



M·A·P·S
ALBERTA CAPITAL REGION

Mapping and Planning Support Annual Report 2014



United Way
Alberta Capital Region

Alberta Government

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Annual Report 2014

THE M.A.P.S. TEAM

M.A.P.S. (Mapping & Planning Support) Alberta Capital Region is a team of 6 people (3 FTE's) who support groups of human service providers and community members to do effective collaborative planning and to make evidenced based decisions. M.A.P.S. facilitates community engagement processes among service providers and community members. Various forms of community mapping tools are used to build capacity among participants for planning purposes. M.A.P.S. brings together the professions of social work and social geography resulting in an effective social planning approach.

M.A.P.S. VISION

Healthy and resilient communities for children, youth, individuals and families.

MISSION STATEMENT

M.A.P.S. facilitates processes with human service providers and/or community members to identify and amass information for the purpose of creating community profiles and assisting with their use in collaborative planning.

GOALS

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



The “Collaborative Mapping and Planning” process was developed and refined over 4 years by Local Area Networks as they were engaged in community mapping processes. This model and the details related to each phase are attached to this report as Appendix 1 & 2.

Coordinator's Report

2014 was a great year for M.A.P.S.. We were able to continue to develop new and innovative mapping methods based on emerging needs. We were able to assist our human service partners by providing access to our maps and information and we assisted with 19 collaborative initiatives.

In 2014 we focused on seven streams of activities.

- Continued development of our social mapping expertise and innovative approaches to sharing complex information
- Community mapping and collaborative planning utilizing the 5 phase model developed by M.A.P.S. (Appendix 1 & 2) with geographic Local Area Networks
- Supported local and regional community mapping committees with administrative support
- Engaged in/facilitated/supported collaborative planning processes with existing partnership efforts as requested
- Participated in Leadership Development
- Conducted research for the purpose of enhancing community profiles and
- Developed a Best Practice Research Wiki

In 2014 M.A.P.S. was able to diversify our mapping portfolio by adding “journey mapping” or “typical client experience” mapping to our efforts. This evolutionary step was obvious given that demographic and resource mapping profiles were able to help us see what services were available, or the lack thereof, but they did not tell us how people were experiencing the services overall. Although specific programs and services are reporting program outcomes, many human service providers are interested in what happens as a person “navigates the system” of supports and services. This year we scratched the surface of this social mapping method. M.A.P.S. will make the development of this form of mapping a priority in 2015.

Another area of growth for M.A.P.S. was our ability to participate in community based research projects. Working 10 hours per week, our Research Coordinator was involved in 2 critical research efforts: the Mill Woods Youth Coalition Social Norms Campaign Project and the Old Strathcona Community Mapping Committee research with vulnerable youth.

Another highlight of 2014 was our ability to provide investment maps to our funding partners which assisted them in their planning processes.

With the release of the 2014 municipal census data in the Fall we were able to update our Edmonton Social Atlas and Local Area Network mapping profiles.

We also spent considerable effort in updating our website to make our maps and complimentary information 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. Our website statistics for the period September, 2013 to August 2014 indicate 110 *average daily* visits.

Some innovative collaborative projects we have been a part of in 2014 which I would like to focus on in this report are:

- The “Safe Streets” Project being carried out by the Old Strathcona Community Mapping and Planning Committee, which has wrapped up its’ 3rd phase of a dialogue with youth and has identified some recommendations for supporting youth engaged in high risk behavior (page 13).
- The development of “journey mapping” or “story mapping” which we intend to refine much further (page 7).
- The Building Bridges Committee in Fort Saskatchewan undertook a Family Violence Prevention planning process. They were able to identify existing resources, identify gaps in supports and services and created a plan to address those gaps (page 9).
- “Parents as Champions”, an Early Years Continuum Project, wrapped up in the Knottwood Community (page 15).
- Leadership Development: 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 5 colleagues in different roles and from different organizations within our sector. To date more than 350 colleagues have been trained. M.A.P.S. remains committed to this endeavor. In 2014 M.A.P.S. co-facilitated a workshop on “Shared Leadership” at the Alberta Early Years Conference (page 17).
- Best Practice research Wiki. Our wiki continues to grow (page 11).
- Our annual Showcase, held in April, highlighted some very effective collaborative work being carried out in our region (page 18).

As this is the interim year between evaluation surveys of our partners we have collected some unsolicited feedback received during the year regarding M.A.P.S. contribution to our partners collaborative efforts. You can find these comments on page 20.

