



# Neighbourhood Action Plan



A Presentation for City Council



# AGENDA

- An Introduction
- Where We Started
- What We Accomplished
- What's Next



A Neighbourhood Action Plan



# An Introduction - Eastwood Neighbourhood



# Where We Started - This N.A.P. was Unique in many ways

- Neighbourhood Action Plan:  
**To create the first ever Neighbourhood Association for Eastwood...from the ground up:**
- **And we had a few challenges:**
  - X ..a global pandemic...
  - X ...with no events in the past +10 years...
  - X ....with a small, changing team, that had no experience...
- But we held to our idea and goal:  
**Use ENAK as a way to bring the neighbourhood together**
- And we had tremendous support from the city & community



## Where We Started - Creating the Team & a Thank you

The neighbourhood is over 75 years old, but ENAK was created only 3 years ago

The **Eastwood Neighbourhood Association** of Kitchener (ENAK) is a non-profit organization dedicated to increasing the quality of life for the residents of Eastwood:

- To develop closer relations among residents within the community
- To provide information on community and social events



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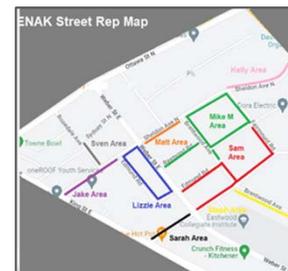
**A Sincere Thank you** for all of the support we receive from the City of Kitchener.  
**Without you this would not be possible.**

- The Love my Hood program: Laura McBride
- The leadership & staff at the Rockway Community Centre: Michelle Gamauf
- City staff from all departments as well as the Mayor & Council



# Where We Started - Creating the Team

- **Organize a team & find a home:**
  - Rockway community centre
  - Created a “Street Rep” team to get the word out and share the workload
- **Get the Word Out:**
  - Created a Logo & launched a website
  - Mailed out paper flyers to all homes
  - Created lawn signs
  - Emailed out Newsletters
  - Adopted an existing Social Media page
- **Empowered neighbours with initiative**

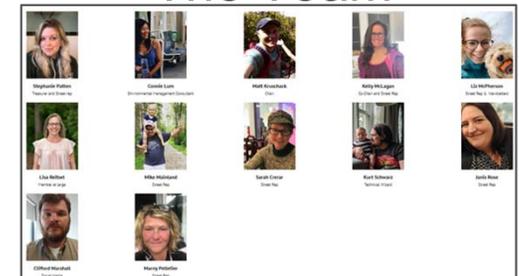


# What We Accomplished - A Great Team

- Although we have different responsibilities, everyone shares the workload
- Chair, Co-Chair, Treasurer
- Sustainability Lead
- Social Media & Communication Leads
- Best Practice: A Team of 8 “**Street Reps**”
  - A team that can help share information between their area of the neighbourhood & ENAK.
  - Provides support to main team and shares the workload
- Important to note the tremendous # of hours that have been volunteered, the hard work & a lot of luck



## The Team



## What We Accomplished - Metrics of Success!



- Hosted 21 events in 2023!
- Event attendance average of 65
- Neighbours Day average of 114
- 150+ Email Subscribers!
- 900 Social Media followers
- Expanded TerraCycle to 6 Community Centres!
- Recycled 30+lbs of plastic
- Removed 30+ bags of garbage from Montgomery Park
- Grew the Team to 12!
- Hundreds of hours volunteered



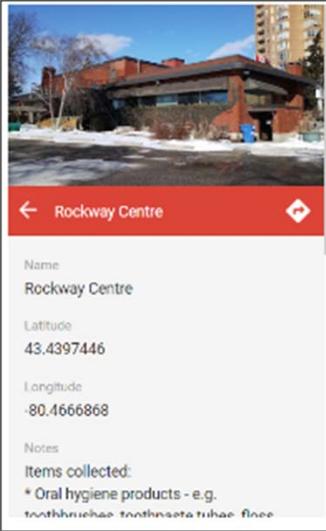
# What We Accomplished - A Recycling Program!

**Sustainability** is at the forefront of our association.

- Dedicated Environmental Management Consultant: We are lucky to have a dedicated member leading our sustainability efforts who has years of professional experience.
- Launched our own **TerraCycle Recycling Program** at Rockway community centre & expanded it to 6 other community centres in Kitchener & Elmira: **Brita filters, Shaving, Swiffer & Dental products**
  - Partnered with [REEP Green Solutions](#), who enable initiatives like Rain Gardens & Tree planting programs.
  - We share best practices via “sustainability series” updates
  - Annual Montgomery Park Clean up - tied to Earth Day
  - Pumpkin Recycling event



# What We Accomplished - Sustainability



# Bringing Us Together

- Events!

