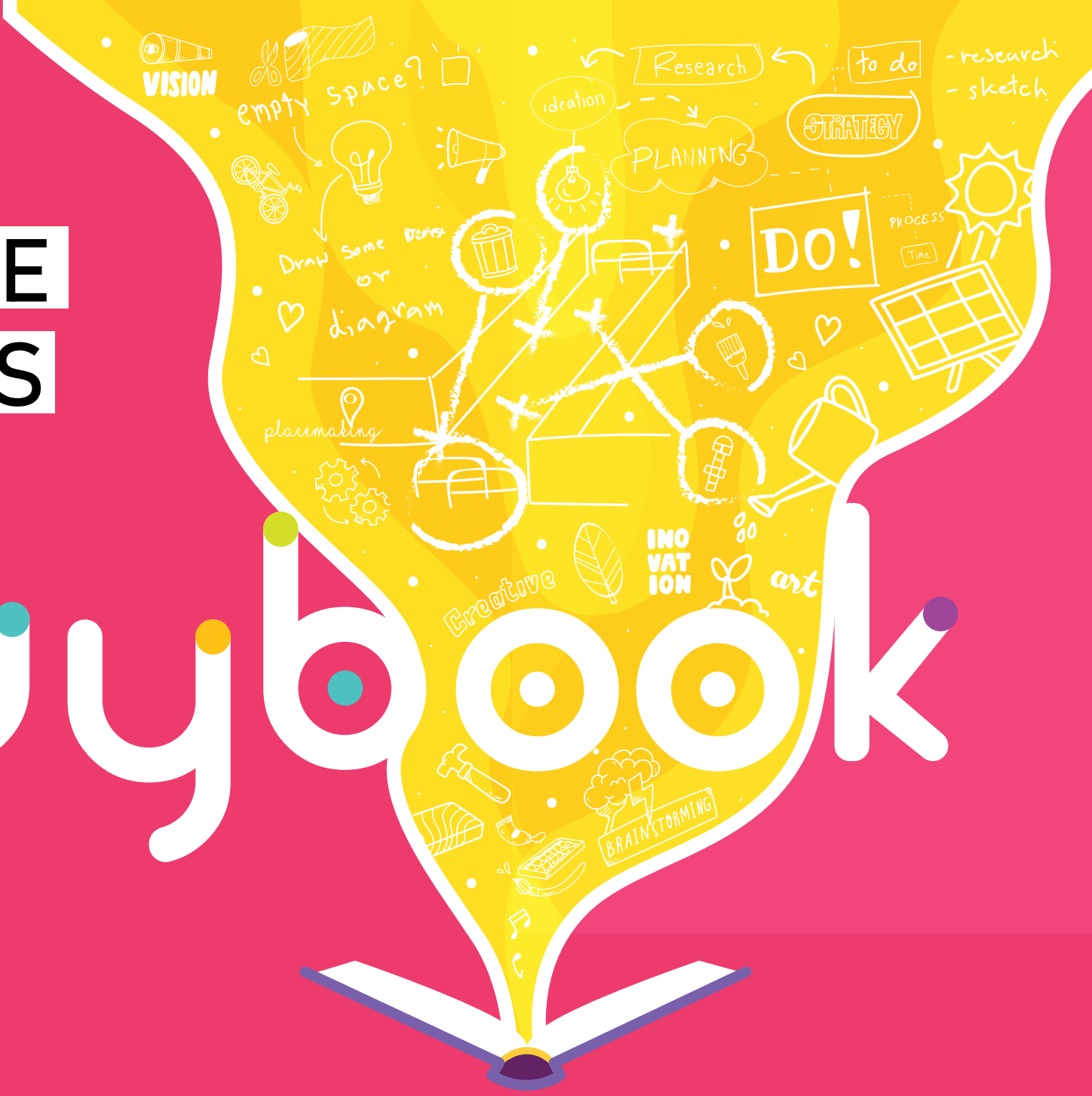


# REIMAGINE CATWALKS

# playbook

A how-to-guide for  
Calgary communities  
seeking to transform  
shortcuts, catwalks,  
mazes and mews.



#REIMAGINE CATWALKS





IMAGINE THE  
POSSIBILITIES



**IMAGE:** Sustainable Calgary's  
pilot project #ReimagineCatwalks  
in Marlborough, Calgary

## **ACKNOWLEDGMENTS**

Content:  
Leticia Chapa  
Taylor Felt  
Srimal Ranasinghe

Edits:  
Mackenzie Johnson  
Roxanne Leblanc

Graphics + Design:  
Leticia Chapa

2019, Published by Sustainable Calgary

Special Thanks to:  
Anonymous Donor: The Housing  
Transportation Food Nexus Research  
Project

Calgary Marlborough Community  
Association

Marlborough Elementary School

Bob Edwards School

YMCA Kids in Motion Program

The Real Canadian Superstore

Canadian Tire

Reference as:  
Chapa, L.; Felt, T; and S. Ranasinghe. 2019.  
Reimagine Catwalks Playbook. Sustainable  
Calgary: Calgary, Alberta.

# REIMAGINE CATWALKS

## HOW IT ALL STARTED

In the summer of 2018, Sustainable Calgary launched the Reimagine Catwalks Project in Marlborough through the Housing, Food and Transportation Nexus fund. Together with the community's youth, Sustainable Calgary piloted a series of co-design workshops centered around DREAMING, SCHEMING and ACTIVATING catwalks.

## ABOUT THE PLAYBOOK

The success of this project led to the inspiration and ultimate partnership between Sustainable Calgary, The City of Calgary, the Calgary Foundation and the Federation of Calgary Communities to support the continuous transformation of pedestrian connections (shortcuts, catwalks, mazes and mews) through the ActivateYYC 2.0 grant. Together with our partners, we have created this playbook as a resource to guide community-led initiatives creating meaningful changes to shared spaces.

## OUR VISION

Providing a collection of tools, tips and resources, we hope to encourage community members to reimagine catwalks as spaces that promote greater walkability, connectivity and activity - the limits are boundless!





