

# COMMUNITY VALUES MAPPING

## INTERIM REPORT

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RELATIONS  
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NETWORK

SURVEY RESULTS AND PROCEDURE DEVELOPED AND DOCUMENTED BY:

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# DECLARATION OF INTERDEPENDENCE

## THIS WE KNOW

We are the earth, through the plants and animals that nourish us.

We are the rains and the oceans that flow through our veins.

We are the breath of the forests of the land, and the plants of the sea.

We are human animals, related to all other life as descendants of the firstborn cell.

We share with these kin a common history, written in our genes.

We share a common present, filled with uncertainty.

And we share a common future, as yet untold.

We humans are but one of 30 million species  
weaving the thin layer of life enveloping the world.

The stability of communities of living things depends upon their diversity.

Linked in a web of community, we are interconnected -

using, cleansing, sharing and replenishing the fundamental elements of life.

Our home, planet Earth, is finite; all life shares its resources and the energy from the sun,  
and therefore has limits to growth.

For the first time, we have touched those limits.

All that compromises the air, the water, the soil and the variety of life  
steals from the endless future to serve the fleeting present.

We may deny these things, but we cannot change them.

## THIS WE BELIEVE

Humans have become so numerous and our tools so powerful  
that we have driven fellow creatures to extinction, dammed the great rivers,  
torn down ancient forests, poisoned the earth, rain and wind, and ripped holes in the sky.  
Our science has brought pain as well as joy; our comfort has been purchased at great cost.

We are learning from our mistakes, we are mourning our vanished kin,  
and we now build a new politics of hope.

We respect and uphold the absolute need for clean air, water and soil.  
Economic activities that benefit the few while shrinking the inheritance of many are wrong.

Environmental degradation erodes biological capital forever;  
full ecological and social cost must therefore enter all equations of development.  
We are one brief generation in the long march of time; the future is not ours to erase.  
So where knowledge is limited, we will remember all those who will walk after us,  
and err on the side of caution.

## THIS WE RESOLVE

All this that we know and believe must become the foundation of the life we now live.

At this turning point in our relationship with Earth,  
we work for an evolution from dominance to partnership,  
from fragmentation to connection,  
from insecurity to interdependence.



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## INTRODUCTION

### 1.1 Sense of Place

*"Neighbourhood, community, and family don't mean what they once did. This rootlessness, the loss of spiritual connection with place, is at the heart of the global ecocrisis."*<sup>1</sup>

People from our province have always been known for our cultural identity, our love of the land, our sense of family and our work ethic. This sense of identity and sense of place is not only in jeopardy but has been severely undermined in recent years.

A feeling of powerlessness, anger and pessimism now more often than not resides in our rural communities. As family members move away to look for work, as government dependency increases, and the adjacent resources quickly deplete so to does the sense of spiritual connection with place.

It is this erosion of community spirit and sense of place, and the perception of "a systematic undermining (either by ignorance or design) of the values essential to rural Newfoundland and Labrador"<sup>2</sup> that is adding to our ecological crisis. As long as community residents believe that "government is totally insensitive to their needs, disdainful of their opinion and blind to community values"<sup>3</sup> you can be sure that "integrated resource management plans", "ecosystem management plans" and "sustainable development" will not be achieved.

Fundamental to any such plans is the involvement of local residents and communities. To date government plans have been induced upon the communities in a "top down" manner rather than an all inclusive "bottom up" approach as implemented by communities.

Consideration must be given to residents feelings about land and community, kindred species, and sacred places. Consolidation of these cherished places, and feelings into any and all plans for the community and its resources needs to take place.

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<sup>1</sup> Suzuki, David. 1994. Time To Change. pp 181.

<sup>2</sup> National\Newfoundland and Labrador Round Table on the Environment and the Economy. 1995. The Report of the Partnership on Sustainable Coastal Communities and Marine Ecosystems in Newfoundland and Labrador. pp 13.

<sup>3</sup> Ibid. pp25.

## 1.2 What is community values mapping?

Community Values Mapping is a way of visualizing the connections between land, life and human culture. It is an attempt at facilitating the sharing of information, within and between communities, about their localities and to record aspects that they care about. Through this process a three fold goal will be achieved; firstly, it will encourage the "relearning of what has been taken, lost or forgotten";<sup>4</sup> secondly, it will empower communities to act in accordance with what they know to be important to themselves and their communities; that they can participate in and influence decisions regarding their home place.; and thirdly, it will provide valuable information to future resource, economic, tourism and town plans.

Throughout the mapping process ones own values emerge as a source of knowledge that is critical in planning for their community. Based on the assumption that "local aspirations for stability, quality of life and interconnection will be our only way to attain future sustainability"<sup>5</sup> it is safe to conclude that acknowledging and incorporating the knowledge of community "experts" and residents in future plans is crucial.

It is the hope of the Humber Environment Action Group that by enabling community residents to identify and document their community values that it will in turn re-establish community control and sense of pride in ownership and management of local resources.

For our initial pilot project in Deer Lake our definition of community values was as follows;

*Intrinsic values (historical, cultural, spiritual, recreational...) which are considered by a body of people to contribute to their sense of well being, identity and place.*

Intrinsic values are defined as;

*"belonging to the essential nature or constitution of a thing; actual, authentic, true, natural, inborn."*

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<sup>4</sup>Aberley, Doug. 1993. Boundaries of Home: Mapping for Local Empowerment. pp2.

<sup>5</sup> Ibid. pp 3.

### 1.3 Relationship between community values mapping and the "Ecosystem Approach"

*"The rivers, mountains, forests and every rock are inextricably entwined in the history, culture and identity of communities and residents"*<sup>6</sup>

There has been a shift quite recently to the "Ecosystem Planning" perspective. An approach which promises to consider all aspects of an ecosystem. The shortsightedness of previous management plans and extraction practices are apparently a thing of the past. Decisions, in forestry for example, must now "be acceptable to users, stakeholders, and the public while sustaining forest ecosystem integrity."<sup>7</sup> We can hope that this shows a dedication to changing old ways and that it's not a case of just using the right "buzz words".

Modern methods of "managing resources" are quite obviously failing to maintain ecosystem health and meet human needs. As technology quickly advances, and demands on resources increase we must abide by the precautionary principle. When in doubt we must act on the side of precaution and protection of the ecosystem. Single resource management has proven to be ineffective and far too narrow an approach to address the needs of environmentally sound management. The ecosystem approach has the potential to preserve both ecological and cultural diversity.

To implement an ecosystem approach to planning it becomes quite apparent that issues of community perception, attitudes and values must be addressed. The community values mapping project is one way in which these issues can be considered. Modern practices have often dismissed community expertise, values and attitudes as unimportant - a decision which has proven to cause irreparable damage. The basis of the new "ecosystem approach" should aim at the "preservation of ecological diversity and integrity, and the renewal, on sound cultural and ecological principles, of local economies and local communities."<sup>8</sup> The difficult challenge will be changing the beliefs and value systems that underlie our current destructiveness, exploitation and shortsightedness.

There must be innovative new arrangements to facilitate involvement, co-management of resources and the incorporation of traditional ecological knowledge into policies. The community values mapping project is attempting to encourage this.

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<sup>6</sup>Suzuki, David. 1994. Time To Change. pp 183.

<sup>7</sup>Environmental Preview Report: Proposed Adaptive Management Process. Newfoundland Forest Service. pp1.

<sup>8</sup>Berry, Wendell. 1995. Another Turn of the Crank. pp 49.