**RANGERS NIGHT**  
Cheer on our Kitchener Rangers with Neighbours  
**TUES FEB 13**  
THE AUD  
6-7 HANG TIME!  
7-9 GAME ON!

**EASTWOOD**  
KIDS BAKING CLASS  
THU FEB 9 6-8PM  
ROCKWAY KITCHEN

**EASTWOOD**  
KIDS COSTUME PARTY  
SUN OCT 30  
ROCKWAY CENTRE

**EARTH DAY**  
MONTGOMERY PARK  
CLEAN UP  
SAT APR 22 11AM

**EASTWOOD GOES TUBING**  
SUN FEB 19 10AM

**EASTER EGG HUNT**  
MONTGOMERY PARK  
SAT APR 8. 10AM

**EASTWOOD PORCH PARTY**  
1PM, 11 CLIVE ROAD  
JUNE 18TH

**EASTWOOD**  
HOLIDAY PARTY  
SAT DEC 3RD  
ROCKWAY CENTRE

Neighbours Day  
EASTWOOD AND THE CITY OF KITCHENER PRESENT  
**NEIGHBOURS DAY PARTY!**  
LIVE MUSIC AND FUN  
STARTS AT 1PM  
11 CLIVE ROAD  
www.enak.ca  
SAT JUN 17  
hello@enak.ca

**EASTWOOD Christmas CAROLING**  
7pm at 119 Brentwood Ave  
hello@enak.ca

**SELF DEFENSE**  
ROCKWAY CENTRE  
SAT OCT 14

**PAINT NIGHT**  
TUES MAR 7. 630-8  
ROCKWAY CENTRE

**MOVIE NIGHT**  
ROCKWAY AUDITORIUM  
630-9PM FRI DEC 22  
FREE  
ENAK.ca

3RD ANNUAL BIKE  
**SCAVENGER HUNT**  
SUNDAY OCT 23  
1030AM Knollwood Park

**EASTWOOD**  
RING PARTY  
ROCKWAY CENTRE  
SAT APR 29

MON FEB 19TH 1-2PM  
**FAMILY DAY SKATE**  
KIWANIS ARENA  
Yes you can bring a friend  
hello@enak.ca

**EASTWOOD**  
INTRO TO DISC GOLF  
Montgomery Park  
6PM AUG 25

**EASTWOOD GARAGE SALE**  
9 - Noon. JUNE 4

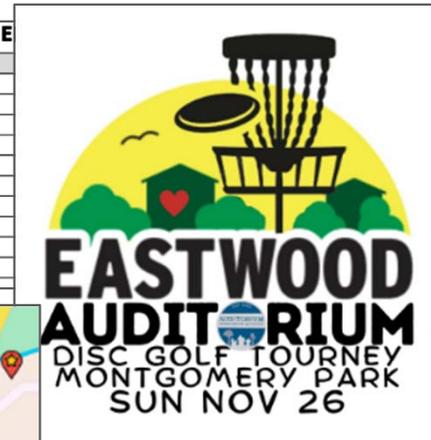
# What We Accomplished - Partnering with Neighbours!

- Partnered with other Neighbourhood Associations
  - Together we're stronger & can share the work
  - Annual Tobogganing, Disc Golf Tournament & Scavenger Hunt events
  - Sustainability Best Practice sharing



**1ST ANNUAL MONTGOMERY PARK DISC GOLF TOURNAMENT**

PLAYER	SCORE
H-1. 132R	
H-2. 147R	
H-3. 129R	
H-4. 250R	
H-5. 170R	
H-6. 177R	
H-7. 144R	
H-8. 141R	
H-9. 163R	
Total:	



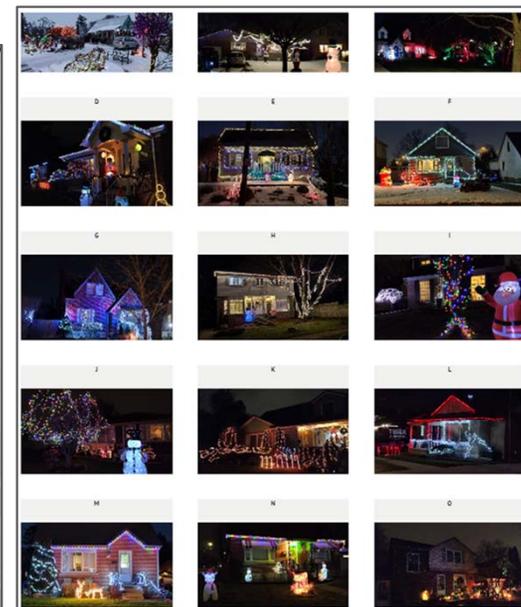
# What We Accomplished - Welcoming New Neighbours

