Let's just make it a pilot?!

An interactive presentation + dialogue

ELEVATION 2.0
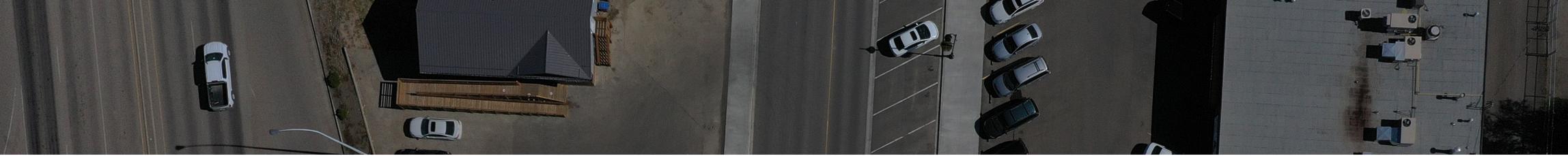
Who are we?

Mélanie (Mel) Messier

Planner applying big ideas and innovation within a small town context.

Operating from a planning lens informed through working in diverse rural and urban environments cross-provincially and internationally.

Spencer Croil

Convinced we're all living in a big experiment.

Endlessly curious planner, designer and instructor who is always up for trying a new approach to the opportunities and challenges that define community planning and land development.

Who's who?

Let's get to know each other

- *Where are you from (municipality, province, organization)?*

- *What is your speciality?*

- *How long have you been practicing?*

- *Have you participated in a pilot program/project before?*
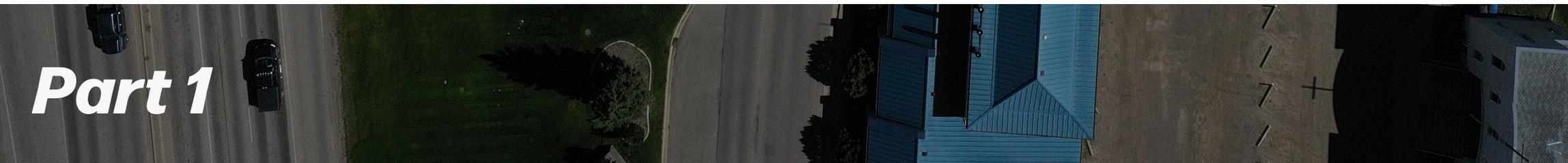
Part 1

Why are **we** here?

- *Everything we do is an experiment*

- *With limited tools, many problems look similar*

- *We don't know what we don't know*

We want to dialgoue with you!
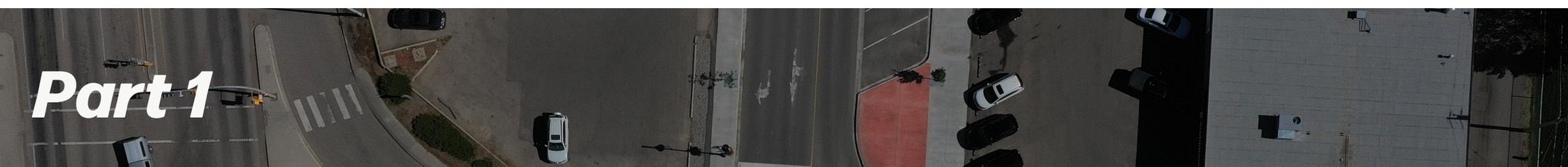
Why are you here?

We're assuming it's one or a combination of the following:

- *You didn't find any of the other sessions offered right now appealing (don't worry, we won't tell the other presenters)*

- *Our session piqued your curiosity*

- *You've wandered into the wrong session*

Part 1

What do we know anyway?

A little bit ... about a few different things

PART ONE - Introductions (we did that)

PART TWO - Anatomy/defintion of a pilot + current context

PART THREE - Our experience and learnings

PART FOUR - Conclusion
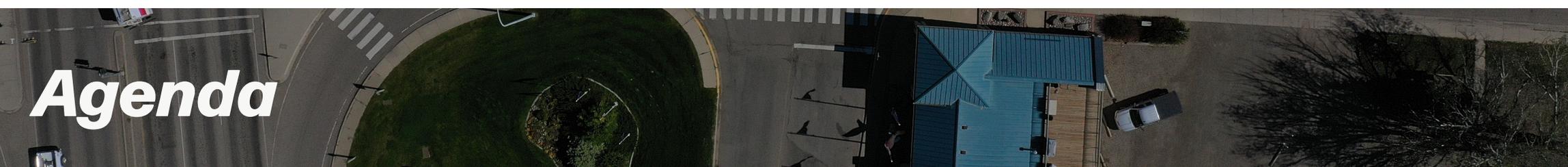
Agenda

What is a pilot?

Defintion of a pilot

Fundamentally [a pilot] often means a leading effort intended to determine viability.

