



Youth Asset Mapping in Toronto

How are youth doing? and What is available for youth?

Background

- About 70 funders, government, agencies, grassroots and youth came together at an event in June of 2012 for the Youth Innovation Lab.
- The goal was to engage people who want “improved outcomes for young people in Toronto” to work on Collective Impact together (essentially getting all of the stakeholders involved in a solution to get better results)
- A core team was developed that was smaller than the original 70 to continue to move the process forward. Out of that a mapping committee formed of a couple of people.
- And here I am speaking with you.

Our Problem

Youth, funders, government, parents, and the social sector don't know...

- what is available neighbourhood by neighbourhood
- what we, as a youth serving sector, look like
- how youth in Toronto, neighbourhood by neighbourhood, are doing

Our Questions

- How are youth doing in Toronto?
- What is available for youth in Toronto?

“It depends on what you are trying to show – what “way of seeing” you’re trying to develop” - an atlas of Radical Cartography, Trevor Paglen, pg. 42

Proposal for Mapping

- 1) assemble framework to collect mapping and data into
- 2) call out for all youth related mapping work
- 3) academic and design filter to look at how to layer the information
- 4) mapping activity with youth to collect missing info

Our Filters

Looking at maps and data for three purposes:

- 1) Content: it has information that is a part of the answer to one, or both, of our questions
- 2) Format: the representation of the info offers interesting possibilities on how we can approach representing the data
- 3) Instructive: they did something really well or really poorly that guides how we need to build this going forward

