

# The Future of Belonging for Youth in Calgary



# Our Team



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***What is the future of belonging for youth in Calgary?*** *What is the role of The City and other key factors (technology, City infrastructure, nature, sport, culture, the downtown, etc.) in creating a sense of belonging in these futures?*

# Overview

- To gain an understanding of inner workings of a city
- To understand what belonging means for different groups
- To collect data that adds a new perspective
- To create something useful/accessible to citizens
- To connect with the community

# Future Studies

- The study of understanding, anticipating, and shaping possible futures
- Steep-V
- Wind Tunneling



**FUTURE FOCUSED  
CALGARY** STEEP-V

## **SOCIAL**

Ways of life (e.g. leisure time, family living patterns), demographic structures, social inclusion and equity.

## **TECHNOLOGICAL**

Rate and pace of technological innovation, impacts associated with technology (security, mental health).

## **POLITICAL**

Political viewpoints or parties, political (in)stability, regulatory roles and actions of governments, political action and lobbying by non-state actor.

## **ENVIRONMENTAL**

Pressures connected with sustainability and climate change, pollution, resource depletion, and biodiversity.

## **ECONOMIC**

Levels and distribution of economic growth, diversification, competitiveness, markets and financial issues.

## **VALUES**

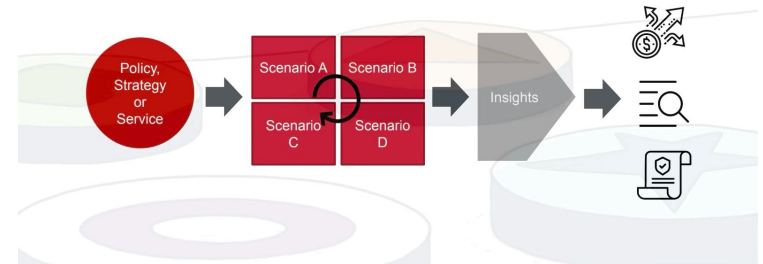
Attitudes to working and leisure such as entrepreneurialism, career aspirations, deference to authority, demands for mobility, preferences for leisure, culture, social relations.



## **WIND-TUNNELING**

### **PROCESS OVERVIEW**

Wind-Tunneling is a way to stress test draft strategies and plans to see if they will be successful in various future scenarios. Wind-tunneling identifies aspects of a strategy that are ready for multiple possible futures, or that may be weak and need to be adjusted.



# Interviews

# Groups covered

## 1. Educators

- a. Michael Johnston (Post Doctoral fellow @ U of C)
- b. David Finch (Professor @ MRU, Director of the Open Learning Lab @ LearningCITY Collective)

## 2. Tech Sector

- a. Aaliyah Forbes (Community Initiatives Specialist @ Platform)
- b. Jennifer Jensen (Executive Director @ Calgary Innovation Coalition)
- c. Kim Aban ( Partner Engagement Specialist @ Platform Calgary)
- d. Brittany Lee (Founder @ Urban Techies)

## 3. Business Sector

- a. Melanie Rego (President @ Elevator Communications)
- b. Tianna Going (Co-Founder and CEO @ LEWK)
- c. Aly Khan Musani (CFO - Symend)

## 4. Arts/Events

- a. Maud Sylvie (Director @ Sled Island)
- b. Bethel Afework (Founder, Alcove Arts)
- c. Sandra Neil (Founder, Sparrow Artspace)

# Groups covered

## 5. Immigration

- a. Anila Umar (President @ Centre for Newcomers)

## 6. Talent Retention

- a. D'Andre Wilson ( Executive Director @ TalentED YYC)

## 7. Youth Involvement

- a. Raj Dhaliwal (Executive Director @Youthful Cities)
- b. Eamon Saldana (Program Facilitator @The Calgary Bridge Foundation for Youth)

## 8. Energy Sector

- a. Alita Vaz (Platform Specialist, Information Design @ATCO)

