Evaluation – What's in it for my community?

St. Albert's Story

Tuesday May 28, 2019

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City of St. Albert

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What's the plan?

- Share our journey

- Tips for success

- Hopefully inspire you!

Neighbourhood Development in St. Albert

Setting the Context

About St. Albert

- NW of Edmonton, Alberta
- Population of 65,590 (2016)
- 19 residential neighbourhoods
- 1 Neighbourhood Association

#1 Best City to Live in Canada
— MoneySense, 2014

#1 Healthiest Community in Canada
— Reader's Digest, 2013

#1 Place to Raise a Family
— Today's Parent, 2011

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Driven by our community!

- Social Master Plan (2013)
  - 600 residents
  - 150 service providers

- 5 values emerged

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Family & Community Support Services

SOCIAL MASTER PLAN

Cultivating a Community For All

VALUES

1 Sense of Community and Connectedness

- Residents know their neighbours and feel connected to the community.
- People have a sense of belonging and do not feel isolated.
- People feel safer and take greater pride in the community.

HAVE YOUR SAY!
Visit stalbert.ca and search "Social Master Plan," or contact us at fcss@stalbert.ca or 780-459-1756.

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Cultivating a Safe, Healthy and Inclusive Community

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Block Parties

Great Partners:

- City of St. Albert – Community Services
- Neighbourhood Watch and Citizen's Patrol
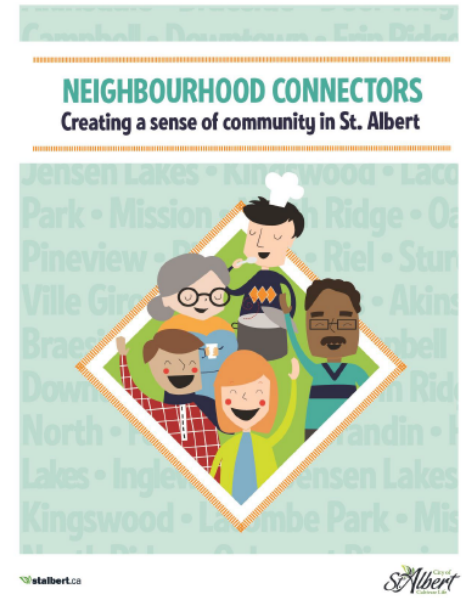- St. Albert Community Village and Food Bank

Embraced by residents!

Little Free Libraries

- Private and public locations

- Embraced by residents!

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Neighbourhood Connectors

- People who naturally seek and build relationships with their neighbours.

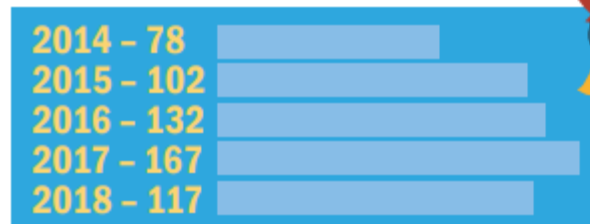- We provide tools and network to help

- Embraced by residents!

St. Albert residents are engaged!

Great strides toward building a **sense of community and connectedness** for everyone!

- 117 Block Parties
- 61 Neighbourhood Connectors
- 32 Little Free Libraries

Number of block parties over the years

Year	Number
2014	78
2015	102
2016	132
2017	167
2018	117

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Making Friends with Evaluation

Our Journey

Off the Side of the Desk

- Intuitively we know it's working

- Good intentions to evaluate

- Start asking the questions

- But…no time to analyze or learn from it

Data Galore!

- Block Party Evaluations – Since 2008!

- Questions included:

  - Process – How was the on-line registration, rec bags, pick-up and drop-off process, food, etc.

