



# Community Mapping Workshop

Identifying and prioritizing the needs of your  
community and partners.

January 19, 2022

# Land Acknowledgement



Evergreen is located in Tkaronto, the traditional lands of Huron Wendat, the Seneca, the Mississaugas of the Credit River, the Haudenosaunee and the Anishnaabek. This land is governed by Treaty 13 and is subject to the Dish with One Spoon Wampum covenant. These treaties challenge us to see our common purpose, share the gifts of the land and to step into our role as caretakers.

# Your facilitator

## Matthew Carreau (He/His/Him) - Evergreen

Matthew is a Senior Program Officer at Evergreen working on the Housing Supply Challenge Support Program. Matthew has background in urban and community development, public engagement and collaborative design. He has a decade of experience designing and delivering urban innovation projects in cities across Canada and in the UK, including roles in urban planning, digital ‘smart cities’, community engagement and co-design, and social entrepreneurship.

# Ground rules

- **Please update your display name on Zoom!**  
*Name (preferred pronouns) - Organization or Team name*
- **This workshop is interactive and requires a computer or laptop**  
The workshop activities we have planned cannot be completed if you simply dial into the meeting on a phone. Please use a desktop or laptop computer.
- **Technical support**  
If you have any technical questions or need support with Zoom or Miro, please comment in the chat or email us at [HSC-DOLsupport2@evergreen.ca](mailto:HSC-DOLsupport2@evergreen.ca)
- **Please keep your microphone on mute during presentations**
- **Questions and input are welcome!**  
We have a dedicated discussion and Q&A section towards the end of this workshop, but if you have a burning question or just a general comment, drop it in the chat!
- **If you need to step away from your computer for a moment...**  
Place an asterisk (\*) in front of your display name

# Workshop objectives

- + Explore how mapping can be used as a critical tool to help you identify interested parties and their relationship to your project.
- + Brainstorm the different types of roles and interests in the housing ecosystem.
- + Identify the interested parties (individuals, groups, communities, organizations, etc.) connected to your project in every stage.
- + Identify the priority individuals, groups and organizations with an interest in your project and any potential gaps.
- + Understand the importance of taking a human-centred approach.
- + Lay the groundwork for the Community Engagement Workshop by identifying who you need to engage.

# Agenda

**1:00pm** Welcome and Introductions

**1:08pm** Icebreaker

**1:20pm** Part 1: Identify

- Activity #1: Housing ecosystem map
- Activity #2: Identify the interested parties connected to your project in every stage

**2:05pm** Break

**2:10pm** Part 2: Prioritize

- Activity #3: Critical Reflection Activity
- Discussion + Q&A

**2:45pm** Part 3: Shortlist

**2:55pm** Wrap up & Next Steps

# ICEBREAKER DISCUSSION

*What roles and interests do YOU hold (personally or professionally) in the housing sector?*

- Be specific, use examples, tell a story!
- Draw from personal experience and professional roles
- This can be a current or past example
- You might play multiple roles!

- Breakout groups of 3  
3 minutes per person
- 1 minutes to introduce yourself & give a brief overview of your project
- 2 mins to answer the question

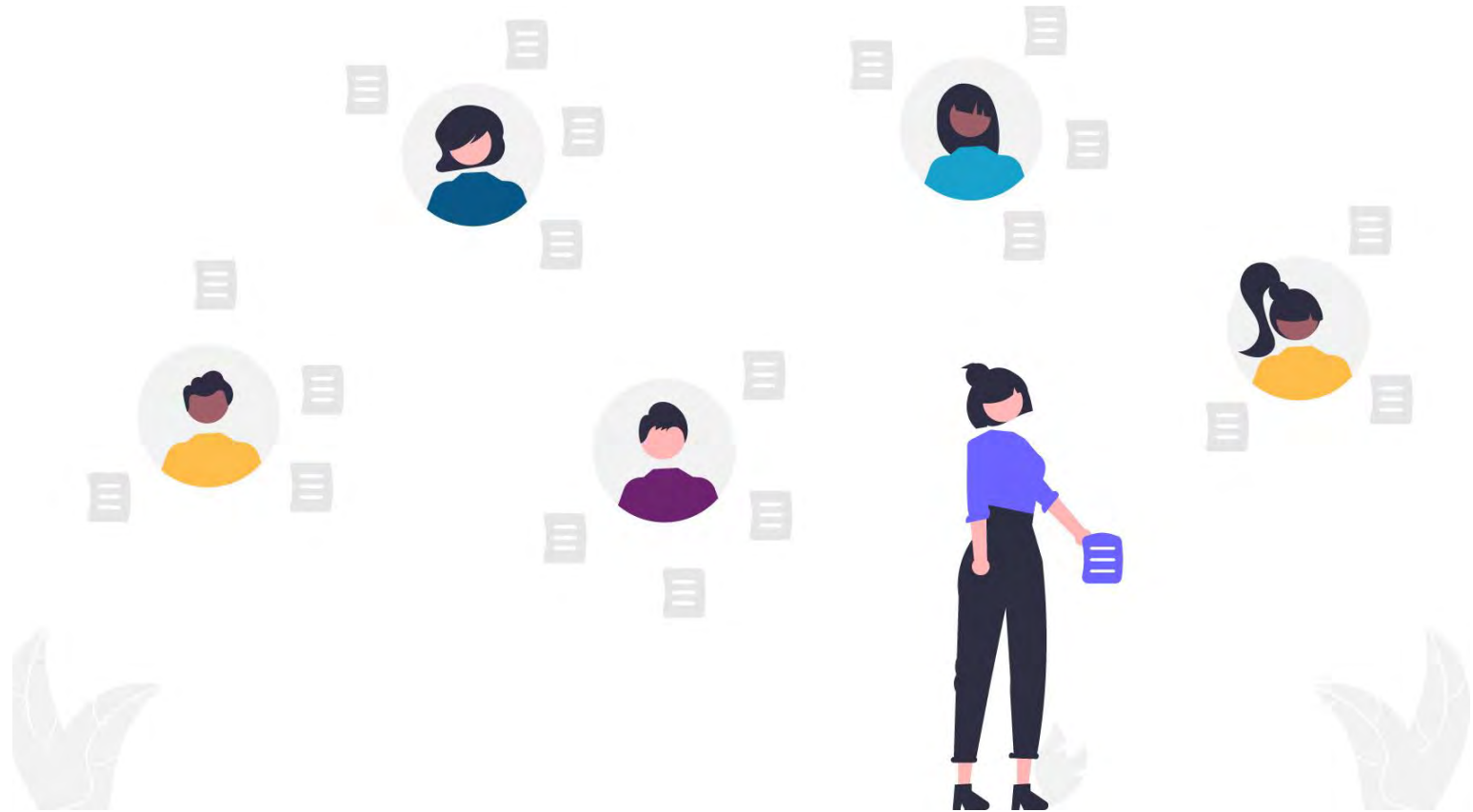


# PART 1

## Identify

- Brainstorm the different types of roles and interests in the housing ecosystem.
- Identify the interested parties connected to your project in every stage.

