



CHALLENGE STATEMENT
Creating a Downtown Where You Belong
 Our purpose with this pilot project was to ensure we were engaging with the community to help determine what sorts of action we can take towards creating an energetic and vibrant downtown.

THE USERS:

- Defined as people the participants engaged and observed
- People with appointments
- Seniors – LOTS of seniors out and about
- Many people who work downtown
- New to Canada
- Lived in downtown for 9 years – couple – feel safe
- Mostly workers
- Family guy
- Some tourists
- Construction worker
- Middle-aged people
- New to Saskatoon – love living downtown but need car
- Security guards
- Lawyers
- Business man
- City worker
- Visitors – lots of visitors think downtown is fine
- Midtown a destination for many
- People funnel through 21st & 2nd Ave

THEMES: (Rated for most insights to least insights)

- Parking:** (Tied for largest pile of insights)
 - Parking sucks
 - Not enough parking
 - Lack of parking
 - People won't walk
 - Parking stations suck
 - Parking bad
 - Parking issue
 - Discourage parking
 - Parking hard
 - Parking needed
 - No parking at lighthouse
 - More downtown parkades
 - Overnight parking is an issue
 - High cost of parking
 - Parking too strict
 - Everyone want to be within 50M of front door

- Biking/Bike Lanes/Safety -** (Tied for largest amount of insights)
 - Hates bike lanes
 - Bike lanes bad
 - Bikes for transportation
 - Bike lanes not needed
 - Bike lanes = waste
 - Bikes not using lanes
 - Bike lanes unsafe
 - Bikes on sidewalks
 - Bike lanes are an issue
 - People are paranoid about bikes
 - Cyclist – traffic violation
 - Pushing bikes & riding on sidewalks
 - Safety as a cyclist
 - Conflicts between pedestrians, cyclists & drivers
 - Only lock your bike up in select places
 - Bike lane confusing

THEMES: (Rated for most insights to least insights)

- Harassment & Intimidation:**
 - Same 2 guys as seen in the past
 - Implied racism
 - Racism experienced downtown vs. suburbs
 - Indigenous man used to come shopping downtown but was consistently followed around
 - Sketchy 21st street – bike lane concerns
 - Not safe at movies or at LuluLemon
 - Begging
 - Wrong perception
 - Feel safe but some don't
 - Calm
 - Comfort
 - Safe compared to other places
 - My city is safe – proud of my city
 - Confidant
 - Not an issue – safety is personal
 - Comfortable but with guilt
 - I feel safe
 - Students rarely feel unsafe
 - Feels safe – informed about where to be
 - Not worried about safety issues
 - Positive/safe
 - No safety issues
 - Safe in sun
 - Businesses = safe
 - Same as Winnipeg
 - Visitors feel safe
 - Panhandling normal
 - Safe with natural light

- Homeless/Guilt:**
 - Lighthouse part of solution not problem
 - Homelessness is an issue
 - Limited interaction
 - Guilt – contrast with less fortunate
 - Emotional response to people struggling
 - Empathetic & sympathetic
 - Location of Lighthouse impertinent
 - Cluster social services
 - Lighthouse location impedes downtown development
 - Avoid places
 - Feel bad seeing less fortunate
 - Avoidance of Lighthouse side of 2nd avenue
 - Feels sad about homelessness
 - Respect the Lighthouse but is unsightly
 - Lighthouse challenges but not us versus them
 - Night safety
 - No easy fix – worried about mental health
 - Negative stigma of Lighthouse
 - Avoids Lighthouse
 - Triangle – Lighthouse, social services, mall

THEMES: (Rated for most insights to least insights)

- Feeling safe & Secure:**
 - We have a safe downtown
 - Skewed perceptions of safety
 - Safer – recognize panhandlers so don't feel threat
 - Very few panhandlers
 - Harmless compared to drunk men at night (white, privileged)
 - Wrong perception
 - Feel safe but some don't
 - Calm
 - Comfort
 - Safe compared to other places
 - My city is safe – proud of my city
 - Confidant
 - Not an issue – safety is personal
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 - I feel safe
 - Students rarely feel unsafe
 - Feels safe – informed about where to be
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- Walking/Driving:**
 - Nice to not have a car
 - Would be good to be car free
 - Concern with drivers, not people walking around
 - Car free would be nice
 - Bike lanes a waste
 - Walkable
 - People drove from zone to zone
 - Proximity to mall = good
 - Instead of walking for one minute, they drive
 - No walking, drive instead
 - Don't need a car – assumed
 - Nice to not have to own a car
 - Don't have to drive anywhere
 - Drive from Big Box to Big Box

