

Community Talk **What We Heard**

February 14, 2017

Why now?

- Our community is changing
- Our County has experienced 16% growth in population over the past decade, increasing diversity among residents and increases in our seniors' population
- Recent socio-economic changes including impacts from the provincial economic downturn, increased mental health referrals, more reported incidents of family violence, and increased Food Bank usage.

Renewing the Social Framework

Purpose

- Create a shared vision of social priorities in Strathcona County
- Clarify outcomes and roles
- Coordinate activities and align policies
- Provide overall direction to social planning and decision-making
- Leverage capacity of multiple stakeholders to address social challenges and increase community wellbeing

Timeline



Look who's talking



- 10% of all eligible residents provided input
- 7,815 people shared their thoughts and opinions through the survey
- 622 individuals participated in 48 community conversations
- Focused approach to hear from our County's most vulnerable

Look who's talking



Participant Demographics

Urban- 83% and Rural- 17%

Female- 59.6% and Male- 36.7%

Youth (11-17) 37.2%

Adult (18-64) 49.1%

Senior (65+) 13.7%

Inviting the conversation



Many hands make light work

Many groups throughout the county were active participants in Community Talk, including:

- 220+ businesses
- 33 community agencies
- 25 faith communities
- 16 schools, including 102 participating classrooms
- 10 community hall associations
- 7 service clubs



Six Goals

That people in Strathcona County...

1. Feel like they belong and are connected to others.
2. Feel safe and are free from physical and emotional harm.
3. Are valued, respected and treated fairly.
4. Are healthy (physical, mental, spiritual and emotional wellness).
5. Work together to make our community stronger.
6. Have all their basic needs met (for example, adequate income, education, childcare, housing & transportation).



Overall results



9 out of 10 (87-90%) said it is important to achieve all first 5 goals.



7 out of 10 (68-74%) said we have reached our goals.



93% said that meeting all of our basic needs (Goal #6) is important for us to achieve as a community.

Overall results

Top two goals:

1. People in Strathcona County have all their basic needs met (41%)
2. People in Strathcona County feel safe and are free from physical and emotional harm (19%)



Sub-segment analysis

What do we know about the importance of achieving Goals 1-5?



91-93%

Adults

VS



82-86%

Youth (11-17)

Percentage of adults and Youth that agree in **the importance of achieving Goals 1-5**



75-80%

Adults

VS



56-62%

Youth (11-17)

Percentage of Adults and Youth that feel **we are currently reaching Goals 1-5**

How can we improve on ANY of the goals mentioned?

1. Affordability (housing, childcare, transportation, recreation, income)
2. The need to work together for common goals
3. Feeling of safety
4. Fostering a sense of belonging and acceptance
5. Improvement to the transit system (including routes/frequency)
6. More community events- neighbourhood and county wide
7. Increase in mental health awareness and services
8. Better access to services & programs

Affordability



"More low income housing is needed, rental housing for new families or couples to start out."

"I wanted to live in this community but could not afford to after retirement"

"Affordable and or available childcare is inadequate. For a community of this amount of wealth, it is ridiculous how hard it is to find childcare."

"The cost for our family to use the bus is more than to own a car. We can't afford either."

"Keep the cost of recreation facilities as low as possible to allow maximum access to all."

"People who work in Strathcona County for minimum wage cannot afford to live here"

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Need to work together for common goals



"There are personal responsibilities as well as societal/community responsibilities. Maybe we need to declare a "charter of rights and responsibilities" that all community members strive for that includes all of the above goals."

"Aid/empower residents to work towards achievement of neighbourhood-level and community-wide social goals of priority importance at their desired level(s) of participation."

"Most people are indifferent or apathetic and many people are followers. So there needs to be opportunities to get involved or passionate about issues in the community."

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Feeling of safety



"It's our responsibility to take care of each other and notice "funny" or "off" things that might happen in the community and talk to neighbours about it."

"We should create relationships with neighbors and people in each community and rally together to make sure everyone is safe and happy."

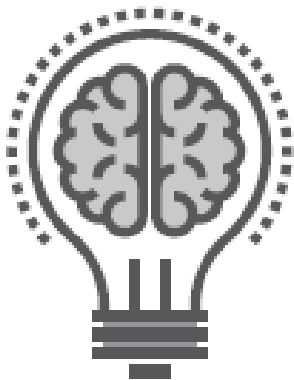
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Foster a sense of belonging & acceptance

"You can tell the strength of a community by how they treat their most vulnerable."

"Breakdown stereotypes and be a champion for human rights so others know that WE ALL have a right to live our lives as we want as long as we aren't hurting anyone else."



"I love Sherwood Park but find it has become a culture where if you don't fit in (wealth, sports, etc.) you are ostracized. If we respect each other all other goals are achievable."

