

# **MINUTES**

**Groundstory Hamilton Advisory Convening 1.1**

Players' Guild of Hamilton

May 7, 2018

## **Appendix 6: Participant Workbook**

# GROUNDSTORY ADVISORY CONVENING 1.1

Players' Guild of Hamilton, May 7, 2018

Please return a completed form in-person after the convening or scan and send via email at [hello@groundstory.ca](mailto:hello@groundstory.ca).

Name \_\_\_\_\_ Email \_\_\_\_\_

## MAPPING THE ROOM

### 1. What is your experience with gentrification @ HOME?

a) *My neighbourhood is being / has been gentrified*

Strongly disagree | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | Strongly agree

b) *I have helped to gentrify my neighbourhood*

Strongly disagree | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | Strongly agree

c) *I have been adversely impacted by gentrification*

Strongly disagree | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | Strongly agree

COMMENTS:

### 2. What is your experience with gentrification @ WORK?

a) *My workplace is being / has been gentrified*

Strongly disagree | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | Strongly agree

b) *My workplace helped to gentrify the neighbourhood*

Strongly disagree | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | Strongly agree

c) *My workplace has been adversely impacted by gentrification*

Strongly disagree | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | Strongly agree

COMMENTS:

**3. Why is it important for you to be here today?**

**4. What do you hope to come away with by the end of today?**

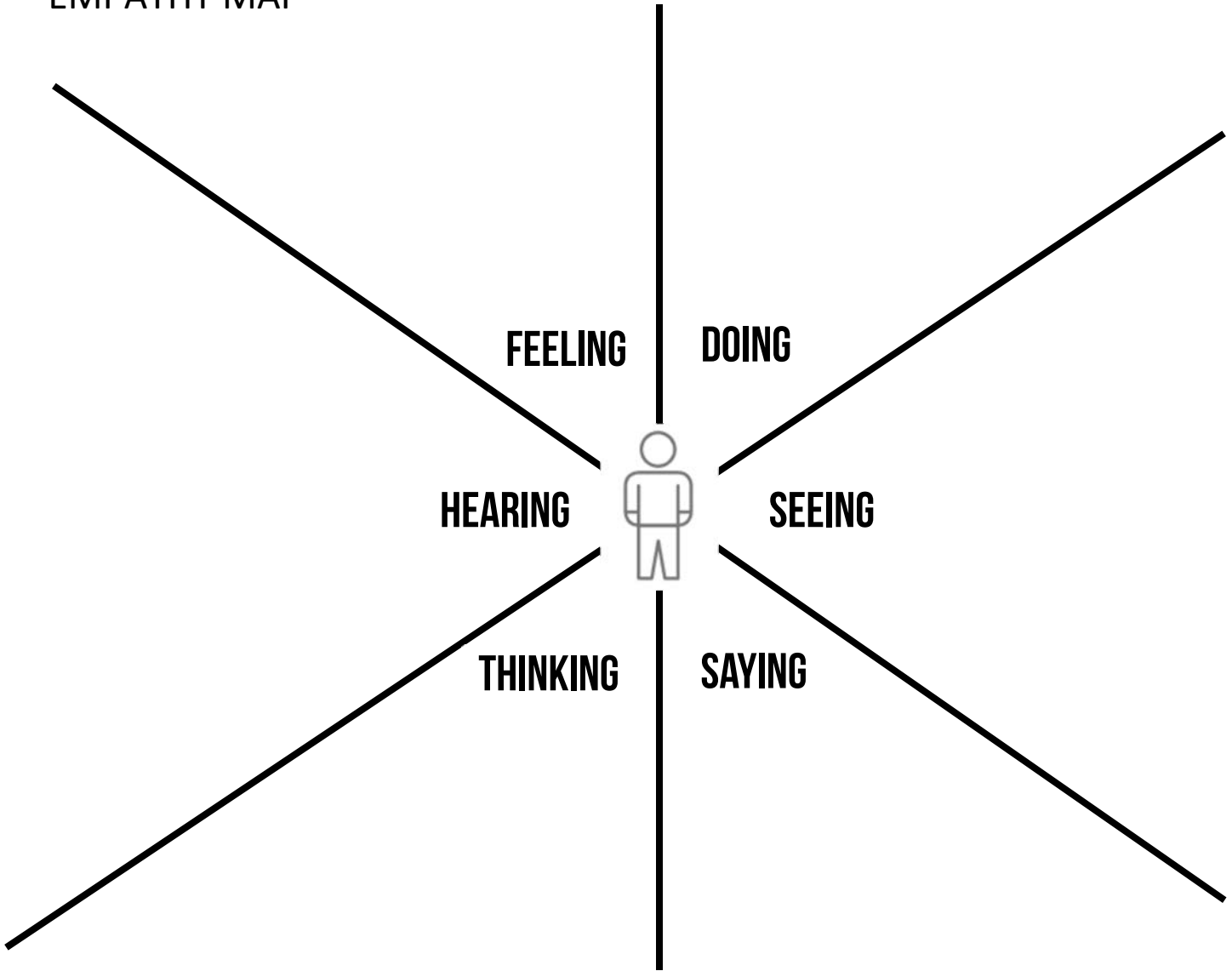
**5. What are you / your organization / your community doing (or could be doing) to address gentrification?**

