

# Social Development Strategies Workshop Report

Workshop held March 4, 2010  
*as part of myPG: Prince George's community  
sustainability plan*

*This report contains the raw output of the  
workshop, edited slightly for clarity.*

## Introduction:

### **Purpose and Process**

This workshop drew together people from across the spectrum of individuals and groups interested in the workshop topic.

The purpose was to develop "big move" strategies to achieve the community's vision as expressed in the Envisioning phase of myPG.

Process:

- Review and comment on preliminary community goals
- Identify current best practices that contribute to the social development goals
- Develop strategies to build on existing strengths and best practices.

### **Key Points**

- The social workshop started by discussing existing assets and best practices in the community. This allowed the strategy development to flow from PG's strengths. Below are key directions from the workshop:
  - Collaborative, preventative, and integrated programs are needed.
  - We need to improve the way we share knowledge and resources
  - Community identity and pride should be encouraged through a marketing campaign
  - Vulnerable and marginalized people should be better engaged in planning processes
  - Food security is a growing concern for PG; and this topic of food can be used to develop programs and services that address a multitude of needs.

## Goals and Barriers Discussion

### Most Relevant Goals

- Community Identity
- Housing
- Health and Wellness
- Safety and Security
- Community Connections
- Equity and Inclusion
- Diversification
- Fiscal Health



## Best Practices: What Works?

Participants identified current initiatives that work well and considered the characteristics that made them successful. The following are believed to be essential to best practices:

### 1. Collaboration

Initiatives that are built by many partners in an integrated and complementary way are very likely to succeed. Sharing resources, collaborating across services, and bringing in partners from different sectors all help to make projects more creative and successful.

### 2. Grassroots connections

Projects that are well connected to local grassroots are also more likely to succeed. In addition, acknowledging and tapping into volunteer resources is important, as are the use of subcommittees.

### 3. Complementary services

Projects that provide a spectrum of services, or are able to provide a single axis point for people to connect with a variety of programs, are very successful.

### 4. Triple bottom line

Initiatives that consider and attempt to balance the triple bottom line of social, economic and environmental health develop more resilient projects.

### 5. Progression

Long term initiatives that continue to roll out even when projects do not seem to be immediately successful enable learning and progress to happen so that positive adaptations can create eventual success. In addition, it is important to be focused and targeted, keeping track of progress.

Proposed strategies  
and actions for fulfilling  
community sustainability  
goals

# Social Development

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## Proposed Strategies & Actions

### Neighbourhood Mobilization

- Create clearly identified spaces the neighborhood calls its own, such as open spaces or community centres
- Create mechanisms for sharing neighborhood expertise
- Create, promote, and celebrate neighborhood lifestyle diversity
- Help neighborhoods develop inclusive core values
- Develop community events to enhance social interaction
- Develop transportation infrastructure that also encourages social interaction, (e.g. walking, bike trails, connecting neighborhoods, public transit)
- Promote density and smart growth principles when planning new neighbourhoods
- Create an agrologist position within the City & regional district
- Create a municipal agricultural land reserve
- Develop a regional and municipal “food shed” map
- Re-instate the Farmers Market coupon program to increase access to food for all income levels and to encourage consumption of fresh, local foods
- Fund organizations such as REAPS to coordinate other social agencies getting involved with community gardens
- Create an annual awareness campaign about programs that allow people to donate local produce to people in need, and educate about gardening and food production.
- Challenge and change policies around donating “waste food” from grocery stores, catering and restaurants
- Create standards around ethical food production practices on imported food

### Food Systems

- Support and develop the regional food trade
- Support multi-organizational collaboration for sustainable food system in Northern BC
- Create events that celebrate place and season
- Develop a year round-market and gathering place
- Organize collaboration of sustainable food systems
- Foster and educate community engagement in the regional food culture

### Holistic Planning

- Integrate social, economic and environmental planning
- Demand corporate social responsibility through policies, incentives

- Complete full cost accounting for new initiatives (i.e. measure and find synergy for the triple bottom line of social, economic and environmental outcomes/ impacts)
- Form a broad-based grassroots community action and political action committees

### Engagement of Key Audiences

- Engage different generations through dialogue and collaboration
- Use technology to engage younger audiences
- Provide opportunities for active learning and voice expression
- Be genuine and engage community members in decision-making.
- Make special efforts to involve groups who are not normally engaged (First Nations, low-income, youth, visible minorities)
- Encourage youth involvement by merging programs with things they are interested in (i.e DJ course)

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## Proposed Strategies & Actions Cont...

