

WHAT WE HEARD



Results of Public Engagement on the Draft Vision, Goals and Strategies

September 22 - November 5, 2021



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Community Wellbeing Strategy Public Engagement

Public engagement on the draft vision, goals, and emerging strategies for the Community Wellbeing Strategy occurred over a six week period from September 22, 2021 to November 5, 2021. The intent of this engagement was to raise project awareness, to reach a broad and diverse spectrum of the community, and to seek feedback on the draft framework. A variety of engagement activities and tools were used to maximize outreach.

Overall, the feedback from the public engagement was positive, and people are keen to see the draft Community Wellbeing Strategy in the next stage. Feedback highlighted both the importance and the ambitiousness of the framework, and the possibilities this will create for the City and its residents.

Survey Responses



289 Surveys Completed



67% of respondents felt the vision was right for the community



69% of respondents felt the goals support the needs of the community well or very well



81% of respondents felt the strategies support the needs of the community well or very well



Outreach Activities



13 Stakeholder Meetings



116 Organizations were sent invitations to provide feedback



200+ people engaged in conversation



1,035 visitors to the City's project webpage and Let's Talk engagement platform



60 Secondary School students engaged in wellbeing workshop



41,363 total reach through social media activities



30 University Students involved in CityStudio wellbeing project



1,200+ subscribers to the City's CityView e-newsletter

Key Themes Arising:

Key themes that emerged from survey responses and engagement activities include:

- ▶ The importance and many benefits of strong social connections and the need to develop more community spaces and opportunities for interaction
- ▶ Community desire for more affordable housing options
- ▶ Building and improving upon community partnerships, local businesses, and non-profit relationships that deliver key services and supports
- ▶ The urgent need to consider and address the impacts of climate change
- ▶ The importance of equity, access, and inclusion in all areas of wellbeing
- ▶ Acknowledgment of the need for greater supports for most vulnerable residents
- ▶ The wide range of factors that contribute to and influence individual and community wellbeing.
- ▶ A desire for neighbourhoods to be more walkable with easy access to amenities and supports, and a greater range of activities in the community.



About the Community Wellbeing Strategy

The City of North Vancouver is developing a Community Wellbeing Strategy to plan for the services, resources, amenities, activities, and places that will help our community live healthy, happy, and fulfilled lives. The Strategy will serve as a guide or playbook for how we make decisions about social infrastructure over the next 10 years.

The scope of the Community Wellbeing Strategy is to replace the City's 1998 Social Plan with a new modernized framework that provides direction on social infrastructure and the evolving wellbeing needs of our community. It will include a new vision, goals, strategies, actions, and implementation plan to guide community wellbeing into the future.

Community wellbeing is the combination of social, economic, environmental, health, cultural, and political conditions that are essential for individuals and communities to flourish and fulfill their potential.



VISION + GOALS:

- ▶ The overarching summary of what we want the future to look like and what we are striving to achieve.

STRATEGIES + ACTIONS:

- ▶ Broad statements outlining what needs to be done to achieve the vision and goals, coupled with specific policies, actions, and processes that will be undertaken as a part of day-to-day work.

IMPLEMENTATION + MONITORING:

- ▶ Timeframes, responsibilities, and leadership for delivering the strategies and actions, coupled with monitoring our progress and adapting as needed.



A Quartet of Strategies

The City of North Vancouver is currently developing four major strategies to guide our next decade of planning and decision-making in key areas: mobility, climate and the environment, community wellbeing, and the economy. When complete, these strategies will provide modernized guidance to support advancing the broader goals and ambitions of the City's Official Community Plan. The Community Wellbeing Strategy supports, and is supported by, each of these strategies through aligned goals, and coordinated actions.

Five guiding principles have been developed to ensure the City's and community's values are being maintained while developing the four City-wide strategies:

1. We need to take actions that improve our collective **health**
2. We need to take **resilient** actions
3. We need to take **equitable** actions
4. We need to take actions that work towards **reconciliation**.
5. We need to take **timely** actions





Process for the New Strategy

The Community Wellbeing Strategy is being created through four stages of work, including two public engagement opportunities as well as ongoing focused stakeholder, committee, and expert conversations throughout the process.



The first stage of public engagement has completed. The feedback received, and highlighted in this report, will be used to inform and develop the full draft Community Wellbeing Strategy in Step 3. The draft Community Wellbeing Strategy will be shared for public input, prior to finalizing the Strategy in Step 4.

The COVID-19 pandemic has highlighted how unexpected shifts happen and the significant impacts these shifts can have on our communities. Recovery from the pandemic provides new opportunities to make our City livable, connected, and equitable for all.



What Did We Engage On?

The public engagement focused on receiving input and feedback on the first three components of the Community Wellbeing Strategy Draft Framework, including the Draft Vision, Goals, and Strategies:

ONE VISION FOR TODAY AND IN THE FUTURE

A City where everyone belongs



FOUR GOALS WE NEED TO ACHIEVE OUR VISION



20 STRATEGIES TO ACHIEVE OUR GOALS

- | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ▶ 15 Minute City ▶ Social Design ▶ Access ▶ Resiliency | <ul style="list-style-type: none"> ▶ Housing for All ▶ Homelessness ▶ Food Security ▶ Safety ▶ Equity + Diversity + Inclusion ▶ Reconciliation ▶ Mental Health | <ul style="list-style-type: none"> ▶ Children + Youth + Families ▶ Child Care ▶ Seniors ▶ Poverty Reduction ▶ Social Infrastructure + Facilities + Programs | <ul style="list-style-type: none"> ▶ Advocacy ▶ Partnerships ▶ Financial Supports + Opportunities ▶ Economy for Everyone |
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SUPPORTING ACTIONS & MONITORING

To be developed in next phases of work



About the Public Engagement Process

The intent of public engagement was to seek feedback on the draft framework for the Community Wellbeing Strategy. The draft framework outlines a draft vision, goals, and set of strategies to support people to live healthy, happy, and fulfilled lives in the City of North Vancouver. It was developed based on current trends and best practice research, along with a review of existing plans and policies, and initial community input from the 2018-2019 You, Me, Us process.