30 minutes





**Decision-makers  
& Funders**

**Housing Allies**

**"Users"/ People with  
housing needs**

**Local Community**

**Housing Ecosystem Map**

**Indigenous Partners**

**Priority Populations**

**Agencies &  
Support Program**

**Builders & Operators**

**Research & Data**



# LET'S BRAINSTORM



## Housing Ecosystem Map

# Activity #1: Brainstorm the different types of roles and interests in the housing ecosystem



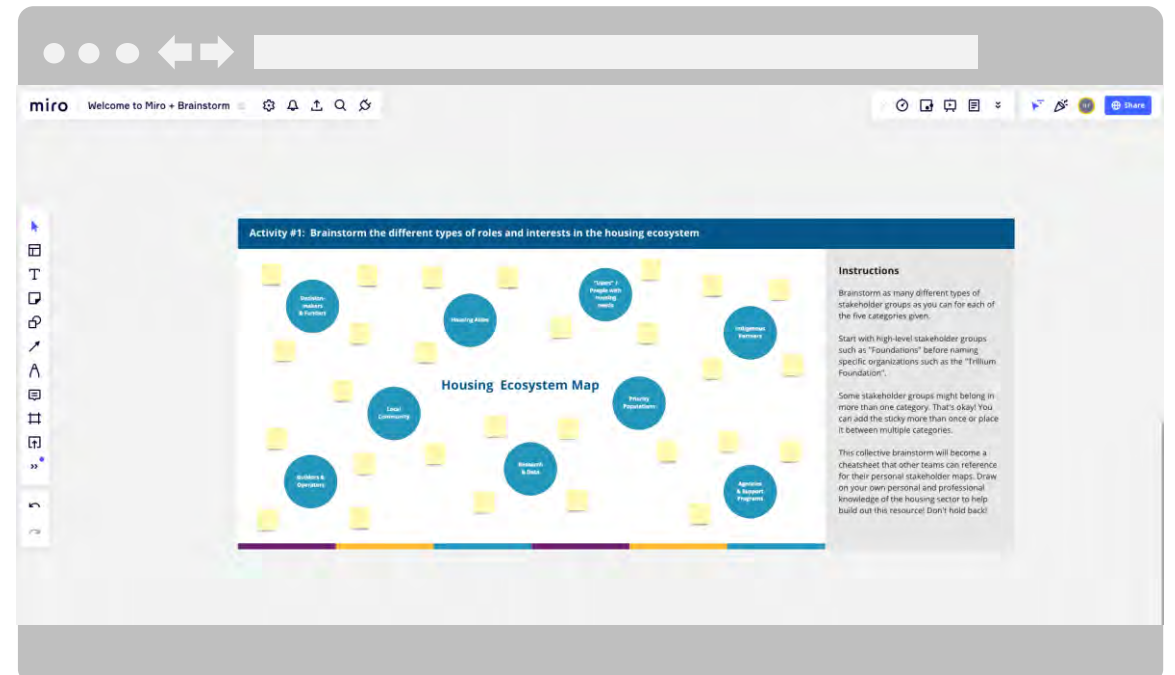
**Length:** 10-minutes

**Format:** Collaborative brainstorm activity

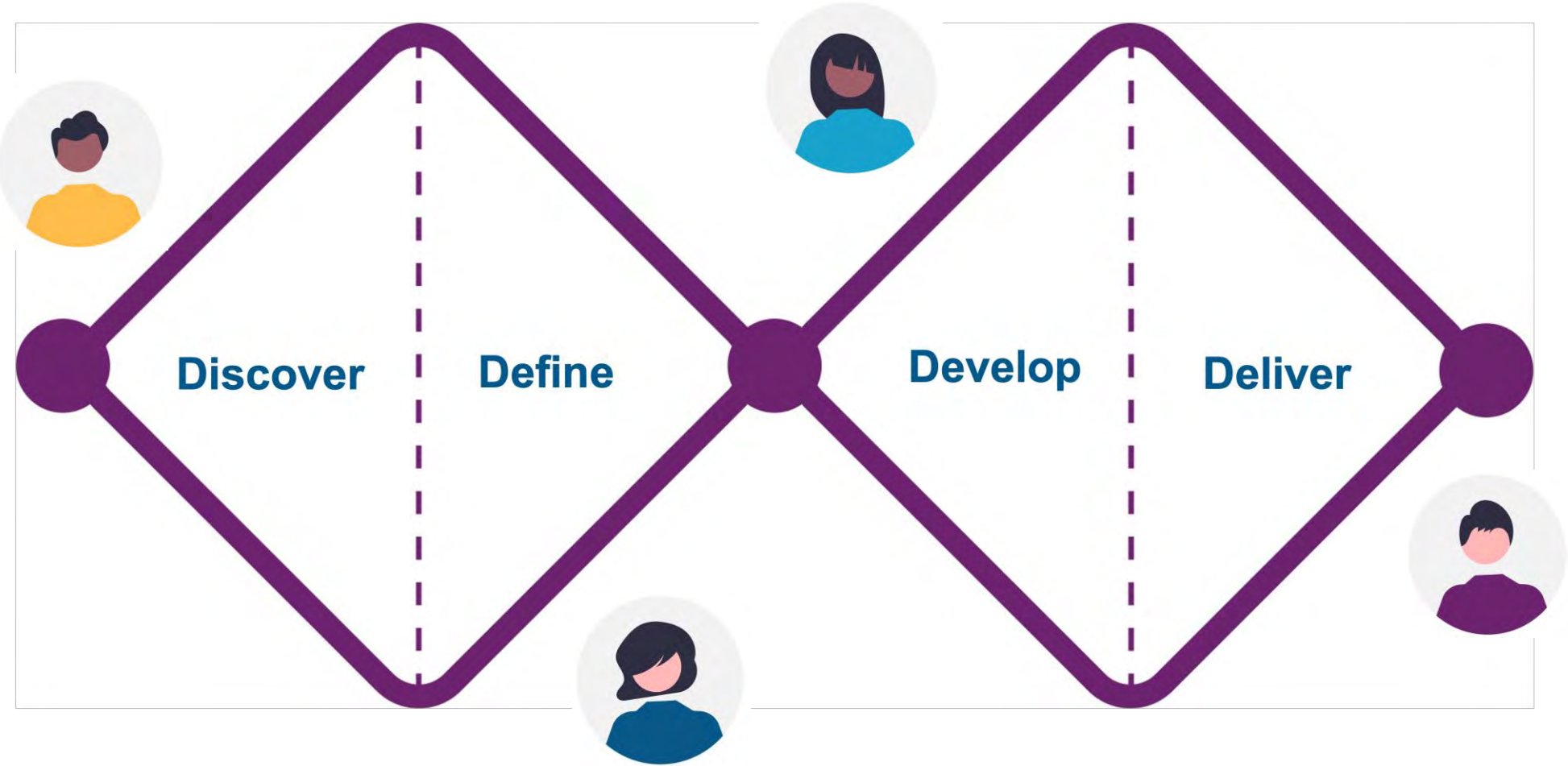
**Tools:** Miro (virtual whiteboard)

## Objectives:

- Brainstorm as many different types of roles and interests as you can for each of the five categories given.
- Start with high-level groups such as "Foundations" before naming specific organizations or groups such as the "Trillium Foundation".
- Some groups might apply to more than one category. That's okay! Add your answer twice or somewhere between two categories.