- PMI

Anatomy of a pilot

Define the problem/ opportunity

Identify/empathsize with stakeholders

Identify/design solutions with stakeholders

Record results, refine, adjust

Launch pilot!

Design/present pilot to decision makers
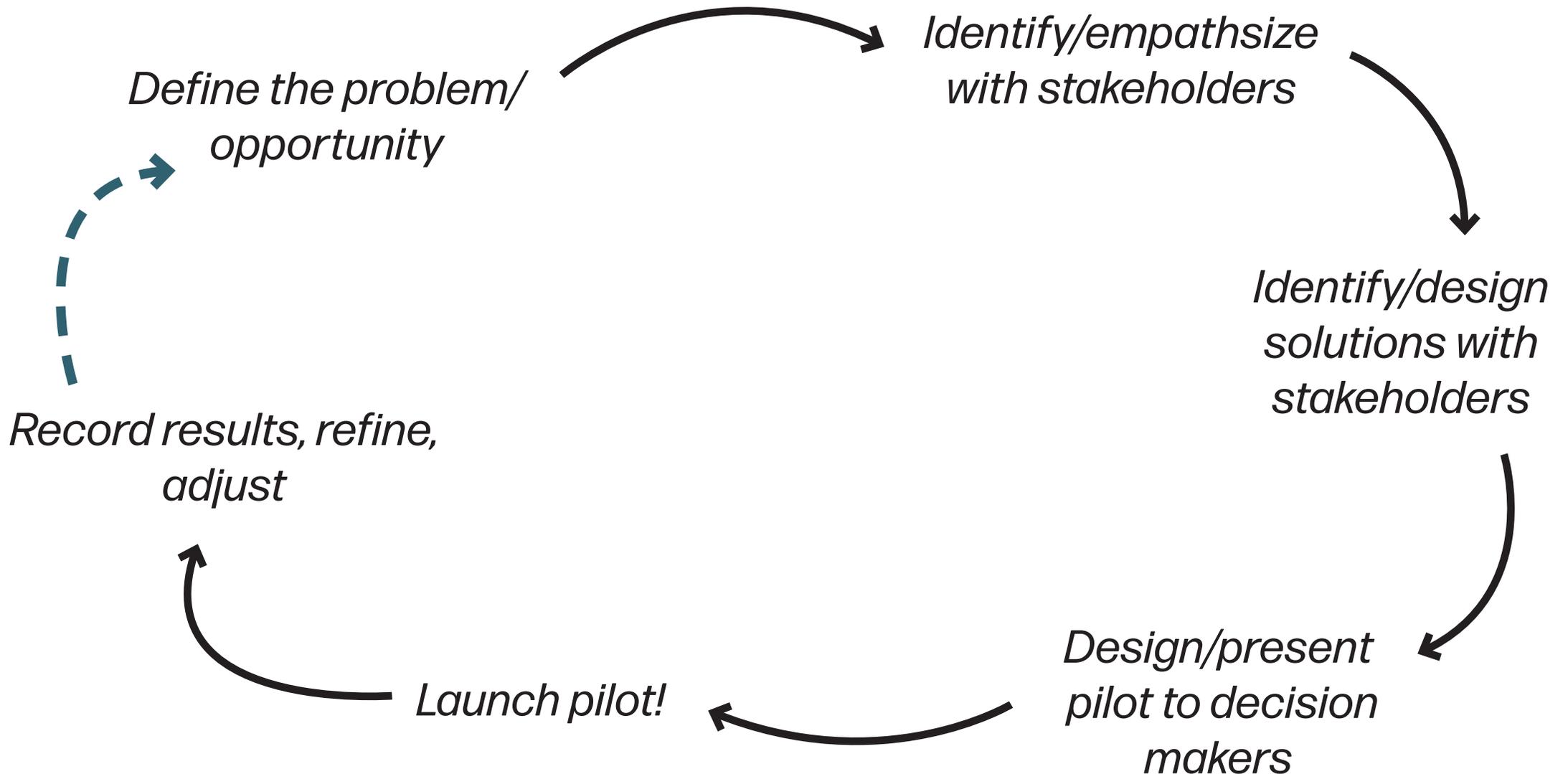
Part 2

Anatomy of a pilot

Identify/empathsize with stakeholders

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Identify/design solutions with stakeholders

Record results, refine, adjust

Design/present pilot to decision makers

Launch pilot!
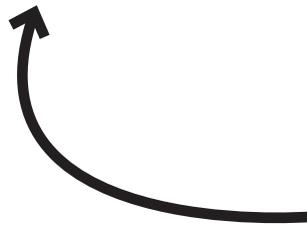
Part 2

What is the current landscape?

Have you ever participated in a pilot project or program?

