



Mapping & Planning Support (M.A.P.S.)
Alberta Capital Region
Annual Report 2012



Annual Report 2012

WHO WE ARE

M.A.P.S. Alberta Capital Region is a team of 3 people who support Local Area Networks (L.A.N.s.) of human service providers and community members within the region by creating maps and assisting with their use as part of the planning process. M.A.P.S. brings together the professions of social work and social geography resulting in an effective social planning approach.

VISION STATEMENT

A more comprehensive, accessible continuum of human services exists to support children, youth, individuals, families and communities in their healthy development.

MISSION STATEMENT

M.A.P.S. Alberta Capital Region facilitates processes with human service providers and/or community members to identify and amass information for the purpose of creating maps and assisting with their use. M.A.P.S. also develops and facilitates collaborative planning processes for existing partnerships within the region.

GOALS

- Relationships among service providers/community groups will be enhanced.
- Human service providers/funders will be able to plan more effectively together.
- Human service providers will be able to make more evidenced based decisions.

Table of Contents

Coordinator's Report	3
Community Mapping & Collaborative Planning Model.....	5
Continued Development of Social Mapping Expertise.....	7
Innovative Approaches	13
Social Atlas	15
Leadership Initiative.....	16
Collaboration Showcase.....	18
What Our Partners Say About M.A.P.S.....	22
Staff & Contact Information.....	24

Coordinator's Report

It is exciting to look back at another year of growth for M.A.P.S. Alberta Capital Region.

M.A.P.S. was able to continue to carry out six streams of activities in 2012. We ...

- Continued development of our social mapping expertise and innovative approaches to sharing complex information
- Engaged in community mapping and collaborative planning utilizing the 5 phase model developed by M.A.P.S. (Pages 5 & 6) with geographic Local Area Networks
- Supported local and regional collaborative initiatives with administrative support
- Engaged in/facilitated/supported collaborative planning processes with existing partnership efforts as requested
- Participated in Leadership Development and
- Improved access to maps and shared data

We also made some administrative changes in that we moved to a calendar year reporting period, which has resulted in overlapping Annual Reports. This Annual Report (2012) covers the period January 1st, 2012 to December 31, 2012, whereas our last Annual Report covered the period April 1st, 2011 to March 31, 2012.

In 2012 M.A.P.S. continued to raise the bar on social mapping innovation and the creation of social mapping tools to meet community need. For instance, with the release of some 2011 census data from Statistics Canada we created population comparison maps between the years 2006 and 2011 (Page 7). One of the collaboratives we were working with challenged us to create maps which displayed higher or lower rates of agreement among participants. We called this method a “heat” map (Pages 8–9). We also spent considerable time developing our skills in relationship mapping (Pages 10–12).

As reported this time last year, some very innovative approaches to using community mapping emerged throughout 2011. In 2012 we moved these initiatives forward to the next phase. We utilized the information gathered from Grade 8 students in Mill Woods and information gathered from youth engaged in high risk behaviours (Old Strathcona) for collaborative planning purposes. We also continued to work with the community of Knottwood by supporting a new initiative “*Parents as Champions*” which came about as a result of the “*Getting to Know Knottwood*” project and money being available from the Early Years Continuum Project of Alberta.

In 2012 we updated our Edmonton Social Atlas with 2011 census data and completed our Regional Social Atlas. This was a highlight for us. We also spent considerable effort in updating our website to make our maps more accessible. We want to ensure that the community profiles and maps are available to support city wide and regional planning

efforts as well as Local Area Networks. During a 12 month period the M.A.P.S. website averaged 28 visits a day or 2092 visits a month.

M.A.P.S. made a commitment to build leadership capacity throughout our region by facilitating the Leadership Challenge course as part of a training team made up of colleagues in different roles and from different organizations within our sector. (Pages 17-18). To date approximately 300 colleagues have been trained. M.A.P.S. remains committed to this endeavour.

Our annual Showcase, held in May, highlighted some very effective collaborative work being carried out in our region (Pages 19-21).

We are very grateful for the positive relationships we have with our colleagues throughout the region and for their willingness to document and share their experience in working with M.A.P.S.. These comments are an important part of our annual evaluation of our work (Pages 22-23).

It is a pleasure to work with a small committed team of dedicated staff. Marijana Bijelic, our Social Geographer, Shama Noone, our Office Manager and myself, Deborah Morrison, Partnership Enhancement Facilitator and Coordinator of M.A.P.S., we enjoy our jobs and enjoy a great sense of satisfaction in our work.

I would like to thank our funders, the United Way and the City of Edmonton, for their continued support both financially and otherwise. They truly demonstrate their willingness to follow the community development model by allowing the work to emerge using the collective wisdom of our human service colleagues.

I hope you enjoy our Annual Report. Please feel free to contact me with any questions or comments.

Kind regards



The M.A.P.S. Team from left to right:
Shama Noone, Deborah Morrison, Marijana Bijelic

Community Mapping & Collaborative Planning Model



A Collaborative Planning Process for Human Service Providers

Throughout each phase

- ♦ Orientation to new members is required as new members join – one to one outside of regular meetings are most effective, so as not to interrupt the flow of the work
 - ♦ Relationship building is necessary throughout the entire process
 - ♦ Remain focused on plan and/or partnership agreement

