



# 100In1Day

Edmonton · 2017

## A GUIDE FOR PROJECT LEADERS





## From The Team

### Welcome to 100in1Day!

Maybe you have already registered a project, maybe you have an early idea, or maybe you are just taking a look around. In any case, welcome. We are so excited to see your vision for a better Edmonton!

100in1Day is all about turning your ideas into reality. In big ways and small, we can take ownership over our neighbourhoods – and city. The goal is to have 100 simple, temporary, low-cost and fun projects occur all across the city on Saturday, June 3rd 2017. Together we can build the Edmonton that we want to see.



As your organizing team, Make Something Edmonton and the City of Edmonton's CITYlab are here to support you. We're here to help bring your idea to life, and to plug you into a network of project leaders and city builders across Edmonton. We won't run your project for you, but we will do our best to help you succeed.



We need your ideas, your passion, and your vision. Thank you for being part of 100in1Day. We can't wait to see what you have planned!

## In This Booklet

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- Key Dates



What if hundreds of people united, each making the changes they wish to see in their city, all on the same day?



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## About 100in1Day

100in1Day started in 2012 as a grassroots initiative in Bogota, Colombia. It quickly spread into a global movement.



The message is simple: it is up to each of us to step up and build a better city.

This is done through an urban intervention: an activity, project or installation that temporarily improves a public space and demonstrates how a community might achieve more lasting positive change. Projects can be practical, like planting trees or pop-up street furniture. They can be social, like hosting a block party. They can be artistic, like flash mobs or yarn bombing. They can challenge us. They can create welcoming places for everyone in our city. They can be as big or as small as you want.



And when all these urban interventions – a.k.a. 100in1Day projects – happen on the same day, in a celebration of civic pride and engagement, we can transform our city!

100in1Day Edmonton is a continuation of #DIYCity, which was our very own local, homegrown festival of urban interventions that happened in 2015. We had over two dozen projects that day!

Building on our 2015 success, Edmontonians took on 101 projects on June 4, 2016. This year, we are joined by the cities of Hamilton, London, and Ottawa. With your help, we can do even more this year!



## 100in1Day Principles

100in1Day is all about your ideas, but we have a few core principles to guide the day.

100in1Day projects should:

- Make our city better!
- Build and foster community networks, and
- Be safe, legal, respectful and inclusive.

Should not be:

- Partisan or a campaign event, or
- For-profit or commercial.



Participation is free. No fees or charges are to be collected to participate in a 100in1Day project, nor should any project be tied to commercially-driven activities.

As 100in1Day project leaders and participants, you will be responsible for designing your project, for creating and launching the project, ensuring it is safe for you and visitors/participants, and cleaning up your project at the end of the day.



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## Leading a Project

100in1Day can't happen without people like you stepping up to build a great city. Since it's meant to be a citizen-driven event, CITYlab and Make Something Edmonton won't lead or run your projects (there would be too many anyways!), but we are here to help promote projects, point to useful resources and ensure that projects are fun, safe, and inclusive!

### Wait... I can't think of a project!

Can you think of places in the city that need a bit of love? What could you do to brighten them up or make them friendlier? Or maybe you are interested in building community... where would be a good space to host a conversation, ask a thought-provoking question, or make a new friend? What could you do to improve someone else's day? 100in1Day projects don't need to be big, last a long time, or cost a lot of money. In fact, small events and projects often have the biggest impact. Maybe you're involved in a project that's already in the works or happening on June 3rd anyway - attaching it to the 100in1Day initiative could boost your project's profile and contribute to Edmonton's goal of getting to 100 projects!



### What are some examples of past projects?

Some of the projects from last year's 100in1Day included painting garage doors, decorating a fence, creating an urban beach, hosting a lemonade stand, a pop-up round dance, and sidewalk chalk murals!



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### Where and when should the project take place?

Plan to hold your project on June 3rd or, if that's not possible, install it in advance so people can check it out on the official day. 100in1Day projects can be located all across the Edmonton region. A project can last fifteen minutes, fifteen hours—or longer! It's up to you.

### Why would I create an urban intervention?

This is your opportunity to share an existing idea or test a new one, or to show your love for your city and have it profiled as part of this big day for city building and civic engagement.

So, how do you get involved? There are 4 easy steps!



## How To Get Started



### 1. Register your project at [makesomethingedmonton.ca/100in1Day](https://makesomethingedmonton.ca/100in1Day)

Once you have an idea, register it on Make Something Edmonton's 100in1Day page. Registration is free. Don't worry about perfecting your idea first! The sooner you register the better, because members of the 100in1Day team can help you work on the details to ensure success.

Once you have registered, your project will be reviewed to ensure that it meets the principles of 100in1Day. It will then be posted on the website and you can begin promoting it!

