



#Edmonton (City Centre Mall) #living-with-roommate #addictions(recovery) #contemplating-change

“I do several laps around the mall like this each day, it keeps me occupied and from thinking too much”

A self-declared City Centre Mall aficionado, Jason's been visiting the mall for 46 years! At first he'd come because he "had nothing better to do." But the past 2 years, the mall has taken center stage. Jason's life has been rocky: born deaf, shamed by teachers, kicked out of home, time on the Edmonton streets, too much drinking, work on rigs, unable to see his daughter, an ex-wife who committed suicide and a mother just diagnosed with cancer. "I take pills to keep me normal". The mall helps Jason stay "normal" too, distracting him from thinking. His doctor told him to get out and socialize. "If I sit still more than 20 min I think bad thoughts about the

past." Jason has curated a routine to keep depression at bay. He starts at the food court McDonald's with his first cup of coffee. "They know me so well, sometimes my coffee is waiting for me." At 8am he meets friends- men he's met there. After a smoke outside, saying hi to mall acquaintances, he returns for his second cup. "I do about 5 or 6 laps of this a day." At 2pm the group meets again, having all carried out errands or their monthly group haircut. This routine works for Jason, getting through the memories and remorse. It is the life he has accepted: "If my life ended tomorrow it won't be a big deal for me".



people card

Jason

Male
56
Canadian born

Individual's perspective

Desired outcomes

To be useful "I can show someone a trick or too. I teach whenever, whoever if I can."

Health & Well-being "The pills only do so much, so being busy keeps my dark thoughts away"

Less lonely "Now I have a good group of friends, but I'm afraid what will happen when my mother dies."

Stressors

Trust "How mean and cruel people in life are"

Housing "I don't spend time at home. My roommate is just a roommate and we don't have cable or internet. So boring."

Grief & Loss "I'm going through so much of this right now, it's hard to think about purpose."

Potential Enablers

Time spent at the mall

most of the time "In the foodcourt I feel okay, but there are certain stores where I know I don't belong."

Movement at the mall

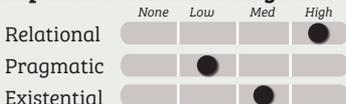
stays in one place mostly (food court)

avoid Tim Hortons **moves around (to smoke)**

Reason for coming to the mall

sociality (connection, meet friends) **habit/ routine**

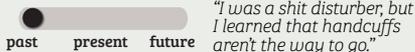
Experience of mall reducing stress



Informal Supports



Time Orientation



Stage of Change



"I'm thinking of moving back to the south side, that's where I'm from. I don't like the North side, but it's cheaper"

System's perspective

Life Situation

Housing Living with a roommate

Health/care Acute health (leg & back pains), chronic health (depression, seizures), drugs & alcohol addictions (recovery)

Income Employment Insurance

Service Usage

Low 3-5 Medium 4-5 High 6

Salvation Army
Hope Medical Centre
Psychiatrist
Lawyers
Rec Centre (River Valley)
church

Gaps & Opportunities

Knowledge Corps

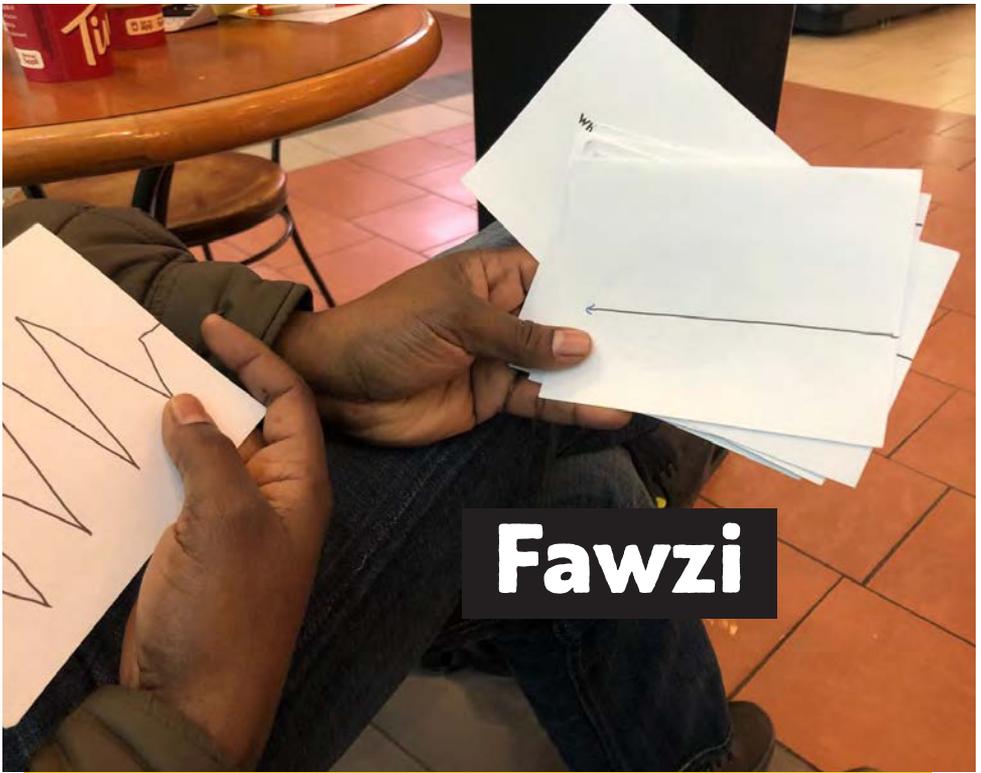
What if adults with lots of experience could coach youth with skills like carpentry or piano playing, or business mindset etc., in return for credits redeemable for help around the house, cooking, or errand running? They could meet informally at the mall.

