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Beyond Your Front Door Neighbourhood Strategy

- Who we are: the Beyond Your Front Door Team
 - Amy Daca
 - Dave Kirkham
 - Nicole Toth
 - Jin Xie
- What is a Neighbourhood Strategy?
- Why the Orchard?

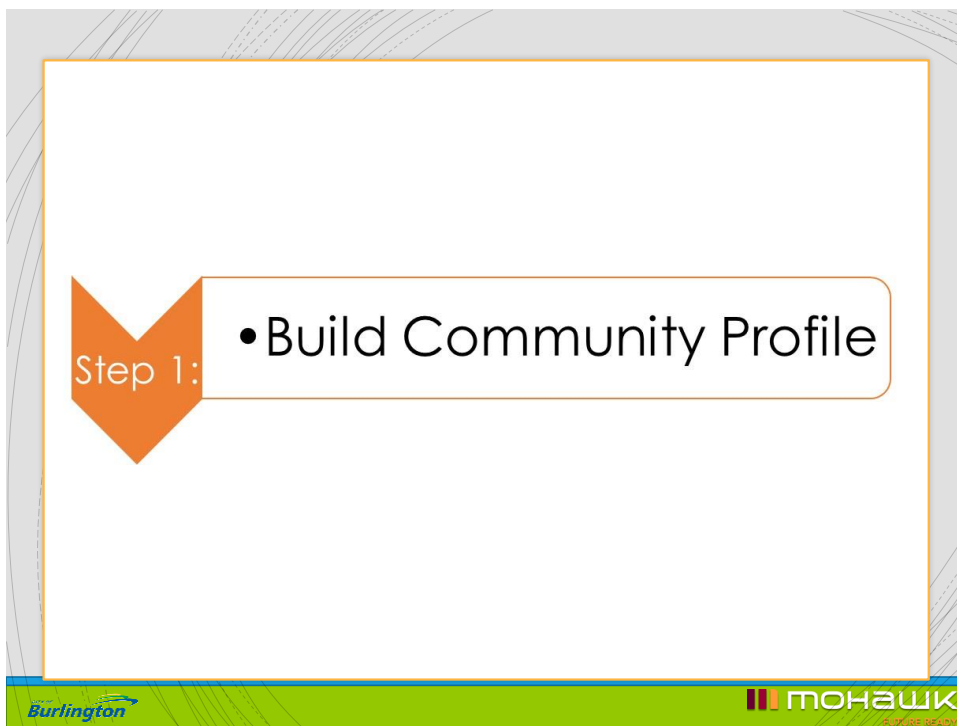


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BYFD Neighbourhood Strategy: a 5 Step Process



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Step 1:

•Build Community Profile

- Gather information on the demographics:
 - Age, family size, home ownership, languages spoken, income and commuting time
- Take a tour of the community
- Identify which City-run programs the community is or isn't utilizing

Recommendations

Step 2:

•Engagement and Visioning

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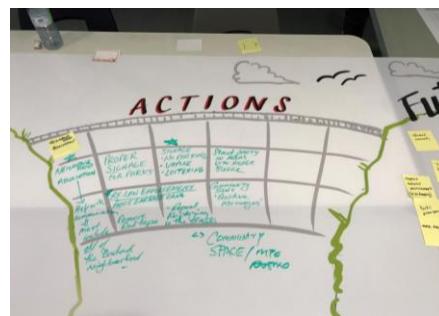
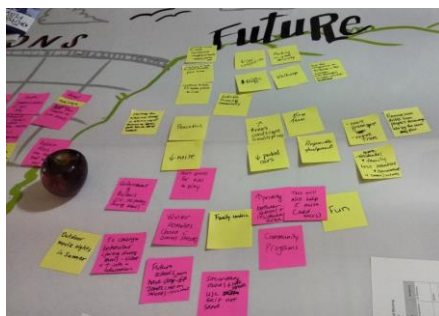
• Engagement and Visioning

- May 1st Community Building Meeting
- Approximately 40 residents attended
- Visioning exercise:
 - Future state (“What does your dream Orchard community look like?”)
 - Current state identified (“What is the Orchard like right now?”)
 - Build a bridge and identified actions to get from current to future state

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Step 2:

• Engagement and Visioning



- Reached out to social media administrators within the community to share our project, get their feedback and support.
- Online Survey: The BYFD project team created a Get Involved webpage, describing the project and inviting residents to complete an online survey.
- Advertised through:
 - Orchard Facebook page
 - Ward 5 Councillor's newsletter and web page
 - Get Involved site
 - City of Burlington social media
- The BYFD project team received **276 completed surveys** from May to July

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Step 2:

• Engagement and Visioning

Community Connector



"individuals in a community that organize or lead events/programs that help neighbours connect and ultimately build and strengthen their community".