### Relationship to Integrated resource management (IRM)

The IRM plan being developed by the Western Newfoundland Model Forest is intended to be a holistic approach to ecosystem "management". It is important that both scientific knowledge and traditional knowledge are successfully integrated within this plan. Plans should not be created with a single bias, but rather, should consider all human and non-human values. It must also incorporate creative ways to engage the general public in the process. Community Values Mapping is a crucial step in both the accumulation and integration of such information. The majority of resource maps presently are of extraction inventories however it is important for residents to be able to visualize their future and the future of their communities with other values and uses in mind.

Collectively, all aspects of IRM provide a powerful set of instruments with which to encourage and maintain behaviour change.

### Relationship to sustainability

At the root of future sustainability is community cooperation and participation. As long as residents are skeptical about the intentions of government and feel excluded and ignored in the planning process for their resources there will never be public endorsement of the plans. Community expertise, attitudes, values and knowledge must be seriously considered and integrated into plans for sustainability. "The question of future sustainability rests in issues such as community empowerment, training, and values and ethics."<sup>9</sup> The health and future sustainability of our ecosystems must be evaluated and planned by the people who live in that region and understand their place in the ecosystem.

We must revitalize our local regions, species and culture to help us shape and restore prosperity on our communities. The sense of powerlessness that I discussed earlier contributes to unsustainability.

By documenting through mapping and other visual mediums what has previously occurred and what is of value to community residents we can "sensitively adapt and develop plans for the future of both human and non-human sustainability."<sup>10</sup>

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<sup>9</sup>National/Newfoundland and Labrador Round Tables on the Environment and Economy. 1995. The Report of the Partnership on Sustainable Coastal Communities and Marine Ecosystems in Newfoundland and Labrador. pp 25.

<sup>10</sup>Aberley, Doug. Dunn, Michael. And Penn, Malcolm. 1994. Giving the Land a Voice - Mapping Our Home Places. pp. 2

"The over-riding goal for communities to consider to improve their chances of achieving sustainability is to develop a sense of community spirit, to recapture the values people recall from a time when communities were more self-reliant." <sup>11</sup>

#### 1.4 Community Involvement - the missing link

Community involvement and empowerment are the link between current management practices and sustainable choices for the future. There must be creative and worthwhile initiatives to engage the public in planning and management of their adjacent resources. As long as the current attitudes and level of skepticism, within and towards communities exists, a positive change towards the future sustainability of our communities and resources cannot take place.

Mapping and using other visual displays to document community values, to redefine a sense of place and as a means to encourage residents to become involved in decision making will inevitably lead to better communications and decisions being made.

#### 1.5 Existing barriers

The barriers associated with mapping community values draw many parallels to those of recognizing indigenous knowledge systems. "There are certain inherent limitations in mapping community values which have created the attitude that these values are "irrelevant"

1. Values within a community are normally oral in nature.
2. They are not formally recorded and documented
3. Each individual possesses only a part of the communities value system. They may be implicit within local people's practices, actions, and reactions rather than a conscious resource." <sup>12</sup>

Combined with the dismissal of community values as too emotional, subjective or romantic is the notion that community values don't have any "value" because they cannot be scientifically measured or attached to traditional economic indicators. It is through initiatives such as the Community Values Mapping that we hope to change these attitudes.

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<sup>11</sup>National\Newfoundland and Labrador Round Tables on the Environment and the Economy. 1995. The Report of the Partnerships on the Sustainable Coastal Communities and Marine Ecosystems in Newfoundland and Labrador. pp. 35.

<sup>12</sup>Rajasekaran, B. 1993. A framework for incorporating indigenous knowledge system into agricultural research, extension, and NGOs for sustainable agricultural development.

The Washington Worldwatch Institute designated the 1990's as "the Turn-Around Decade, a ten-year period during which there might still be time to embark on a radically different course to preserve the ecological underpinnings of civilization." <sup>13</sup> It is now that we must strive for a paradigm shift in attitudes and realize the importance of community knowledge, values and participation in plans for the health and future of not only our natural resources but of our communities. What better way to start changing attitudes and behaviour than by mapping cherished places.

## ESTABLISHING A PROCESS

### 2.1 Local initiating agency

The community values mapping project was initiated by the Humber Environment Action Group, a local environmental non-government organization, to ensure that traditional, non-economic community values are incorporated into the Integrated Management Plan of the Western Newfoundland Model Forest. It was thought by the group that the process that is currently being designed for the Model Forest is highly technical in nature and neglected to have adequate public participation or consideration of community values. This project is designed to stimulate public interest in planning as well as to provide residents with a means to participate more effectively.

The project has changed substantially since its inception to ensure that the process was community based and served community needs in keeping with Model Forest Principles. See Appendix A for a comparison of the original plan and the present framework.

### 2.2 Deer Lake - the pilot community

Deer Lake was chosen as the pilot community due to the show of interest, from that community, to the community release distributed in mid-October. See Appendix C for information regarding the community release.

The population of Deer Lake is 5300 with a large segment of both seniors and youth. Employment varies from retail, service, manufacturing and logging. Within Deer Lake there is a strong religious base with affiliations in the Roman Catholic, Pentecostal, Anglican and Jehovah Witness Churches. There also exists many community service organizations ranging in scope from social to economic diversification. It is very much a community and family oriented area with outgoing and caring residents.

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<sup>13</sup>Suzuki, David. 1994. Time To Change. pp xii.

### 2.3 Need for a framework

The design of a framework appropriate for Community Values Mapping is certainly a crucial consideration. We have spent a lot of time developing an appropriate process thus far, keeping in mind, however that the process must be as dynamic and evolving as the communities that are involved. To have a structure that is rigid or static would stifle community creativity.

When developing our framework we answered a series of questions;

1. What is the motive, intent or goal of the project? **See Appendix E**
2. How can we ensure that we are accountable to the community and that the community benefits from this project?
3. What are the benefits of this project?
4. What is the time frame for this project?
5. Where will the map/s be used?
6. Who are the maps being generated for?

Answering these questions was very beneficial in helping to develop our process. See **Appendix A** for the framework used in Deer Lake.

For each community the framework will be modified and will go together differently depending on the desires of the residents.

Copies of our project proposals are available upon request.

### 2.4 Establishing a coordinating committee

An advisory board for the project coordinator is an important element and should be given adequate consideration. In the case of this project, because I was responsible for the coordination of the project as well as the field work, it was important to be able to share ideas and concerns with the coordinating committee. Having the payroll dispensed by the treasurer of the Humber Environment Action Group was also a great help.

## 2.5 Project refinement and research

This was perhaps the most time consuming aspect of the process. The design of the initial project was deemed as inadequate in terms of community involvement and accountability so time was spent refining the project outline as well as determining an appropriate framework. A comparison between the original plan and the current initiative is available in Appendix A

In terms of research a lot of time was allotted to determining what information already existed. This included information about community groups, government organizations, and non-government organizations which may be interested in the values mapping project; data already collected by Model Forest affiliates so as to avoid duplication of existing data; contacts and information regarding similar projects done provincially, nationally and internationally; information on Geographic Information Systems and forestry databases; and any resource materials relating to community values within the pilot community.

## 2.6 Creating partnerships

The creation of partnerships, both financial and community, will be a significant determinant in the success of similar projects. As the idea of mapping community values is a relatively new concept, creating partnerships did not come easy for this initial project but there has been substantial support, financial and community, over the last few months.

Consistent with the integrated approach is the notion that no one thing stands alone. Partnerships are the only way to appropriately acknowledge the interrelationships and interconnections of an ecosystem.

