

Getting to Know your Neighbour

Draft Report on Pilot project to Map Community Assets

Contents

Background 2

Process 3

Demographic Profile 4

Level of community Involvement 6

Community Priorities 7

Psychographic Profile..... 7

Intergenerational potential..... 10

BACKGROUND

The Dartmouth Connects project is a project that emanates from the VOM Age Friendly Community Plan in recognition to the identification of the contribution older adults make to the community. The purpose of the project was to seek ways through which VOM could generate more engagement with the older adult population. By doing so, it was envisioned that older adults could contribute more to the vibrancy of the community. This contribution could include, but not be limited to the following:

- a) increased intergenerational activity resulting in mutual supportive initiatives between young and old.
- b) Increased contribution to the social, economic, and cultural vibrancy through the sharing of knowledge and experience.
- c) Increased business development opportunities.

This report is the results of two projects funded by the Nova Scotia Department of Seniors under the Age Friendly Community Grant program in response to the objectives of the department's SHIFT report.

Process

In partnership with Oceanview Service for Seniors, and the YM/YWCA, VOM engaged the services of Third Sector Enhancement Ltd. and SimplyCast to develop and pilot an asset mapping tool and process to capture the unique assets of residents in the community, with particular interest in the older adult population.

Using the SimplyCast platform a specialized survey instrument was designed. In addition to demographic data the survey captured respondent's perception of issues and opportunities in the community and capture a psychographic profile of the community by identifying specific areas of needs, wants, and perceptions. To better understand more specific motivational aspects of the community the survey intended to capture responses to the following questions:

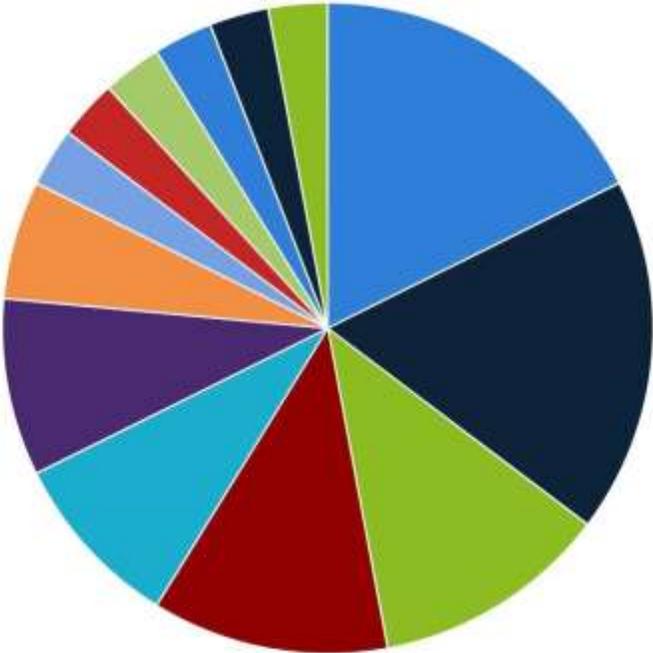
- a) What would you like to do **Less** of?
- b) What would you like to do **More** of?
- c) What Skills, Knowledge, and abilities would like to **Learn**?
- d) What Skills, Knowledge, and Abilities would you like to **Share**?

This report concentrates on the comparative analysis of the results of the pilot with some specific reference to two demographic groups under 35 years of age and over 55 years of age.