The objectives of the first stage of public engagement were to:

- ▶ Reach a broad and diverse range of community members and local stakeholders
- ▶ Raise awareness of social issues and opportunities
- ▶ Offer a variety of engagement formats to make it easy and accessible to participate
- ▶ Encourage respondents to provide feedback through an empathy and equity lens (i.e. consider the needs of the whole community and our most vulnerable residents)
- ▶ Gather feedback on the preliminary vision, goals, and strategies
- ▶ Seek initial input and ideas to help inform the development of the actions
- ▶ Build upon relationships with community agencies and partners

Public engagement launched on September 22, 2021 and closed on November 5, 2021. To maximize the reach and scope of the engagement process, three methods of engagement were used to increase general awareness of the project, enable a broad range of residents to provide feedback, and to facilitate in-depth stakeholder discussions on specific topics of interest.



Due to the COVID-19 pandemic and the ongoing social distancing requirements of the Provincial government, engagement activities were predominately held virtually. Print materials were made available at City Hall and the City Library, and smaller in-person meetings were scheduled upon request.



Community Engagement Framework

The following community engagement framework was used to guide engagement activities in order to achieve the engagement objectives.

INTENT	TOOLS USED
Project Awareness <ul style="list-style-type: none">▶ A variety of platforms and notifications were used with the intention of maximizing awareness of the Community Wellbeing Strategy and promoting opportunities to provide input and ways to stay updated on the process.	<ul style="list-style-type: none">▶ Community Wellbeing Project Webpage▶ Community Wellbeing Let's Talk Engagement Platform▶ Print and Digital Outreach (social media, newspaper ads, e-newsletters, postcards, posters)▶ Sharing through Networks
Broad Public Engagement <ul style="list-style-type: none">▶ The intent was to reach a broad and diverse group of residents and receive feedback on the draft vision, goals, and strategies. A survey and supporting materials, along with a number of other outreach materials and contact information was provided.	<ul style="list-style-type: none">▶ Public Survey▶ Information and Survey Guides▶ Community Event Displays (Loutet Farm Pumpkin Patch, City Library, Civic Plaza)▶ Dedicated email and phone number▶ Meetings as requested to support access
Focused Stakeholder Engagement <ul style="list-style-type: none">▶ To engage and involve stakeholders, local businesses, and partners who provide services, focused engagement opportunities tailored to these groups were undertaken. This enabled the ability to dive deeper into specific topic areas and to discuss the issues and opportunities on community wellbeing.	<ul style="list-style-type: none">▶ Stakeholder Survey▶ Stakeholder and Committee Meetings▶ School Outreach▶ Listening Sessions (participants included those who typically have not engaged in planning processes due barriers)



Public Survey

A public survey was open from September 22, 2021 to October 31, 2021 inviting feedback on the draft vision, goals, and emerging strategies. The survey included additional questions on the community services used most often, and the greatest challenges facing individuals and the community. Optional questions on the demographics of respondents were also included to help understand who participated in the process and if the survey was reaching a broad demographic.



264 Public Surveys Completed



25 Stakeholder Surveys Completed



67% of respondents felt the vision was right for the community



69% of respondents felt the goals support the needs of the community well or very well

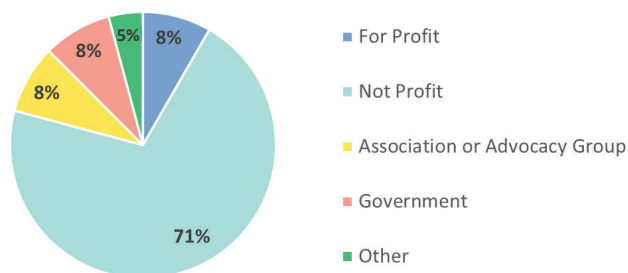


81% of respondents felt the strategies support the needs of the community well or very well

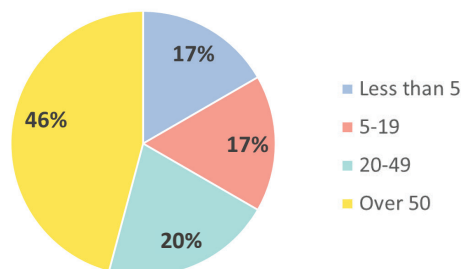
Stakeholder Survey

A stakeholder specific survey was created to capture feedback on the draft vision, goals, and emerging strategies from community agencies, local businesses, partners, and other government entities. The survey was open from September 22, 2021 to October 31, 2021. A direct link to the survey was emailed out to 116 organizations and further spread through external networks. The main questions in the public and stakeholder surveys were the same to enable the survey responses to be analyzed together. Survey results related to the draft vision, goals, and strategies were combined with the public survey responses and are reflected in the metrics above.

TYPES OF ORGANIZATIONS:



NUMBER OF EMPLOYEES (PAID OR VOLUNTEER):





Stakeholder Meetings

Staff extended an invite to provide feedback to approximately 116 organizations including local service-providers, businesses, community groups, and other governments. Stakeholders were provided the option to complete the stakeholder survey, provide feedback through a letter, or meet with staff to discuss their input.

Meetings were arranged with both internal and external stakeholders to discuss the draft vision, goals, emerging strategies and ideas for further action. Stakeholder meetings contributed to deeper discussions on specific topic-areas and opportunities for further development within the Community Wellbeing Strategy. This also included Listening Sessions with individuals who typically do not participate in planning processes due to barriers, such as vulnerable populations, specific household characteristics, and language translation requirements.



200+ People engaged



13 Stakeholder Meetings



116 Organizations were sent invitations to provide feedback

- ▶ The Listening Sessions were focused on both the Community Wellbeing Strategy and the Climate and Environment Strategy.

Website

A dedicated project webpage launched on September 22, 2021 on both the City's website and Let's Talk Engagement platform for members of the public to stay informed and updated on the Community Wellbeing Strategy. The webpages provided key project information including: project overview, process, related council reports, survey and information guides, and links to engagement opportunities.