THEMES: (Rated for most insights to least insights)

- Space – including greenspace:**
 - Expand more on space & how people feel when their space is compromised
 - Likes park space
 - Love green space
 - Legitimate space use
 - People are quite aware of their individual space
 - Personal space getting smaller in Saskatoon
 - Discomfort not because of poverty, it's because of space
 - Personal space challenged
 - Discomfort when space compromised
 - Need space
 - Hang out spot needed
 - Left downtown for space
 - Personal space impeded on
 - Limited greenery
 - No foliage/green

- Event-based city/No activities:**
 - Lots of events
 - Lots of entertainment
 - Only events – not entertainment
 - Entertainment destination but not shopping
 - Event only
 - Downtown for entertainment
 - Build districts ex. Art districts
 - Keep festivals downtown
 - School/Work – no time for entertainment
 - Come downtown for entertainment
 - Activities
 - Family friendly events?
 - Places to linger/socialize

THEMES: (Rated for most insights to least insights)

- Loves YXE/Cultural Shift:**
 - Definitely cultural shift
 - People love YXE
 - Loves Saskatoon
 - Entertaining
 - Increase downtown arena & attractions
 - Great attractions
 - My City – Safe & proud
 - Familiarity – comfort
 - The change has happened

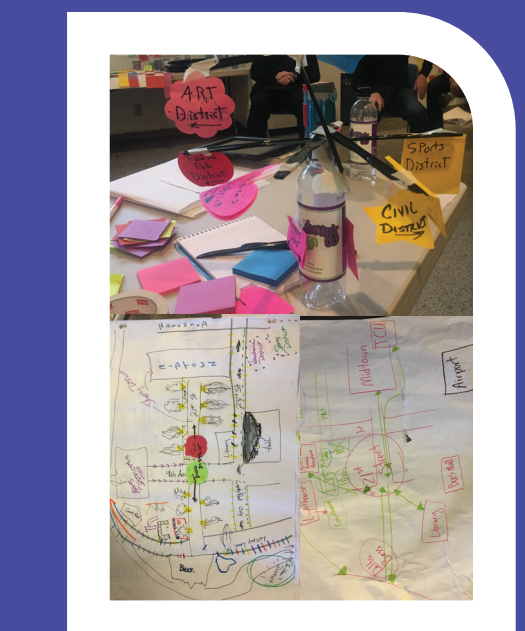
- Living Downtown:**
 - Simplicity
 - Pop up winter coffee/hot chocolate stands
 - Density = mindset shift
 - Lots of pedestrians coming out of downtown
 - High pedestrian traffic
 - Bess to midtown best connected
 - Work & eat downtown

THEMES: (Rated for most insights to least insights)

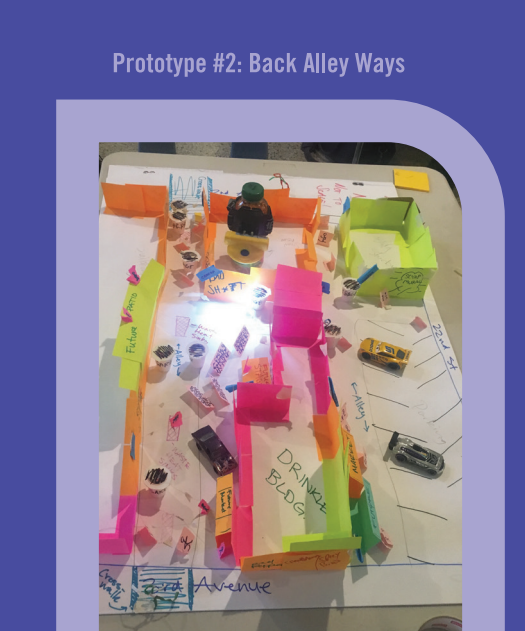
- Shopping Central Restaurant Architectural assets Public art Bridges:**