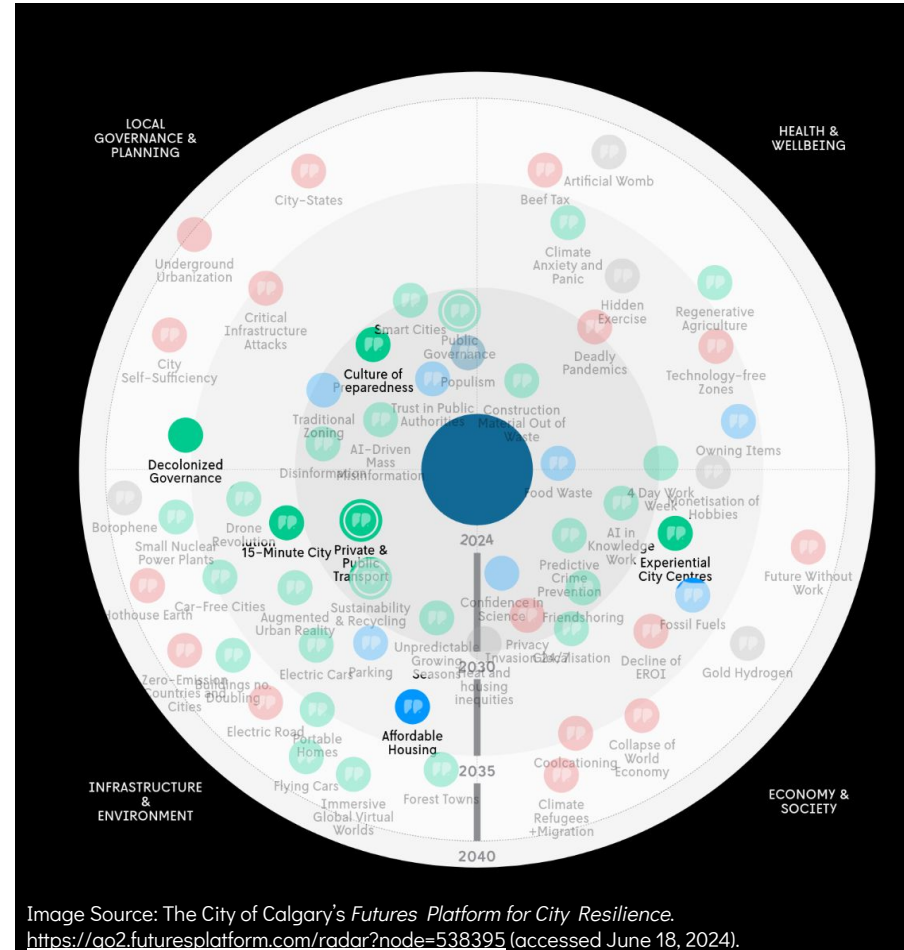
## 9. City of Calgary

- a. Natalie Marchut (Manager of Development & Strategy, Downtown Strategy Team at The City of Calgary)

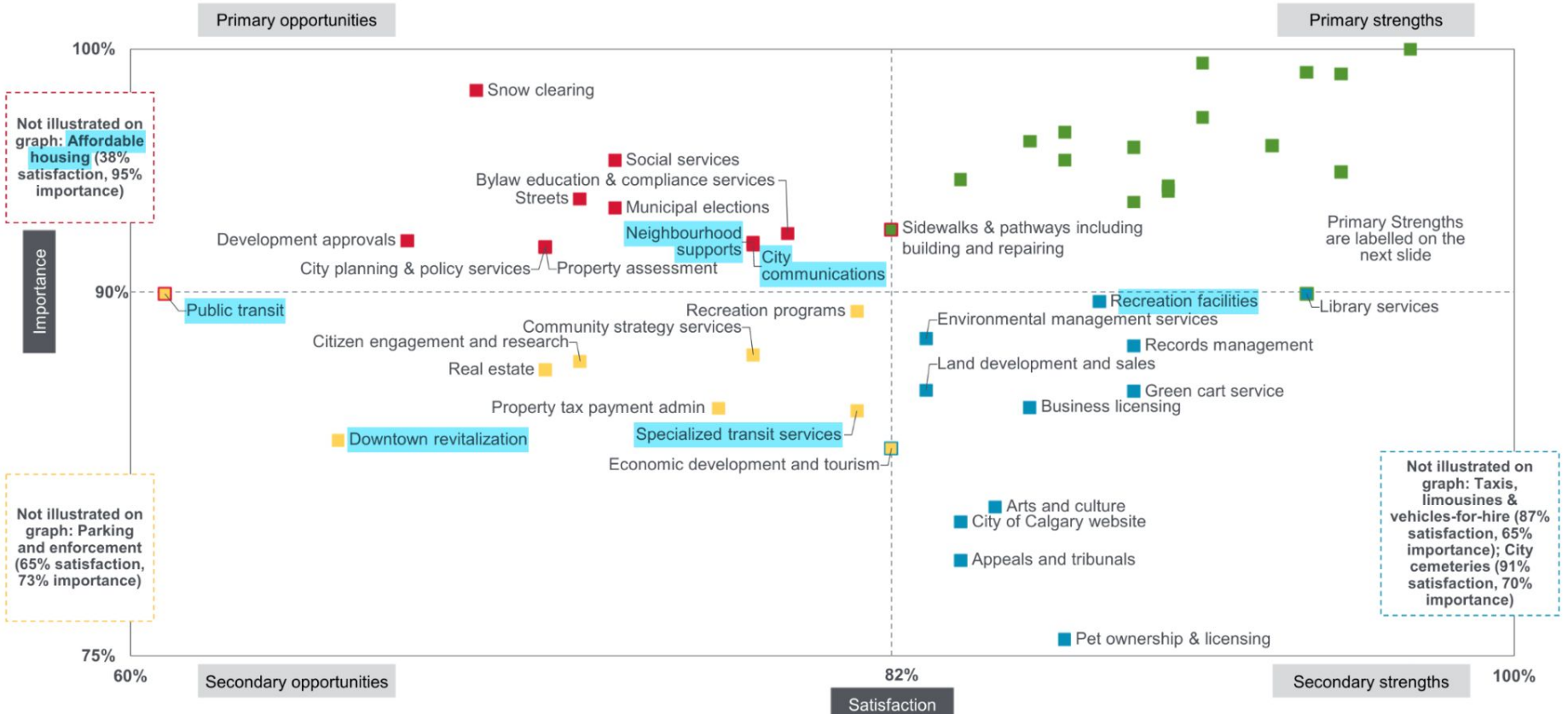


# First Brainstorm → Trends

1. Affordable housing + vacant spaces
2. Accessible education
3. Branding/perception
4. Collaboration
5. Downtown vibrancy
6. Public transit



