



Mapping & Planning Support (M.A.P.S.)  
Alberta Capital Region  
**Annual Report 2011-12**



# Annual Report 2011-12

## WHO WE ARE

M.A.P.S. Alberta Capital Region supports LANS (local area networks) of human service providers in planning together effectively by providing community mapping and planning support.

## VISION STATEMENT

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

## MISSION STATEMENT

M.A.P.S. Alberta Capital Region facilitates processes with human service providers to identify and amass information for the purpose of creating maps and assisting with their use and with developing and facilitating planning processes as requested.

## GOALS

- Relationships among service providers/community groups will be enhanced.
- Human service providers/funders will be able to plan more effectively.
- Human service providers/funders will be able to measure change more effectively.

# Table of Contents

Coordinator's Report .....	3
Community Mapping & Collaborative Planning Model.....	5
Leadership Initiative.. ..	7
Innovative Approaches .....	8
Social Atlas .....	13
What Our Partners Say About MAPS .....	14
Showcase.....	17
Staff & Contact Information.....	18

# 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 four streams of activities in 2011;

- Engaging in community mapping and collaborative planning utilizing the 5 phase model developed by M.A.P.S. (pages 5 & 6) with geographic community mapping and planning committees
- Support local and regional collaborative initiatives with administrative support
- Engage in/facilitate/support collaborative planning processes with existing partnership efforts as requested and
- Leadership Development

Some very innovative approaches to using community mapping emerged throughout 2011. We were able to involve high risk youth and grade 8 students in community mapping projects. (See: "*A Student Voice*" pg 8 and; "*Considering the Impact of Social Exclusion on High Risk Youth*" pg 12). We were also instrumental in creating a new partnership between some United Way funded agencies and a Community League to carry out a community engagement process (See: "*Getting to Know Knottwood*" pg 10)

The completion of our City of Edmonton Social Atlas and significant work on our Regional Social Atlas' was a highlight for us. Recognizing that our human service colleagues were interested in partnering not only at the local level but city wide and at the regional level as well was a real motivation for us. We wanted to ensure that the tools were available to support regional planning efforts.

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. (See pg 7). 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 (See pg 17). 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 (See pgs 14, 15 & 16).

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.. All three of us love our work and enjoy a great sense of satisfaction in our work.

I would like to thank our funders, the United Way and 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 and 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

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

# Leadership Initiative

Leadership Challenge Workshops 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. In 2011 we added a one day follow-up workshop and facilitated a leadership support group, both of which have been appreciated by those who completed the Leadership Challenge and were looking for further opportunities to nurture their leadership development.

Below are a few of the evaluation results from 50 workshop participants.

94% very satisfied	6% somewhat satisfied
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The following comments were recorded:

- I successfully have made a vision, and proud of it! Great training! The best so far. Look forward to a follow-up.
- I also feel more connected to the people in the group. Thank you!
- I so appreciated this training! I have learned a lot and will be able to apply the learning to my work. I look forward to following through on what I have learned. I have renewed energy and excitement. Thank you facilitators. I do hope there is a follow up workshop!
- Very enlightening! Thank you.
- It would be nice to have the sessions more spread out – more time to allow for us to do more work while we're here. Perhaps four days instead of three? Spread out over four weeks.
- Thank you facilitators for this opportunity to grow as a person.
- Very down to earth, a good opportunity for reflection.
- Thank you for this transformation opportunity
- Please offer this again for other leaders! It is such a powerful workshop and great opportunity.
- Would really like to bring the workshop to my organization!! "Great Job!" WOW. This comes at an amazing time for me because I'm in a time of transition. Thank you so much for the excellent facilitators, content, facility, meals... I could go on and on. This is a huge blessing.





# Innovative Approaches

Mill Woods Youth  
Collaborative

A Student Voice

## Report Summary

5 Mill Woods Schools participated in *A Student Voice*, a project designed by the Mill Woods Youth Collaborative. The Mill Woods Youth Collaborative is a partnership of human service providers working in Mill Woods who were interested in developing the project as a way to **engage youth in discussing social & community issues**, and to **assist service providers in responding to the needs identified by the youth**.

*A Student Voice* used **community mapping** to invite Grade 8 Mill Woods students to:

1. Identify assets in their community
2. Identify safe and unsafe areas in their community
3. Think of creative ways to improve undesirable areas and activities in their community

The lessons aimed to engage students in conversations about their community, and specifically about how they view community safety. The lessons fit into the local Grade 8 Health and Life Skills curriculum and were facilitated by their teachers. The students considered where & how they spend their after-school time, where in Mill Woods they feel safe or unsafe, and what could be done to make Mill Woods a safer place and a better place for teens.