Phase of Work	What does it entail	How
<i>Joint Commitment</i>	<ul style="list-style-type: none"> ♦ Agreeing on a common purpose ♦ Define boundaries ♦ Agree on what we hope to accomplish together 	<ul style="list-style-type: none"> ♦ Making a decision to plan together by consensus ♦ Creating a Statement of Need, Purpose and/or Expected Outcomes ♦ Creating a Partnership Agreement
<i>Community Profile</i>	<ul style="list-style-type: none"> ♦ Gathering info about the community ♦ Mapping the information ♦ Supplementing the maps with narratives 	<ul style="list-style-type: none"> ♦ Using GIS software to map census information (federal and municipal), program information, participant information. ♦ Conduct key informant interviews, focus groups, literature reviews, interview community members as desired
<i>Community Engagement</i>	<ul style="list-style-type: none"> ♦ Inviting others to review the community profile created ♦ Revise, enhance the profile as agreed ♦ Identify community needs, gaps, strengths and resources ♦ Create an action plan 	<ul style="list-style-type: none"> ♦ Meeting with other groups of stakeholders, community meetings, focus groups. ♦ Presentations to advisory, leadership committees etc. ♦ Receive input from stakeholders ♦ Compile and review results of meetings, engage in planning, priority setting and decision making activities ♦ Often work-groups are created to address priorities; at this point it is imperative to articulate the difference between the role of the overall collaborative planning committee and the workgroups. While the work groups are focusing on responses to specific priorities identified through the community mapping process it is essential that the overall collaborative planning committee remain the body that continues to monitor trends, gaps, offer opportunities for more input, host conversations regarding the overall state of affairs in the community and ensure the community profile is kept up to date
<i>Action</i>	<ul style="list-style-type: none"> ♦ Implementing the action plans (usually each work group has their own plan) 	<ul style="list-style-type: none"> ♦ Assign specific tasks to specific people and create timelines ♦ Monitor progress through regular reporting to the overall community mapping and planning committee ♦ Revise and enhance plans as needed
<i>Evaluation</i>	<ul style="list-style-type: none"> ♦ Identifying successes and challenges in working together ♦ Identifying successes and challenges in achieving expected outcomes. 	<p><u>Evaluate Outcomes:</u></p> <ul style="list-style-type: none"> ♦ Ongoing progress assessment of action plan ♦ Annual review and revision of action plan ♦ Utilize evaluation techniques such as: storytelling, surveying participants, comparing community indicators over time <p><u>Evaluate Process:</u></p> <ul style="list-style-type: none"> ♦ Review the partnership agreement regularly ♦ Discussion of partnership progress as a regular part of the agenda ♦ Utilize evaluation techniques such as: partner survey, specific discussion as required

Continued Development of Social Mapping Expertise

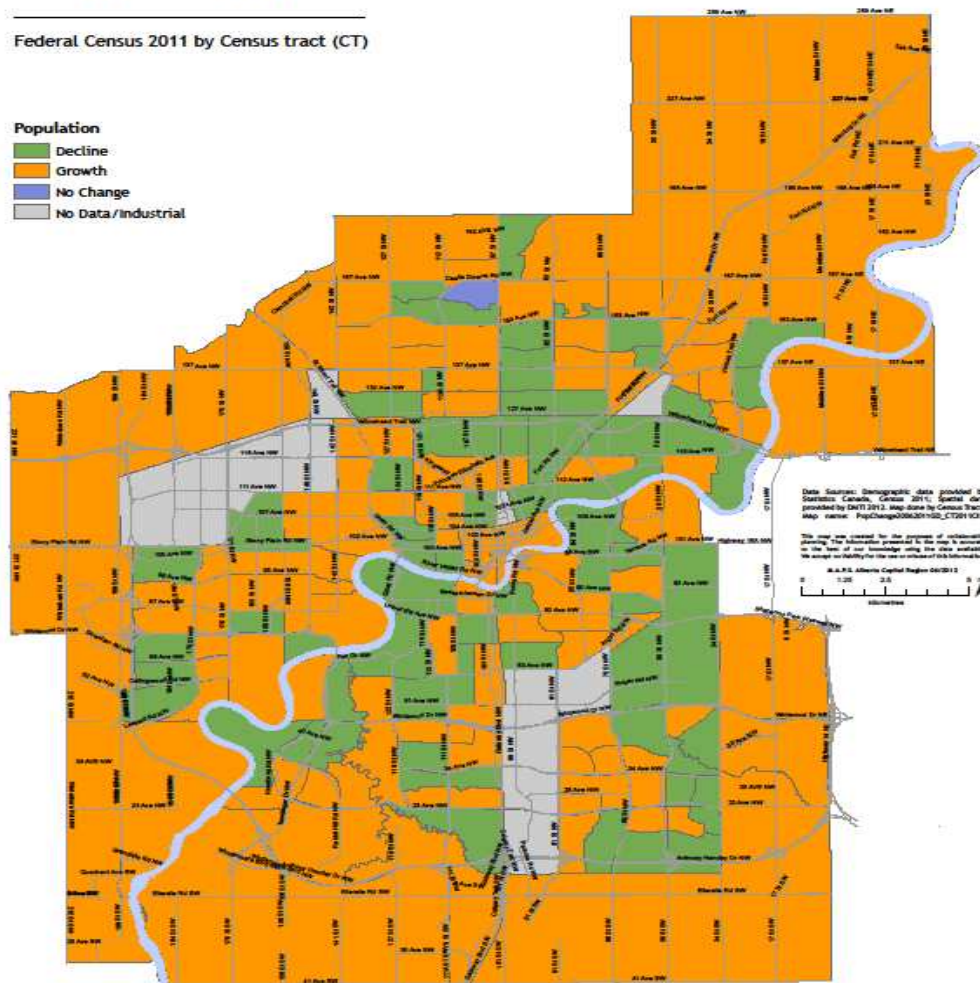
Population Changes

Due to the fact that we now have two sets of Federal Census data (2006 and 2011), we are able to show comparisons in population data. Here is an example of such a map.

Population Change, 2006 to 2011

Federal Census 2011 by Census tract (CT)