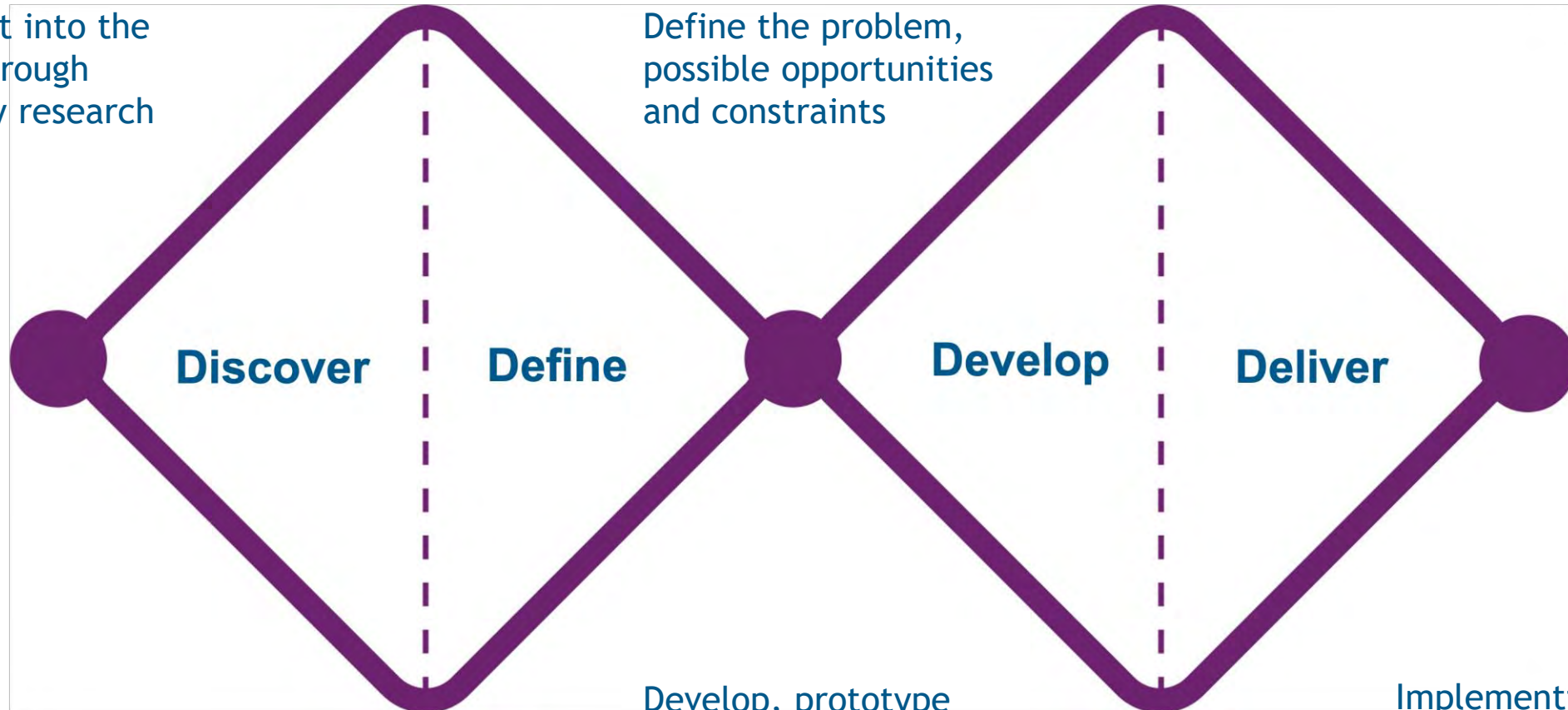


# Identify the interested parties connected to your project in every stage: Step 1



# Identify the interested parties connected to your project in every stage: Step 2

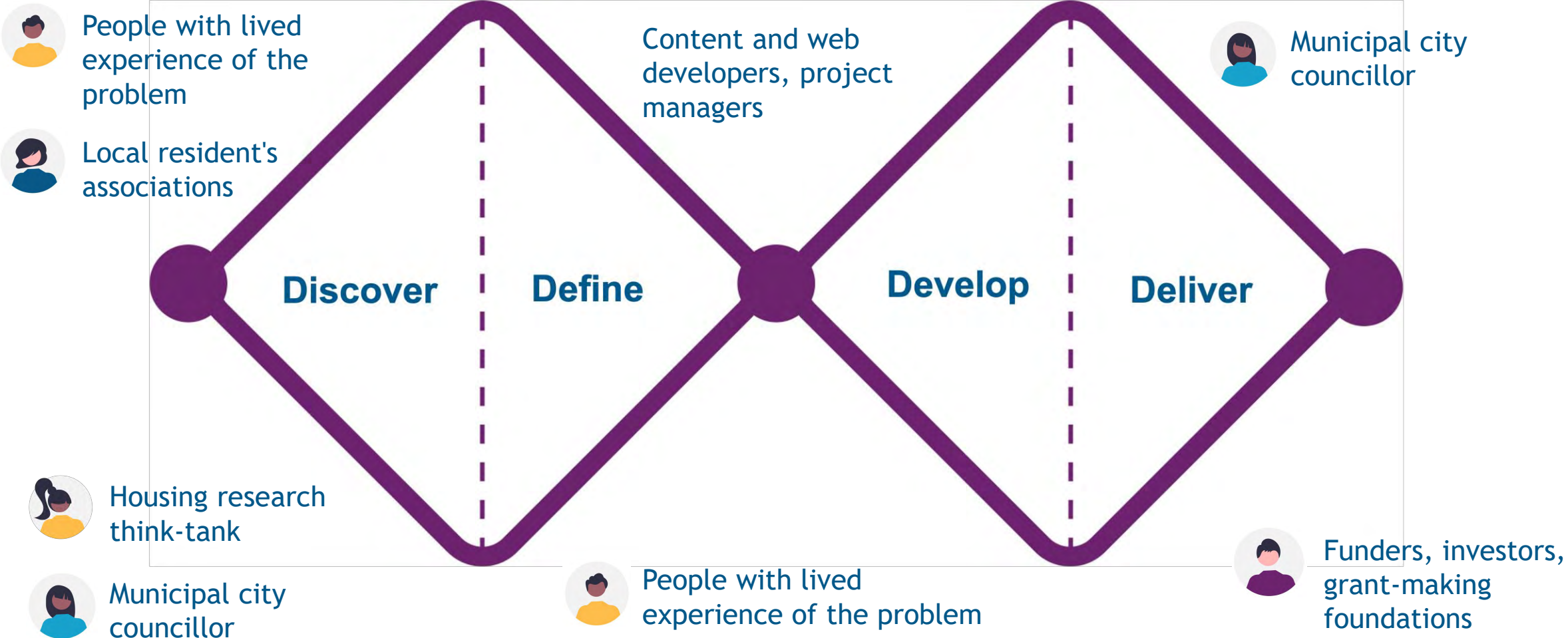
Gain insight into the problem through exploratory research



Develop, prototype and test potential solutions

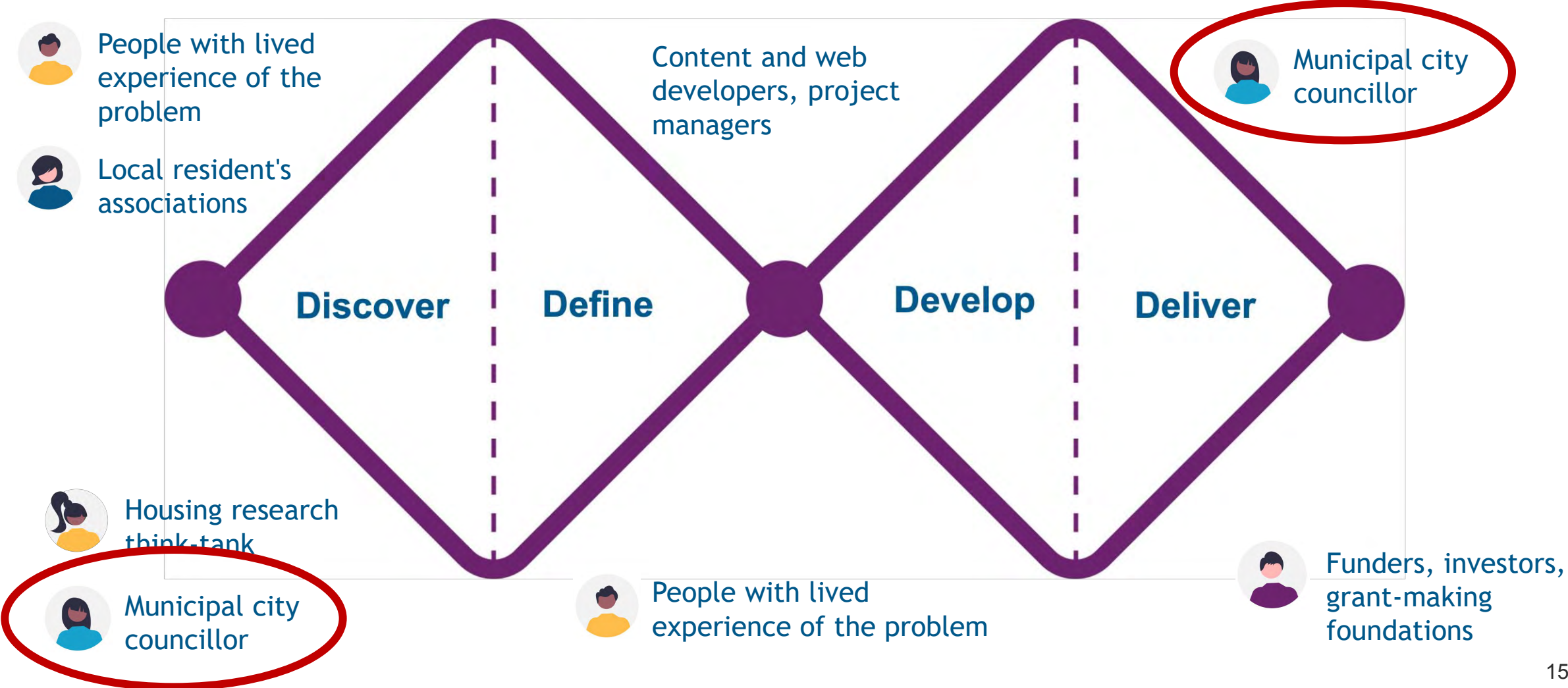
Implementing, launching or scaling up solutions