Content: TYP

English | French

PROGRAMS A-Z

-- Select School --



OR

-- First Select a Category --



-- First Select a Category --

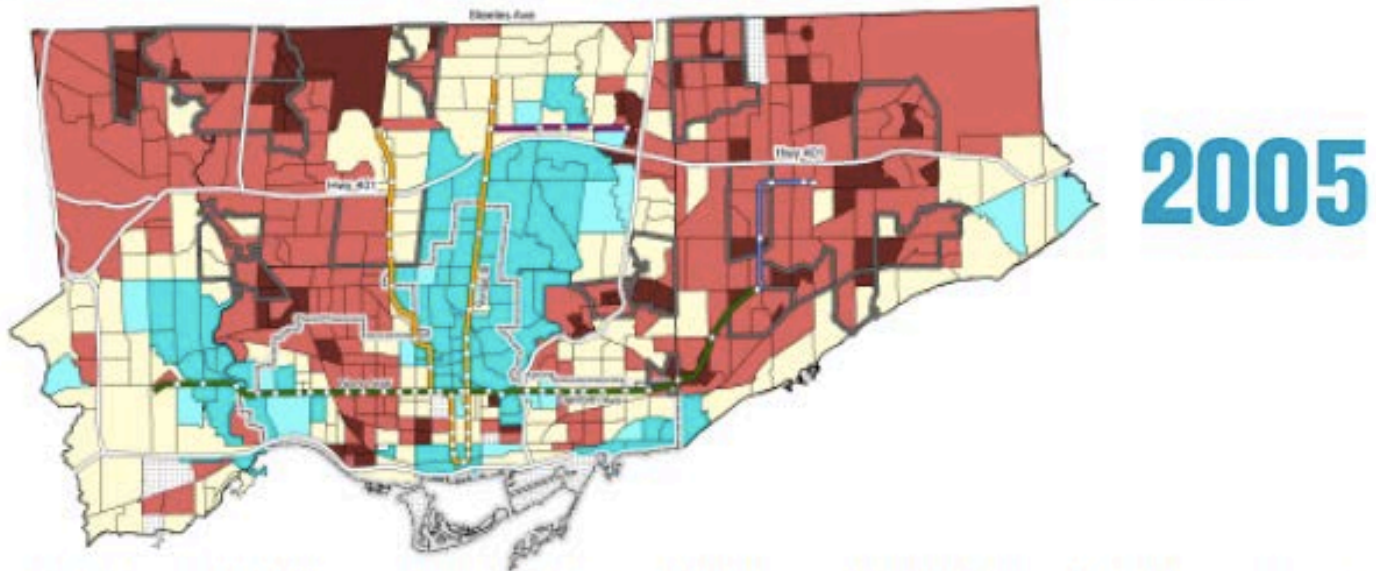


Reset Filter

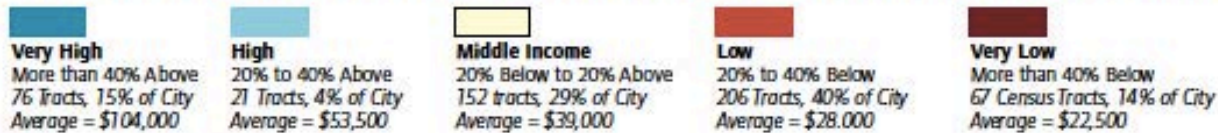
Program -	School *	Category *	Sub-Category *
Aboriginal Outreach – Community Outreach Office	Centennial College	Demographic	Aboriginal
Aboriginal People Identity and Education	York University	Demographic	Aboriginal
Aboriginal Strategy and Programming	George Brown College	Demographic	Aboriginal
Aboriginal Youth Summer Program (AYSP)	University of Toronto	Demographic	Aboriginal
Aboriginal Youth Summer Program (AYSP)	University of	Demographic	Aboriginal

Content: 3 Cities

MAP 3: AVERAGE INDIVIDUAL INCOME, CITY OF TORONTO, Relative to the Toronto CMA, 2005



Census Tract Average Individual Income Relative to the Toronto CMA Average of \$40,704 (estimated to 2001 census boundaries)