# Importance vs. satisfaction grid



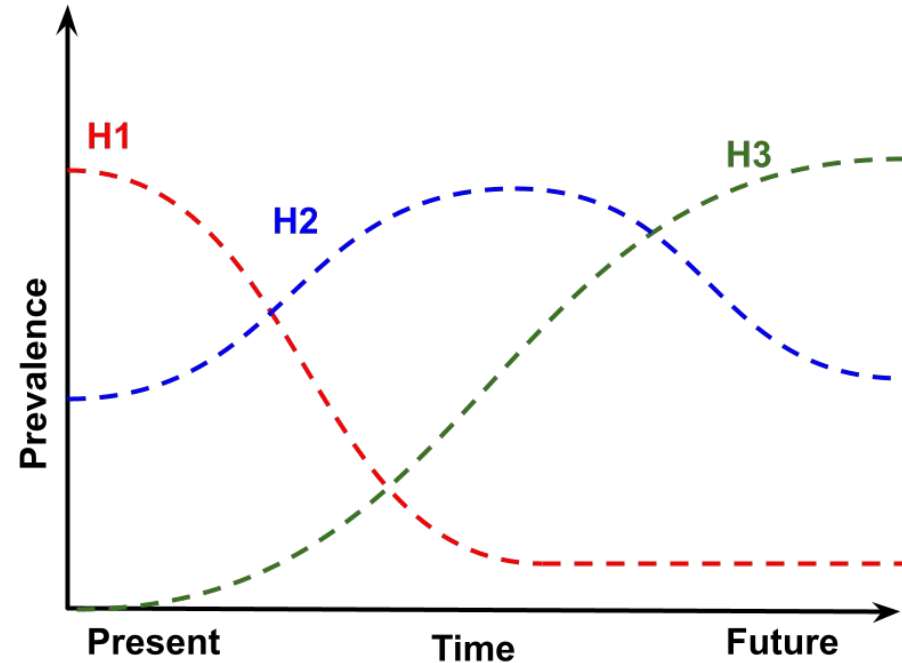
# Filling in Gaps with Interviews

- **Collaboration:** What is the city currently doing? What are nonprofits doing?
- **Missing voices:** Indigenous voices, youth leaders, cultural centers, art centers, student voices