# Identify the interested parties connected to your project in every stage: Step 3



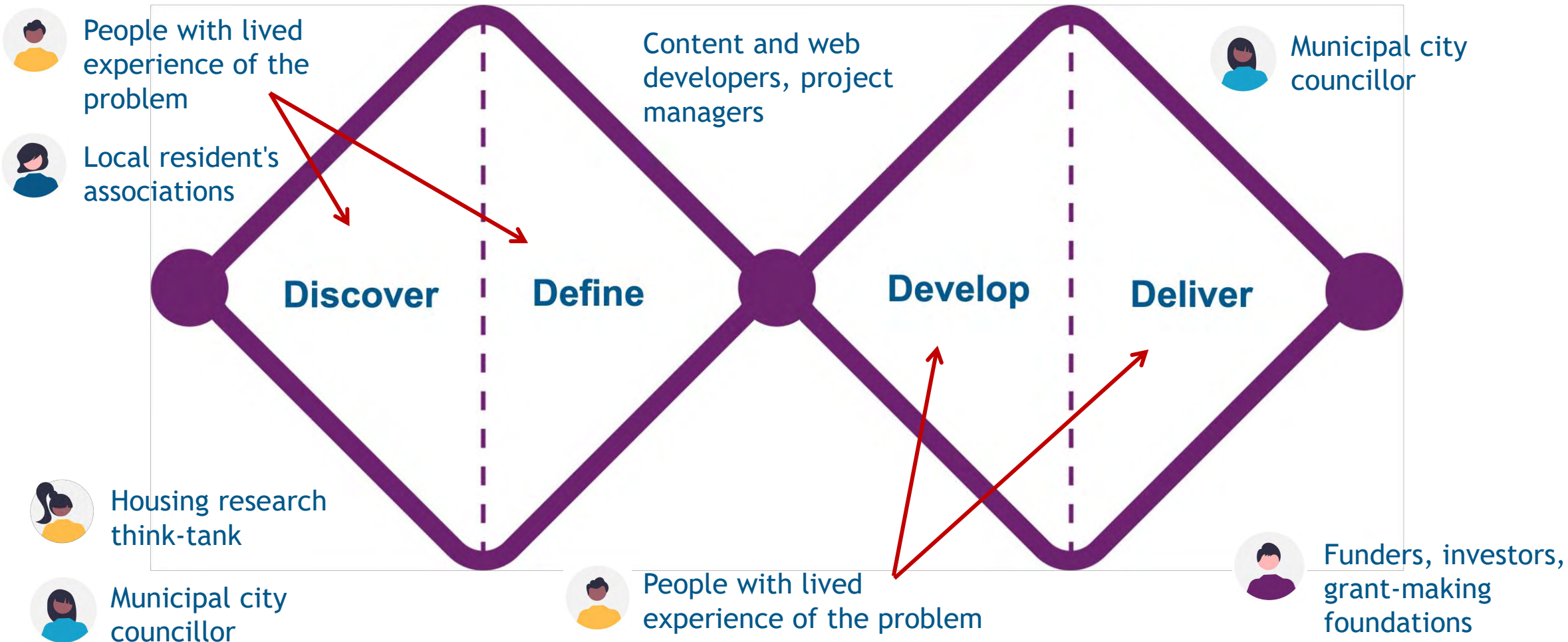


# Identify the interested parties connected to your project in every stage: Step 4





# Identify the interested parties connected to your project in every stage: Step 5



# Activity #2: Identify the interested parties connected to your project in every stage



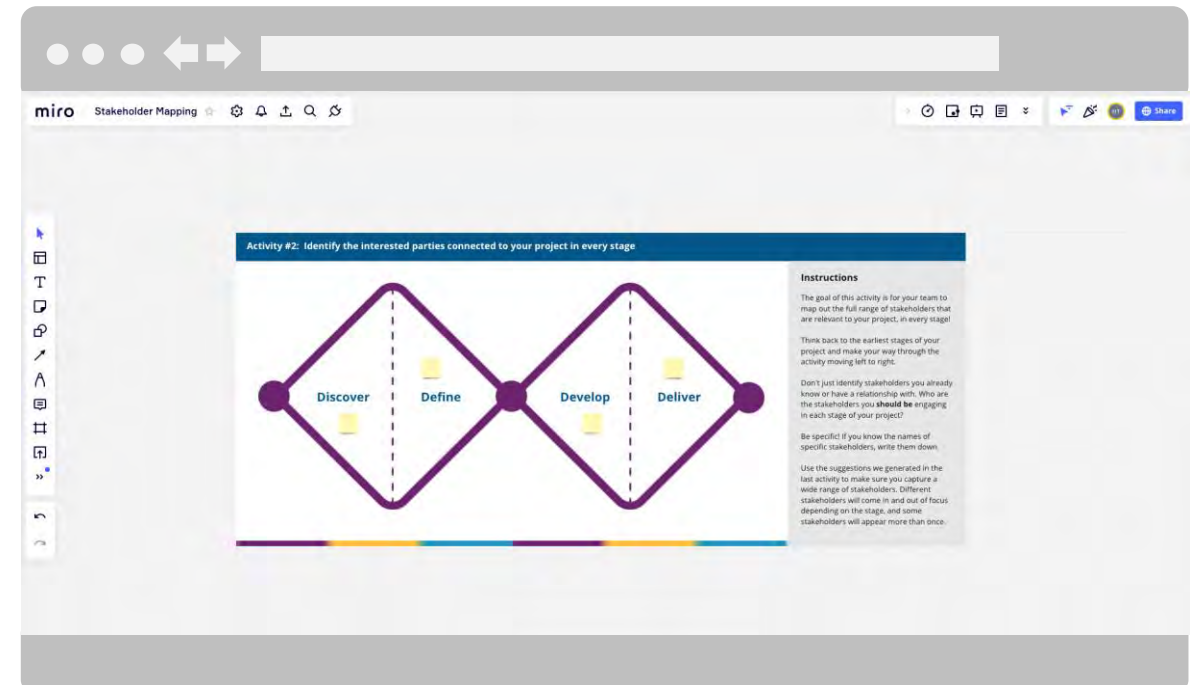
**Length:** 15 minutes

**Format:** Team activity

**Tools:** Miro (virtual whiteboard)

## Objectives:

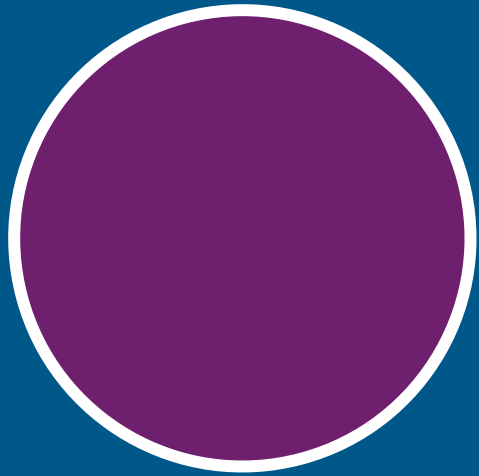
- Don't just identify individuals or groups you already know or have a relationship with. Identify EVERYONE with an interest in your project and those you should be engaging with in every stage.
- Be specific! If you know the names of specific group or individual, write them down. Use the suggestions generated in the last activity for help.