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Step 2:

• Engagement and Visioning

- Endorse the neighbourhood strategy in person by elected officials or municipal staff
- Be inclusive and use multiple channels of communication
- Establish goals using visioning workshops and surveys
- Recruit Community Connectors
- Focus on resident-led initiatives

Recommendations

Step 3:

• Call to Action



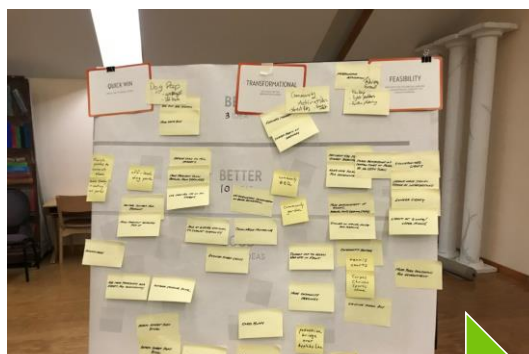
June 12th Community Connector Meet & Greet



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Innovation in a Box Exercise:

Best
Better
Good



1. Feasible 2. Quick Win 3. Transformational



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- Calls to Action

LEADER IDENTIFIED


LEADER IDENTIFIED

[illegible]




- Call to Action

Get Involved Burlington



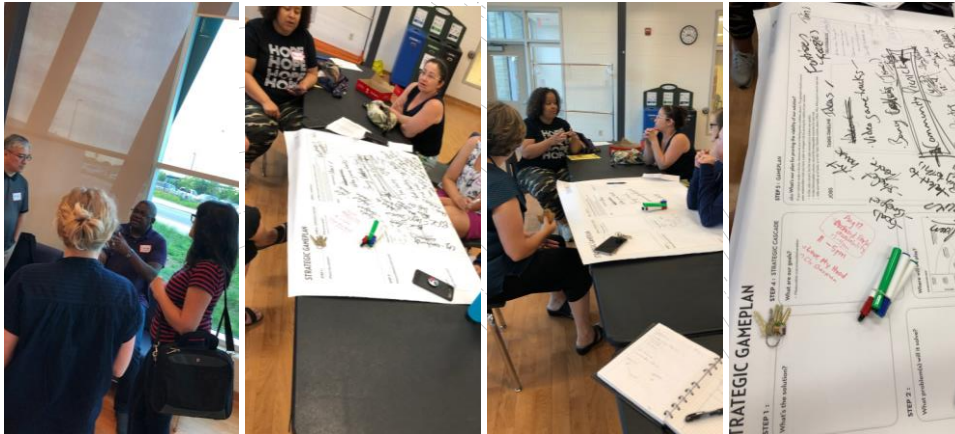



Alexander's Public School Year End Fair
June 21st

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July 3rd Community Connector Update Meeting



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Step 3:

• Call to Action

- Find and engage your Community Connectors
- Create opportunities to get involved through Community Connector meet-ups and events
- Start with attainable goals for quick-wins
- Be the central point of contact

