

March, 2016

CANADIAN PLACEMAKING

overview & action



Across Canada,

growing numbers of placemaking initiatives are changing the landscape while increasing citizen involvement in their communities. Placemaking is being adopted by many professions and municipal governments as a new way to create and support resilient, sustainable communities.

The placemaking process is being recognized for its ability to enable collaborative frameworks and the power to shift behaviour of citizens from being passive consumers of services, to actors, co-creators, and agents of change. Placemaking is an entry point to systems change and social innovation; “a shift in the way that a community makes decisions about policies, programs, and the allocation of its resources – and, ultimately, in the way it delivers services to its citizens. To undertake systems change, a community must build collaborative bridges among multiple agencies, community members, and other stakeholders”. (Comprehensive Community Initiatives Tool Kit)

Placemaking is emerging in Canada, through the efforts of passionate practitioners who are striving to create vibrant, sustainable communities. This emerging sector that is dedicated to supporting our communities, also requires support. Placemaking and placemakers require a support system in order to build capacity and better share resources, expertise and knowledge.

WHAT'S IN THIS REPORT?

An exploration of the needs of placemakers in Canada, the challenges they face, and actionable recommendations to strengthen and multiply their impact.

WHO IS THIS REPORT FOR?

This is for those who want to learn more about the current state of placemaking and those who are passionate about driving sustainable change in their communities.

PLACEMAKING

is not a new concept,

it began with the first human settlements, each symbolically marked to represent community. An icon, a totem, an Inuksuk, was a shared phenomenon and actualized the spirit of undertaking jointly. Today we also have parks, monuments, murals, sculptures and more - all in their way providing for the enhancement of our living spaces and elucidating our stories of place. "If place-making is a way of constructing a past, a venerable means of doing human history, it is also a way of constructing social traditions and, in the process, personal and social identities." (Keith Basso, "Wisdom sits in Places")

Placemaking returns to the origins of these early endeavours, enabling individuals to be active agents in their physical surroundings. Any discussion of placemaking must take into account that the original placemakers were Aboriginal people who did not see themselves as separate from their everyday life in their environment. Furthermore, we recognize the role of Aboriginal people as traditional stewards of the land upon which our cities and communities have been built.

PROCESS BASED

PLACEMAKING IS A PROCESS

It begins with citizens working together to improve their local environment. Placemaking is committed to “strengthening the connection between people and the places they share. Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution” (Project for Public Spaces). This inclusive process emphasizes the collaborative ‘making’ that builds local capacity and leadership to empower communities.

“Cities have the capability of providing something for everybody, only because, and when, they are created by everybody” (Jane Jacobs).



“After applying Placemaking for many powerful movements, 2014 was the year that Place and Placemaking was established as a cause onto itself, coalescing many movements looking for broader change.” **Source:** Project for Public Spaces

CANADIAN CONTEXT

PLACEMAKING IN CANADA

Placemaking is being adopted by private and public organizations to shift governance of collectively owned and shared assets. Halifax and Victoria have established successful placemaking support programs at the municipal level. The Creative City Network of Canada is incorporating placemaking into its annual summit. Large non-profit and charitable organizations are using placemaking as a process to promote civic action and social innovation and inclusion. Artscape in Toronto runs an online Creative Placemaking course through University of British Columbia and an online Do-It-Yourself resource on Creative Placemaking. Evergreen's 'We Are Cities' released an Action Agenda to adopt placemaking practices as a catalyst for systemic urban change. There are countless small scale, nationally unacknowledged placemaking initiatives that are having deep impact in their communities.

The opportunity is now, one year away from Canada's 150th anniversary, to celebrate the strength of Canadian communities through placemaking. It is time to connect those who are doing this great work in this field, and enable more participatory and innovative communities. It is essential that we raise the profile of placemaking from a 'nice-to-have' to a necessity. A Yonge Street Media article on the difference between American and Canadian placemaking, states that: "In Canada, there are currently no nation-wide groups or organizations such as Art Place, which to date has invested \$42.1 million to 134 placemaking projects in 80 communities. CEO and President of Artscape, Tim Jones, agrees, 'we are missing an opportunity in Canada when it comes to leveraging the power of art, culture, and creativity to act as a catalyst of change, growth, and transformation of place,'" (Yonge Street, "Creative Placemaking Changes The Narrative Of Cities"). Placemaking will likely continue to have a growing impact in Canada but for large scale adoption of its principles, placemakers need additional support and resources.