It is a pleasure to work within a small committed team of professionals pictured below. We had some happy changes to our team during the year! In September Michelle gave birth to her second child and Lindee joined our team as a part time Social Geographer. Shama semi-retired in 2014 and we hired Rabia to provide Administrative Support. Shama continues to help us with the website and urgent needs which arise occasionally.

One of the challenges we faced was one Social Geographer’s (Chaka) unexpected leave as of December 31st. Lindee did a stellar job keeping up with the G.I.S. mapping demands, often working more than fulltime hours to keep up.

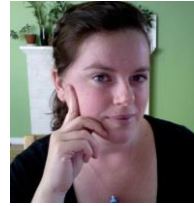
Amanda and I (Deborah) continued to enjoy the challenges and excitement of developing the required mapping methodologies and processes to assist our colleagues and enhance their capacity for collaborative planning.



**Lindee Golden,
Social Geographer**



**Michelle King &
Chaka Zinyemba
Social Geographers &
Multimedia Storytellers**



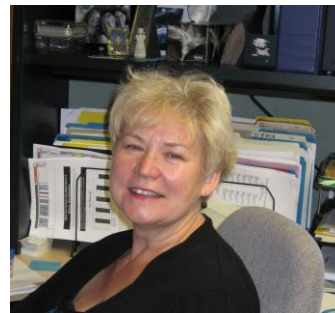
**Amanda Almond
Research Coordinator**



**Shama Noone
Website Support**



**Rabia Taha
Administrative Support**



**Deborah Morrison
M.A.P.S. Coordinator
Partnership Enhancement Facilitator**

I would like to thank our funders, the City of Edmonton F.C.S.S., the United Way Alberta Capital Region and Edmonton Region Child and Family Services-Alberta Human Services, for their continued support for this joint initiative, both financially and otherwise.

We look forward to another year of growth and development in 2015.

Deborah Morrison

Continued Development of Social Mapping Expertise

Journey Mapping

Journey Mapping has been an exciting Social Mapping method initiated by M.A.P.S. in 2014 with promising results.

Wanting to explore new styles of mapping youth experiences, M.A.P.S. approached the Old Strathcona Community Mapping and Planning Committee (OSCMAP) about mapping a “typical youth journey” for youth engaged in high-risk behaviour. A youth Journey Map was started in May 2014 using markers and pens on paper. It was immediately evident that the resulting map(s) would be very complex, reflecting the complexity of the youths’ lives.

The project scope was narrowed to the following question: **“What happens when a suicidal youth goes to the emergency department? What happens in that experience?”**

A rough draft of the mapping work was input into the online software program LucidChart, a new tool for M.A.P.S.. The map was reviewed at each collaborative meeting, adding more detail along the way. For example, the map started with a youth going to the emergency department, then at a meeting a “*police escort*” was added, and then at a later meeting “*youth worker accompaniment to the emergency room*” was added. Each revision sparked new ideas and circumstances to the map.

Other ideas for maps were quickly and enthusiastically identified. Related to the Safe Streets Transit project, a map of **“What happens when youth receive tickets and fines for accessing transit without payment?”** was proposed. Other maps were initiated, including a crisis map and maps for youth accessing detox. As the maps are all currently in draft form, sharing has been limited. However, wherever the maps have been shared, they resonate strongly with viewers. Viewers are keenly interested, and often request copies for their own use.

As 2014 drew to a close, OSCMAP team members identified a goal to add more visual aspects to the maps (such as icons and graphics), to make the maps more intuitive for viewers. Capturing more of the emotional experience is another future effort for Journey Mapping.