  - Outcomes – What happened as a result of the party? Did it impact your sense of community, feelings of safety, etc?
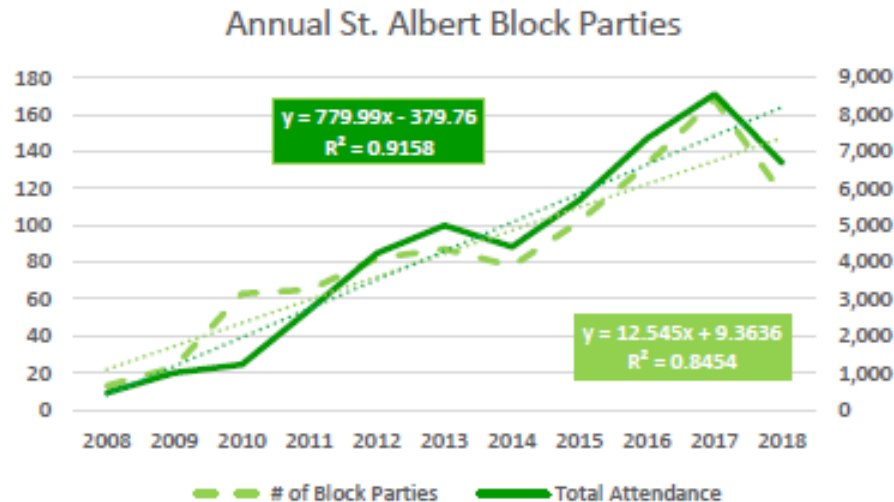
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Unexpected Help

- Happy Coincidence – Stacy!

- A passion for neighbourhood development meets a passion for evaluation!?

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Block Party Analysis – Take one!

- The Number Trap – can we show we're having success even if the numbers go down?

- The X Y is close to 1…huh?

Annual St. Albert Block Parties

$y = 779.99x - 379.76$
$R^2 = 0.9158$

$y = 12.545x + 9.3636$
$R^2 = 0.8454$

- - # of Block Parties   —— Total Attendance

What did we learn?

- We're doing something right!

- Block Parties are a valuable tool for ND
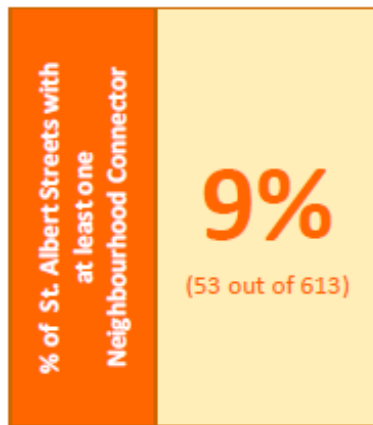
- Numbers are growing yearly

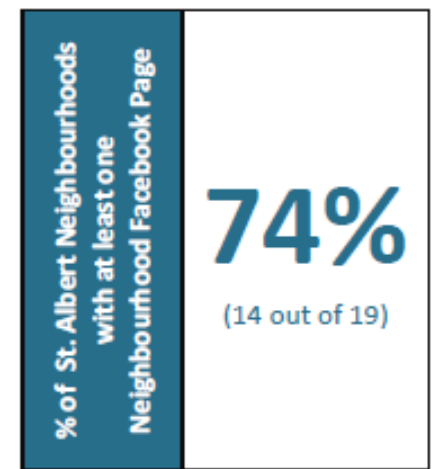- BUT…. not the whole story

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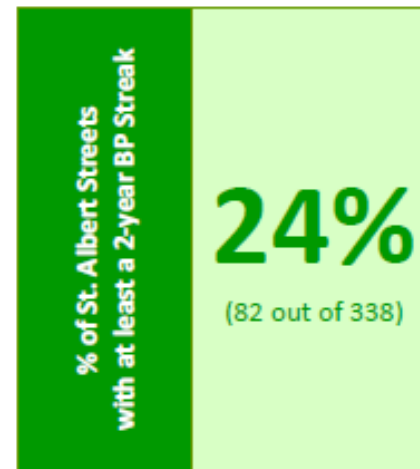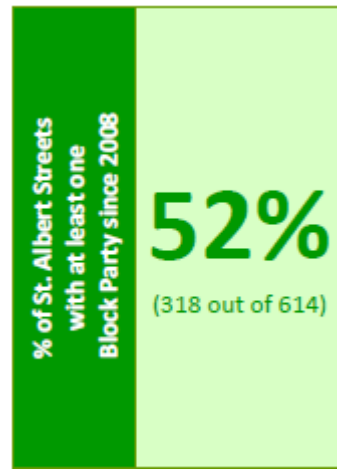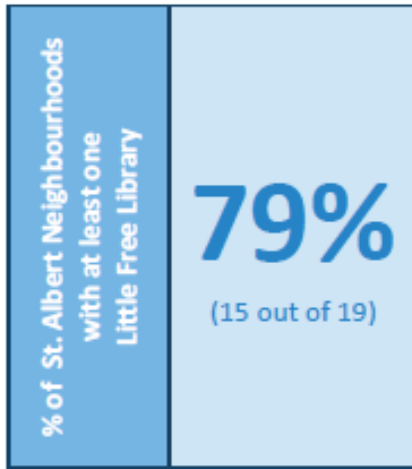St Albert
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Evaluation – Take two!