RESEARCH

The research represented in this report is based on needs and opportunities expressed by placemakers during the following events, interviews and publications.

INTERVIEWS

Long form interviews with 25 placemakers across Canada (Oct.-Dec., 2015)



PLACEMAKING LAB

A one-day gathering of 40 placemakers from across Canada and the U.S. to discuss challenges, successes and next steps (Dec. 4th, 2015)



WHITEHOUSE CONVENING

The White House Convening on Rural Placemaking brought together 80 federal, state and local public sector officials, national non-profit organizations, foundations. For one they gathered at the White House to discuss a new rural placemaking agenda for the U.S. (Nov. 17, 2015)



FAIRE LA PLACE

A gathering of over 200 key thinkers and activators that influence and inspire community-led placemaking in Canada. (Dec. 3rd, 2015)



LITERATURE REVIEW

A literature review was prepared (full list of sources in appendix References)



In order to further the movement of placemaking in Canada, placemakers identified the most important areas to focus energy.

THIS IS WHAT THEY SAID:



STUDY IMPACT:

Learn more about the impact of placemaking



CREATE SHARED GOALS:

Collaborate with government to create shared goals



BUILD CAPACITY:

Grow the capacity of Canadian placemaking organizations



CONNECT & LEARN:

Connect and learn from one another and share resources



STUDY IMPACT



LEARN MORE ABOUT THE IMPACT OF PLACEMAKING

The positive impact of Placemaking is clearly visible for front line participants, but can be difficult to explain to others. To strengthen the narrative of placemaking, we need to share success stories to empower all people to identify as placemakers/ city builders, and demonstrate the benefits of place-led governance in all public realms. Placemakers across Canada and the U.S. feel that building awareness and legitimacy of placemaking is necessary for the future of our communities. Placemakers are asking for more research on how placemaking impacts communities, public space, development, public budgets/spending of public funds, and governance of public assets in general.

“Generate -- and start building consensus around -- potential ways to measure and illustrate the impact and value of investing in the social infrastructure of cities; highlighting wise practices that facilitate the strengthening of social infrastructure” - **Sylvia Cheuy**, Tamarack

[I would like] to know and understand what matters about concepts of placemaking from individuals and families from different cultural, socio-economic perspectives than my own.” - **Janis Timm-Bottos**, ArtHives

“We want to advance the narrative of placemaking and the capacity for people to be placemakers. I’d like to see more people think of themselves as placemakers, as city builders.” - **Robert Plitt**, Evergreen CityWorks

“Considering that the shaping of our physical surroundings to better fit our lives is a basic human activity, placemaking is too often a hard sell. It is surprising how much advocacy, salesmanship, documenting, and negotiation is needed to gather allies, turn public sentiment, secure funding, and accomplish the project’s goals.” - **Places in the Making**, 2013 MIT report, page 14

CO-CREATE GOALS



COLLABORATE WITH GOVERNMENT TO CREATE SHARED GOALS

Although governments are often placemaking partners and advocates who bolster the movement, some of their systems can also be barriers to placemakers. Creating shared goals with government presents the greatest opportunity for widespread support and implementation of placemaking and participatory practices.

- Establish *place capital** as a focus, metric and outcome in public departments.
*Place capital: the shared wealth (built and natural) of the public realm
- Create frameworks and set precedents for integrating mass participation into decision making processes
- Create place-based outcomes and goals to necessitate collaboration between government departments and all citizens
- Remove regulations that currently restrict innovative community driven initiatives

“Placemaking is the single most important strategy that Governments can adopt to build community and citizen capacity over time” - **Peter Smith**, CEO, City of Adelaide

“Cities need more autonomy to better utilize the tools available to them. This includes more money—both government transfers and expanded revenue generating powers for municipalities. Cities need to be empowered to take risks and be experimental. This is essential to an innovative and adaptive city. We also believe that all residents, communities and cities need to have a strong and influential voice in the decisions that have local impact.” - **We Are Cities Agenda**, Evergreen CityWorks

“Focusing on the value of place creates a broader culture of collaboration between agencies, and also changes the relationship of government to communities, in that their job is to collaborate more and build capacity of communities and build engagement as well. We need to change the culture of the regulatory side.” - **Chiara Camponeschi**, Enabling City

“Add a department of placemaking, someone who ensures that placemaking is thought of and crosses many silos, making it easy for government to step back, and people to step up, through policy shift and funding and flexibility.” - **Mike Lydon**, Tactical Urbanism