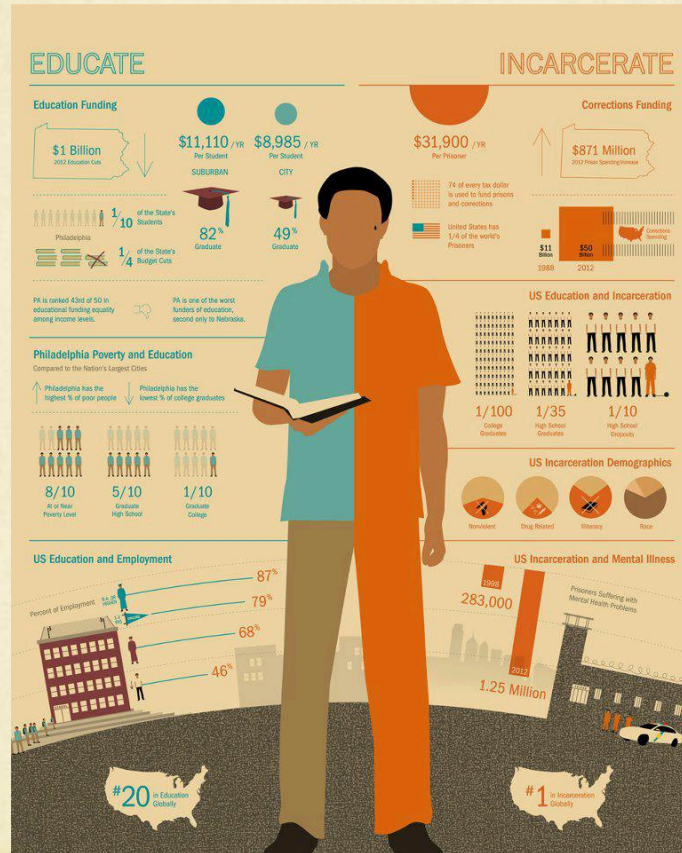


Content: Youth Data

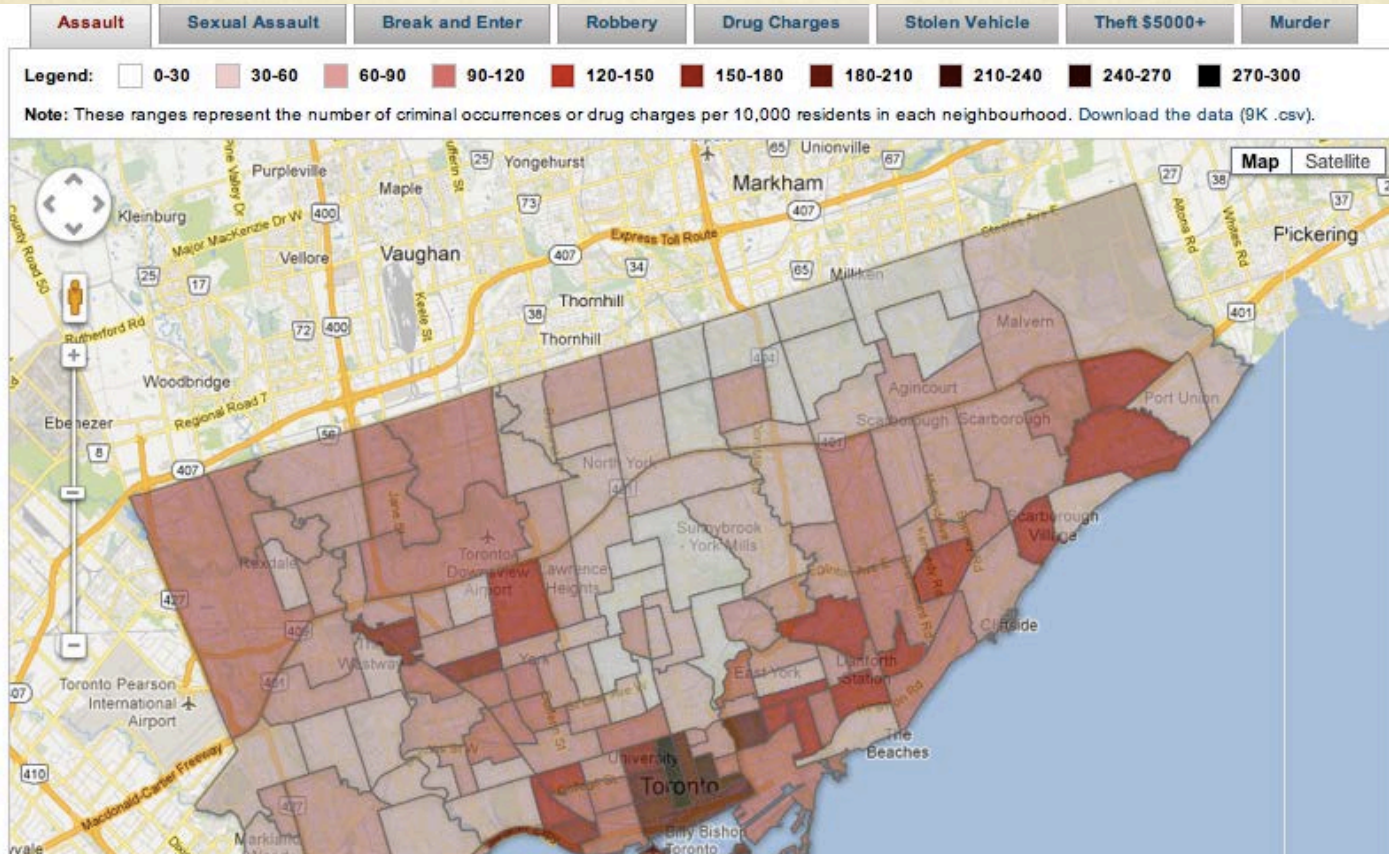
Who is producing great research or data that is helping to make a positive impact?