Skills Pairing

What if there was a platform where unemployed folks wanting to work could be matched up with mall tenants and vendors looking for help?

Skills Auction

What if a service or skills auction platform existed where people who have small construction projects can hire people with construction skills on a bidding/ value exchange basis?



Fawzi

#Edmonton (City Centre Mall) #living-with-roommates #planning-change

“I’m just focused on my pension. Life will be better then, when I retire in Africa.”

Immaculately dressed with shiny sneakers, tidy hair, Fawzi sits at Tim’s. Unemployed for 3 months, he’s feeling discontented: “When you work 12 hours a day, and then you don’t, it’s frustrating.” Now it’s mornings at the library checking jobs, 12pm to meet fellow Somalis at the mall. “When I came to Canada my expectations were different. I thought I’d get more money.” It’s why he’s not married. “In this country if I divorce I will lose everything, and I’ll have to work until I’m 70.” Fawzi has a different plan: work 8 more years and claim his pension. “Already 17 years are done, I

will take my money and live a good life then in Africa.” But it’s a lonely and isolated existence. Fawzi spends time with other Somalis because they can talk about African politics. But they’re acquaintances he’s met at the mall, not friends. Their common language gives him a sense of community. But sitting at Tim’s isn’t sufficient to make him feel good about life. He wishes he had more to occupy himself with, and more people he’s interested in. Fawzi maintains a “what can you do?” attitude, biding his time until he retires at 52 years old and his true life can begin.



people card

Fawzi

Male
45
Somali

Individual's perspective

Desired outcomes

Connection "To be with people who i'm interested in and care about."

Stress-free life "In Africa life is stress free, but in Canada so much stress is created, and stress kills you."

Stressors

Loneliness "I feel very lonely, I chat with friends online."

Expectations "I chose Canada because I thought life would be different, it would be better here."

Isolation "Society is not open to immigrants"

Potential Enablers

Time spent at the mall

some of the time "I like the street view, and that it's open. I don't like the other Tim Hortons. It's small and congested. And the foodcourt is noisy"

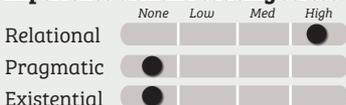
Movement at the mall

stays in one place mostly

Reason for coming to the mall

sociality (connection, meet friends, not be alone)

Experience of mall reducing stress



Informal Supports



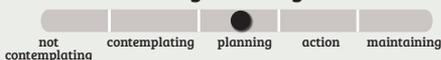
Mall friends, friends in Africa (communicate through WhatsApp)

Time Orientation



"I'll go to someplace like Uganda or Tanzania, it's beautiful there and stress free"

Stage of Change



"I have already put in 17 years, just a few years left."

System's perspective

Life Situation

Housing Living with roommates

Health/care

Low ≤ 3 Medium 4-5 High ≥ 6
mosque

Income Employment Insurance, savings

Service Usage

Gaps & Opportunities

Network Builders

What if there was a network building service at the mall that match professionals working in and near the mall with regular mall goers with similar interests and ambitions.

Micro Biz

What if the mall offered micro business coaching, people with entrepreneurial experience to help people interested running a small scale business. The mall could be used for idea prototype and testing?

Friends who Do

What if there were social events for people who feel guilty when they're not being constructive? Get together would be social, but would revolve around constructive tasks - cooking together, filing taxes... to alleviate guilt.

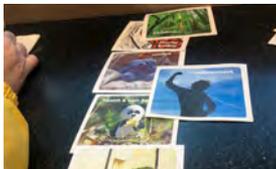


#Edmonton (City Centre Mall) #living-alone #not-contemplating-change

“I’ve lived my life, I’m satisfied with what I did. If I die tomorrow that’s fine.”

“No thanks, I’m not much of a talker” says Frank. 1.5 hours later we’re still being entertained by Frank’s adventures in the air force. Frank started coming to the food court for work, and now, retired, he still comes. “I want to get out of the house, to be in 4 walls for the rest of my life I don’t think so! Here I’m not so alone in my life.” Frank says he hates Edmonton with a passion. He has no family and only a few acquaintances, “I’m a bit of a recluse. Who cares about people? I don’t care about anything. I have no attachment.” But he’s not thinking about moving, or a hobby to stimulate his days. “I’m just waiting to die. I will

buy you a gun to shoot me”. Frank says life is complete. He’s just passing time until it’s over. He comes to the mall for coffee in the food court. After a couple hours sitting on the bench “relaxing a little bit” he walks around carrying out “business” - today it was going to the bank. Frank repeats often that he’s not a people person, yet he also says the conversation made him “happy.” When I ask whether we can find him again to return his story he replies: “I don’t give a damn. If i’m not dead you can do it”. My hunch- he’s looking forward to the next time we talk and laugh together.



people card

Frank

Male
70
Canadian born

Individual's perspective

Desired outcomes

Respect "I wish people respected older people"

Stressors

Boredom "Retirement is the most boring, nothing to do."