BUILD CAPACITY



GROW CAPACITY OF CANADIAN PLACEMAKING ORGANIZATIONS

Canadian placemaking organizations are being established across the country, pioneered by passionate community members, often in a volunteer or non-profit capacity. There is a shared need for greater human resources to achieve goals. Although there are a number of successful Canadian placemaking projects, this general lack of resources is stunting some initiatives. Organizations are in need of support specific to Canadian placemaking as out of country content is not always relevant to their efforts. Many Canadian placemaking organizations are in need of Canadian “experts” during the design process and when collaborating with local governments, however are unable to find these individuals. Though organizations are eager to build capacity, financially it simply is not feasible and resources are scarce.

“Often money for capital projects is more about management and process and typically not financing to support the management of ongoing organizations. I would like to see examples of organizational structures for other placemaking groups.” - **Lorne Daniel**, Greater Victoria Placemaking Network

“The biggest risk to the organization is after going out to have conversations, we can’t process all the information that we bring in. Getting the feedback out to the public quickly is quite a challenge for us. We’re so busy doing the engagement work. We operate on a shoestring budget and we don’t have the resources to build the capacity within our organization.” - **Josh Smees**, Happy City St. Johns

CONNECT & LEARN



CONNECT, LEARN, AND SHARE RESOURCES

Placemakers are seeking partners, a support network, and relationships between each other. In order to strengthen the narrative of placemaking, there needs to be a platform for placemakers and community leaders to connect and share resources, seek advice on projects, and celebrate success stories. This platform would serve as an essential tool for knowledge transfer between emerging and established placemakers. As evidenced by the growing participation in the Placemaking Lab, Faire la place, and the interest in the upcoming Placemaking Leadership Summit in Vancouver, placemakers are looking for support, connection, and the opportunity to collaborate with fellow placemakers.

“It’s time to find out who is doing the work in Canada, what expertise exists, and get to know each other. We need a collaborative exchange where we open up and choose where we want to target to make change. We can’t be experts on everything. If we want to have a real impact and not only make the case, it is about knowing who is around the table, who has which strengths. A real transfer of knowledge, and collaboration.” - **Véronique Fournier**, Montreal Urban Ecology Centre

“People don’t know where to turn to for help. We need a repository of experiments and methods of placemaking. We’re not exchanging and building upon each other. How can we build a coalition across Canada? Something that’s not institutional but supports professionals.” - **Zahra Ebrahim**, Dublin

“I would like a way to have more knowledge sharing with those who have more experience.” - **Manjit Basi**, Citizens Academy Ottawa

MAIN CHALLENGES FOR PLACEMAKING IN CANADA

Placemakers identified these main challenges for placemaking in Canada.

- “Reliable funding sources are scarcer than ever” There is competition between nonprofit organizations for funding. How do we build a sustainable sector?
- Local placemaking organisations are struggling to handle all of the work that is needed in their communities/regions. How are large scale initiatives advancing a national narrative, or policy agenda, that enables local organisations to leverage it and build their capacity?
- Making the case for placemaking can be challenging as it is fairly new, complex and can be perceived as academic. What is the narrative that will relate to all?
- There is a lack of awareness and ability to access Canadian expertise. Placemaking tackles specific regional, local issues that requires experts. How do we best make use of Canadian expertise?
- City regulations, bylaws and siloed municipal departments are the largest structural barriers that placemaking initiatives face. What are the shared aspirations for our communities?

Source: * Interviews 2015 , MIT Article 2013 “Places in the Making”, Placemaking Lab 2015, Faire la Place Conference 2015

RECOMMENDATIONS

Based on conversations with over 50 Placemakers across Canada, these are the actions that will ensure the continued growth of placemaking as a movement in Canada.

1**DEEPER RESEARCH & EVALUATION**

Raise the profile of placemaking through deeper studies and data collection that demonstrates the impact within the Canadian context

2**SUPPORT NETWORK**

Establish a national network that connects Canadian Placemakers online and in person through regional gatherings

3**PLACEMAKING CANADA COALITION**

Create a strategy to establish place based metrics and goals in community and economic development policies.