## SHORTCUTS, CATWALKS MAZES & MEWS

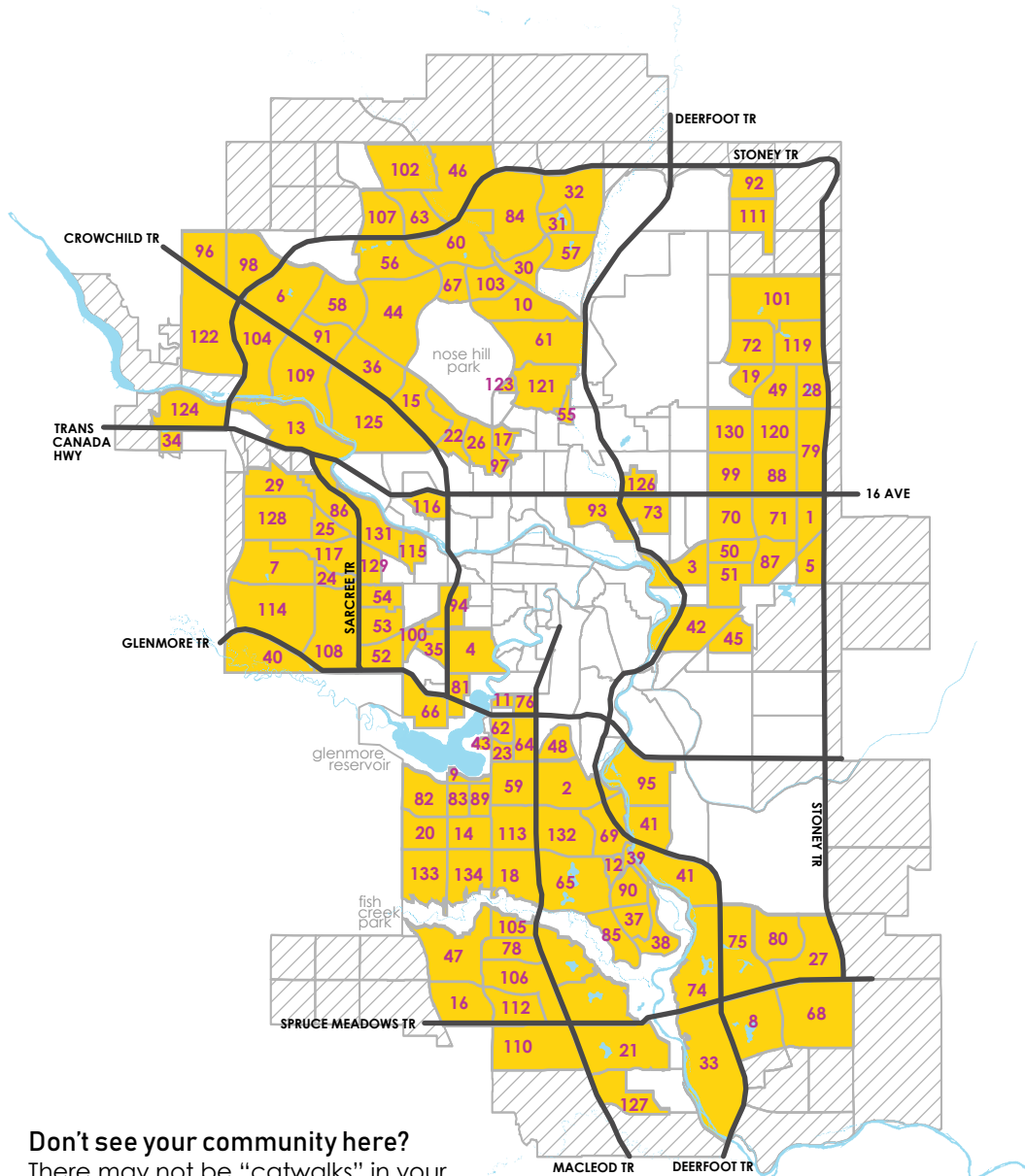
Shortcuts, catwalks, mazes and mews consist of pathways that cut-through the street block of numerous communities. Initially designed to shorten distances and improve movement between residences, schools, and local park spaces, these pathways often lack maintenance - because of this, many residents avoid using catwalks despite their usefulness to shorten and save time during a stroll or bike ride.

### COMMON CONCERNS

Throughout our co-design workshops, we have received feedback relating to:

- Poor pathway maintenance due to cracked concrete and bucking, creating uneven surfaces and hazards for seniors and persons with mobility impairment.
- Lack of snow removal, grass maintenance and litter upkeep.
- Accessibility issues for strollers, trolleys, wheelchairs, walkers and electric scooters due to maze gates.
- Poor lighting and visibility, creating safety issues.

## 134 CALGARY COMMUNITIES WITH CATWALKS



- |                                |                        |                         |
|--------------------------------|------------------------|-------------------------|
| 1 Abbeydale                    | 46 Evanston            | 91 Ranchlands           |
| 2 Acadia                       | 47 Evergreen           | 92 Redstone             |
| 3 Albert Park/Radisson Heights | 48 Fairview            | 93 Renfrew              |
| 4 Altadore                     | 49 Falconridge         | 94 Richmond             |
| 5 Applewood Park               | 50 Forest Heights      | 95 Riverbend            |
| 6 Arbour Lake                  | 51 Forest Lawn         | 96 Rocky Ridge          |
| 7 Aspen Woods                  | 52 Glamorgan           | 97 Rosemont             |
| 8 Auburn Bay                   | 53 Glenbrook           | 98 Royal Oak            |
| 9 Bayview                      | 54 Glendale            | 99 Rundle               |
| 10 Beddington Heights          | 55 Greenview           | 100 Rutland Park        |
| 11 Bel-Aire                    | 56 Hamptons            | 101 Saddle Ridge        |
| 12 Bonavista Downs             | 57 Harvest Hills       | 102 Sage Hill           |
| 13 Bowness                     | 58 Hawkwood            | 103 Sandstone Valley    |
| 14 Braeside                    | 59 Haysboro            | 104 Scenic Acres        |
| 15 Brentwood                   | 60 Hidden Valley       | 105 Shawnee Slopes      |
| 16 Bridlewood                  | 61 Huntington Hills    | 106 Shawnessy           |
| 17 Cambrian Heights            | 62 Kelvin Grove        | 107 Sherwood            |
| 18 Canyon Meadows              | 63 Kincora             | 108 Signal Hill         |
| 19 Castleridge                 | 64 Kingsland           | 109 Silver Springs      |
| 20 Cedarbrae                   | 65 Lake Bonavista      | 110 Silverado           |
| 21 Chaparral                   | 66 Lakeview            | 111 Skyview Ranch       |
| 22 Charleswood                 | 67 MacEwan Glen        | 112 Somerset            |
| 23 Chinook Park                | 68 Mahogany            | 113 Southwood           |
| 24 Christie Park               | 69 Maple Ridge         | 114 Springbank Hill     |
| 25 Coach Hill                  | 70 Marlborough         | 115 Spruce Cliff        |
| 26 Collingwood                 | 71 Marlborough Park    | 116 St. Andrews Heights |
| 27 Copperfield                 | 72 Martindale          | 117 Strathcona Park     |
| 28 Coral Springs               | 73 Mayland Heights     | 118 Sundance            |
| 29 Cougar Ridge                | 74 McKenzie Lake       | 119 Taradale            |
| 30 Country Hills               | 75 McKenzie Towne      | 120 Temple              |
| 31 Country Hills Village       | 76 Meadowlark Park     | 121 Thorndiffe          |
| 32 Coventry Hills              | 77 Midnapore           | 122 Tuscany             |
| 33 Cranston                    | 78 Millrise            | 123 Upper North Haven   |
| 34 Crestmont                   | 79 Monterey Park       | 124 Valley Ridge        |
| 35 Currie Barracks             | 80 New Brighton        | 125 Varsity             |
| 36 Dalhousie                   | 81 North Glenmore Park | 126 Vista Heights       |
| 37 Deer Ridge                  | 82 Oakridge            | 127 Walden              |
| 38 Deer Run                    | 83 Palliser            | 128 West Springs        |
| 39 Diamond Cove                | 84 Panorama Hills      | 129 Westgate            |
| 40 Discovery Ridge             | 85 Parkland            | 130 Whitehorn           |
| 41 Douglasdale/Glen            | 86 Patterson           | 131 Wildwood            |
| 42 Dover                       | 87 Penbrooke Meadows   | 132 Willow Park         |
| 43 Eagle Ridge                 | 88 Pineridge           | 133 Woodbine            |
| 44 Edgemont                    | 89 Pump Hill           | 134 Woodlands           |
| 45 Erin Woods                  | 90 Queensland          |                         |

**Don't see your community here?**  
There may not be "catwalks" in your community, But there are "shortcuts" in every community!

## HOW TO USE THIS PLAYBOOK

With more than 130 communities with catwalks in Calgary and this playbook in your hands, the opportunities to reimagine your community's catwalks are endless!

Here is your starting point. It's up to you and your community to get creative and inspired. This playbook is a tool to guide you and your community in leveraging your skillsets and expertise (after all, you know your community better than anyone else). Discover how your actions and initiative can have an impact on your community and the way you move.

Dream, scheme, and activate your catwalks – let's go!





**DREAM**

---

**DREAM big and imagine the possibilities.**

**Goal:** Choose a catwalk to activate.

Begin by evaluating catwalks in need of attention.

Ideas to get you started:

1. Engage your neighbours and community groups. (consider all who use catwalks)
2. Map out your community's catwalks.
3. Evaluate your community's catwalks and identify opportunities.



**SCHEME**

---

**Develop your dream into a creative catwalk SCHEME.**

**Goal:** Create a project plan and set a date to ACTIVATE

With your thinking caps on and pencils ready, let's think about how we can change the experiences we have in our catwalks. It's time to turn your vision into an action plan!

Ideas to get you started:

1. Brainstorm creative ideas and design interventions to address opportunities identified during DREAM.
2. Develop your plan: make sure you connect with homeowners adjacent to your proposed catwalk, apply for funding as well as required permits, and reach out to local businesses for in-kind donations.
3. Set a date to implement your catwalk plan.