# 5-MINUTE BREAK

*Make some tea, stretch, check your messages :)*

*Feel free to turn-off your camera!*



## PART 2

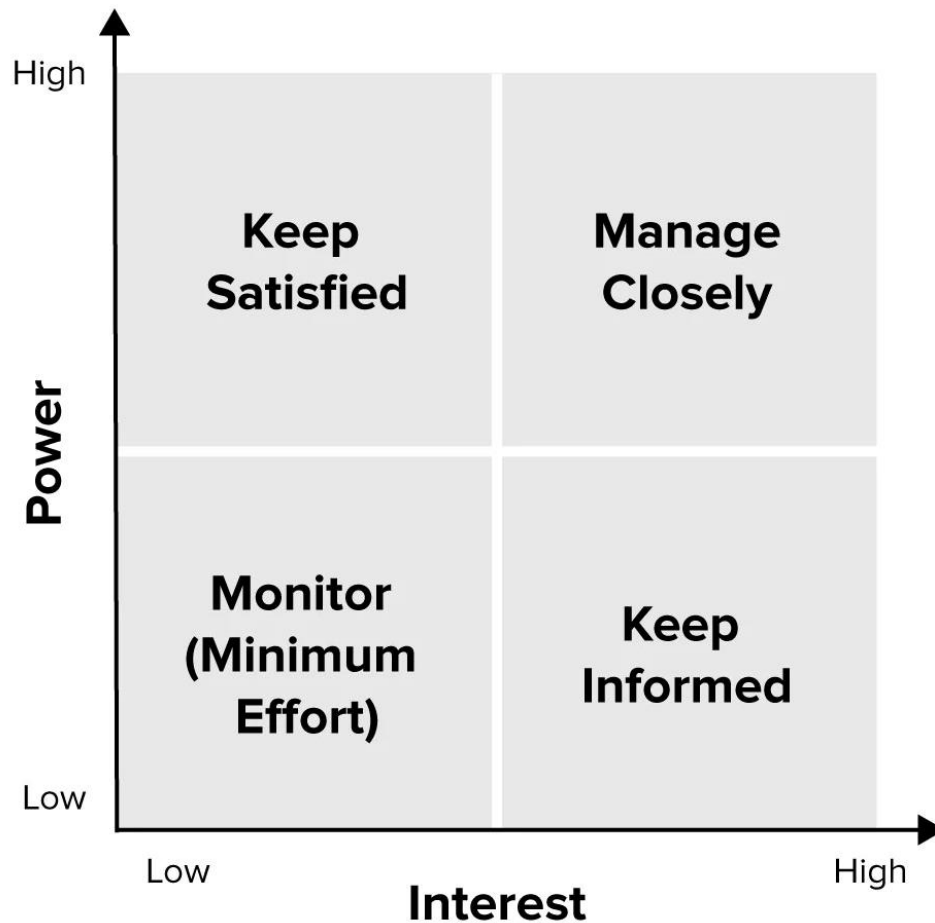
# Whose needs are being prioritized?

- Critical reflection activity
- Who might be missing from your list?
- Are you prioritizing the needs and interests of those most affected by the problem?

30 minutes



# How we prioritize groups and communities determines whose needs get met.



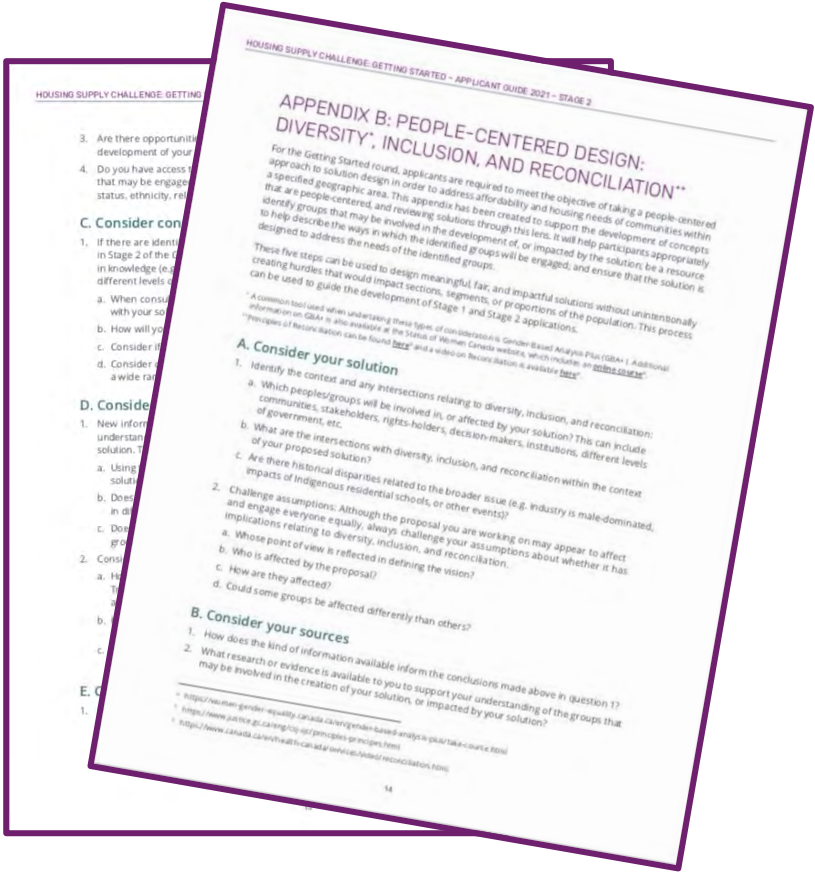
## Typical prioritization matrix

- X** Uses adversarial language – treats people as needing to be "monitored" or as risks to be "managed".
- X** Fails to recognize the value that people bring to projects with their knowledge, skills, relationships and lived experience.
- X** Prioritizes the wrong things – people and groups with power are given extra attention while those without power are systematically disengaged.

# We need a more human-centred way of prioritizing!

- ✓ Prioritize communities and groups who are most impacted by the problem and have the least amount of power or resources are prioritized for engagement.
- ✓ Focus on empathy and building relationships to deepen your understanding of the barriers they experience and their needs.
- ✓ Projects adapt and respond to needs and priorities as they are shared. Solutions are not pre-determined without consultation.
- ✓ People are meaningfully engaged at every stage, not just "managed" or "kept informed". Better yet, people are directly involved in the co-design and development of solutions.