Population
Decline
Growth
No Change
No Data/Industrial

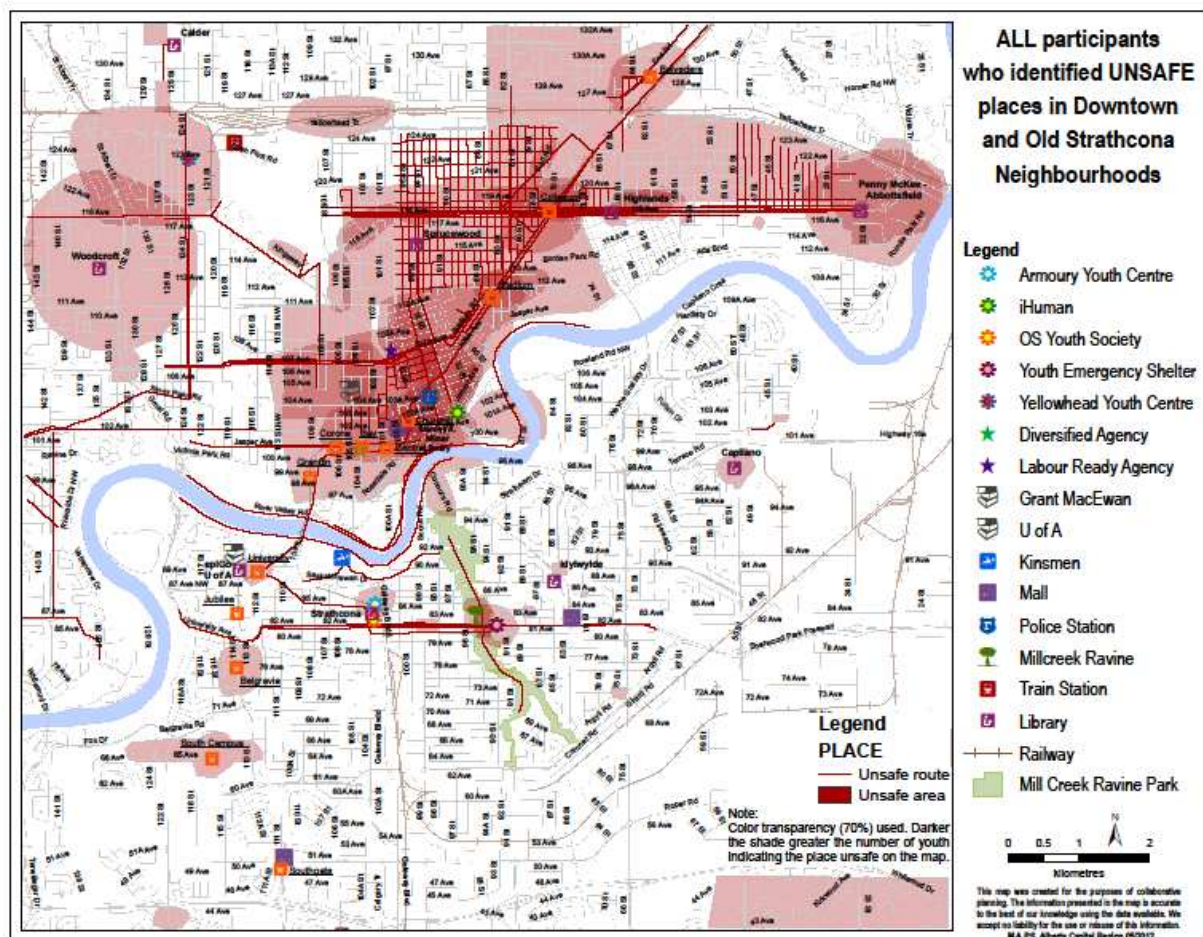


Heat Maps

The Old Strathcona Community Mapping and Planning Committee's research project "Safe Streets" challenged us to find a way to demonstrate on a map the feedback obtained from youth participating in the project. The results are "Heat" maps where the use of color intensity is used to demonstrate either higher or lower agreement by participants.

Here are two examples:

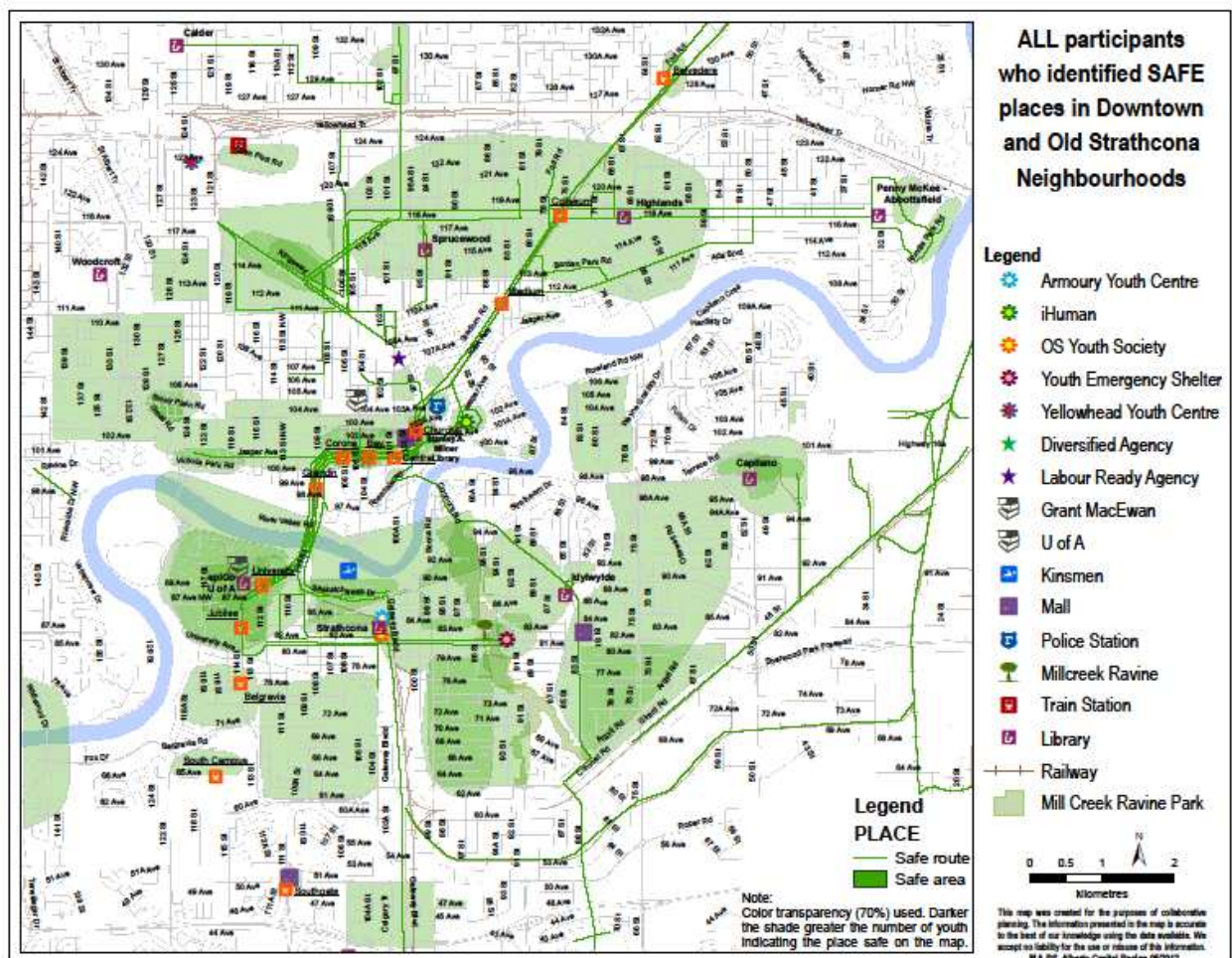
Example 1: Unsafe places identified by youth in Old Strathcona Research Project



