

Ground Truthing the City: My Main Street

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Welcome! 🙌

We are glad you are here! Find in this document some notes from yesterday's session, as well as some references (studies, tools, resources) that were mentioned.

We hope this document can help us continue the conversation and get the opportunity to share more examples and stories from across the country, so please feel free to include more examples and new references. This is a shared working document

Materials and Links

- About the [Healthy Communities Initiative](#)
 - Includes an interactive map with all the projects that have been funded across the country
- About [My Main Street](#) Program
- About [Placemaking Community](#)
- [Link to the presentation](#)

Resources (feel free to add more!)

- Rapid Placemaking Tool (CUI, Happy Cities)
- Article about [Third Spaces](#)
- [Soulful City – Recover](#) - Urban Wellbeing in Edmonton (urbanwellnessedmonton.com)
- [Rapid Placemaking to Bring Back Main Streets](#) - Happy Cities and Canadian Urban Institute
- Collection of reflections and learnings about [Auricle Listening Project in Alberta Avenue](#) (Edmonton).

Collective Mural

Places and experiences shared by the participants of the session that make them feel good in the communities where they live.

Verdun / Montreal <ul style="list-style-type: none">• Back alley: feel like a village• Main street: Wellington car free. During the summer cars, terraces, shows...	BC <ul style="list-style-type: none">• Coast, proximity to the water• Mountains• Close to the USA
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<ul style="list-style-type: none"> ● Walkable streets that act as public spaces for people to gather. ● Willows beach / Parks 	<ul style="list-style-type: none"> ● Frame lake ● Walking trail ● Ski trail ● Community event space
<ul style="list-style-type: none"> ● Circular + more just economy ● Looks like our diverse communities 	<ul style="list-style-type: none"> ● Folk on the rocks site ● Swimming and cultural site (music festival in July)
<ul style="list-style-type: none"> ● BC nature ● Local mindset to have momentum for change (innovation). 	<ul style="list-style-type: none"> ● Access to nature ● Government street : pedestrian only
<ul style="list-style-type: none"> ● I like how Cranbrook has excellent access to beautiful outdoor recreation opportunities. ● I like how Cranbrook is small and I do not spend time stuck in traffic or driving. 	<ul style="list-style-type: none"> ● Restaurant diversity ● Concrete island – connect & nature
<ul style="list-style-type: none"> ● Ties and proximity to the Ocean / bay of fundy. ● Agriculture / Farmers market as community hub 	<ul style="list-style-type: none"> ● Beaches ● Multi Use pathways
<p>Victoria</p> <ul style="list-style-type: none"> ● Natural beauty ● Unique restaurants ● Close to family 	<p>Vernon, BC</p> <ul style="list-style-type: none"> ● Silver star resort (biking + skiing) ● Kal lake ●
<p>Ottawa:</p> <ul style="list-style-type: none"> ● Job security ● Not isolated from other places (access) 	<ul style="list-style-type: none"> ● Frame Lake ● Favourite swim spot with Sandy beach.
<ul style="list-style-type: none"> ● Closer point to waterfront ● North Park 	<ul style="list-style-type: none"> ● Lemon tree cafe
<p>Toronto:</p> <ul style="list-style-type: none"> ● A whole world in one place ● Diversity of people, culture, food.. 	<p>Victoria:</p> <ul style="list-style-type: none"> ● Neighbourhood hubs in Fernwood, including Fernwood square. ● Online community marketplace bringing people together.
<ul style="list-style-type: none"> ● Lafarge Lake ● Town centre park 	<p>Victoria:</p> <ul style="list-style-type: none"> ● Community spirit of Victoria ● Compact urban centre

	<ul style="list-style-type: none"> • Everything bikable
Toronto <ul style="list-style-type: none"> • A city of small villages. District community – they give a sense of community and belonging. 	Vernon BC <ul style="list-style-type: none"> • Accessible gathering points with close proximity to nature
<ul style="list-style-type: none"> • Fragile tree in hastings - sunrise • Access to nature 	<ul style="list-style-type: none"> • Wreck beach • Small pocket music venues

Participants to the session

We would love to continue exploring with you the intersections between placemaking and wellbeing. Please share your email address, some information about yourself and your learnings or questions so that we can continue learning together beyond the Livable Cities Forum!

Name	Email	Where are you based?	Tell us a bit about yourself	What questions would you like to continue exploring?
Gay Stephenson	gstephenson@canurb.org	Vancouver ,BC		
Gabriela Masfarre Pinto	gmasfarre@canurb.org	Toronto, ON	Working with collectives from across the country to amplify and support the work that they are doing at a local level.	<ul style="list-style-type: none"> • What tactics can help us value the invisible and interwoven elements of wellbeing? • How can we develop understandings of wellbeing that are based on the local culture and place while also having a global (broader) understanding of what is happening? • How can we support the development of the social infrastructure needed for collective imagination to spark?