# We need a more human-centred way of prioritizing! (cont'd.)

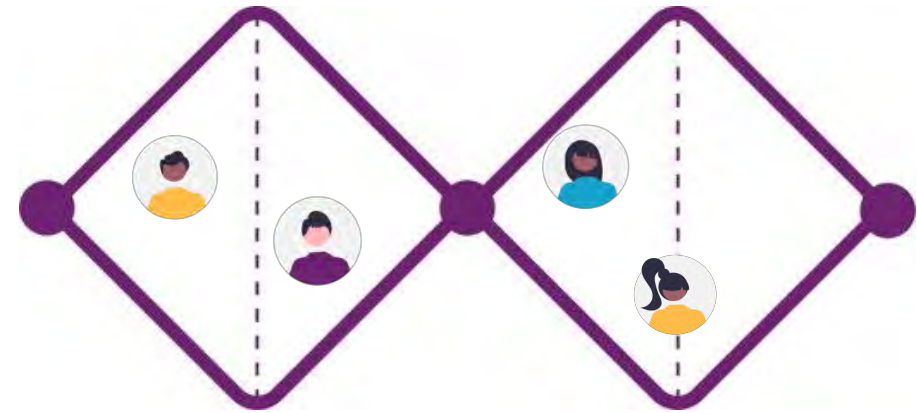


Appendix B of the Round 2 Stage 2 Applicant Guide includes helpful resources.



# We need a more human-centred way of prioritizing!

## Critical Reflection Activity



Reflection #1: Gaps & Biases



Reflection #2: Impact & Power



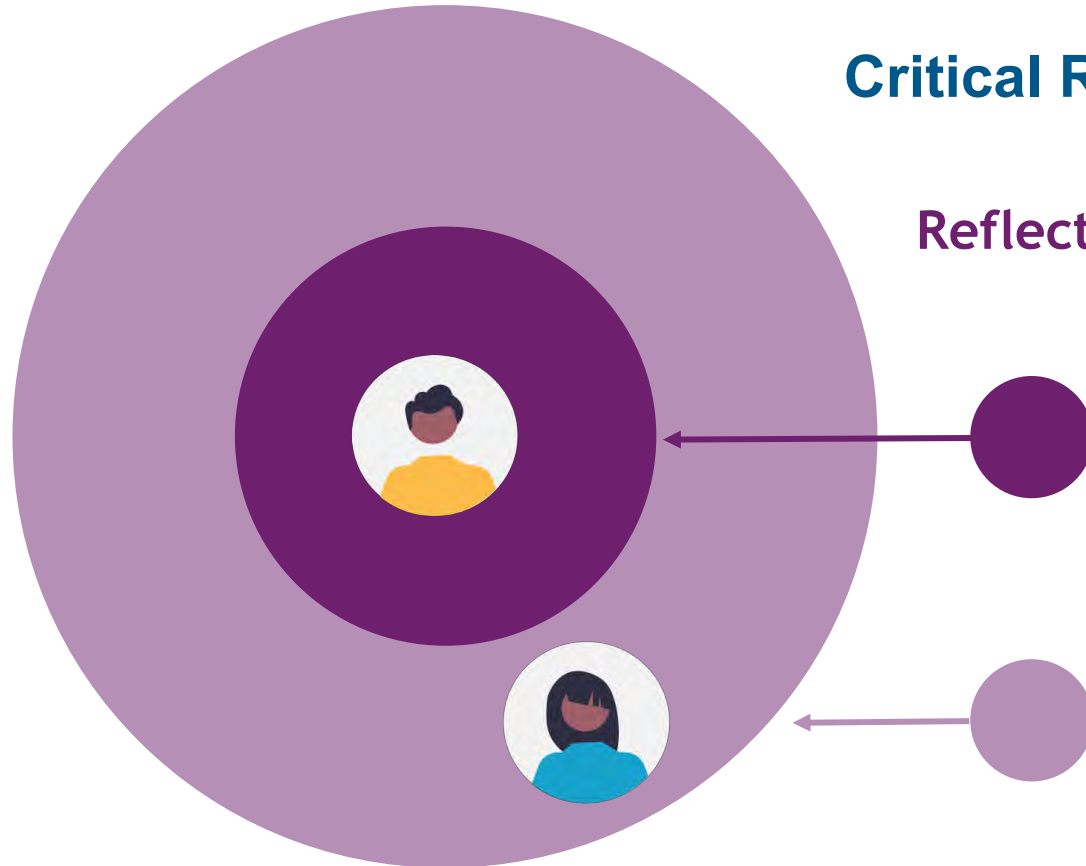
Reflection #3: Relationships

# We need a more human-centred way of prioritizing!

## Critical Reflection Activities

5 minutes

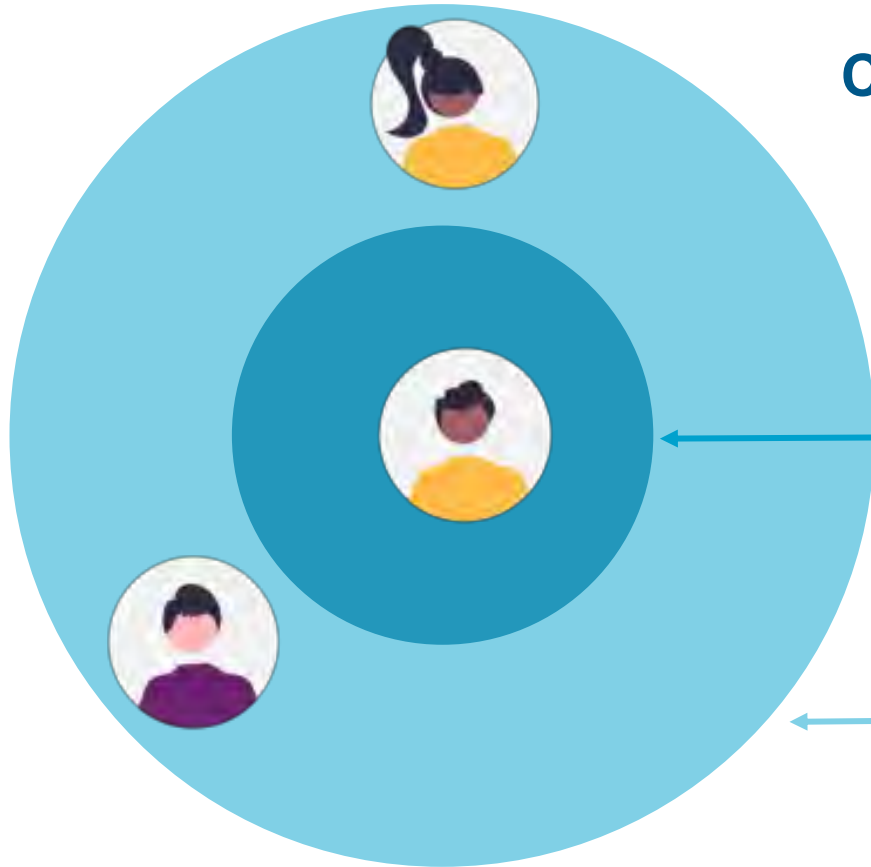
### Reflection #1: Gaps & Biases



**Who might be missing from your map?** Are there any groups that you may have overlooked in the first round of brainstorming?

**Who might be over-represented in your map?** Do certain groups show up more than others? If so, consider how this might create an imbalance that skews the outcome of your solution.

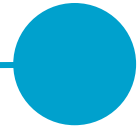
# We need a more human-centred way of prioritizing!



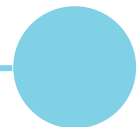
## Critical Reflection Activities

### Reflection #2: Impact & Power

5 minutes



**Who is most affected by the problem?** Does your map include people with lived experience of the problem? If not, add them here!