732 Visitors to the website



303 Visitors to the Let's Talk Page



Website: www.cnv.org/wellbeing
Let's Talk: www.letstalk.cnv.org/community-wellbeing



Print and Digital Outreach

A variety of print and digital materials and notifications were used to inform the public on how they could provide feedback and learn more about the Community Wellbeing Strategy.

The following engagement materials were developed:

- ▶ **Survey Guide:** included background information and an overview of the draft vision, goals, and emerging strategies to provide context for the survey was available on the project webpage and print copies available at City Hall and the City Library.
- ▶ **Information Guide:** included detailed information on the draft vision, goals, emerging strategies, and ideas for action for those seeking further details was available on the City website and print versions by request.
- ▶ **Postcards:** printed postcards with a QR code promoting the online survey were distributed at local events, stakeholder meetings, and available at the City Library.
- ▶ **Sandwich Board and Posters:** promoting the online survey and project webpage were displayed around City Hall, Civic Plaza, and the City Library.

The following is a summary of the digital and print notifications:

- ▶ **North Shore News:** the Community Wellbeing Strategy was advertised in the October 27, 2021 edition of the North Shore News promoting the online survey and project page.
- ▶ **Social media:** included weekly posts on the City’s Facebook, Twitter, and Instagram to promote engagement opportunities.
- ▶ **Electronic Newsletters:** the Community Wellbeing Strategy was featured in the City’s e-newsletter CityView five times. It was also featured in a number of our community partners’ e-newsletters.



41,363 Total Reach



1,200+ Subscribers to the City’s CityView e-newsletter



7 Postings
725 Engaged (like, comment, share)
16,501 Views



8 Postings
55 Engaged (like, comment, share)
20,514 Views



City Studio

CityStudio North Vancouver is an experimentation and innovation hub where Capilano University students collaborate with City of North Vancouver staff and partners to co-create projects for the community – see <https://citystudiocnv.com/> for further details.

In the fall 2021 semester, students in BADM 305-7A/B (Leadership, Business & Professional Studies, School of Business) considered the question ‘How can we best support the City’s goal to build a city of short distances by developing the City of North Vancouver’s own version of the 15 minute city?’



30 Students engaged



2 Visits and several online meetings with CityStudio class



6 Projects were created and presented to the City



Website: <https://citystudiocnv.com/>

Projects focused on:

- ▶ The time aspect of the 15 Minute City, considering the need for key services to be available 24/7 for those who are serving while others are sleeping to maximize the utility of the concept.
- ▶ Recommendations to better position the e-bike share program to reduce potential social costs, and to expand the provision of community gardens to reach more City residents.
- ▶ Making the 15 Minute City in work in North Vancouver based on three key components - strategic placement of new infrastructure, affordable housing, and an integrated transit framework.
- ▶ Enabling more Capilano University students to live in North Vancouver by supporting affordable student housing in appropriate locations and better integration of students into life of North Shore via a Student House in the Shipyards to increase the vibrancy of the area and support the local economy/link to local businesses.
- ▶ Targeted and proportionate use of zoning changes to introduce thoughtful replacement within neighbourhoods to support an enhanced mix of cafes, shops, green spaces and community uses in more areas of the City.



Secondary School Outreach

Staff arranged sessions with two local secondary schools to present the draft framework and gather high level feedback on areas students considered important to their wellbeing, this included:

- ▶ The Initiatives and Leadership club at Carson Graham Secondary, that focuses on service leadership in the local community.
- ▶ The Social Studies Explorer Program (an outdoor education program) at Sutherland Secondary, themes of the class include government and environmental sustainability.

The approximately 60 students involved identified a wide range of factors that they felt were important to their wellbeing, including:

- ▶ Individual health factors, for example mental and physical health, free time and access to leisure activities (sports facilities, music, etc.) / things to do that they enjoy.
- ▶ Societal factors, for example equality, stability, democracy, freedom, education and health care.
- ▶ Basic needs, for example food, housing, money, transit, fast internet.
- ▶ Community factors, for example friends, family, connections with others, feeling safe, a supportive environment.
- ▶ Environmental factors, for example quality of environment, access to nature.



60 Students engaged



RESULTS OF ENGAGEMENT

Summary of Feedback

The following sections provide a summary of the feedback received across all public engagement activities in relation to the draft vision, goals, emerging strategies, and ideas for action. Where statistics are provided, these refer to the combined results from the public and stakeholder surveys. Note that not all respondents answered all survey questions. The summary of comments received combine feedback from the survey as well as stakeholder meetings.

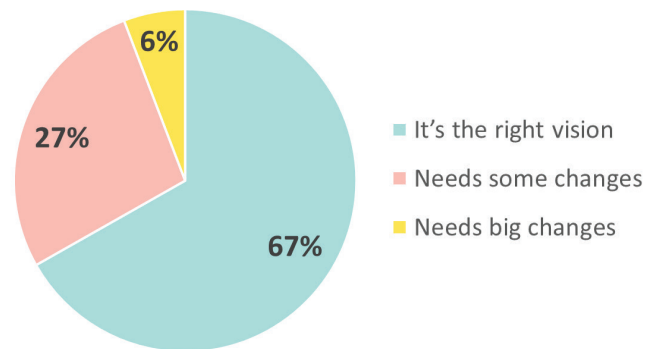
Draft Vision

A City where everyone belongs

Summary of Comments Received

The majority of responses were supportive of the draft vision. Some comments suggested the vision was missing a connection to the natural environment and climate crisis, and that it should also encompass housing affordability. A few comments suggested the vision was too vague or lofty of a statement. Many people recommended the addition of the word “thrive” be added to the vision sentence.

DOES THE DRAFT VISION SUPPORT THE NEEDS OF THE COMMUNITY?



Summary of Proposed Changes

It is acknowledged that the connection to the natural environment and climate change needs to be further articulated in the Community Wellbeing Strategy, this will be reflected through the recognition and alignment with the upcoming Climate and Environment Strategy and the overarching principle of taking actions that are resilient. The addition of ‘thrive’ to the vision will be considered as the full draft strategy is developed.

