local community?

We heard that while some community members feel a somewhat or strong sense of belonging in the area, others feel a somewhat, or very weak sense of belonging.

Is feeling a sense of belonging to your community a priority for you?

Many community members who participated in the online survey shared that feeling a sense of belonging was a priority for them.

How might we strengthen belonging in our community? What ideas do you have?

Strengthening safety

Through the online survey, community members shared that by strengthening safety, people will have an increased sense of belonging. Seeing the effects of drug use and addictions is a barrier to developing a sense of belonging in the community. By supporting law enforcement efforts and exploring ideas like a community watch, community members will feel that much safer allowing for our sense of belonging to grow.

“I would spend more time in the area and be more likely to bring my kids if I felt safer there.” –Online Survey Respondent

Through the All Our Ideas online brainstorming board, the following suggestions related to this topic received community votes:

- Creating a greater understanding of bylaws and district planning (75 votes)
- Creating tools for de-escalating situations (54 votes)
- Highlighting and promoting acts of kindness in the community (45 votes)

Community events

Community members shared that belonging could be strengthened by hosting more community events where the community could come together and be active. That activity could also be encouraged daily on the streets by finding ways to encourage community members to be active outside.

“More smaller, block sized activities - competitions even. Anything to get people out and working together for a common goal.” –Online Survey Respondent

Through the All Our Ideas online brainstorming board, the following suggestions related to this topic received community votes:

- More community events in public spaces (like Let's Get Physical!) (36 votes)
- Outdoor recreation opportunities (75 votes)
- Community wide events that celebrate cultural holidays (63 votes)
- Increased online activity from community leagues in the area (50 votes)

Strengthening the local economy

Businesses have the opportunity to play a role in fostering a stronger sense of belonging in Jasper Place. Community members are interested in finding ways to support businesses. Ideas of a community driven market were shared as well.

*“The market that was at the orange hub was a great idea when it was there”
–Online Survey Respondent*

Through the All Our Ideas online brainstorming board, the following suggestions related to this topic received community votes:

- Community owned enterprises where profits are invested back into the community (82 votes)
- Stony Plain Road Big Bucks Program (36 votes)

Strengthening bonds between neighbours

When neighbours know one another, people feel like they belong to a community. Community members want to explore different ways we can foster opportunities for getting to know one another. Opportunities for more community engagement where community conversations could be had also lets people know what your neighbours are thinking.

“Community meetings, workshops, community garden, festivals...etc. Get together to get to know everyone who lives in the community.” –Online Survey Respondent

Through the All Our Ideas online brainstorming board, the following suggestions related to this topic received community votes:

- Developing opportunities for neighbours to better know one another (89 votes)
- Social media pages dedicated to boosting connectivity and belonging in the community (83 votes)
- A website that shares community news and resources that strengthen belonging (83 votes)
- Supporting Community Leagues to connect with their residents (80 votes)
- Creating resources and tools for community members to become block connectors (60 votes)
- Developing a community league director mentorship program to pass on community league governance wisdom (56 votes)

Public spaces for connections

We heard that to connect with your community, you need spaces that foster connections. There are existing spaces in Jasper Place like playgrounds, businesses and parks that could be strengthened to foster more connections. Reimagining existing public spaces and creating new gathering spaces were shared as options to explore.

“Create intentional public meeting spaces; parks, benches, patios, playgrounds. These should be in many areas, not just at school grounds.” –Online Survey Respondent

Through the All Our Ideas online brainstorming board, the following suggestions related to this topic received community votes:

- Creating welcoming entry points to the community (69 votes)
- A mural festival that beautifies different parts of the community (60 votes)
- Mapping community strengths and assets (80 votes)
- Making public parks more accessible (60 votes)

Supporting vulnerable community members

We heard that all community members deserve to feel like they belong. The time, treasures and talents of local community members can be used to support those less fortunate, through reimagining some of the services and supports that help meet their needs.

“More services for homelessness and addictions.” –Online Survey Respondent

Through the All Our Ideas online brainstorming board, the following suggestions related to this topic received community votes:

- Developing tools of who to call and when (82 votes)
- Identifying resources for citizen to help vulnerable individuals (64 votes)
- Increased access to basic health and wellness services (58 votes)

WHO WE HEARD FROM

We heard from a wide variety of people in the community. Participants identified themselves as long time residents of the area, volunteers, soon-to-be parents and established parents, amongst others. Specific responses for each of the questions we asked, including how people are connected to Jasper Place, their gender identity and the groups they belong to, are shown in Appendix A.

