

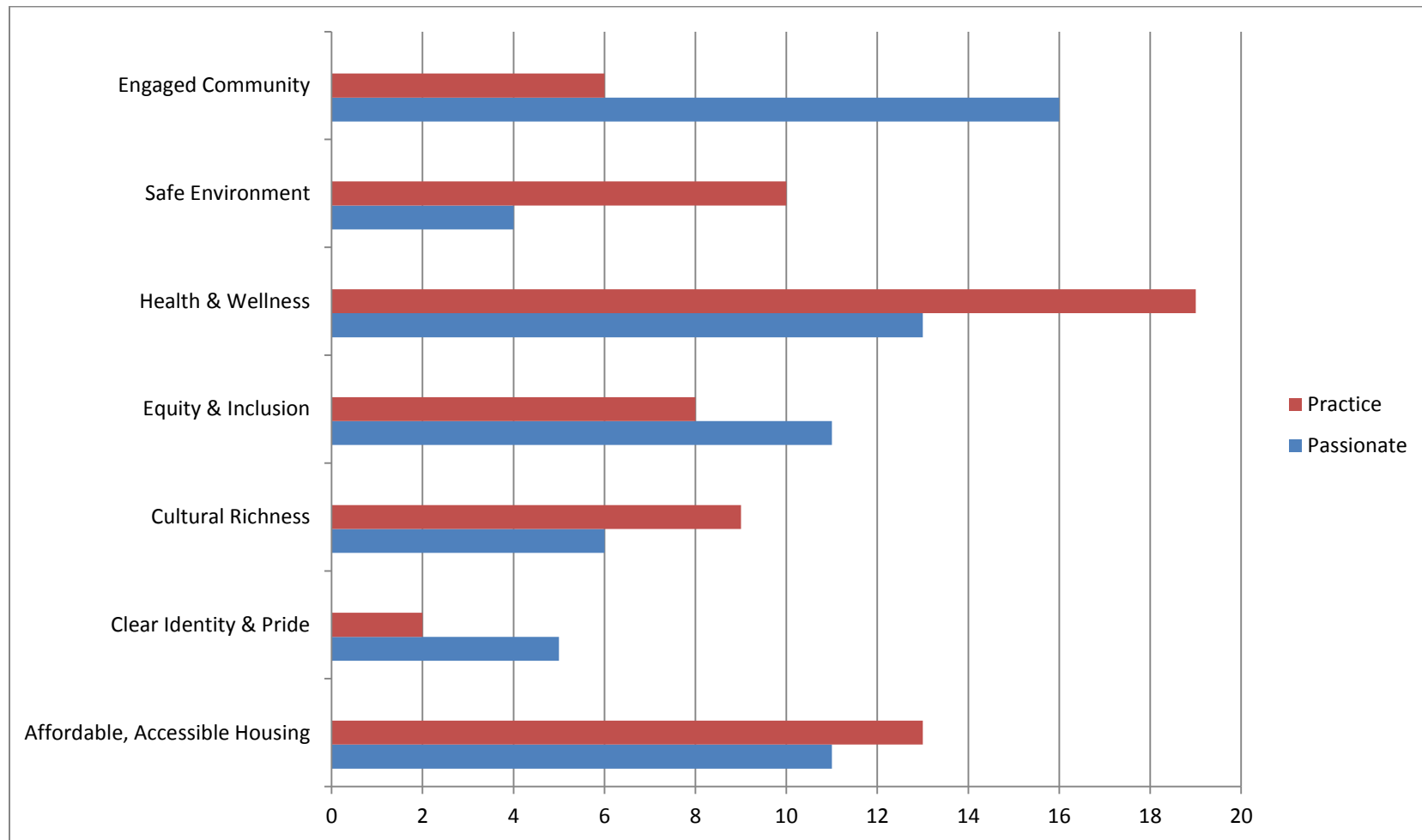
City of Prince George

Collective Impact: Community Stakeholder Workshop

June 9, 2016

Discussion Summary

Consider the seven myPG Social Development Goals. Indicate which goal you “practice” in and which goal you are passionate about.



How can a collective impact approach help advance our efforts in Prince George?