### Financial

With financial resources limited it is important to create partnerships. The partners involved in the project to date are as follows:

- Humber Environment Action Group
- Western Newfoundland Model Forest
- Government of Newfoundland and Labrador - Department of Employment and Labor Relations
- Community Animation Project - a joint initiative of Health Canada and Environment Canada
- Atlantic Coastal Action Program
- Habitat Action Plan - Department of Fisheries and Oceans

## Community

Support from the community and their interest and insights into the relationship between the values mapping project, plans for their future, and ecosystem health has been encouraging.

Community organizations that have been involved and interested in this project include the following:

- Newfoundland and Labrador Environment Network
- Lions Club
- Scouts & Ventures
- Humber Valley Development Association
- Extension Community Coop
- Regina High School - Science Cooperative
- Elwood High School
- PTA - Deer Lake
- Rod and Gun Club
- Seniors Clubs
- Ducks Unlimited
- Humber River Watershed Development Association

## 2.7 Obtaining base mapping and relevant information

Obtaining the most up to date resource information is crucial to accurate data accumulation. In the case of this project forestry databases were used and the most recent version was 1989. You can imagine that this caused a few problems (see section 5.1) but overall they were quite accurate.

Decisions had to be made as to what features should appear on the base map. To see the chosen features which were chosen for the pilot community please see the legend on the attached map.

The time spent earlier in the process researching relevant information and interested groups (see section 2.5) certainly paid off here. Having already made numerous contacts and gathered a substantial amount of related data, both within and outside the pilot area, I was community bound.

## 2.8 Community involvement

“ All change starts with the individual.  
If our behavior is wholesome and effective this will influence others.  
The individual influences his or her family.  
The family influences his or her community.  
The community influences the nation.  
The nation influences the world.  
Our actions can be the nucleus for change.”

Unknown

Involving the community from the onset is the only way to introduce new ideas, generate plans, and reach decisions that will not only be accepted but more importantly acted upon. This grassroots, participatory approach recognizes that people are more likely to become committed to a plan when they have been part of a process that develops that plan. People tend to give energy to things they helped create.

It is not sufficient to involve people as a way of coercion or under other false pretenses, as so often happens. There must be genuine motives; involvement of the community, consensus among all those involved, willingness to consider suggestions; and improvement of the current plans which have proven to be inadequate and destructive.

Early in the process we considered how to involve the community and how to ensure local utilization of the information we wanted to gather. Community releases were sent out (**Appendix C**), media interviews were done (**Appendix A**), a talk to the Lion's Club, community training seminars, a survey (**Appendix D and section 3**), many kitchen table talks, and school visits. The objectives of all these approaches were; getting people involved, documenting the information they shared with me, learning from them how they saw this project being of use to them and their community, and building the framework of the project together with the residents. The enthusiasm within the community towards the project was encouraging.

Two of the above approaches should be elaborated upon; the community training, and the community release (**Appendix C**). The community release was distributed to approximately 250 community groups, within the Model Forest region, to seek interest in the values mapping project. The title of that release, "What makes your community special?", was chosen to put everyone in the role of expert. Recognizing community residents for their knowledge and expertise is not a new idea but unfortunately it's rarely acted upon.

The workshop seminars were developed for a two fold purpose; to provide training to community residents in areas that they showed interest in and to enable the values mapping project to reach/involve more people and have community members trained as researchers for the project.

The ideas for the workshops developed out of a community consultation. The workshops were then organized and developed by the Extension Community Coop. Two evenings were allocated for the seminars and consisted of seven areas of focus: 1) Introduction, 2) Providing a reason to participate, 3) Community participation: How do you get it?, 4) An effective team, 5) Leaving the workshop with an action plan, 6) Creative ways to collect information including story telling, Ah - Hah approach, and Photo novella. The focus of each of the workshops was quite general to enable residents to apply the new information and skills to personal experiences however the values mapping project was used as a specific example for the action plan workshop.

## SURVEY

### 2.9.1 PURPOSE AND PROCEDURE

The survey was conducted to identify and document the geographic areas in and around Deer Lake, Newfoundland that were of particular value to the residents. One hundred and ninety-nine Deer Lake residents (16 years of age and older) participated in the survey. Every seventeenth name in the Deer Lake telephone directory was chosen to ensure that participants were randomly selected. Ten participants were used in a pilot survey to familiarize the experimenters with the protocol and to identify any outstanding problems and complications. Of the 189 responses, there were 32 partial refusals (these participants did complete a simple demographics refusal survey) and 16 complete refusals (these participants did not report any data). The remaining 141 participant's responses provided the data for this segment of the project.

The survey was developed by members of the Sir Wilfred Grenfell College, Psychology 3950 class, (Brake, J., Hapgood, K., Kendall, R., Parsons, T., & Penney, B.), with the guidance of the Humber Environment Action Group (HEAG) and consisted of eight questions. With the exception of simple demographics and participant's interests, the survey was composed of open-ended questions which allowed participants to list any site they valued and the associated values. Using suggested community values criteria, the values associated with each particular site were designated by one of six value labels, (see Table 1). The survey protocol and questionnaire can be found in Appendix D.

Table 1  
Description of Values Associated with Community Locations

Value Label	Description & Examples
(A) Recreation	Hunting, fishing, camping, swimming and sun-bathing areas; skiing & snowmobile trails; hiking & walking paths; golf courses; berry picking areas; boating, canoeing, & kayaking areas; parks & playgrounds; areas of special geological interest, etc.
(B) Scenic/Pristine	Rivers, brooks, ponds, lakes; undisturbed forest areas, parklands, undeveloped urban & suburban areas; nature areas; may also include remote environments.
(C) Family	Areas that individuals, groups, and families favour; gather on a regular basis, or have a certain nostalgic value to their family life.
(D) Religious	Areas of religious importance to people; sacred cemeteries or burial grounds; cherished churches etc.
(E) History	War memorials, museums, former industrial sites, historic buildings; areas people value because of their connection to the past and past events in the history of their community; areas of sentimental significance.
(F) Economic	Commercial areas; educational facilities, areas of local business and marketing; overall town infrastructure.

## 2.9.2 RESULTS

Of the 189 participants, 141 (74.6%) completed the survey, 32 (16.9%) provided responses to the refusal survey, and 16 (8.5%) provided no responses at all. A complete summary of valued locations identified by Deer Lake residents, are listed below (see tables 2-7). Note: Numerical values indicate the frequency of response given for each site.

It was also found, that 88.7% of the participants who completed the survey felt that the Community Values Mapping project was useful. Table 8 presents a summary of the locations that were of value to residents of Deer Lake but, have already been lost or somehow destroyed.