4**COORDINATED ACTION**

Coordinate a collective effort of organizations and community groups and focus on the opportunity to celebrate Canada's 150th Anniversary through placemaking

5**ADVOCACY ORGANIZATION FOR PARTICIPATORY CIVIC FRAMEWORKS**

Establish a collective voice for placemaking and all participatory civic systems in Canada

1

DEEPER RESEARCH & EVALUATION

Raise the profile of placemaking through deeper studies and evaluation that demonstrates the impact in Canadian communities. More specific regional data is needed. Further research into the impact of placemaking efforts will help small and large scale organizations leverage support from their local governments, apply for funding, and add significant strength to policy lobbying.

Objectives:

- Support evaluation and research of ongoing placemaking projects in Canada and U.S. through the development of universal metrics
- Create and share tools for evaluation of all placemaking, in order to create robust, powerful data
- Build on existing research that supports place-based community driven initiatives (Initiative on Innovation in Placemaking with the Brookings Institute and Soul of the Community conducted by Gallup funded by Knight Foundation)

Who might lead this?

- Existing research that supports place-based community-driven initiatives can be used as a platform to build upon. (Brookings Institute, Soul of the Community, etc).
- Partnerships between community organizations and university planning or human geography departments to enable participatory research

2

SUPPORT NETWORK**Establish a national network that connects Canadian Placemakers online and in person.**

Collaborative infrastructure that enables peer to peer support, online and in person. A Facebook group entitled Placemaking Canada was started in December 2015 as a prototype to test the need for placemakers to stay connected and share resources and inspiration. By March 1st, 2016, the group has reached 250+ participants.

Objectives:

- A national network that connects placemakers across Canada in an effort to strengthen the movement.
- Develop online platform for Canada (and beyond) to share stories, case studies, processes used, hurdles overcome, supportive bylaws and policies
- Map the placemaking ecosystem and resources:
 - ▶ Identify partners for the right scale of placemaking
 - ▶ Policies
 - ▶ Funders
 - ▶ Available grants
 - ▶ Create a living document /user generated database about good placemaking work, where it's being done, by whom, the skills that exist, their challenges and their vision for Canada

Who might lead this?

- Non-profit organizations who are experts in process, project management and can build the capacity of placemakers
- Potential to partner with or build upon existing networks (Placemaking Leadership Council, Tamarack's Deepening Community, Creative City Network, Council for Canadian Urbanism, etc)

3

DEVELOP STRATEGY FOR COLLABORATING WITH FEDERAL GOVERNMENT

A collection of leading thinkers in this work - consisting of a diversity of people who lead placemaking initiatives or organizations that are already thinking big picture, and those who are on the ground and already trying to work with municipal governments to innovate policies and development regulations.

Objective:

- Establish place capital as a metric and outcome in Federal, Provincial and Municipal policies / all public departments

Who might lead this?

- Many placemakers have expressed interest in being involved directly or playing an advisory role to this initiative, but it is not currently lead or resourced

4

ADVOCACY ORGANIZATION FOR PARTICIPATORY CIVIC FRAMEWORKS

Create a member based organization whose mission is to promote, research and advocate governments on behalf of placemaking and the integration of participatory civic systems.

Objectives:

- This advocacy organization would act as a collective voice for placemaking and all participatory civic systems in Canada
- Become a clearinghouse for resources and stories across Canada
- Support all participatory civic frameworks, such as placemaking, participatory budgeting, voting reform, etc
- Social media, promotions strategy for placemakers across Canada - promoting the impact of their work
- Press releases and promotions with a focus on targeting municipal and provincial governments, developers, business districts
- Identify and partner with complementary movements whose mission it is to enable participatory civic systems

Who might lead this?

- The organization would act in a similar way to walking and biking coalitions, operated as a non-profit and supported through grants, funders, donations and membership. Regional champions, leaders, activists would be supported by a larger organization that leads this work
- This organization could partner or be housed within an existing organization that is dedicated to improving Canadian communities

5

COORDINATED ACTIONS

Collective effort of organizations and community groups to celebrate Canada's 150th Anniversary through placemaking.

- Aligning with all Canadian placemaking groups and initiatives
- There are some upcoming events and milestones, but what else is happening?
- NEXT STEP: create online living document / timeline of upcoming placemaking events and facilitate coordinated actions across the country



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A1: INTERVIEWS

Research Methodology

A qualitative research methodology known as Grounded Theory Research was followed. Grounded Theory is utilized in social and organizational situations where there is a complex set of interactions over time and there is a search for core processes within those contexts. Consistent with Grounded Theory methodology, preliminary analysis was conducted as the data gathering proceeded. This preliminary analysis helped focus future data gathering to better test emerging insights. Through individual and collaborative analysis of the data, researchers were able to identify key elements of Canadian placemakers needs, challenges, opportunities and long term visions as individuals and within their communities and organizations. Specifically, 18 Placemakers who work in Canada and the U.S. were selected and interviewed.

