



## Moving imagination into Action

It's been almost a year since the imagineCALGARY Plan was completed. Since that time, a lot has happened to start moving the imagination of the community into action for the community.

Representing the views and desires of a community, the imagineCALGARY Plan was ratified by City Council in September, 2006. It was also adopted by many other organizations across the city who pledged their commitment to acting on the Targets and Goals of the Plan. To date, imagineCALGARY has forty-three Partners that are working together.

The Partners have been meeting on a monthly basis. There are a few of tasks at hand for them to figure out: which Targets they should be tackling first, how the Partnership will work together and how the Partnership will continue as a viable and sustainable model of community action into the future.

To get this work done, the larger group has split off into smaller working groups that have been tackling these issues and then bringing proposed solutions back to the larger Partnership.

So far, the Governance Group has developed a model for working together and decision-making that should be ready to pilot by the end of June. The Community Conference group is planning a community gathering later in the year to report on the progress of the Plan and celebrate some of the community's successes. At the same time, the Collaborative Action group is also working to bring Partners and relevant non-Partner organizations together that are interested in collaborating on the same Targets.

All of the Partners have also taken the imagineCALGARY Plan back into their organizations. Because the foundation of the Plan is declared action, each group has had to

spend some time figuring out what part of the work they do as an organization already contributes to imagineCALGARY targets and which future projects will contribute to the Targets.

"It's all part of the commitment we made to the Plan," says Arif Ansari, Strategic Planning Associate with Bow Valley College, a Partner with imagineCALGARY, "without purposeful action towards achieving these Targets, we won't have the city that we want in a hundred years."

### Partners in Action

Here are some of the actions our partners are taking to make imagineCALGARY a reality:

- Goodwill Industries recycles over 7,000 tonnes of waste through salvage, recycle, plastics, cardboards, books, shoes and stuffed animals. Partners in this venture include Fish Creek Excavation, Raydar Plastics and CMEX
- Bow Valley College offers programs and services that are focused on getting their students/clients into the workforce
- Alberta Environment is supporting the Bow River Basin Water Council in the development of their Watershed Management Plan.

## The City looks to imagineCALGARY

City Council recently agreed to consider imagineCALGARY in their future planning processes. They then directed Administration to bring back a process to enable Council to consider prioritized Targets in the future. Council also declared their intention to provide community leadership around climate change.

In addition, Bliss Browne, Founder of imagineChicago and the worldwide 'Imagine' movement recently held a half-day workshop



with the Corporate Management Team at the City of Calgary.

The session was focused entirely on imagineCALGARY. Browne began by commending the larger community for taking the opportunity to build a hundred-year plan for their city. She then went on to remind the group that this vision was now their “baby”; one that had to be nurtured and cared for as it grows up in the community. She then spent the remainder of the morning working with workshop participants to identify the opportunities and challenges they foresaw in implementing imagineCALGARY Targets in their business areas.

The session came at an opportune time as City Administration is preparing to begin its next three year business and budget planning cycle. With the outcomes of this session fresh in their minds, the Corporate Management Team is better positioned to work with the imagineCALGARY Plan

### **What is imagineCALGARY?**

In 2006 Calgary took on the task of building a 100-year vision for itself. Led by the municipal government, the community gathered Calgarians of all ages and background to ask them what they valued most about the city and what they wanted their city to look like in the future. These reflections were fed to five working groups and the Mayor’s Advisory Panel who were charged with developing a 100-year vision for the city as well as 30-year targets and goals to realize the vision. The result was the imagineCALGARY Plan. For a copy of the plan, visit [www.imaginecalgary.ca](http://www.imaginecalgary.ca)

### **Current Partners**

Alberta Ecotrust Foundation  
Alberta Environment  
Alberta Real Estate Foundation  
Arusha Centre  
Bow Valley College  
Calgary Airport Authority  
Calgary Arts Development  
Calgary Board of Education  
Calgary Chamber of Volunteer Organizations  
Calgary Economic Development  
Calgary Exhibition and Stampede  
Calgary Farmers’ Market NGC Inc  
Calgary Foundation  
Canadian Freightways  
Calgary Health Region  
Calgary Heritage Authority  
Calgary Public Library  
Calgary Region Home Builders Association (CRHBA)  
Canadian Pacific Railway (CPR)  
Child Youth and Friendly Calgary  
City of Calgary  
Climate Change Central  
Community Mediation Calgary Society  
Cultural District Renaissance Society of Alberta  
Enmax  
Epcor Centre  
Faith & The Common Good  
Federation of Calgary Communities (FCC)  
Flextronics Calgary Centre  
Glenbow-Alberta Institute  
Goodwill Industries of Alberta  
Mediation Society of Alberta  
Mount Royal College  
Pembina Institute  
SAIT Polytechnic  
Sierra Club of Canada  
Sustainable Calgary  
Theatre Calgary  
United Way of Calgary  
University of Calgary  
Urban Youth Worx  
The Van Horne Institute  
Vibrant Communities Calgary  
Volunteer Calgary