ASSETS	ORGANIZATION	BENEFITS
Toronto Well-being database	City of Toronto	historical record of multiple factors in a number of neighbourhood: services, etc.
Canadian Learning Index	(now defunct)	Education statistics
Stepping Stones paper	MCYS	Framework looking at 12-29 year-olds; development milestones for youth; accessible content, evidence based
Research	SIG @ MaRS	Innovation strategies
Vertical Poverty; Tower Neighbourhood Renewal	United Way, City and ERA Architects	Identify priority areas
Toronto Student Census, Falconer Report	OISE/TDSB	Demographic breakdown

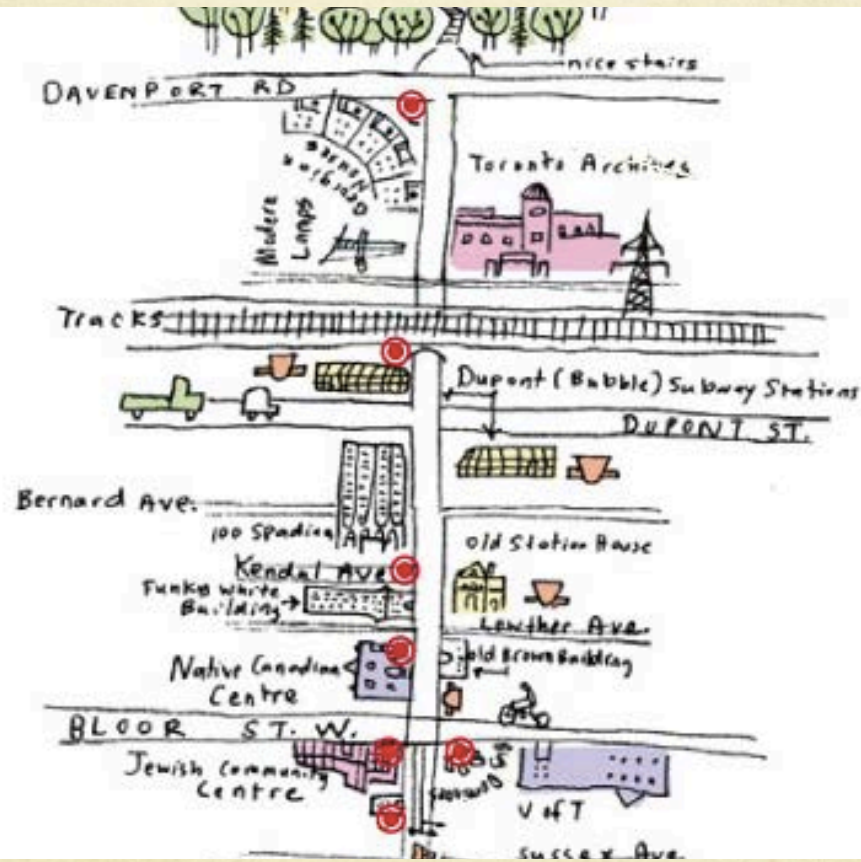
Format: Info-Graphic



Format: Map w Filters



Format: Participatory Map w Audio



Format: Youth-Engaged and Interactive

The screenshot displays the MAPPED! website interface. At the top, a red navigation bar contains links for Home, Our Projects, Interact with City Hall, Youth Org's & Services, Toolkits And Publications, Events, Jobs, Announcements, and Contact Us, along with a search bar and a 'Go!' button. Below the navigation bar, a white content area features the heading 'Welcome to MAPPED!' followed by two paragraphs of introductory text. The main visual is a map of Vancouver, British Columbia, densely populated with colorful icons representing various services and resources. To the right of the map is a vertical legend titled 'See All | Clear' with a list of categories and their corresponding icons: Basic Needs, Beliefs and Spirituality, Caution Zones, Community Centres and Libraries, Education, Employment, Food, Green Space, Health, Music Arts and Culture, Public Computer Access, Recreation, Shopping, Support, Transportation, and Volunteering. The map includes standard interactive elements like a compass, zoom controls, and map style options (Map, Satellite, Terrain).

