

Mind Mapping

- Mind maps are used to identify, explore and analyze relationships between ideas or issues
- Brings together ideas from other brainstorming activities
- Get people to think in multiple directions, rather than linearly
- Can examine relationships as part of a system



- From the SWOT exercises, we were able to identify characteristics of the Town of Erin that are important and may:
 - Already exist in the community (eg. the Fall Fair)
 - Be missing from the community (eg. Public transit)
 - Be tangible (eg. Credit River)
 - Be a value or quality (eg. Safety)
- Use these characteristics to create a mind map

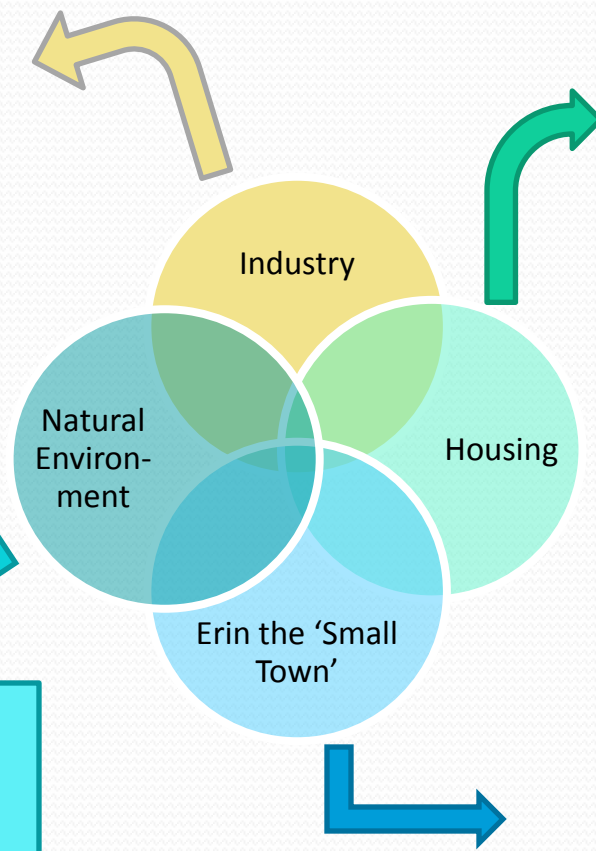


Industry

- Growth
- Truck traffic
- Bypass
- Main Street traffic
- High tax
- Lower taxes
- Commercial businesses
- Big box stores
- Local shopping

Housing

- Low density housing
- Housing styles
- Estates
- Row housing
- Apartments
- Historic
- Senior housing
- Long-term care




Erin the 'Small Town'

- | | |
|--------------------------|---------------------------|
| •Agricultural base | •Fall Fairs |
| •Rodeos | •Lack of employment |
| •Heritage | •Small town |
| •Downtown | •Away from city |
| •Safety | •Crime |
| •Urban trails | •Shopping |
| •Commuting | •Employment |
| •No public transit | •Health care |
| •EMS | •Space |
| •Close to larger centres | •Recreation opportunities |
| •Nightlife | •Parking |

Natural Environment

- Credit River
- Surface water
- Ground water
- Aggregate resources
- Topography
- Rural

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- Why do these concepts overlap?
 - What are the linkages?
 - Why do these linkages exist? Are they static or dynamic? Are there alternative linkages?



Settlement Example

Growth → Affordable Housing → Housing Styles → Crime/Safety

Linkages/Issues?

- if industry grows, housing needed to support growth
- growth estimates for next 25 years show increase
- current lack of affordable housing
 - seniors, young adults, starter homes, low income
- current housing style – estates and single detached homes
- few alternative housing styles (townhouses, condos etc)
- alternatives perceived as threat (ugly, doesn't fit Erin's style, look like Georgetown or Brampton)
- residents of affordable housing perceived as threat to safety



Alternatives Linkages
-smaller lots for smaller homes



To Consider/Possible Action
-changing perceptions/stigmas
-design examples
-bylaws for style