27 responses

- Yes
- No

11.1%

88.9%
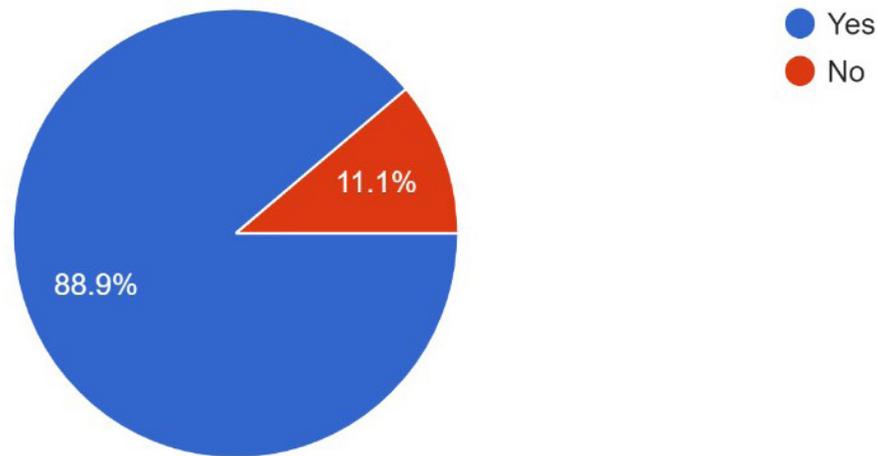
What was the context of the pilot you participated in?

24 responses

- I was the lead of the project or program and helped develop it
- I was on the team and supported the development and/or implementation of it
- I was a stakeholder in the pilot and provided input into project/program outcomes
- user

62.5%

25%

What is the current landscape?

What was the focus of the pilot program or project?

23 responses

Focus	Value
Long range planning	4 (17.4%)
Current planning	2 (8.7%)
Development	2 (8.7%)
Regulatory	2 (8.7%)
Transportation	10 (43.5%)
Water	1 (4.3%)
Environment	3 (13%)
Social/cultural	9 (39.1%)
Economic development	3 (13%)
Academic	1 (4.3%)
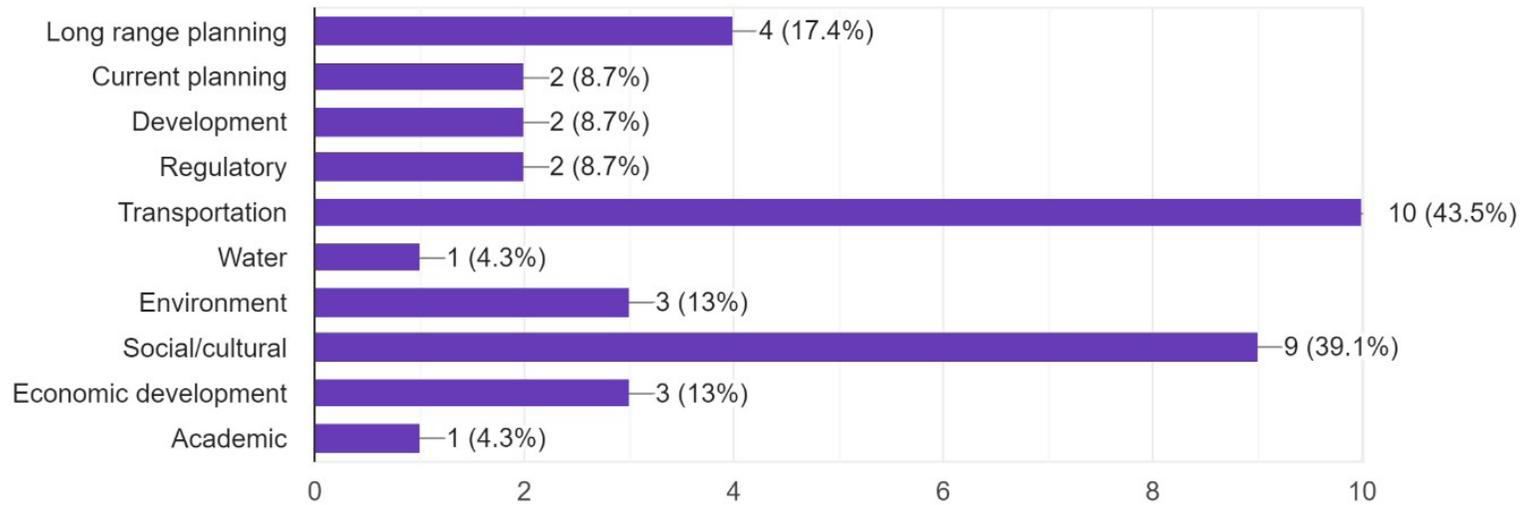
What was the length of the pilot you were involved in?