**Table 2**  
**Locations of Value to Deer Lake Residents**  
**(16-25 Years of Age)**

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Bowater's Field/ Power House	1	0	0	0	1	1
Canal	2	1	1	0	0	0
Deer Lake Park	2	1	1	0	0	0
Deer Lake- Nicholsville Beach	7	3	2	0	0	0
Cemeteries & Churches	0	0	1	1	1	0
Grand Lake Dam	0	1	0	0	0	0
Stadium	2	0	0	0	0	0
Main Street/ Down Town	2	0	0	0	0	0
Nicholsville Bridge	0	0	0	0	1	0
Nicholsville Playground	1	0	0	0	0	0

Table 3  
Locations of Value to Deer Lake Residents  
(26-35 years of age)

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Bowater's Field/ Power House	0	0	0	0	1	1
Canal	2	2	1	0	0	0
Deer Lake Park	6	3	1	0	0	0
Deer Lake- Nicholsville Beach	4	4	2	0	0	0
Cemeteries & Churches	0	0	1	2	1	0
Grand Lake Dam	0	2	0	0	0	0
Stadium	1	0	0	0	1	0
Goose Arm Road	2	1	1	0	1	0
Deer Lake	1	1	0	0	0	0
Humber River	3	1	0	0	0	0
Airport	0	0	0	0	0	1
Big Falls/Sir Richard Squires Park	3	1	0	0	0	0
Whites Road	1	2	0	0	0	0

Table 4  
Locations of Value to Deer Lake Residents  
(36-45 years of age)

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Bowater's Field/ Power House	0	0	0	0	1	1
Canal	4	2	2	0	0	0
Deer Lake Park	10	7	5	0	2	2
Deer Lake- Nicholsville Beach	9	5	3	0	0	0
Cemeteries & Churches	1	0	1	5	2	2
Grand Lake Dam	0	1	0	0	0	0
Stadium	6	0	4	0	0	1
Goose Arm Road	2	2	1	0	0	0
Deer Lake	6	4	2	0	1	1
Humber River	4	2	2	0	1	1
Airport	0	0	0	0	0	3
Big Falls/Sir Richard Squires Park	3	3	1	0	0	1
Whites Road	0	0	1	0	2	0
Middle Road	1	0	1	0	0	0
Legion/Bingo Hall	0	0	2	0	2	0
Schools	2	0	1	0	0	1

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Nicholsville Playground	1	0	0	0	0	0
Clinic	0	0	2	0	0	2
Humber Valley Craft Shop	1	0	0	0	0	1
Driftwood Inn	0	0	0	0	1	1
Railway Tracks	1	1	0	0	0	0
The Cache Rapids	1	1	1	0	1	0
Rocky Brook	2	1	0	0	0	0
Town Hall	0	0	0	0	0	1
Eight Avenue	0	0	1	0	2	0

Table 5  
Locations of Value to Deer Lake Residents  
 (46-55 years of age)

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Bowater's Field/ Power House	2	1	1	0	1	2
Canal	4	4	1	0	1	1
Deer Lake Park	7	7	2	0	0	0
Deer Lake- Nicholsville Beach	7	8	1	0	1	0
Cemeteries & Churches	0	0	3	3	2	0
Stadium	2	0	0	0	0	0
Goose Arm Road	3	3	0	0	0	0
Deer Lake	1	1	0	0	0	0
Humber River	4	3	0	0	0	0
Airport	0	0	0	0	0	1
Big Falls/Sir Richard Squires Park	4	3	1	0	0	0
Middle Road	1	1	0	0	0	0
Railway Tracks	2	2	1	0	3	0
Library	0	0	1	0	1	1
Main Street/Down Town	0	0	1	0	1	3
Rod & Gun Club	2	1	0	0	0	0

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Golf Course	2	2	1	0	0	1
Nicholsville Bridge	0	1	1	0	2	0

Table 6  
Locations of Value to Deer Lake Residents  
(56-65 years of age)

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Canal	4	4	0	0	0	1
Deer Lake Park	6	4	4	0	0	0
Cemeteries & Churches	0	0	2	2	2	0
Goose Arm Road	4	5	3	0	0	0
Humber River	4	4	2	0	0	1
Main Street/ Down Town	0	0	0	0	1	1
Golf Course	1	1	1	0	0	1
Clinic	0	0	1	0	0	1
Legion/Bingo Hall	0	0	1	0	0	1
Rocky Brook	1	0	1	0	0	0
Riverside	1	1	1	0	0	0
Big Falls/Sir Richard Squires Park	5	3	3	0	0	0

Table 7  
Locations of Value to Deer Lake Residents  
 (66+ years of age)

LOCATION	VALUE LABEL(S)					
	Recreation	Scenic/ Pristine	Family	Religion	History	Economic
Bowater's Field/ Power House	1	1	1	0	1	1
Deer Lake Park	6	4	5	0	3	0
Deer Lake- Nicholsville Beach	2	2	2	0	0	0
Cemeteries & Churches	0	0	3	6	3	0
Goose Arm Road	3	3	2	0	0	0
Big Falls/Sir Richard Squires Park	1	1	0	0	0	0
Main Street/ Down Town	0	0	0	0	2	2
Nicholsville Bridge	0	0	1	0	1	0
Humber River	2	2	1	0	0	0
Legion/Bingo Hall	0	0	1	0	0	1
Hancock Road	0	1	0	0	0	0
Whites Road	1	1	0	0	0	0
Devon Road	0	2	0	0	0	0
Bonne Bay Road	1	0	0	0	0	0
Stadium	1	1	1	0	0	0

**Table 8**  
**Locations of Value to Deer Lake Residents already Lost or Destroyed**

LOCATION	VALUE LABEL (S)				
Railway Tracks	Recreation	Scenic/ Pristine	History		
Railway Station	Recreation	Scenic/ Pristine	History		
Outdoor Pool	Recreation	Scenic/ Pristine	Family		
Tennis Court	Recreation	Scenic/ Pristine	Family		
Land prior to Commercial Area	Recreation	Scenic/ Pristine	Family	History	
Brownie's Farm	Recreation	Scenic/ Pristine	Family	History	Economic
Land prior to Golf Course	Recreation	Scenic/ Pristine	Family	History	
Youth Centre	Recreation				

Note: the frequency of responses are not available for the above data.

### 2.9.3 CONCLUSIONS

Most residents felt that the process of identifying and mapping community valued sites will serve a number of useful purposes. The project appealed to residents in its potential to make others aware of some of the special places in and around Deer lake. Many residents expressed such ideas as protecting and beautifying locally valued sites as a way to attract tourists to the area. By providing an actual map of locally valued sites, tourists and residents alike would have access to a directory of sorts indicating interesting and worthwhile locations to visit and protect. A number of residents also suggested that the project could help identify places that would have to be considered in all future town planning and economic/industrial development projects.

Although, there are a number of problems and limitations associated with the current survey and its implications. Perhaps most relevant is the fact that it was prepared, conducted, and analyzed by amateur research psychologists without the benefit of any previous similar research to use as a reference. However, one of the goals of the project was to establish a process of identifying and mapping community values. It is hoped that this preliminary attempt at Community Values Mapping will be useful, at least in suggesting a practical starting point for such research.

In terms of the actual survey questionnaire, one of the major complications encountered was related to the open-ended nature of the questions. Due to the wide range of purely descriptive sites and values that were identified, statistical analysis was limited. Descriptive data of this sort was rather difficult to analyze, apart from simple summarization and frequency analysis. It is important to realize, however, that in many cases, research does involve an attempt to provide a descriptive account of some attitude or value.

Another problem encountered was in the designation of values to one of the six value labels identified in Table 1. Although these criteria were presented to guide the interpretations of the descriptions of the values of residents, it is reasonable to expect that the different surveyors may have deviated somewhat in their interpretations.

### 2.10 Community consultation

The information on community values was gathered at meetings, over kitchen table chats, through the community researchers, and over the phone. This ensured a large range of participation and public awareness. The consultations were relatively unstructured and encouraged story telling, photograph showing and general thoughts on the project and community values.

## 2.11 Compilation of inventory

The compilation of data was perhaps the most difficult phase of this project and will be discussed further in section 5.

The information on community values was classified into nine categories; historical significance, cultural identity, spiritual and sacred places, pristine and wild places, cherished habitat, recreational areas, social gathering places, aesthetics, and archeological sites. Each geographic area that was identified was then assigned to the value categories for which it was mentioned. For example, Mamas Hill was valued as both a spiritual and aesthetic area. See the attached map for details.