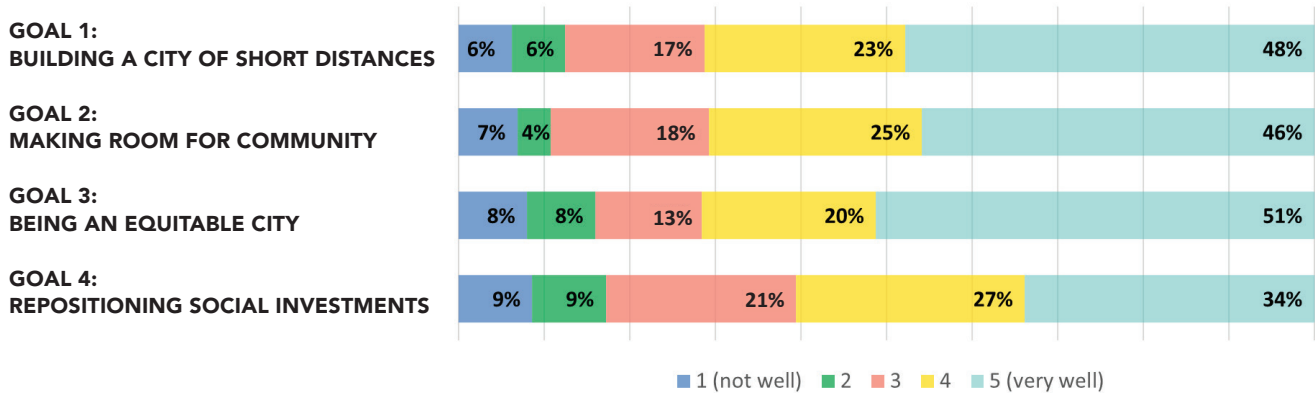


Draft Goals

Overall, survey feedback indicated general support for the four goals.



DO THE DRAFT GOALS SUPPORT THE NEEDS OF THE COMMUNITY?



Summary of Comments Received

GOAL	WHAT WE HEARD
1. Building a City of Short Distances <i>We are a City that connects people with each other and with day-to-day needs closer to where we live.</i>	<ul style="list-style-type: none"> The comments reflected a shared understanding of the many health and environmental benefits of Goal #1. Improving public transit, supporting active transportation modes, reducing vehicle traffic, and enhancing pedestrian/cyclist safety were highlighted as key components to achieving this goal. In addition, ensuring the entirety of the City is included and not just specific geographic areas was emphasized. Some were unsure of the phrasing and meaning of "a city of short distances" and suggested adjustments or further clarification.



GOAL

WHAT WE HEARD

2. Making Room for Community

We are a City that provides strong and supportive social infrastructure, including places, spaces, programs, and partnerships.

- ▶ Survey results showed support for Goal #2. However, many commented on the vagueness of the wording and need for further clarification on the meaning of the goal statement (e.g. does it refer to “physical” room?). Some felt this goal was not reflective of the draft strategies, which are more people and support centric. Suggestions were made to further articulate and define the goal in order to convey a stronger image of the direction.

3. Being an Equitable City

We are a City that is shaped by a diverse and inclusive representation of voices, experiences, and contributions.

- ▶ Generally feedback agreed that that the City is shaped by a diverse and inclusive representation of voices, experiences, and contributions. Many felt this goal would indeed benefit the community and that it is a vital goal for all communities. The concerns expressed were mainly around the need for clarification around equity and equality and how this goal will translate into meaningful City policy.

4. Repositioning Social Investments

We are a City that sees the provision of social infrastructure as an investment with excellent returns and public cost savings.

- ▶ The common theme reiterated in the comments is that this goal is vague and unclear. Many wanted further details so they could have a better understanding of what the goal entails. Specifically, people wanted more information around which “investments” were being referred to and how they were going to be repositioned. Supportive comments were also received as people felt that a socially healthy community would lead to a healthier economy overall.

Summary of Proposed Changes

There was general support for all four goals indicating they are providing the right direction for the Strategy. However, there was a shared response for further clarification and plain language so that the goals provide a stronger direction for our future wellbeing. The goals will be clarified and simplified in the next version of the Strategy.



Draft Strategies

The 20 draft strategies are the statements that provide direction towards achieving the goals. They are organized under four themes or chapters:

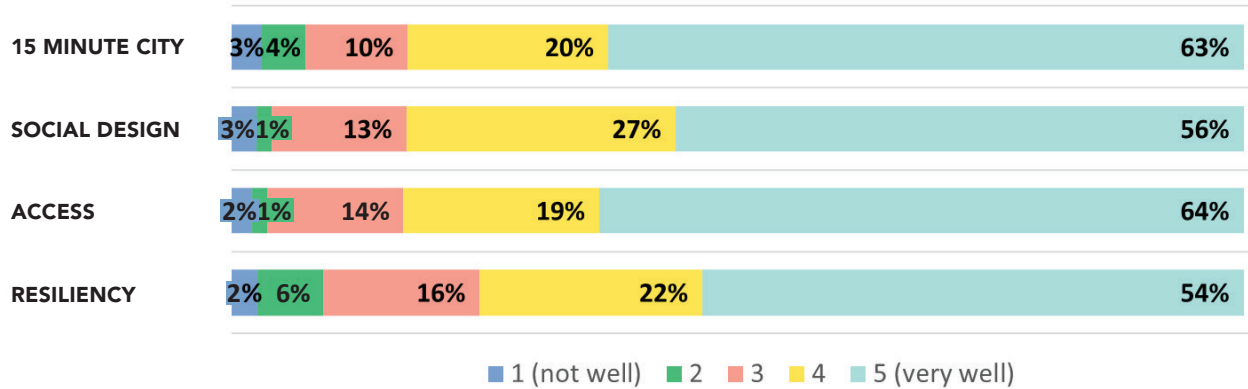
	HEALTHY DESIGN 	HUMAN ESSENTIALS 	SUPPORTING PEOPLE 	WORKING TOGETHER 
	Creating places and spaces that are designed to support physical and mental health and resiliency.	Prioritizing essential needs relating to suitable and affordable housing, sufficient healthy food, equitable opportunities, health, and safety.	Creating resources and opportunities that enable people to improve their wellbeing in ways that are responsive to individual needs and experiences.	Developing a network of partnerships and support to achieve the City's objectives together.
20 STRATEGIES	<ul style="list-style-type: none"> ▶ 15 Minute City ▶ Social Design ▶ Access ▶ Resiliency 	<ul style="list-style-type: none"> ▶ Housing for All ▶ Homelessness ▶ Food Security ▶ Safety ▶ Equity + Diversity + Inclusion ▶ Reconciliation ▶ Mental Health 	<ul style="list-style-type: none"> ▶ Children + Youth + Families ▶ Child Care ▶ Seniors ▶ Poverty Reduction ▶ Social Infrastructure + Facilities + Programs 	<ul style="list-style-type: none"> ▶ Advocacy ▶ Partnerships ▶ Financial Supports + Opportunities ▶ Economy for Everyone