When discussing what they could do to make the community a better place for teens, suggestions included: keeping public areas tidy, better lighting at night, improved traffic control, reporting criminal activities and community engagement (e.g. volunteering, community discussions.) We will use their comments as a starting place for engaging youth in further conversations and to inform our ongoing work.

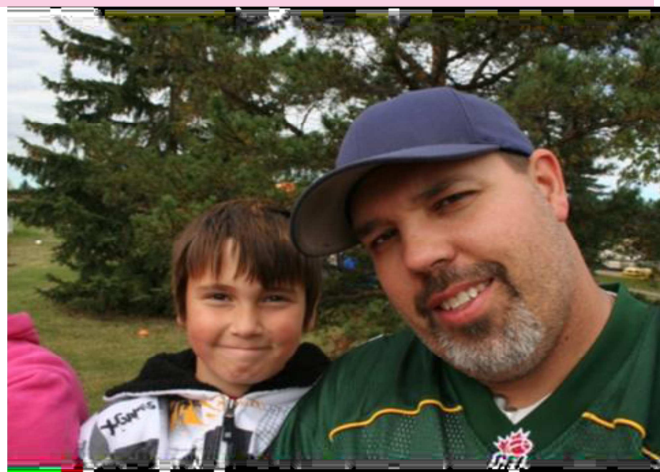
Two samples of posters created by the students follow.







## *Getting to Know Knottwood*



The *Getting to Know Knottwood* project 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 people from within their own community to provide ideas about how engagement can be improved to make Knottwood a healthier, safer and more vibrant place.

### **Why Getting to Know Knottwood?**

The Knottwood Community League and its United Way partners recognized the importance and positive impact that social inclusion can have on creating healthier, happier, safer and stronger communities. By better connecting the community through a process of engagement we hoped that people would begin to develop positive interpersonal and group skills, which would help to build and enhance relationships.

Together project partners wanted to attract and keep more people actively participating in their community(ies); both by 'just taking part' and by encouraging and promoting volunteerism. This project was viewed as an excellent opportunity to start reconnecting with the community, to look at how this can be done objectively with feedback from a wide group of residents, and to create a plan to further engage with people over the next few years in Knottwood and potentially elsewhere.

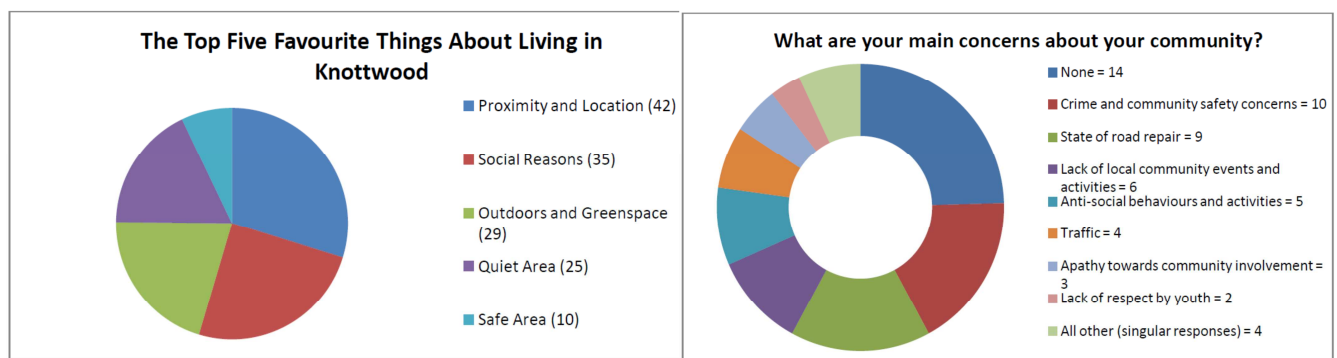
## Project Methodology

For this project a creative and highly qualitative approach was chosen as the methodology. The process for data collection utilized a 'community conversation' approach. In order to provide a framework in which these conversations could provide meaning, the project team agreed on a set of key questions to use throughout the data collection phases of the project. Four methods of data collection were used within this project – questionnaires, semi-structured interviews, focus groups, and a large community event at the end of the initiative.

Overall, 210 people (children and adults) participated in this project between September 2011 and January 2012.

## Findings and Recommendations

The findings and recommendations are being used by the Knottwood Community League to inform programming and further engage citizens. See a couple of the results below.



### QUOTE:

“M.A.P.S. Alberta Capital Region provided Knottwood Community League with several maps for use at a neighbourhood level over the past year. These maps enabled us to visualize our community and how it connects together. The maps were also a useful tool to help people unfamiliar with Mill Woods understand where Knottwood is situated within Edmonton and understand the place in a wider context. The service provided by M.A.P.S. was fantastic and the turn around was very fast.

Aside from the specialist mapping support, M.A.P.S. was, and continues to be, an extremely supportive partner in our “Getting To Know Knottwood” initiative.