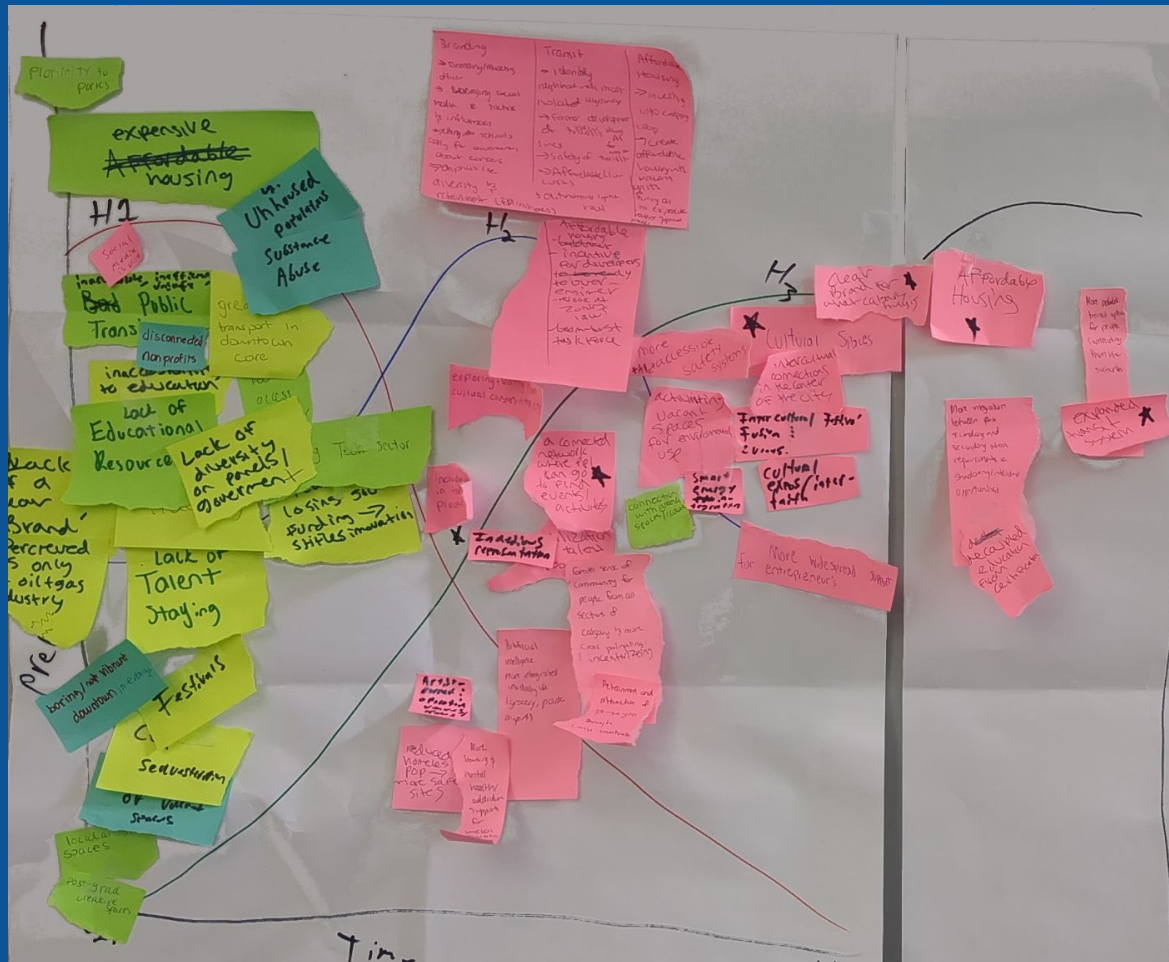


# The Three Horizons <sup>1</sup>

- Current paradigms, data, assumptions, etc.  
(Horizon 1)
- Disruptors and adjustments (Horizon 2)
- Emerging ideas and desires (Horizon 3)



1. As outlined in *Three Horizons Framework*. International Training Centre of the ILO.  
<https://training.itcilo.org/delta/Foresight/3-Horizons.pdf>  
(accessed June 18, 2024).