24 responses

- Less than 2 weeks
- 2-4 weeks
- 4-6 weeks
- 6-8 weeks
- 8-10 weeks
- 10-12 weeks
- More than 12 weeks

79.2%

12.5%
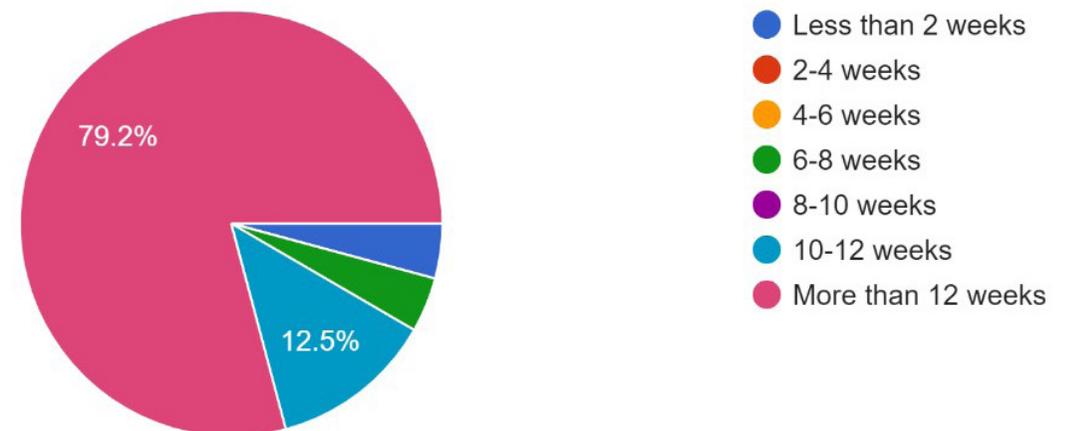
What is the current landscape?

After the pilot program, was the program or project launched on a more permanent basis?

23 responses
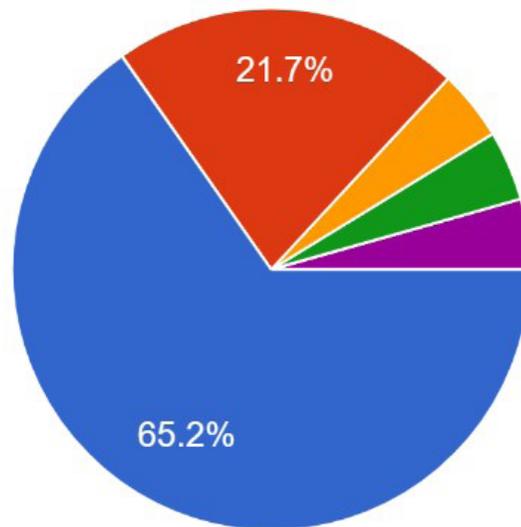
- Yes
- No
- Still kind of being worked through.
- Learning informed some changes to thinking and a new pilot will emerge
- Uncertain - though there is a related city-wide traffic calming around schools that has been launched after our pilot.

What is the current landscape?

Many projects and programs across the country have or are in the piloting phase.

Pilots touch all scales across Canada.

- *Small-scale local*
- *Country-wide*
- *Low budget, high budget*
- *Short-term, long-term*

+ Everything in between

Part 2

E-SCOOTER **SAFETY TIPS**
This is how we roll, Red Deer!
THE CITY OF Red D[eer]

- AVAILABLE TO RIDERS AGED 16+
- WEAR A HELMET
- PARK IN DESIGNATED AREA[S]
- DO NOT INTERFERE WITH PEDESTRIANS OR TRAFFIC
- RIDE ON SIDEWALKS AND PAVED TRAILS — NOT ON THE ROADWAYS OR BIKE LANES
- MAX SPEED LIMIT IS 20 KM/HR

HAVE FUN, AND LET US KNOW WHAT YOU THINK! reddeer.ca/escooter

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CITY OF **Leduc**   Community   Services   Government   Busines[s]

Backyard Hens and Bees Pilot Program

ALCOHOL PERMITTED
AT THIS PICNIC SITE **11 AM TO 9 PM** DAILY.
ADULTS, PLEASE ENJOY RESPONSIBLY AND RESPECT OTHERS AROUND YOU.

FOR MORE INFORMATION

TO REPORT CONCERNS, CALL **311**
FOR EMERGENCIES, CALL **911**

Innovation UBC

INNOVATION STORIES   HOW TO ENGAGE ⌄   IMPACT   ABOUT ⌄

ABOUT / NEWS

Smart city pilot project in downtown Kelowna explores ways to improve how we move around

---

Township of Minden Hills
FoodCycler Pilot Program

Countertop Composter!
Dimensions are: 32cm x 30cm x 36cm
Holds approx. 2.5 litres of food waste at a time

What Is a FoodCycler?
Using electricity, a FoodCycler dries and grinds up food waste, turning it into an odourless, nutrient-dense by-product that is significantly reduced in weight and volume. The end product is comparable to a fertilizer, and is free from bacteria, seeds and food-borne pathogens.
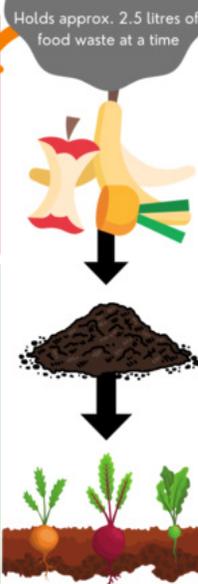
What Can Go in My FoodCycler?

