OUR PROCESS ONLY TAKES 90 DAYS, BUT IT LEAVES A BIG IMPACT.

Our approach is best explained through the eyes of a participant. Let’s follow Jane as she interacts with the Better Block process:

Meet Jane

Jane lives in the neighbourhood of the Better Block and learns about the project coming to her neighbourhood at the local coffee shop, and decides to attend the Walk & Talk.

Walk & Talk

At the Walk & Talk, Jane meets more of her neighbours and hears ideas about what can be done in their city and on this block. She gets the chance to even share some ideas of her own.

Concept Plan

At the concept plan workshop, Jane sees her and her neighbour’s ideas conceptualized into a map with a plan for how to turn this concept into a reality in the next 40 days.

Build Week

Jane attends a couple of build week workshops. She helps clean out a vacant store-front that will be used as a pop up flower shop, helps build street furniture that will be used, and paints over some graffiti that is on the block.

Better Block Event

Jane gets to see how her hard work has paid off. She sees someone using the bench she built, buys flowers at the pop up shop she helped activate, and sees people getting excited about the future of her neighbourhood.

Post - Better Block

Jane does not want the momentum of the Better Block to stop. She continues to plan monthly neighbourhood clean up days, plans ‘Neighbours Night Out’ events, and runs for City Council!