Home Our Projects Interact with City Hall Youth Org's & Services Toolkits And Publications Events, Jobs, Announcements Contact Us Go!

Welcome to MAPPED!

The places & resources on this map were identified by over 400 Vancouver youth in Spring 2011. Youth wanted to map out where they go, what they use, and what they would recommend to other youth. Their plan is to update it again in the future. [Click here](#) to learn more about MAPPED!

The map does not list all the resources out there. It's a snapshot – taken by youth, for youth. The recommendations are theirs, and not those of the City of Vancouver or the other sponsors/partners. To find additional youth organizations & services in Vancouver, or to list yours, [click here](#).

Map Satellite Terrain

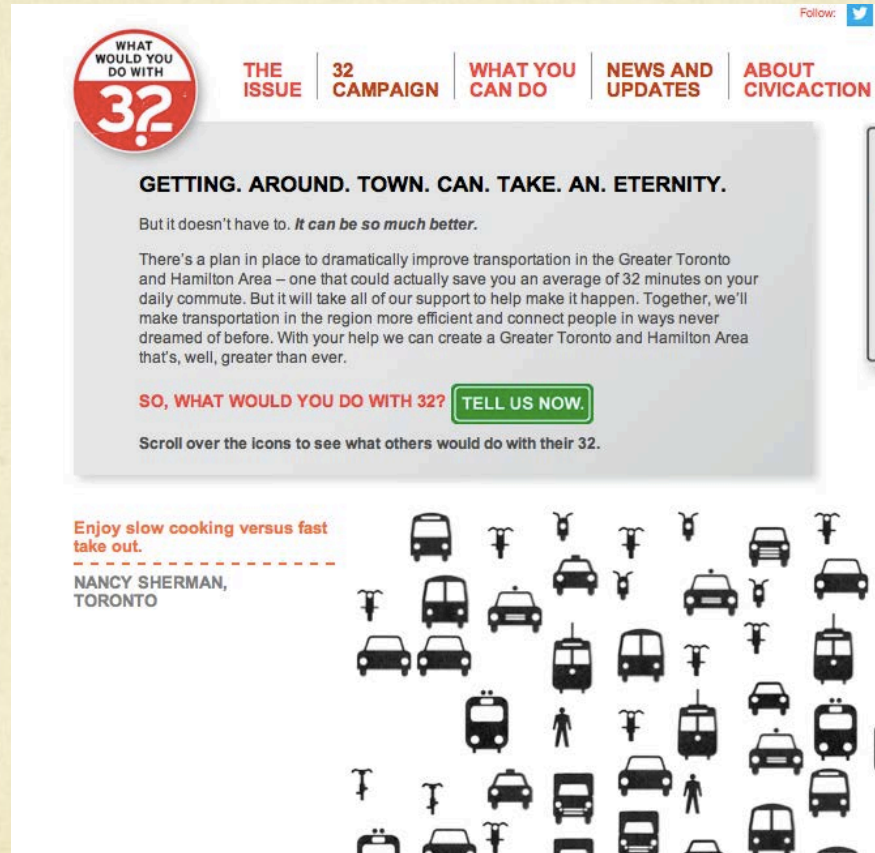
See All | Clear

- Basic Needs
- Beliefs and Spirituality
- Caution Zones
- Community Centres and Libraries
- Education
- Employment
- Food
- Green Space
- Health
- Music Arts and Culture
- Public Computer Access
- Recreation
- Shopping
- Support
- Transportation
- Volunteering

