

The Plan to End Chronic Homelessness - Engagement Strategy

Overview

The Plan to End Chronic Homelessness (PECH) engagement plan is rooted in building the current public understanding of the PECH and creating further awareness and opportunities for conversations with all partners. These community conversations will have a focus on articulating the opportunities demonstrated within the PECH, The Region's investment to-date, and advancing the Funding Strategy with external partners.

The engagement plan includes creating a suite of supportive materials, a universal set of educational documents, presentations, and a digital toolkit to advance awareness and conversations with community, business and government partners. The creation of PECH champions will assist in identifying future engagement opportunities and socializing the Detailed Funding Plan* in an effort to secure further funding for the actions outlined within the PECH and determined throughout this process.

Goals of the PECH Engagement Strategy

The overarching goal of the PECH engagement strategy is to unify community, business and government voices, while clearly detailing the collective investment needed in the action items outlined within the PECH. It will be essential that voices from across the community are heard in this process and that the PECH is one that has broad and deep support and commitment across sectors and perspectives.

This goal will be achieved by executing a series of communication and engagement objectives, which include:

- A dedicated PECH website
- A prioritized list of investments, coupled with a Detailed Funding Plan*
- A public progress dashboard informed by the Detailed Funding Plan*
- The creation of a digital toolkit
- The creation of a social media toolkit
- The creation of detailed presentations highlighting the investment need to guide community, business and government conversations
- The creation of a business case to show the actual and potential return on investment in each PECH action item detailed in the Funding Strategy
- Identifying PECH Champions in community to guide community, business and government conversations
- Further participant and partner mapping with co-creators
 - Brainstorming
 - Categorization

- Prioritization based on Funding Strategy
- Outreach
- Staff work with community to secure further conversations based on participating and partner mapping to advance the investment plan with provincial, federal, private and philanthropic partners

Preliminary Engagement Strategy Tactics

Dedicated web page

- Detail of Funding Strategy
- Table identifying gaps, as outlined in the Detailed Funding Plan*
- Designed to show the Region of Waterloo's investment to-date
- Dashboard to show progress on PECH Funding Strategy
- Links to all co-creating agencies
- Lived expertise testimonials and stories
- List of action items from government (dedicated budget line for Plans to End Chronic Homelessness, cross ministerial collaboration) as determined through the engagement plan process
- A public pledge to be a PECH Champion

Co-creator and community tool kit

- One pager overview of the PECH
- Key messages
- Conversation guide
- Templated advocacy letters to government officials
- Key contacts
- Social media toolkit
- "The Plan" Champions

Local engagement

- Education sessions for each area identified and endorsed in the Funding Strategy (ex: capital investments, supportive housing, programming)
- Quarterly meetings detailing the PECH and Funding Strategy progress with local MPs and MPPs

Staff advancement and government outreach

- Identify funding streams through the Detailed Funding Plan* and engage with appropriate ministries

- Identify funding gaps through the Detailed Funding Plan* and work with local elected officials to advance need
- Engage with both the Federation of Canadian Municipalities and the Association of Municipalities of Ontario to advance shared priorities and identify engagement opportunities with government
- Engage with both the Federation of Canadian Municipalities and the Association of Municipalities of Ontario to advance shared priorities and identify engagement opportunities both with staff peers
- Staff to staff meetings in key ministries with Deputy Ministers, Associate Deputy Ministers, and key policy advisors in government

Preliminary Partnership Mapping

- Co-creators group
- All of Community Leadership Table
- Service providers
- Area municipalities
- Local Members of Parliament
- Local Members of Provincial Parliament
- Minister of Housing, Infrastructure and Communities of Canada (Federal)
- Minister of Health (Federal)
- Minister of Family, Children and Social Development (Federal)
- Minister of Municipal Affairs and Housing (Provincial)
- Minister of Health (Provincial)
- Associate Minister of Mental Health and Addictions (Provincial)
- Minister of Children, Community and Social Services (Provincial)
- Association of Municipalities of Ontario
- Federation of Canadian Municipalities
- Local post-secondary leaders
- Immigration Partnership
- Chamber of Commerce(s)
- Municipal BIAs
- Private enterprise

Next Steps

Detailed next steps will be determined by Regional Council's future decision in respect to the PECH Funding Strategy. Staff will continue to advance the Plan to End Chronic Homelessness priorities with community and government and work to identify opportunities within the Funding Strategy with partners.