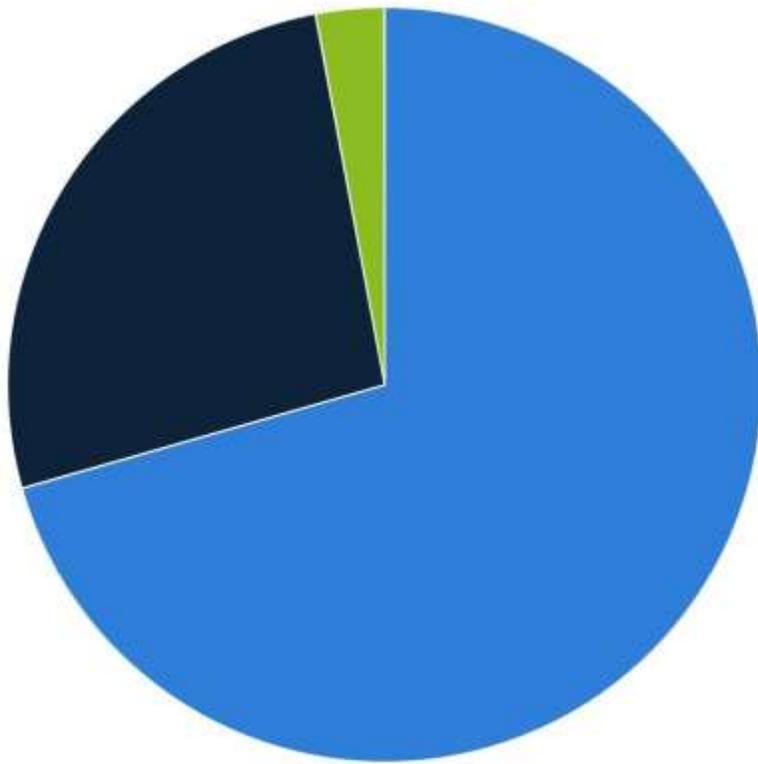
It should be noted that the survey was conducted during the time of the COVID-19 pandemics and therefore there were constraints in our ability to promote the survey. We were confined to the use of social media platforms. The survey took place during the fall and early winter of 2020.

In total 41 respondents answered the survey. While this number does not provide a statistical representation of the community, it is sufficient to allow for analysis to determine if the project can be used as a viable community development tool.

Demographic Profile



50-54 (17.65%)	40-44 (17.65%)	35-39 (11.76%)	
25-29 (11.76%)	60-64 (8.82%)	55-59 (8.82%)	30-34 (5.88%)
65-69 (2.94%)	20-24 (2.94%)	45-49 (2.94%)	80-84 (2.94%)
75-79 (2.94%)	70-74 (2.94%)		



Female (70.59%) Male (26.47%) Please Choose (2.94%)

Level of Community Involvement

My Current Connection to this community

• Choice	1st	2nd	3rd	total
Work	14	0	0	14
visit with friends and family	6	0	0	6
Travel through	4	3	3	10
Relax	4	5	4	13
Run a business	4	0	0	4
Caregiver	1	0	0	1
Shop	0	4	0	4
	33	12	7	52

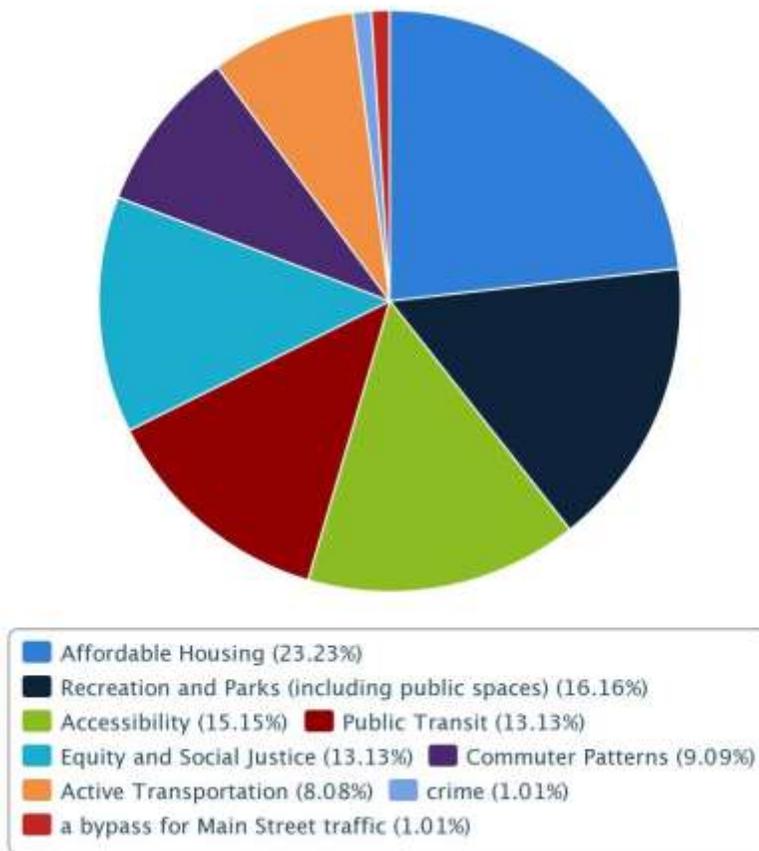
I would like to do More of

- Get business and technology support 6
- Relax/Leisure/Exercise 12
- Shop 9
- Connect/Volunteer 4

Increased level of participation either through attending community events and meeting people of common interest are the most popular types of preferred involvement. It is interesting to note that 15% seek opportunities to volunteer and 12% seek opportunities to share skills, abilities and knowledge.

