



1 Centennial Square
Victoria, BC V8W 1P6

E grants@victoria.ca

2015 Strategic Plan Grant Application Form

How to Apply:

1. Complete **Application Form** in its entirety and send to grants@victoria.ca
2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

X Society or Charity confirmation – Provide society number and Certificate of Good Standing or Charity Registration Number and CRA Canadian Registered Charities details page showing charity status as **registered**

☐ Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies as required by the BC Society Act

SECTION 1. CONTACT INFORMATION

Organization Name: Greater Victoria Placemaking Network Society

Mailing Address: 303, 1158 Fairfield Road Victoria V8V 3B1

Contact Person: Lorne Daniel

Email: lorne@victoriaplacemaking.ca

Telephone: 250-589-8712

Website: www.victoriaplacemaking.ca

SECTION 2. ORGANIZATION INFORMATION

Are you registered under the *Society Act*? ☒ Yes ☐ No

Society Registration Number: S-0064132

Are you a registered Charity? ☐ Yes ☒ No

Charity Registration Number: _____

Organization mission/mandate

The purposes of the Society are:

- (a) to promote the planning and development of healthy and inviting public spaces in Greater Victoria.
- (b) to foster public engagement in urban planning issues in Greater Victoria.
- (c) to advocate for public spaces and streets that support diverse citizen needs and interests.
- (d) to engage in community projects that demonstrate constructive placemaking.

Brief history and role in benefitting residents of Greater Victoria

Greater Victoria Placemaking Network was formed in September 2014 following 18 months during which a group of citizens had gathered for urban discovery walks in neighbourhoods that included Oaklands, downtown, and Burnside Gorge. The group saw the value of a non-profit group to promote healthy and inviting public spaces and streets in Greater Victoria. The group held monthly meetings from September 2014 through June 2015 and initiated or participated in public space events that included "chair bombing" in the Central Library atrium and at Millie's Lane, a space design conversation on Rockland Greenway, and a series of Jane's Walks.

We have also done presentations as part of the Dockside Green Dialogues series and the Growing Health Cities Conference, co-sponsored the Charles Montgomery talk at TransForm, and spoken to a variety of organizations including the Victoria Community Associations Network.

We have participated in Mayor Helps' Pandora Task Force, where we are assisting with placemaking enhancements to foster a healthy street environment in the vicinity of Our Place shelter.

We have regularly attracted 30-50 people to meetings and have an active online membership, with hundreds of people receiving our web newsletter and participating in our Facebook group. We are also active on Meetup and Twitter. We have successfully engaged a broad spectrum of Victoria residents, including children, young adults, seniors, working and retired professionals, and business people.

Our members have begun constructing a "Great Streets Tool Kit" and are planning a series of public events for fall 2015. In the longer term future, we look forward to helping advance neighbourhood placemaking projects including urban village planning and local area plans in the City.

How many paid staff at organization? Full Time: 0

Part Time: 0

How many volunteer staff at organization? 20 – all part-time

Total volunteer hours: 1000+

2015 Strategic Plan Grant Application Form

SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? \$ 6140 (Sept 2014-Aug 2015)

What other sources of funding do you receive and how is it used?

Source	Total Funding	Use
Dockside Green	\$ 1000	fall 2015 program
Rethink Urban consulting	\$ 5000	operational expenses including venues; support of 2014 TransForm series; original website development; logo; printing; incorporation
member donations	\$ 140	operational expenses

Has the organization filed for bankruptcy or currently seeking credit protection? ☐ Yes ☒ No

SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: TransForm Event Series and Great Streets Tool Kit

Brief description of the project or program and why the grant is needed.