## MAPPING THE PROBLEM

### 6. Empathy Map

- a) Think about one of three potential targets for Groundstory:
  - An individual displaced from (or lacks) affordable shelter in arts and culture; or,
  - An individual displaced from (or lacks) affordable studio or spaces of work in arts and culture; or,
  - An individual displaced from (or lacks) both affordable shelter and studio/spaces of work in arts and culture.
  
- b) Put yourself in that person's shoes and think about their experience with Groundstory
  - What are they seeing?
  - What are they saying?
  - What are they doing?
  - What are they thinking?
  - What are they feeling?
  - What are they hearing?
  
- c) After completing the map, list:
  - Three things that this person wants
  - Three obstacles to this person's desires

# EMPATHY MAP



This person's top three wants are

- 1.
- 2.
- 3.

Three obstacles to this person's desires

- 1.
- 2.
- 3.

## MAPPING THE RESPONSE

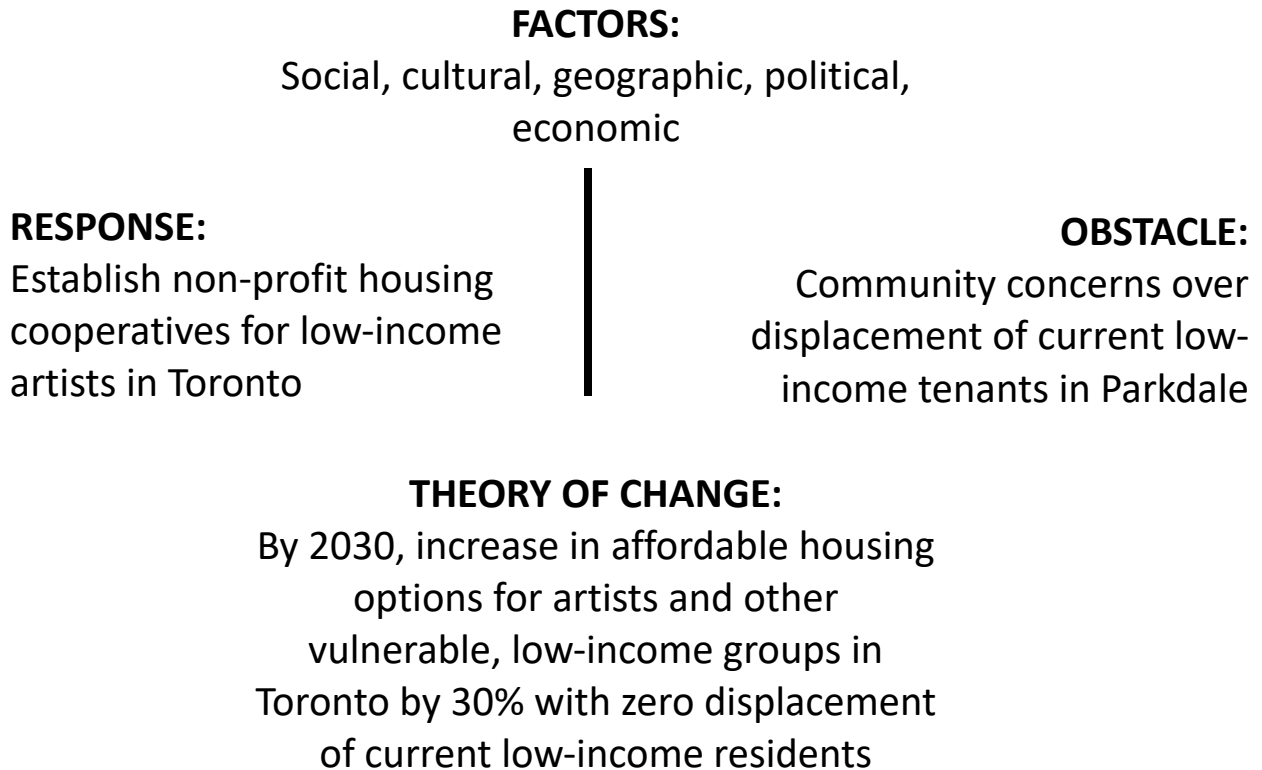
### 7. Rainbow Map

In response to the Empathy Map you created in Question 6:

- a) Identify ~7 **things you (or someone you know) can do** to help your empathy map person fulfill their wants and/or reduce their obstacles
- b) Identify ~7 **obstacles for you to scale up population-level change** via these responses
- c) Identify a **proposed theory of change** to summarize your insights and most promising interventions for population-level change

When devising your responses and obstacles, consider a full rainbow of response factors, such as social, cultural, geographic, environmental, political, economic, technological, and other forces.