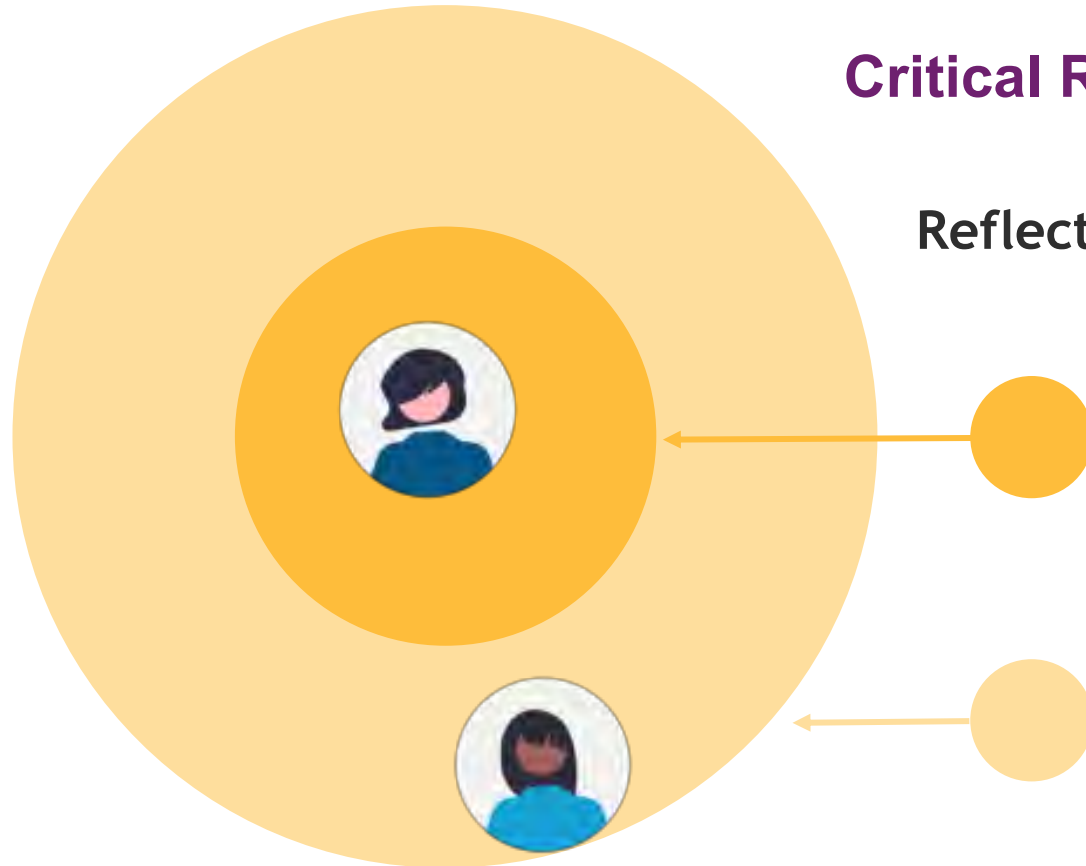
**Who can affect the success of your solution?** How can your project ensure those who have power prioritize those who don't in the creation of solutions?

# We need a more human-centred way of prioritizing!

## Critical Reflection Activities

5 minutes

### Reflection #3: Relationships



Who do you not yet have a connection or relationship with? Is there anyone on your map you want to connect with but are uncertain how to go about it?

Who do you have an existing connection or relationship with? Is there anyone on your map that you already know and feel comfortable reaching out to?

# Activity #3: Critical Reflection Activity



**Length:** 30 minutes / 15 mins per team

**Format:** Peer-to-peer activity

**Tools:** Miro (virtual whiteboard)

## Objectives:

- Use the map you created in the last activity as the basis for this reflection.
- You will be paired with another team to bring a fresh set of eyes to their map and help them think critically about their choices.
- Take turns going through the prompt questions, one team at a time. Have one person from each team share their screen so that the other team can follow along and offer feedback.

The screenshot displays a Miro virtual whiteboard interface. At the top, the Miro logo and navigation icons are visible. The main content area shows two activity cards. The first card, titled 'Activity #3: Critical Reflection Activity - Gaps & Blases // Peer-to-peer activity (5 mins per team)', features a purple circular diagram with yellow sticky notes. It includes two bullet points: 'What stakeholders might be missing from your stakeholder map? Do certain groups show up more than others? If so, consider how this might create an imbalance that skews the outcome of your solution.' and 'What stakeholders might be over-represented in your stakeholder map? Do certain groups show up more than others? If so, consider how this might create an imbalance that skews the outcome of your solution.' The second card, titled 'Activity #3: Critical Reflection Activity - Impact & Power // Peer-to-Peer Activity (5 mins per team)', features a blue circular diagram with yellow sticky notes. It includes two bullet points: 'What stakeholders are most affected by the problem? Does your stakeholder map include people with lived experience of the problem? If not, add them here!' and 'What stakeholders hold power to affect the outcome of the solution? How can your project ensure those who have power engage those who don't in the creation of solutions?'. Both cards include detailed instructions for the activity.

# Tips for Collaboration

**Ask open-ended questions such as:**

"Have you considered...", or "I wonder if...", or "Is it possible that...", to help the other team reflect on their project and come to answers themselves.

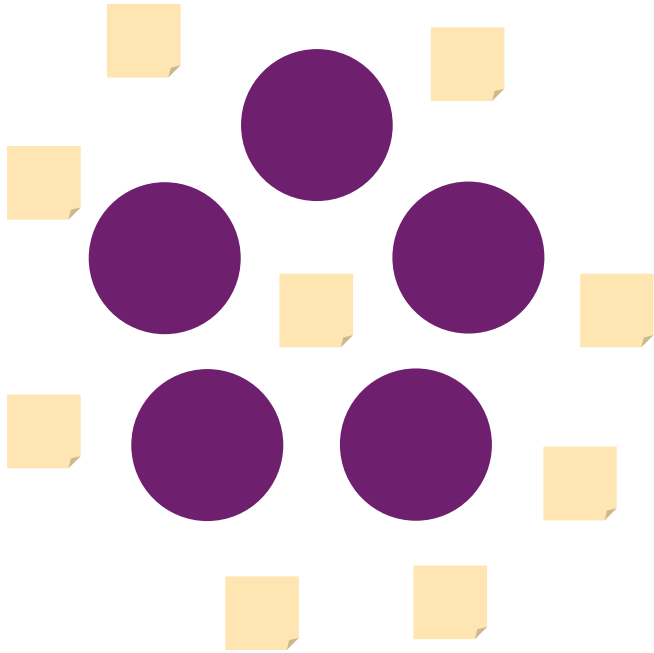
**Draw on your personal experience:**

Share learnings from your project, but be careful not to impose your perspective as right or better. Every project and every context is different.

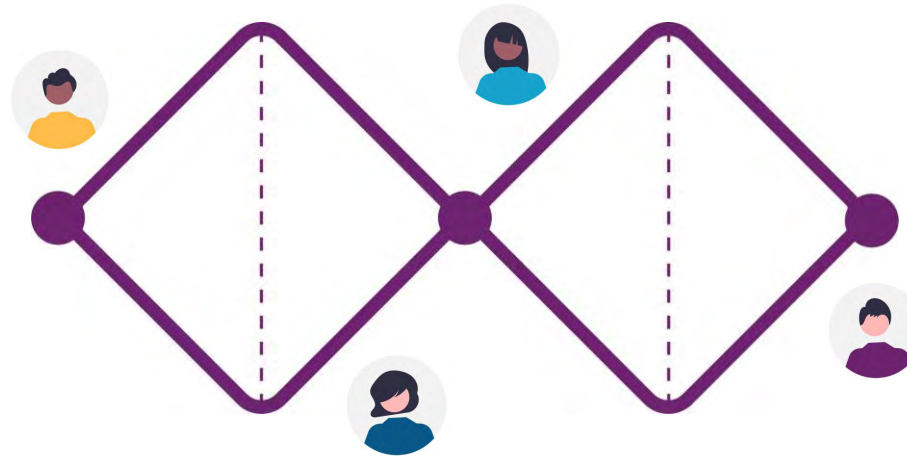
**Treat the questions as a starting point:**

Find your own way to make this a valuable experience.