- Inspired by first evaluation to do more

- Little Free Library stewards and Neighbourhood Connectors surveyed

- Stacy analyzes again!

The number story

% of St. Albert Neighbourhoods with at least one Little Free Library
79%
(15 out of 19)

% of St. Albert Streets with at least one Block Party since 2008
52%
(318 out of 614)

% of St. Albert Streets with at least a 2-year BP Streak
24%
(82 out of 338)

% of St. Albert Neighbourhoods with at least one Neighbourhood Facebook Page
74%
(14 out of 19)

% of St. Albert Streets with at least one Neighbourhood Connector
9%
(53 out of 613)

Number of Events Hosted by St. Albert NA in 2018
5

Number of Events Hosted by St. Albert Tool Library in 2018
5

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The Big Picture emerges!

Little Free Libraries

Block Parties
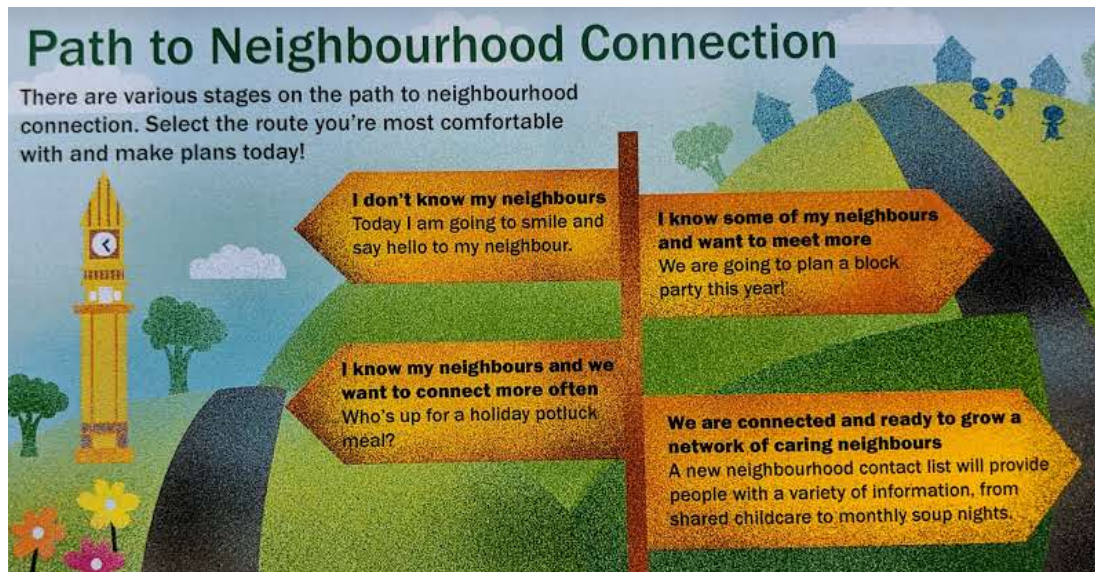
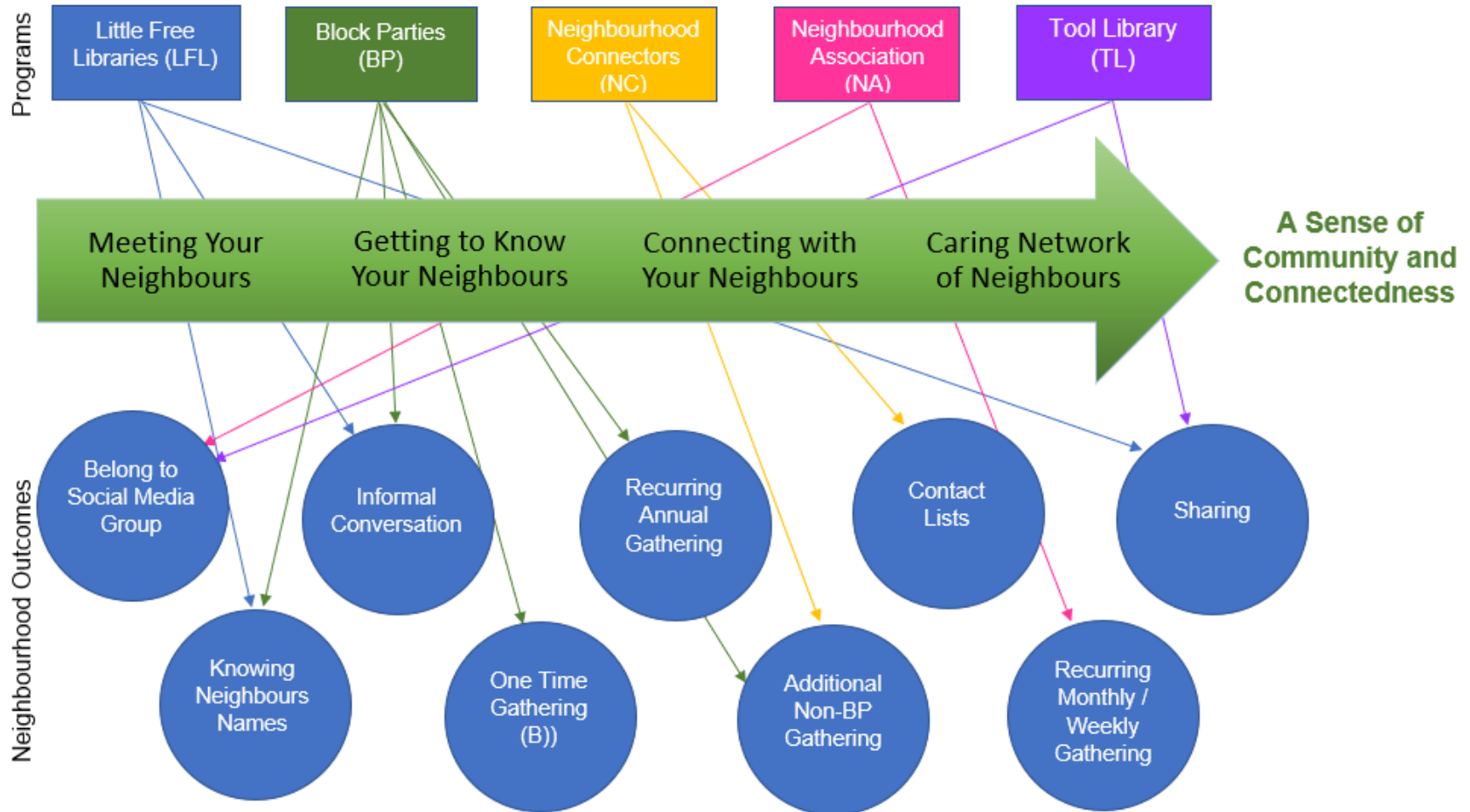Neighbourhood Connectors