Participation numbers for each of the engagement activities described above are shown below.

Engagement Activity	Participation
Virtual newsletters	<ul style="list-style-type: none"> • 3 newsletters were sent out to 151 recipients • On average 81 people opened them • On average there was a 4% click rate
Survey	<ul style="list-style-type: none"> • 59 community members completed the survey
Social media	Facebook <ul style="list-style-type: none"> • 102 followers

Engagement Activity	Participation
	<ul style="list-style-type: none"> • 126 post reactions, comments and shares • 1.9K post reach <p>Instagram</p> <ul style="list-style-type: none"> • 70 followers • 733 post likes, comments and shares • 15.K post reach <p>Threads</p> <ul style="list-style-type: none"> • 8 followers
All Our Idea Board	<ul style="list-style-type: none"> • 330 total votes as of October 3, 2023

NEXT STEPS

Thank you to everyone who participated in these activities! We appreciate your insight. Your input will be used to create a vision for our community where everyone feels like they belong. This vision will then be used to guide a microgrant program for pilot projects aimed at boosting our community's sense of belonging later this year.

GET INVOLVED!

The We Belong in Jasper Place project is community driven and community-led. That means we need the help of community minded folks like you and your neighbours to move the work forward!

There are many ways to get involved, please visit us at www.webelonginjasperplace.ca to see what we are up to and sign up for our email newsletter. We're excited to share the different ideas we collect and support as this project grows!

QUESTIONS?

If you have any questions about this initiative, or would like to learn more about the *We Belong In Jasper Place* initiative, please contact:

Todd Janes

Stony Plain Road Business Association

- Phone: 780.477.5169 or 780.807.5526
- Email: director@stonyplainroad.com

Lindsay Humber

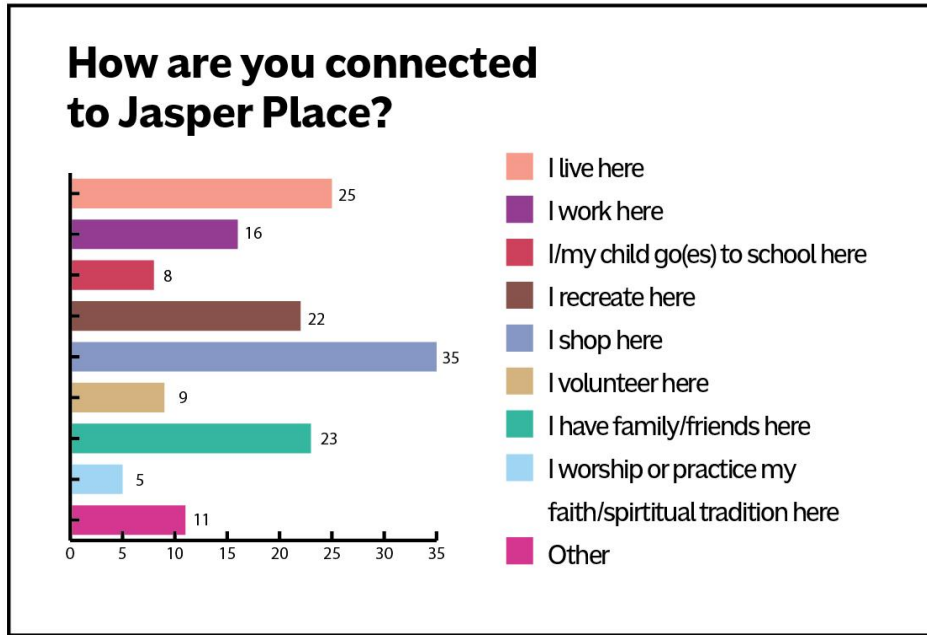
Lindsay Humber Consulting

- Phone: 780.716.1519
- Email: hello@lindsayhumber.ca

APPENDIX A: ONLINE SURVEY RESPONSES

Verbatim responses from the online survey are included below.