- Created Welcome Packages for new neighbours
- Neighbours request from ENAK & we deliver
- 11x14 typographic map that can be framed
- 2 pages of helpful info for people moving in to the neighbourhood
- Partnered with All over the Maps Studios, an idea borrowed from ANA



# What We Accomplished - We Lit Up the Neighbourhood

- Bringing people together to make the neighbourhood beautiful
- Annual Contests for “best light decorations” at Halloween & the Holidays
- Prizes provided by local business
- Increased Neighbour engagement
- Nominations made by neighbours



# What We Accomplished - Created a Community Corner

- Partnered with students & staff at **ECI** shop class to build & design the message board & provided the first set of books
- Local business (**M.A.P.**) provided materials at cost
- A neighbour built the little free library
- **City of Kitchener** provided funding, cement pad & installation
- Ribbon cutting ceremony with gifts for the students



## What We Did - Advocated to Improve Montgomery Park

Thank you to the City of Kitchener & Council for the improvements!

- Disc Golf Course
- Expression Swing
- All-Abilities Bucket Swing
- Switched sand for EMF-wood-chips to improve accessibility
- Earth Day Clean up



A special thank you to our neighbour who cleans the park every day!

# What's Next for ENAK

- **Continue calendar of events & keep bringing the community together**
  - We have a great template, need to continue to follow
- **Ensure the Association is “Future Proof”**
  - Ensure future versions of ENAK can leverage our best practices
  - Documentation, Materials, Access to Applications
- **Grow Current team & Encourage the next one**
  - Continue reaching out to the neighbourhood to join
  - Empower neighbours that have ideas & initiative (example TerraCycle, Neighbours in Need, Neighbours Day street party)

## LIST OF IDEAS

- Historical Guided walking tours
- Neighbourhood Potluck Dinner
- Publish interviews & stories from senior neighbours
- Tree Planting Program
- Expand TerraCycle to all community centres & ECI High School
- Enhance our Parks (Montgomery, Edmund & Randerson)
- Branded shirts & hats

# What's Next - The Neighbourhood is changing



# What's Next - Resources & Strategy for Increased Population

- Improved Community Spaces

- Green space / Park space that includes Additional green spaces + Updated existing spaces
- Updated / Adequate Community Centre within walking distance