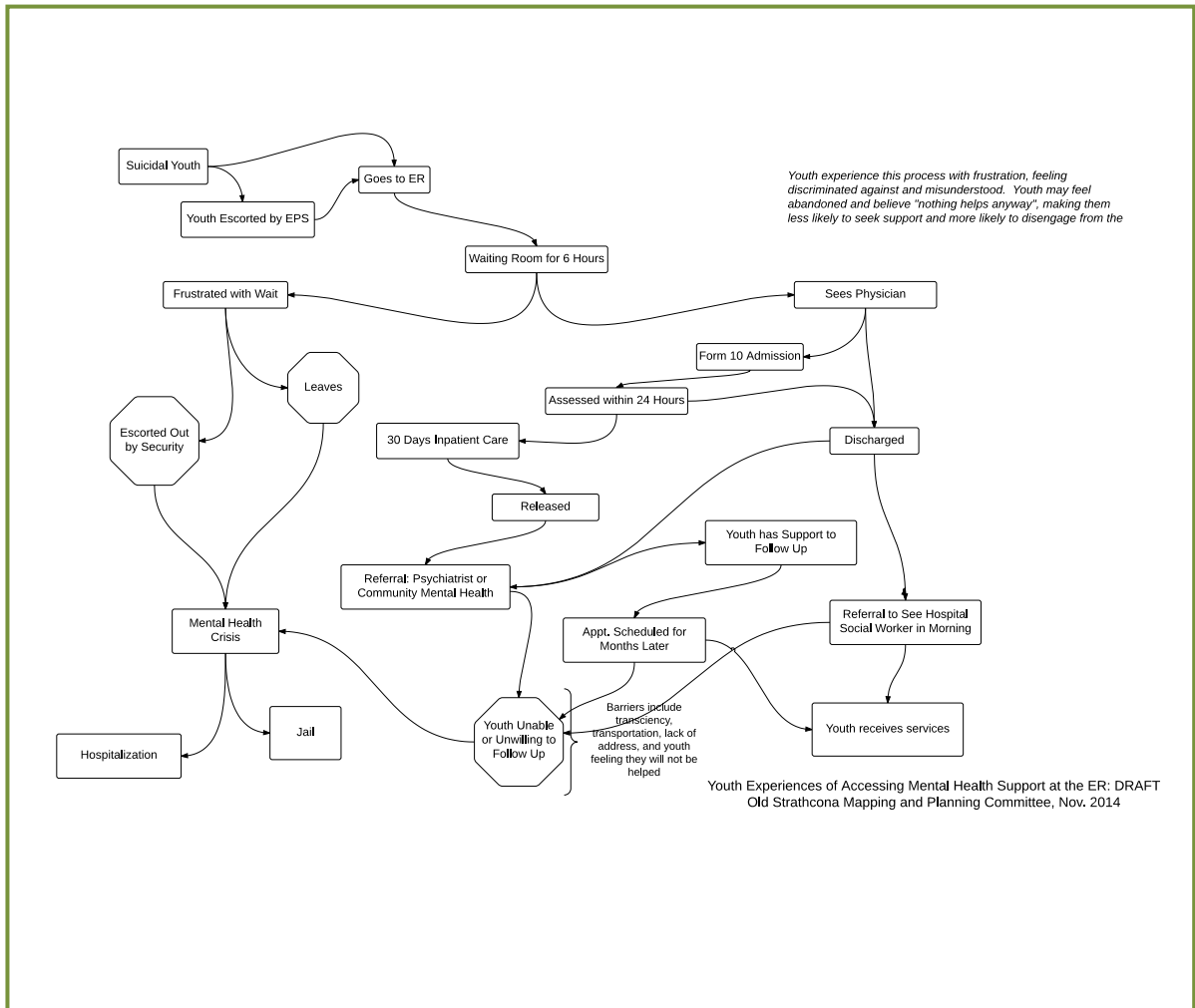
M.A.P.S. looks forward to extending the use of the Journey Mapping method to capture and better understand complex experiences.

A sample draft of the Suicidal Youth at the Emergency Department map follows:

Continued Development of Social Mapping Expertise (cont'd)

Journey Mapping for a Suicidal Youth at the Emergency Department

Journey Mapping (cont'd)



Continued Development of Social Mapping Expertise (cont'd)

As part of their initiative "Ending Violence Against Women and Girls in Rural Communities" the members of "Building Bridges" a network of human service providers spent time mapping existing services, identifying gaps and creating an action plan to address the gaps. M.A.P.S. was happy to facilitate this process and prepare maps for the partners.



Handwritten notes on a piece of paper:

- CFS → relationship + knowledge building
- RKS → expectations
- RKS → community support
- Affordable Housing
- Local Shelter
- Transportation
- Alberta Works
- Second stage housing
- Homeless Shelter
- Special transportation → assisting service
- Counselling → lack of different supports/identified needs
- Childcare → emergency response
- Affordable → quality
- Affordable res programs
- Awareness → promotion of programs + services available

