

# Glengarry Park Community Association Strategic Plan 2018 – 2020

## Vision

Glengarry Park is a wonderful place to live because of its engaging citizens, available services, beautiful spaces, and safe and welcoming atmosphere.

## Mission

Glengarry Park Community Association (GPCA) brings together community members to increase social cohesion, improve economic prosperity, and maximize sustainable use of the physical environment.

## Values

Inclusiveness, Respect, Sustainability, Integrity, Accountability

## Strategic Issues

- Unemployment in the community has increased, and many community members have been negatively impacted by the economic recession.
- Community diversity has increased with an influx of new immigrants into the community.
- Traffic volumes are higher and there is increased use of public transportation as housing density in the community rises.
- Human resource capacity and funding for Glengarry Park Community Association has decreased with a decline in membership and volunteerism over the last three years.

## Strategic Priorities

- Catalyze community economic development initiatives.
- Welcome and engage new community members from all backgrounds.
- Develop and implement a transportation strategy promoting safety and convenient access to transportation.
- Build human resource capacity to execute on strategic priorities.

## Key Performance Indicators

- # of residents engaged in community economic development activities or employed by local business.
- # of thriving local businesses.
- % of residents that feel safe and welcome.
- # of residents that actively participate in community recreational or social activities.
- % of residents that are satisfied with traffic flows, parking and access to public transportation.
- # of volunteer hours and total revenue.

# Glengarry Park

# Action Plan Summary 2018 – 2020

**Strategic Priority #1:** Increase community economic development initiatives.

- Promote local businesses through an online local business directory, annual trade show, and a customer discount program for community association members.
- Promote local employment by posting local job openings on the website on a weekly basis.
- Increase the number of community gardens from 2 to 5. Provide opportunities for community members to distribute the local produce grown through a local farmer's market in the summer months.

**Strategic Priority #3:** Develop and implement a transportation strategy promoting safety and convenient access to transportation.

- Form a Transportation Sub-Committee to engage residents and the municipal government in developing a strategy.
- Hold public consultation sessions in partnership with the City of Calgary to gain community input on parking, traffic flow, and public transportation service for the community.
- Draft, review, and submit the strategy to the City of Calgary for approval.

**Strategic Priority #2:** Welcome and engage new community members from all backgrounds.

- Implement a process to welcome new community members, including a “buddy” system.
- Support the participation of new community members in local recreational and social activities through partnerships with existing organizations and provision of bursaries.
- Develop programming to expand interaction and support of new immigrants such as ESL language clubs and community potlucks.

**Strategic Priority #4:** Build human resource capacity to execute on strategic priorities.

- Increase the number of volunteers engaged in delivering on strategic priorities by 10% per year. Promote volunteerism with GPCA to new community members. Support volunteers with volunteer job descriptions, training through Propellus, and volunteer appreciation events.
- Increase the number of grant proposals submitted by 5. Train select volunteers on effective grant writing.
- Increase the number of GPCA members by 10% per year. Promote membership in GPCA through partnerships with local businesses, local recreation organizations, and at all GPCA events.