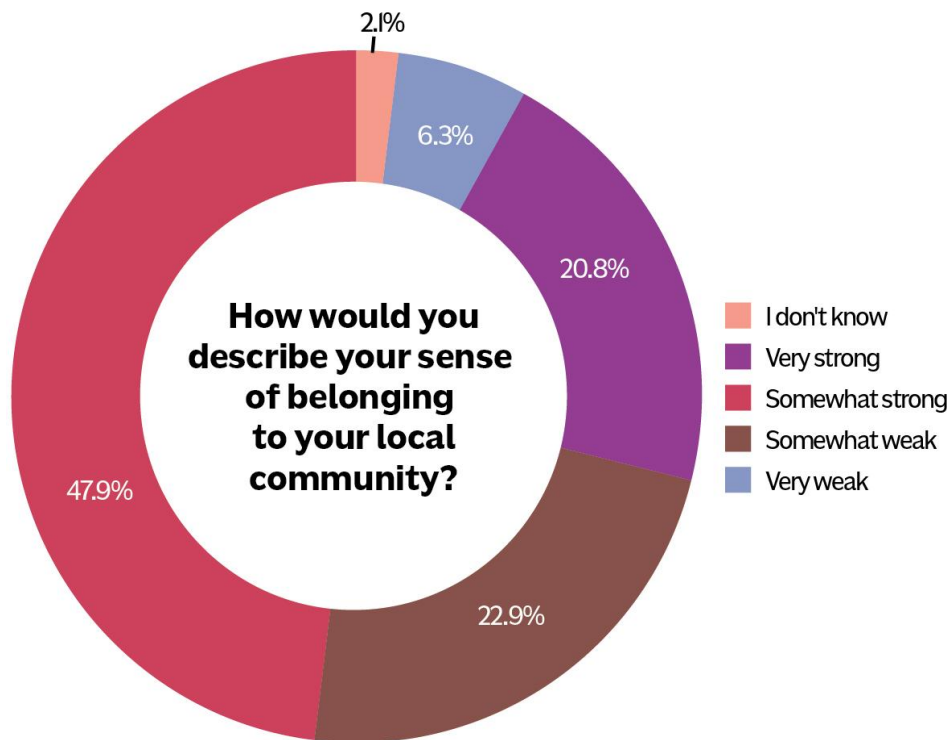
How are you connected to Jasper Place?



Other Responses

I grew up in Mayfield
Live/work/school just beyond the border of JP.
I commute through the area by bike
I live close by
We play here! (Parks, playground, Rec Center, etc)
I walk my dog daily and go to the stores to buy cigarettes and drinks frequently
Grew up here
Live closeby
We live very near JP
Nice
No

How would you describe your sense of belonging to your local community?



What does belonging look and/or feel like to you? What makes YOU feel like you belong in your community?

A safe place (free of crime, and dangerous felons) where I can spend time with my family, share food and drinks with friends, go grocery shopping, or other regular activities.

We have lived in this area for over 50 years and moved in when our children were very small. It was close enough to downtown and had most stores available in the area. The schools were also near by. The area has really changed in the last few years but it is still our community. I have always been involved with many of the events and happenings in the neighbourhood.

Being a little bit known, going to events in the community so knowing about them, feeling safe and feeling like I can help neighbours safely.

Feeling safe walking around, knowing that my neighbours are decent people.

Knowing people in the area, trusting people in the area, relying on my community. Having a nice place to live

Seeing friendly and familiar faces around the community and at local businesses

I'm still working on figuring that out, but all the little things that make a place feel like home

Knowing my neighbours, shopping in the area and knowing the owners, feeling safe enough

togo for walks.

Our family has lived here since early 2004. Our 3 kids were born while we lived in this house. We belong here because we live here, we help out here, we support neighbours and friends here. People recognize us, we recognize them.

Connection to neighbours and places. Seeing familiar faces day-to-day.

Seeing people of all ages, backgrounds, and doing different types of things generates a sense of community and a feeling that all are welcome.

When you feel a part of your community. To shop locally and help out at events

Participating in community events. Seeing myself represented in the artwork and events in the community.

Knowing my neighbours, my neighbours knowing me and being able to check in with each other. Leaning on each other for support and knowing I can be called upon when needed. Feeling like what I do or think makes a difference.

Having friends and support

being included in the plan & the projects

a sense of commitment

I feel like I belong when I know lots of people in the area and I have multiple small positive interactions in the area. I think that it is largely about these small moments, and how they add up.

to me it looks like people being kind one another, children playing in the parks and fields, people picking up after themselves, having community get togethers/bbqs/gardens..etc. Where people can feel safe for themselves, their children, families, pets and everyone who lives in the area.