Gaps

Building Bridges Family Violence Prevention
Continuum of Services

| Health Promotion | Prevention | Early Intervention | Intervention/Postvention |
|---|---|--|---|
| Positive behavior reinforcement Counseling services delivery Low cost and broad reach | Positive behavior reinforcement Targeted at high prevalence population Low cost and broad reach | Early identification of potential issues Behavior and indicator treatment Targeted at those with single risk factors or predominant risk factor combination Subsequent child and reach Target: 1st (FVAP) FCSO | Emergency crisis treatment Severe and chronic problems Targeted at those with multiple risk factors or an immediate need of protection Highest cost → narrow reach RCMP/NGU |
| Information Resources (print or public library - Free programs for all ages and gender) - community | Family Violence Prevention Program (Clear Choice Service Centre) | Home Visitation Health for Two Family Violence Prevention Kids Have Stress Too | Family Violence Prevention Program Employment Programs Target: 1st (FVAP) FCSO |
| Child Support (B & O) Child Support (B & O) Home and Gardens (Provisional Rental) | CMV Enbridge - V Working Group Bridges FCSO (B & O) Healthy Relationships RCMP/NGU Counselling | Home Visitation Health for Two 4th Floor Service Tool | Multiple Home Visitation Family Violence Prevention Child Support Child Support Child Support Child Support Services |
| Learning Centre Health for Two RCMP/NGU Sing and Sign Employment Programs | Creating Content Kids (CFE) FCSO Home Visitation Health for Two 4th Floor Service Tool | Multiple Home Visitation Family Violence Prevention Child Support Child Support Child Support Child Support Services | Multiple Home Visitation Family Violence Prevention Child Support Child Support Child Support Child Support Services |

ACTION steps

Utilizing the L4 Home Safe Home Project

- Jodi
- Aimee
- Barb → linked wing
- Heather → nursing student

Bringing info to 2B
CFS - Heather, Barb, Son
Alberta Works - Aimee
AHS - Tommy

Transportation

- STSS expanding service criteria
- Corrine
- Jodi
- Aimee

Continued Development of Social Mapping Expertise (cont'd)

Partnering with the E.F.C.L., the M.A.P.S. team undertook some research with residents attending Heritage Days. The purpose was to identify the neighborhoods participants lived in, their length of time in Canada, and why they moved to their neighborhood. The methodology used was to invite families to use a color coded marker to place a symbol on the map where their address was indicated and to complete a short survey.

The exercise was fun and it was successful in introducing people to mapping. 208 neighborhoods were indicated on the maps. Of the 497 survey responses received, when asked why they moved into their neighbourhood the most popular response was “loved this neighborhood” (244) and the second was “close to work” (194). The third most popular choice was “close to friends and family” (138) and 129 chose “affordability”.

When asked about their country of birth, 256 of 497 answered “Canada”. 62 different countries were named by the remainder of the respondents. In addition, when reporting languages spoken at home, 336 stated “English” and 44 other languages were named.

Our relatively small sample of Edmontonians definitely demonstrated the diversity of our population.



Best Practice Research Wiki

The Best Practice Research Wiki (<http://mapsab.ca/wiki/>) continues to identify current research that is relevant to our community partners.

Information available on the wiki includes literative reviews, systematic reviews, and identification of existing online research resources such as toolkits, research units, and libraries on topics such as childcare or domestic violence.

Screenshot of the LGBTQ+ Youth wiki section

Resource Guide

[LGBTQ Youth Resource Guide for Edmonton](#)

LGBTQ Youth Homelessness

[No Safe Place to Go: LGBTQ Youth Homelessness in Canada](#) (Literature Review)

Abstract:

Lesbian, gay, bisexual, transsexual, transgender, and queer (LGBTQ) youth are overrepresented in the homeless youth population. This review synthesizes the literature on the topic of LGBTQ youth homelessness and provides a comprehensive overview of the unique needs of this population and the barriers to support. The review culminates in recommendations for support services and further research on this topic. This review is intended for shelter and service providers, and policy makers to respond to the needs of this population and to enhance knowledge in this area.

Abramovich, I. A. (2012). No safe place to go-LGBTQ youth homelessness in Canada: Reviewing the literature. *Canadian Journal of Family and Youth Studies*, 4(1), 29-51.

Homeless LGBTQ Youth (Info Sheet, August 2014)

<http://www.urban.org/UploadedPDF/413209-Homeless-LGBTQ-Youth.pdf>

Homeless LGBTQ Youth in Toronto (Infographic)

The infographic shows the many difficulties LGBTQ2 (Lesbian, Gay, Bisexual, Transgender, Transsexual, Queer, Questioning and 2-Spirit) youth face as they search for shelter in Toronto. The staggering numbers in the infographic illustrate the lack of specialized services/housing initiatives. For more information, visit: <http://www.homelesshub.ca/gallery/homeless-lgbtq2-youth-toronto#sthash.9PvxCpYt.dpuf>

What's Good for the Gays is Good for the Gander: Making Homeless Youth Housing Safer for Lesbian, Gay, Bisexual, and Transgender Youth

Abstract

Across the United States, lesbian, gay, bisexual, and transgender (LGBT) youth are grossly overrepresented in the homeless youth population. This Note examines the causes of the overrepresentation and the increased risk of being victims of violence in homeless youth housing facilities. This Note examines the causes of the overrepresentation and the increased risk of being victims of violence in homeless youth housing facilities.