The categorization of community values in this way is discussed in section 5.

## 2.12 Evaluation

The evaluation of this project has been ongoing due to its dynamic nature. Through steering committee meetings, community networking and feedback, and constructive criticism from interested parties we have been able to assess the degree to which our goals are being met. Any feedback on this particular report would be appreciated.

## MAPS

### 3.1 A display of cherished places and associated values in the community of Deer Lake

The following map is a visual representation of cherished places as expressed by residents in Deer Lake. As discussed earlier the follow up consultations have not been carried out so the information on these maps has not been verified by the community.

Please note the the areas depicted on these maps represent the areas and associated values of the residents of Deer Lake and surrounding area who participated in the Community Values Mapping Project. The map is by no means complete but rather a ever evolving entity.

## BUDGET

### 4.1 Detailed budget for the Community Values Mapping Project - September 1995 - September 1996

Budget for Community Values Mapping Project, Dated 03/04/96

Categories	Budgeted Monies	Inkind	Model Forest	CAP	DFO	Job Bridges	ACAP	Unconfirmed
Wage/Labor								
Contractual	\$23,512		\$10,000	\$500	\$1,000	\$12,012		
Book keeper		\$1,600						
GIS Tech		\$3,000						
Community Training-Ext. Coop	\$2,500			\$2,500				
Meeting Facilitation		\$3,000						
Administration		\$6,000						
Materials\ Equipment								
Office Rental		\$1,200						
Facility Rental	\$500							\$500
Computer Lease	\$1500			\$500	\$250			\$750
Office Expenses	\$1500						\$1500	
Public Relations - Promo - Workbook - Video	\$540 \$600 \$4000		\$600 \$2200	\$540				\$1800
Training\ Travel								
Process Shadowing	\$650	\$1500						\$650
Vehicle Expenses	\$750			\$400	\$350			
Travel	\$600			\$600				
Accommodation	\$160							\$160
Additional Services								
MUN	\$400	\$1200			\$400			
Totals	\$37,212	\$17,500	\$12,800	\$5,040	\$2,000	\$12,012	\$1,500	\$3,860
Grand Total	\$54,712		\$37,212					

\*Note: Shaded areas represent in-kind contributions or figures that include in-kind contributions.

This budget does not consider the possibilities of having field staff /interviewers, nor does it allot for community training in subsequent communities. Further more, alternative ways to collect and express community values and the costs associated with those approaches are not considered.

## 5.0 PROBLEMS INCURRED TO DATE AND SUGGESTED CONSIDERATIONS FOR SUBSEQUENT COMMUNITIES

### 5.1 PROBLEMS INCURRED TO DATE

1. **Terminology and concept.** As mentioned earlier the concept of community values mapping is new and seeking support and interest in the concept was initially quite difficult. Using terminology that is appropriate and easily understood was also a challenge. Ideas such as intrinsic and intangible values are hard to express in concrete terms.
2. **Assigning value.** Is it possible and/or appropriate to interpret and assign value to cherished places? Perhaps identifying and documenting them as a whole would be more appropriate then fragmenting them into value groups.
3. **Mapping.** Is mapping an appropriate medium for identifying community values? Can a map capture the essence of the land and "sense of place"? Each landmark may be to personal, to powerful, to be explained by a simple symbol on a map. Attitudes and perceptions are impossible to map.
4. **Cost.** Financial limitations and the cost of maps, community training, base mapping, field interviewers etc. made it difficult to accomplish what, in full, we wanted to do. The use of alternative mediums, such as video, has been impeded by the lack of personnel and finances.
5. **Base Maps.** Use of inventory maps from 1987. The accuracy of using a database that was 7 years old was questioned a number of times. Ground truthing of database should be completed prior to data collection.
6. **Ground truthing.** Ground truthing of accumulated information should occur upon completion of interviews to ensure accurate data.
7. **Points and polygons.** Digitizing equipment was not available for the generation of the map so all areas are in point form. Getting accurate polygons from residents is very technical and time consuming so using points to express areas actually worked out fine for the pilot community. Mapping these places, in general terms, offers a wealth of information to both the community residents and future plans .

8. **Symbolization.** Standardizing symbols for community values is extremely difficult. Compounding this problem was the fact that our variety and the number of symbols at our disposal was minimal.

9. **Road names** should have been included on the base map. This is not possible using forestry databases.

10. **Elevation** should have been included on the base map.

11. **Legend.** Legend layout and colour proved to be a difficult task.

12. **Omissions.** There was concern expressed regarding the omission of blatant areas from the map( ie. Restaurants, wooded areas etc.). It is important to note that people may lose trust in the accuracy of data if blatant areas are left off the map, however in this case the only areas identified and documented in this process have been those acknowledged by the residents involved in the values mapping project. It is important to recognize that the data is forever evolving and will never be "complete":

### CONSIDERATIONS

1. Know what your maps will be used for. For example, base maps at a scale of 1: 12,500 is a large scale and allows more accurate information gathering. Also it is the scale that planners use so community values can potentially be layered with and given equal consideration with other resource and economic values.

2. How best to depict the situation in the community. Perhaps maps are appropriate but perhaps other mediums such as video, photography etc. would be more appropriate.

3. What resources are available both in terms of time, equipment and money. This is an important consideration for both the sponsoring NGO and the community.

4. Ground truthing, if at all possible should be completed for the base map as well as to verify information upon completion.

5. Elevation should be included on the base map to ensure accuracy in determining view points, etc.

6. "Soft" vs. "hard" values. By categorizing community values as "soft values" it misrepresents their true value. Categorizing diminishes the significance of these cherished places and associated values.

## 6. WHERE TO GO FROM HERE

### 6.1 Finalize Deer Lake inventory

The community consultation to verify the data will be in an open house format. I'm hoping to have the map dry mounted and used as a gallery display of the identified community values. During this evening, verification of the collected information will take place as well as thoughts on future uses of the data for the community, and additional areas of value will be identified.

### 6.2 Subsequent communities

The subsequent communities will be on the south and north shores of the Bay of Islands. Initial contacts have been made in Frenchman's Cove, Gilliams, and Lark Harbour. Incorporating coastal as well as terrestrial values will be interesting for the upcoming communities.

### 6.3 Powerpoint presentation

Developing a powerpoint presentation will be of importance for use in spreading the idea of community values mapping, its benefits and potential as well as for use in subsequent communities.

The presentation will consist of a computer generated presentation which may be delivered by computer or overheads.

### 6.4 Developing networks

Through the Community Animation Project, a joint initiative of Health Canada and Environment Canada, we will be initiating networking for communities involved and/or interested in similar projects. These groups will then be able to share ideas, successes and support with each other.

### 6.5 Video, workbook, and artistic maps

Alternative ways to document and discuss community values must be investigated. A video may include community residents discussing their homeplaces, ideas and opinions on land use and thoughts on appropriate actions which would incorporate their community values into "ecosystem management".

A workbook may include generated maps, documentation of process and methodology, ideas and recommendations, and still photos.

Other ideas include; stories, songs, and artwork that evoke the genuine spirit of a place. These can happen simultaneously with the mapping. Also, textile, ceramic and photograph displays should be considered.

#### 6.6 Researching existing PC based desktop packages for mapping

Simple, inexpensive and available technology tools should be researched. Map Info. may be useful.

## 7. CONCLUSION

This framework is just a stepping stone in the process of identifying and developing sustainable options for the future of both our resources and communities. It is not a rigid "blueprint" but rather a dynamic process that provides essential principles and information for the survival of our human and non-human resources.