I feel like I belong in my Community when I can walk around anywhere I want with my dog effortlessly without any feeling or sense of uncertainty or unwelcoming

Knowing people in my immediate neighbourhood (and them knowing me) - their names, which house they live in, a general idea about what they do.

Knowing your neighbors. Being recognized as a someone who lives in the area

Attending in-person events, walking through the neighbourhood, supporting local businesses in the area, being a part of an organization in the neighbourhood, or volunteering at events in the neighbourhood all foster a sense of belonging to me.

Safety

Everyone is reflected in the activities of the community. That I feel welcome and welcomed. There is no 'gatekeeping' or individual agendas being brought forward on the backs of the marginalized. Inclusive. Where I feel I can be myself.

Seeing familiar faces and receiving warm welcomes when I visit local businesses.

Giving back to my community and feeling like I can make even a small difference.
Watching my kids grow up and get involved with their peers in the community.

I don't know anyone

Belonging means that I am contributing part of the neighbourhood.

Charity

Knowing all my neighbours. Being part of the Community League movement.

I feel I am welcome in the space. I see others like me. I do not feel like an outcast/othered. I feel connected

Feeling safe to walk around, knowing people and saying hello

Being a volunteer within the community, working towards common goals.

The people

The ability to talk and connect with neighbours.

Feeling like I'm in my regular stomping grounds.

People join up

Opportunity to engage with neighbors, supports for all community members who need them, active work to stamp out prejudice and encourage inclusion. Finding ways to showcase the varied people who live here.

Not being afraid to walk down the street

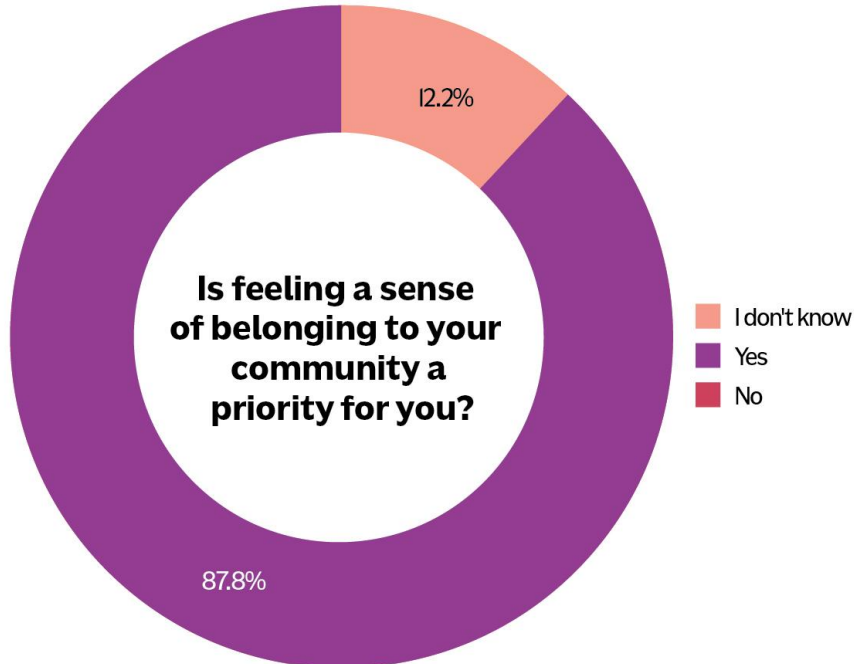
Belonging feels like when there are ways to engage. Like I could support local businesses, meet friends there, walk around or bike.

When I recognize people in my community and they smile at me. When I get a handout that reminds me about community events. Belonging is when I am accepted as a part of a group, without having to explain myself or justify my membership.

Knowing my neighbours and sharing thoughts with them

When my child is supported and cared for just for being himself in his school community.

Is feeling a sense of belonging a priority for you?



We'd love to know more! Please share what is a priority for you:

I don't know if I'd ever feel like I belong in a city this big
feeling good and having fun
Safety. Respect.
To be able to move about the community without the numerous road blocks and diversions.
Stoney Plain Rd west of 149 I consider a rough area with drug dealers, drug users, beggars & homeless

How might we strengthen belonging in our community? What ideas do you have?