- Most fruit & vegetable scraps
- Eggs & egg shells
- Cheese
- Meat, shellfish & poultry scraps
- Beans, seeds &legumes
- Chicken bones, fish bones & shells
- Coffee grounds, filters & tea bags

Acceptable (in limited quantities)
- Cake, bread
- Rice, pasta
- High sugar fruits (grapes, bananas, melon, oranges, pineapple)
- Sauces, yogurt
- Jams, jellies
- Peanut butter, butter

What Food Items Can't Go In My FoodCycler?
Hard, dense bones (beef, deer, moose, pork, lamb, bison), candy, gum, cooking oils & grease, hard pits (i.e. peaches), nuts & other hard shells, pineapple leaves, watermelon rinds

4-8 HOUR CYCLES
+
0.8 KILOWATT HOURS OF ELECTRICITY PER CYCLE

What is the current landscape?

Scale

- Geographically: neighbourhoods to national

- Time: a few months to more than a few years

- Money: a few thousand dollars to many millions

Topics

- Diaper disposal

- Hyper-speed composting

- Backyard hens/chickens

- Transportation (e-scooters, etc.)

- Alcohol in parks

- Food trucks/food industry

Define the problem/ opportunity

Identify/empathsize with stakeholders

Identify/design with solutions with stakeholders

Design Thinking

Record results, refine, adjust

Launch pilot!

Design/present pilot to decision makers
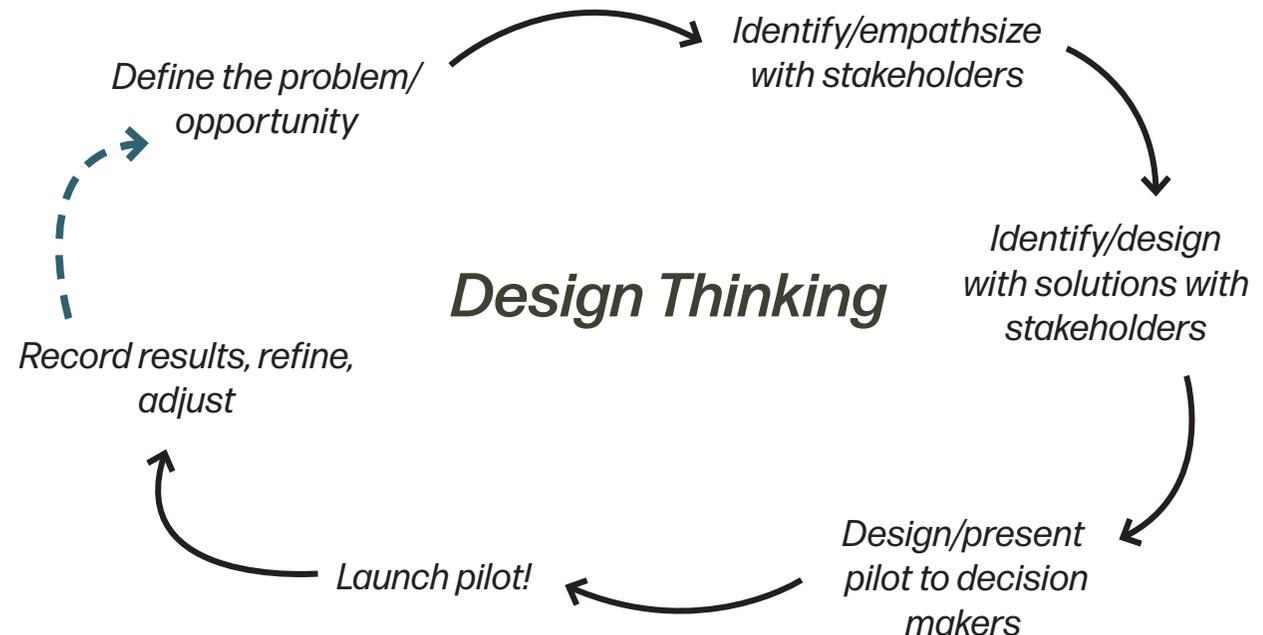
Audience Participation

Have you participated in a pilot project?

What was the topic area?

Shared elements

Of the number of pilot projects you've touched on, there are many commonalities.

Without making too many assumptions, most pilots ...

- *Use some form of design thinking*

- *Are on a fixed timeline/budget/area*

- *Have a way of measuring outcomes*

- *Want to inform something*

Part 2

Our experiences

Include a combination of pilot on municipal and municipal/ academic levels.