Interview Questions

1. How do you define placemaking?
2. What are other terms you use to describe similar/ related work?
3. Why is placemaking important? What does it mean to you? What does it mean for Canada?
4. How do you make the case for Placemaking?
5. What do you see as the long term vision for placemaking in Canada?
6. What challenges have you experienced?
7. What are the barriers for placemaking?
8. What key resources do you use to support your work?
9. What opportunities exist for placemaking in Canada?
10. Who else is doing this work that we should speak with?
11. Would you like to be a strategic advisor for this initiative at this stage?
12. How did you begin the movement at a local or regional level?

List of Interviewees

Chiara Camponeschi // Enabling City
 Ethan Kent // Project for Public Spaces
 Frank Palermo // Cities and Environment Unit
 Fred Kent // Project for Public Spaces
 Gracen Johnson // Strong Towns
 Hazel Borys // Placemakers
 Janet Moore // City Studio from SFU
 Jérôme Glad // Pépinière & Co.
 Josh Smee // Happy City St. John's
 Kate MacLennan // Halifax Municipality
 Lorne Daniel // Greater Victoria Placemaking Network
 Michael Jones // Soul of Place
 Michael Lydon // Tactical Urbanism & Street Plans
 Monica Diodati // Better Block
 Robert Plitt // Evergreen CityWorks
 T.J. Maguire // Halifax Waterfront Development Corp.
 Véronique Fournier // Centre d'écologie Urbaine
 Zahra Ebrahim // Doblin: Innovation Consultants

A2: REFERENCES

Basso, Keith H. "Wisdom Sits in Places: Landscape and Language Among the Western Apache"

Comprehensive Community Initiatives Tool Kit for U.S. Federal Staff
http://www.ccitoolsforfeds.org/systems_change.asp

Department of Urban Studies and Planning, MIT: "Places in the Making: How placemaking builds places and communities". 2013.
<http://dusp.mit.edu/sites/dusp.mit.edu/files/attachments/project/mit-dusp-places-in-the-making.pdf>

Jacobs, Jane. "The Death and Life of Great American Cities"

Lyonnais, Sheena, Yonge Street. "Creative Placemaking Changes the Narrative of Cities"
<http://www.yongestreetmedia.ca/features/creativeplacemaking080713.aspx>

Project for Public Spaces
<http://www.pps.org/>

PASCAL International Observatory. "Localism, Place-making and Social Innovation."
<http://pascalobservatory.org/pascalnow/pascal-activities/news/localism-place-making-and-social-innovation>

A3: OUTCOMES

WHY PLACEMAKING?

The empowerment of community through the 'making' creates a virtuous cycle supporting better quality of life, connected citizens and a "sense of place". The placemaking process has the power to shift behaviour of citizens from being passive consumers of services, to actors, co-creators, and agents of change.

Placemaking is an entry point to systems change and social innovation; "a shift in the way that a community makes decisions about policies, programs, and the allocation of its resources – and, ultimately, in the way it delivers services to its citizens. To undertake systems change, a community must build collaborative bridges among multiple agencies, community members, and other stakeholders". (Comprehensive Community Initiatives Tool Kit)

PLACEMAKING OUTCOMES

- Catalyze local economic development
- Create welcoming & safe places
- Spark public discourse
- Develop relationships built on trust & collaboration
- Cultivate civic pride
- Nurture authentic "sense of place"
- Promote environmental sustainability
- Enhance local skills and confidence
- Support community health and well-being
- Grow social justice

PLACEMAKING CHALLENGES

- Reliable funding sources are scarcer than ever
- There is no glory in the postpartum (lack of quality evaluation and discussion of impacts/ results)
- Making the case for Placemaking can be challenging as it is a fairly new and complex
- "Making" takes time and can be a challenge in the here and now culture
- Expertise is a scarce resource
- Difficult in a world of "rules and regulations"
- Hard to know who to involve and when and how to do so

Source: MIT article "Places in the Making"

PLACEMAKERS ARE WORKING AT THE FOLLOWING LEVELS

- **grassroots** - action based
- **capacity building** - horizon scanning
- **institutional** - policy - larger networks

December 4, 2015

placemaking LAB



QUICK OVERVIEW

We wanted to quickly share an overview of the content and some pictures to keep up the energy and momentum from the day.