# The journey so far...



**Brainstorming the different types of roles and interests in the housing ecosystem**



**Creating a map for your specific project**



**Thinking critically about priorities**

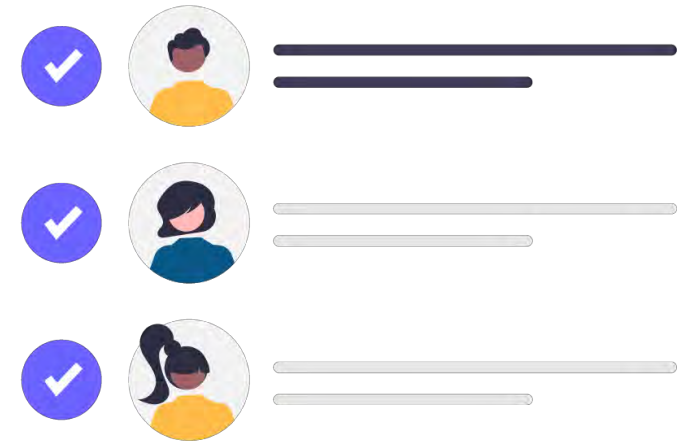


# PART 3

## Prioritize

- Create a shortlist of 5-10 key groups and individuals that you need to engage in your solution in the coming weeks and months.
- This list will be revisited in the next workshop on February 2<sup>nd</sup>

15 minutes



# Creating your shortlist

## Tips & Considerations

- Prioritize those who are most affected by the problem and who have lived experience of the problem.
- Prioritize those who are often excluded from decision-making and solution-finding processes.

## Questions to help you narrow your list:

- Who will help me better understand the problem my project is trying to solve?
- Who can help me overcome a current issue my project is facing?
- Who can provide me with a valuable perspective or alternative insight?
- Who is critical to the success of my project?

# Sample Shortlist Chart

## Activity #4: Shortlist

Shortlist of priority groups and communities	What is their current relationship to you and/or the project?	What interests might they have in the project? Why does it matter to them?	What knowledge and insights might they share with this project?	What networks or other resources and gifts might they bring to this project?	What motivates them? What are their priorities and needs?
6					
7					
8					
9					
10					

# Activity #4: Shortlist



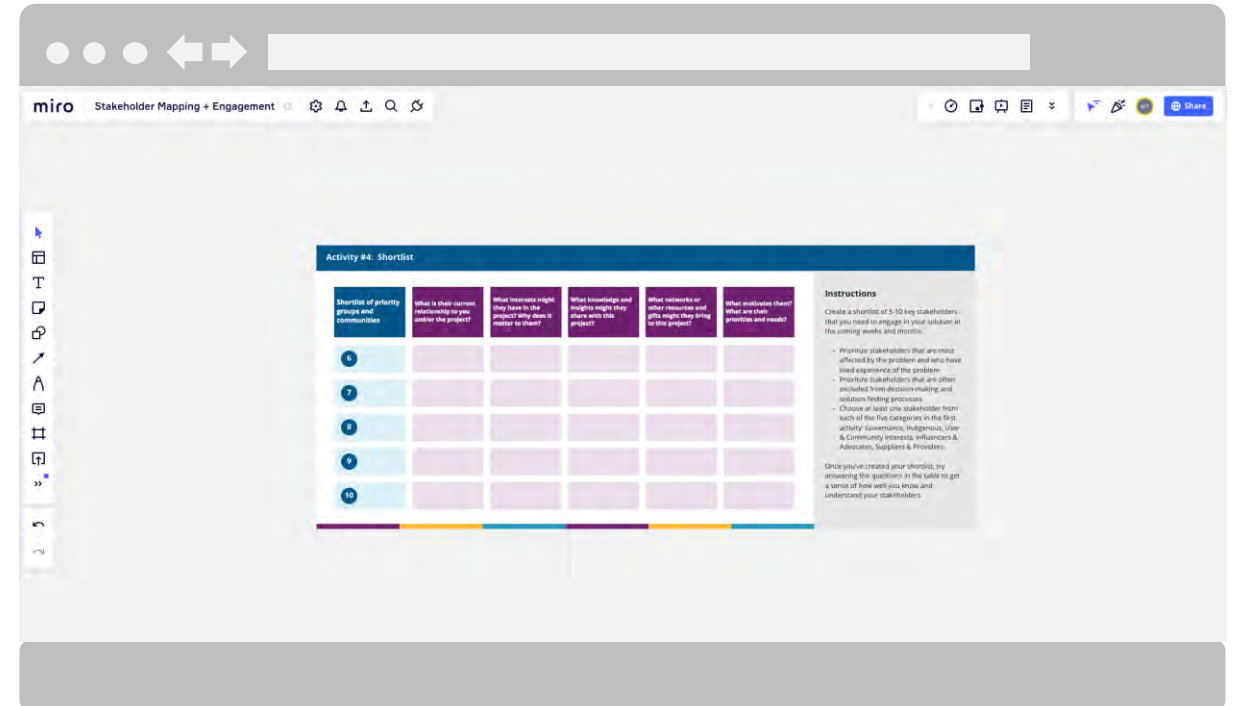
**Length:** 5 minutes

**Format:** Team activity

**Tools:** Miro (virtual whiteboard)

## Objectives:

- Create a shortlist of 5-10 key priority communities and groups that you need to engage in your solution in the coming weeks and months.
- Prioritize those who have lived experience of the problem.
- Choose at least one individual, group or organization from each of the five categories in the first activity: Governance, Indigenous, User & Community Interests, Influencers & Advocates, Providers & Suppliers.



# NEXT STEPS

## ➤ "Homework"

- Register for the Community Engagement Workshop on Feb 2
- Office Hours
- Survey

## "Homework"

- **Optional:** Continue working on the stakeholder mapping activities we started in today's workshop.
- **If you plan to attend the Community Engagement Workshop:** Please complete the Shortlist Activity and bring this list to the workshop of February 2

Shortlist of priority groups and communities	What is their current relationship to you and/or the project?	What interests might they have in the project? Why does it matter to them?	What knowledge and insights might they share with this project?	What networks or other resources and gifts might they bring to this project?	What motivates them? What are their priorities and needs?
6					
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# NEXT STEPS

- "Homework"
- Register for the Community Engagement Workshop on Feb 2
- Office Hours
- Survey

## Community Engagement Workshop

Wednesday, February 2nd / 1:00pm - 3:00pm EST

The **Community Engagement Workshop** will build on the ideas and activities we explored today and help you:

- Define what meaningful engagement looks like for your project.
- Identify some best practices in community engagement.
- Centre anti-oppressive practices to ensure proposed solutions serve and reflect underserved communities.
- Create an engagement plan.
- Build the skills and capacity to engage in meaningful partnerships that support your proposed solutions.

# NEXT STEPS

- "Homework"
- Register for the Community Engagement Workshop on Feb 2
- Office Hours
- Survey

## Office Hours

- **What are Office Hours?**  
One-one-one time that you can book with me or Ayana to get focused feedback on questions related to mapping, prioritization and engagement
- **When and where will Office Hours take place?:**  
Office Hours will be held in February. They will take place on Zoom. Each Office Hour will be 45 minutes in length. There are limited spots available. We will reach out next week with booking information.

Dates	Office Hours available for
February 7-11	Community Mapping Workshop Office Hours
February 4-18	Community Mapping & Engagement Office Hours
February 21-25	Community Mapping & Engagement Office Hours

# NEXT STEPS

- "Homework"
- Register for the Community Engagement Workshop on Feb 2
- Office Hours
- Survey

**Help us help you!**

**Please fill out our post-workshop survey and let us know what you thought about today's workshop and how we can improve things next time!**





# Thank you!

For more info about Housing Supply Challenge Support Program:

<https://futurecitiescanada.ca/portal/our-focus/hsc-support-program/>



[HSC-DOLsupport2@evergreen.ca](mailto:HSC-DOLsupport2@evergreen.ca)



647-670-2265