- Move us toward what is important
- More effective if there is a clear “joint objective”
- Effective to have people focused together
- Big idea: successful citizens (Aboriginal graduation rates)
- A way to determine where you’re at and where you’re going
- Dedicated to the issue we’re working on – it’s a challenge to do this but we need to look above/beyond from the 40,000 foot level
- Whatever we’re doing – we can improve continually
- Need to identify whose not at the table – not always the obvious players
- A way to move outside of how we normally look at things
- Look at data and experience where its already happening – build on that
- Strengthen what is already working well – work from a position of strength rather than deficit
- Putting together diverse circle of people + grant from Community Foundation - way to provide focused resources for 3 – 5 years and helps direct Foundation funding
- Defining issues and open conversation
- Impact of Council change on myPG
- Not a project
- Challenge to decide on issue
- Working together, synergy, ability to leverage
- New mechanisms to involve people in decision making
- Able to focus on one issue
- Efficiencies when working collectively

If we were to move the needle on a priority (myPG Social Development Strategy goal), what would this look like?

Goal:	It Would Look Like:
<p>Supportive and Engaged Community with Strong Neighbourhoods</p> <p><i>Prince George is a friendly and engaged community with strong social connections that recognizes, celebrates, and protects neighbourhood identities.</i></p>	<p>Group One:</p> <ul style="list-style-type: none"> • Leaders and champions present • See more connected people • More community gardens • Increased trust and security • Collective ownership of neighbourhoods • Change in our story • Block parties • All schools are community schools and function as community hubs • Culturally responsive neighbourhoods • Positive relationships • Caring awareness • Willingness to discuss issues • Trust valued vs. fear based • Advocacy for people in your neighbourhood • Shared resources
<p>Supportive and Engaged Community with Strong Neighbourhoods</p> <p><i>Prince George is a friendly and engaged community with strong social connections that recognizes, celebrates, and protects neighbourhood identities.</i></p>	<p>Group Two:</p> <ul style="list-style-type: none"> • Clear definition of the term neighbourhood (can't measure what we can't define). Are neighbourhoods defined by geography, social connection, common references... • Range of options/measures to move the needle <ul style="list-style-type: none"> ○ level of trust ○ opportunity to make a difference/help neighbours ○ sense of connection – do you know your neighbours? ○ sense of belonging ○ having fun together (parties, programs) • Example of strong neighbourhood: Candy Cane Lane

Goal:	It Would Look Like:
	<ul style="list-style-type: none"> • Supportive and engaged community is a different issue than strong neighbourhoods • Shared resources • Neighbour based meeting places like coffee shops • Neighbourhood economic development opportunities • Inventory of neighbourhood assets • Pride and identity for neighbourhoods (perhaps signage)
<p>Health and Wellness</p> <p><i>Prince George is a community that encourages and supports health and wellness.</i></p>	<p>Group One:</p> <ul style="list-style-type: none"> • Education • Less addiction, mental health issues • Eating better • More physically active • More people connected with people • Resource sharing between groups • Holistic approach to health (primary health care) • Greater access to health care practitioners • Early introduction and interest in health and wellness • Equitable access to sport/recreation • Green space, geocaching • Active transportation • Safe neighbourhoods • Integrate physical activities • Ensure physical literacy for all children at an early age • Work/Life balance • Cycling/reading/power-generating • Activities that promote social skills • More engaged in our neighbourhoods • Reduced homelessness, poverty and increased food security • Greater accessibility to fresh, affordable and nutritious food • Air quality would be good

Goal:	It Would Look Like:
<p>Health and Wellness</p> <p><i>Prince George is a community that encourages and supports health and wellness.</i></p>	<ul style="list-style-type: none"> • Reduction of chronic disease <p>Group Two:</p> <ul style="list-style-type: none"> • Equal access <ul style="list-style-type: none"> ○ Affordability/poverty reduction ○ Medical services ○ Preventative services (front end) – education, trails, programs, physical activity and health eating, etc. • Getting to unusual suspects to improve health & wellness <ul style="list-style-type: none"> ○ Target those that cannot access programs • Need to know where we’re at: <ul style="list-style-type: none"> ○ Pull collective information together on what is working in organizations re: accessible programs (free or subsidized health and wellness programs, activities) • Look at most prevalent health issues in our community to focus and target
<p>Health and Wellness</p> <p><i>Prince George is a community that encourages and supports health and wellness.</i></p>	<p>Group Three:</p> <ul style="list-style-type: none"> • Alleviation of poverty • Safe, affordable housing • Elimination of silos – “person-centred” holistic health and wellness • Access to nutritious food • Strength based • Primary care • Prevention instead of reaction • Policies in place to promote active lifestyles • Coordination of community organizations (access, leadership, connection – don’t duplicate) • Connect PG – database for networking

