

INNER CITY WELLNESS PLAN

DRAFT COMMUNITY ENGAGEMENT APPROACH



Purpose

Citizen, partner, business and stakeholder engagement is critical to the development of the Inner City Wellness Plan and the proposal for a community wellness centre. The Community Engagement Approach describes this engagement process.

Engagement Focus

The community engagement approach builds on engagement done to date and focuses on stakeholders who have not been engaged as part of previous work. Engagement focuses on answering this critical question: *What is the roadmap for an Inner City Wellness Plan (including a community wellness centre) that will enhance the quality of life for vulnerable individuals and the broader inner city community?*

Principles

The following principles inform engagement for this project:

1. Previous engagement and connections to other projects are an important foundation for future work.
2. Appreciating and recognizing the value of diverse cultural contexts informs the engagement approach.
3. It is important to strengthen neighbourhoods and vulnerable people at the same time.
4. Engagement strategies are trauma-informed and consider the community's capacity for contribution.
5. Engagement strategies show a commitment to nurturing and developing reciprocal relationships built on trust and working towards a common vision.

The community engagement approach will take a multi-phased approach beginning in July 2017, which will include intensive strategy discussions with a cross section of internal City staff and community partners.

A community advisory committee, as outlined in the terms of reference for the Inner City Wellness Plan, will act as a 'sounding board' to further inform the development of the community engagement approach starting at Step 1 and continuing throughout the process. This community advisory committee will also be engaged to help inform the development of the community wellness centre proposal.

Step 1: Engagement Strategy Development (July to September 2017)

In Step 1, a public engagement strategy will be drafted by Administration with input that is gathered from across the corporation and from targeted business and community organizations that fall within the project area. There will be ongoing conversations with stakeholders and organizations who are helping build and validate the current state assessment and identify inner city wellness gaps and opportunities for better alignment.

The strategy will be the basis to start intentional conversations and engagement with community partners and build momentum for the Inner City Wellness Plan. This strategy will set the

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framework for all public engagement activities, including engagement for a community wellness centre and Inner City Wellness Plan. The public engagement strategy will include:

- Identification of citizens, partners and stakeholders interested and impacted by the decisions being made
- Understanding critical decision points and how public input can influence these
- Honoring previous engagement activities and lessons from them
- Considering and honouring internal and external contexts for effective engagement
- Communication and reporting resourcing needs and outcomes
- Risks and mitigation strategies
- Overall success factors

This community advisory committee will also be engaged during this time to help inform the development of the community wellness centre proposal.

Step 2: Community Engagement Planning and Implementation (October 2017 - May 2018)

Step 2 begins the public engagement planning and implementation process. An extensive public engagement plan outlining all engagement activities, deep community stakeholder mapping and engagement logistics will be developed. This detailed community engagement plan will be developed based on the information gathered in Step 1 and informed by ongoing conversations with stakeholders and organizations. Various methods will be identified to create space for community, business, and agencies to build understanding and relationships, and connect community.

Step 2 involves engaging citizens, partners and stakeholders related to the Inner City Wellness Plan including a community wellness centre proposal. Respectful, timely dialogue and the intentional invitation to participate will be at the core of community engagement activities. Starting early, allowing time for readiness and considering the unique engagement needs of residents, agencies, schools, community leagues, faith-based organizations, cultural groups, service users and everyone in between will be considered. Records of contact, lists of stakeholder interests and impacts, and mapping exercises will all be utilized to ensure effective stakeholder engagement throughout the process.

Specific engagement will have a primary focus on identifying stakeholders who have not already been engaged as part of previous work. These individuals and organizations will be identified through a strong community stakeholder mapping process and will include local individual community/neighbourhood residents, citizens with lived experience, community partners, culture groups, faith groups and businesses (including the Chinatown Business Improvement Area) situated in and along the Chinatown Business Improvement Area.

The feedback from each activity gathered during this step will be rolled up into “What we Heard” and “How We Used Your Input” reports, which will contribute to an overall report that will be made available to the public. The input received will help shape the draft Inner City Wellness Plan and Wellness Centre proposal. The Wellness Centre proposal will be delivered to City Council the first half of November 2017. The Wellness Plan will be shared with City Council in June 2018.

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Step 3: Refining the Inner City Wellness Plan (June - September 2018)

Step 3 will incorporate City Council feedback and engage key stakeholders for further refinement of recommendations.