For the first time communities will have documentation of their cherished places. In turn, a rejuvenated sense of place and an improved community spirit will evolve. A sense of community empowerment and a push towards community involvement in management of resources will be initiated.

The value of this process is as a reference tool. The challenge is to use this wealth of information to the greatest possible benefit.

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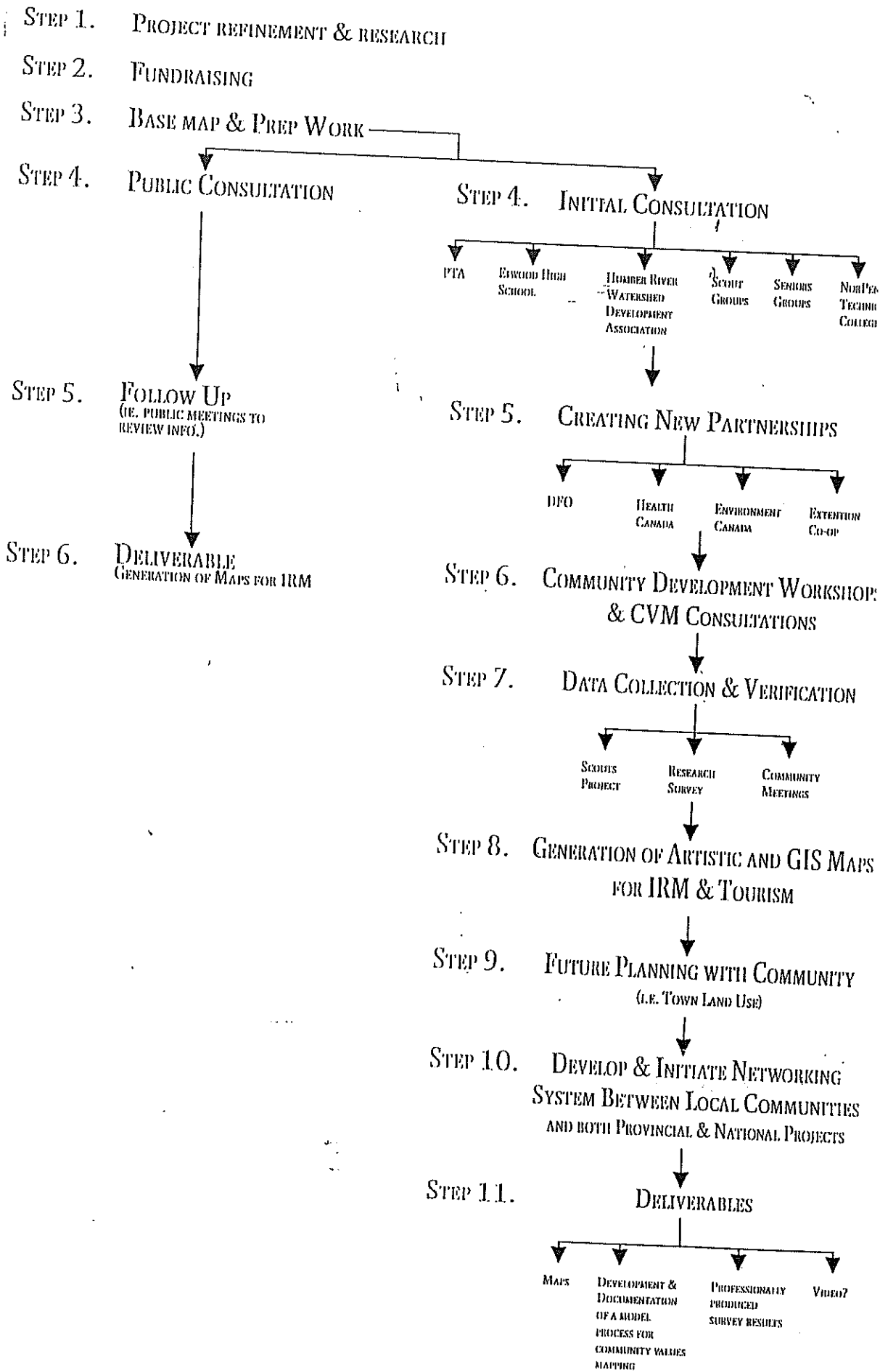
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APPENDIX A

COMPARISON BETWEEN ORIGINAL PLAN AND PRESENT INITIATIVE





## APPENDIX B

Humber Environment Action Group



The Humber Environment Action Group  
in association with other Partners  
Invites the General Public to a

Series of Workshops

focusing on

**Taking action in your community**  
**Becoming involved in community matters &**  
**Finding ways to get others involved**

Date: February 14 & 15  
Time: 6:00 pm - 9:30 pm  
Place: Humber Valley Development  
Association Building  
Trans Canada Highway, Deer Lake

Transportation Available from designated sites

For more information:  
contact Raelene Young at 634-2520 or 639-1481

(Afternoon workshops available by demand on Feb. 15)

# Mapping project in works

DEER LAKE — Visitors here will soon have something to guide them to points of interest.

The Humber Environment Action Group, Deer Lake Model Forest, Atlantic Coastal Action Program and Health Canada, in co-operation with the Department of Environment, will pilot a community value mapping project headed by Raelene Young, coordinator.

Young, who works with the HEAG in Corner Brook, said the project will concentrate on the "softer values" of the residents of the area.

"About a year and a half ago, we thought that softer values weren't being acknowledged so we decided to develop a project to enable people to document those values," she said.

It means some areas special to the community are now going to be mapped out, and that map will then be displayed for tourists and members of the community to see and refer to.

"It could be a favorite berry picking spot or just somewhere that is special to you," said Young. "Somewhere with historical, cultural, spiritual or recreational value."

In September, letters of intent were sent out regarding the possible project on the west coast. The people of Deer Lake showed the most interest, thus, the project was based here, according to Young.

"We are asking the people of Deer Lake to think of areas that if they were taken away, you would miss. The things you take for granted," she said. "Those are the places we want to put on the map."

The depth of the project depends on resources, said Young, which loosely translates into whether or not the government is going to provide more financing.

The project will go into full swing in the new year when Young will approach schools, community centres, seniors homes and anywhere else she feels she will find feedback from the community.

"It is important that people start talking about what they value in their community," she said. "It is about time that the communities had a voice."

Western Star - Dec. 20/95

# HEAG putting special places "on the map"

**CORNER BROOK** — A favorite swimming hole, a cherished cemetery, or a lucky fishing spot.

These are places community residents may hold dear to their hearts, but how well documented are they? A project of the Humber Environment Action Group will help communities put their special locations on the map.

Community values mapping is a pilot project that Raelene Young, project co-ordinator of HEAG, is running in Deer Lake.

She spoke about the project and its goals at a meeting this week of the Corner Brook Lions Club.

The purpose of the pilot is to document places like favorite berry picking spots so they will be taken into consideration in future town planning and development.

All too often large businesses or developers decide to branch out in small towns, laying out building plans without heeding the places that are valued in the community, said Young.

Community values mapping will help residents indicate on a map the areas that shouldn't be disturbed. "These are places that improve the quality of life in a town, that give it a sense of home," said Young.

Excellent for some work done

with the traditional land uses of aboriginal peoples in Canada, this kind of values mapping has never been done before, she said.

She's working with Deer Lake residents to get a handle on special places in the town.

When the locations have all been mapped out, the map will hang in some well-visited community building, such as the town hall, museum or local development association office.

