

GBA+ REPORTING

PROJECT/INITIATIVE NAME: Rosenthal Park Site Outdoor Recreation Facility

Branch Community Standard and Neighbourhoods

Department Community Services

Completed by: Lori Angus

Date: December 30, 2021

1. DESCRIPTION OF PROJECT OR INITIATIVE

This project is a community-initiated request to construct and operate two covered artificial ice surfaces and an amenity building called Rosenthal Outdoor Recreation Centre and Community Hub on Rosenthal Park. This proposed project is a collaborative venture between the Rosenthal Community League and Active Communities Alberta.

2. OVERVIEW OF GBA+ IMPACT

The barriers to inclusion and supporting equality of outcomes for this project are related to resident and group participation in engagement and future activities and programs of the facility. Rosenthal is a diverse neighbourhood compared to Edmonton as a whole with a fairly equal number of children and working age adults in the neighbourhood and a significantly higher proportion of residents that identified as immigrants or residents without Canadian citizenship. The diversity of the community suggests the needs and interests of residents could vary significantly.

One objective for this project is to ensure engagement is inclusive by providing City resources to support, guide and mentor the community group through the process with a GBA+ perspective so that barriers are minimized. This will also involve reviewing engagement plans and results. Another objective is ensuring that future facility programming represents the needs of the neighbourhood. City staff supporting the group through the strategy and concept phases of the project will focus on the appropriate balance of activities programmed for the facility throughout the year to meet the diverse needs of residents.

Since the operations funding for the proposed facility would need to include rental revenues (e.g. tournaments) access to the rinks will be impacted. Equity measures to address this finding will be determined when the organization completes the strategy phase business case requirement. City staff support throughout this process will ensure equity measures are in place.

The proposed facility would be open for rental and use to anyone and the proposed location would not increase equitable access to ice rink amenities for all Edmontonians. City staff will support the community group through the strategy phase of the project with a GBA+ perspective and ensure an appropriate balance of rental and casual use is planned and noted in project documents.

Until a feasibility study is complete, site access to the rinks for sledge hockey and other opportunities for people with mobility and other considerations is unknown. Having the necessary City subject matter experts work with the community group to ensure access to the rinks is appropriate for people with mobility and other considerations is critical for this.

GBA+ PROCESS

3. REFLECT

As City staff, the team that developed this GBA+ report has reflected on the privileges working for the City has afforded them that may not be the experience of all citizens, especially the diversity in residents of the Rosenthal neighbourhood. Some of these privileges include:

- fluent in English written and verbal formats
- holding a degree and/or additional post-secondary education
- consistent work and hours
- consistent bi-weekly pay
- working in an office environment with the ability to work from home during COVID-19
- access to technology (hardware, internet, phone)
- access to a vehicle and ability to pay car maintenance and insurance
- some may or may not provide child and family care, but have access to employment support and resources and financial abilities to enable these tasks
- all of the staff involved in the development of this GBA+ report were not immigrants or residents without Canadian citizenship
- most of the staff involved in the development of this GBA+ report experience white privilege

City staff frequently and openly discuss these privileges and understand that working with communities who do not always experience these privileges need to be considered. Conversations include being fluent in English written and verbal formats, access to transportation and child care, and consistent hours of work, among other topics of privilege. A GBA+ review will now enable and empower these conversations to transition into mitigations and actions.

4. RESEARCH

Information and data was collected to compare various demographic characteristics of the Rosenthal neighbourhood with Edmonton as a whole to gain insights into barriers to participation in activities, engagement and fundraising:

- Based on federal census data:
 - Data from 2016 show the average household income in Rosenthal was \$115,000, compared to Edmonton's median household income of \$87,225.
 - In 2016, the population data was at 1,461 people representing 613 households and in 2019 it had grown to 3,650 people representing 1,418 households. The area structure plan proposed a population of 13,000 residents.
 - The 2019 data notes that the demographic breakdown of the community is approximately 50 percent female and 50 percent male with a range of age groups.
 - The age breakdown of five year cohorts is fairly equal from ages 0 through 60 - meaning there are fairly equal numbers of children and working age adults in the neighbourhood.

- In 2016, the proportion of residents that identified as immigrants or residents without Canadian citizenship was significantly higher than Edmonton as a whole. Approximately 29 per cent of residents in Rosenthal were not Canadian citizens compared to approximately 13 per cent for the city as a whole. People choosing to move into Rosenthal from outside of Canada comprise about 20 per cent of the neighbourhood population compared to about eight per cent city-wide. Approximately 59 per cent of Rosenthal residents self-identify as belonging to a visible minority compared to the city average of about 37 per cent.

5. ENGAGE

As this project is community-led, engagement was undertaken by the Rosenthal Community League through a survey of current neighbourhood residents as part of a neighbourhood needs assessment. The City provided a standard public engagement plan template to guide them through the process. The engagement completed is not GBA+ specific. Citystaff encouraged the league to engage with as many individuals or groups in the neighbourhood as possible. Engagement is a requirement throughout the consecutive phases of project development. City staff support proponents to engage effectively by providing coaching and resources to connect with as many community stakeholders as possible, including ways to connect with those that face barriers to participating.

6. FINDINGS AND RECOMMENDATIONS

<p>Finding statement(s):</p> <ul style="list-style-type: none"> ● Marginalized individuals disproportionately live in poverty and/or in isolation; therefore, there may be barriers to access information on programs and activities and barriers to voluntary participation in programs and activities. ● Operations funding for the proposed facility would need to include rental revenues, including tournaments, which will impact access to the rinks. ● The proposed facility would be available for rental and use to anyone. ● Until a feasibility study is complete, site access to the rinks for sledge hockey and other opportunities for people with mobility and other considerations is unknown. 	<p>Equity Measure Recommendation(s):</p> <ul style="list-style-type: none"> ● Support the community group through further engagement with a GBA+ focus to ensure the diverse needs and interests of the residents of Rosenthal can be and are considered. ● Ensure equity measures to address this finding are determined when the organization completes the strategy phase business case requirement. ● Support the community group through the strategy phase of the project and ensure an appropriate balance of rental and casual use is planned and noted in project documents ● Have the necessary City subject matter experts work with the community group to ensure access to the rinks is appropriate for people with mobility and other considerations
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7. IMPLEMENTATION

Throughout this project to date, City staff worked closely with the community group to help them navigate the requirements of the project and ensure their planning is appropriately comprehensive and engagement inclusive. Staff will continue to support the group and ensure that they have the knowledge and tools to implement equity measures.

8. EVALUATION

Administration will work with the community group to ensure engagement methods further reduce barriers for underrepresented demographics and review engagement results with them to ensure adequate equity measures were implemented.

ADMINISTRATIVE USE ONLY:

Reviewed by:	Community Services GBA+ Centre of Excellence (TG)	Date:	January 5, 2022
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