The support from the M.A.P.S. Coordinator was particularly helpful in the planning process and ensured all actions were completed to timescale and budget.

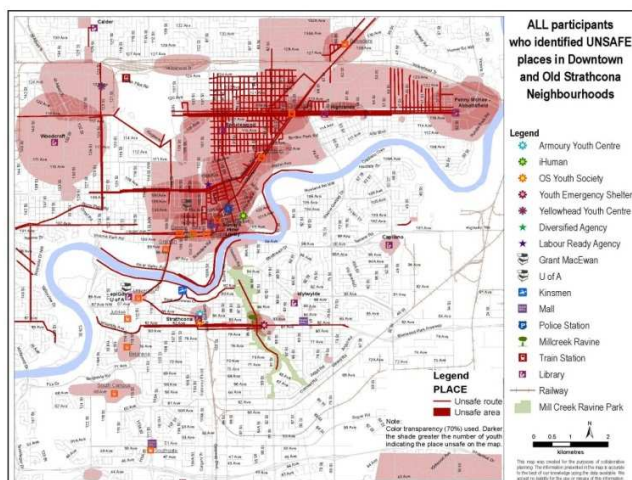
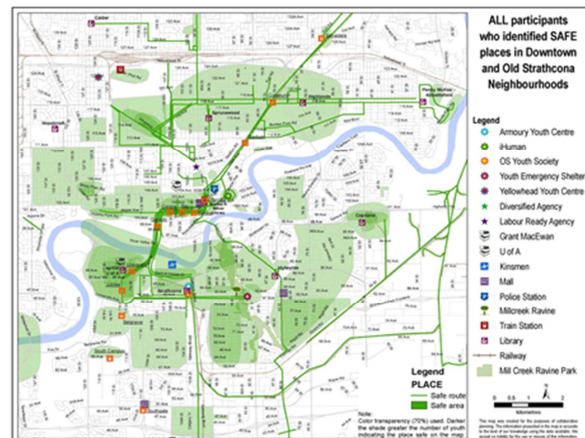
*Shireen Mears,  
Project Coordinator, Getting To Know Knottwood*



## Considering the Impact of Social Exclusion on High Risk Youth

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 whom 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.

Geographic Information Systems (GIS) were used to document, on the map, the route(s) and destination(s) that high risk youth report to be their typical daily travels and their perceived safe and unsafe places in the city. Below is a couple of examples of maps depicting the areas that the youth perceived as either 'safe' or 'unsafe'.



# Social Atlas

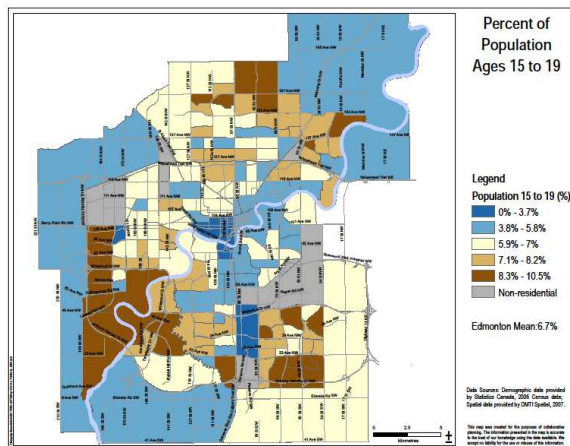
The Edmonton Social Atlas and the Regional Social Atlas have evolved from the work M.A.P.S. has been undertaking with local area networks of human service providers for over 7 years using the Community Mapping & Collaborative Planning Process.

It became apparent that many of our planning decisions are city or region wide. Therefore information required for effective planning 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.

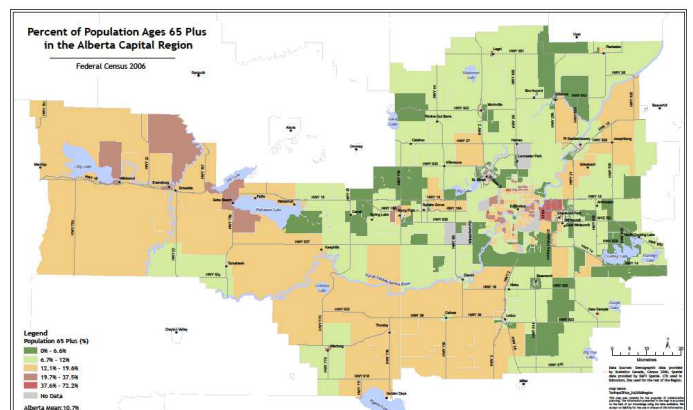
These maps were created using a variety of data sources: Statistics Canada 2006 Census, City of Edmonton 2009 Municipal Census, 211, INFORM Alberta database, County directories, Service Directories compiled by LANS, municipalities and other partners, CFSA Region 6 and Parent Link Alberta websites.