Goal:	It Would Look Like:
	<ul style="list-style-type: none"> • Access to medication (Pharmacare) • Incorporate information and education • Giving back to the community • Trauma informed practice
<p>Health and Wellness</p> <p><i>Prince George is a community that encourages and supports health and wellness.</i></p>	<p><u>Group Four:</u></p> <ul style="list-style-type: none"> • Gain community engagement and shared goals • Youth health and wellness results in decreased crime and increased employment (healthier generations in the future) • Jobs and employment must play a key role • Lowered cost of healthcare • Economic prosperity • Lower crime rate • Increased population in Prince George • Influences myPG goals • Keeping youth engaged in education • Increased use at YMCA • Seniors will stay in PG if services are available
<p>Health and Wellness</p> <p><i>Prince George is a community that encourages and supports health and wellness.</i></p>	<p><u>Group Five:</u></p> <ul style="list-style-type: none"> • Narrow down and identify priority • Move social services away from downtown (one issue but lack of treatment options and where would they go? Lots of marginalized people with nowhere to go) • Movement of social services is also about housing and inclusion – needs are associated with all myPG social development goal areas • Engaged community members (disconnect between someone in downtown restaurant and those on the street) • Any aspect we choose tends to involve everything • Measure: safe injection site – how to get there (do we segregate – what about inclusion?) • Lack of available treatment

Goal:	It Would Look Like:
	<ul style="list-style-type: none"> • Hear stories of people at needle exchange to gain understanding • Housing First + treatment • Need overt support/action from City/Province/Feds – especially in relation to addictions and mental health
<p>Equity and Inclusion</p> <p><i>People of all backgrounds, ethnicities and income levels can access services that help to meet their needs and improve their quality of life.</i></p>	<p>Group One:</p> <ul style="list-style-type: none"> • Clear understanding of what equity means (equity doesn't mean equal) • Clear understanding of what it means to be inclusive • Inclusivity: recognizing what diversity means • Recognizing aging population • Balanced attention to “old” and emerging issues • Gender access treatment centre • Look at individual organizations – how are we doing with this goal? • Transgendered policies in place • Comprehensive organizational approach – i.e. SD57 (district-wide inclusivity teacher, focus on removing barriers so everyone has access, cultural teacher, etc.) • Ground-up community approach to Aboriginal health issues • Weaving equity/inclusion into everything we do (systems change) • Ensure most vulnerable population has access to primary care • Understanding and taking care of the needs of two spirited people <ul style="list-style-type: none"> ○ Learn from current models (i.e. Blue Pine Clinic) • Dealing with youth addictions is an emerging issue (19-24 year olds in treatment) • Barrier free (esp. finance) addictions treatment (i.e. one year at no cost) • Being flexible/nimble to address emerging needs • Safe environment is tied to equity/inclusion – if people don't feel safe they can't recover/be well/be included • Safe environments = inclusivity