A full report and synthesis from the needs assessment including the interviews and the December 4th Placemaking Lab will be coming in the new year.



PLEASE CONSIDER THIS AN INITIAL DRAFT OVERVIEW FOR PLACEMAKING LAB

MORE COMING SOON...

PROJECT INSPIRATION & MAPPING



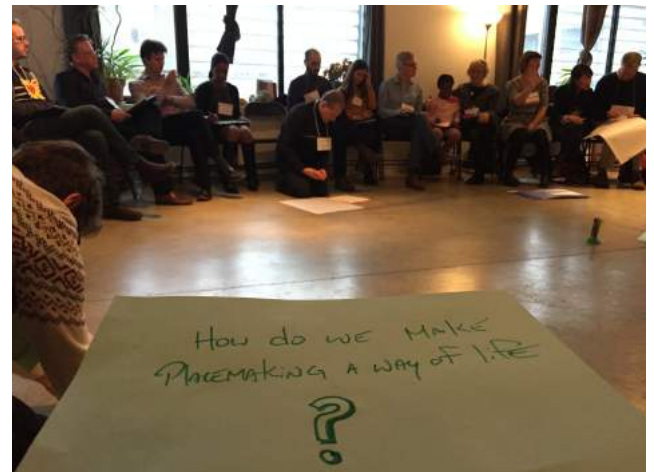
POWERFUL QUESTIONS



Questions?

- ▶ Can Canadian placemaking contribute to systems change in cities? What would it look like? Would we know it when we saw it?
- ▶ When does intentionality become prescriptiveness?
- ▶ How can we ensure placemaking is socially inclusive - and that its results are socially equitable?
- ▶ How can social justice be incorporated into placemaking?
- ▶ Isn't calling it *placemaking* an attempt to formalize the informal and perhaps kill serendipity?
- ▶ What lays outside the edge of placemaking and what is its effect on what is placemaking?
- ▶ What if we built our communities around places?
- ▶ How do we increase placemaking as a primary tool of / for resistance against inequity?
- ▶ How can we make space for neighbours to dream together?
- ▶ How can placemaking offer some response to basic human needs in public space?
- ▶ How do we stimulate or allow intense, friendly and democratic spaces/ streets in inner cities & troubled neighbourhoods and involve all parts of the community?
- ▶ How might we create the "space for all to own our neighbourhoods, communities and city and be resilient together?
- ▶ How might we accelerate the collaboration between citizens, institutions and securities to co-create communities/ places of vibrancy?
- ▶ How do we make placemaking a way of life?
- ▶ What becomes possible when we cultivate our collective capacity to connect to and care for the spaces where we live?
- ▶ What would happen if we spoke of (social) innovation not as the work of 'heroes' but as an act of 'everyday democracy'?
- ▶ Can we amalgamate bottom up action with top down policy to liberate placemaking?
- ▶ What are the most powerful gestures to support the crossing of bureaucratic territories in cities?
- ▶ How do we get authorities to see the value of placemaking in order to influence them?
- ▶ There is a need to get "recognition" from authorities in order to have them support the place making vision (how, which arguments, values?)
- ▶ What happens when we start giving / attaching labels (to community activities)?
- ▶ How to understand deep power and structures / dynamics in placemaking?
- ▶ What's next? Is my practice placemaking or serendipity making? Or Is placemaking the future of my personal practice or is it serendipity?
- ▶ How can we stimulate, share and safeguard 'alternative' narratives of the stories (of success, growth, value, etc) we tell in the mainstream...that define the limits of what's possible today?
- ▶ How can formal and informal practices of city making be better enabled?

- How might we advance a dialogue about leveraging our “collective” assets to achieve equity and happiness? OR How can we talk about power?
- How can cultures (i.e. aboriginal) who have different institutional models begin to inform/ locate in dominant institutional settings? (i.e. schools, hospitals, museums)
- What assets do citizens, neighbourhoods and formal organizations each contribute to community change and what does each need?
- How can placemaking help us strengthen our relationship with the territory? In other words, how can it help us become more aware of the way we inhabit the ecosystem?
- What if we all accepted living in our questions?
- How can we be certain that public space is used by minority groups?
- How can we best organize in times of complexity with self-organization, the commons, power and love?
- What would a cross sector platform to advance and invest in (creative) placemaking look like?
- Is placemaking an organic manifestation of public interest and desires?
- Could placemaking be more about place-based community development with belonging, equity of access, voice and people as priority (and less about the “awe” or “goal” factor?)
- How can we disrupt/ open up / democratize the civic structures that constrain placemaking?
- What does social justice have to do with placemaking?
- What is the connection between serendipity and placemaking and complexity? (7 degrees of separation)
- How might we advance a dialogue about leveraging our collective ‘assets to achieve equity, health and happiness?
- How can everyone contribute to urban effervescence?
- What is placemaking? Is it visible? - Esther (Jayne’s daughter)