**ACTIVATE**

---

**ACTIVATE your catwalks and bring your dream to life!**

**Goal:** Implement your plan!

Harness your community's spirit and bring your neighbours together to implement your catwalk designs. It's time for some fun and sweat equity.

Ideas to get you started:

1. Create a budget and shopping list for the build out.
2. Plan for a community celebration, consider food and light refreshments, materials for construction, and final aesthetic touches

# DREAM

Where are there  
opportunities to  
create a community  
you want to live in?



---

# CREATIVE IDEAS

REST



CREATE



IDENTIFY



LEARN



GROW



PLAY

ACTIVATE



# DREAM BIG. DO IT BIGGER.

## EDIBLE

Creating safe, comfortable interesting and useful spaces



## TRAFFIC CALMING

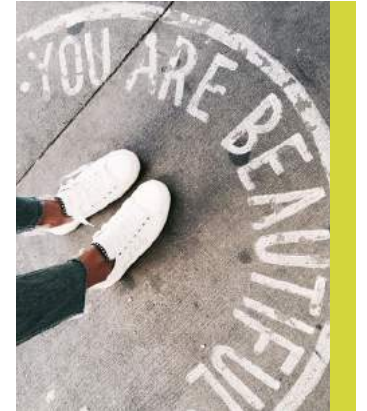


## FUN & CREATIVE





WAYFINDING





For additional ideas, follow or pin your own examples to the ActivateYYC Pinterest page!

[pinterest.ca/activateyyc/ideas-and-inspiration/](https://pinterest.ca/activateyyc/ideas-and-inspiration/)



PLACEMAKING



1



Log on to  
[www.openstreetmap.org](http://www.openstreetmap.org)

# HOW TO CREATE A BASE MAP

## FIRST THINGS FIRST!

Many of the activities you'll find in the next few sections will benefit from a base map!

## OPTION 1 PRINT A BASEMAP

### Objectives:


Use this guide to create easy DIY basemaps online with the website: [www.openstreetmap.org](http://www.openstreetmap.org)

### USING THE TOOL




Computer and access to the internet

Search for your city using the search bar and zoom into the map to locate your focus area.




2

3



Once you have centred your area of focus, click the "share" tab on the right side of the map. A dialog box will appear to the right.

In the dialog box, under the "image" heading, check the box "set custom dimensions". Choose your map dimensions by dragging the corners.



4

5



Select the file type that you wish to export (png, jpeg, or pdf) and print!

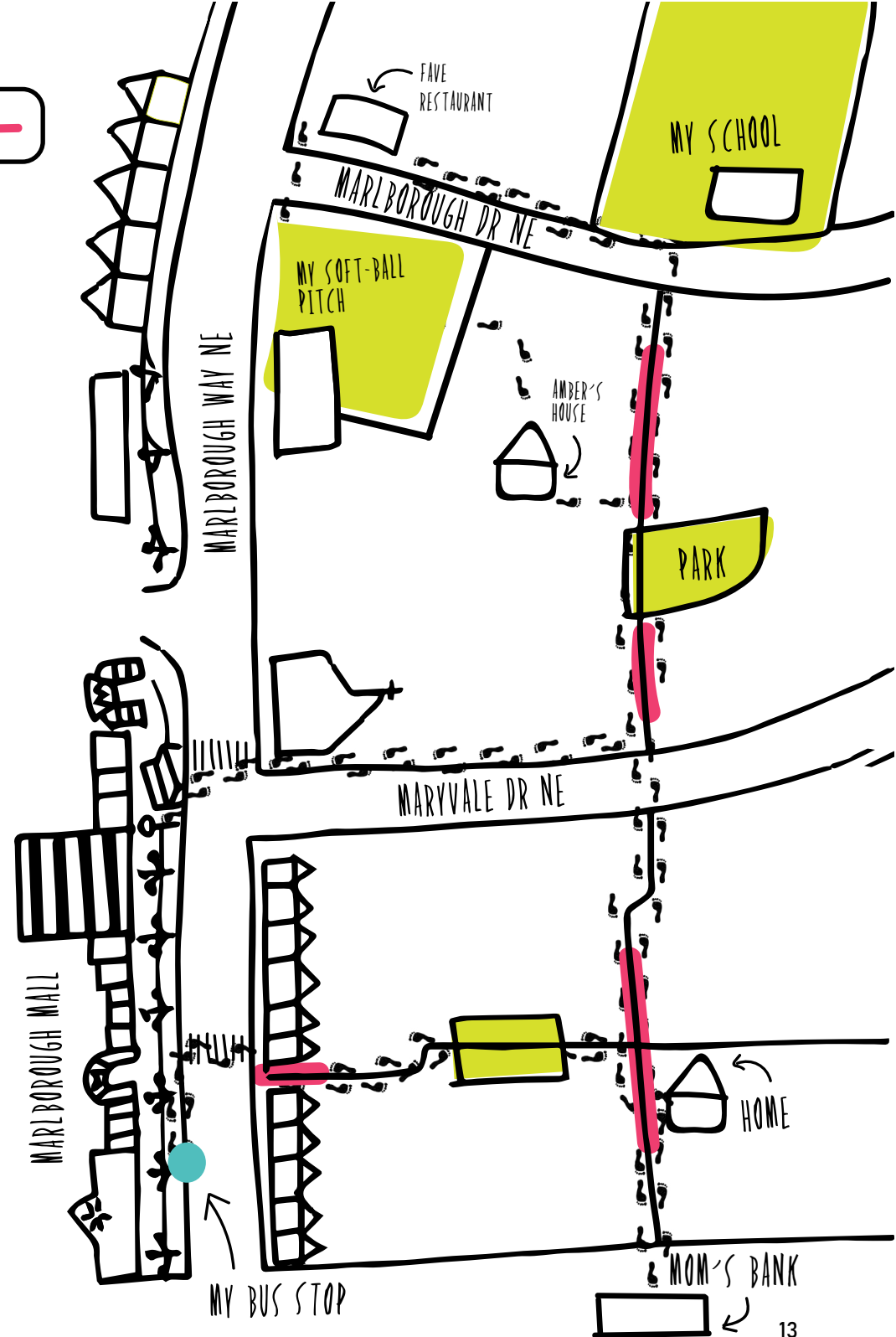


## OPTION 2

# DRAW IT OUT

Drawing your base map creates a more inviting feel. When things are less formal, people feel more comfortable contributing personal experiences - assessing their communities through point-of-view perceptions of the areas, spaces and places they interact with.

How do you see your community when you navigate by foot or bicycle?





## USING THE TOOL

### Facilitation Process:

1. Provide participants with a map of key points.
2. The organizers will lead the walk with stops determined in advance and listed. At each stop, have participants consider how safe the key point is for walking, biking, groups, children and seniors.
  - If you want more information, have participants rate the point on a scale of 1 - 5 (5 being the most adequate) on criteria including walking, safety, accessibility or bikeability.
3. Use conversation at each point as a way to discuss the principles of good design.
4. Have at least one organizer recording participants observations at each point. Once you have completed your walk, discuss participants' experiences. Ask a few open-ended questions to encourage discussion around additional community improvements (e.g. you can ask participants which point felt the least/most safe and why).
5. Collect all the participants' maps and audit pages and compile the data.



### QUICK TIPS

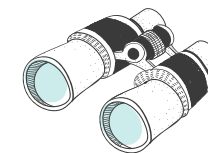
Avoid using more than one walking/observation tool at a time. Juggling multiple activities may result in incomplete or inaccurate information.

Allow residents to take a leadership role and facilitate walking groups of 6 - 8 people.

If the weather is bad, reduce the number of stops and amount of information to record. Plan to hold the discussion periods in a sheltered area.

Limit the length of the walk to 90 minutes.