There are so many benefits to registering your project:

- **Get advice.** We can answer questions and help you navigate challenges so you can successfully plan your project.
- **Get the word out.** Once it's on the website and on our social media feeds, your project will get the attention of potential collaborators and people who want to see your project on June 3rd.
- **Get resources.** To help registered 100in1Day projects, we've created templates for posters, neighbour invitations, and graphics to promote and communicate your urban intervention.
- **Contribute to something bigger.** Every registered project counts. We'll be tracking the number of 100in1Day projects and we want to show the other participating cities how awesome Edmonton is! Plus, if we know what everyone is planning, we can coordinate the day's events and help spread the energy across the city.



### 2. Plan it Out

Check out the Project Leader Checklist. This step-by-step guide will help you plan, promote, and pull off your project on June 3rd. You can find it at [makesomethingedmonton.ca/100in1Day/](https://makesomethingedmonton.ca/100in1Day/)



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### 3. Promote your Project

We'll be promoting 100in1Day, in general, but you're leading your project and you know your community best. That means it's up to you to spread the word and get people to come out and visit you on June 3rd!

#### SOCIAL MEDIA:

Use the hashtags **#100in1DayYEG** and **#100in1Day** to talk about your project online. Use the link to your Make Something Edmonton project page to promote it. Create an event page on Facebook, talk about it on Twitter, and post in-progress pictures to Instagram.



#### POSTERS and SHAREABLES:

Use our 100in1Day Edmonton templates to print off posters, postcards, and neighbour invitations. See if local coffee shops, grocery stores or community leagues will let you put a poster up.



Posters, templates, neighbour invitations, photo agreement forms and other materials are available to download at [makesomethingedmonton.ca/100in1Day/](https://makesomethingedmonton.ca/100in1Day/)

### 4. Attend a Workshop

Our 100in1Day workshops are great places to build on an existing idea or to brainstorm a new one, meet other participants, ask some questions, and get some sweet 100in1Day swag. Find out more at [makesomethingedmonton.ca/100in1Day/](https://makesomethingedmonton.ca/100in1Day/)



## Logistics and Resources

We're excited to see your idea come to life! While this is ultimately your project, we also have some resources to help you along.

### Need a Location?

Some spaces that became places for 100in1Day last year included:



- Front yards
- Back yards
- Fences
- Parks
- Parklets
- Sidewalks
- Alleyways
- School Yards
- Parking lots
- Parking spots
- Store fronts
- Online "spaces" like Twitter



Some of these spaces may require permission or a permit to use. Don't be shy to ask the 100in1Day Team if you're unsure!

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## Definition of Place and Space

A space becomes or feels like a place when it is valued and used by people. You can spark this transformation through anything from chalk drawings to street furniture to a performance in an alley. It's the stories we create and tell ourselves about why a space matters that create place.

## Materials

Reduce, reuse, recycle! A great first stop for materials is the City of Edmonton's Reuse Centre. They have a huge selection of arts and crafts supplies, building materials, and household items that cost hardly any money (only \$5 for up to 50 kg of stuff) plus you can feel good about yourself for planning sustainably!



**Reuse Centre - 6835 83 Street (corner of 83rd Street & Argyll Road)**



## Existing Programs / Projects

Need a 100in1Day project idea? There are a number of programs at the City of Edmonton designed to support urban interventions and making our city a better place to be. Here are some suggestions:

- **Do you want to plant some trees?** Root for Trees is an enhanced tree planting initiative which intends to increase tree planting within the city through continued partnerships with corporations, individual residents and community groups. The annual target is to plant an additional 16,000 trees on public and private land.
  - **How many trees can you plant?** Join the Root for Trees Fest (also on June 3rd, by happy coincidence) and help the Green Team plant 1,000 trees! Remember to register for the Children's Tree-athon, the only race of its kind in Edmonton! Have fun in nature at this free family event.
  - OR go on your own **self-guided tree-planting event!**
- **Do you want to make the city more beautiful?**
  - Through the **Partners in Parks program**, the City encourages community involvement in beautification and greening initiatives. In addition to regular horticultural maintenance activities like weeding and litter pickup, volunteers are encouraged to plant annuals and perennials. This enhancement makes neighbourhoods more beautiful and Edmonton an even better place to live. If you are interested in being a "Partner in Parks", we will help you select a site and access local gardening resources. Please call 311 or email **partnersinparks@edmonton.ca** for more information.





- **Do you want to host a block party?**
  - Read through the **Neighbourhood Block Party Kit** for great party planning advice.
  - Fill out your **Block Party Permit Application** by May 20.
- **Does litter bother you?** If you have a group of friends, coworkers or associates and want to help clean parks throughout the spring/summer, you can sign up to do your own River Valley or City Park clean up. Find out more about Capital City Clean Up programs and volunteering **here**.
- **Does graffiti vandalism happen in your community?** Organize a **Wipe Out Event** — where Capital City Clean Up provides all the paint and supplies — and help property owners and the city!