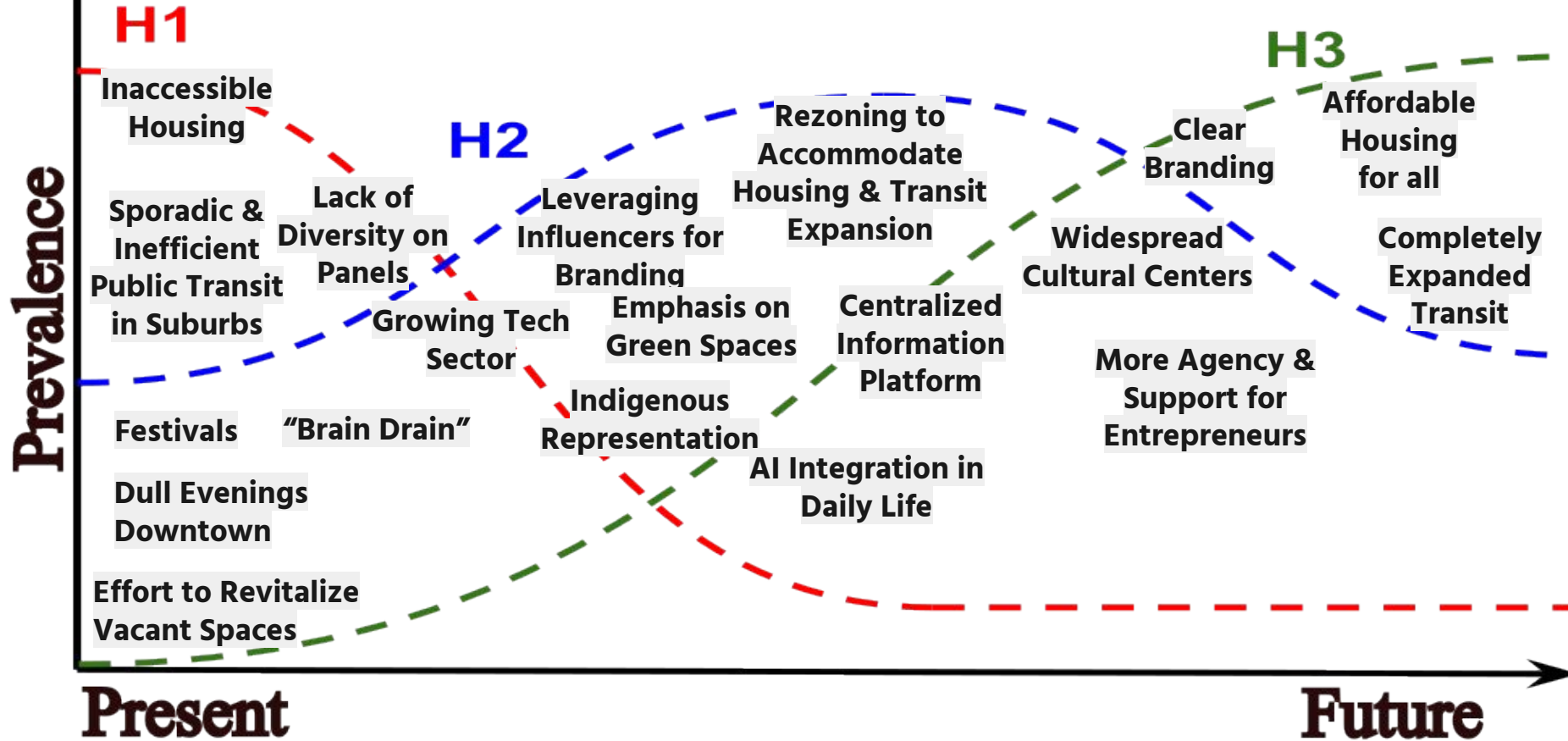


# Goals

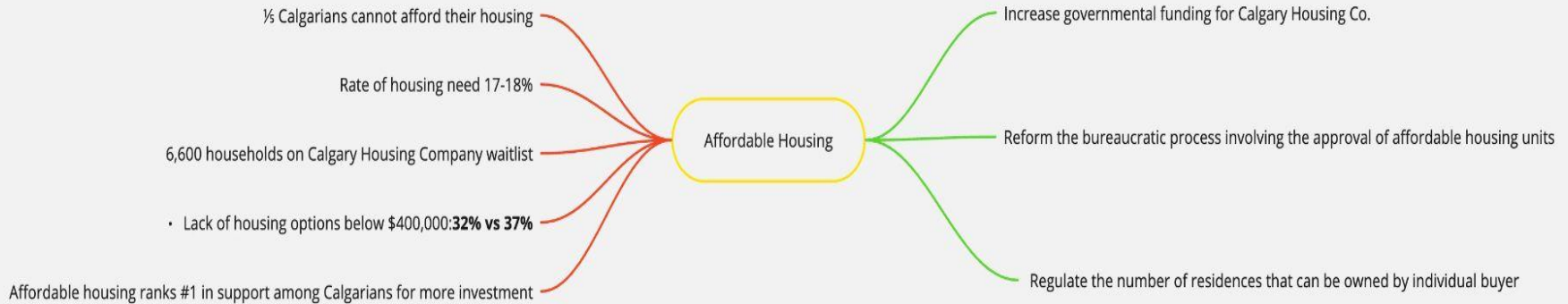
- understanding innerworkings of the city → how gov works w/ other orgs
- understanding what belonging means for diff groups
- Collect data that adds a new perspective + diverse understanding (gov)
- connect with the community
- creating something useful for citizens



# 3Hs of Belonging in Calgary

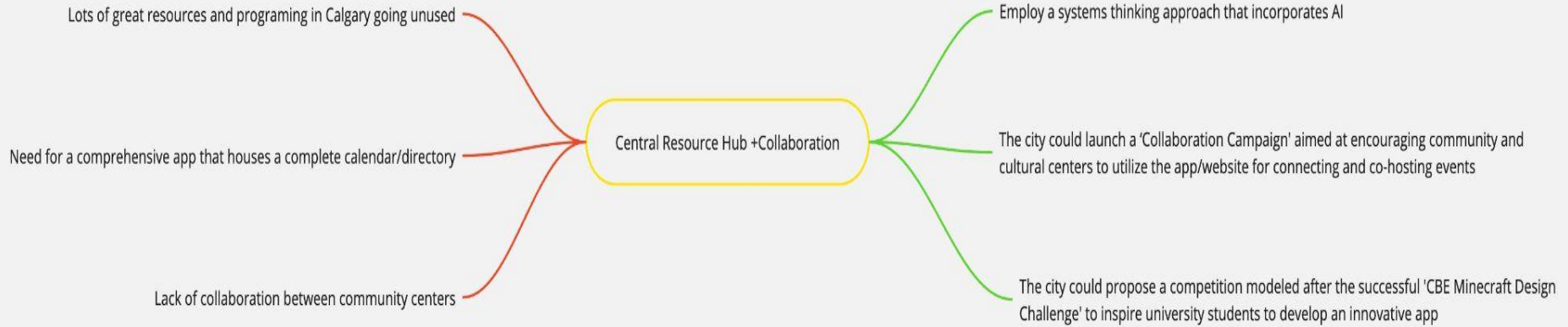


# Themes: Affordable Housing



1. "Calgary Housing Strategy Full." Calgary: City of Calgary, n.d.
2. IBID
3. Affordable Housing Division, Calgary Housing. "Affordable Housing Development Report." Calgary: City of Calgary, April 2021.
4. "Housing Needs Assessment." <https://www.calgary.ca/2023/https://www.calgary.ca/communities/housing-in-calgary/housing-needs-assessment.html>
5. Teja, Inam. "News & Stories." Rezoning: only ambitious action will ease Calgary's housing crisis | Calgary Drop-In Centre, March 23, 2024. <https://calgarydropin.ca/rezoning-only-ambitious-action-will-ease-calgarys-housing-crisis/>.