Innovative Approaches

During 2014 the M.A.P.S. Team remained committed to surveying youth and adults regarding youth behaviour and perceptions on youth behaviour. Approximately 300 youth and 100 adults have been surveyed to date. With a goal of 500 surveys we will likely be conducting analysis of the results in the 1st half of 2015 and begin the Social Norms campaign by the end of the year. The goal of the campaign will be to correct incorrect assumptions of negative youth behaviour which tend to be overestimated by youth and adults.



Innovative Approaches (con'td)

The Old Strathcona Community Mapping and Planning Committee (OSCMAP) continued innovative research with youth who engage in high-risk behaviour in 2014. Committee projects included Routes to Homes, Safe Streets Phase 3, and the Journey Mapping described earlier.

Routes to Homes: Transit and Social Skills Support Intervention for Homeless Youth

- This Homeward Trust Edmonton-funded research project was conducted in partnership with the University of Alberta
- While the research phase of the project concluded in 2013, knowledge mobilization continued in 2014
- Reports on the Transit Study were shared with: Edmonton Police Service, Donate-a-Ride, and the Ministry of Human Services
- Then-Minister Manmeet Bhullar discussed the need for transit passes for vulnerable youth with Mayor Don Iveson
- The transit report was shared with the Canadian Observatory on Homelessness, posted on their website, and through their newsletter:
<http://www.homelesshub.ca/resource/routes-homes-transit-and-social-support-intervention-homeless-youth>
- A committee member shared feedback on behalf of OSCMAP to the Transit Advisory Committee on the proposal for a Low Income Transit Pass

Social Exclusion and Youth Who Engage in High-Risk Behaviour

The Safe Streets Project, Phase 3

- Data analysis began early in 2014 for Phase 3 of Safe Streets, including qualitative description of notes from the youth interviews, and creation and analysis of maps created by youth documenting their daily travels, where they felt safe and unsafe, had been banned, and avoided or felt welcome.
- Early project findings were shared at the MAPS Showcase in October
- Several committee members, including MAPS, contributed to the scoping session for Homeward Trust Edmonton’s Youth Homelessness Strategy
- Amanda Almond and Peter Smyth presented at the Alberta Housing and Homelessness Launch and Learning Event, an introduction to Alberta’s Research Strategy, and with presentation from Alberta researchers on what we are learning about housing, shelter use, the Housing First model and specific populations who are especially vulnerable to homelessness. The Safe Streets Phase 3 presentation can be viewed online at:
<https://vimeo.com/album/3109134/video/110538815>
- Final Report writing commenced in late 2014, to be completed in 2015.

Innovative Approaches (cont'd)

As part of The Early Years Continuum Project a group of parents explored the communities strengths and opportunities for raising children in Knottwood through a Photovoice.

A photograph is usually looked at - seldom looked into. -Ansel Adams



Hand in Hand Facing the World Together

Knottwood Wrap-up Event March 19, 2014



"Through the project, parents have come together regularly in a neutral, safe and welcoming place which has helped foster relationships. These relationships have built a stronger awareness between parents of common needs and an appreciation of differences that exist within families. Ultimately these relationships have created trust between parents and a sense of belonging."

PARENTS AS CHAMPIONS CELEBRATION EVENT

Saturday, February 22, 2014, 12-4 p.m.
Ekota School and Park, 1395 Knottwood Road E.

YOU'RE INVITED to a FANTASTIC FREE community event!



To this thank-you and tell a kind farewell to the Parents as Champions group in Knottwood we are holding a special event for families in our community.

• **WELCOME!** Join us to hear about what we learned over the past two years from parents about raising children in their family's space. Take part in a family storytime, take an active family history session, or have a family caricature done.

• **WRITERS PLEASE!** Bring the contents of Ekota Starting Book for toddler family fun including: snow painting and banner making.

• **FREE!** Food and refreshments served. Knottwood Community League memberships available.