Summary of What We Heard

Survey results showed strong support for the draft Healthy Design strategies.

DO THE DRAFT STRATEGIES MEET THE NEEDS OF THE COMMUNITY?



STRATEGY

WHAT WE HEARD

15 Minute City

Create a 15 minute city with healthy, connected and inclusive neighbourhoods where daily needs are within a short walk, bike or transit ride.

- ▶ The 15 minute city concept was strongly supported. Comments received reflected on the benefits of the strategy as strengthening social connections, enhancing sustainability, increasing wellbeing, and creating community vibrancy. Many responses highlighted age, ability, household type, and the City's steep terrain as important factors that need careful consideration in developing this strategy. Making sustainable and active transportation modes more safe, convenient, and comfortable was also emphasized.
- ▶ Many people suggested prioritizing local businesses within this concept to support the local economy, including the addition of small neighbourhood shops and corner stores. Specific geographic areas of the City were mentioned as currently lacking some resources. In addition, proximity and access to food, family doctors, and a range of housing types were particularly emphasized.

Resiliency

Build neighbourhood capacity and resiliency to strengthen community response to adversity.

- ▶ Building community resiliency was strongly supported. Many shared that the pandemic demonstrated our ability to provide innovative solutions to quickly adapt to change, the importance of strong social connections, and how resilient our community is today. Responses indicated that more work needs to be done towards emergency preparedness and tackling climate change. Ideas for incorporating more opportunities for growing food, emergency preparedness education, and sustainable building practices were also shared.



STRATEGY

WHAT WE HEARD

Social Design

Grow opportunities for community connection and inclusion by incorporating social design provisions into the development of public and private spaces so they function as social places.

- ▶ Many commented that the pandemic and recent extreme weather events have highlighted the need for safe, social spaces as a priority for improving mental health and community connection, and reducing feelings of loneliness and isolation. Consultation with community partners, local businesses, and accessibility experts were emphasized as important components to designing these spaces. Loutet Farm, The Shipyards, and City Parklets were highlighted as examples of successful public spaces that also provide intergenerational opportunities.
- ▶ A number of ideas for future public and private spaces were provided such as the need for more greenspaces, community gardens, urban farms, public washrooms, covered outdoor spaces, seating, multi-purpose spaces, quiet spaces, and places for seniors, youth, and children. In addition, it was emphasized that these spaces not only provide social opportunities but also feel welcoming and inclusive to a variety of ages, cultures, and abilities.

Access

Enable and improve physical, locational, and financial access so that all residents are comfortable participating in civic life.

- ▶ Financial barriers and the importance of equity were highlighted as key considerations for this strategy. Many made recommendations towards improving access to active/public transportation modes, public spaces, support services, green spaces, seniors programs, and spaces for children/teens. Some felt the current focus on the strategy was too narrow and should expand to include emotional access and access to affordable housing. In addition, the wording “participate in civic life” was described as difficult to understand and should be rephrased.

Summary of Proposed Changes

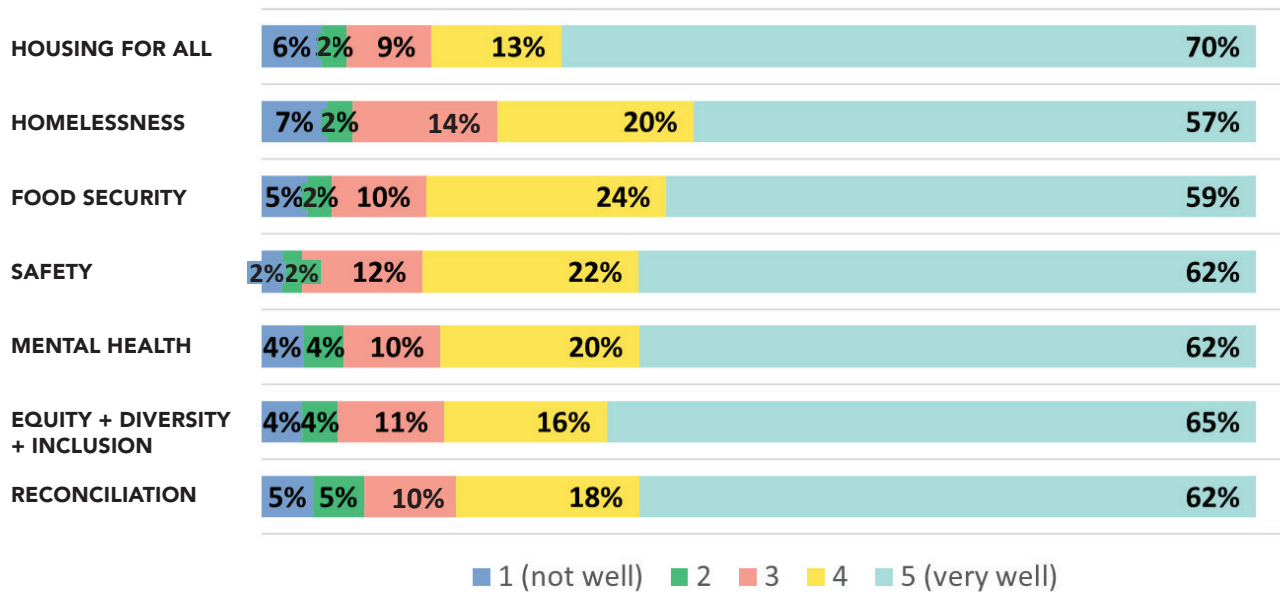
Key themes shared in the comments included changes to reflect the need for more opportunities for community gatherings and social connections, the desire to have community amenities and services nearby that are fully accessible to all, and the need for greater actions around climate change and resiliency. These ideas will be developed further within the actions of the strategies.