By way of example

- *Budgets have ranged from $0 - $10,000*

- *Timelines have ranged from a few weeks to over a year*

- *Most pilots inform how we continue to make decisions in the long-term*

Part 3

Our experiences

The pilot projects we'll be covering include:

- *Access Coaldale*

- *Wayfinding*

- *Healthy Communities*

- *ARTcade*

- *CommunityLAB*

Part 3

Access Coaldale

Identify/empathize with stakeholders	Define the problem/ opportunity	Identify/design solutions with stakeholders	Design pilot and present to decision makers	Launch pilot and record results
Inaccessible parts of the community	Lived experience of community members	Build assessment framework	Get funding and community support	Assessments conducted by group and consultant, then reported to Council

Key Outcomes

- Accessible design has become a topic of discussion for community members, councillors and town staff and we see continue to see accessible features woven into new and existing public spaces.

Working Group Process

A well-identified process ties directly into the working group's scope in a way that takes the group through the project's timeline sequentially. The following steps will act as a guide for the current working group and its objectives. However, steps 4-6 can be applied in the future and continue to achieve accessibility past the first implementation of accessibility improvements.

	STEP 1	Introduction and orientation
	STEP 2	Build a base of knowledge of accessibility standards
	STEP 3	Prepare guiding documents and assessment tools
	STEP 4	Conduct accessibility audits led by the working group and community members
	STEP 5	Prepare a list of improvement projects based on priority and value-based options
	STEP 6	Report on findings: Recommending high-priority accessibility projects to Council

STEPS 4-6

Project Start

STEPS 1-3

6

A. Access & Entry (Continued

A11	If the ramp serves a doorway, is the ramp landing a minimum 2135 x 2135 mm (84" x 84") so that the door swing does not interfere with movement and access? Note: If the door is recessed and does not project into the landing a 1500 x 1500 mm (59" x 59") lading is acceptable.	Yes	No
	Comments:		
A12	Equipped with a colour contrasting strip across the tops and bottoms of every ramp slope, OR, are the slopes in a different contrasting colour to the landings?	Yes	No
	Comments:		
A13	Does the access ramp contain guard rails?	Yes	No
	Comments:		
A14	If yes, are the guard rails a minimum 1070 mm (42 1/8") high at landings?	Yes	No
	Comments:		
A15	Does the access ramp contain handrails?	Yes	No
	Comments:		
A16	If yes, are the handrails between 865 mm (34" min) and 965 mm (38" max) high from the surface of the ramp to the top of the handrail?	Yes	No
	Comments:		
A17	Do the handrails extend a minimum 300 mm (12") past the end of the ramp, and return to floor, wall, or post so that the handrail end does become an obstacle or hazard?	Yes	No
	Comments:		
A18	Is the main entrance of the building at least 915 mm (36") wide, with 850 mm (33") of clearance measured from the edge of the open door to the edge of the door stop on the other side of the door frame?	Yes	No
	Comments:		
A19	Does the main entrance have a power-operated button?	Yes	No
	Comments:		

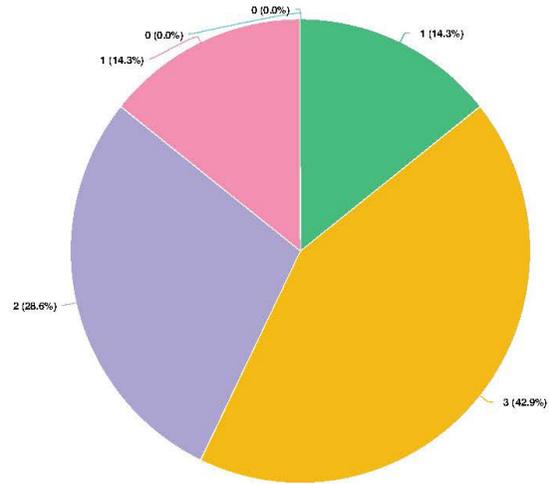## Concept Planning and Probable Costs

Wayfinding

Define the problem/ opportunity	Identify/empathize with stakeholders	Identify/design solutions with stakeholders	Design pilot and present to decision makers	Launch pilot and record results
Opportunity to enhance active modes network and highlight special places	Consistent desire for better options for active modes identified through previous engagement	Designed for visual accessibility and identification of existing and future pathways	Aquired budget, designed and implemented in 16 locations with a total of 49 signs	The pilot is serving our current needs and next steps are pending

Key Outcomes

▪ Wayfinding signage was designed, built and installed at an incredibly good value. The signage is now up permanently and will be added to as needed (trust between staff and Council), and consistent effort put into engaging with and collecting feedback from users.

Q3 What is the most common reason you choose to walk or ride your bike?

0 (0.0%)
0 (0.0%)
1 (14.3%)
1 (14.3%)
2 (28.6%)
3 (42.9%)

YOU ARE ON:
8th St / SMRID Canal

Coaldale Christian School	350 m	4 min
Coaldale Dog Park	430 m	5 min
Parkside Park	875 m	10 min
Jennie Emery School	1000 m	12 min
St. Joseph School	1500 m	18

YOU ARE ON:
8th St / SMRID Canal

?