DISCUSSION GROUP TOPICS



- ✓ How do we integrate placemaking in kids education?
- ✓ Is placemaking a helpful construct for effecting systems change in cities?
- ✓ Will centralizing our practices under one label expand or constrain our work / impact?
- ✓ Pitfalls and opportunities in developing government policy to liberate bottom-up placemaking
- ✓ Non-censure inclusion/ participation in placemaking & place living
- ✓ Scaling up
- ✓ Social justice & placemaking
- ✓ Local government & power-sharing (how to increase civic support for placemaking)
- ✓ How can we share resources to create place-based skills/ awareness training & education?
- ✓ Worry about/ want to prevent from being co-opted/ professionalized (exclusive)
- ✓ How can local government open up to risk taking & experimental placemaking
- ✓ How can we get neighbourhoods thinking about placemaking?
- ✓ How can new government adopt place-led governance?

COLLECTIVE VISIONING

WHY IS PLACEMAKING IMPORTANT?



WHAT IS THE IMPACT OF PLACEMAKING?



Because we believe it is a promising way to...

- create belonging
- enhance well-being
- experiment & listen differently to discover our collective wisdom
- nurture beauty
- build connection & shared meaning
- reframe & fundamentally change our perspective from debate to dialogue, scarcity to abundance, armour to naked vulnerability, teacher and student, me to we.

Co-creates community, connection and resilience in potentially unanticipated ways that leads to greater social capital (governance, capacities and public ownership), happier people, more possibility and a bewared we want to live in!

WHO DOES PLACEMAKING INVOLVE?



Caring contributors and active users of the space people whose lives intersect the space

AND / OR

It impacts everyone & therefore provides opportunity for realizing collective outcomes and capacity.

NEXT STEPS

These are the notes from one of our final activities of the day, where everyone shared their next steps.



STORY COLLECTING AND SHARING

- Core of this is sharing great stories and documenting what it's really about
- Share methodologies and processes and practices
- Storytelling
- Share common barriers and challenges
- How do we continually learn from each other
- Deepening the knowledge of the stories, wisdom, resources and lessons of those in this room
- Host a story gathering

ESTABLISH A NETWORK

- Develop a platform for exchange and further share who we are
- Network and communication line
- Basic contact info
- We have everyone's contact but let's find a way to chat and work together without overwhelming everyone (ex. slack)
- Low barrier platform
- Share info, resources, support and spread the word

WHO ELSE NEEDS TO BE INVITED?

- Need to go public and open this to others ASAP and possibly a blog or Facebook group
- Actively widening the circle to include more people into the conversation
- -Rebooting with different perspective and add voices who weren't in the room (perhaps Aboriginal Innovation Summit participants and Cactus andmany more!)
- Accessible and simple language and thinking about English/ French

ADVOCACY & POLICY SHIFT

- Develop white paper for engaging the federal government around placemaking issues and opportunities
- Start engaging in advocacy across the country
- Exploring possibilities in policy (federal, provincial and municipal) and how these possibilities nest
- Map policy levers for change

UPCOMING EVENTS

- Get together soon perhaps upcoming September event and call it a Pro Place event
- Have a parallel conversation for placemaking after Pro Place Pro Walk Pro Bike conference (weave conversations with other parts of the world)
- Lead up planning at pro place conference (social media and Placemaking Leadership Council) → we could have a Canadian council

RESOURCES

- Create a resource guide of wise practices (a manifesto and values for effective placemaking)
- Share methodologies and resources
- Start pan Canadian fund to start initiatives

PATTERNS & SYNERGIES

- Keep the definition open while still identifying common threads
- Explore what is Canadian Placemaking
- Finding the synergies and places where we can actively work together

- What are deep patterns of placemaking
- What do we need to unlock ourselves
- What are the questions, principles to spark this community
- Reconciliation to inform the driving principles