For more information email: parentsaschampions@knottwood.ca

EARLY YEARS CONTINUUM PROJECT
PARENTS AS CHAMPIONS is a Knottwood Community League initiative. We believe in the collective power of parents working together to ensure their children have the best possible start in life. This celebration event will enable parents to hear about their experiences in their community. This event is part of the Early Years Continuum Project, funded by the Alberta Child Development Program, a program of the Alberta Learning Branch of Alberta Education.

The Knottwood Community League's "Parents as Champions" initiative wrapped up in 2014. It was a funded program site of the Early Years Continuum Project of Alberta. The community development project brought parents together to identify what supports and services they need to parent successfully.

M.A.P.S. was pleased to assist this great team of community members in their community development efforts.

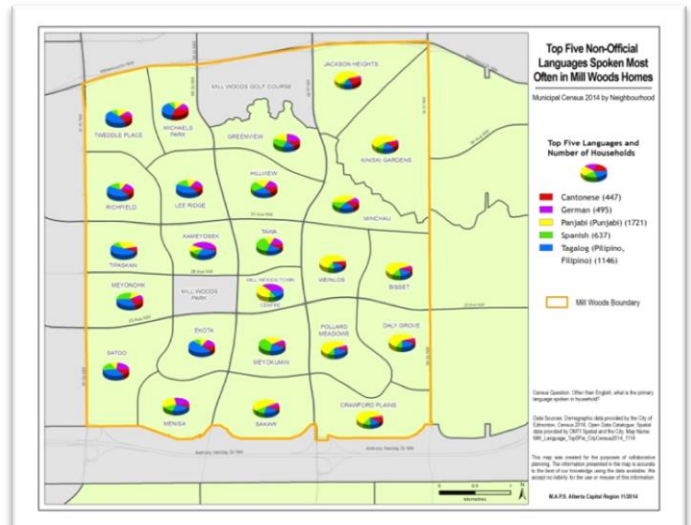
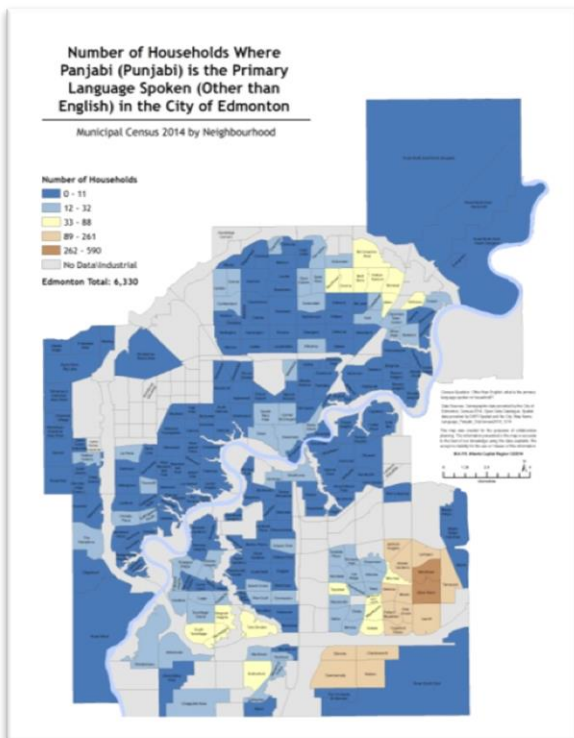
Social Atlas

This year we received 2014 Municipal Census Data and mapped Age Demographics, as well as the Top Non-Official Languages Spoken. This information was mapped for the City of Edmonton, as well as the city's geographical Local Area Networks (City Centre, Mill Woods, North Central, North East, Old Strathcona, South East, South West, and West.)

Additionally, we have broadened our resource mapping beyond what had been mapped previously by the Local Area Networks (L.A.N.s). Starting with the City View, we began to map Human Service categories available on 211/InformAlberta.ca and other similar directories. To date we have mapped Resources for Aboriginal People, LGBTQ Youth, Licensed Child Care Facilities, Mental Health, Newcomers to Canada, Seniors, and Youth. Most of these Resources were mapped by Local Area Networks as well. We are planning to map the remaining 211/InformAlberta.ca resource categories in 2015.

These maps, and many others, which make up our Edmonton and Regional Social Atlases are posted on our website (<http://www.mapsab.ca/gallery.html>) and can be downloaded.

Below is a sample of the maps that are available.