Healthy Communities 1.0

Define the problem/ opportunity	Identify/empathize with stakeholders	Identify/design solutions with stakeholders	Design pilot and present to decision makers	Launch pilot and record results
Opportunity to assess community health through 'ranking' tool **+** partnership with Alberta Health Services (AHS)	Identifying health gaps in community wellbeing and current resources in topic areas	Paired research tool with engagement platform Task force made up of project champions and stakeholders	Project partners provided financial support and staff time	Engagement summary resulting in matched funding and support for next steps

Key Outcomes

- The Healthy Communities Initiative resulted in the formation of strong partnerships, involvement of stakeholders and Council support as Community Champions.

Healthy Communities 2.0

Define the problem/ opportunity	Identify/empathize with stakeholders	Identify/design solutions with stakeholders	Design pilot and present to decision makers	Launch pilot and record results
Identification of additional opportunities from earlier stage	Partnership with local high school and Career and Life Management students	Assignment to develop proposals for a Community Improvement Project	Total of 14 proposals were submitted and evaluated by the working group	Town implementing student proposals by weaving them into new and existing programs

Key Outcomes

- Next steps include the development of a Healthy Communitites Action Plan to act on the feedback received.

Diagram 2.2: Average focus area scores for the community at large, Coaldale, Alberta

Focus area	Scores	1 Haven't started	2 Just started	3 On the road	4 Nearly there	5 We're there
Physical activity	On the road Average score: 3.6 Question score range: 1-5 Strongest environment: Physical			3.6		
Healthy eating	Haven't started Average score: 1.9 Question score range: 1-4 Strongest environment: Physical	1.9				
Alcohol reduction	On the road Average score: 3.1 Question score range: 1-5 Strongest environment: Policy			3.1		
Tobacco reduction	On the road Average score: 3.1 Question score range: 1-4 Strongest environment: Physical			3.1		
UV protection	Just started Average score: 2.8 Question score range: 2-5 Strongest environment: Physical		2.8			
Cancer screening	Haven't started Average score: 1.9 Question score range: 1-3 Strongest environment: Physical	1.9				

Alberta Health Services

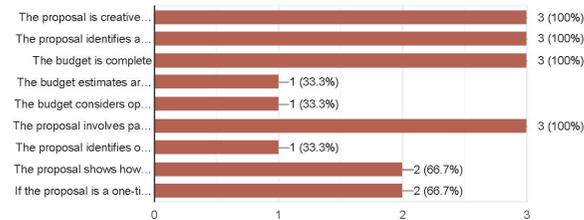HPAT CAL

Healthy Places Action Report

Coaldale, Alberta

Based on results from the Community at large (CAL) Healthy Places Action Tool (HPAT)
Completed: May 27, 2021

Community project
By Lola, Sophie, Elroy, Benny

Please, select all criteria that apply.

3 responses

- The proposal is creative... — 3 (100%)
- The proposal identifies a... — 3 (100%)
- The budget is complete — 3 (100%)
- The budget estimates ar... — 1 (33.3%)
- The budget considers op... — 1 (33.3%)
- The proposal involves pa... — 3 (100%)
- The proposal identifies o... — 1 (33.3%)
- The proposal shows how... — 2 (66.7%)
- If the proposal is a one-ti... — 2 (66.7%)

Do you have any other comments?

1 response

I think this group and the other farmer's market group could put their heads together to create a fabulous year round community gathering space, social connection, healthy eating, and supporting local businesses! Main street engages local chamber as well. I would like to see a bit more emphasis on UV protection considerations and awareness opportunities at the market.

Final Selection

14

TOWN OF COALDALE INVITES YOU TO PARTICIPATE IN...

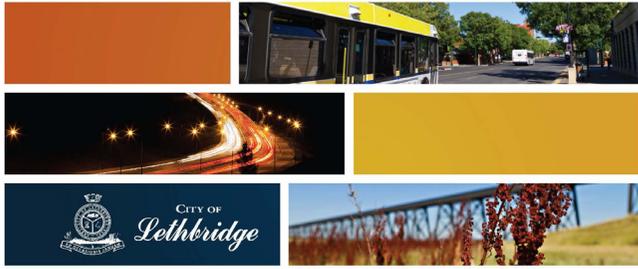COALDALE SUMMER FEST

FARMER'S MARKET

SATURDAY, AUGUST 6, 2022

COALDALE

ARTcade

Define the problem/ opportunity	Identify/empathize with stakeholders	Identify/design solutions with stakeholders	Design pilot and present to decision makers	Launch pilot and record results
Re-Imagine Downtown Activation Grant	Opportunity to collaborate with Lethbridge High School Students and Allied Arts Council to liven the downtown	Assignment detailing the parameters of each life-size game and community "day of painting"	Awarded funding by the Heart of Our City Committee and on the ground development of the games	TBD