Format: Participatory Map w Video

The screenshot displays a YouTube interface. At the top, navigation elements include 'Channels', 'What's Happening', a search bar, and a 'Sign In / Up' button. The main video player shows a man, identified as 'bruce bell market historian', standing in a large indoor market. The video player includes a progress bar (0:06 / -1:55), a volume icon, and social sharing buttons for 'Like', 'Embed', 'Tweet', and 'Recommend'. Below the video player is a map of Toronto with a red location pin and a small video thumbnail. The map shows streets like Queen St W, Adelaide St W, and Lake Shore Blvd E. To the right of the map are 'Map' and 'Satellite' buttons. On the far right, a sidebar features the video title 'The St. Lawrence' by 'mycitylives', an upload date of '3 years ago', a list of tags (meat, food, shopping, etc.), and a list of related videos including 'Inside THE Mar', 'New Butcher in Kensington', 'Part 1 - The Gre', and 'St. Pattys Vietn Chopstick Mess'.

Format: Simple and Advocacy Oriented



The image shows a screenshot of a website page for a transportation campaign. At the top left, there is a red circular logo with the text "WHAT WOULD YOU DO WITH 32?". To the right of the logo is a navigation menu with five items: "THE ISSUE", "32 CAMPAIGN", "WHAT YOU CAN DO", "NEWS AND UPDATES", and "ABOUT CIVICACTION". A "Follow" button with a Twitter icon is in the top right corner. The main content area has a grey background and contains the following text: "GETTING. AROUND. TOWN. CAN. TAKE. AN. ETERNITY." followed by "But it doesn't have to. *It can be so much better.*" and a paragraph about a plan to improve transportation in the Greater Toronto and Hamilton Area. Below this is a green button that says "TELL US NOW." and a line of text: "SO, WHAT WOULD YOU DO WITH 32?". At the bottom of the page, there is a testimonial from Nancy Sherman, Toronto, with the text "Enjoy slow cooking versus fast take out." and a grid of various transportation icons including cars, buses, and bicycles.

WHAT WOULD YOU DO WITH 32?

THE ISSUE | 32 CAMPAIGN | WHAT YOU CAN DO | NEWS AND UPDATES | ABOUT CIVICACTION

Follow

GETTING. AROUND. TOWN. CAN. TAKE. AN. ETERNITY.

But it doesn't have to. *It can be so much better.*

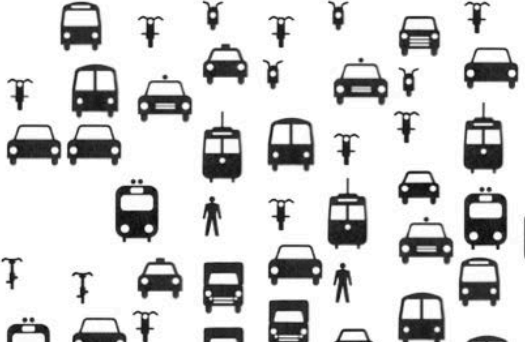
There's a plan in place to dramatically improve transportation in the Greater Toronto and Hamilton Area – one that could actually save you an average of 32 minutes on your daily commute. But it will take all of our support to help make it happen. Together, we'll make transportation in the region more efficient and connect people in ways never dreamed of before. With your help we can create a Greater Toronto and Hamilton Area that's, well, greater than ever.

SO, WHAT WOULD YOU DO WITH 32? [TELL US NOW.](#)

Scroll over the icons to see what others would do with their 32.

Enjoy slow cooking versus fast take out.

NANCY SHERMAN,
TORONTO



Instructive: Youth Participatory Research



“You Belong”

Youth Participatory Action Research Project:

Mapping the Assets and Needs of the
Flemingdon Park, Thorncliffe, O'Connor, and Victoria Village Communities
and Looking to the Future of Youth Program Planning

Research Report
September 22, 2009

Health Promotion Department
Heba Sadek, M.B.Ch.B. MHS - Head
Anne-Joyelle Occhicone, MHS - Project Researcher
Marina Malidzanovic - Project Coordinator



Instructive: Relevant? Useful? Updated? Accessible?