Aging "I'm too old to try something new"

Other People "One time I saw a man slap his kid. I said you can't do that. He looked at me, he wanted to fight me. Since then I haven't. Kill the kid, who cares. I don't give a damn anymore."

Potential Enablers

Time spent at the mall

some of the time Food Court.

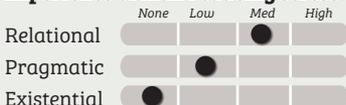
Movement at the mall

stays in one place mostly

Reason for coming to the mall

sociality (not be alone) | entertainment

Experience of mall reducing stress



Informal Supports



Mall acquaintances ("I don't like them, but they say hi to me."), **friends.**

Time Orientation



"Happiness is the name of the game. Yes I'm happy"

Stage of Change



"Purpose was important when i was younger. Now, well, eventually we're all going to die."

System's perspective

Life Situation

Housing Living alone

Health/care

Income Savings, pension

Service Usage

Low ≤ 3 Medium 4-5 High ≥ 6

Gaps & Opportunities

Knowledge Corps

What if adults with lots of experience could coach youth with skills like carpentry or piano playing, or business mindset etc., in return for credits redeemable for help around the house, cooking, or errand running? They could meet informally at the mall.

Skills Auction

What if a service or skills auction platform existed where people who have small construction projects can hire people with construction skills on a bidding/ value exchange basis?

1:1's

What if your Tim Horton's or McDonald's coffee cup signalled that you were open to a conversation about your feelings. Trained narrative therapists, grief & trauma counsellors would come and spend time talking with you wherever you're at.

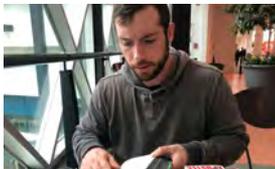


#Edmonton (City Centre Mall) #shelter #addictions(recovery) #planning-change

“I’m trying to get my life back on track, having something to do is so important. So I make my own purpose.”

Cody used to have it good, a steady job, a girlfriend and his own house. And then things unravelled. His dad died when he was 18, “This really knocked me out”, and when his mom had a stroke he really started drinking: “It was so overwhelming to lose the love, what a change. I didn’t have anyone to talk to. I was drinking away the pain.” Cody ended up on the street. Without support he has felt “so weak.” Embarrassment and shame stop him from asking his brother or step-dad for help “I feel like a bum if I ask them.” He describes his life as “monstrous without work.” Keeping busy is important and in his bag are novels, a sketch pad and pencils. He’s interested

in European Medieval history and comes to the mall to research using the Wifi. He wishes there was more he could do with his time – intelligent people to talk with, classes he could take, a mentor he could meet. What keeps him going is his faith. He believes he will be able to find his path again, it’s just right now, he isn’t sure what steps to take. A pep talk from his brother recently renewed his strength to try, and so he plans to go to an upcoming job fair. He’s determined to realize his dreams - travel the world, learn about archaeology, contribute to society. He feels he just needs some guidance along the way.



people card

Cody

Male
29
Canadian born

Individual's perspective

Desired outcomes

Self-sufficiency "If something went wrong I could depend on myself, not on others. But now I feel dependent. I don't like that."

Purpose "The definition of insanity is doing the same thing over and over. I want to feel wanted. To contribute."

Father figure/ role model "Since my dad died I have felt so lost."

Stressors

Money "I'm feeling very anxious, I want to start working. But my criminal record affects my job search."

Expectations "I know I made some stupid decisions., but I know I can do more now. There will always be better days again."

Loneliness "My dad was such a loving father, and a real sense of humor."

Potential Enablers

Time spent at the mall

most of the time Tim Hortons.

Movement at the mall

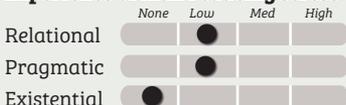
stays in one place mostly

Reason for coming to the mall

nowhere else to go

free wi-fi

Experience of mall reducing stress



Informal Supports



Brother ("He told me I can't keep living like this."),
girlfriend ("I have a sweet girlfriend, she's very gentle and sweet and caring.")

Time Orientation



"I'd like to experience other things, archaeology, travel the world."

Stage of Change



"I printed out my CV and am going to a job fair later this week."

System's perspective

Life Situation

Housing Shelter

Health/care Drugs & alcohol addictions (recovery)

Income

Service Usage

Low ≤ 3 Medium 4-5 High ≥ 6

Hope Mission

gyms

library

Remand Centre

Gaps & Opportunities

Family Feelings

What if there was a subscription box you could pick up each month with prompts to guide the kinds of conversations they want to have. Made for families who find it difficult to broach certain topics and emotional subjects.