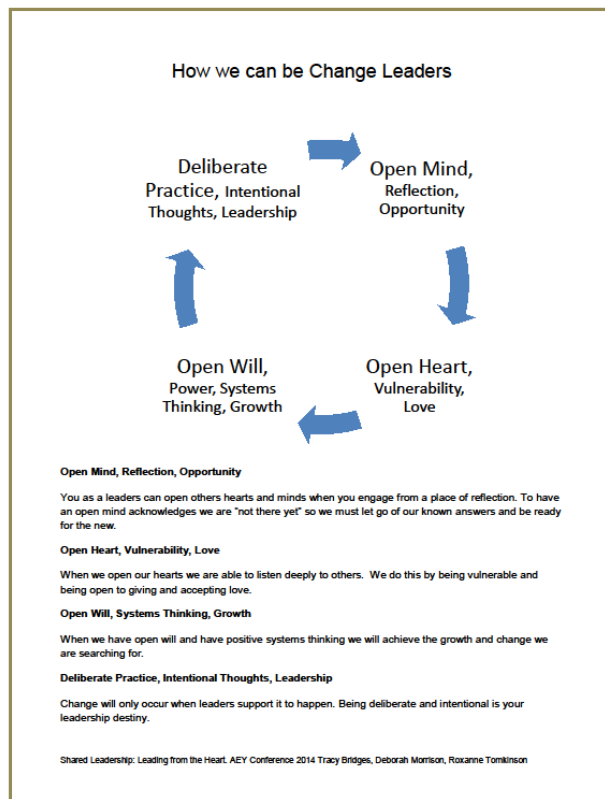


Leadership Initiative



M.A.P.S. continues to provide leadership in developing leadership skills among our colleagues in the sector.

After years of offering the Leadership Challenge course, in 2014 we added another dimension to the content. M.A.P.S. was pleased to co-facilitate a workshop “Shared Leadership – Leading from the Heart” at the Alberta Early Years Conference. The topics of Power, Love, and Systems Thinking were introduced. The interaction within the workshop and feedback afterward has demonstrated interest by our colleagues in these conversations. To the right is a diagram which conveys some of the content shared.



Collaboration Showcase @ Chateau Louis

Wednesday, April 30, 2014



Presentations (Presenters)

- **Old Strathcona Safe Streets Phase 3:** (Peter Smyth, Catherine Broomfield, Amanda Almond, Old Strathcona Community Mapping & Planning Committee & Chaka Zinyemba, M.A.P.S. Social Geographer)
- **Schools as Community Hubs Collaboration - REACH:** (Melanie Kidder, Schools as Community Hubs Coordinator, Edmonton Catholic School District; Lindsay Daniller, REACH Edmonton, Director, Community Initiatives & Development; Ann Nicolai, Schools as Community Hubs Coordinator, Edmonton Public School Board; Helen Rusich, Project Manager, REACH Edmonton)
- **Leadership Challenge Update:** (Deborah Morrison, M.A.P.S. coordinator & Partnership Enhancement Facilitator; Roxanne Tomkinson, Early Intervention Specialist, Quality Assurance Services & Supports, Human Services; Tracy Bridges, Executive Director, Early Childhood Development Support Services)
- **Social Mapping & Community Based Service Delivery (CBSD):** (Tom Sutton, Regional Manager, Specialized Service, Edmonton & Area Child & Family Services, Human Services & Clay Golden, Regional Manager Aboriginal Services & Supports, Edmonton & Area Child & Family Services, Human Services)
- **M.A.P.S. Update: Overview of Resources Available to Partners:** (M.A.P.S. Team: Deborah Morrison, Coordinator & Partnership Enhancement Facilitator; Shama Noone, Office Manager, Amanda Almond, Research Coordinator, Chaka Zinyemba & Michelle King, Social Geographers)
- **Mental Health/Counselling Services in Edmonton: A Continuum of Support:** (Jenny Kain, Director, Family & Community Supports, City of Edmonton; Dean McKellar, Supervisor, Family & Community Supports, City of Edmonton; Jean Dalton, Director, Neighbourhood Health & Personal Well-Being, United Way of Alberta Capital Region; Amy Dixon, Community Investment Specialist, United Way of Alberta Capital Region)
- **Mill Woods Youth Council Social Norms Project:** (Amanda Almond, M.A.P.S. Research Coordinator)
- **Early Years Continuum Project (EYC) :** (Barb Reid, Executive Director, GRIT (Getting Ready for Inclusion Today))



Showcase Evaluation/Feedback

75 guests registered for the 2014 Showcase, with representatives from a variety of organizations, such: Alberta Health Services, ASSIST Community Services Centre, Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area, Catholic Social Services, City of Edmonton, Community Options, Edmonton Mennonite Centre for Newcomers, Edmonton Public Library, Government of Alberta, Norwood Child & Family Resource Centre, & YMCA.