We are proposing two linked projects: collaboration on *TransForm Event Series* and the creation of a *Great Streets Tool Kit*.
TransForm Event Series

In September 2015 we propose to collaborate with Greater Victoria Cycling Coalition, the City of Victoria and others to create two engaging **TransForm** events: (1) *Reimagining the Street* (September) would include a presentation on 'tactical urbanism' (quick, inexpensive space improvements) by Mike Lydon of Streetplans.org, as well as a community day to construct temporary street furniture and a one day "renovation" of a street. We are currently consulting with residents and organizations regarding holding this intervention on Cook Street between Park and Dallas Road. Event (2) *Great Streets Summit* (Oct / November) would feature presentations, community dialogue and engagement on future vision and potential of Victoria's main streets (e.g. Douglas Street; Fort St.; Pandora Ave, Government St, Cook St.). Possible guest speaker: Brent Toderian, former Planning Director, City of Vancouver.

Our *Great Streets Tool Kit* has two primary objectives:

1. The creation and assembly of reusable materials and tools to facilitate temporary street pilot projects at multiple locations and times. The pilot projects are intended to address, identify and illustrate community-led solutions to improve mobility and the public realm. Identified materials include planter boxes, green turf, custom signage, chairs, benches, hay bales, paint, pylons and cones, chalk and more.
2. To document select placemaking and pilot project activities with video and photos. Visuals will be shared via social media, GVPN website and other channels, to promote the value of placemaking as an engaging form of community collaboration and creativity. Visual materials and communication will be designed to inspire future placemaking projects and pilots in 2016 and beyond. A video will be streamed as part of the *Living the New Economy* conference in November.

We are also seeking support to continue building community capacity for placemaking. During the fall of 2015, we need funds for public meetings, printing materials and venue rental.



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Does this project or program impact public space? ☒ Yes ☐ No

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Innovate and Lead | <input checked="" type="checkbox"/> Enhance and Steward Public Spaces, Green Spaces and Food Systems |
| <input checked="" type="checkbox"/> Engage and Empower the Community | <input checked="" type="checkbox"/> Complete a Multi-modal Active Transportation Network |
| <input checked="" type="checkbox"/> Strive for Excellence in Land Use | <input checked="" type="checkbox"/> Nurture Our Arts, Culture and Learning Capital |
| <input type="checkbox"/> Build Financial Capacity of the Organization | <input type="checkbox"/> Steward Water Systems and Waste Streams Responsibility |
| <input type="checkbox"/> Create Prosperity through Economic Development | <input type="checkbox"/> Plan for Emergencies Including Climate Change Short and Long Term |
| <input type="checkbox"/> Make Victoria More Affordable | <input checked="" type="checkbox"/> Demonstrate Regional Leadership |
| <input checked="" type="checkbox"/> Facilitate Social Inclusion and Community Wellness | |

Explain in detail how this project or program will meet and support the City of Victoria's Strategic Plan Objectives.

Victoria's Strategic Plan (2015-2019) puts a strong emphasis on improved community engagement with key priorities that include 'complete an active transportation network, enhance and steward public spaces, & excellence in land use.' The Strategic Plan also makes several references to placemaking as a means to engage and enhance community learning and leadership in city-building.

As well, in May 2015, Victoria City Council adopted several recommendations regarding "Cycling Network Implementation" – the third of which reads: "Work with partner organizations including the Greater Victoria Cycling Coalition, Bike Victoria, Woman's Everyday Bicycling (WEBike) and the Greater Victoria Placemaking Network to host a public information series in September 2015 on cycling facilities, active transportation and placemaking in the City of Victoria."

This project will advance the implementation of active transportation in the City, including the bike plan, by integrating bike lane pilots and public awareness experiences into the *Great Streets* event. It will engage the community in active placemaking projects. And it will build future capacity through the creation of the *Great Streets Tool Kit* and communication media.

How many will benefit from the project or program? with a broad goal of creating change to urban space that supports personal and community health, this program doesn't target a specific demographic – its intent is to shift our design and use of public spaces such that all citizens can enjoy healthier lives Percentage of Greater Victoria Residents? _____%

Who is your target audience? citizens with an interest in public space and active transportation, plus professionals (designers, architects, planners, engineers) working in urban design fields



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2015 Strategic Plan Grant Application Form

SECTION 5. PROJECT OR PROGRAM FINANCIAL INFORMATION

Please attach a detailed breakdown of all expenses for this application.

