

Examples of services available:

- Mapping existing client data and comparing with demographic data of various neighborhoods
- Finding most suitable locations for tax clinic or drop-in program
- Creating maps of services and programs for distribution to clients
- In depth mapping and analysis of specific neighbourhood demographics such as ethno-cultural communities, age groups, family characteristics
- Customizing census data to specific service delivery zones, catchment areas, etc.
- Targeting direct mail fundraising campaigns

More information:

- The maps can be based on data that the organization has already collected or intends to collect. The scope of this project includes mapping services to help with strategic planning or program evaluations.
- The maps can also be based on data from other sources (Statistics Canada, Community Information Hamilton, etc.)
- Any data that includes location information such as street addresses or postal codes can be mapped.
- The SPRC can assist agencies and organizations with any aspect of this project including data collection, database creation, data analysis and map creation.
- The Trillium Foundation is providing partial funding for this project, so for a limited time, voluntary sector agencies and community organizations can receive community mapping services at a discount.

We invite interested organizations and agencies to contact us to find out more about SPRC's Community Mapping Service.

Contact:
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www.sprc.hamilton.on.ca

Social Planning & Research Council

SPRC
of Hamilton

**COMMUNITY
MAPPING SERVICE**



THE ONTARIO
TRILLIUM
FOUNDATION



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The Social Planning and Research Council of Hamilton is embarking on a new project to help Hamilton community organizations, and voluntary sector agencies by creating maps to better **visualize** and **understand** our city's **assets, strengths, challenges** and **needs**.

We hope the maps will help to see the **interconnections** between various community issues, and create a **catalyst** for finding new opportunities and **solutions**.

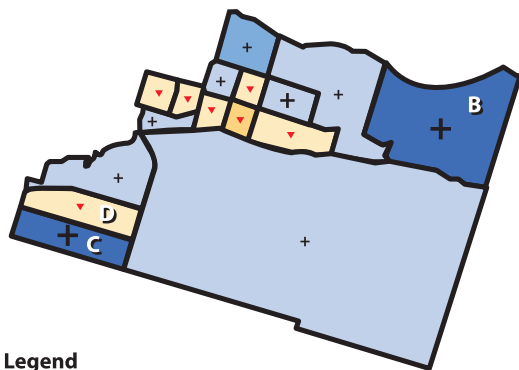
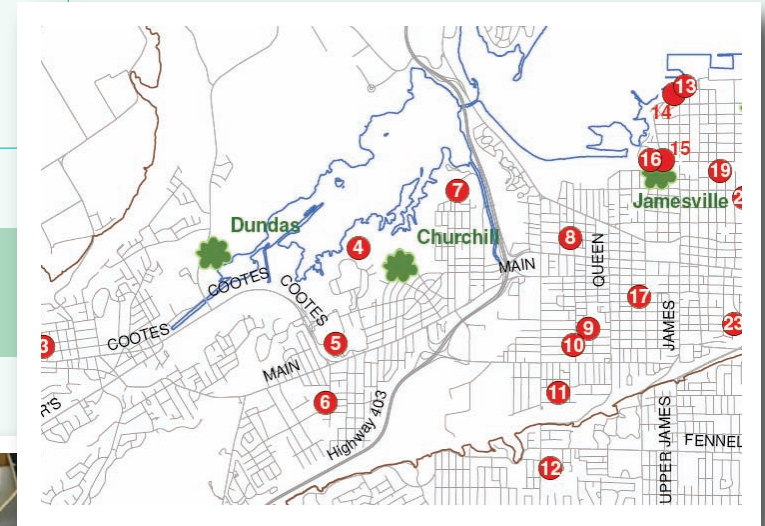


What maps can do for your organization:

- Wall maps posted in a public area are a good way to make clients feel more welcome as they can see their neighbourhood included in the information

- Maps are effective at conveying detailed information to an audience that may not have time to read a long report or for whom English is a second language

Potential new community garden locations suggested by workshop participants. Map created for the Hamilton Community Garden Network.



Legend

Increase or decrease in the number of people in each census tract	% change in population in each census tract	
+	1000 to 3264	25.0% to 85.0%
+	250 to 999	10.0% to 24.9%
+	0 to 249	0.0% to 9.9%
▼	-250 to -1	-5.0% to -0.1%
▼	-1156 to -251	-10.0% to -5.1%

White letters indicate locations discussed in the text.

Map of the population change in Stoney Creek from 2001 - 2006 created for the United Way



- Maps are a great conversation starter about community issues in workshops

- Maps are an empowering tool for individuals and groups to better understand their community and help make decisions about what issues to tackle or what strategies to choose

Examples of maps produced by the SPRC's Community Mapping Service are available on our website: www.sprc.hamilton.on.ca