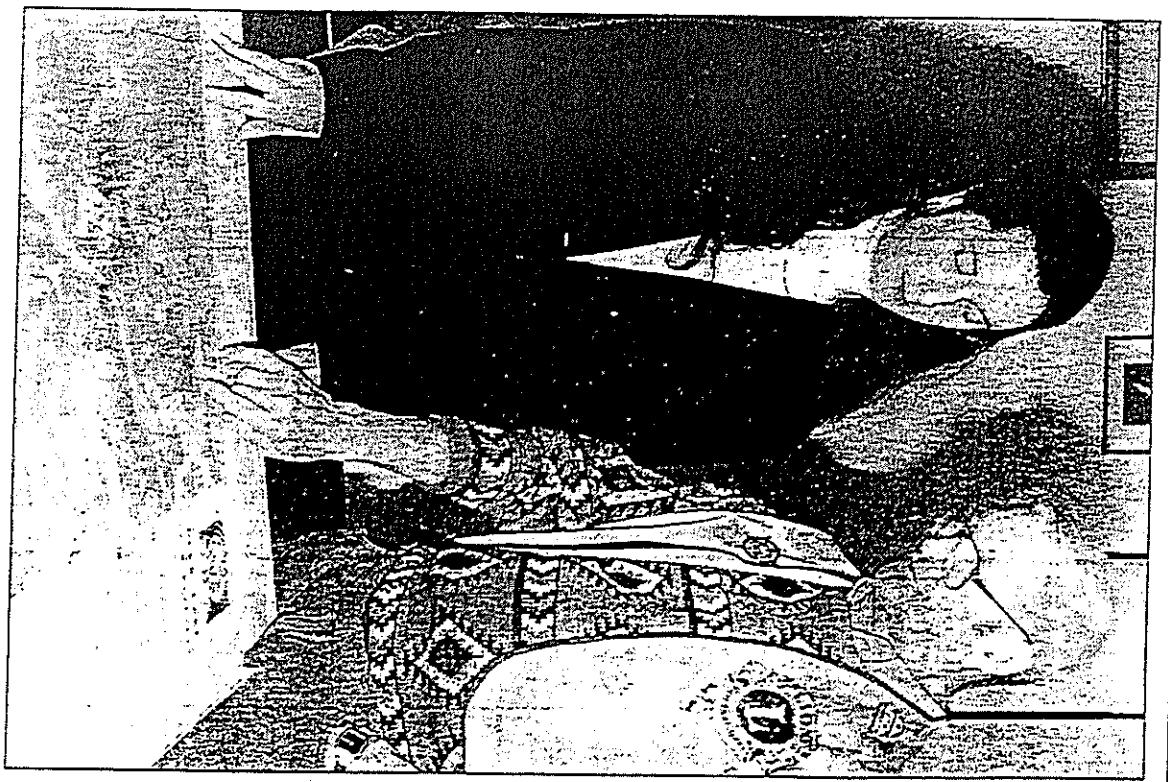
The Department of Tourism has taken an interest in the project as well. As a result, local artists will be given the chance to work on more colorful, visually-pleasing maps to be used as tourist aids.

Young is also working on software, a slide show and a workbook that will be left with the Humber Valley Development Association. "Once the process is documented, any community can do it," she said.

The Department of Fisheries and Oceans may take over the project once the pilot is completed, said Young, because it wants to do similar mapping in the Bay of Islands with respect to fishing locations.

"This will give people a sense of identity with places that make them feel good about their community," said Young.

## The region



Star Photo by Franca Volney

Community values mapping will help communities document special places such as favorite berry picking spots or fishing holes. Raelene Young, project co-ordinator with the Humber Environment Action Group, shows Corner Brook Lion Albert

## Community Values Mapping

Model Forest Newsletter

The Humber Environment Action Group or HEAG, a partner of the WNMF, will be conducting a community values mapping project that include from four to six communities. A planned pilot project will be conducted in Deer Lake early in 1996.

The aim of community values mapping is to get residents to identify specific values which they see as being important in their communities. These values will include cultural, historical, spiritual and/or recreational definition. "They are values which are special to home place but are often neglected when decision for land uses are made." says Raelene Young, project co-ordinator. The project will focus on "softer values" and once identified will be displayed on a map which will be used by the communities when making future plans for their particular area.

As well, the group heard

about a new project being initiated by the Humber Environment Action Group, a partner of the Model Forest. Raelene Young spoke of a community values mapping project that will see Deer Lake used as a pilot project site.

"Community values mapping is an opportunity for residents to discuss what they value in their community and document the link between these and a healthy community," she said in her remarks.

The values Ms. Young referred to included those of historical, cultural, spiritual, recreational and others which are considered to contribute

to people's sense of well-being, identity and place. The audience was receptive to the project noting that it sounded interesting and worthwhile but Ms. Young was cautioned to ensure that all the general public be included, not just a few.

Why? ...

## APPENDIX C

A CALL FOR COMMUNITY INPUT:

***WHAT MAKES YOUR COMMUNITY SPECIAL?***

**LANDSCAPE?**

**CULTURE?**

**HISTORY?**

**THE HUMBER ENVIRONMENT ACTION GROUP**  
is starting a  
**COMMUNITY VALUES MAPPING PROJECT**

**WHY?**

To provide an opportunity for residents to discuss what they value in their community and document the link between these and a healthy community.

To build community spirit by focussing on the positive features within the community

To consider history and tradition in your community.

To show, using maps, video and slides how people value particular areas and features in or near your community. The information can then be used for future planning.