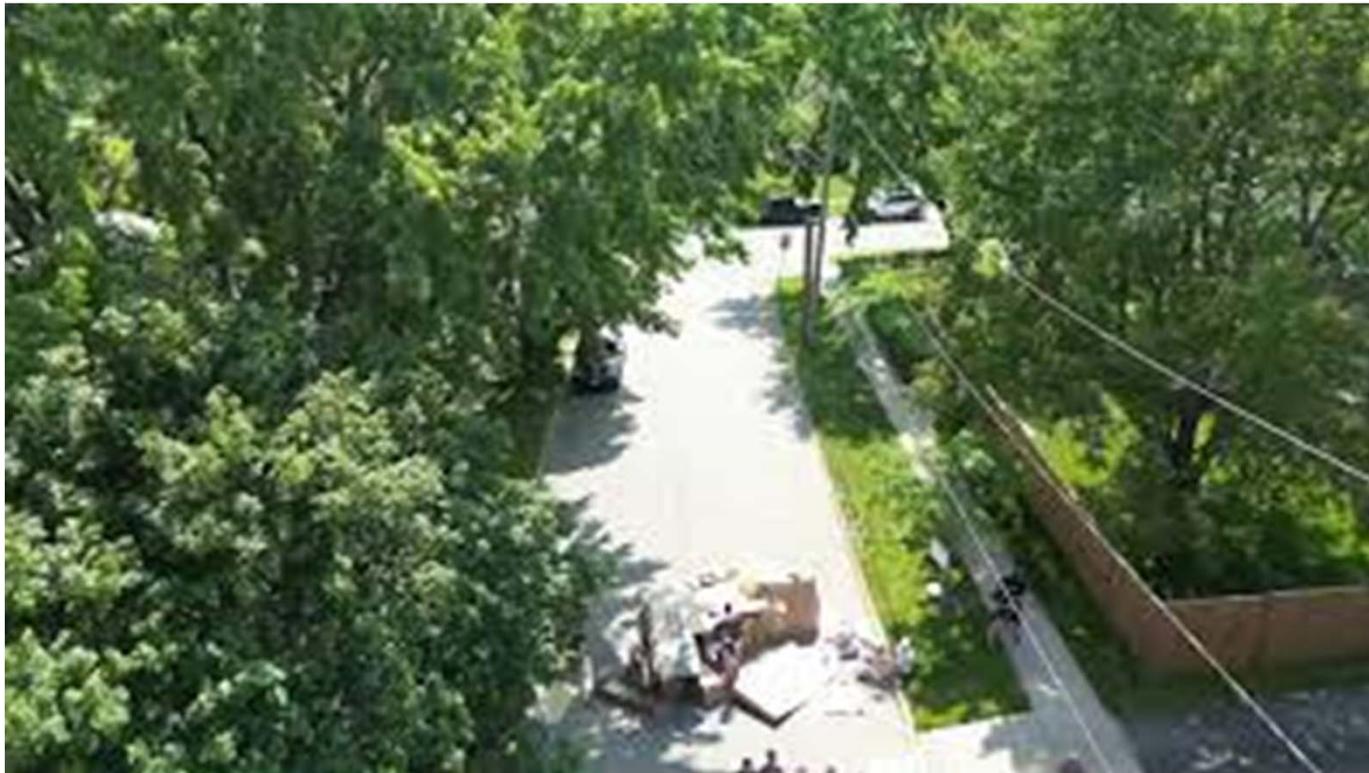
- Trees

- We're called Eastwood, soon we'll just be called "East"
- Loss of **400+ large trees** in past 3 years
- Develop a **reforestation** strategy in the face of development's removal of the green canopy
- Promoting urban gardening/pollinator gardens

- Resources & A Strategy

- Many neighbours are feeling overwhelmed for many reasons
- Shelters: Increased open dialogue with members of our community to support maintaining a safe & inclusive neighbourhood
- Traffic Calming

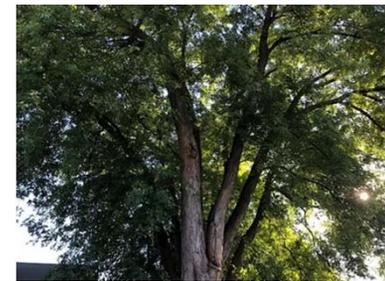
Thank you to the City of Kitchener  
& to the volunteers who make this possible



**Additional Slides**

# An Introduction - Eastwood Asset Inventory

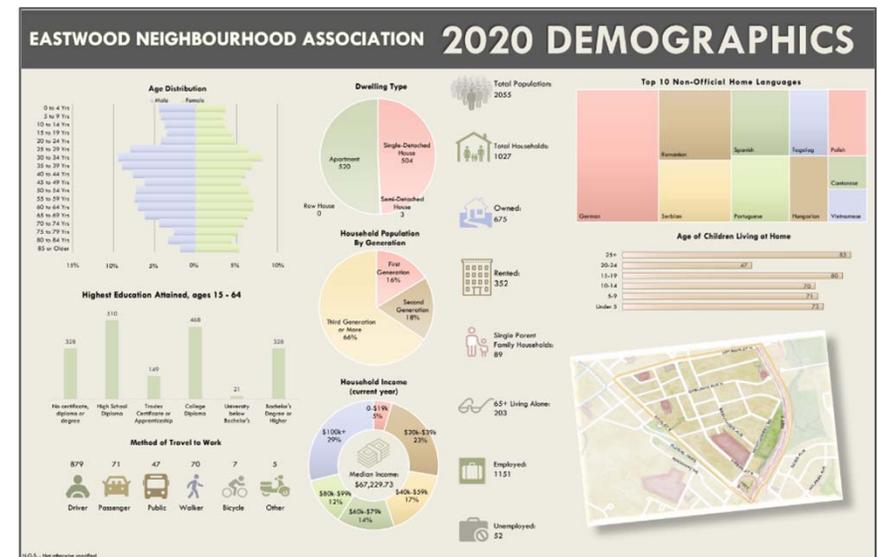
- ✓ Montgomery Park & Edmund Parkette
  - 9 hole Disc Golf Course, Playgrounds, Courts
- ✓ 6 Little Free Libraries
- ✓ ECI high school & 2 sports fields + race track
- ✓ Mature Tree Canopy throughout
- ✓ Numerous businesses, restaurants & Social Services
- ✓ Adjacent
  - Rockway Community Centre
  - Rockway Gardens & Rockway Golf course
  - Auditorium with Skate Park & Dog Park
- ✓ Easy access to Transportation:
  - Ion station (Borden), Bus lines (7/8), Expressway



# An Introduction - Eastwood Demographics

“The times they are a changin’”

- **Population:** Likely to double
- **Age:** Significant increase in young families
- **Dwelling Type:** Moving to Majority Apartment from single detached



## Where We Started - Created a Logo with meaning



Our official logo incorporates a number of parts of our neighbourhood

- The sun as it rises in east bringing warmth and light.
- The various types of housing that can be found in Eastwood.
- The many beautiful trees that line our streets, backyards and parks.