# Themes: Central Resource Hub + Collaboration





# 211 vs. Austin Social Innovation Map

Choose a Topic



2SLGBTQIA+



Addiction Supports



Arts / Recreation



Children / Families



Crisis Resources



Disability Supports



Disaster Resources



Employment



Financial Supports



Food / Basic Needs



Government



Health



Homelessness



Housing



Indigenous Peoples



Legal



Mental Health Supports



Newcomers to Canada



Seniors / Older Adults



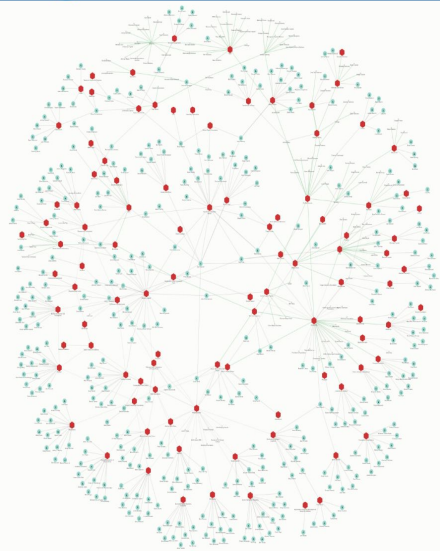
Violence / Abuse

Q Search

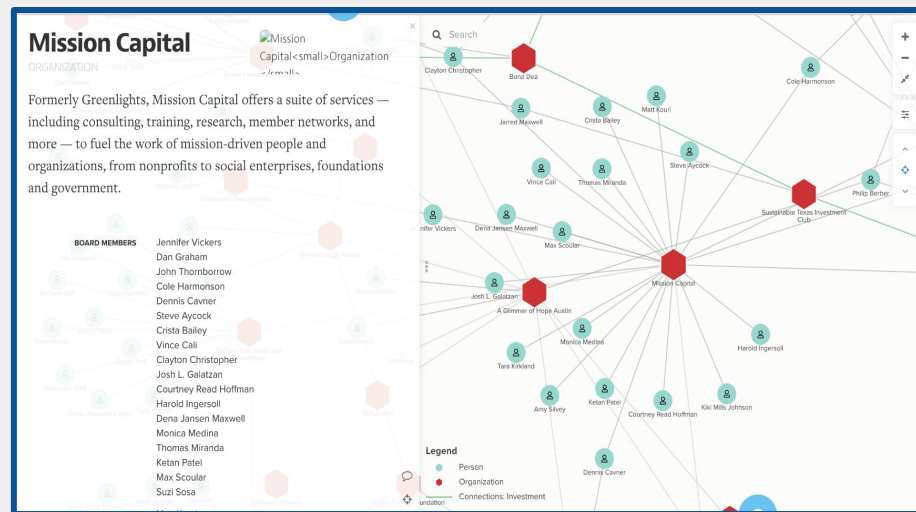
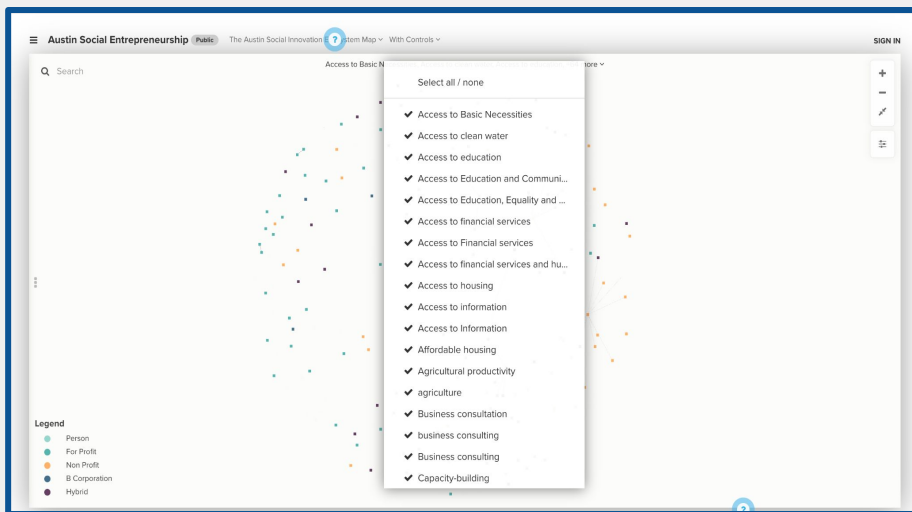
211

Legend

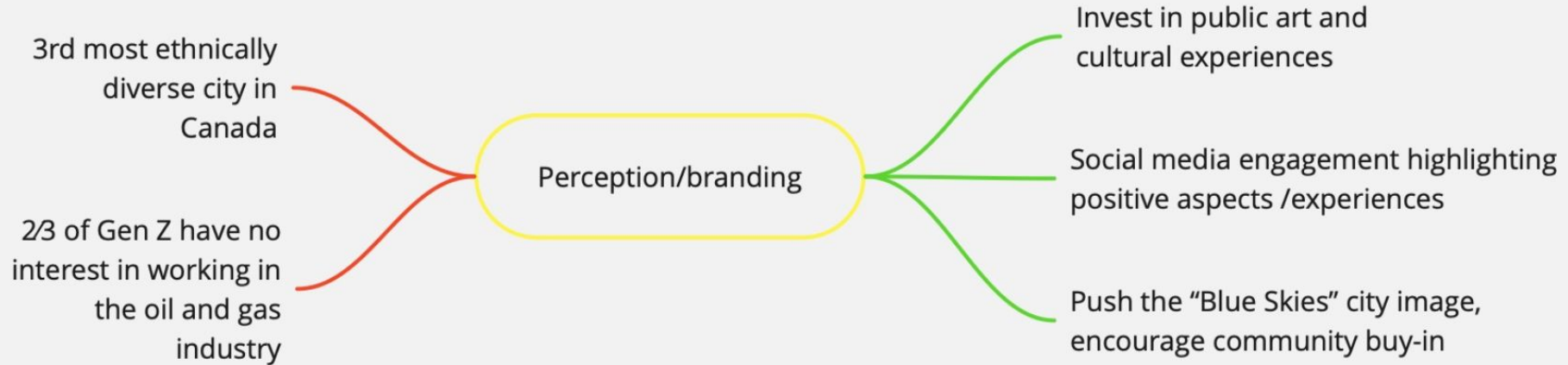
Person  
Organization  
Connections: Investment