"One place that people don't seem to connect with each other is in their neighbourhoods, which are often filled with fences."

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Improve the transit system



"I think Sherwood Park needs to establish a more affordable, reliable public transit system, that is intimately connected to the City of Edmonton."

"The frequency is not adequate/convenient (night and weekend service especially) for those who rely on it as their soul way of getting around and taxi is too expensive."

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More community events

"Have more community events that bring families all together and engage with each other as a community."

"It would be nice to see more festivals for low income families and festivals throughout the year not just main calendar dates."

"Special events and culture are vital to building community. Neighbourhoods working together on a project or event brings people together. Spaces where people can gather at low to no cost important."



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Increase in mental health awareness and services available



"Mental Health wait list was very long, waited for months in a very vulnerable time. Ended up having to go to emergency as it was the only place to get help which is not the way it should be."

"We need to improve access to mental health resources here in the Park, and make more people aware of the struggles that some are suffering so silently."

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Better access to services and programs



"Family and Community Services and the Information Volunteer Centre needs to be more visible in the community. I have lived here for years and never knew about them."

"It can be difficult to access or know about the services available."

"Have a central location where people can access information and support."

It takes all of us

What can you do to help build a stronger community?

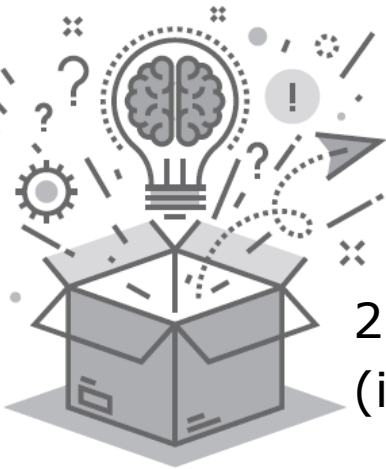


- Tied to goal #7 in the Strathcona County Strategic Plan (2013-203): 'Build strong neighborhoods/communities to support the diverse needs of our residents.'

What can you do to help build a stronger community?

1. Citizenship

- Volunteerism
- Community Involvement
- Help one another (empathy)
- Work with each other to reach common goals (collaboration)
- Neighbourliness



2. Respect others and accept their differences (inclusion, diversity, equity)

3. Community awareness

4. Important issues are voiced (advocacy)

Citizenship



1. Volunteerism
2. Community Involvement
3. Help one another (empathy)
4. Work with each other to reach common goals (collaboration)
5. Neighbourliness

"We can do for each other instead of expecting a service or program to provide for us. There needs to be more empowering of neighbours to talk to each other and help each other rather than calling the County for neighbour disputes. Pick up a shovel, stop by and say hi, empower people to help each other."

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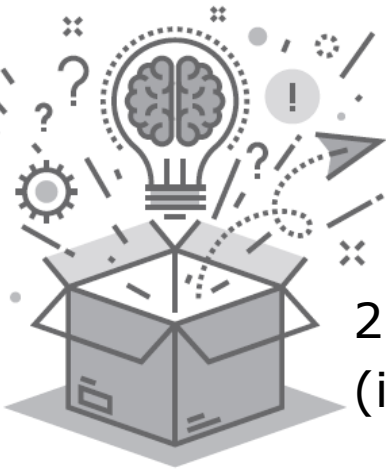
"I think having an open mind and being accepting and understanding of the differences of everyone is the first place to start."

"I give dignity and respect to every person I meet. Every single person has value and it is important for them to know that."

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Community Awareness



"Leverage what connections I have in the community to have conversations about where we live and what we want it to be. Discuss what a shared responsibility looks like."

"I can listen and read about things I don't understand in our community."

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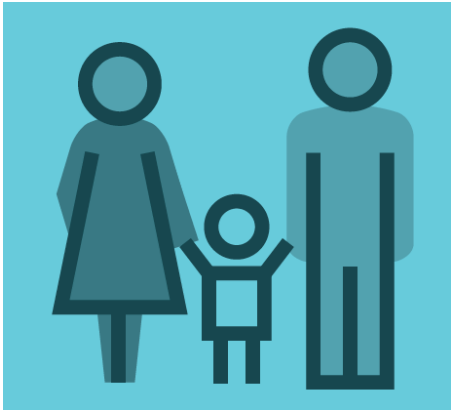


"I can have conversations with people in the community and advocate for their interests and needs."

"By being an advocate for myself, my family and my community. Working to put into place policy that will help preserve and build up family and community."

Video

Other steps underway



- Additional community engagement- March 2017
- Community Steering Committee taking steps towards a recommended Social Framework for the County
- Renewed Draft Social Framework presented to Priorities Committee in May 2017

Questions?