Goal:	It Would Look Like:
	<ul style="list-style-type: none"> • Table Consensus: Focus should be on safety but not from the policing perspective (all work would fit in this area)
<p>Equity and Inclusion</p> <p><i>People of all backgrounds, ethnicities and income levels can access services that help to meet their needs and improve their quality of life.</i></p>	<p>Group Two:</p> <ul style="list-style-type: none"> • Better communication (multi-generational word of mouth/social media) with those in different areas(culture, demographics, ability) • Knowing where the needle is by population/groups • Overcoming barriers – understand them (e.g. transportation/accessibility) • Diverse communities (Aboriginal, seniors, disabilities, LGBTQ) involved at ground level and with delivery • Focus groups • Meeting needs, moving the needle on events that are relevant • Data understanding, statistics. Backtracking – linked issues, drilling down • What is at the core? Do we choose a priority and focus with a 5 year plan? • Grassroots communities – communication and information gathering (education + communication) • Major theme: connecting data to grassroots and figuring out equity to start knowing – bigger picture
<p>Equity and Inclusion</p> <p><i>People of all backgrounds, ethnicities and income levels can access services that help to meet their needs and improve their quality of life.</i></p>	<p>Group Three:</p> <ul style="list-style-type: none"> • Economic inclusion as the pathway to equity <ul style="list-style-type: none"> ○ e.g. pilot bus project (giving low income assisted individual free passes (could be a research project for UNBC/MSDSI ○ #accessibility
<p>Affordable, Accessible Housing</p> <p><i>Prince George has eliminated homelessness and offers all of its citizens accessible, affordable, and safe housing.</i></p>	<p>Group One:</p> <ul style="list-style-type: none"> • Housing stock for everyone • Non-profit exemption from property tax • Old housing stock is upgraded (current stock to be assessed so a

Goal:	It Would Look Like:
	<p>cost/benefit analysis to determine the cost of upgrades vs. new construction can be undertaken)</p> <ul style="list-style-type: none"> • Housing is located near services (food, transit, social services) • Money and programs to support people who experience barriers (i.e. transit passes) • Data/evidence available to inform where the priority is – what is the “urgent issue” • Clarification: housing affordability vs. social housing • Energy poverty is an emerging issue – lots of affordable options are older and more expensive to operate • Low rates of income assistance – hidden subsidies could be a solution <p>WHAT NEEDS TO HAPPEN TO MOVE THIS FORWARD:</p> <ul style="list-style-type: none"> • Senior-level government attention and support • Evidence-based decision making (with opportunity to comment) <ul style="list-style-type: none"> ○ Involve and inform • Staff resources and adequate budgets • Inform and involve impacted individuals • Inventory existing initiatives – don’t recreate things • Clear terms and definitions (what is affordable housing?) • Clear roles/responsibilities/expectations of contributing organizations • Defined measures • City needs to be neutral and supportive of all involved <p>WHAT DOES SUCCESS LOOK LIKE?</p> <ul style="list-style-type: none"> • Collective approach to community awareness • Reduce Aboriginal homelessness • Support for people as they move through the housing continuum (wrap around services) • Improving energy efficiency of the housing stock

Goal:	It Would Look Like:
	<ul style="list-style-type: none"> • Enhance connections between landlords and non-profit service providers • Sharing data and resources – an individual that manages and communicates data • Affordable market ownership options for young people and marginalized populations • Beautification and upkeep of individual properties • Aboriginal people feel like they belong in their neighbourhood • Spaces for growing and buying good, local food • Rent caps and rental displacement policies
<p>Affordable, Accessible Housing</p> <p><i>Prince George has eliminated homelessness and offers all of its citizens accessible, affordable, and safe housing.</i></p>	<p>Group Two:</p> <ul style="list-style-type: none"> • Housing First with supports • Bridge disconnect between downtown businesses, support systems, and street • Doesn't have to be either/or – the “problem” are people • Use staged housing for those who are homeless with mental health and addiction issues (seniors staged housing exists) • Housing is tied to all – address it first as it impacts all myPG social development goal areas • Include those who don't agree from the beginning • Think differently about who is at the table • Change of attitude of people who aren't homeless is needed • Telling stories of who are homeless – creating urgency • Consider communications piece to get started

Given what you have heard, what advice would you give the City of Prince George to help us move this idea forward?