Show & Tell

What if the mall offered a way for folks with passions, hobbies, and things they do to keep them busy and give them purpose, could share their story and process with other mall regulars?

1:1's

What if your Tim Horton's or McDonald's coffee cup signalled that you were open to a conversation about your feelings. Trained narrative therapists, grief & trauma counsellors would come and spend time talking with you wherever you're at.



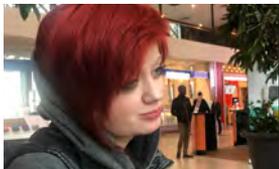
Kalee

#Edmonton (City Centre Mall) #shelter #addiction #planning-change

“I need to be active in my recovery, I just don’t really know how.”

It’s been a few nights since Kalee went “home”, where her mom and her baby brother live. It’s the regular pattern of the past years. She visits her 2 year old brother, her mom asks for drugs and when Kalee runs out they fight and she is kicked out. Her mom struggles with addictions. Before staying with her mom she had her own place. “I went from having a pretty good grip, I had a trade (hair stylist), I was a engaged, I owned a home and I had 4 dogs.” She refers to this as the “vanilla stage”, when she used to only smoke weed. But then her fiance broke up with her, she started dating

drug users, dropped out of school, and stopped talking to her dad (her best friend). She’d been proud of her life, had responsibility at work and felt accomplished. Now she’s embarrassed. Kalee doesn’t want to continue this life, a pattern of drugs and escorting. “I want to be in a position where I don’t have to rely on anyone.” Kalee makes lists, and sets herself goals: “I want to do so much, but I become overwhelmed that I end up doing nothing.” She comes to the mall when she’s in the area. At the mall she feels normal, like she’s living her old life again. This feels good, but it’s fleeting.



people card

Kalee

Female
23
Canadian born

Individual's perspective

Desired outcomes

Self-acceptance "It's something I'm working on."

Independence "People don't realize how big a thing having your place is, now I have nothing again. And it's not good."

Achievement "I used to have a lot to show for myself, but I've lost it. But I'll get back there again."

Stressors

Little brother "He's now 1 year behind his development because of all the fighting between me and my mum."

Potential Enablers

Time spent at the mall

passes through the mall

Movement at the mall

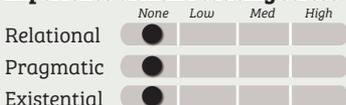
moved around by security

moves from space to space frequently

Reason for coming to the mall

passing through

Experience of mall reducing stress



Informal Supports



Little brother "He makes me feel like I have a purpose, and that someone loves me."

Time Orientation



"One day, slowly begin to start going up again."

Stage of Change



"I'm reapplying for my ID again, trying to have little goals, I try to make lists."

System's perspective

Life Situation

Housing Shelter

Health/care Drugs addiction

Income Other

Service Usage

Low ≤ 3 Medium 4-5 High ≥ 6

Hope Mission
jail
Royal Alex Hospital
Edmonton Library

Gaps & Opportunities

Family Feelings

What if there was a subscription box you could pick up each month with prompts to guide the kinds of conversations they want to have. Made for families who find it difficult to broach certain topics and emotional subjects.

Skills Pairing

What if there was a platform where unemployed folks wanting to work could be matched up with mall tenants and vendors looking for help?

1:1's

What if your Tim Horton's or McDonald's coffee cup signalled that you were open to a conversation about your feelings. Trained narrative therapists, grief & trauma counsellors would come and spend time talking with you wherever you're at.



Bridgette

#Edmonton (City Centre Mall) #trailer #addiction(recovery) #maintaining-change

“I come here everyday, lots of people come down and talk to me and pray for me.”

Every day, Bridgette comes to the Mall to sell earrings, bracelets, hair ties. She sets up blankets and lays the jewellery out for display. But she makes most of her money through donations; “someone gave me an oilers jersey yesterday, I sold it for \$45.” Usually it’s just a few bucks a day. Bridgette isn’t doing this for the money, it’s her purpose. She says she used to be over 400lbs “I used to indulge a bag of potato chips every night. No matter if i was full I’d stuff them in. I didn’t have anything else to do.” She’s now $\frac{3}{4}$ of her former self, and says she lost the weight by occupying herself. A friend taught her to make rainbow loom bracelets and gave her two books. Bridgette also

looks up ideas on youtube. Bridgette has been banned from the mall, and she’s accepted her place outside the door. Her eyes light up when she talks about the mall’s female security guard “I love that chick, she respects me.” This is also why Bridgette frequents the mall, people give her hugs, smokes, ask her how she’s doing. She’s had a rough life, struggling with addictions, homelessness and broken relationships. She’s currently living with her long term partner in a trailer. But threats of eviction by their landlord is causing stress. She doesn’t want to return to the streets, “I’ve been homeless and it swallows you up.” She’s doing better now, if only it can be sustained.



people card

Bridgette

Female
37
Canadian born

Individual's perspective

Desired outcomes

Remain housed "I'm going to save my housing. I don't ever want to become homeless again."

