

REDESIGN RUPERT



Community Mapping



Acknowledgements

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Finally, a very special thank you to the members of the Redesign Rupert Advisory Committee, Carmen Elduayen, George Emes, Scott Farwell, Laurie Gray, Sandra Jones, Jacquie Ridley, and Paul Vendittelli for your time, advice, and support. Your involvement enriched the project and leaves a lasting legacy for the community to draw upon.

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Accessing This Report

The reports from this project may be accessed through the Community Development Institute's website at: <http://www.unbc.ca/community-development-institute/research-projects>. Seven reports make up the final Redesign Rupert Report:

- Executive Summary
- Redesign Rupert Report 1: Project Governance
- Redesign Rupert Report 2: Initial Meetings
- Redesign Rupert Report 3: Community Mapping
- Redesign Rupert Report 4: Redesign Rupert Recharge Community Workshop
- Redesign Rupert Report 5: Redesign Rupert Action Groups
- Redesign Rupert Report 6: Community Profile

For further information about this topic and the project contact Marleen Morris or Greg Halseth, Co-Directors of UNBC's Community Development Institute:

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Redesign Rupert: Community Mapping

Community mapping is a participatory planning tool that engages individuals in exploring the assets of their community within the physical and social environment. It focuses on the community's abilities and strengths, including those of its residents, and then uses these to inform the development of an action plan. Community mapping initiates open conversations and provides opportunities for reimagining the future. The process often generates input that is unexpected and insightful and allows those ideas to be heard.

For Redesign Rupert, the purpose of community mapping was to understand what is important to people in Prince Rupert: to explore what they value and what they would like to see for the future. As much as possible, the CDI team took the community mapping exercise out to regular meetings and community events where people were already gathered (e.g. Seafest, Cow Bay Days, Salmonfest, senior's community lunch). Community mapping events were also held in high-traffic locations such as the Prince Rupert Square Mall and Safeway to ensure that people who do not affiliate with community groups had the opportunity to participate.

Community mapping events were promoted throughout the community using traditional media, social media, the Redesign Rupert website, and posters. For events held in conjunction with regular meetings and events, the mapping exercise was also promoted by the sponsoring organization.

Community mapping events were designed to be informal and fun; people of all ages, from young children to seniors and elders, participated and contributed. The events provided an opportunity for participants to meet and interact with the CDI team and with each other. Because comments were written on "post-it" note paper, people who might normally be too shy to speak out in a workshop or focus group were given voice. CDI staff were on hand to provide information, directions, and assistance to those who needed help writing their comments. Generally, people "dropped in" and were engaged for about 15-20 minutes.

The community mapping exercise for Redesign Rupert posed two questions:

- What makes Prince Rupert a great place to live?
- What would you like to see in Prince Rupert in the future?

From May to August 2016, 18 community mapping events were held, most of which lasted one to three hours. Approximately 1,210 residents participated in these events. In total, more than 2,700 responses were collected. The dates and locations of community mapping events can be found in Appendix 3A.

The key themes to emerge from the community mapping exercise were:

- Economy
- Children and Youth
- Culture and Heritage
- Arts and Culture
- Housing (Affordable)
- Downtown Revitalization
- Public Amenities

Community Mapping Advisory Group

A Community Mapping Advisory Group was struck to provide guidance and advice on the format of the community mapping exercise and possible locations. The group met three times over the life of the community mapping project. Members included Dave Garcia from School District 52, Ken Shaw from Transitions Prince Rupert, and the Keith Lambourne from the Prince Rupert and District Chamber of Commerce.

Redesign Rupert: Appendix 3A

List of Community Mapping Events: Date and Location

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Date	Location
May 13	Javadotcup
May 14	Salvation Army Breakfast
May 15	Prince Rupert Square Mall
May 16	Charles Hays Secondary School
May 17	Roosevelt School Kindergarten
May 20	Recreation Centre (Free Swim Day)
May 24	PRACSS
May 25	Prince Rupert Middle School (Parents Welcome)
May 27	Safeway
May 28	Salmonfest
June 1	Annunciation School
June 3	Hecate Straight Coffee Club
June 7	Aboriginal Head Start Program
June 11	Seafest
June 16	Friendship House Health Fair
July 9	Cow Bay Days
August 4	MLA-MP BBQ
August 20	Friendship House Block Party