# EXPLORATORY WALK



## DISCOVERING NEIGHBOURHOOD SPACES TOGETHER

### Objectives:

An exploratory walk is a field observation method done by a small group. It is designed to identify both positive aspects of the neighbourhood's public spaces as well as its areas of concern, including gaps in infrastructure and amenities. This is an open-ended tool that brings people to explore and observe public spaces in the neighbourhood. Depending on the materials provided to participants (observation sheets, basemaps, safety rating scales, etc.) you can also collect valuable qualitative data about the neighbourhood public spaces, streets and sidewalks. Encouraging residents to lead these walks is also an excellent way for them to share their expertise and to position residents as knowledge holders.

## MATERIALS



Printed basemaps with key points



Clipboards



Pens and pencils



Organizer with pen and paper to write down participants' comments throughout walk

## FACILITATION GUIDE

# EMOTIONAL MAPPING

## MAP HOW DIFFERENT AREAS OF THE NEIGHBOURHOOD MAKE YOU FEEL

### Objectives:

How you feel in your community is important. This tool allows participants an opportunity to explore how spaces make them feel at different points in their neighbourhoods. It indicates which areas feel useful, safe, comfortable and interesting, and which areas have room for improvement.

### 1. Method 1 (Walk-about)

- Give each participant their own neighbourhood base map with key points marked as well as a sheet of coloured stickers or emoji stickers.
- As a group, walk between key points.
- At each point, have a short discussion about people's emotional responses. The notetaker should write down notes from this discussion.
- Invite participants to put a sticker that best describes their feelings on the map at the key point. Invite them to write feelings that describe their emotion at the site (use next page for ideas).
- Participants can also colour the route between points on the map to record their feelings in transit.
- Compile the data by averaging out all of the ratings of each point to see which points were rated the most positive and the most negative.

## USING THE TOOL

### MATERIALS

Materials needed for both methods:


 Coloured dot stickers or emoji stickers

If using dot stickers, provide a colour key to associate different dot colours with a spectrum of emotional responses (from very positive to negative).

#### For Method 1

Route maps for each participant, with key neighbourhood nodes displayed. To create your own basemaps, refer to page 38.

 Clipboards and pens

 Notetaker with pen and paper

#### For Method 2

 Large map (24 x 36) with nodes displayed



### QUICK TIPS

Take into account that different people may experience different emotions. This can stem from factors like age, gender, mobility or past experience.

Use this tool alongside or in addition to other walk audit and mapping tools to add a layer of qualitative emotional observation.

Psssst!

Need Help Printing?  
The Federation of Calgary Communities can help!

### 2. Method Two (Stationary mapping activity)

- Orient participants using the large base map, and explain each point.
- Provide participants with coloured stickers or emoji stickers.
- Ask participants to place a dot on the map that best describes their feelings at each point that they are familiar with. Invite them to write feelings that describe their emotions at that point (use next page).
- Take a photo of the completed map.
- While mapping, participants can discuss the benefits of good design and factors that increase or limit physical activity in the community. Document feedback from participants.



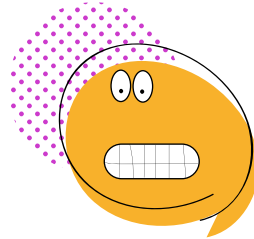
# EMOTIONAL AUDIT



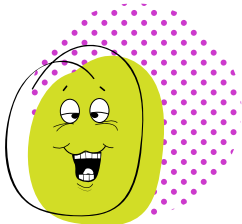
HAPPINESS



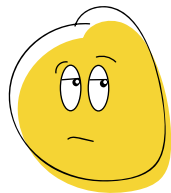
CONFUSION



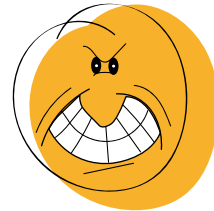
ANXIETY



TRANQUILITY



INDIFFERENCE



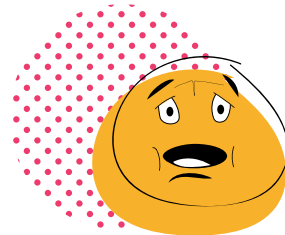
FRUSTRATION



EXCITEMENT



DISORIENTATION



FEAR

How does each space make you feel?

01. Tranquility

02. \_\_\_\_\_

03. Fear and Anxiety

04. \_\_\_\_\_

05. \_\_\_\_\_

06. \_\_\_\_\_

07. \_\_\_\_\_

08. \_\_\_\_\_

09. \_\_\_\_\_

10. Frustration

11. \_\_\_\_\_

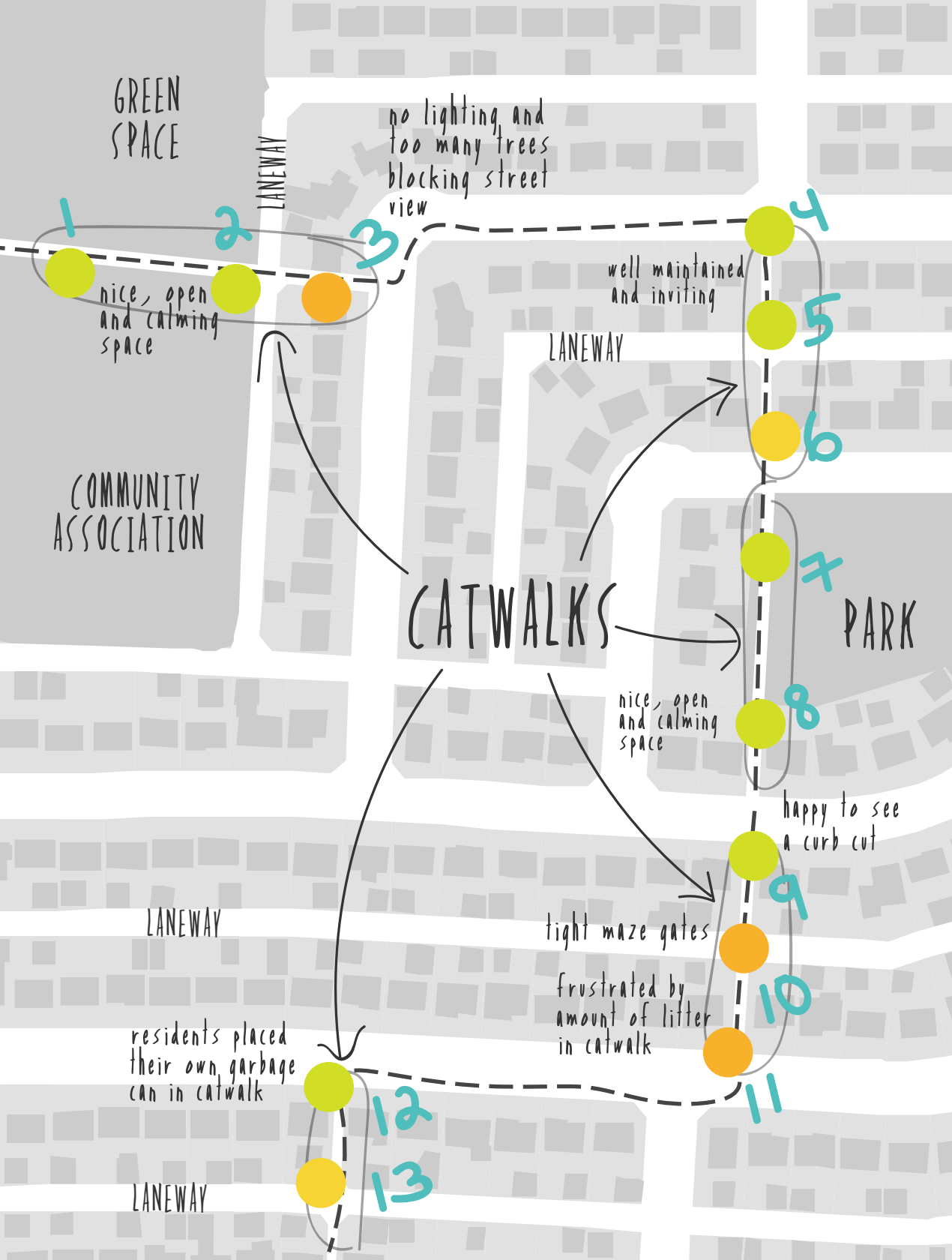
12. Happiness

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_





## SAMPLE EMOTIONAL MAPPING TOOL: MAP FROM MARLBOROUGH

Using the emotional audit tool and a base map of the Marlborough community, Sustainable Calgary conducted a community walk-through evaluating catwalks based on how these spaces make us feel.