AND

Path to Neighbourhood Connection

Ah-ha Moment!

- Path to Neighbourhood Connection
- Developed by Neighbourhood Network
- Felt unfinished or untethered

Path to Neighbourhood Connection

There are various stages on the path to neighbourhood connection. Select the route you're most comfortable with and make plans today!

I don't know my neighbours
Today I am going to smile and say hello to my neighbour.

I know some of my neighbours and want to meet more
We are going to plan a block party this year!

I know my neighbours and we want to connect more often
Who's up for a holiday potluck meal?

We are connected and ready to grow a network of caring neighbours
A new neighbourhood contact list will provide people with a variety of information, from shared childcare to monthly soup nights.

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NEW Path to Neighbourhood Connection

A "How To" Map!

- The Path to Neighbourhood Connections is a "how-to" map for residents.

- A visual tool that shows the steps

- What else can we add?

  - Good Neighbour Project

  - Neighbourhood Crime Prevention

  - Others…

- A map for you too!

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Evaluation illuminates next steps!

- Don't cap Little Free Libraries!

- Recognize the 10 year Block Party streakers

- Build the connection between Neighbourhood Connectors and Neighbourhood Associations

- Enhance evaluations to help measure outcomes – ask better questions!

What have we learned?

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We can be friends with Evaluation!

- Evaluation should FEEL right

  - Start where you are

  - What are you already collecting

- Evaluation is NOT separate from the program

  - It is the muscle for the bones!

- Evaluation allows the SHIFT from anecdotal, nice to know, feel good stuff to facts, proof, and necessity.

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Make friends with evaluation!