- A front yard is a gift to the neighbourhood. Nominate great front yards for the City of Edmonton's **Front Yards in Bloom** program, or beautify your own yard, or a yard or garden in front a school, business, or office building, multi-unit residence, church, community league, or volunteer association. Register your activity as part of 100in1Day!

- **Abundant Community Edmonton** (ACE) is a neighbourhood engagement and organization approach – basically, a way to build a culture of connection, one neighbourly conversation at a time. Get in touch with your neighbourhood connector through 311 to discover what they are doing on June 3rd!

- The **Green Living Guide** is full of useful information and inspiration, especially if you're planning an urban intervention project related to sustainability or environmental stewardship.



- Sustainable Food Edmonton's (SFE) **Pilot Project Grant** is great for communities looking to launch a smaller-scale, temporary garden project to learn while building interest and involvement. The intake deadline is May 31, 2017. Please note these deadlines are not hard and fast when it comes to the Emergency Funds Grant. There's no way to predict when you'll need it, and SFE understands that.



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## City Permits

When you submit your project idea to the 100in1Day website, the 100in1Day team will help you figure out whether or not you need a permit and where you need to go to get one. You might not need one at all! If you want to hold a project on private property, you don't need a permit – just the owner's permission.

You may need to contact your **Community Recreation Coordinator** to help you with a permit if you are:



- Planning a project in a neighbourhood park
- Providing free food or beverages
- Setting up tents, inflatables, or other large structures



- Having a fire pit or pyrotechnic activities such as fireworks, fire sculptures, or fire performances
- Holding an event on a road, alley, or sidewalk. You will need a **Road Permit** to grant you access to the space required.

You can find your neighbourhood's Community Recreation Coordinator by calling **311**.

If you want to close a portion of road or busy sidewalk, or hold an event on city land like Hawrelak Park, or if you need civic services like fire or police, you will **require a permit from Civic Events**. We now have an easy, online form to complete at [edmonton.ca/eventapplication](https://edmonton.ca/eventapplication). Once submitted, a Festival & Events Liaison will work with you to book the space and coordinate any Civic Service support required. A City of Edmonton License will be issued once all details are finalized. If you have questions about your online Special Event Application please contact Cheryl Taylor, Festival & Events Liaison, at **780-496-2992** and she will be happy to provide you with feedback.



You will need to show proof of insurance if you want your event to include:

- Alcohol
- A Bouncy Castle / Inflatables
- A Petting Zoo
- Wagon Rides
- Fireworks
- A Parade
- Bleachers / Stages



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Please be aware that permits from Civic Events will take several weeks to process, especially if a roadway closure is required. Please be aware that permits from Civic Events will take several weeks to process. The deadline to apply for a permit from Civic Events is **6 weeks in advance** - that's **April 21st!**

**Why so early!?** There's a lot of road construction going on this year, and Civic Events needs adequate time to make sure that they can accommodate your request. The permitting process is how the City manages and protects public spaces for the benefit of all Edmontonians, so please be patient as we work through this process with you.



## Safety



Let's play safe. Hosting a project in a public space means being a good steward of the environment. Think through the risks associated with each stage of your project, from launch to completion. If you're building something, is it sturdy? Will people be able to walk around it safely? Does it interfere with traffic? Will young children be participating?

In order to reduce the environmental impacts of balloon releases into the atmosphere, the release of balloons at events hosted on City property (including parks, parkland, streets, etc.) is not permitted.



## Share Your Story!

Don't forget to take photos - or have a friend take them for you! If you post them online, please add the hashtags **#100in1DayYEG** and **#100in1Day**. We want to archive this collective memory and show off our 100in1Day activities!

If you would like to email us photos, please do! You can send them to [100in1Day@edmonton.ca](mailto:100in1Day@edmonton.ca)



Also note that we will have a team of photographers and videographers out on June 3rd to help capture your project. 100in1Day will take place rain or shine!



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## Key Dates

<b>Early March</b>	100in1Day launch! Project registration opens.
<b>April</b>	Workshops: 100in1Day Project Brainstorming and Planning. Visit <a href="https://makesomethingedmonton.ca/100in1Day">makesomethingedmonton.ca/100in1Day</a> for dates and details.
<b>April 21</b>	Deadline to submit application to Civic Events for road closures or events in large parks.
<b>May 26</b>	Deadline to submit projects if you would like to be added to maps, walking tour routes, and other promotional efforts. Coordinating all the projects is a big job! (We will accept registrations right up to June 3rd, however registering early will help us promote your project and feature you in our communications and social media).
<b>June 3</b>	100In1Day!



Visit [makesomethingedmonton.ca/100in1Day](https://makesomethingedmonton.ca/100in1Day) for event locations, details and to RSVP.  
Can't find the information you're looking for online? Email us at [100in1Day@edmonton.ca](mailto:100in1Day@edmonton.ca)



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