

BRENTWOOD

Brentwood Community Association, Ward 4

ACTIVATION DATE: SEPTEMBER 14, 2019

TOTAL GRANT AMOUNT: \$834.18



Brentwood applied for Phase 1: DREAM, with a few pathways in mind. Melanie Swailes initially spoke with the ActivateYYC Coordinator at The Federation of Calgary Communities AGM, and took the lead on this project, organizing the sessions and orchestrating the grant process with ActivateYYC team support. The goal was to engage the community and create a fun activity!

For the DREAM session, the ActivateYYC team met with Melanie and her husband to discuss their key concerns. In Brentwood, many of the catwalks are overgrown and neglected and the maze gates present problems for many residents with varying mobility levels and people on bikes.

After a quick walk through some of the pathway options, the larger pathway extending across the school fields towards Northland Mall was chosen.

At the SCHEME session, the team decided to host a Paint the Pavement to beautify this pathway. First, they wanted the City to repair the buckling in the pavement. After much back and forth organizing logistics and timeline, the Roads department repaved the damaged section of the pathway.

“So many positive comments and conversations.”

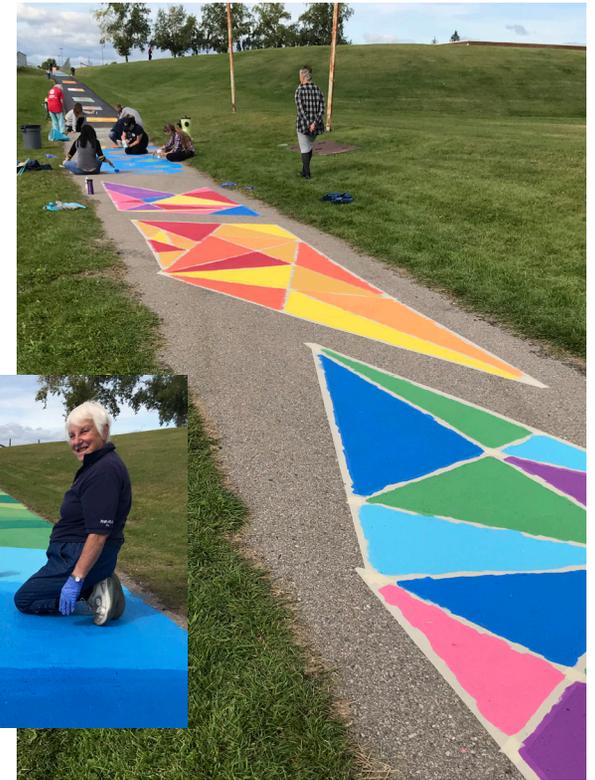
The ACTIVATE session took place on a warm Saturday in September. In the morning, a few community members helped prep the area and paint on the white base, and throughout the afternoon over sixty people participated. Due to the size of the pathway, multiple stations were set up: a kids area with brushes and non-toxic paint, a “paint by section” area, stencil area, and a large mural area depicting the prairies, mountain, and sky.

APPLIED
July 2, 2019

DREAM
July 12, 2019

SCHEME
August 15, 2019

ACTIVATE
September 14, 2019



“About a week after completing the project, I was walking towards the pathway. I was still a block away, but from far off I could see someone walking on the other end of the pathway towards me. The person suddenly proceeded to jump, jump, jump, then resumed walking. As she got closer, I realized I knew her. She is a local senior, now well into her 80s! That to me showed what a success the project was.”

Learnings

Application for road closure was applied for and rejected, which led to hand-off to Parks for permissions. Specifications on type of paint was also hard to find and a bit unclear. Community groups doing similar activations should be connected to share resources and materials.

Successes

More than sixty people in attendance, painted more of the pathway than initially planned, and finished sooner than expected!

Outcome

Although they considered releasing the grant due to setbacks, they finished strong, hosting a fun and impactful community activity. Now, Melanie is sharing her experience and advising groups currently planning Paint the Pavement events.

The project received over \$250 in donations from Panago, Co-op, and Starbucks.