# Austin Social Innovation Map



# Themes: Perception/Branding



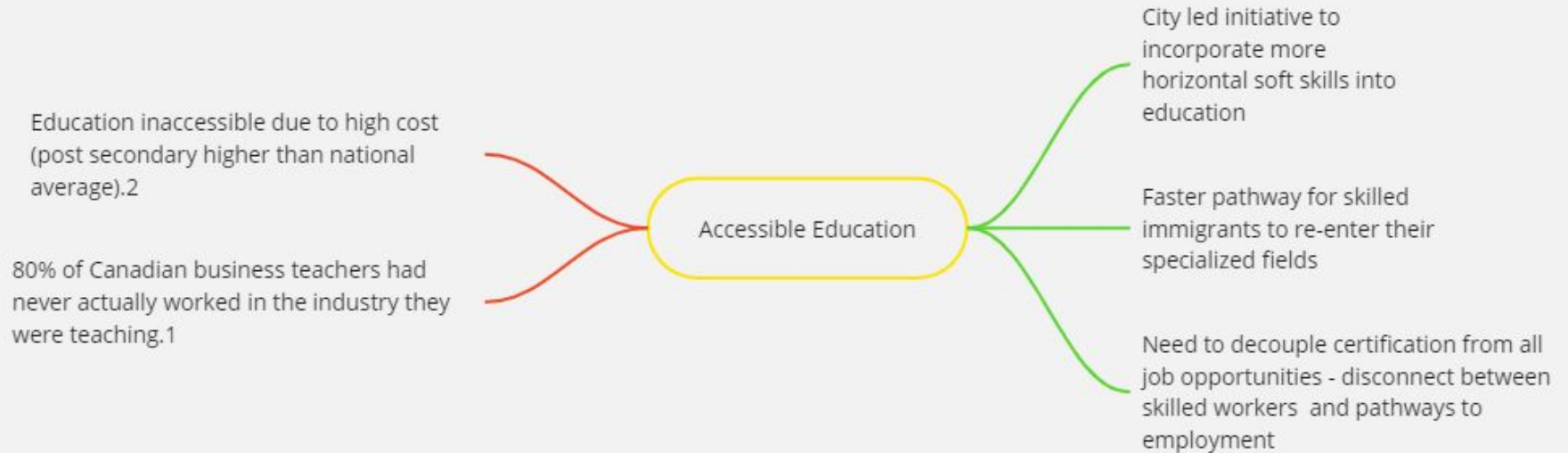
1. "Survey of Calgarians," <https://www.calgary.ca>, n.d., <https://www.calgary.ca/research/satisfaction-survey.html>.

2. Ibid

3. David J. Finch et al., "The City Brand System," n.d., [https://www.mtroval.ca/nonprofit/InstituteForCommunityProsperity/\\_images/Why+Calgary+Reputation+-+Reality+Gap+Final.pdf](https://www.mtroval.ca/nonprofit/InstituteForCommunityProsperity/_images/Why+Calgary+Reputation+-+Reality+Gap+Final.pdf)

4. Ibid

# Themes: Education



1. David J. Finch et al., "Why Calgary Exploring the Reputation - Reality Gap," <https://static1.squarespace.com/static/661ffc9a425d0801ae9258bf/t/6639a14d7a8c6c79317ee9d/715052878507/Study+Business+School+Faculty+Analysis.pdf>  
2. Keenan, Quinn. 2023. "Alberta Post-Secondary Students Pay More Tuition than National Average: Report." Calgary. November 9, 2023.  
<https://calgary.ctvnews.ca/alberta-post-secondary-students-pay-more-tuition-than-national-average-report-16638846>.