Summary of What We Heard

The draft Human Essentials strategies received general support through the survey.

DO THE DRAFT STRATEGIES MEET THE NEEDS OF THE COMMUNITY?



STRATEGY WHAT WE HEARD

Safety

Increase safety and the feeling of safety for all, with a particular focus on improving the wellbeing of people who experience bias, discrimination, and vulnerability.

- ▶ A wide range of comments were received around the topic of safety. For some residents, lighting and traffic were major concerns and it was noted that more streetlights, wider sidewalks and controlled intersections would increase safety. The need for more police and enforcement was also raised and differing views were expressed around the topic. Although generally people feel safe in the City, some thought that more community police were needed.
- ▶ The majority of people, however, highlighted that social programs, community supports and community cohesion would help prevent crime and increase public safety. The need for RCMP to work alongside mental health professionals was also mentioned as well as the need to support racialized communities and vulnerable populations including those experiencing homelessness and those with mental health challenges and addictions to combat hate and discrimination.



STRATEGY

WHAT WE HEARD

Housing for All

Improve the diversity and affordability of housing by enabling a greater variety of homes of all types, sizes, and tenures.

- ▶ Improving the range and affordability of housing options in the City was clearly supported. Many respondents highlighted that there needs to be a focus on securing livability alongside affordability – for example, providing more larger units with sufficient space for a range of household sizes across tenures/forms of development and ensuring that residents have easy access to a range of amenities in the local area.
- ▶ Suggested actions to support this included seeking a wider range of affordable housing options (both rental and ownership) from new development; enabling ownership of a wider variety of housing forms (such as coach houses); revising land use designations to enable forms of development throughout the City for the missing middle – those individuals and families with mid-range incomes such as teachers, and firefighters that are priced out of conventional single family dwellings; and encouraging integration of appropriate amenities closer to and/or within to more of the City's existing residential areas.
- ▶ The need to strike a balance between supporting new development and ensuring that existing residents aren't displaced was highlighted by respondents, as was the need to focus on supporting those in precarious housing situations to become safely and stably housed.

Homelessness

Work proactively with partners to enhance services for the homeless population and move towards a model of support based on permanent housing as a foundation for addressing complex needs.

- ▶ An approach which focuses on the provision of stable housing was supported by respondents. The importance of recognizing the range of reasons that may have led to an individual becoming homeless, and involving those experiencing homelessness, in developing solutions was highlighted. Comments also emphasized the need to provide a wide range of support services alongside housing, for example access to training opportunities.



STRATEGY

WHAT WE HEARD

Food Security

Improve the accessibility, affordability, and coordination of the food system and access to healthy food by collaborating with partners on creative and strategic projects in the City.

- ▶ The food security strategy was strongly supported. Recommendations were made to add access to culturally appropriate foods and affordable food options that are nutritious. Many commented on the success of the local food bank and Loutet Farm. Several respondents highlighted the need for more community gardens and other innovative spaces to grow food locally such as boulevard gardens, rooftop gardens, and school gardens. Supporting local food producers and small businesses, reducing food waste, and increasing education and food literacy opportunities were also emphasized.

Reconciliation

Value, foster, and develop strong relationships with Indigenous members of the community and surrounding Nations to work towards reconciliation.

- ▶ Comments highlighted the need for the City to do more towards reconciliation with Indigenous peoples and encouraged the City to provide opportunities for learning and fostering understanding. Several respondents complimented the programming offered by the City Library, but stated more opportunities are needed. Building relationships, collaborating and coordinating with First Nations was also strongly supported. Other comments stressed the importance for the City to act on the United Nations Declaration on the Rights of Indigenous People (UNDRIP) and the Truth and Reconciliation Commission's 94 calls to action to further reconciliation between Canadians and Indigenous peoples.

Equity + Diversity + Inclusion

Cultivate a City that is engaged, equitable, and inclusive, where diversity is not only welcomed and celebrated but is also a City commitment.

- ▶ Although some felt that this strategy needs to be more clearly defined and may be difficult to achieve, the majority of respondents were very supportive. Many commented on the rich community diversity in the City and how this should be reflected in the City's committees, consultation processes, and policy development. The need to work with the community organizations, including the North Shore Immigrant Inclusion Partnership table, which is part of Impact North Shore, was also mentioned as well as the need to celebrate different cultures.



STRATEGY

WHAT WE HEARD

Mental Health

Promote improved mental health for all by embedding consideration of mental health into municipal services and policies, and by actively supporting initiatives, strategies, and organizations that positively affect mental health outcomes.

- ▶ Although it was noted that mental health fell under the responsibility of the Province and Local Health Authority and not local governments, many recognized that municipal governments could have a role in this area. Some of the suggestions included providing support and funding to non-profits that care for people with mental health issues, to educate the public (particularly youth) about mental health in order to reduce any stigma associated with it, and to reduce noise pollution through development. The need for connection and belonging across cultures and generations was also mentioned as well as the importance of pets to people's wellbeing.