### Build Networks to Share Information

- Develop a myPG resource centre which is a community-driven centralized information source on services and organizations available. The resource centre should be online as well as in-person, with a web portal and trained staff to refer clients
- Create community services fair showcasing social services, community resources, partnerships, and educational opportunities
- Create a Community Partnership Forum for organizations to get to know each other, share best practices, and establish connections
- Develop a “sharing wall” for organizations to share resources, both physical and knowledge-based
- Build momentum on existing projects - “Look it can be done”

### Equity, Inclusion and Accessibility

- Provide coordinated funding for programs through the various levels of government - so there is a more realistic allocation of resources
- Create one executive coordinator position funded by all social partners to facilitate communication and be a liaison.
- Form a task force that represents each of the social partners
- Research different ways of achieving equity, inclusion and accessibility from around the world
- Identify key priorities and address them systematically (e.g. The Community Health and Wellness Plan)
- Develop a Community and Social Health Centre downtown - clustering services together to make them accessible
- Actively seek to engage vulnerable/marginalized people in all planning/policy development processes
- Review existing policy and examine who will lead the process, and then publicize process to reach target audiences
- Develop indicators/measures on how we are doing on this
- Ensure that all public communication is accessible (literacy, language, medium, etc.)

### Images and Marketing

- Develop a multi-media marketing campaign that targets our own citizens to instill pride in PG, break down stereotypes and engage, invite and showcase our own community members.
- Develop an external marketing campaign to promote what PG has to offer (tourism, economic, business development, education, affordable lifestyle, recreation, arts & culture)
- Develop a sense of community ownership and pride by promoting block parties, neighbourhood watch, etc.
- Develop PG Day, a community-driven festival to celebrate our winter city, showcase diversity, culture and strengths

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## Proposed Indicators

### Neighbourhood Mobilization

- Presence of neighbourhood engagement strategies in the directional document and resources of key community players
- Presence of strong neighbourhood development policies in OCP
- # of neighbourhood spaces created
- # of neighbourhood events
- # of neighbourhood projects
- # of interactions with your neighbour
- Growth of neighbourhood volunteerism

### Food Systems

- # of new local sites featuring food production
- Opportunities for people to access local food
- Hours per week people spend connecting to food (i.e. growing, processing, cooking, eating)
- # of people enrolled in post-secondary agriculture related programs
- Quantify food exports leaving PG
  - # of new farmers
  - Percentage of local food in stores

### Holistic Planning

- Survey level of understanding of what HP is through environmental and social community
  - Use data from quality of life survey
- Presence of grass roots community action committee
  - Red/yellow/green light evaluation

- Self evaluation of committee
- Evaluate existing organics/strategies, ensuring HP

### Engagement of Key Audiences

- # of goals reached and success rates
- Demographic representation
- # of participants compared to outreach efforts
- Integration of processes
- EDI index

### Images and Marketing

- # of responses to engagement of stories and amount of diversity represented
- # of community led initiatives
- Brand awareness survey - how many people know & support "this is my PG"
- Track quality of life survey results to track change – may need to add questions
- External marketing
- Track university & college enrollment
- # of new business licenses
- Measure tourism stats – hotel occupancy, camp site use, housing starts
- Survey of tourists at info. centre (how did you hear of PG? What brought you here?) \*pre and post visit perceptions
- PG loyalty program & track stats
- Number of community-led clean and safe initiatives – adopt a block, painting over graffiti, public art donations, greenspaces, decorating
- Amount of cleaning/vandalism response the city

has to do (can measure by cost)

- Survey responses re: safety/attractions to PG
- Number of attendees/participants at PG Day
- Amount of media coverage for PG Day
- Amount of corporate sponsorship at PG Day
- Diversity of citizens participating in PG Day

### Build Networks to Share Information and Resources

- # of existing networks identified and systems created to gather data
- # of networks needed
- # of organizations contributing to referral services
- # of existing social marketing strategies
- Percentage of people aware of marketing strategy
- Is the web portal up and running?
- Is the info and referral centre up and running?
- # of hits/people accessing online services
- Measure utilization of services listed in the registry - check in periodically with service providers - linked with request to update info