

Additional Community Support for Alberta Avenue and Jasper Place Communities

Recommendation

That the June 30, 2021, Citizen Services report CS00249, be received for information.

Previous Council/Committee Action

At the December 9/11, 2020, City Council meeting, the following motion was passed:

That Administration explore opportunities for potential community partnership e.g. Edmonton Federation of Community Leagues or Business Improvement Areas, to provide additional community support for Alberta Avenue and Jasper Place Communities and report back in Second Quarter 2021.

Executive Summary

In 2019, the City's revitalization coordinators that were dedicated to the Alberta Avenue and Jasper Place Revitalization areas were redeployed to new revitalization areas in Inglewood and Balwin-Belvedere. Revitalization program funding is still available for Alberta Avenue and Jasper Place until the end of 2022. The revitalization steering committees in Alberta Avenue and Jasper Place are creating plans to continue revitalization into the future.

As part of their plans, both areas are considering engaging an individual or organization to coordinate ongoing revitalization efforts. The business improvement associations in both areas are actively involved in that process. As well, the Edmonton Federation of Community Leagues has shared a proposal with both Revitalization steering committees suggesting how the Federation could coordinate revitalization efforts in each area into the future. Both steering committees are still in the process of considering various options, priorities and associated resource requirements to sustain and build on the gains they have made through Revitalization to date.

Report

As part of the Neighbourhood Revitalization program, City Council provided funding for a dedicated revitalization coordinator plus \$180,000 in program funding for each of the the Alberta Avenue and Jasper Place revitalization areas until the end of 2019. The

annual funding was used to match financial and in-kind contributions from residents and neighbourhood organizations to develop local leadership capacity and support citizen-led projects for neighbourhood beautification, animation, safety and other community identified priorities.

In 2018, City Council approved Inglewood and Balwin-Belvedere as the next two Revitalization areas including the redeployment of staff from the Alberta Avenue and Jasper Place Revitalization areas to the two new areas. As part of the Spring 2019 Supplemental Operation Budget Adjustment, City Council approved funding for programming and temporary staffing for 2019 and 2020 for Alberta Avenue and Jasper Place to allow for a transition plan to be developed. In 2020, the corporate-wide response to pandemic-related financial pressures resulted in the discontinuation of temporary staffing. The full amount of 2019 and 2020 program funds was allocated to community-led initiatives and supports (Attachment 1).

In December 2020, City Council approved the continuation of program funding for 2021 and 2022. Administration adjusted the criteria for the use of program funds which allowed each area to hire a person or organization to work with the community to create and implement a plan to continue to build collaborative networks that increase neighbourhood vibrancy, safety, social connections and beautification.

Moving Forward

Administration is supporting area stakeholders to decide how they will spend the funds on projects and possibly hire a coordinator. In addition, the Edmonton Federation of Community Leagues contacted both revitalization steering committees regarding the potential to help coordinate revitalization efforts over the next year. The business associations in both areas have been and continue to be active members of the revitalization steering committees and, depending on steering committee decisions, could access program funding to engage a coordinator on behalf of the steering committee.

In both areas, the steering committees are made up primarily of volunteers. In Jasper Place, the stakeholder group is interested in engaging a person or organization to inspire and collaborate with area residents, businesses and organizations to create a plan that will guide the community to sustain and enhance the gains made through the revitalization program. The Stony Plain Road and Area Business Association has stepped up to be the fiscal agent for the project and to lead the recruitment process.

The Alberta Avenue District Council (which serves as the steering committee for revitalization) is going through a strategic planning process and evaluating several options to use the available program funding to sustain and enhance gains made through the revitalization program in its neighbourhoods. The district council has

already allotted \$5,250 for Small Spark funding initiatives and will dedicate a portion to supporting projects through matching funds using the rest for district-wide projects and perhaps a coordinator.

Building on evidence-based approaches that show the importance of community action and collaboration in sustaining the gains made through revitalization, the Alberta Avenue District Council has identified objectives for cleanliness, beautification and safety. The district council is currently quantifying the resources and funds they would need annually to have a coordinator to support community responses to problem properties, litter, needle debris, unwanted large items, illegally dumped items, graffiti, social disorder, public defecation and urination and to undertake beautification initiatives that would augment City services.

Active stakeholders in Jasper Place, Alberta Avenue and the other four revitalization areas are participating in facilitated, quarterly, peer-to-peer networking sessions to share ideas and learnings about bringing local residents, organizations and businesses together to mobilize and build on their collective skills and resources to promote further revitalization and positive change.

Corporate Outcomes and Performance Management

Corporate Outcome: Edmontonians are connected to the city in which they live, work and play.			
Outcome	Measures	Results	Targets
Mature neighbourhoods are revitalized through community involvement.	Total hours spent on enhancing neighbourhood livability	2019: 3,984	Maintain or increase over prior period
	Total hours spent on connecting people, process and ideas	2019: 21,035	Maintain or increase over prior period

Attachments

1. 2019 and 2020 Grant Funding Allocation

Others Reviewing this Report

- M. Persson, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- C. Owen, Deputy City Manager, Communications and Engagement
- K. Fallis-Howell, Acting City Solicitor