By placing coloured stickers corresponding to a general feeling on a map, communities can document how people tend to feel in different spaces. This allows for users to evaluate which areas in the community generate positive or negative responses - and most importantly, why.

Through this, we create a map-based dialogue identifying potential issues or communal hazards in order to improve our experiences within our public spaces.

Remember to use your senses to assess each space!

- What do you smell?
- What can you hear?
  - Is there lots of traffic noise or can you hear birds chirping?



# EMPATHY WALK



Evaluating accessibility and safety for the visually impaired in catwalks with the YMCA's Kids in Motion.

## EXPERIENCE YOUR COMMUNITY FROM YOUR NEIGHBOURS' SHOES

### Objectives:

Different people have differing experiences relating to mobility and safety as they travel through their neighbourhoods. Understanding these different experiences can build equity and empathy. It can also help identify accessibility concerns and infrastructural gaps in the built environment.

This is an important tool that creates awareness about potential challenges faced by different users affecting their mobility, use and presence in certain spaces. It also shows that when a community is built with different people in mind, everyone can use it.

### USING THE TOOL

1. Give participants profiles or support participants in developing their own user roles. A few examples are provided in the next page.
  - Invite participants to make notes on basemaps.
2. Allow the participants a minute or two to read the profile they have been assigned.
3. Walk around the neighbourhood and ask participants to think about the issues the person they are role-playing would experience.
4. Bring the participants together afterwards to discuss their experiences. Take notes from the discussion, and collect participants' maps and handouts.

### MATERIALS



Clipboards



Paper and pens to record feedback



### QUICK TIPS

Lived experience is valuable. Invite people with differing experiences of mobility to share their perspectives.

Think about all seasons. Facilitating this activity in icy or rainy weather can increase mobility constraints, and provide a valuable perspective.

Consider planning the walk in the evening. This can highlight the experience of traveling through the neighbourhood in the dark, which may pose additional mobility or safety concerns.

Psssst!

Try reaching out to different community groups to introduce a broader scope of diversity and representation.



# EMPATHY WALK PROFILES


How can we design streets for kids?



**ABDUL**  
Age: 9

When I'm not in school you can find me playing in the park, running through the catwalks or riding my bike on the street. I know I should be careful, but sometimes I don't see cars and at times, they don't always see me.

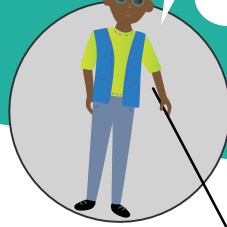
How can we design barrier-free environments?



**JOHN**  
Age: 55

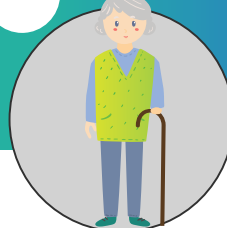
I've lived in this community all my life as an able bodied person. I've had leg surgery - leaving me in need of a wheelchair. It used to take me 15 minutes to walk to the store - but because my wheelchair doesn't fit through the maze gates it takes me more time!

How can we design easier environments to navigate?



**MICHAEL**  
Age: 18

As a visually impaired person navigating a new environment, I have to use all other senses for guidance. I'm finding it difficult to distinguish where the catwalk is! I'm lost, all the textures feel the same!



**DORIS**  
Age: 75

I used to be able to walk through this community without a problem, but since I've gotten older, my joints hurt more! Sometimes I find it difficult to cross the catwalks and the street - the step is too high!

How can we improve connections between the street, the sidewalk and catwalks?



**CATALINA**  
Age: 34

I use the catwalks as a shortcut - they are really useful and time saving. I use the catwalks during the day. At night they're dark, so I can't see where I am going. I'm scared I'm going to bump into something or trip!

How can catwalks be made to feel safe?

## Zone 1

Is there a crosswalk?

Yes  No

Is this space accessible to people who use wheelchairs, strollers or may be visually impaired?  
(think maze gates, curb-cuts or other barriers)

Yes  No

Is this space well maintained?  
(think cracks, litter and graffiti)

Yes  No

Is there lighting overhead?

Yes  No

Tally:

|

## Zone 2

Is there visibility?  
(think windows and side entrances facing into the space)

Yes  No

Is the fencing maintained?  
(think graffiti, if boards are missing, or if it needs a coat of paint)

Yes  No

Tally:

||

## Zone 3

Are there clear sightlines?  
(think trees overhead, shrubs along the sides or vehicles on the road or alleyway)

Yes  No

Tally:

|

## Zone 4

Is there visibility?  
(think windows and side entrances facing into the space)

Yes  No

Is the fencing maintained?  
(think graffiti, if boards are missing, or if it needs a coat of paint)

Yes  No

Tally:

||

# CATWALK EVALUATION TOOL



## POSITIVE SPACE

Number of "yes" answers between

7 - 9



## NEUTRAL SPACE

Number of "yes" answers between

4 - 6

6

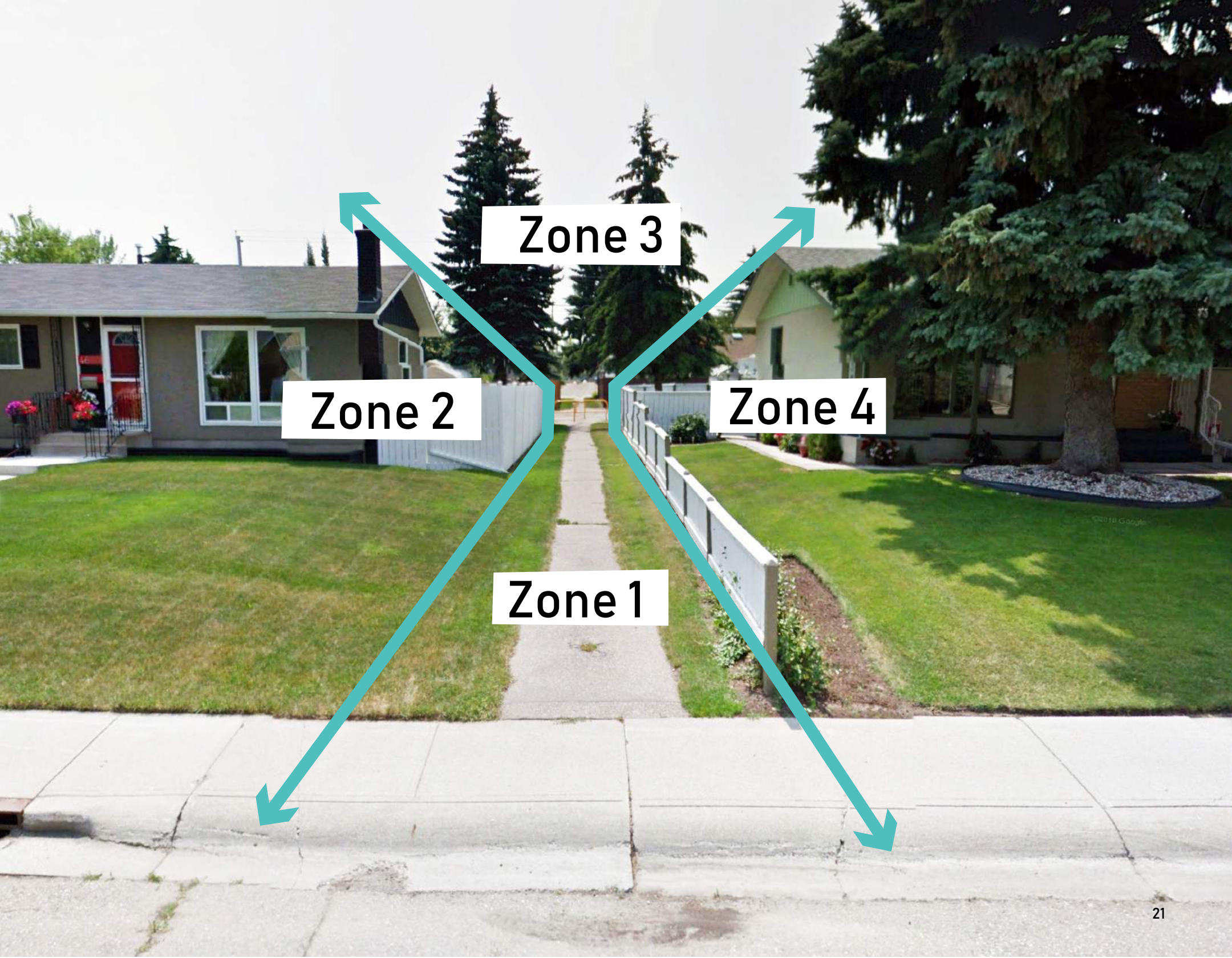


## NEGATIVE SPACE

Number of "yes" answers between

0 - 3





**Zone 2**

**Zone 3**

**Zone 4**

**Zone 1**



# LOCATION OBSERVATION



## QUICK TIPS

Do the location observation after you've spent some time doing other exploratory walks in the neighbourhood. Information from the previous walks will show what areas to use for a location observation.