What is the project or program: Total Cost \$ 43,500 Amount Requested \$ 23,000

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 9 %

How much is the organization contributing to this project or program? \$ volunteer time plus the sponsorships & in-kind noted below

Please indicate the funding sources for this application:

- ☐ Government funding

Organization Name	Contact Person	Phone Number	Amount

- ☐ Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount
Dockside Green	Ally Dewji	250-380-7278	\$ 1000
Rethink Urban Consulting	Lorne Daniel	250-589-8712	\$ 2000

- ☐ Matching funds

Organization Name	Contact Person	Phone Number	Amount

- ☐ In-Kind contributions

Organization Name	Contact Person	Phone Number	Amount
Living the New Economy	Jason Guille	250-385-5227	\$2000
Victoria Placemaking Network (volunteer hours/time)	Lorne Daniel / Jim LaMorte	250-589-8712 /	\$3000
Greater Victoria Cycling Coalition (volunteers, Board)	Edward Pullman / Ray Straatsma	250-415-0552 / 250-294-4346	\$5000

- ☐ Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount

- ☐ Other

Organization Name	Contact Person	Phone Number	Amount
Greater Victoria Cycling Coalition (via City Grant if successful)	Edward Pullman / Ray Straatsma	250-415-0552 / 250-294-4346	\$ 7500

Grand Total of Other Funding Sources \$ 20,500 [\$10,500 cash, \$10K in kind]

Partial funding may be available. Will the project occur without full funding by the grant? X Yes ☐ No

If you do not receive full funding, what is the impact to the organization and project or program. Please provide an explanation below.

Without full funding, these projects would be scaled down. The Great Streets event would be a smaller, volunteer-only, event and would attract fewer people. Elements such as a professional quality video recording to promote innovative



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streets could not be completed. The Network's capacity to promote placemaking would be limited.

SECTION 6. PROJECT OR PROGRAM TIMELINE

Project or program dates From: August 2015 To: December 2015
Project or program location: various; tentative street location, Cook St between Park and Dallas Road
Project or program timeline and major milestones.

Date	Milestone
August	event planning, recruit volunteers and participants.
late September	hold <i>Reimagining the Street</i> weekend; first test of Tool Kit
October / November	edit / produce learning materials from weekend; refine and continue production of Tool Kit; hold <i>Great Streets Summit</i> (Oct or November)
November	present at Living the New Economy (live event and webcast)
December	complete production of Great Streets Tool Kit, including physical materials and multimedia elements

SECTION 7. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 50 estimated Total volunteer hours required: 500
Can the project or program occur without volunteer support? ☐ Yes ☐ No

SECTION 8. PUBLIC ACKNOWLEDGEMENT

All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

☒ Website

☒ Social Media

☐ Sponsor Plaque

☐ Other _____

☐ Newspaper Advertisement

☒ Newsletter

☒ Annual Report

SECTION 9. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity
- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Signature: _____

Position: _____



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Name:

Lorne Daniel

Date:

June 26 2015

City of Victoria Strategic Plan grant application - Greater Victoria Placemaking Network

Budget EXPENSES

TransForm Event Series

speaker fees	\$15,000
venue rentals and costs	\$1,000
audio visual rentals / set-up / assistance	\$1,700
event planning & coordination	\$3,600
travel, accommodation for speakers	\$4,000
graphic recording & illustration	\$2,000
street event materials (chalk, paint, etc)	\$700
promotion and printing	\$2,000
SUBTOTAL	\$30,000

Great Streets Promotion and ToolKit

building materials	\$750
project website	\$1,000
equipment rentals	\$500
video recording & editing	\$3,750
landscape materials	\$500
printing	\$1,000
moveable weatherproof signage	\$2,500
SUBTOTAL	\$10,000

Administration

meeting space	\$225
legal & financial fees	\$175
organizational promotion - print & media	\$1,000
writing services	\$2,000
office supplies	\$100
SUBTOTAL	\$3,500
TOTAL	\$43,500