Summary of Proposed Changes

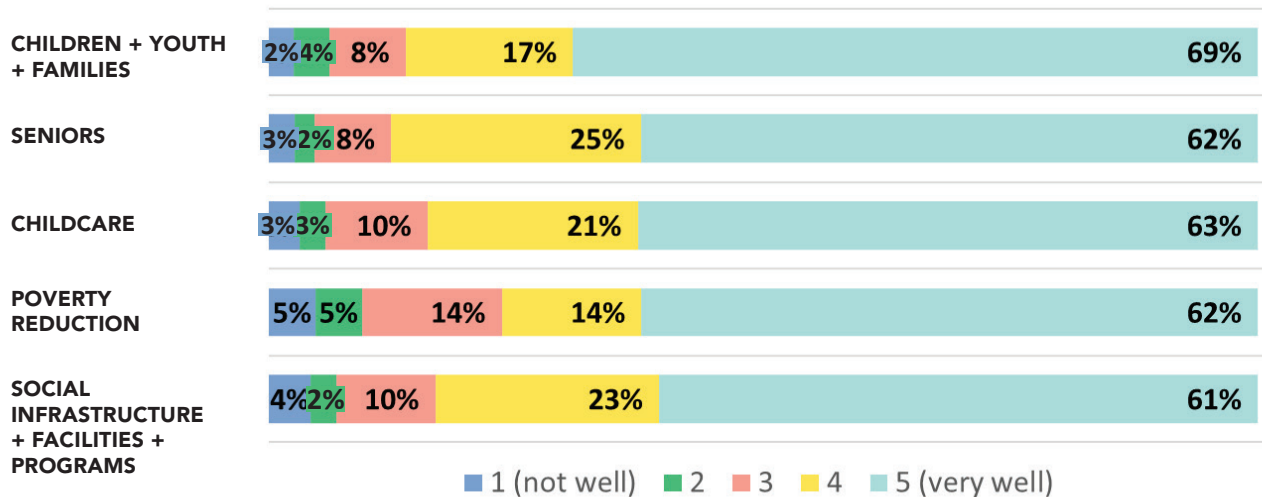
Comments reflected the strong importance of Equity, Diversity, and Inclusion and Reconciliation strategies, and that these topic areas are larger than one strategy and should be considered and addressed throughout the entirety of the Community Wellbeing Strategy. In addition, the City is working on a number of organizational efforts in these areas and the Community Wellbeing Strategy will further support those efforts. Other proposed changes will consider a broader health strategy focused on municipal opportunities for action.



Summary of What We Heard

The draft Supporting People strategies received the highest level of support from the survey across all the strategies.

DO THE DRAFT STRATEGIES MEET THE NEEDS OF THE COMMUNITY?



STRATEGY

WHAT WE HEARD

Child Care

Improve the accessibility, affordability, and quality of child care in the City by collaborating with partners, creating new spaces, and advocating for the community's needs.

- ▶ Residents commented that more child care spaces, especially those targeted to infants and toddlers were needed. These spaces need to be affordable and accessible for all children, including those with special needs and those who require supports. Comments were also made around the great care provided by not-for-profits and that the City should continue to support initiatives introduced by the Federal and Provincial governments.

Seniors

Support the needs of our diverse seniors population by improving our age-friendly city and fostering seniors active role, contributions, and participation in civic life.

- ▶ In general, most respondents expressed support for the existing seniors support programs and services that are in place on the North Shore. Multiple responses indicated a need to expand services to seniors who are most vulnerable such as those who are food insecure, those with increasing physical/mental challenges, and those who are experiencing mobility challenges. Comments also emphasized the need to provide more intergenerational learning and community activities throughout the City, such as volunteering, home sharing, and community gardening.



STRATEGY	WHAT WE HEARD
<p>Children + Youth + Families</p> <p><i>Support families in the City with family-friendly community design, housing and transportation options, employment, child care, social opportunities, and community services.</i></p>	<ul style="list-style-type: none">▶ Generally the comments centered on the need to support families through the provision of child care as well as through the provision of more accessible and affordable programs for children and youth. Other comments were provided around the need to go deeper and consider people with disabilities and vulnerable populations. Remarks were also made around the need to include actions related to food access and literacy as well as the need for spaces that children could engage in unstructured play.
<p>Social Infrastructure + Facilities + Programs</p> <p><i>Enhance and expand social infrastructure to meet a range of community needs and program uses, bring people together, and support the social and cultural fabric of the City.</i></p>	<ul style="list-style-type: none">▶ Responses highlighted the need to plan proactively to meet the needs/demands of a changing community, and the importance of facilities with low or no fees where people can access a range of activities. In considering future needs, a number of responses suggested engagement to determine what kind of facilities are needed most and how these should be designed and programmed.▶ Investment in City-owned assets was identified as a potential way to provide more multipurpose social and community spaces throughout the City. Comments also emphasized the need for informal as well as formal provision and co-location of services to encourage opportunities for varied connections, including intergenerational connections.
<p>Poverty Reduction</p> <p><i>Assist with the mitigation of the impacts of poverty while providing a supportive environment to help people move out of poverty.</i></p>	<ul style="list-style-type: none">▶ Although some survey participants felt that this strategy was somewhat unachievable and too broad, many believed that a living wage, food security and food access, and affordable and supported housing were important basic rights that should be addressed. Education was also noted as a key component and that it is often hidden poverty that is experienced by seniors and other vulnerable populations.

Summary of Proposed Changes

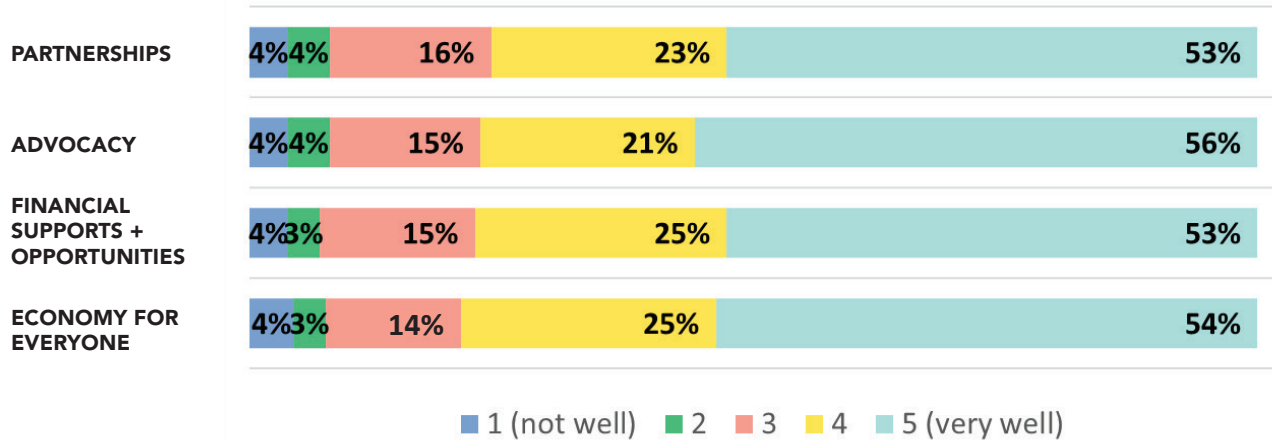
The strategies within Supporting People received generally high levels of support, and any changes in the next draft will focus on clarifications and identification of deliverable actions.