Community Priorities

Community priorities identified a broad range of priorities no clear outstanding priority.



Psychographic Profile

A psychographic profile is used to project factors that motivate citizens to become involved in their community. This profile was determined by seeking responses to the four questions focused on preference. 1.e.

- What do you want to do Less of?
- What do you want to more of?
- What skills, knowledge or abilities do you want to learn?
- What skills, knowledge, or abilities do you want to Share?

By analysing the results, we are able to project those areas or activities that could increase connection to community, community services in education, recreation, and employment. We are also able to project business and business growth opportunities for existing and new venture creation.

The following tables show a degree of commonality of learning and sharing clustered under the categorization of Business and technology, Life Long Learning, and Recreation and leisure. Specific to

opportunities for Learning and sharing the following tables indicate specific opportunities for increased involvement.

I would like to Learn

• Business and Technology

- Marketing practices, Sales
- Project Management
- Excel, social media doe business
- Web design
- Budgeting
- City Planning

• Recreation, Leisure Exercise

- Camping
- Water sports

• Life Long Learning

- Fixing cars
- Writing
- Art, Gardening, Cooking
- Connecting with crafts people
- Volunteering
- Self Help
 - Social skills
 - How to handle anxiety
 - Parenting
 - Health Care

I offer to Share

• Business and Technology

- Technology and computers
- Finance
- Business development
- Workplace safety
- Logistics
- Online workshop development
- Employment

• Recreation, Leisure, Exercise

- Community connections
- Pottery

• Life Long Learning

- Writing
- Cryptocurrency
- Sewing
- Driving
- Computers
- Self help
 - Meditation
 - Hypnotherapy
 - Personal Development

By adding the Doing More and doing Less components we find a direct connection to learning, sharing and community priorities. The two tables below specify that connection.

I would like to do **Less** of

- Spending useless time in traffic or doing meaningless things

I would like to do **More** of

- | | |
|---------------------------------------|----|
| • Get business and technology support | 6 |
| • Relax/Leisure/Exercise | 12 |
| • Shop | 9 |
| • Connect/Volunteer | 4 |

Intergenerational potential

By analysing the responses of the two demographic segments relative to “what I would like to do less” of we able to ascertain commonalities of undesirable activities common to both. In this case we could determine that generally wasting time in un-productive activity is the common theme.

Do Less

-35

- Drive through, gas up, spend forever finding parking
- Seeing and hearing less police brutality in Canada
- Buy fast food, waste money, stay inside
- Leave the neighbourhood for kid/family events, less driving commuting, waiting in traffic
- Travelling, avoid construction, sit in traffic
- Sit in traffic; worry about the safety of my car

+55

- sit *around*
- Grocery shopping, waste time on social media, stay home
- Drive my car, use outside business
- Waiting for lights to cross Main St, walking beside all the crap and litter along the sidewalks, Commute, line-up for coffee and worry
- Sit, stay in and watch tv.
- Nothing! I love this area!

In analysing what the two cohorts would like to do more of we find a commonality of leisure, exercise, and social activity. No doubt these common interests provide the opportunity to establish mutually supportive intergenerational activities.

More

-35

- Shop, eat and walk around
- Getting out more
- Go to farmers markets, support local businesses, volunteer
- Shopping and attending community events
- Eat, drink, be merry
- I love walking and would love any developments for pedestrians, boutique shops, higher end restaurants
- Crafting, dining, relaxing
- Eat healthy, whole foods; walk; exercise

+55

- exercise, create more business contacts, shop
- Socialize, connect with friends, have a pop up sale
- Support more local business, learn more about services in businesses and learn more about business to business
- Cycling, walking
- Exercise, play pickle ball and shop
- Walks, shopping, relaxing with friends.
- Walk, shop and visit
- Have a bigger selection of restaurants!

Opportunities to celebrate the knowledge, experience and interest of older adults can be found in analysing what Older adults have defined as those areas where they would like to learn and those that they would like to share with others.

+55

Learning

- Water sports, computer (excel), taking care of my health
- Social media for business, excel, connect with craftspeople.
- Video creation businesses working together to help each other
- Social media, computer and financial

Sharing

- Writing, mentoring and employment-related knowledge
- Workplace safety for all businesses, training safety in businesses and helping businesses with shipping and receiving
- Managing pop up craft show, pottery studio support