Frankly, I have begun to avoid some areas of Jasper Place due to things like crime, open drunkenness, open drug use, and people who are overly substandard. So perhaps it would be a good idea to get that under control.
Events, street fairs, neighbourhood 'watch' groups bit in a friendly helpful way.
If more people would get out and walk around the really sketchy people might feel intimidated and move on.
Community events for women, specifically young women, ways to make friends in sobersettings

It's hard to say, community events are great but many don't make it a priority to attend them. Things like respecting others property, keeping our spaces clean and welcoming are easy things each resident can do.

continue building on successful events, more public spaces like community gardens

Beat cops, neighbourhood watch, small community events

More smaller, block sized activities - competitions even. Anything to get people out and working together for a common goal.

Conversation.

Fewer cars and a lot less car infrastructure. Cars spread cities out, waste space that should be devoted to humans, and reduce interactions between people. Convert parking spots and surface parking lots to parks/parklets, bike parking (secure and enclosed), community gathering spaces like Cafes, patios, public seating, and useful amenities like public washrooms, water fountains, play and recreation space, community gardens, dog parks, etc.

The market that was at the orange hub was a great idea when it was there

More vibrant murals and artwork.

Create intentional public meeting spaces; parks, benches, patios, playgrounds. These should be in many areas, not just at school grounds. Host a variety of events to encourage a variety of attendance -- arts, sports, commercial, kids, senior, family, etc.

Areas to connect, cool and interesting public spaces

more folks joining in to activities and events

Supporting people getting to know one another in a variety of ways - small events or initiatives.

community meetings, workshops, community garden, festivals...etc. Get together to get to know everyone who lives in the community.

Having designated pop-up areas where people can go and build their shelters or trade and exchange things without it being shady or illegal or anything like that may be a community marketplace outdoor garage swap and trade style thing I think that would be a really neat and successful idea instead of seeing random things in the alleys and garbage bins have a designated gated or fenced area where people can bring their unwanted items and sell or buy or trade with other people that have their unwanted items and things it would be like a community marketplace

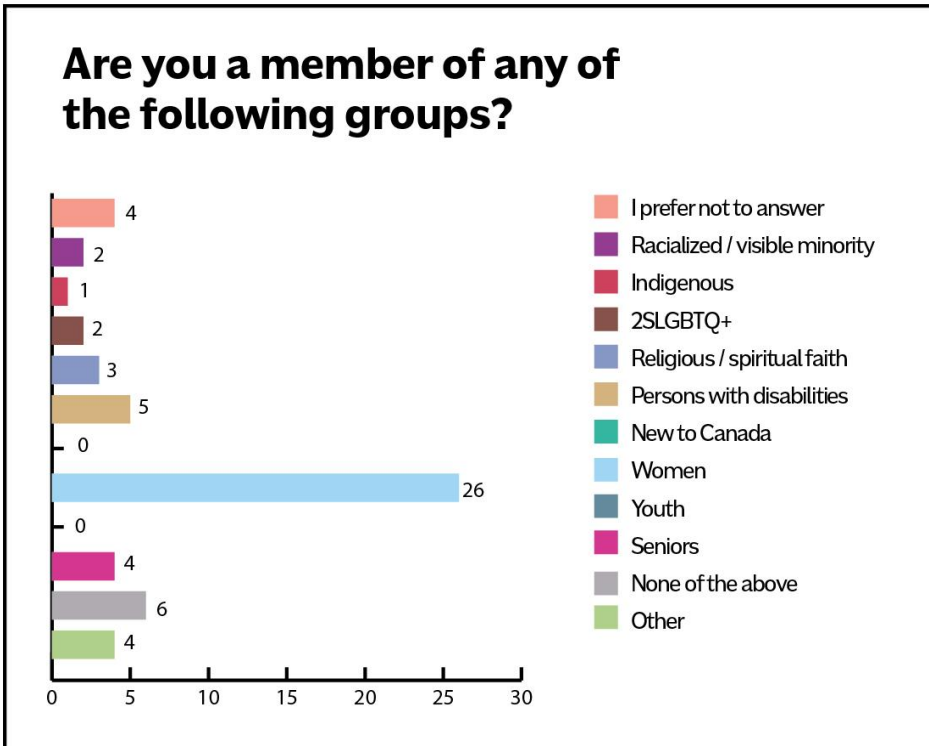
I am considering becoming a block connector.

Developing Stony Plain Rd as a hub for residents with family shops and restaurants of interest. Not pawn shops. Become a destination within Edmonton

Offering more community-based events like markets, art walks, music festivals, live performances which bring people together. Outdoor markets in the summer can take place on aside street (think of the 124 street markets), and in the winter they could take place at a church, community hall, or business/empty office space.