Security "If we have a home then we're secure, and that's what matters, that our family are okay."

Stressors

Housing "We're going to court next week. She can't evict us."

Relationships "I don't talk to my family anymore, I don't feel good about this, but oh well."

Pets "I have 3 cats and a kitten I just adopted, if we get evicted... they are family I don't want to lose them."

Potential Enablers

Time spent at the mall

most of the time

Out front "I sell earrings, necklaces, and books. Lately people have been very open to me."

Movement at the mall

stays in one place mostly

Reason for coming to the mall

business

sociality (connection)

Experience of mall reducing stress

None Low Med High



Informal Supports



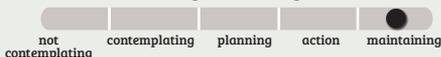
Husband, mall acquaintances, a female friend, female security guard.

Time Orientation



"I'm going to call crime-stoppers on our landlord."

Stage of Change



"Things are okay right now, as long as we don't get evicted by the slum landlord."

System's perspective

Life Situation

Housing Trailer

Health/care Drugs & alcohol addictions (recovery)

Income AISH, entrepreneurial at mall

Service Usage



Gaps & Opportunities

Micro Biz

What if the mall offered micro business coaching, people with entrepreneurial experience to help people interested running a small scale business. The mall could be used for idea prototype and testing?

Show & Tell

What if the mall offered a way for folks with passions, hobbies, and things they do to keep them busy and give them purpose, could share their story and process with other mall regulars?

Family Feelings

What if there was a subscription box you could pick up each month with prompts to guide the kinds of conversations they want to have. Made for families who find it difficult to broach certain topics and emotional subjects.



Dennis

#Edmonton (City Centre Mall) #living-alone #acute-health #planning-change

“Actually you know I think I do have [a good team taking care of me]... I fluked into that! But they’re starting to get tired of me. I’ve been screwing up. You know when they do something for ya and ya take advantage of them?”

Dennis says he’s on a streak of real bad luck these days. Since coming back to Edmonton it’s been a series of beatings, thefts, and bedbugs. “I don’t hold thoughts well anymore either,” he says, “Maybe cuz I haven’t talked to people much recently.” It all started when his wife, Gay, died around 4 years ago. After that he “came apart,” he says, “I really found out who held the reigns... I’m lucky I didn’t go right back to the penitentiary.” He used to think of himself as a pretty tough guy, a gangster. He remembers “magnificent adrenaline rushes when [he was] robbing those [jewelry stores] and

bullets [were] whizzing around.” But these days he says. “I don’t want to be a millionaire anymore, I’ll take having just enough money to get by.” He’s got a routine now, starting every morning with a visit to the Herb for his methadone. He says if he “was good” and passed the surprise drug tests he could get carries to last him a few days at a time, but he always “shows up dirty for benzos” he buys at the mall so he can sleep. The doctor’s “not a bad guy” though and the nurses are nice to know. “They can’t believe the things that’s happening to [him] either!”



people card

Dennis

Male
74
Canadian born

Individual's perspective

Desired outcomes

Security "I'm starting to feel vulnerable around my situation and my age."

Health & well-being "You can tell when people do and don't take good care of themselves. Right now I'd be a 'don't' but I don't like that."

Pleasure "Anyone who doesn't want pleasure is crazy! At least in my opinion."

Stressors

Money "I don't like to think what I'll owe the pharmacy this month."

Housing "I haven't even unpacked because of those bugs."

Memory "I don't hold thoughts well anymore either."

Potential Enablers

Time spent at the mall

most of the time Tim Hortons & outside the mall (Herb Jamieson, casino)

Movement at the mall

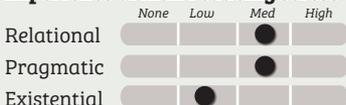
moves from space to space frequently

Reason for coming to the mall

nowhere else to go **business** **sociality (meet friends)**

habit/ routine

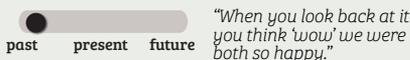
Experience of mall reducing stress



Informal Supports



Time Orientation



Stage of Change



"I gotta get out of this town! Gotta get back to those islands in BC... never should have left really..."

System's perspective

Life Situation

Housing Living alone

Health/care Drugs addiction (recovered), acute health (black eye)

Income Alberta Seniors Benefit, entrepreneurial at mall, other (gambling)

Service Usage



Gaps & Opportunities

Pass It On

What if "the undesirables," like Dennis, could make short educational sessions for new mall staff and members of the public to learn how best to interact with panhandlers and see people as human?

Local Learning Academy

What if partnerships with universities, research centres, civic groups could provide free lectures, workshops on a range of topics to engage and bring together mall staff, professionals, shoppers and those folks like Dennis who are just hanging out?

Mall Zine

What if there was a monthly publication for mall goers containing poems, photography, cartoons, word games and beyond? Mall-goers like Dennis would enjoy the active roles and creative outlets the zines create.