**WHEN?**

NOVEMBER '95 - JUNE '96

**WHERE?**

WITHIN THE WESTERN NEWFOUNDLAND MODEL FOREST REGION

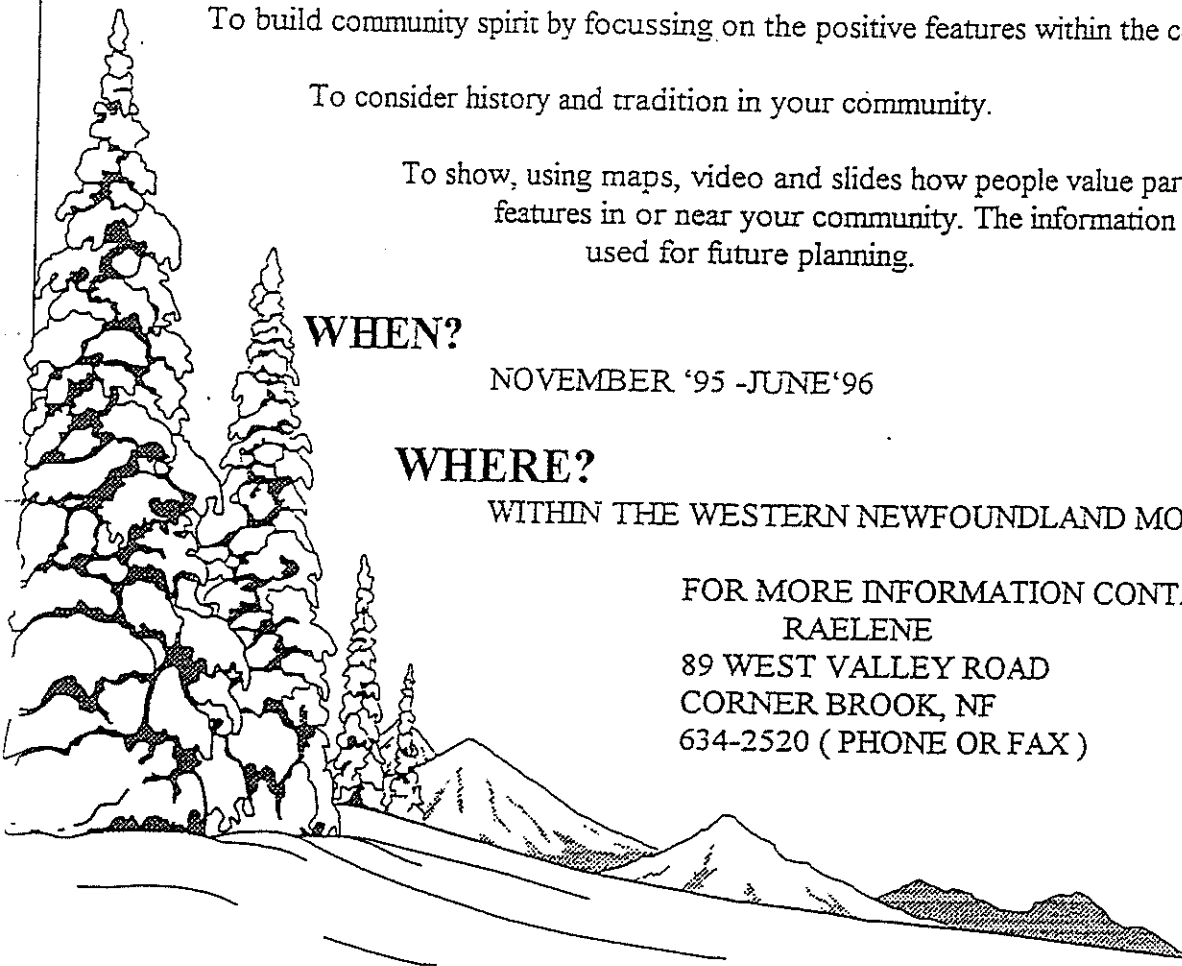
FOR MORE INFORMATION CONTACT

RAELENE

89 WEST VALLEY ROAD

CORNER BROOK, NF

634-2520 ( PHONE OR FAX )



## APPENDIX D

## Survey Protocol

- A) Hello, my name is XXXXX. I am a third year student at Sir Wilfred Grenfell College and I'm calling on behalf of the Humber Environment Action Group. The Humber Environment Action Group is attempting to help communities put their special places on the map. The project is called Community Values Mapping and will enable you to discuss and indicate on a map, cherished places in and around Deer Lake. The purpose of this survey is simply to identify places that you see as being important. You have been selected at random to participate in this survey. Would you mind answering a few questions for me?
- If NO            Would you mind telling me why you would rather not participate?
- NO TIME... would it be more convenient to call back at another time? When?
  - NOT CLEAR ON PURPOSE... would you like me to explain further? If so, continue to section 'B'.
  - NO INTEREST-OTHER... could you tell me how long you lived in Deer Lake (and which age category applies to you)? If so, continue to refusal survey.
- B) The Humber Environment Action Group is attempting to map places that, for example:
- You would miss if you moved away...
  - Areas that if they were destroyed or changed you would miss...
  - Areas such as favourite swimming places, a cherished cemetery, a lucky fishing hole, a favourite berry picking spot...
- C). There will be no permanent record of your name, phone number, or address associated with the responses that you provide. If you have any questions please feel free to interrupt at any time and I will gladly try to answer you.
-

Refusal Survey

1) How long have you lived in Deer Lake?

2) Which of the following age groups apply to you?

A)16-25    B)26-35    C)36-45    D)46-55    E)56-65    F)66+

Thank you for your time and cooperation.

---

Survey Questionnaire

1) How long have you lived in Deer Lake?

2) Which of the following age groups apply to you?

A) 16-25    B)26-35    C)36-45    D)46-55    E)56-65    F)66+

3) Are there any places in or around Deer Lake which have some important personal value to you? (Ex. Areas that you would deeply miss if they were not there)

IF YES    Can you please tell me where these places are?

IF NO    Continue to question 5.

4) Why are these areas important to you? (Ex. Why do you like to go there? Why is this your favourite spot? Why would you miss it if it were lost?)

5) Are there any places in or around Deer Lake which you felt were important but have already been destroyed?

IF YES    Can you please tell me where these places are?

IF NO    Continue to question 6.

6) Does this sound like an interesting project to you?

7) How do you see the information that we are gathering as being useful to you and your community? (Eg. Tourism, town planning...)

8) Would you like more information regarding the Community Values Mapping project or the Humber Environment Action Group and their upcoming workshops?

IF YES

You can call the project coordinator if you have anything further you wish to discuss. Her numbers are 634-2520 or 639-1481...go to closing remarks.

CLOSING REMARKS

Thank you for your time and cooperation. The results of this survey will be made public in your local newspaper in late March through the Humber Environment Action Group.

...END...

**APPENDIX E**

**Humber Environment Action Group**  
**Community Values Mapping**  
**Project**

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**Definition of Community Values:**

Intrinsic values ( historical, cultural, spiritual, recreational.. ) which are considered by a body of people to contribute to their sense of well being, identity, and place.

**Definition of Healthy Communities:**

The extent to which an individual or group is able, on the one hand, to realize aspirations and satisfy needs; and, on the other hand, to change or cope with the environment. Health is therefore seen as a resource for everyday life, not the objective of living; it is a positive concept emphasizing social and personal resources as well as physical capacity.

**Mission:**

To establish and document a process for the identification and utilization of community values in sustainable planning and maintaining healthy communities.

**Vision:**

We envision community councils, municipalities and individuals incorporating community values, on an equal level with other development and resource values, in future community and regional planning.( ie.Supporting a regional holistic approach to planning.)

The communities have taken ownership over their future planning strategies and have incorporated a structure for decision making that encourages all aspects of sustainable development.

**Goal:**

1. To empower communities to discuss and document their community values and encourage the implementation of action plans for future decision making processes.
2. To provide effective means for ensuring that community values are reflected in the Integrated Resource Management (IRM) planning process.

**Objectives:**

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1. To involve 5-6 communities in a community values mapping pilot project.
2. To train community members in public consultation and conflict resolution methods.
3. To facilitate community meetings and workshops to identify and discuss community values.
4. To stimulate the interest of citizens in the IRM process and to provide them with a means to participate more effectively.
5. To map the identified values using Geographic Information Systems (ARC INFO).
6. To use a multi media approach to document community values, including photographs, videos, and computer technologies.
7. To publish the information that is generated in a format suitable for public distribution and to provide the data to the IRM Working Group in a usable format.
8. To formulate recommendations that will influence change towards sustainable management and planning of local resources.
9. To encourage communities to act sustainably in accordance to the values identified.
10. To provide a networking link between communities to enable them to share information and ideas.

## Methodology

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- ▶ Research existing prototypes
- ▶ Identification of stakeholders and interested communities or regions.
- ▶ Meetings with Development Associations, Town Councils and any other stakeholders to discuss Community Values Mapping(CVM).
- ▶ Provide information to the communities on CVM:( brochures, posters, news releases, newspaper articles...)
- ▶ Work with a Public Consultation Specialist to train community residents in public consultation methods. Training will include :
  1. What is CVM?
  2. Understanding Community Structure & Organization;
  3. Identifying and Working with Formal and Informal Community Leaders;
  4. Understanding the Public Involvement Process;
  5. Facilitation Skills;
  6. Meeting Management;
  7. Public Speaking & Presentation Skills;
  8. Problem Solving and Conflict Resolution.
- ▶ Conduct public meetings, focus groups and kitchen table talks in order to identify community values.
- ▶ Develop an information feedback system for all involved
- ▶ Document community values using Arc. Info. and multi media approaches.
- ▶ Encourage communities to plan and implement action strategies for sustainable community development based on community values.