Example:



**YOUR RESPONSES TO  
FULFILL EMPATHY MAP  
WANTS/DESIRES**

**RAINBOW MAP**

**YOUR OBSTACLES TO ATTAIN  
POPULATION-LEVEL CHANGE  
FOR EMPATHY MAP  
WANTS/DESIRES**

1.

1.

2.

2.

3.

3.

4.

4.

5.

5.

6.

6.

7.

7.

**PROPOSED THEORY OF CHANGE**

## NEXT STEPS

8. How might you be willing to contribute in the next 3 to 12 months?

9. Who do you know that should also be at the table?



**10. Are you able to attend any of the upcoming advisory sessions? Check those that apply.**

- Hamilton Advisory #1 – May 7, 2018
- Toronto Advisory #2 (West Downtown) – Late Jun 2018, TBC
- Hamilton Advisory #2 – Late June 2018, TBC
- Toronto Advisory #3 (East Downtown) – Early Aug 2018, TBC
- Hamilton Advisory #3 – Early Aug 2018, TBC
- Toronto Advisory #4 (Central Downtown) – Late Sep 2018, TBC
- Etobicoke Advisory #1 (Lakeshore + Etobicoke North) – Aug or Sep 2018, TBC
- North York Advisory #1 – Sep 2018, TBC
- York Region Advisory #1 – Sep or Oct 2018, TBC
- Scarborough TBC
- Mississauga TBC
- Brampton TBC

**11. I/my organization formally commits to participating in Groundstory Stage 1 activities until March 2019. I will send my/my organization's logos (print and web quality versions – eps preferred) for inclusion on Groundstory.ca.**

- Yes
- No
- Maybe (specify)\_\_\_\_\_

**12. If possible, please share a testimonial or statement of support that can be used to demonstrate the importance of Groundstory to funders and other stakeholders.**

**13. How do you want your testimonial to be recognized (name, title, etc.)?**