Samples of maps follow:

## **Edmonton**



## **Alberta Capital Region**



### Re: MAPS Website

**"I have been getting lost in the extensive data you folks have put together. I just can't say enough about this project, and how it can go a long way to address community issues, well done."**

**Scott Ferguson**

## What Our Partners Say About MAPS

"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*

"Over the last few years working with M.A.P.S., their role has changed from being an entity that helped the South West Edmonton Interagency Committee focus and explore what resources were/were not available in SW Edmonton and how to find and track available space for non-profit organizations so that they could become a part of the SW Edmonton social agency network. The mapping allowed our collaborative the ability to explicitly illustrate the lack of not for profit social services available to SW Edmonton residents and assisted in determining some key action areas that  
(cont'd)

we could help bring change to in SW Edmonton. Deborah Morrison has continued to be a great source of support in moving from the mapping and exploration phase into keeping our committee focused and searching for more ways of collaborating with other services to come together to utilize and share all the strengths of each organization rather than starting new organizations which our current economy can't support."

*Wendy Melnyk,  
Edmonton South Community Corrections, Correctional Services Division*

### What Our Partners Say About MAPS (con'td)

"We would like to acknowledge and celebrate the collaboration between Early Childhood Development Support Services and M.A.P.S.. For the past 3 years the staff from M.A.P.S., E.C.D.S.S. & Region 6 C.F.S.A. have provided the Kouzes and Posner Leadership Challenge workshop to over 250 leaders within the Social Service Sector.

M.A.P.S. staff has either participated in or supported all of the workshops and the development of the training. This collaborative relationship has been and continues to be crucial to the successful promotion of leadership development in the human services community"

*Tracy Bridges,  
Acting Executive Director,  
ECDSS*

"The funding provided to the Parkland & Area Community Partnership through M.A.P.S., has played a large part in the continued viability of the "Partnership" and it's sub-groups. It has ensured administrative support by allowing us to pay a minute-taker, who ensures the minutes of all the various meetings are sent out to the members.

This has resulted in 3 times yearly "Partnership" breakfast meetings, monthly Response to Family Violence meetings, and now regular meetings in support of the ECMap Project. All of these groups have shown themselves to be valuable to the participants."

*Loraine Berry, FCSS Supervisor,  
Spruce Grove Family & Community  
Support Services*



"M.A.P.S. Alberta Capital Region has been a key support for the last 8 years in providing essential information to non-governmental and government organizations across Alberta. More importantly, M.A.P.S. has been a catalyst for community and partnership efforts across the Capital Region"

*Harry Oswin,  
City of Edmonto  
n*

"...MAPS has played a valuable role in the development and sustainability of the West Edmonton Mapping and Planning Group.

West Edmonton was one of the last areas of Edmonton to take on mapping. Deborah Morrison was tireless in engaging various community groups already existing in our area to express the value that mapping would have on our community!

Once created, Marijana was very patient with us as we worked as a group to create and sometimes recreate our maps. These maps have helped us to tell a story of how well we are supporting families in West Edmonton and where we can continue to work.

As our WEMAP Group broke into smaller task groups to take a closer look at how we might respond to some identified needs, we struggled for some starting points.

Deborah was invaluable to us at this point to mentor our little groups and give us some possible jumping off points to get us started.

The funding to provide ongoing admin support to our WEMAP steering group and two tasks groups is important glue that keeps us all coming to these tables as the work of collecting and distributing documentation of our work is not on anyone's shoulders.

*Adine Shuchuk, Coordinator  
West Edmonton Parent Link  
Jasper Place Child and Family Resource Centre*

# Showcase @ Chateau Louis

## May 16<sup>th</sup>, 2011



M.A.P.S. was pleased to host over 50 members of Local Area Networks and other community members who had the opportunity to hear from a number of speakers

- Loraine Berry – Parkland & Area Community Partnership
- Old Strathcona Initiative – Considering the Impact of Social Exclusion on High Risk Youth
- South West Edmonton Mapping Families Sub-Committee – Reaching Our Community Kids (R.O.C.K.) Program
- Marijana Bijelic – Edmonton Social Atlas
- Shaughnessy Fulawka – Early Child Development Mapping Project Update
- Vanessa Desa – Out of School Time Care
- Mill Woods Mapping & Beyond Youth Collaboration – A Student Voice
- West Edmonton Mapping & Planning Committee – Circle of Support
- Barbara Dart -Community Change
- Deborah Morrison - Setting the Conditions for Collective Wisdom To Emerge: Lessons from John Ott



# Staff & Contact Information

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

**([deb@mapsab.ca](mailto:deb@mapsab.ca))**

- ♦ **Marijana Bijelic, Social Geographer**

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- ♦ **Shama Noone, Office Manager**

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