The screenshot shows a website interface with a black header containing the text "NEIGH NEIGH NEIGH NEIGH NEIGH NEIGH NEIGH" in yellow, followed by "BOUR BOUR BOUR BOUR BOUR BOUR BOUR" and "HOOD HOOD HOOD HOOD HOOD HOOD HOOD" in white. Below this is a yellow banner with the text "CONNECTING PEOPLE WORKING FOR CHANGE ACROSS TORONTO'S NEIGHBOURHOODS" in black. The main content area features a map of Toronto with various neighborhoods labeled, including Jamestown, Westminster - Branson, Steeles - L'Amoreaux, Jane & Finch, JVS Youth Job Corps, Malvern, C.L.A.S.P., Black Creek Community Health Center, Dorset Park, Flemingdon Park - Victoria Village, Eglinton East - Kennedy Park, Scarborough Village, Friends In Trouble, Grassroots Youth Collaborative, Recognize the Real, Jane And Finch On The Move, and My Social Life. A button labeled "Select a Neighbourhood" is visible, along with a note: "* Or Sign Up and Add Your Own".

Sign Up Log In

CONNECTING PEOPLE WORKING FOR CHANGE ACROSS TORONTO'S NEIGHBOURHOODS

Jamestown Westminster - Branson Steeles - L'Amoreaux Jane & Finch JVS Youth Job Corps Malvern C.L.A.S.P. Black Creek Community Health Center Dorset Park Flemingdon Park - Victoria Village Eglinton East - Kennedy Park Scarborough Village Friends In Trouble Grassroots Youth Collaborative Recognize the Real Jane And Finch On The Move My Social Life

Select a Neighbourhood


* Or Sign Up and Add Your Own

Instructive: Thanks...I guess.

HOOD HOOD HOOD HOOD HOOD HOOD HOOD
ONE ONE ONE ONE ONE ONE

[Sign Up](#) [Log In](#)

Organization



Recognize the Real

Location
Toronto, Ontario
Canada

Network
Created
10/23/07

Contact

Name
Clayton Thomas

Email
clayton.thomas@recognizethereal.com

Website
http://www.recognizethereal...

Recognize the Real

Part of the [NeighbourhoodOne Network](#)

Recognize The Real is a non-for-profit grass roots organization from the Jane/Finch community in Toronto, Ontario, Canada. The mission of Recognize the Real is to transform lives and strengthen communities by promoting social progress within our society, and merging the love of basketball with a program that enlightens education and teaches life skill development. They work to reduce the current state of violence in the community by breaking down the walls that separate the north side of Jane-Finch (Crips) from the south side of Jane-Finch (bloods).

Size: None

Discuss

You must be [logged in](#) to post comments.

[Amanda Cain](#) said on Jul 29, 2009 at 12:58 AM

I hope the group is doing well - how many kids are in the program now?

1) assemble framework to collect mapping into

What we have:

- Started with a Word doc collecting screen shots, basic descriptions, contact info and web addresses
- Added an Excel sheet that collates the 'maps' through a variety of questions that allow us to search by categories and keep it organized
- Google docs that are shared between about 10 or so people connected to this effort

What we are thinking:

- Set up a blog that puts all of this information out there for the broader collective and to the world for unexpected connections and making it open

2) call out for all youth related mapping work

3) academic and design minds to partners with youth and youth serving sector people to look at how complete the info is and how to layer the information to give us a picture

- 4) mapping activity with youth to collect missing info
- No clear plan or questions yet for this until we know what we are missing.
- We have discovered a number of cool approaches though (decoders) and possible questions (e.g. plazas)

Discovery so far...

The work of collecting information has revealed that:

- People are doing this work in silent silos...and there are a lot of these silos
- People are reinventing what has been started numerous times before
- People are not crossing boundaries of sector enough
- People are not planning how this work can be innovative, interactive and sustained

Contact

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- Twitter: @successbl