The location observation can be used in areas where there are well-used public spaces or areas that need improvements.

## OBSERVE AND RECORD HOW PEOPLE USE PUBLIC SPACE

### Objectives:

Certain places tend to attract more people. Others don't - why? How do people spend time in these different spaces?

How people interact with spaces is important in understanding how a community functions.

With this tool, we ask "what have we missed?" Here you are asked to be open about what you observe with your five senses and break through preconceived notions of what you already think is important to document.

## USING THE TOOL

### Facilitation Process:

- Decide which areas you want to study based on previous node research or your own local knowledge. Usually an area the size of an intersection, park or transit station works well.
- Choose a few things you'd like to take note of: benches, people's activities, number of people lingering and the number of people speed-walking.
- Consider how you'd like to record information - a list, a timeline, a map, a drawing. Printing a few maps in advance can be helpful.
- Make yourself comfortable with a pen, paper and watch as well as any other materials to record and jot down observations. For best results, repeat observations at the same place at different times of day and on different days of the week.
- Share your data as lists, maps, timelines, graphs or drawings. Hand drawn or written work is great!

## MATERIALS



Clipboards & notebooks



Clock & hand-held counter

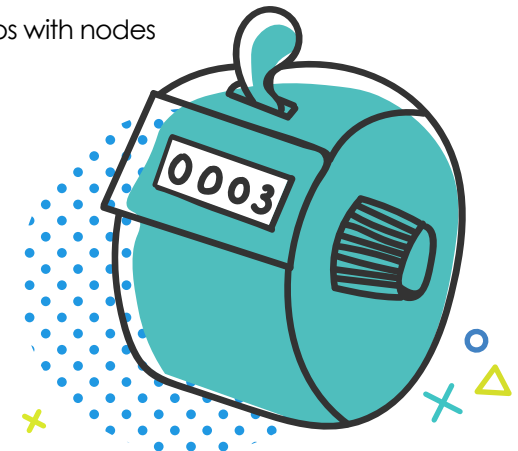


Printed basemaps with nodes



Psssst!

Go to [sustainablecalgary.org](http://sustainablecalgary.org) to print the location observation tool on the next page!



# LOCATION OBSERVATION PROFILE

Date \_\_\_\_\_

Catwalk Location \_\_\_\_\_

Weather \_\_\_\_\_

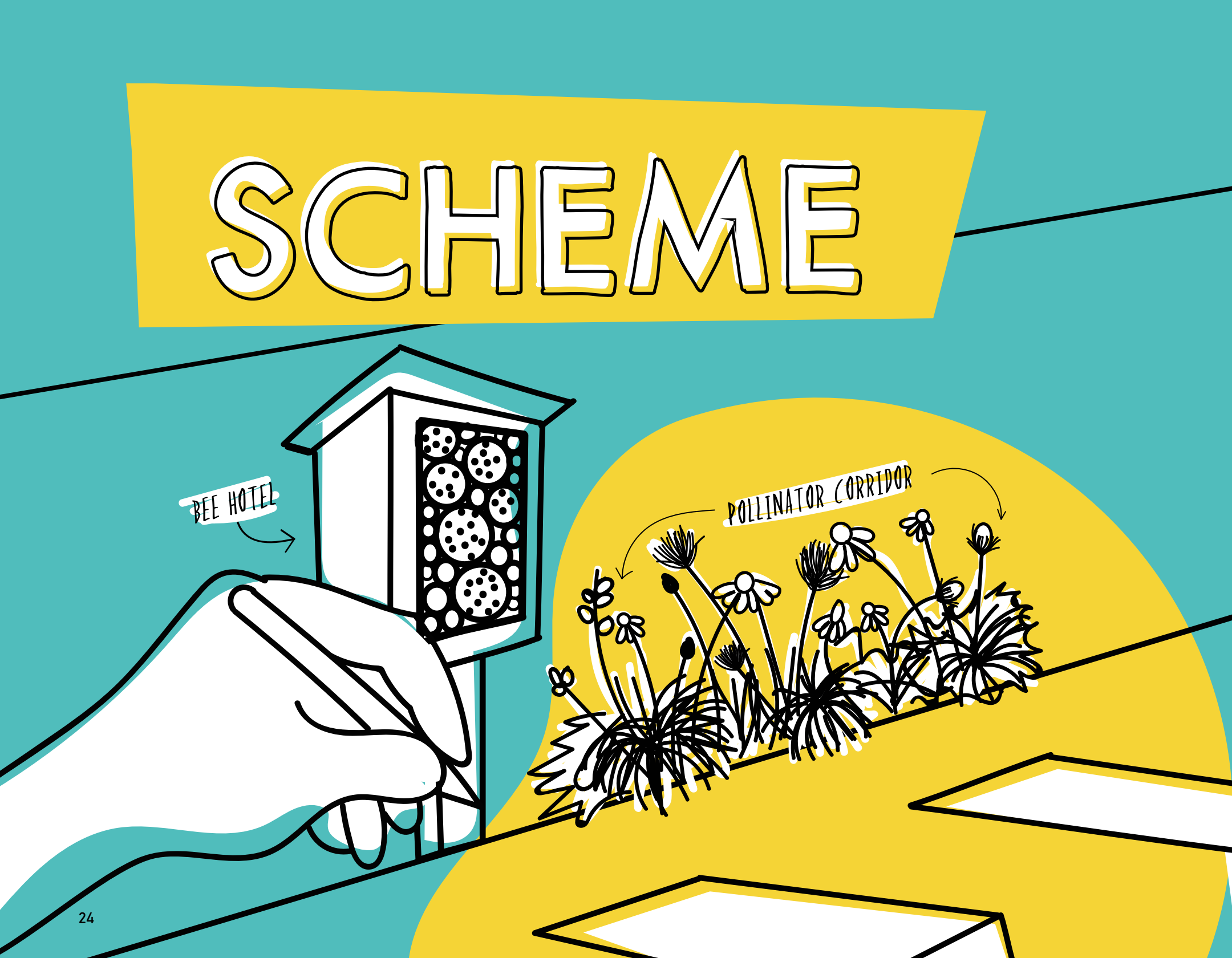
Temperature \_\_\_\_\_

TIME		GENDER	AGE GROUPS				
START	FINISH		0 - 10 YEARS	11 - 18 YEARS	19 - 30 YEARS	31 - 65 YEARS	66 AND OLDER
		MALE					
		FEMALE					
		MALE					
		FEMALE					
		MALE					
		FEMALE					
		MALE					
		FEMALE					
		MALE					
		FEMALE					

# SCHEME

BEE HOTEL

POLLINATOR CORRIDOR



# DESIGN WORKSHOP

## BRING PEOPLE TOGETHER TO DESIGN SOLUTIONS

Participant Audience: residents, planners and architects  
built environment professionals, decision makers