Curtis

#Edmonton (City Centre Mall) #living-with-roommate #chronic-health #taking-action

“I’m living better than bad. I’ve lived rough but I’ve never lived good.”

One day, after Curtis got clean, he wandered into Dusters, sat at the bar, and someone invited him to a game of pool. Dusters is where Curtis “met everyone,” and where he first got into pool. The last time Curtis’s life was going in a straight line was when he lived with his friend Jamie -- from Dusters. He liked living there, he says, “I ran around for her if she needed groceries, smokes or anything.” But another friend moved in so Curtis had to move out. Now he lives with his uncle where he “just [sits] at home unless [he’s] out with friends.” On Wednesdays he plays pool with his

team and some nights he goes to The Sands with the old Dusters crowd. Other than that he only sees them at pool tournaments and that’s only every few months. He says, “Now all I do is go to Tim’s [at City Centre] so it’s them [that I feel closer to]” even though “I don’t open up” to them. He’d love to be working instead but he has to put his epilepsy on the application so he doesn’t get hired. Without work and without a girlfriend he says, “I figure I don’t have any purpose in life anymore... I’ve done it for the last couple of years and it’s just day by day.



people card

Curtis

Male
38
Indigenous (Métis)

Individual's perspective

Desired outcomes

Connection "I would like to have someone there who can help me, to be there, some kind of girlfriend"

Respect "I respect all of my elders, women, and my family. I'm going to hopefully be an elder one day."

Purpose "I'd like to be a protector and a provider for my son."

Stressors

Physical & mental health "I have to stay on aish that's the only way I can provide for myself."

Memory "I sit there and can't remember what I just did."

Purpose "It's fuckin' all screwed up now. The only good thing in [my life] is pool."

Potential Enablers

Time spent at the mall

most of the time Tim Hortons.

Movement at the mall

stays in one place mostly

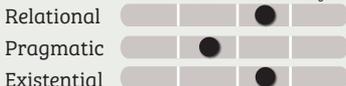
Reason for coming to the mall

not be alone business sociality (meet friends)

dignity entertainment

Experience of mall reducing stress

None Low Med High



Informal Supports



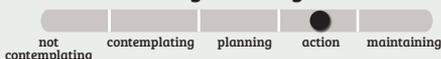
Family in Edmonton, living with his uncle, cell phone inherited from his uncle.

Time Orientation



"When my son lived with me I woke him up every day, made him breakfast and sent him off to school."

Stage of Change



"I want to have some kind of purpose. I'm trying to have some kind of purpose and that's pool and my next one is in the summer I'll be playing baseball."

System's perspective

Life Situation

Housing Living with a roommate

Health/care Chronic health (epilepsy, arthritis)

Income AISH, other

Service Usage

Low ≤ 3 Medium 4-5 High ≥ 6

hospital ambulance

Gaps & Opportunities

Caregiver Allowance

What if Curtis could apply to supplement his AISH income through a caring allowance, earning money and meaningful recognition for the many acts of service that he performs for friends and acquaintances every day?

Connection Circles

What if young Indigenous folks and Elders living in urban centres could intentionally come together based on similar interests and areas of expertise, in the style of sewing circles?

Odd Job Network

What if mall-goers like Curtis could contribute to the mall's ecosystem in a taskrabbit-style service for small jobs, repairs, couriers etc. around the mall?



Karbear

#Edmonton (City Centre Mall) #shelter/couch-surfing #addiction #chronic-health #contemplating-change

“I’m just Karbear, I just want to be your equal. I’m special, yeah, that’s the way I see it because God don’t make junk!”

Karbear lays her cigarette butt in its chosen spot, trickles water over it, mimes the sign of the cross, then whispers to Jehovah for forgiveness for smoking. She has some rituals like this that she always follows: She passes the “mall brats” at Tim’s every morning then takes her safe route to City Hall. Last month Karbear planned to die by jumping over the railing on the second floor of the mall. She was feeling pushed to jump, she says, “because it gets to you, being attacked 24 hours a day, seven days a week.” Attacks come from her husband and his girlfriend, who ran her out of her apartment 2

years ago. They come from her family, who “get really loud and swear.” They come from “inside,” where “[she] can’t even go to the bathroom without them trying to hurt [her].” They also come from staff at the hospital, who “say that [she has] schizophrenia when [she has] PTSD, because [she] was severely sexually abused in foster care.” But Karbear didn’t jump over the railing because in that moment she felt Father Jehovah’s warm hand pulling her away -- holding her -- and it filled her with the same holiness that she feels when she walks in to City Hall.



people card

Karbear

Male
50s
Indigenous (Dené)

Individual's perspective

Desired outcomes

Truth "All the prophecies are coming true here in Edmonton."

Respect "I'm just kind of surprised that someone is actually listening to me."

Togetherness "I have 12 grandchildren but I hardly see them anymore cuz I isolated myself."

Stressors

Relationships "Since this woman has come and lied in my husband's life and broke us I lost a lot of friends."

Trauma "My memory is short because they have abused me so badly putting guns at my head when I'm sleeping."