Community building events
Street parties. Local business crawls/street sales/passports Night markets. Farmers markets
More events to meet people
Start with nearby neighbours and block parties
More community events
Block parties. Improving neighbourhood connections. Public events on a small to medium scale. Neighbourhood clean up events
More communication between residents, more public spaces that are usable
Community, family friendly events. Maybe host a farmers market day or more pop up events? Maybe in a parking lot near the london drugs or behind revolution cycle? Also, would be good to use the outdoor spaces (there is the space with the outdoor stage and musical sculpture along stony plain road) for live music nights and encourage pedestrian traffic in the area. And neighbourhood clean up walls, could walk around with community members and pick up garbage
Short on ideas at this time. Bringing people together, sharing in events.
Clean up Stony Plain Rd
Community events, general upkeep of city infrastructure, places to shop and eat locally.
More services for homelessness &/or addictions.
Friends
Community newsletter, community Facebook group, volunteer opportunities, foodbank drives or other neighborhood initiatives
Actually deal with homeless encampments and crime effectively.
I would spend more time in the area and be more likely to bring my kids if I felt safer there. I generally go alone to Jasper Gates, do my shopping and go home. My family and I tend to go for bike rides and visit parks in other neighbourhoods, there wasn't ever anything that drew us in.
Having meet-ups that are visible during the summer and winter, and can be walked to from houses, apartments, etc in the community. Free rental of skates for kids during the winter so they can skate with friends without missing out. Doing door to door community engagement to get a sense of how people are feeling about the community.
Initiating something like the Abundant Community program and others (community gardens, etc.) that would help and encourage people to connect with each other more strongly.
Community markets, school showcases

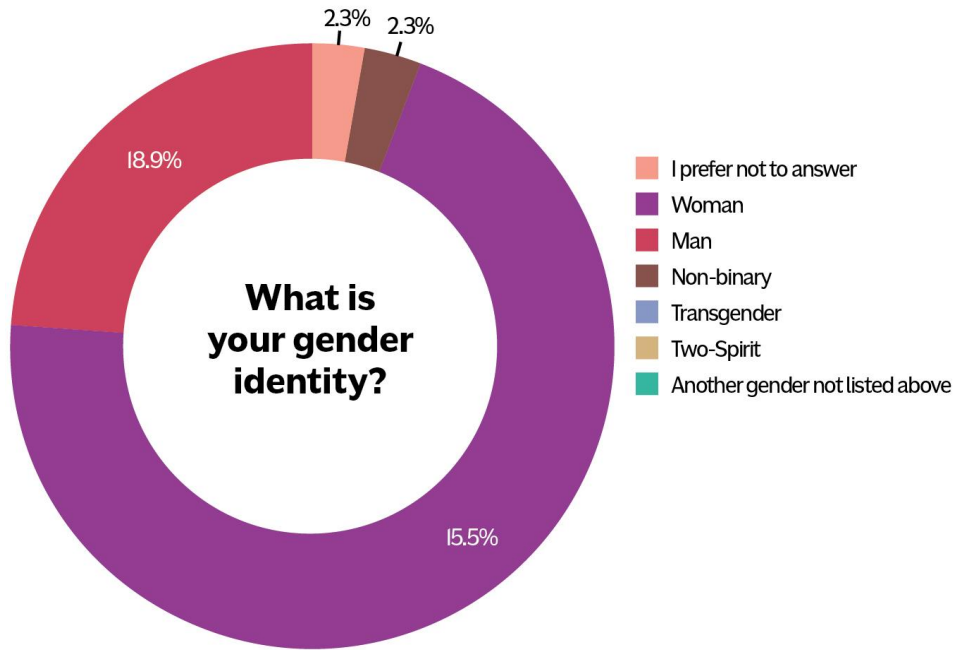
Are you a member of any of the following groups?



Other responses

Father, Husband
I am the Coordinator of Canora Park Watch
Community League
Single mother

What is your gender identity?



Is there anything else you would like us to know about you?