Heat Maps

(cont'd)

Example 2: Safe places identified by youth in Old Strathcona Research Project



Social Network Analysis

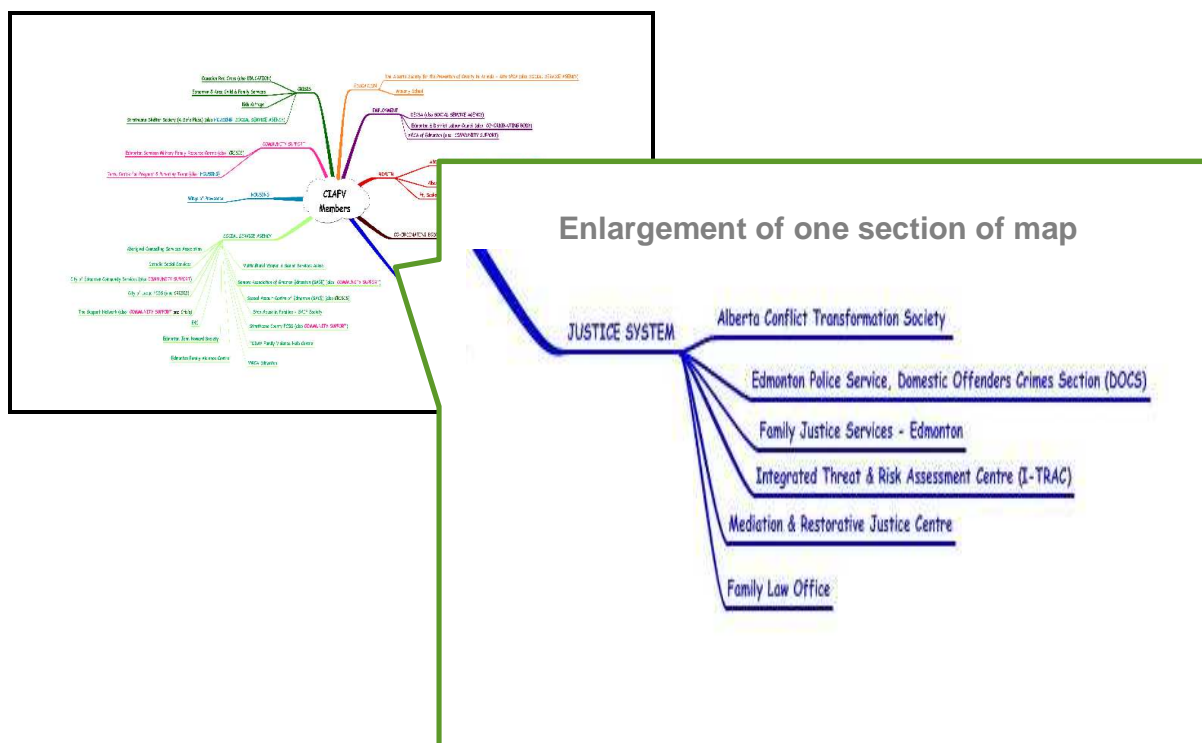
(also called "Network Mapping")

The Knowledge Sharing Tools and Methods Toolkit website (<http://www.kstoolkit.org/Social+Network+Analysis>) describes Social Network Analysis (SNA) as: the mapping and measuring of relationships and flows between people, groups, organizations, etc. (Valdis Krebs, 2002). SNA is a method for visualizing people and connection power, leading one to identify how one can best interact to share knowledge.

SNA can be used to:

- Visualize relationships within and outside of the organization
- Facilitate identification of who knows who and who might know what – teams and individuals playing central roles – thought leaders, key knowledge brokers, experts, etc.
- Identify isolated teams or individuals and knowledge bottlenecks
- Strategically work to improve knowledge flows
- Accelerate the flow of knowledge and information across functional organizational boundaries
- Improve the effectiveness of formal and informal communication channels
- Raise awareness of the importance of informal networks.

During 2012 M.A.P.S. enjoyed working with CIAFV (Community Initiatives Against Family Violence) members to help them create images of their network. The following images display the network of partners employed to address the issue of family violence. The software used is Inspiration.



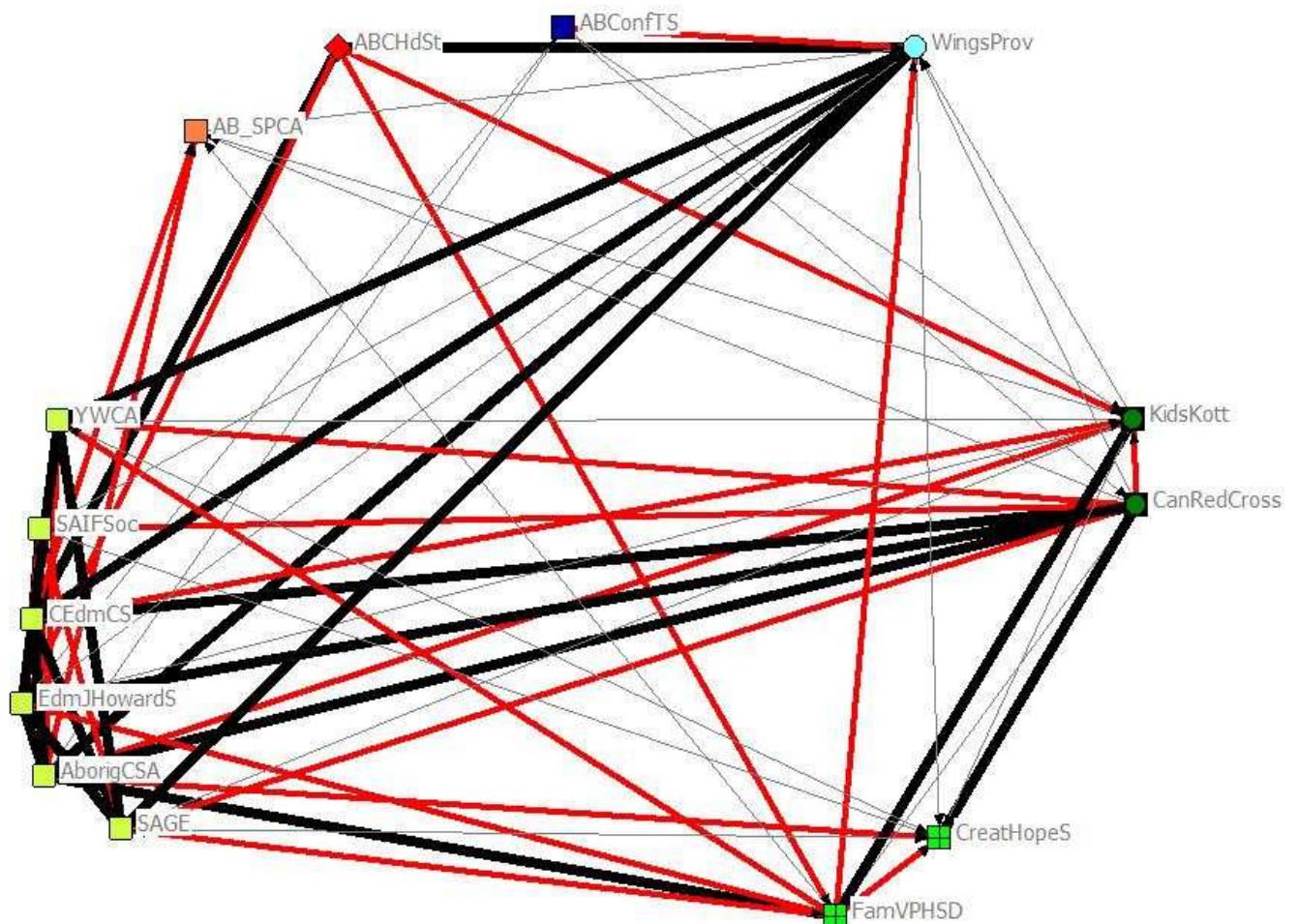
Social Network Analysis (cont'd)