37 evaluations were received (49.3% return rate) and included the following feedback.

| | |
|---|--|
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Networking opportunities</p> | <ul style="list-style-type: none"> • Wonderful – great opportunity to go back to our colleagues to share what’s new • Great. Nice also to be able to put a face to a name on emails • Appreciated, it is great to see old faces and get caught up on what they are doing • Learning about the different organizations. The maps that we can access, which can be applied at work and other programs (will help us understand the needs in each area) • Thank you for your work organizing this annual event. It truly creates a strong sense of community • Met many people and potentially gained more connections for our research |
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">The most valuable part was</p> | <p>All of the presentations were seen as valuable. Specific comments include:</p> <ul style="list-style-type: none"> • Sharing & hearing about different initiatives happening in Edmonton • I really appreciate the diversity of presentations and great to see Edmonton Area & Family Services is so involved in these mapping processes, it gives me hope! • To listen to some really interesting case studies of collaborative efforts currently in Edmonton • Both about initiatives and networking • How the maps were used to make decisions about service delivery • Hearing what others are doing • Social strengths instead of focusing only in ‘needs’ • The success of different projects • I learned a lot about work being done in different parts of the city and I learned about new organizations/people |
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Tell me more about</p> | <ul style="list-style-type: none"> • Challenges and processes of building collaborations. How agencies are able to work in true partnerships to improve the outcomes of some of the most ‘in need’ in our communities • Success and failure – how it is dealt with by agencies • How to start our own collaborative initiatives • Evaluation approaches and resources • Progress on youth transportation issue • Future Wiki research topics • Homeless and youth specific topics and resources • Mill Woods Youth Advisory Council |



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

| <i>Coordination & Facilitation</i> | <i>Mapping Support</i> |
|--|---|
| <p>“M.A.P.S. have provided excellent leadership to be strategic, engage with the community, make decisions and move forward. The concrete data is being used to inform our knowledge about gaps in the community and increase awareness about local assets and demographics. The journey has provided many layers of rich information about the community. M.A.P.S. have promoted an extremely respectful process to work collaboratively!” <i>Pastor Robin Stewart, Chair North Edmonton Area Community Mapping Committee (NEACM)</i></p> | <p>“I have very much enjoyed working with M.A.P.S. and am so appreciative of your willingness to generate these maps in a very short amount of time. The rest of the team is also very impressed with the final product!” <i>Laura Templeton, Ph.D., Research Associate Community-University Partnership Faculty of Extension, U of A</i></p> <p>“Everyone loved the map and said that it is really helpful as it has identified the areas where we can be strategic about finding seniors who are isolated.” <i>Doneka Simmons, SAGE</i></p> |
| <p>“I have found M.A.P.S. to be an extraordinary resource for the entire non-profit sector.” <i>Brian Welling, M.A., B.A., C.C.C. Provisional Psychologist, Mental Health Coordinator Early Childhood Development Support Services</i></p> | <p>“Oooohhhh this is perfect! Thanks so much. You guys rock!” <i>Thérèse Lorincz-McRae, MEd. Mission Effectiveness Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area</i></p> |
| <p>“Thank you M.A.P.S., I am truly impressed on how quickly the connections are being made here. I will definitely touch base with the colleague you suggested.” <i>Susanne Lal-Prakash Community Outreach Counselor Newcomers 1-Step Settlement Program Bredin Institute – Centre for Learning</i></p> | <p>“The work that M.A.P.S. has done for us this past year has been amazing. Child and Family Services is undergoing a generational change in how business is conducted. Using the geo spatial mapping technology has enabled us to have an on the ground understanding of the communities we serve and where we need to concentrate our resources. Thus making a real difference in the lives of the children and youth that we serve.” <i>Paul Loosley, Regional Manager Planning & Coordination Edmonton & Area Human Services</i></p> |
| <p>“Thanks very much M.A.P.S. the maps with the additional street labels are exactly what I needed.” <i>Shireen Mears Project Engage, Knottwood</i></p> | <p>“M.A.P.S., you have done some beautiful work here. Thank you so much!” <i>Brian Welling, M.A., B.A., C.C.C. Provisional Psychologist, Mental Health Coordinator Early Childhood Development Support Services</i></p> |

Staff & Contact Information

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Website: www.mapsab.ca

Appendices

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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>Phase of Work</i> | <i>What does it entail</i> | <i>How</i> |
|-----------------------------|--|---|
| <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 |