I used to work right by Jasper Place High School. Loved it, now I find the area is getting dodgy and inaccessible due to the overcrowding of the LRT.
N/a
don't think so
No
I have 3 teens. They have been encouraged to choose schools, sports and jobs that are easy for them to get to independently. The success of my children where they live is what is MOST important to me, but that includes their social success. With elder neighbours, with kids their age, everyone!
Lived in the area over 25 years.
No
I am a pregnant young woman about to have a baby so being safe and connected with my community is very important to me and my family well being
No
I'm new to Edmonton
Big supporter of the focus on belonging and think that it pairs well with "contribution" thx

Would love to volunteer with community building initiatives! Used to volunteer with Food4good and JPWC before got busy with work and family commitments. Lots of ideas and inspiration, I love this area and would love to help and get involved locally again

No

No

I'm lucky to live with economic and social stability. I like to help others if I can.

My family is biracial, so while I answered for my demographics, it is not the same for my children who are members of a visible minority. I love the diversity of the school community and neighbourhood and chose the school for this reason. We wanted our children to feel accepted as biracial children.

APPENDIX B: ALL OUR IDEAS BOARD

Using the All Our Ideas wikisurvey platform, community members were asked to share their responses to the question “What would strengthen your sense of belonging in the Jasper Place community?”. The following votes were placed on each of the suggestions:

Idea Text	Score
Developing opportunities for neighbours to better know one another	89
Social media pages dedicated to boosting connectivity and belonging in the community	83
A website that shares community news and resources that strengthen belonging	83
Developing tools of who to call and when	82
Community owned enterprises where profits are invested back into the community	82
Supporting Community Leagues to connect with their residents	80
Mapping community strengths and assets	80
Creating a greater understanding of bylaws and district planning	75
Increased political discourse and dialogue regarding Jasper Place issues	75
Outdoor recreation opportunities	75
Creating welcoming entry points to the community	69
Increased community engagement events to learn more about what the community is thinking on issues of belonging	67
Identifying resources for citizen to help vulnerable individuals	64
Increased transparency and accountability with our City Council and City Administration	64
Community wide events that celebrate cultural holidays	63
Online community news platform	63
A mural festival that beautifies different parts of the community	60
Creating resources and tools for community members to become block connectors	60
Making public parks more accessible	60

Idea Text	Score
Increased Jasper Place representation in City Council	58
Increased access to basic health and wellness services	58
Incorporating more imagery or art in the area that represent the diversity of our community	57
Developing a community league director mentorship program to pass on community league governance wisdom	56
Forming small walking groups for community members to connect with each other	56
Increasing Indigenous representation	56
Creating tools for de-escalating situations	54
More input on the Jasper Place District Plan	54
Digital storytelling projects and podcasts that share the personal stories of different community members	54
Community business spotlights	53
Better connectivity with municipal councilors	53
Advocating for additional housing	53
Testing	50
Beautification of green spaces and parks	50
Attract local philanthropic investments in the area	50
Increased online activity from community leagues in the area	50
Involvement in City decision making	50
Advocating for additional mental health services	47
Identifying walking trails or areas of mapped out walking routes	46
Highlighting and promoting acts of kindness in the community	45
Strengthening of cultural heritage sites	45
Increased access to natural areas like wooded areas and the river	45
Strengthen and highlight tourism opportunities in the area	45
Sharing information about how to be a supportive ally when you see injustice	44
Creating a publicly available database of community resources	44

Idea Text	Score
Installing more benches for people to rest on	44
community-led public art projects that integrate into local history and build the visual story of the area	43
Increased opportunities or collaborative decision-making with city councilors	42
Development of more community gardens	42
Beautification of sidewalks and pedestrian infrastructure	42
Community wide financial literacy workshops to boost financial stability	42
Positioning of more bike racks or bike corrals in higher traffic areas	40
Strengthening and providing tools to volunteer groups in the area	40
Developing a community charter on how to treat one another	40
Incorporating more vibrant colours and Instagrammable public art installations	40
Forming neighbourhood dog walking groups	40
Job training and skill development	38
Celebrating the different languages that exist in the community	36
More community events in public spaces (like Let's Get Physical!)	36
Stony Plain Road Big Bucks Program	36
Educational resources and tools to address climate change on a local level	33
SPANN as a newspaper	33
Making our community events more accessible	30
Advocating for additional addiction support services	30
Creating a local anti-racism program	27
Educational resources and tools for businesses	25
Painting murals in public spaces	25
Amplifying the work of cultural and religious groups in the area	20
A website that provides educational resources on the diverse cultural groups in the community	15
Amplifying marginalized voices	14

Idea Text	Score
A platform to share employment opportunities in the area	13
Forming block litter crews to help clean up garbage in the area	13