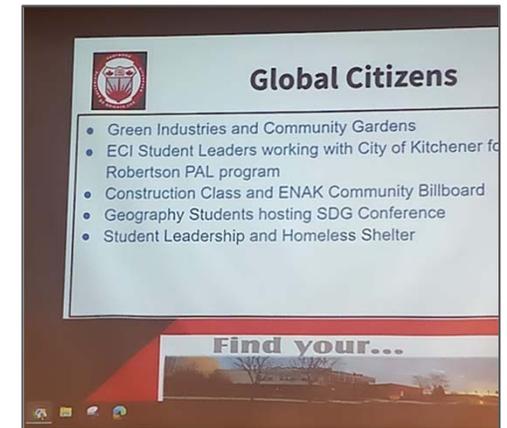
The logo was first hand drawn and designed by a neighbour.

For the final step, we engaged a local designer, Jon Johnson [www.bearface.ca](http://www.bearface.ca)

## Where We Started - Strong Community Bonds

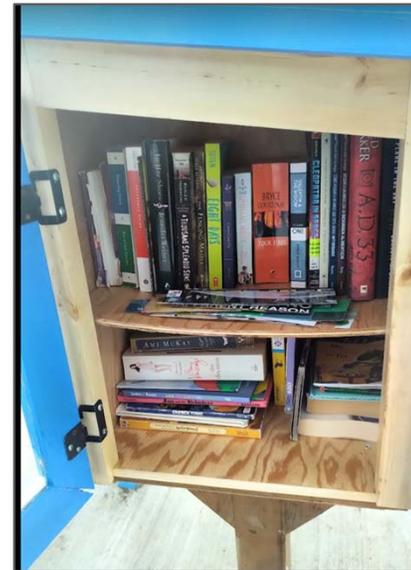
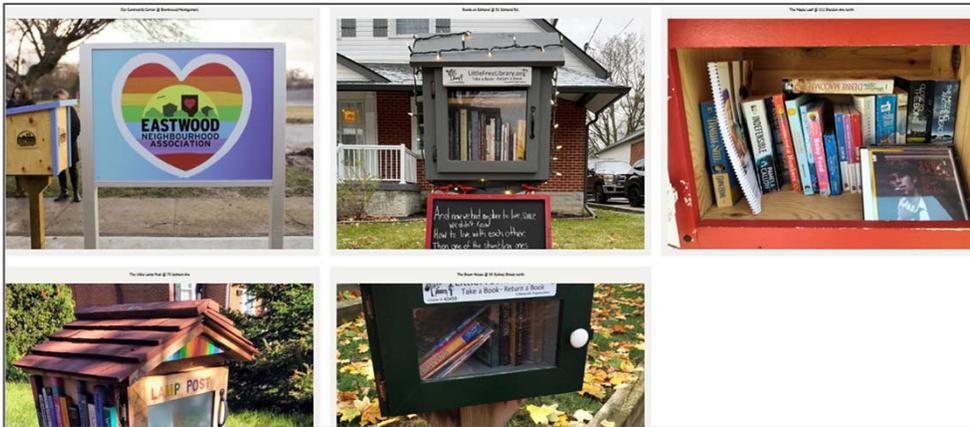
- We reached out and established strong bonds:
  - Local schools (ECI) & businesses
  - Various departments in the City & our City Councilor
  - Our Provincial and Federal representatives
  - Neighbourhood Associations & Community Centres
  - Support organizations:  
Unsheltered Campaign, The Working Centre & others
  - REEP Green Solutions

It Takes a Village



# What We Accomplished - We Promote Literacy

- Expanded little free libraries from 2 to 6
- Promote local authors & we incorporate libraries into our events: Scavenger Hunt



# What We Did - We Remember

- Called on neighbours to share stories
- Connected with local historian from the Auditorium Neighbourhood with a goal of future walking tours
- Leverage KPL & other local historical databases
- Territorial Land Acknowledgement