Summary of What We Heard

The draft Working Together strategies were highly supported through the survey.

DO THE DRAFT STRATEGIES MEET THE NEEDS OF THE COMMUNITY?



STRATEGY

WHAT WE HEARD

Partnerships

Build equitable and supportive partnerships with senior levels of government, First Nations, the business community, non-profit organizations, and other stakeholders to ensure that the diverse and changing needs of the community are met.

- ▶ Survey participants indicated clear support for the City to continue or enhance their partnerships with non-profit partners, community partners (e.g. the School District), and senior levels of government. These partnerships are seen as valuable as through conversation and by working alongside community groups, the City can better understand the issues impacting vulnerable residents. This can better allow the City to find opportunities to address challenges and to seize opportunities (e.g. provide land or pursuing funding opportunities) to help address inequities, such as accessing healthy food. It was also noted that more sustainable funding would help non-profits provide the programs and services to people that need it the most.



STRATEGY

WHAT WE HEARD

Advocacy

Champion and advocate to senior levels of government to provide support, funding, regulations, policy, and projects that meet community needs and enhance quality of life.

- ▶ Taking a focused and coordinated approach to advocacy was supported. A number of respondents suggested that the strategy should explicitly focus on coordination with other bodies such as neighbouring municipalities and community non-profit organizations so that advocacy efforts are targeted and duplicated only as needed.

Financial Supports + Opportunities

Act as an engaged partner with non-profit, social, and community agencies in working towards outcomes that benefit community wellbeing and prioritizing areas of key need through support, funding, space, and other resources.

- ▶ Most respondents agreed that this strategy was important as non-profit partners play a crucial role in providing community services to vulnerable populations. Many comments were also received around the importance of sustainable funding given the time and effort organizations have to dedicate to fundraising for their survival, could be spent on providing programs and support to their clients. Some comments also supported the idea of exploring social enterprises and sponsored based funding while others felt that this strategy would be too expensive.

Economy for Everyone

Shape growth and investment to focus on social priorities alongside economic and commercial priorities, enabling individuals and communities to prosper, share in the benefits of growth, and build resilience.

- ▶ The comments received on this strategy focused on the importance of prioritizing and supporting local and small businesses, social enterprises, and green growth. The risks of local businesses getting squeezed out by new developments, both due to pressures on industrial areas and the higher rents charged by new developments, were highlighted as areas requiring action.

Summary of Proposed Changes

The importance of community partnerships, supporting local businesses, and sustainable funding opportunities were strongly articulated within the comments. There was a lot of overlapping feedback amongst the four Working Together strategies, therefore changes in the next draft will focus on refinement and limiting overlap.



Demographics of Public Survey Respondents

While not all survey respondents chose to answer the optional demographic questions, analysis of the demographics of those who did respond show that there are distinct demographic and socioeconomic trends regarding who completed the public survey – respondents to the public survey tended to be older, female, and in higher income earning households. Of those who responded to the question asking about ethnicity/ racial background/family origin, 70 percent of respondents identified as Caucasian/ white.

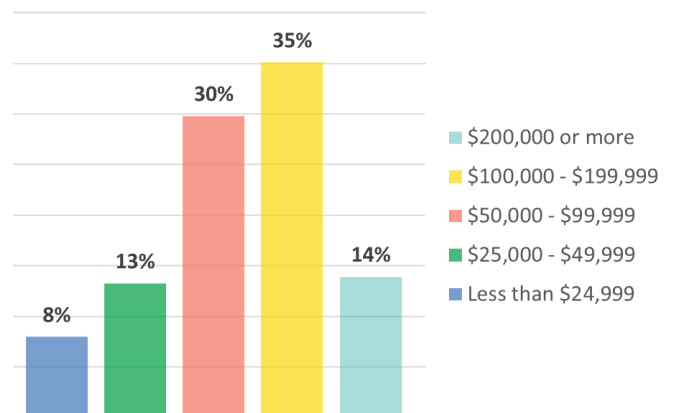
Age:

- ▶ 15% of respondents are 34 years old or younger
- ▶ 38% of respondents are 35-49 years
- ▶ 32% of respondents are 50-64 years
- ▶ 15% of respondents are over 65 years

Gender:

- ▶ 74% of respondents are female
- ▶ 23% of respondents are male
- ▶ 3% of respondents chose 'another' category

Household Income:



One of the City's Four Guiding Principles of Engagement is Inclusiveness & Accessibility. From the onset, a concerted effort has been made to reach, inform, and hear from all community members. To tackle this challenge, the engagement process sought to provide 'barrier free' opportunities for all community members to provide feedback and complete the survey questions. Staff have tapped into informal networks and have initiated pop-up type opportunities to target the broader community. However, the demographics of the public survey respondents indicate that further efforts need to be made to successfully engage with a wider cross section of City residents.



Integrating Feedback and Next Steps

The feedback received through the public engagement is being used to further refine the draft vision, goals, and strategies for the Community Wellbeing Strategy. The input will also help to facilitate the development of policies, actions, and an implementation plan for the Community Wellbeing Strategy. The draft Strategy is anticipated to be shared for public input in spring 2022.

Next Steps



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