(also called
"Network
Mapping")

We continue to experiment with software tools to map relationship strengths and linkages. Using NetDraw, the map below shows the strength of the relationships within a particular focus of service delivery. The map is used as a sample only.

This map uses line intensity (thickness) and color to indicate the strength of the relationship:

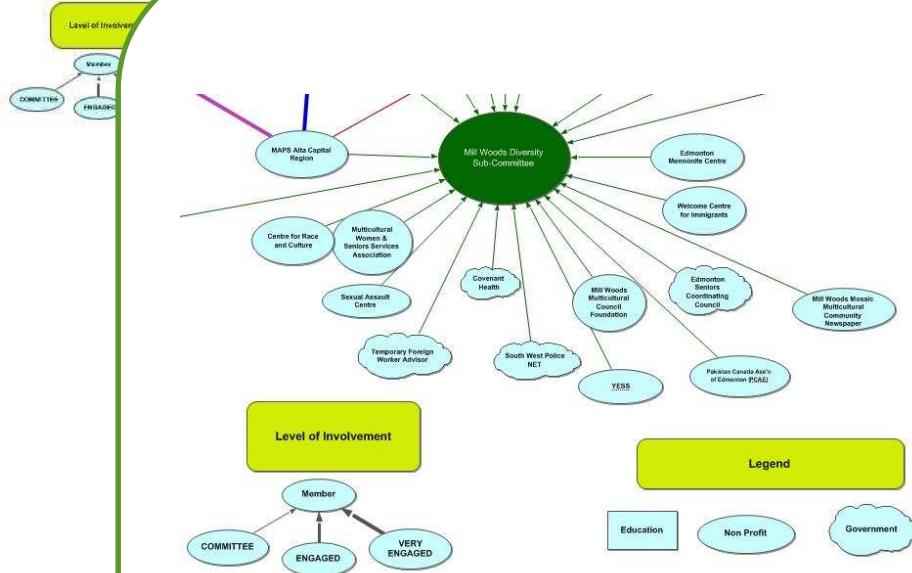
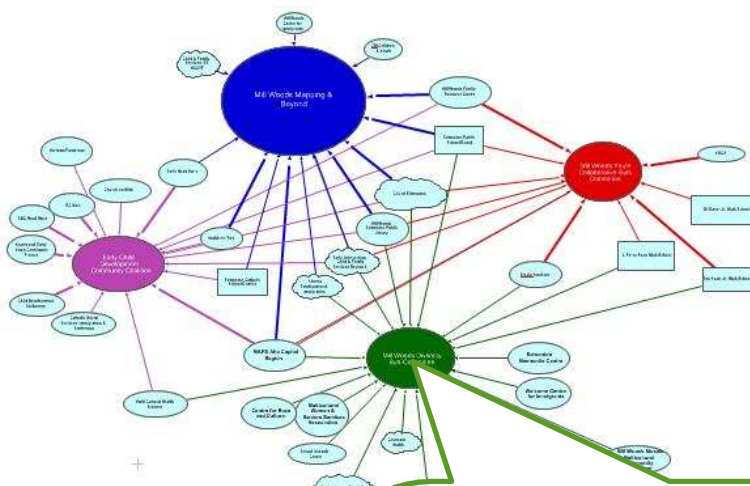
- **BLACK** = Strong Relationships
- **RED** = Moderate Relationships
- **GREY** = Weak Relationships



Social Network Analysis (cont'd)

(also called
"Network
Mapping")

This Network map, using Inspiration Software, demonstrates involvement of partners in the Mill Woods Local Area Network as well as it's Sub-Groups. It also uses line intensity to demonstrate strength of the relationship.



Enlargement of one section of map

Innovative Approaches

Mill Woods Youth Collaborative

A Student Voice

The Mill Woods Youth Collaborative developed lesson plans eliciting the viewpoints of Grade 8 students on how they viewed their community and community safety in Mill Woods. Teachers at 5 Mill Woods schools facilitated the lessons during the 2010-2011 school year. Students reported spending after-school time at home or in malls, and time was spent hanging out with friends, using electronics and participating in physical activities. They felt safe at home and the schools they attended. They said that malls and other schools were unsafe. The students reported drugs as the biggest problem in Mill Woods. The students recommended more police and security presence, and more activities for people to enjoy to make Mill Woods safer and a better place for teens.