Housing "It's really strenuous on me I do need a home because it's hard living with family."

Potential Enablers

Time spent at the mall

passes through the mall For coffee. In regular places outside the mall (City Hall).

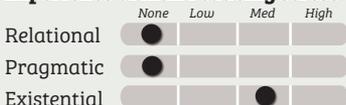
Movement at the mall

stays in one place mostly

Reason for coming to the mall

habit/ routine **business** **dignity**

Experience of mall reducing stress



Informal Supports



Time Orientation



Stage of Change



"I'm homeless and I'm staying at my sister's and it's really hard because I know that I'm going to have a hard time getting a place but I don't know who to ask."

System's perspective

Life Situation

Housing Shelter, couch-surfing

Health/care Chronic health (PTSD, knees, ankles), drug addiction

Income Family support, entrepreneurial at the mall

Service Usage

Low ≤3 Medium 4-5 High ≥6

Hope Mission

hospital

Boyle Street

Gaps & Opportunities

Mind Vending

Free vending machines containing adult colouring books, meditations, quotes, journals, fortune cookies, horoscopes, etc. People can choose from a variety of themes & emotions (grief, boredom)

Healing Shop

Retail concept for people to explore addiction, types of treatments, supports, approaches, busting stigma, recognizing cross-cutting issues. In partnership with local non-profits, treatment specialists, neurobiologists, etc.

Healing Corners

There's already a church in the mall, what if there was a network of spaces for reflection, contemplation, that embraced the different cultures -- with cultural ambassadors from different faiths and backgrounds?



DarkDestiny

#Edmonton (City Centre Mall) #couch-surfing #addiction #contemplating-change

“I robbed a lady’s purse once. Oh. My. God. The scream. I hear the scream still today... I never want to feel that way again. I’d rather find another angle, there’s got to be other ways.”

“Everybody knows what I’m here for,” DarkDestiny says. He has been in the drug game, internationally, for years. He says he “can see from a walk if somebody wants something.” He and his family arrived in Holland from Somalia as refugees then later moved to the UK. His sister and dad are still there – “how can you break up the team?” – but DarkDestiny got deported back to Holland because of his criminal record. These days his “angle” is strictly limited to weed. He’s not willing to make himself more of a target for cops as “a black guy who’s hungry for the money and willing to do whatever the

fuck it takes.” So he redirects clients who ask for other drugs to a different guy. Things have been rough during these past two years on his own. He lost his apartment and Canadian ID then his Dutch passport expired. Now he’s living day-to-day and often hungry. He desperate wants to be reading his Quran, praying every day and living out his purpose but “for whatever reason I’m putting myself through this.” Things are “fucked up” but for now he answers the phone with a swaggering “Allo, allo, allo!” and hustles to meet a customer.



people card

DarkDestiny

Male
31
Somali born

Individual's perspective

Desired outcomes

Purpose "I want to be reading my Quran and praying every day."

Achievement "I have a lot to offer."

Home "I don't know how I let it get to 6 months being homeless."

Stressors

Money "I need it but it scares me. I want it but I don't love it."

Statehood "This is your last fucking chance, you're going to Africa after this."

State & security "I'm the number one target for police, know what I mean?"

Potential Enablers

Time spent at the mall

most of the time Marketplace alley "These are my doors right here."

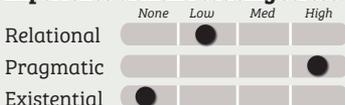
Movement at the mall

moves from space to space frequently

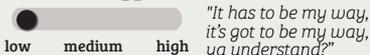
Reason for coming to the mall

business

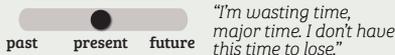
Experience of mall reducing stress



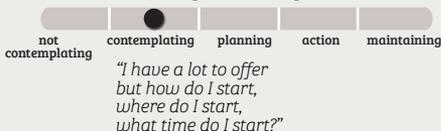
Informal Supports



Time Orientation



Stage of Change



System's perspective

Life Situation

Housing Couch-surfing

Health/care Drug addiction (cannabis)

Income Entrepreneurial at the mall

Service Usage

Low ≤ 3 Medium 4-5 High ≥ 6

Gaps & Opportunities

Pass It On

Short educational sessions made for and by "the undesirables" for new mall staff and members of the public to learn how to respectfully interact with panhandlers and marginalized individuals -- and see people as humans.

Odd Job Network

What if mall regulars could sign-up to be part of an odd job network akin to taskrabbit, and take on micro jobs for stores & workspaces: repairs, couriering, unpacking, running errands, food delivery, etc.

Micro Biz Starter

Start-up capital, back-end support, and mentoring to turn street smarts into micro enterprises. The mall might offer space and mentorship, partnering with government and philanthropies who provide seed funding.



#Edmonton (City Centre Mall) #shelter #planning-change

“I never started my life yet because I keep working and I didn’t get money to build toward.... I never have money to start.”