Key Outcomes

▪ The ARTcade intiative resulted in a collaboration with the City of Lethbridge and an ability to both literally and figuratively play in the city's urban environment.
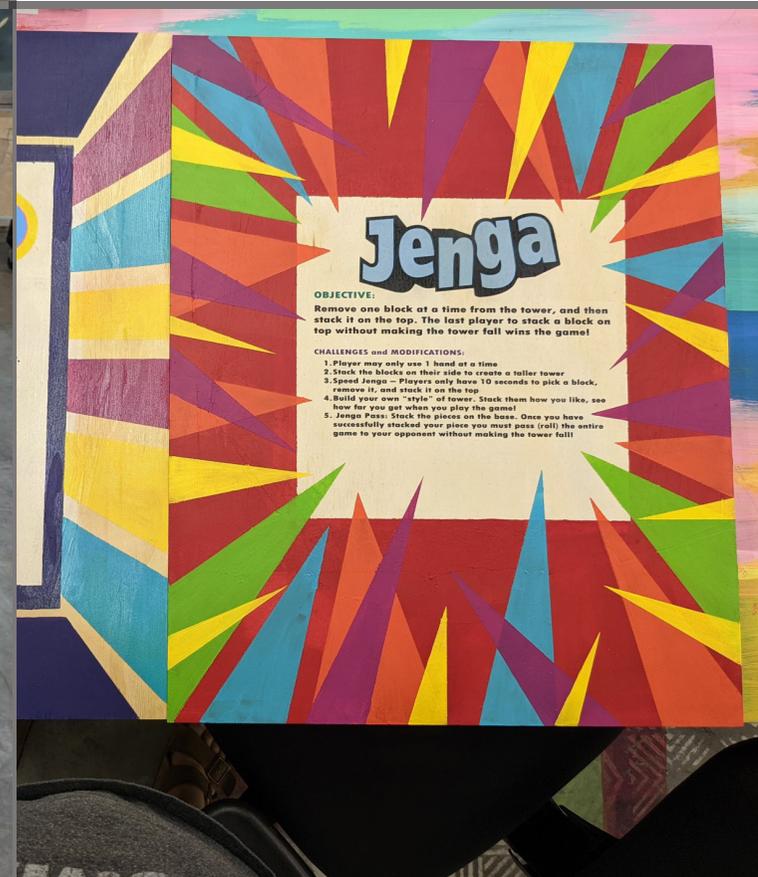
City of Lethbridge / Re-Imagine Downtown Activation Grant Application Guide cover

CITY OF LETHBRIDGE

**Re-Imagine
Downtown
Activation Grant
APPLICATION GUIDE**

October 2021

Relevance to Downtown Lethbridge

Wayfinding signage should be predictable, aesthetically pleasing and targeted towards relaying specific information. For Downtown Lethbridge, wayfinding signage presents an opportunity to build on the existing brands of Downtown Lethbridge and the BRZ, while highlighting the work already being done by both organizations.

DOWNTOWN LETHBRIDGE

downtown Lethbridge

CITY OF Lethbridge

Jenga

OBJECTIVE:
Remove one block at a time from the tower, and then stack it on the top. The last player to stack a block on top without making the tower fall wins the game!

CHALLENGES and MODIFICATIONS:
1. Player may only use 1 hand at a time
2. Stack the blocks on their side to create a taller tower
3. Speed Jenga – Players only have 10 seconds to pick a block, remove it, and stack it on the top
4. Build your own "style" of tower. Stack them how you like, see how far you get when you play the game!
5. Jenga Pass: Stack the pieces on the base. Once you have successfully stacked your piece you must pass (roll) the entire game to your opponent without making the tower fall!

CommunityLAB

Define the problem/ opportunity	Identify/empathize with stakeholders	Identify/design solutions with stakeholders	Design pilot and present to decision makers	Launch pilot and record results
The City has many challenges and opportunities but finite resources to solve or take advantage of either	Students want more live experience in their field of study	First cohort of students was tasked with researching and preparing a recommendation for a concept	Gain approval, structure pilot framework as applied study, and final level of approval by the City	Pilot launched in 2019 Future of pilot still being determined

Key Outcomes

- Student project funded for $25,000 that sought to develop an outdoor staking rink in a City of Lethbridge downtown park.

Presentation Goals

1

Define and explain what a CityLab is

2

Begin the partnership discussion with the University and the City

3

Explain what our hopes are for the project and current examples of City Labs

4

Obtain feedback for the project and potential next steps

Conclusion

Our learnings and takeaways have been that pilots rely on:

- *Relationships*
    - *Support from above*
    - *Support from below*
    - *Partnerships*
    - *New relationships*

- *Empathy (as per design process)*

- *Willingness to fail*

- *A good pitch*

Part 4

Audience Participation

What's next?

What would you like to pilot next?

Thank you!
Questions?

ELEVATION 2.0

Audience Participation

Key learnings

What were your key takeaways from this session or any opportunities you see yourself applying a pilot to?