Parents as Champions

An Early Years Continuum Project of Alberta

The *Getting to Know Knottwood* project, which we reported on last year, was completed between September 2011 and January 2012. During these months a series of 'conversations' took place within the community of Knottwood. The dialogue focused on the subject of community engagement and asked neighbors to provide ideas about how engagement can be improved to make Knottwood a healthier, safer and more vibrant place. One obvious desire within the community was to engage young families in the neighbourhood.

At the same time The Early Years Continuum Project was looking for a third site in the province to demonstrate innovative ways to assist young families in becoming more informed about resources and supports within their communities and in utilizing those resources and supports.

Parents as Champions (con'td)

The Knottwood Community League recognized the importance and positive impact that social inclusion can have on creating healthier, happier, safer and stronger families and communities and applied for the funds with the help of Deborah Morrison, M.A.P.S. Partnership Enhancement Facilitator. The project was funded and began in the Spring of 2012.

Successes to date

A group of parents have been meeting regularly with Shireen Mears, Parents as Champion Co-ordinator, and have committed to identifying creative/innovative responses to meet identified needs, build social support networks, identify gaps in services and build leadership capacity. They plan to achieve these outcomes by engaging other residents in events and activities, thereby broadening the leadership base. Highlights of 2012 include:

- “On A Perfect Street” exercise – where participants identified their needs as parents of young children,
- The “I’ve Outgrown” Sale – an opportunity to recycle and network



- 2 parent education events
- A social event at Christmas and,
- A Family Resource Fair Held in June, 2012



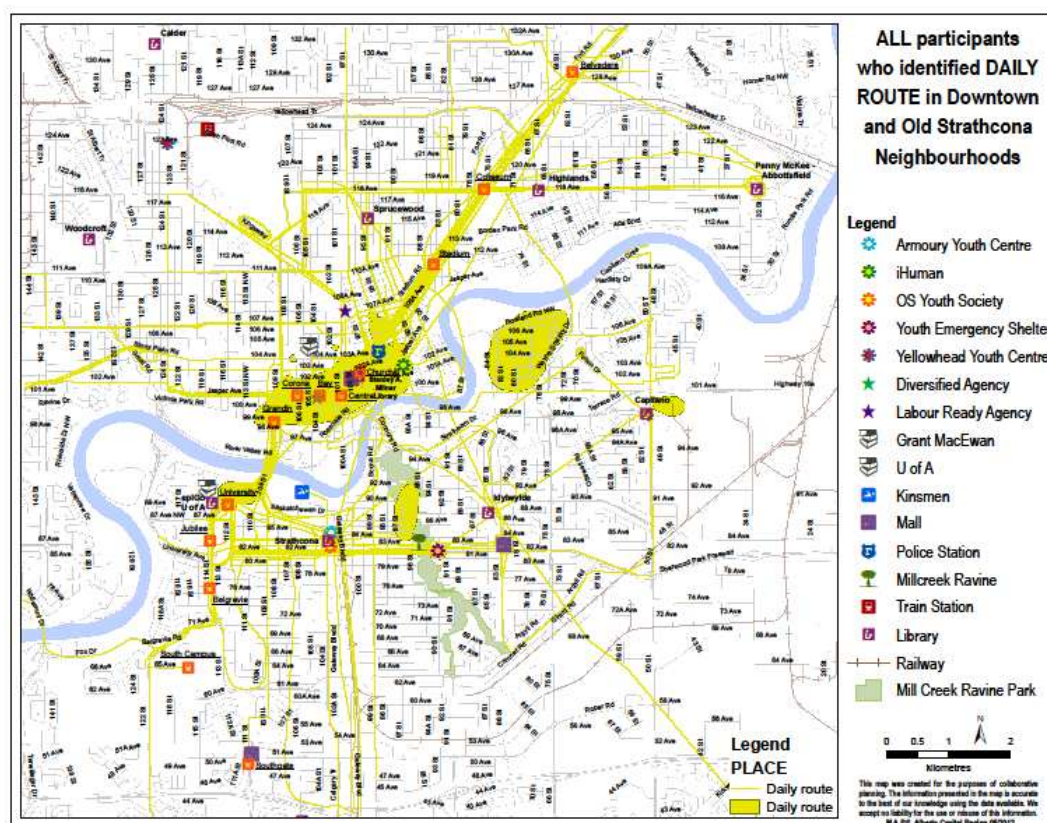
Considering the Impact of Social Exclusion on High Risk Youth

Old Strathcona Community Mapping and Planning Committee

This study explored the impact of social exclusion on high risk youths' geography and routine activities. That is, youth were asked about the routes they travel, the activities they pursue, the safety of their routes and who they are meeting along the route(s). The study explored the geography of high risk youth and how that geography may be influenced by social exclusion from community institutions and public spaces.

The responses collected from the youth led the human service partners at the table to draw a couple of conclusions and raised a lot more questions. This led to a further research grant proposal, and subsequent approval, to investigate the impact of exclusion from public transportation, options due to a lack of money to pay versus access to public transportation through the provision of bus tickets or passes. This research is currently being undertaken and the results will, no doubt, direct the work of this collaborative in the future.

The following map shows the daily route identified by youth during the research.

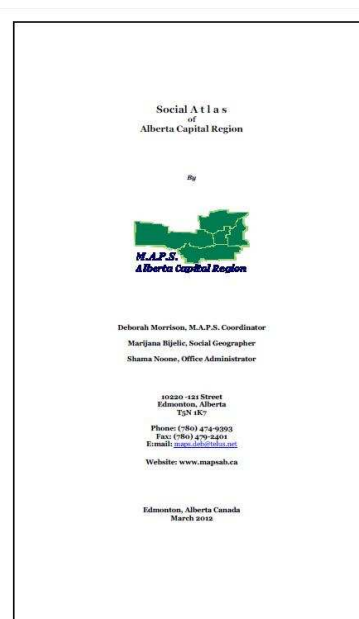
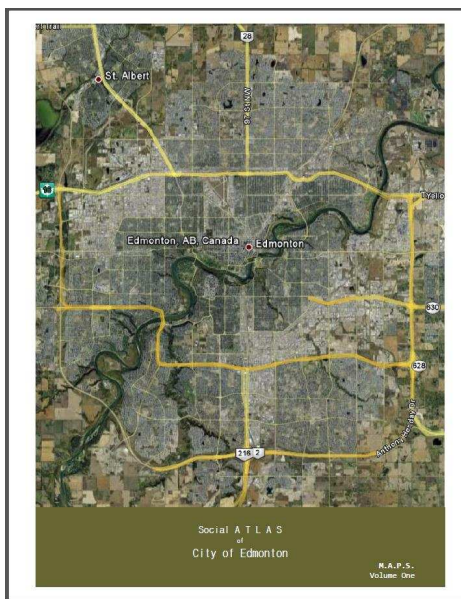


Social Atlas

Our Regional Social Atlas was completed in 2012. Both the Edmonton Social Atlas and the Regional Social Atlas have evolved from the work that M.A.P.S. has been undertaking with Local Area Networks of human service providers for over 8 years using the Community Mapping & Collaborative Planning Process.