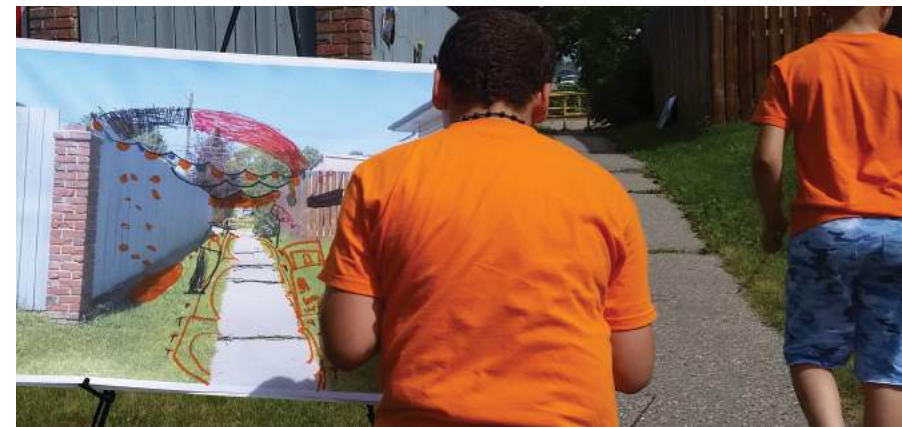
### Objectives:

As people who live, work and play in your neighbourhood, you are the experts of your community. Design workshops are where your expertise, captured through the various tools in the dream phase, is combined with the knowledge of design professionals (architects and planners etc). This provides a foundation for the neighbourhood plan going forward.

## USING THE TOOL

### Facilitation Process:

1. Before the workshop
  - Identify the areas of focus and goals of the workshop. The focus areas should arise from resident engagement during the dream phase.



- Promote the workshop: Select potential participants from the professional community based on the workshop’s objectives and deliverables. Send invitations to specific stakeholders to guarantee a wide variety of participants. Invite residents through pop-ups, door knocking, posters and flyer drops. Begin inviting people 1.5 to 2 months before your workshop. Collect RSVPs.

- Host a facilitator training session a few days before the workshop to ensure all facilitators are prepared for the day.

## 2. At the workshop

- **With all participants:** Explain the process, context and objectives of the workshop, how the day will unfold, and the various stages of the event. Give a short overview of the study areas in connection with the issues being addressed. Before dividing into subgroups, participants should understand the deliverables and their roles. Specify that this workshop is a brainstorming exercise aimed at sharing ideas and concepts in a spirit of openness and creativity.
- Break into small subgroups to explore design ideas. For a detailed breakdown of how to facilitate the subgroup work, refer to the facilitator guide in the sample materials section below.

## MATERIALS



Introductory PowerPoint presentation: Present project background, results of the neighbourhood portrait, workshop goals and process.



Tracing paper, markers and pens for drawing



Printed basemaps of the area and printed street-level photographs.



Optional reference materials: Municipal policies/guiding documents (e.g. official plans, transportation master plans, community improvement plans, etc.), urban design and streets guidelines as well as design tools.



Any additional maps or resources created in the dream phase.



## QUICK TIPS

Predetermine well-balanced subgroups and foresee separate rooms or spaces as a way to ensure concentration and dialogue. To facilitate efficiency and obtain the intended goals, each subgroup should be given a specific study area.

Think strategically about inviting specific stakeholders and decision-makers and align design ideas with upcoming capital projects or plans in the area.

If possible, start the workshop with a resident-led walking tour. This positions residents as leaders and knowledge holders, which can empower them to contribute their expertise later on in the workshop.



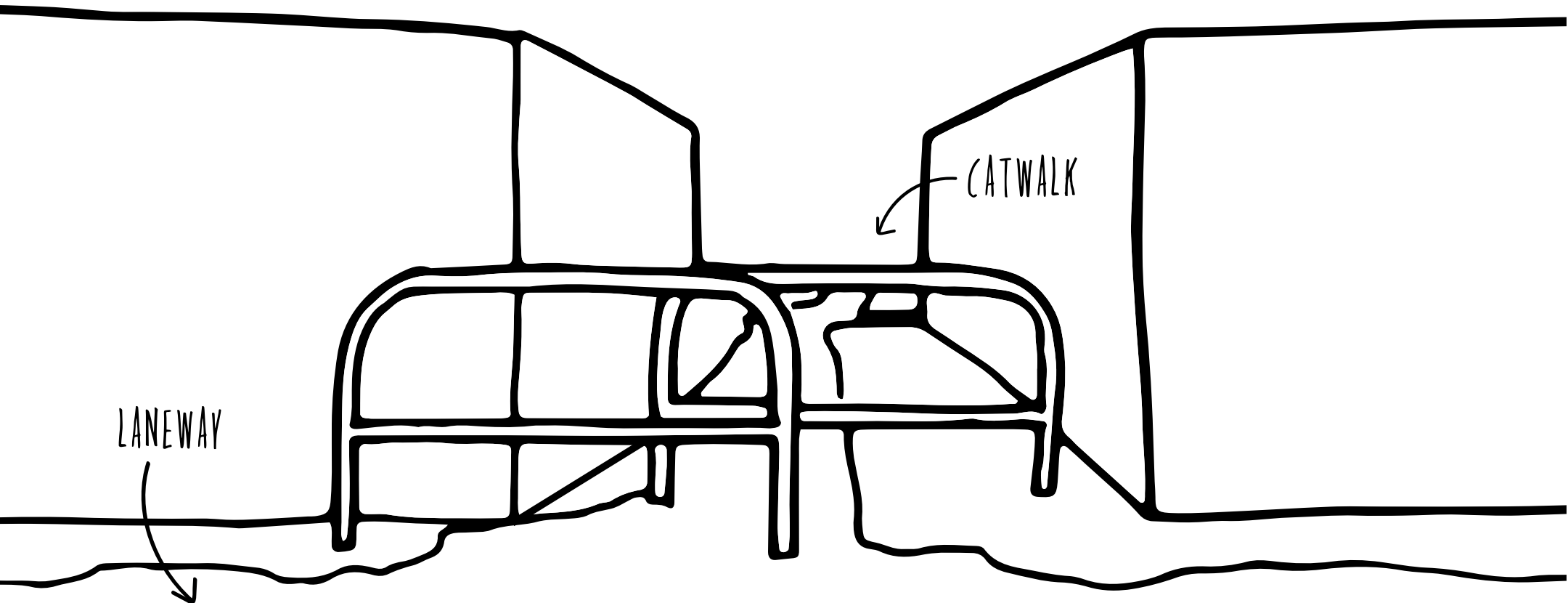
# Be the designer!

How can we create a safer and more interesting back laneway?

## SKETCH TIME!

Use your pencils and markers to draw how this space could be safe for those walking or cycling.

Consider paint on the street, murals, lighting, traffic signs and anything else you deem necessary.





# BRAINSTORMING

## Objectives:

The goal of this activity is not to come up with *the* perfect idea, rather a compilation of *lots* of ideas, collaboration and an openness to wild solutions.

The last thing you want in a brainstorm session is someone who, instead of coming up with ideas, only talks about why the ones already mentioned won't work.

Not only does this kill creativity, but it shifts the group's mindset from a generative one to a critical one. The only way to get good ideas, is to have lots to choose from. Follow the steps outlined to maximize your next brainstorming session!

## Participant Audience:

Community members and partners.

## Suggested Time:

5 minutes for review before a brainstorm session.