- Block parties Safety drones Winter warming nodes**

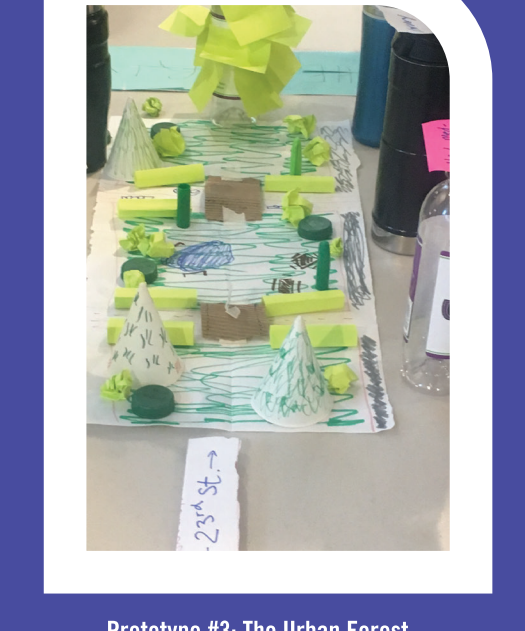
PROTOTYPES:



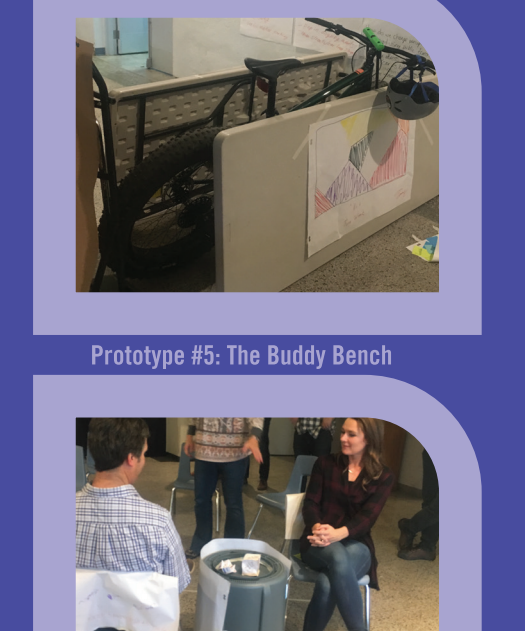
Prototype #1: The Districts



Prototype #2: Back Alley Ways



Prototype #3: The Urban Forest



Prototype #4: The Artsy Bike Locker



Prototype #5: The Buddy Bench



Prototype #6: The Market Muse

FRAMING THE CHALLENGE:

- What's the problem you are trying to solve?**
 Frame it as a *How Might We?* question.
 Downtown where we belong
 Connect downtown
 Welcome newcomers
 Make our downtown more comfortable
 Build on our assets & characteristics
 Make downtown a destination
 More accessible
 Make our downtown more safe?
 How Might We build on our assets/character to attract people?
 How do we leverage positive perceptions of downtown safety?
- What's the impact you're trying to have?**
 Change perception, decrease fear/anxiety
 Residents & potential businesses
 Visitors/tourists
 Employees/employers
 Multi-modes of transportation users
 Accessibility/mobility issues
 Increase empathy and tolerance
- What are some contexts & constraints you're working in?**
 Safety – river, streets, crime
 Culture & social (norms perception – i.e. parking)
 Limited excitement & activities
 Fear, uncomfortable with some people already downtown
 Real & perceived issues – crime, traffic issues, etc. Policing
 Spaces
 Support system
 Funding

CHARACTER PROFILES:

- Profile 1: Glenda**
 Age: 42
 Characteristics: Well-dressed, Articulate, Professional
 Habits: Build on our assets & characteristics, Married – 3 and 9, F/T Employed, Lives in Riversdale, Local, Post-secondary, Articulate
 About: Meets girlfriends at Sheraton for coffee, Needs \$\$ – can't buy groceries, Can't walk due to illness, 2 kids
 Goals: Sitting down, relaxed, on break, Stumped on question about broad safety
 Assumptions: Happy to chat
 Observations: Trying to be politically correct/respectful about her insights, Friendly, Would like to see more bars near as it helps his business
 Insights: Felt safer at Sheraton than on 2nd Ave cafe
 Assumptions: Noted more panhandlers & homeless since the Lighthouse moved downtown
 Goals: Mental health issues all over, Daughter stopped going to moves for safety reasons
 Wants to be included, respected & valued
- Profile 2: Mr. Eaglebear**
 Age: 29
 Characteristics: Professional, Business owner, Caucasian
 Habits: Works in downtown, Married – 2 kids, White
 About: Goes to work but prefers to walk/cycle but has to pick up supplies
 Observations: WOVI SHOP DOWNTOWN, Business – excluded from community, Inspire people to come downtown to be a part of it
 Goals: Be successful & encourage other businesses to grow
 Assumptions: Enjoys talking to people he ran into, He felt comfortable downtown – says wife didn't
 Observations: Would like to see more bars near as it helps his business
 Insights: More nighttime and interfare with the street
 Assumptions: Knew who he was, Comfortable but that's not what the world believes
 Goals: Get better, Feed family
 Wants to be included, respected & valued
- Profile 3: Jason**
 Age: Young adult – 20s to 30s
 Characteristics: Professional, Business owner, Caucasian
 Habits: Works in downtown, Married – 2 kids, White
 About: Goes to work but prefers to walk/cycle but has to pick up supplies
 Observations: WOVI SHOP DOWNTOWN, Business – excluded from community, Inspire people to come downtown to be a part of it
 Goals: Be successful & encourage other businesses to grow
 Assumptions: Enjoys talking to people he ran into, He felt comfortable downtown – says wife didn't
 Observations: Would like to see more bars near as it helps his business
 Insights: More nighttime and interfare with the street
 Assumptions: Knew who he was, Comfortable but that's not what the world believes
 Goals: Get better, Feed family
 Wants to be included, respected & valued
- Profile 4: Darryl**
 Age: 50
 Characteristics: Well-dressed, Articulate, Professional
 Habits: Build on our assets & characteristics, Married – 3 and 9, F/T Employed, Lives in Riversdale, Local, Post-secondary, Articulate
 About: Meets girlfriends at Sheraton for coffee, Needs \$\$ – can't buy groceries, Can't walk due to illness, 2 kids
 Goals: Sitting down, relaxed, on break, Stumped on question about broad safety
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 Assumptions: Noted more panhandlers & homeless since the Lighthouse moved downtown
 Goals: Mental health issues all over, Daughter stopped going to moves for safety reasons
 Wants to be included, respected & valued
- Profile 5: Curtis**
 Age: Late 40's
 Characteristics: Professional, Business owner, Caucasian
 Habits: Works in downtown, Married – 2 kids, White
 About: Goes to work but prefers to walk/cycle but has to pick up supplies
 Observations: WOVI SHOP DOWNTOWN, Business – excluded from community, Inspire people to come downtown to be a part of it
 Goals: Be successful & encourage other businesses to grow
 Assumptions: Enjoys talking to people he ran into, He felt comfortable downtown – says wife didn't
 Observations: Would like to see more bars near as it helps his business
 Insights: More nighttime and interfare with the street
 Assumptions: Knew who he was, Comfortable but that's not what the world believes
 Goals: Get better, Feed family
 Wants to be included, respected & valued

INSIGHT STATEMENTS:

1. People can be uncomfortable with panhandlers
2. 21st & 2nd Ave are central hubs
3. Different users for different times of day
4. Weather affects everyone
5. Low temperatures & wind affect mobility
6. Personal property safety influences active transportation
7. People concentration affects safety perception
8. Downtown assets are dispersed
9. Perception of distance is wacko
10. Parking lots affect comfort for pedestrians
11. Instant gratification affects decisions

BRAINSTORM IDEAS:

- Stay & play packages**
 Park & walk incentives
 Get media onboard
 Teach downtown workers to id & report crime
 Good karma day
 Training the community on being proactive to getting to know the homeless
- "Take back our downtown"**
 Train downtown employees to observe report & signs
 Roving ambassadors
 Bylaw that everyone downtown has to smile
 Mural & alley improvements
 Corporate social responsibility liaison
 Pop up dances in the streets
- Free live music**
 Tour guides
 Social media/brand ambassador
 Start a hello company
 Street forest
 I love Downtown YXE Campaign
 DT "Buddy" system
 Business of the Month
 Undrained promotion – independent
- stores**
 Satire fun of DT horrors
 Standing invitation to community
 Seniors day – discounts, free valet, parking by donation
 CFQR on the street
 Interactive Art Installations (water, music, lights)
 Food crawl/tour
- Street outreach teams**
 Positive parking
 Incentivize business to light alley
 Turn alleys into festival events
 More lights in alley
 More back alley art
 Make a different block a walking street each day of the week
 Connect with green pedway
- Rooftop patios Dome over pedestrian street in winter**
 Pedestrian street with interactive activities – zipline, etc.
 Indoor park with green space for winter months
 Activities to come to the pedestrian mobile street
 License downtown
- Block parties**
 Safety drones
 Winter warming nodes

WHAT NOW?