Group One:

- Yes to the City doing this BUT with a caution: community ownership must be there. City can facilitate but not control.
- Consider that the City might be the backbone for now and that with time the role might be undertaken by another entity.
- Facilitate from a place of optimism and compassion – not a place of “problem groups, issues, etc.
- The City can coordinate what’s happening but is not necessarily the spokesperson – that role needs to rest with the most relevant organization and will likely change/rotate
- Communication could be joint – City and community – collective impact work cannot be a “City” thing – it is a “Community” thing
- City needs to know what’s going on, be engaged in planning, and share information across the city
- Community Foundation may be able to assist with measures/community pulse of needs and associated communication
- City should collect/centralize data

Group Two:

- Yes, the City is a natural convener
- Question: What does it mean for people who live out of City limits? (maybe City as the backbone with the Regional District as a primary partner)
- Establish a steering committee based on the “problem” to be addressed. Needs to be well communicated so organizations/individuals will come forth
- Issues are intertwined and there is a need for safety for community involvement and participation
- Consider who is missing from the discussion
- myPG – consider if the goals are still valid, determine if there is new research, reintroduce as discussion topic at Talktober
- Flag! Political priorities shift with different government. Must ensure sustainability. Hopefully this can be achieved through demonstrated success so it becomes self-sustaining. Or, role can move to another organization if City can no longer continue
- Create urgency about key, specific initiatives
- Prioritize through consideration of the cost of doing nothing
- Include for profit stakeholders
- City can lead with a diverse, small working group and larger consultative group so decisions can be made
- Identify deliverables so it’s not just talk
- Host meetings at various sites

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Discussion Questions

Group Three:

- Ensure community engagement
- Open door approach
- The people (talent) exists in PG to champion these issues
- Assemble the right people for the issue
- Be really thoughtful in the organization of the backbone – scan and possibly deconstruct existing committees with a plan to rebuild with better connection through shared information, trust, focus and structure

Group Four:

- Need a place for data – help to collect, find, create data
- There is a role for the City of PG to facilitate and initiate the pulling together of the right resources
- Backbone, like City, would need to continue to engage others, like has been done – continuous learning/improvements
- Limitation in consulting vs. engaging – be clear who is driving process
- Is the City a neutral party to facilitate? Mixed feelings, City would need to build trust
- Who at City – City Manager or Council?

Group Five:

- Could it connect with existing City committees?
- Not just City staff involved
- Backbone by City could create continuity
- Needs to connected to community
- Can't change with political change; embed in priorities, policy, and budget
- How does the backbone select the issue? Community feedback should include creative engagement that reaches many people
- Perhaps try collective impact strategy in a neighbourhood

Group Six:

- City of Prince George – YES!
- Research and Development: Find out what is working well in other communities

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- Consistent support/investment in social development by the City
- Report back to community in focused face to face sessions
- Use a variety of communication methods to engage community
- Address competitive nature of funding
- Measurements
- Not politicized

Group Seven:

- City to act as backbone
- Advisory committee should be made up of community group representatives with a terms of reference and governance structure
- Ensure community input
- Private sector input
- Must have budget allocated
- Must have Council and staff commitment
- Should be a Council priority with policy
- Seek Provincial commitment/partnership
- Seek Federal commitment/partnership
- Regular reporting
- Open two-way communication
- Partner with UNBC to collect data (students could be involved)

Group Eight:

- Dedicated staff
- Funded – long term
- Thank you for stepping up and providing opportunity for feedback
- Continue to involve people – shared agenda: continue to bring people along in the conversations
- Include all groups (i.e. seniors committee?)
- Elevate approach to include all
- Decide on touch stone together
- Think about sustainability
- If someone new came to PG – an overarching vision would help him/her/them know how their work fits

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- Don't let the ball drop
- Supportive, not directive
- Can't be people specific – needs to be entrenched
- Another meeting – to set goals/agenda
- Who is missing that should be included
- Enhance introductions – not just the “minute marathon” but something to showcase work
- Citizen's forum – learned experience, youth, Elders

Group Nine:

- Backbone vs. catalyst?
- If not the City, then who? Perhaps a committee with stakeholders with a neutral coordinator (not one party driven for sole benefit)
- Avoid silos
- Central organization required
- Responsibility of citizens and corporations – engaging stakeholders
- Glue that holds it together – connecting pieces, grant work
- Backbone should be someone without a vested interest in the outcome

Group Ten:

- Next steps/ideas:
 - Action Plan? Practice?
 - Communicate “it” – between focus areas
 - Link all activities/groups to framework for change
 - Link the “language” to all City undertakings and committees