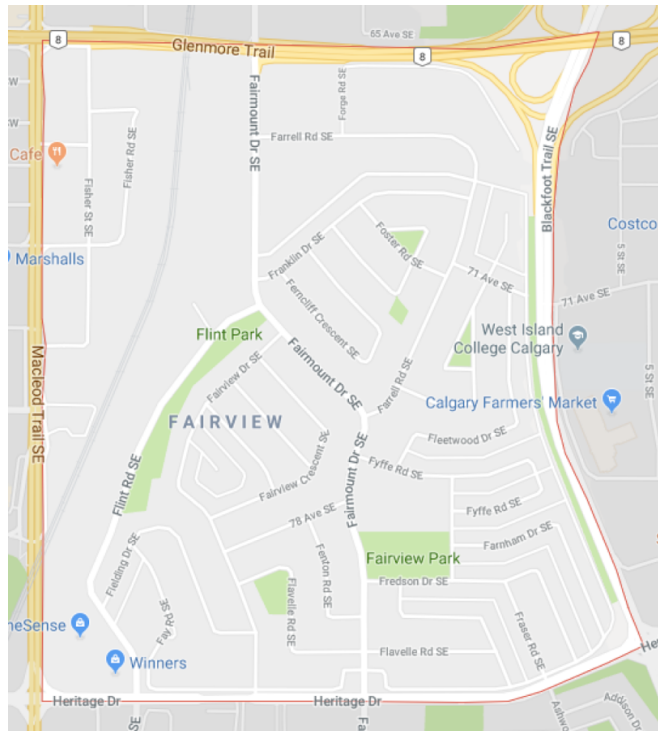




Fairview Community Association Strategic Plan 2019-2021

Our Community:



Fairview Snapshot



3,790
Population



27%
Live Alone



26%
Immigrants



\$85,153
Median Income
(Household)



72%
Drive to Work



1,570
Households



30%
Renters



39
Businesses

Population Distribution by Age

Age Group	Count	Percentage
Total	3,790	100%
0-4 years:	230	6%
5-14 years:	325	9%
15-19 years:	210	5%
20-64 years:	2,530	67%
65+ years:	500	13%



17%
Take Transit



5%
Bike or Walk

Dwellings by Structure Type

Structure Type	Count	Percentage
Total	1,570	100%
House	1,205	77%
Duplex	85	5%
Apartment	280	18%



2
Schools

City of Calgary Community Profiles [Fairview](#) (2016 Census) and Business Licenses [Data](#)

Our Mission:

To promote and enhance a healthy, safe and productive environment for the residents of Fairview by providing access to programs, services and information, all while establishing a sense of community identity and belonging.

Our Vision: To grow a vibrant community that is engaged, inclusive, and thriving.

Our Values:

- Commitment, we each contribute time, talent, and dedication to see our work through.
- Accountability, we respect our community's trust and uphold our responsibilities.
- Diversity, we appreciate a variety of perspectives in our thinking and doing.
- Efficiency, we maximize our time invested and what we ask of others.
- Approachability, we are receptive to hearing concerns and suggestions.

Our Stakeholders:

- Residents, including Members
- Businesses & Customers
- Schools (Staff, Students & Families)
- Nonprofit Organizations
- Faith Organizations
- Sport Groups / Users
- Commuters
- Neighbour Communities
- Government (City, Provincial)



Fairview Community Association

Strategic Plan 2019-2021

Our Priorities and Goals:

The Fairview Community Association (FCA) strives to guide the unique evolution of our established neighbourhood. In the coming 3 years, we will work to:

1. **Be accountable and sustainable. (Governance)**
 - 1.1. Refresh and/or develop mission, vision, and values statements.
We want a foundation of clear guiding statements to provide focus and rally support.
 - 1.2. Review FCA bylaws and code of conduct.
To remain relevant and effective, our governance system will be reviewed and revisions put forward to the Members at an Annual General Meeting.
 - 1.3. Create a Succession & Recruitment Plan.
Purposeful stewardship and mentoring of our active volunteer base grows fresh commitment for the Board of Directors, committees, events, and special projects. Clear expectations from job descriptions and screening of potential candidates ensures relevant recruitment and smooth succession.
 - 1.4. Create records and archive policies.
We want to archive responsibly for reporting and knowledge-building.
2. **Lead the change that affects us. (Planning & Development)**
 - 2.1. Build a Planning & Development Committee.
Such a committee is valuable as assurance of representation of community interest and a conduit for feedback in development projects. Immediate priorities for this committee will be the redevelopment of the arena site, as well as Fairview Industrial and Macleod LRT corridor.
 - 2.2. Create an Area Development Plan / Local Area Plan.
We want to connect the pieces, players, and perspectives in a proactive approach to attract and encourage the regeneration of our community's residential, commercial, and industrial areas.
3. **Be proactive not reactive. (Communication)**
 - 3.1. Create a Communication Plan.
A multi-faceted communication strategy will encourage engagement with all community stakeholders while accommodating challenges of varied demographics and outsourced resources.
 - Address challenges with community newsletter.
 - Calendarize recurring communication (and deadlines).
 - Develop policy to ensure aligned messaging & management of channels.
 - Include strategy for timely feedback between FCA & Stakeholders.
4. **Inspire and empower. (Activation & Beautification)**
 - 4.1. Develop structure and support for community-led projects and events.
When great ideas, enthusiastic volunteers, and grant opportunities to activate or beautify our community land in our lap, we want to be prepared to say Yes!