Although M.A.P.S. started off using a local Community Development approach creating community profiles for Local Area Networks, it became apparent that many of our planning decisions as a sector are city or region wide. Therefore, information required for effective planning at that level was needed. The Atlases contain demographics and resources within Edmonton and the Alberta Capital Region. Both of the Atlases are posted on our website (<http://www.mapsab.ca/gallery.html>) and can be downloaded either individually or as a complete package.

We continue to update the maps as new information becomes available.



“Your website is amazing with lots of resources”
Dr. Linda Kreitzer, Associate Professor,
University of Calgary, Central and Northern Region

Leadership Initiative

The Leadership Challenge Workshops offered in 2012 continued to attract many participants. The three day workshops offered human service colleagues the chance to focus on their leadership development at an affordable cost. Three, 3 day Leadership Challenge workshops and one Follow Up workshop were offered during the year with a total of 53 participants.

Participant evaluations indicated over 98% thought the workshops were very good and that participants definitely met their expected outcomes. The facilitators were rated 99+% re: knowledge/clear communication and providing material/exercises that facilitated learning.



Comments included:

- ❖ This type of reflection is not my natural way of thinking so this was a valuable time of shifting/developing purposeful reflection
- ❖ Appreciated that the information was provided for all learning types
- ❖ A very safe and open community was created in the workshop yet we still got through all the material and had time for discussion
- ❖ The knowledge they shared with us and how they shared it modeled so much of what was being presented
- ❖ Self-reflection and support from other participants was the most valuable part
- ❖ Having the LPI reports to reflect upon and know how colleagues view me as a leader – concrete feedback so goals can be focused – hearing from other participants regarding their experiences and ideas – workshop is very relevant to my work and also transferable to personal life and community
- ❖ Exactly what I needed at this time professionally and personally
- ❖ Sharing success of personal/work stories is a great learning practice
- ❖ Gap analysis process awesome
- ❖ Looking at leadership from the perspective of what I bring to the team was valuable
- ❖ The two videos shown taught me a life lesson of commitment and patience
- ❖ The 5 practices were most valuable
- ❖ Appreciate the opportunity to reflect on my journey – very hard to do that at work/home with so many distractions – this makes me a much better leader – my staff will benefit I think

- ❖ The break between the first 2 days and the 3rd day was very beneficial to reflect and practice
- ❖ The facilitators are personable leaders, engaging and leading with enthusiasm and integrity
- ❖ Most valuable part was learning my vision must be clear for others to follow
- ❖ The audio visual materials were very relevant
- ❖ The commitment part was a reminder not to get bogged down in the day to day tasks
- ❖ Most valuable was completing the values cards activity and seeing what had shifted now that I am in a more conscious leadership role
- ❖ I learned so much being new in my role. I will surely apply what I've learned
- ❖ Creating a vision statement, a lot of personal reflection that benefits my leadership skills and my role within my organizations – LPI beneficial to know how my co-workers feel about my work ethic
- ❖ Realization of how much of what I do is truly leadership
- ❖ Now I have a focus - to work towards in my management skills
- ❖ Thank you. I will use the resources you have provided to continue development of my leadership
- ❖ Recommended the workshop to peers and will continue to do so
- ❖ Thank you. I will use the resources you have provided to continue developing my leadership
- ❖ Thanks so much for changing me from a follower to a leader.

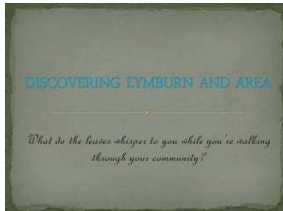


Collaboration Showcase

@ Chateau Louis

May 25th, 2012

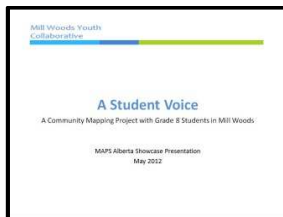
M.A.P.S. was pleased to host over 60 members of Local Area Networks and other community members who had the opportunity to hear presentations on effective collaborations within the community. The presenters included:



Lymburn's story of discovery, dreaming, designing and delivering solutions for their community (Maria Montgomery, Coordinator Discovering Lymburn)



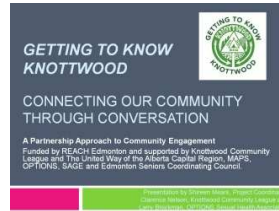
Overview of findings and outcomes from an outreach assessment of seniors (Sheila Hallett, Seniors Coordinating Council)



A Community Mapping Project undertaken with Grade 8 students in Mill Woods (Julie Cournoyer, Mill Woods Youth Collaborative)

Schools as Hubs

Connecting with children and families in meaningful ways. (Ann Nicoli, Edmonton Public School Board)



A partnership approach to community engagement (Shireen Mears, Clarence Nelson, Larry Brockman, Knottwood Community League)



A report on the Safe Streets Project (Peter Smyth, Catherine Broomfield, Marijana Bijelic, Old Strathcona Community Mapping & Planning)



The Early Learning Mobile Unit, a collaboration of service providers (Scott Tumbach, Corine Gannon, Edmonton Catholic School District)



An update of the work M.A.P.S. facilitated and participated in during 2011-12 (Deborah Morrison, M.A.P.S. Coordinator/Facilitator)

Our Evaluation of the Collaboration Showcase revealed



Knowledge gained from attending the Showcase

- Successful collaborative initiatives in the region
- Community engagement processes: techniques, successes and challenges
- Approaches to working collaboratively



Most valuable part of the day

- Learning about 'mapping' involvement in initiatives
- Learning about new projects/learning about all these projects/hearing about great program I did not know about
- See the progress and commitment of people who are passionate about making the world a better place
- Opportunity to present information to attendees
- Stories of success
- Hearing that there is still opportunity to work with Deborah on our project
- Learning more details regarding the collaboration/hearing about how people collaborated
- Some new ideas
- Hearing stories of communities growing/changing
- Hearing the presentation and how they got started
- Snapshot of collaboration
- The range of different projects and the similarities
- Learning about collaborative programs in other parts of the city
- See this collaborative process through eyes of participant organizations



What would they like to be included in our 2013 Showcase?