STRUCTURE

- Think about the appropriate structure for the movement
- How do we continue to work together to further the placemaking movement?
- Build informal subgroups / working circles (with no commitments based on principles of Open Space)

DOCUMENTATION

- Create a report
- Share learning from placemaking lab (maybe something more alive than a report but still remains open)
- Next conversation could happen in a public space where do some placemaking together
- Include original placemakers / first peoples and developers into context piece of report

placemaking
LAB

PLACEMAKING LAB PARTICIPANTS

Amy Schwartz	Engage Nova Scotia	Halifax
Andrew Pask	Vancouver Public Space Network	Vancouver
Cam Collyer	Evergreen	Toronto
Cédric Jamet	Haiku	Montreal
Chiara Camponeschi	Enabling City	Toronto
Éric Lefebvre	Partenariat du Quartier des spectacles	Montreal
Ethan Kent	Project for Public Spaces	New York
Fred Kent	Project for Public Spaces	New York
Gilles Renaud	Atelier Créatifs	Montreal
Graham Angus	The J.W. McConnell Family Foundation	Montreal
Greg Woolner	Co*lab	Halifax
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Jerome Glad	Pépinière & Co.	Montreal
John Cawley	The J.W. McConnell Family Foundation	Montreal
Josh Smee	Happy City St. John's	St. John's
Juan Carlos Londono A	Lupuna & 100en1jourMTL	Montreal
Kate MacLennan	Halifax Municipality	Halifax
Lorne Daniel	Greater Victoria Placemaking Network	Victoria
Lucy Cui	McGill University & Amplifie Montreal	Montreal
Lyndsay Daudier	The J.W. McConnell Family Foundation	Montreal
Manjit Basi	Citizen Academy	Ottawa
Maxim Bragoli	La Pépinière & Co.	Montreal
Michael Jemtrud	McGill, Architecture - FARMM	Montreal
Mike Lydon	Street Plans	New York
Mouna Andraos	Daily tous les jours	Montreal
Nadia Dugay	Exeko	Montreal
Paolo Qualizza	Vancouver Public Space Network	Vancouver
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Paul Messer	Percolab	Montreal
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Tristan Boujje	Montreal Urban Ecology Centre	Montreal
Veronique Fournier	Montreal Urban Ecology Centre	Montreal
Zahra Ebrahim	Doblin: Innovation Consultants	Toronto

UPDATES & ACTION POST LAB

Social Media

Facebook page for Placemaking Canada: A place to share resources, inspiration, stories and connect with other placemakers.

<https://www.facebook.com/groups/1535821856737089/>

Placemaking Week September 2016

This September, Vancouver B.C. will host the world's biggest placemaking event so far. Bringing together movements, disciplines, and leaders from around world, Placemaking Week (September 12th – 18th) will help launch a new model for shaping cities. <http://placemakingweek.org/>

Placemaking Canada - Gathering and Survey

Andrew Pask and Paola Qualizza of the Vancouver Public Space Network initiated a survey about whether there should be an additional event at Vancouver Placemaking Week, specifically for Canadian placemakers on the themes of:

- Principles + Definitions of Placemaking
- Shared Platform/Collaboration (Scaling up)
- Capacity Building/Sharing tools + tactics (Supporting local initiatives)
- Advocacy (local and national)
- Financing placemaking / public space
- Research & Metrics
- Mobilizing around Events
- Cultural components of placemaking /Aboriginal voice/Social inclusion
- The Canadian perspective

The survey responses showed strong support for having a Canadian focused placemaking gathering.

Launch of the *We Are Cities* Action Agenda

We Are Cities mobilized Canadians across the country to shape a vision and action agenda to build better cities. Thousands contributed online and through citizen-led roundtables by providing ideas on how we can make our cities more livable. The ideas that resonated most with the Canadians that participated, are in the Agenda. The *We Are Cities Action Agenda* offers a starting point for further conversation and emphasizes that we all have a role to play in creating the places we want to live. The Agenda is intended to inspire and catalyze action – locally and nationally – and builds on efforts already underway across the country. The Agenda can be accessed here:

http://www.wearecities.ca/we_are_cities_action_agenda_released

Tamarack Webinar Series 'Soul of Place'

A three part series webinar on placemaking in Canada will be taking place in May/June 2016. Michael Jones author of "Recovering the Soul of Place: Re-Imagining Leadership through Creative Placemaking" will be hosting the series.