Recommendations



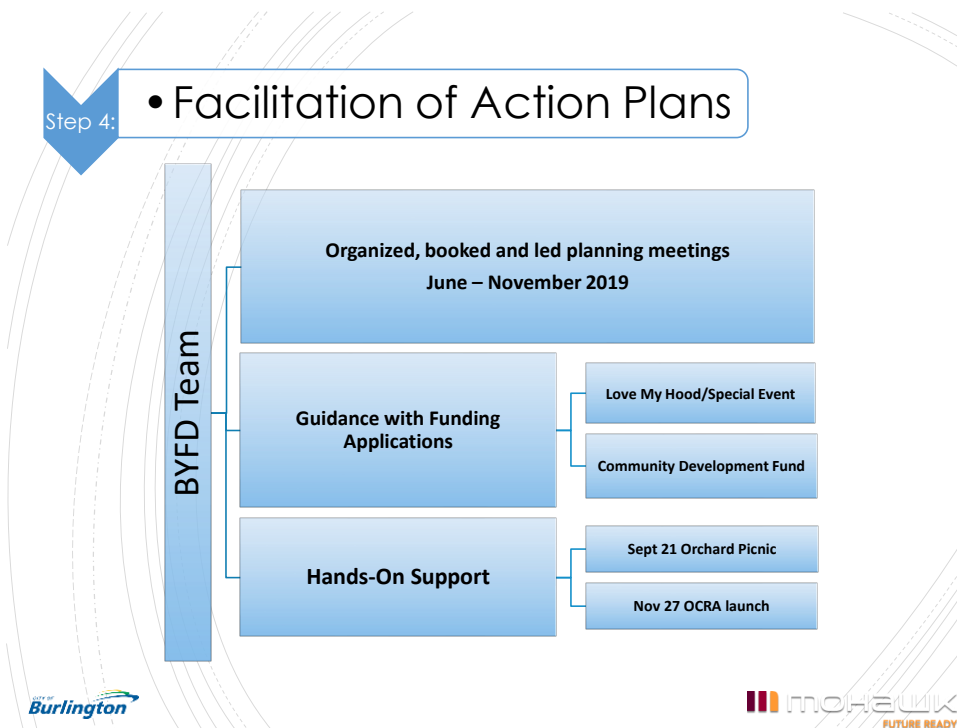
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Step 4: • Facilitation of Action Plans

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**1st Annual Orchard Community
Picnic**
Sept 21, 2019
12 – 4 p.m.
Orchard Park



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+1000 people attended!

- Two food trucks
- Police, Fire and EMS vehicles, staff
- Line dancing lessons
- DJ with music
- Pop Up & Play Imagination Playground
- Local vendor marketplace



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- Beyond Your Front Door Team
- Live musical performances by local music students
- Alton Public Library Tent
- Sponsorship by local real estate brokerage
- Games and activities (giant checkers, rock colouring, sidewalk chalk, bubbles)
- Student volunteers



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Step 4:

• Facilitation of Action Plans



Orchard Community & Residents Association (OCRA)

"Our commitment is to lead, celebrate, and engage our community. We assemble people for activities and events, support our local businesses, discuss matters that impact us, and represent policy issues as one voice."



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Orchard Community and Residents Association
www.orchardcommunity.ca

Orchard Community and Residents Association

Launch Party

Nov 27, 2019

7:30 – 9:30 pm

Mainway Rec Centre



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**Orchard Park Tree-Lighting and
Carolling**
Dec. 9, 2019
6:30 – 8 pm
Orchard Park



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Step 4:

• Facilitation of Action Plans

- Plan and lead meetings, & maintain regular communication with Community Connectors
- Guide and advise with funding applications
- Assist on the day of the event with “hands-on” support
- Leverage Councillor engagement and promotion for additional support

Recommendations

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Step 5: • Legacy Building

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Step 5: • Legacy Building

- Invest in community by dedicating City staff to serve as central point of contact for residents who want to get involved.
- Keep the momentum: outreach, engage and support them
- Continue to build a network of Community Connectors
- Get feedback from the community – is the strategy working?
- Celebrate and acknowledge their successes

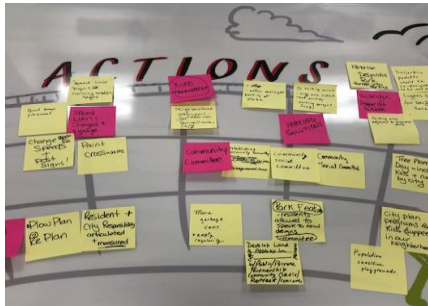
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Recommendations

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Conclusion and Achievements



**Uptown Visioning Exercise
October**



**Kilbride Community Event
September**



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Why is this
needed?

- Improved life satisfaction
- Increased feelings of safety and security
- Emergency preparedness
- Better physical and mental well being and health
- Build strong relationships to work, live and play together



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