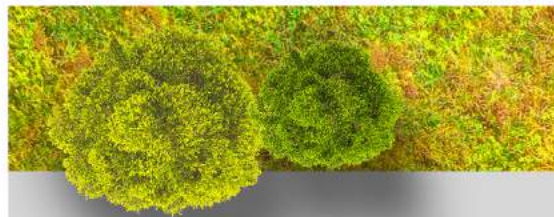
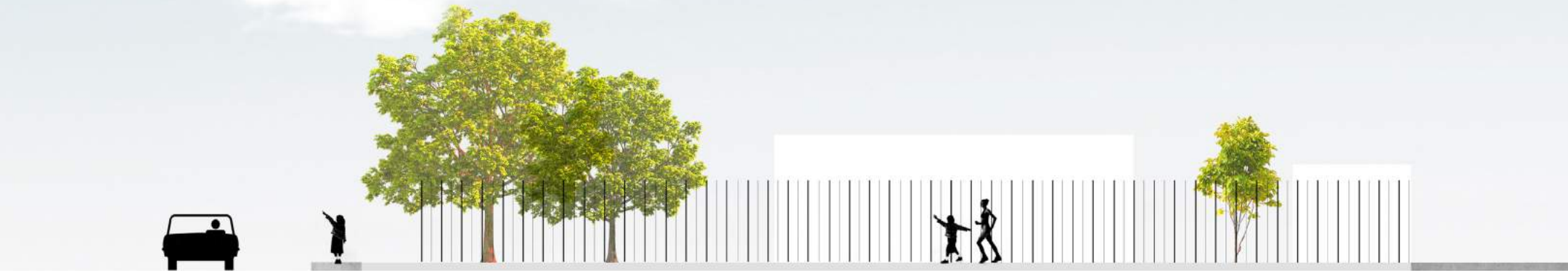
## STEPS

- 01** Defer judgement. You never know where a good idea is going to come from. The key is to make everyone feel like they can say the idea on their mind and allow others to build on it.
- 02** Encourage wild ideas. Wild ideas can often give rise to creative leaps. In thinking about ideas that are wacky or out there we tend to think about what we really want without the constraints of technology or materials.
- 03** Build on the ideas of others. Being positive and building on the ideas of others takes skill. In conversation, we try to use "and" instead of "but".
- 04** Stay focused on the topic. Try to keep the discussion on target, otherwise you can diverge beyond the scope of what you're trying to design for.
- 05** One conversation at a time. Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention to whoever is sharing a new idea.
- 06** Be visual. During brainstorming sessions, write down on Post-it notes and place them on a wall. Nothing gets the idea across faster than drawing it.
- 07** Go for quantity. Aim for as many new ideas as possible. In a good session, up to a 100 ideas are generated in 60 minutes. Crank the ideas out quickly and build on the best ones.

# Be the designer!

How can we re-imagine our catwalks?

Think about how you could transform this catwalk into a more useful, safe, comfortable and interesting space!





# CHOOSING THE SOLUTION

## VOTING METHODS FOR CHOOSING IDEAS

### MATERIALS



Post-it notes



Dot stickers

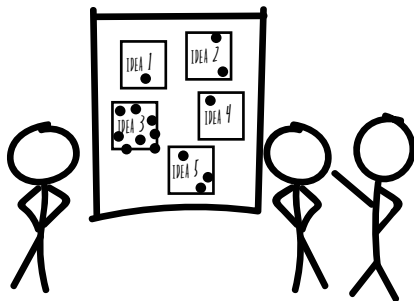
### Objective:

To inform the group on everyone's collective opinion on the design or concept being considered.

## 01 HEAT MAP VOTING

A Heat Map voting session allows the group to visually showcase what they're interested in, without a formal vote to determine a winner.

Each participant gets a pre-determined amount of voting dots and places them on ideas they find interesting. Once everyone's finished, the dots act as a 'heat map' of attraction towards particular concepts, sketches or designs.



## 02 STRAW POLL

This method is used to make final decisions on a particular direction, concept or core idea. When a Straw Poll is called, each team member is given one dot with their name on it. Before voting, participants are usually asked to write down their choice and reasons before placing their vote.

This helps to capture their rationale in case a post-vote discussion occurs to clarify perspective and intent. When prompted by a Facilitator, each workshop participant places their dots, with their initials on them, on their favorite idea or sketch.

## 03 DECIDER VOTE

Once the decision maker of the group has heard each team member's point of view on their vote (and where the collective interests of the team are), the Decider places their vote(s) on the idea or concept the team will move forward with.

# ACTIVATE

You and your team have tackled a few things so far:



**You've dreamed...**

And explored your community's catwalks and narrowed in on a few that need some tender love and care



**You've schemed...**

And developed a design outlining how you and your community will improve your catwalks

**Now comes the fun, it's time to activate your catwalk!**



## ACTIVATE PROJECT PLAN

Here are a few items to consider when creating your ACTIVATE project plan.

Date and time:

---

Timeline:

---

Team lead and core team:

---

Volunteers:

---

Roles and responsibilities:

---

Materials needed:

---

Permits needed:

---

Marketing the ACTIVATE session:

---

Ongoing Maintenance:

---





## FUNDING

There are many other organizations in Calgary looking to invest in you and your community. Additional funding opportunities for you and your community to consider are below:

- City of Calgary Ward Community Event Fund (\$1000)
- City of Calgary In-Kind Support Grant (up to \$5000)
- Calgary Foundation Grassroots Grant (up to \$600)
- First Calgary Financial Act Local Grant (up to \$4000)
- First Calgary Financial Stepping Stones Grant (\$100-\$600)

## SET A DATE, GET THE WORD OUT AND PURCHASE YOUR SUPPLIES

Get the word out! Contact your Community Association and inquire about publishing an advertisement in the next community newsletter. If your CA has a Facebook page or Instagram account, you can engage with your community and promote your catwalk event here too.

Going door-to-door is another approach to connect with your neighbours and share the excitement you have with this project!





## APPLY FOR PERMITTING

If your community has made plans to paint the pavement you'll need a permit.

The following information must be included with the form.

- Date and location of the painting
- Names and addresses of all affected residents within the affected area.
- One signature from each household either accepting or rejecting the painting event. (If rejected, obtain a brief statement explaining why so that consideration may be given by The City on the applicant's request. You will need an 80% approval rate).
- Map showing closure of road for the painting.

## CONNECT WITH LOCAL SPONSORS

Sponsors can be either individuals or an organization that provides in-kind donations, such as resources and promotional materials, or funding to an organization in return for advertising. You're building mutually beneficial relationships with potential sponsors.

Consider the following local sponsors in your community:

- Bank branches
- Retail locations of large store chains
- Retail locations or offices of large corporations
- Universities and Colleges
- Home-improvement stores (for in-kind donations)

# RESOURCES





*Catwalks, shortcuts, mazes  
and meows can be...*

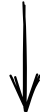




*ideas...*

How can we **IMPROVE** catwalks?

What do you like **MOST** about **catwalks**?



## BUILD-OUT NOTICE TEMPLATE FOR NEIGHBOURS NEXT TO CATWALK

Hello Neighbour,

Did you know that the walkway running beside your house is called a “catwalk” in the community? Technically known as “engineered walkways”, these pathways are designed to cut-through the street grid of many Calgary communities developed post-world war II. Many residents have expressed their frustration regarding catwalks’ lack of upkeep, meaningful use, and safety. To attend to these needs, a series of changes could be made to improve the safety and appearance of these catwalks and increase usability for residents of *(insert community name)*.

In collaboration with *(insert partner names or organizations involved)* we hope to facilitate a community-driven process of reimagining the appearance and use of these catwalks, working to implement some of the proposed improvements.

As part of the initial stages of this project we will be working with the community to reimagine and temporarily redesign certain catwalks. On *(insert date)* there will be an interactive brainstorming session to reimagine the catwalks as vibrant, active, and safe spaces within their community. On *(insert date)* there will be a hands-on activity in the chosen catwalk, where participants get the opportunity to implement their design interventions.

### **Catwalk Build Out Vision**

The vision for this catwalk involves a “green walk” *(or any theme or branding name you deem applicable)* where we hope to lean vegetation pallets on your fence. Other potential changes include: mowing and clearing this catwalk of any overgrowth, bringing solar lighting in, streaming colourful banners or aesthetic touches, and painting the pathway to create a more fun, safe and edible space. Possible examples of what could be done are in image 2 *(source appropriate example images to show your neighbour)*.

**Please note that you are not required to maintain anything that remains in the catwalk.**

Please contact *(name of primary organizer)*, who works with *(organization if applicable)* if you have any questions, comments or concerns. If we do not hear from you by *(insert date)*, we will assume that you support this project and will proceed with it.

We hope we can count on your support in helping us transform our community into a safer and more attractive place for everyone.









#REIMAGINE CATWALKS