Adam packs his lip with chewing tobacco and leans against the warm glass of the fireplace. This is part of his daily routine: He wakes up at the shelter at 6am, walks to the 711 on Jasper Ave for a morning tea, then he walks around the city for the rest of the day, stopping at City Centre to warm up and pass a few hours. If the mall is closed he goes to the trains station. “Every day same old, same old,” he says. He doesn’t engage with anyone at the mall and tries to stay

“away from trouble.” Adam has worked all across Canada on farms and delivering windows but these days just waits for his situation to get resolved so he can “finally start [his] life”. He’s facing over \$1000 in cell phone charges that he didn’t make and thinks maybe someone has his SIN. The lawyer needs to help him fill out some forms but “he’s a little busy.” So Adam walks and waits, all the while planning his future life.



people card

Adam

Male
40s
Sudanese born

Individual's perspective

Desired outcomes

Money "My ticket for my life: enough money to start."

Home "Take a shower, relax, and have your tea or coffee and enjoy."

Family "When my life starts, it will start with my son."

Stressors

Memory "I don't remember if I have children in Sudan."

Money "I don't need a loan. No, no. Never again."

Vulnerability "Staff start harassing me. They have a cell in there. Three times in there without nothing."

Potential Enablers

Time spent at the mall

passes through the mall

Avoids Tim's, is a regular in places outside of the mall (711, Hope Mission)

Movement at the mall

moved around by the security

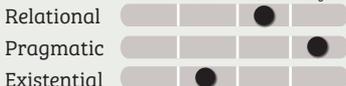
Reason for coming to the mall

survival (warmth)

habit/ routine

Experience of mall reducing stress

None Low Med High



Informal Supports



Time Orientation



"When can I start my own business... that's a nice life."

Stage of Change



"I have too many situations going on so when I finish, you will see, like to start my new life."

System's perspective

Life Situation

Housing Shelter

Health/care

Low ≤ 3 Medium 4-5 High ≥ 6

Hope Mission

Income Alberta Works

Service Usage

Gaps & Opportunities

Odd Job Network

What if mall regulars could sign-up to be part of an odd job network akin to taskrabbit, and take on micro jobs for stores & workplaces: repairs, couriering, unpacking, running errands, food delivery, etc.

Brain Dates

A platform to bring people together for lunchtime brain trusts. People can choose who they'd like to be matched with based on shared interests, hobbies or aspirations.

VR Rooms

The opportunity to travel to other spaces, and not just for entertainment or distraction, but for purpose. People could choose from a variety of realities such as role playing, practicing skills, seeing other parts of the city or country.



#Edmonton (City Centre Mall) #live-with-partner #not-contemplating-change

“I cook for everybody. I’ve done it ever since I was a kid, I was always giving...that is me.”

We meet after service in the Church inside the mall and head to the food court as they usually do with her church friends. Pat starts pulling out what she cooked this morning for everyone; fresh bread to take home, a new wrap recipe she’s trying, lunch for her close friend Mariposa, and a cashew cake for a party he has as well as another cake for a me! She’s been coming here for 5 years and has found connection and a diverse group of friends where she feels respected and protected. “I keep telling them I found my family,” Pat says. They are her only friends in Edmonton, and they go to the 7:15 mass every day, hanging out

in the foodcourt until the host arrives. Pat says “Jocelyn [the host] won’t say a word she just starts going around and stops by, then you’d feel you are unwanted. That’s not nice.” They meet here because “there’s no place else to go” for Pat “as long as it’s clean I’m good”. They all live far so Pat explains “this is the most convenient. When you are done you just leave and whoever wants to stay can stay...it’s all in one place.” Although she is financially comfortable Pat likes having a simple and active life. The mall allows her to meet her friends and do what gives her purpose: cooking and sharing.



people card

Pat

Female
72
Filipino

Individual's perspective

Desired outcomes

Maintaining her life

Stressors

Grief "When somebody dies, even now. I lost my mom 2008, I lost my sister 2013 and until now I am still grieving. I love my family so much you know."

Potential Enablers

Time spent at the mall

some of the time

"Before, with the group we were together all the time, practically everyday. Now I come every Monday and Friday"

Movement at the mall

stays in one place mostly

Reason for coming to the mall

nowhere else to go **sociality (meet friends)** **church**

Experience of mall reducing stress

None Low Med High



Informal Supports



Family, friends. "I have my family that always backs me up all the time"

Time Orientation



Stage of Change



"I have too many situations going on so when I finish, you will see, like to start my new life."

System's perspective

Life Situation

Housing Live with a partner (apartment)

Health/care Leg injury

Income Savings, other

Service Usage

Low ≤ 3 Medium 4-5 High ≥ 6

library
church in the mall

Gaps & Opportunities

Local Travel Agent

What if there was a concierge service connecting people to things to do inside and outside the mall -- with guided tours and curated field trips? Might be meetups, museum exhibitions, talks, walks, free concerts, meeting politicians, etc. People might choose to join group outings, get matched to just one other buddy.

Space Finder

Concierge service to enable groups of friends, co-workers, or professionals to locate spaces inside and outside the mall for catch-ups, parties, ceremonies and events. Turn vacant space into usable pop-up project space.