

## Social Planning Service Enhancement Collective Impact

### DESCRIPTION:

Collective Impact is “the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration”. It is not “collaboration as usual” championed by a single sector, and it doesn’t focus on individual programs or short term solutions. Instead, through attention to a common agenda, shared measurement, mutually reinforcing activities, continuous communication, and backbone support, it enables communities to significantly improve or solve complex problems and advance shared goals that contribute to healthy community development.

This service enhancement reflects the City of Prince George’s interest in enhancing its social planning resources to facilitate a collective impact approach to the achievement of myPG Social Development goals. This facilitation would be managed in partnership with other levels of government, community organizations, and key partners.

To implement the approach in a way that ensures the community works collectively to address shared goals and is able to report on progress in a meaningful way, key supports must be in place. This service enhancement will enable the City to better coordinate work among partners with the provision of these important supports including: dedicated facilitation staff; a shared measurement system with associated data collection and analysis services; and multi-sectoral community engagement activities.

### FINANCIAL COST OF THE ENHANCEMENT:

The increase to the Social Planning budget would total \$141,468:

- Social Planning Co-ordinator 1.0 FTE = \$76,468
- Data Management Contract Fee - \$60,000
- Additional Community Engagement - \$5,000