

**Priorities Committee Meeting\_Oct18\_2016**

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**STRATEGIC INITIATIVE AND UPDATE****Social Framework Renewal – Public Launch****Report Purpose**

To provide the Priorities Committee with an update on the launching of the Social Framework Renewal engagement process.

**Council History**

March 27, 2007 – Council adopted the Social Sustainability Framework

April 1, 2008 – Council received an update on the Social Sustainability Framework

June 14, 2011 – Council received an update on the Social Sustainability Framework

**Strategic Plan Priority Areas**

**Economy:** The link between healthy social outcomes and a strong and growing economy has been well documented by evidence and research. Further evidence confirms that strategic investments in social early intervention and prevention can alleviate higher expenses in other municipal downstream costs such as policing and emergency services.

**Governance:** Civic engagement in the development of public policy increases awareness of community issues, and creates a sense of co-ownership in implementing the results of the policy. Public policy achieves enhanced results when it is collectively owned by community, non-profit and private organizations, as well as municipal government.

**Social:** Enhancing social and community outcomes requires vision and a plan that is shared by many. If done well, a social policy framework can guide planning and decision making for many community groups including; social service organizations, faith based groups, community associations and service clubs, small and large businesses and Strathcona County departments and leadership.

**Culture:** A broad based, collectively owned and inclusive public engagement process can contribute to a strengthened and shared community identity.

**Environment:** n/a

**Other Impacts**

**Policy:** n/a

**Legislative/Legal:** n/a

**Interdepartmental:** Family and Community Services; RCMP and Enforcement Services; Recreation, Parks and Culture; Corporate Planning and Intergovernmental Affairs; Emergency Services; Communications; and Planning and Development Services

**Summary**

The draft plans for the Social Framework Renewal were presented to the Council appointed Community Living Advisory Community (CLAC) members on September 7<sup>th</sup> and then again on October 5, 2016. The feedback from CLAC has been integrated into the engagement plan.

The renewed social framework will replace the former Social Sustainability Framework and will align with the Strathcona County strategic plan, corporate business plan and the motions passed with respect to-the Mayor's Task Force on Community Housing.

A renewed social framework will have four defined purposes: to create a shared vision of social priorities in Strathcona County, to clarify outcomes and roles, to coordinate activities and align policies and to provide overall direction to social planning and decision-making.

The social framework renewal is a joint effort between eight Strathcona County departments (Family and Community Services, RCMP and Enforcement Services, Recreation, Parks and Culture, Corporate Planning and Intergovernmental Affairs, Emergency Services, Communications, and Planning and Development Services) and three community partners (Information and Volunteer Center, Strathcona County Library and Heartland Housing Foundation). These partners are represented on both the working group and the steering committee and provide overall direction to the project. The Family and Community Services Department provides project leadership and secretariat support.

The success of this renewal relies on connecting with informal and formal networks to share ideas and vision for a socially strengthened community.

### **Communication Plan**

Communications will promote public participation in discussions about the current and future social needs in a way that is inclusive and meaningful for the purpose of updating Strathcona County's social mandate.

The communications plan will support the public engagement efforts through a variety of approaches including print media, social media, online and in-person tactics.

### **Enclosure**

- 1 Social Framework Renewal Community Talk presentation