- More uses of social mapping and more about challenges of partnership
- Barriers to partnership or how groups have overcome these
- How you are effectively connecting
- How we can work together
- Truly innovative ways to engage/work collaboratively
- Some interactive time
- More inclusion of mapping within presentations
- Challenges of collaboration.
- Other collaborations happening between unexpected or unlikely partners – how do they make their diverse mandates work to achieve a project focused outcome

Previous Showcases

Since 2006, M.A.P.S. has been hosting an annual Collaboration Showcase for service providers.

Here is a bit of a trip down memory lane.



2010



2008



2011



2008



2010



2010



2008



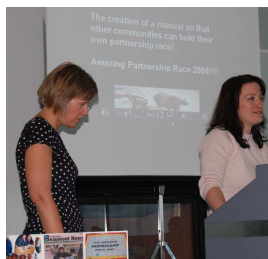
2008



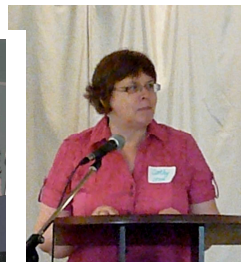
2011



2008



2008



2010



2008



2008



2011



2010



2010



2011

What Our Partners Say About M.A.P.S.

"M.A.P.S. carries on the legacy of community engagement and planning in the Edmonton and surrounding area. Mapping information has been updated and presented for community members to use to effectively plan for the needs of their citizenry. Leadership development continues to be core component of their legacy work and the training has been extraordinary. M.A.P.S. staff continue to build capacity within individuals and the broader community."

*Marie Christie, Manager,
Ministry of Human
Services*

The commitment of Deborah and Marijana was amazing and their passion for building better communities is never ending. Deborah has a magical way of pulling people together and getting everyone excited about the task at hand. There are no barriers she cannot overcome because she believes in the gifts and talents of everyone around the table. She is a true community developer in every sense that this role should be.

This is very easy to write, as the truth always is.

*Peter Smyth
Supervisor, High Risk Youth
Unit
SW NCCYF--Old Strathcona
Office, Region 6*

"As a member agency in WEMAP, we have strengthened existing relationships and made connections to new ones. We discovered ways to compliment or collaborate with our colleagues. We were also able to share knowledge from our work in the Aboriginal community. Speaking personally, I ended up serving on a Board as a result of my connection to WEMAP!"

*Cheryl Whiskeyjack,
Executive Director,
Bent Arrow Traditional
Healing Society*

"Working with Deborah and Marijana was a very wonderful experience. From beginning to end, they ensured that we were getting what we needed in the way of information from the products they provided to us. Marijana worked diligently with the agency and the data providing maps that were clear, descriptive and told the story of the agency's work in a very visual way. She and Deborah work with the community to share information in a way that allows for community building, as well as capacity building within the community. I would not hesitate to call upon them again for similar or larger projects. They are professional and adaptive to the needs of the agency requesting their assistance, and able to provide sound advice for the end product."

*Liz O'Neill, Executive Director,
Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area*

Community Initiatives Against Family Violence has been a multi-agency family violence collaborative since 1999. We requested the assistance of M.A.P.S. to facilitate our Annual Members Meeting. With Deborah, Marijana and Shama's expertise we were able to develop several tools to move our collaborative to the next level. Deborah developed a rating system to capture agency perspective on our coordinated response to family violence in Edmonton and Area. This annual measure will help us determine how effective we are at our community
(cont'd on next page)

What Our Partners Say About M.A.P.S. (cont'd)

response. The other instrument developed by M.A.P.S. was a network mapping process to help Agencies, departments and funders to visualize the relationships they have with each other and where they can strengthen those relationships. The tool is very effective in creating internal agency dialogue. The third tool was the development of a framework of our partners. Without the expertise of the M.A.P.S. team we would not have been able to share our collaboration and its strengths with others in a visual way. M.A.P.S. has really helped us to move to the next level as a collaborative.

Thanks so much for everything.

*Sacha Aldrich
Community Initiatives Against Family Violence*

M.A.P.S. Alberta Capital Region has been instrumental in spearheading the development of *Parents as Champions Early Years Continuum Project*. *Parents as Champions* is a unique project which seeks to engage parents of children aged 0 – 6 in identifying and communicating their needs as caregivers to help ensure their children get the best possible start in their lives. It does this by providing opportunities for parents to come together to share their views through community-based events and regular monthly get-togethers. This collaborative project is based within the Mill Woods community of Knottwood with support from Alberta Education via Success By 6 and Knottwood Community League.

M.A.P.S. Alberta Capital Region has provided strong leadership and project planning support to the project co-ordinator over the past year and continues to act as a critical friend to *Parents as Champions*, now starting its final year.

In addition to this, M.A.P.S. Alberta Capital Region has also been called upon to provide administration support to enable the project to work through consultation responses that it would otherwise be unable to process due to limited resources.

Large scale print-outs of maps of the Mill Woods area have also been provided depicting known resources for families with young children. These were requested by parents themselves participating in the project. The maps have enabled parents to consider the position and provision of services for their families within their local community. This work is an important element in the project's goal to 'give parents a voice' in providing feedback to human service providers and government to inform policy around early childhood development in the province.

We look forward to continuing to building our relationship with M.A.P.S. Alberta Capital Region and thank them for their support!

*Shireen Mears,
Parents as Champions in Knottwood Project Co-ordinator*

Staff & Contact Information

- ♦ **Deborah Morrison, M.A.P.S .Coordinator**

(deb@mapsab.ca)

- ♦ **Marijana Bijelic, Social Geographer**

(mb@mapsab.ca)

- ♦ **Shama Noone, Office Manager**

(adm@mapsab.ca)



**10220 – 121 Street
Edmonton, Alberta
T5N 1K7**

**Phone: (780) 474-9393
Fax: (780) 479-2401
E-Mail: adm@mapsab.ca
Website: www.mapsab.ca**