# Themes: Utilizing Downtown Spaces

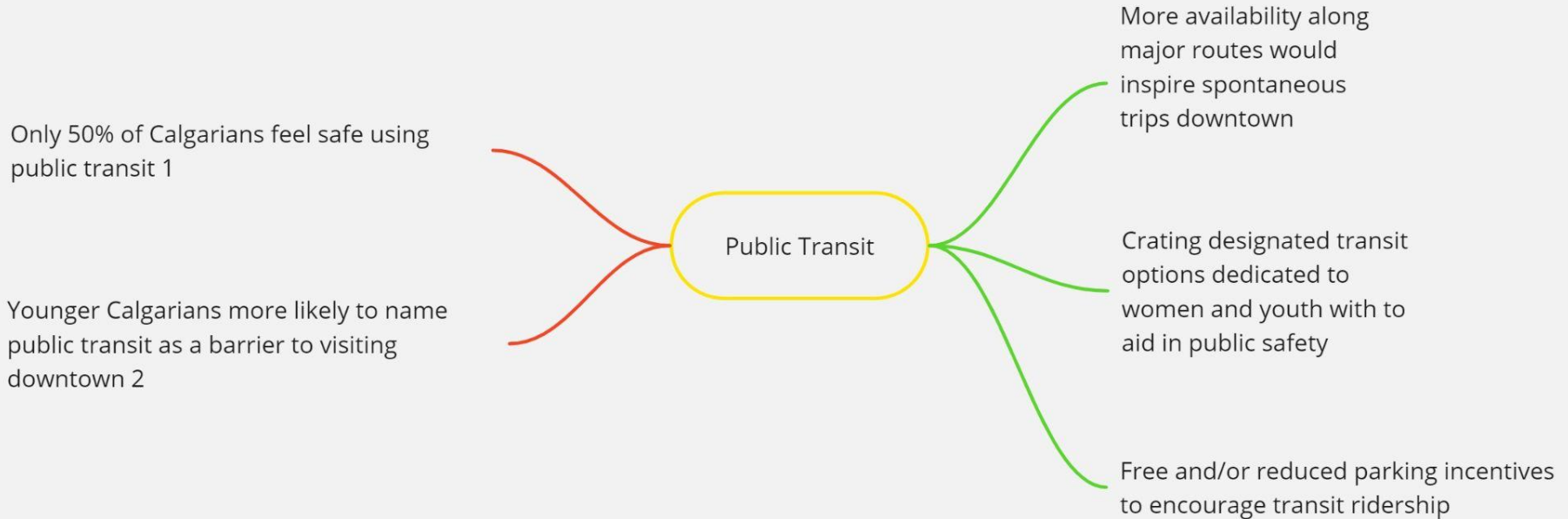


1. Keller, James. "The Void in Calgary: How Office Towers Emptied in a Once Bustling Downtown." The Globe and Mail, October 15, 2021.

2. Ibid

3. "Calgary Unveils Plans to Convert 3 Downtown Office Buildings to Homes, Hotel Rooms | CBC News." CBCnews, November 10, 2023.

# Themes: Public Transit




1. City of Calgary Corporate Research Team, 2024 Spring Research Results. C2024-0487, Calgary, AB.


<https://www.calgary.ca/content/dam/www/cfod/csc/documents/cit-sat/2024-Spring-Research-Results-Presentation.pdf> (accessed June 18, 2024). City of Calgary

2. Ibid


# Guiding Questions



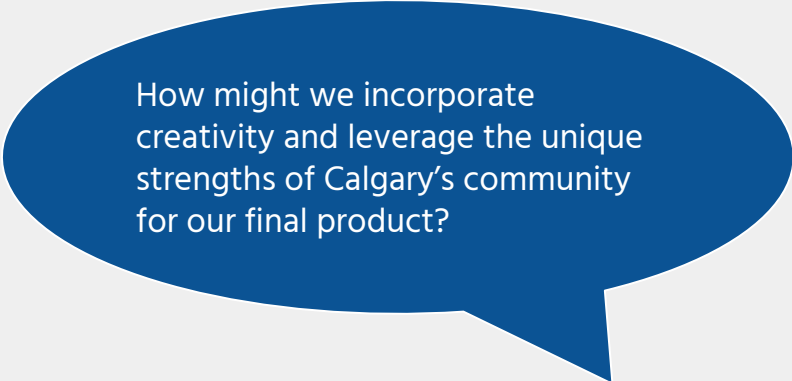
How might we create a solution that represents the diverse perspectives of Calgarians?



How might we draw connections between our identified trends to create an outline for future initiatives to benefit the city?



How might we create a solution that is accessible to Calgarians from all walks of life?



How might we incorporate creativity and leverage the unique strengths of Calgary's community for our final product?

# How We Are Addressing Guiding Questions

## **Mural**

- One of many ideal futures of belonging in 2035
- Utilizes research from our interviews and existing data
- Highlights the biggest drivers for belonging
- Resides in Technology Integration Centre (TIC)

## **Report + One-Page Executive Summary**

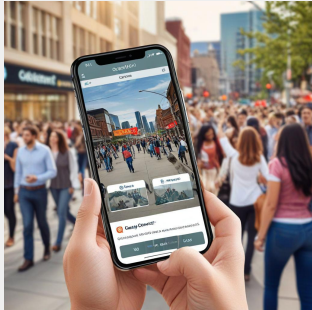
- Provides a description of the mural
- Highlights organizations, partners, and collaborators
- Brief of our research, strategies, and solutions



# Mural Components

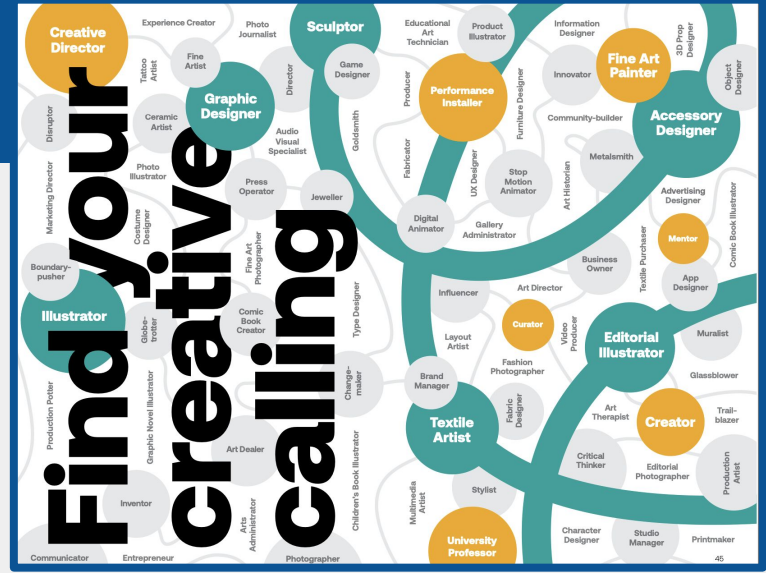


# Mural Sketches



# Mural Strategy

- \$1000 in project funding → bursary at Alberta University of the Arts & Bow Valley College Department of Digital Entertainment
  - Ensures the incorporation of youth voices
  - Encourages youth to get involved in the downtown space





# Thank you!

