

Council Agenda Information

COTW *September 10, 2019* Regular Council [Click and type date of meeting]



City of Campbell River Report/ Recommendation to Council

Date: August 14, 2019 File No. 5080-20-SGRANTS

Submitted by: Cleo Corbett, Senior Planner, Long Range Planning and Sustainability

Subject: Social Grant Program Consultation and Implementation

Purpose / Introduction

To provide Council draft materials to implement the social grant program and seek support to consult the Community Partnership Committee and social sector stakeholders.

Recommended Resolutions

THAT the draft policy and bylaw amendments prepared to establish the Social Grant Program be endorsed for the purpose of public consultation as outlined in and attached to the Long Range Planning and Sustainability Department report dated August 14, 2019;

AND THAT Council supports the 2019 Social Grant process and Social Grant communication strategy as outlined in and attached to the Long Range Planning and Sustainability Department report dated August 14, 2019.

Executive Summary

To foster and encourage local solutions to social challenges facing Campbell River, Council established the desired mechanics to create a Social Grant Program. Building upon Council's Strategic Plan, the Social Grant Program has a broad purpose and is eligible to non-profit and charitable organizations. Applications will be accepted for seed funding, small capital purchases or be project-based. The Community Partnership Committee will be responsible for reviewing, evaluating and making recommendations to Council regarding applications (from 2020 forward).

The following report provides the draft Social Grant materials (Attachment 1) and the proposed Policy and Bylaw amendments (Attachments 2 and 3) to establish the program. The report also outlines a proposed process 2019 Social Grants and a communications and engagement strategy for key stakeholders.

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Background

Council has been contemplating the establishment of a Social Grant Program since 2015. In the Spring of 2019, Council provided direction on the desired grant purpose, eligibility and application review and general program structure. An account of Council resolutions related to establishing the Social Grant Program and the associated report for reference can be found as Attachments 4 and 5.

Discussion

The following report presents the draft policy and bylaw amendments to establish the Social Grant Program for 2020, a proposed Community Partnership Committee (CPC) and stakeholder public participation process and the recommended next steps for the 2019 Social Granting process including a communication strategy and associated materials.

Council Financial Policy Amendments (see Attachment 2)

Building on the success and experience of the Community Partnership Program, the Community Partnership Committee (CPC) will be responsible for reviewing, evaluating and making recommendations to Council regarding application awards. The proposed Council Financial Policy amendments work within the existing CPC framework and simply add the Social Grant Program to the policy following Council's direction on grant design. Forms for both the Social Grant program and the grants-in-aid are planned to be updated, modernized and branded in a complementary manner following stakeholder consultation. Grant application forms would also be finalized once the amendments are adopted and endorsed. Reporting requirements are established in funding agreements with successful applicants.

The policy amendment proposes to limit the number of applications to the Social Grant Program per eligible applicant but allows them to apply for a permissive tax exemption. The evaluation criteria indicate that all funding received by each organizations will be considered when reviewing the applications. Organizations may not apply for more than one social grant as the lead organization but may collaborate on more than one application.

Should Council support the amendments as presented, or with minor amendments, the markup document would be presented to the CPC for information, discussion and feedback at their next meeting(s) in October. It is anticipated that the CPC may wish to also revise and refine other aspects of the Council Financial Policy. The feedback will be brought back to Council when considering the amendments following consultation.

Advisory Committee Amendment Bylaw 3744, 2019 (see Attachment 3)

The proposed bylaw amendment adds the review of Social Grant applications to the CPC responsibilities for the purpose of advising Council. The subject bylaw also adds the CPC and the Airport Committee to the purpose of the Bylaw as a housekeeping item. This bylaw will be presented to Council for first, second and third reading following consultation on the process and policy.

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Communication and Public Participation Strategy

Public Participation (P2) refers to the professional practice of public engagement as formally established by the International Association for Public Participation (IAP2.org). A number of City staff have undertaken this training and the below graphic aims to illustrate the level of proposed public participation for the Social Grant Program in the context of different approaches.

Community Partnership Committee:

The Social Grant Program and associated application scheduling, the proposed bylaw and policy amendments and the promotional materials (Attachment 1) will be presented to the CPC in October for information, discussion and feedback. The proposed engagement is at the *involve* level of engagement (as shown in Figure 1). The feedback and proposed refinements, as appropriate, will be presented back to Council for finalization.

The goal for timing is to have all amendments concluded by December 2019 in anticipation of a 2020 Social Grant Program establishment. The proposed annual Social Grant application deadline is February 15, with grants awarded for April 1, 2020 annually. This proposed timeline is consistent with the fiscal year of many non-profit agencies.

Social Purpose Sector:

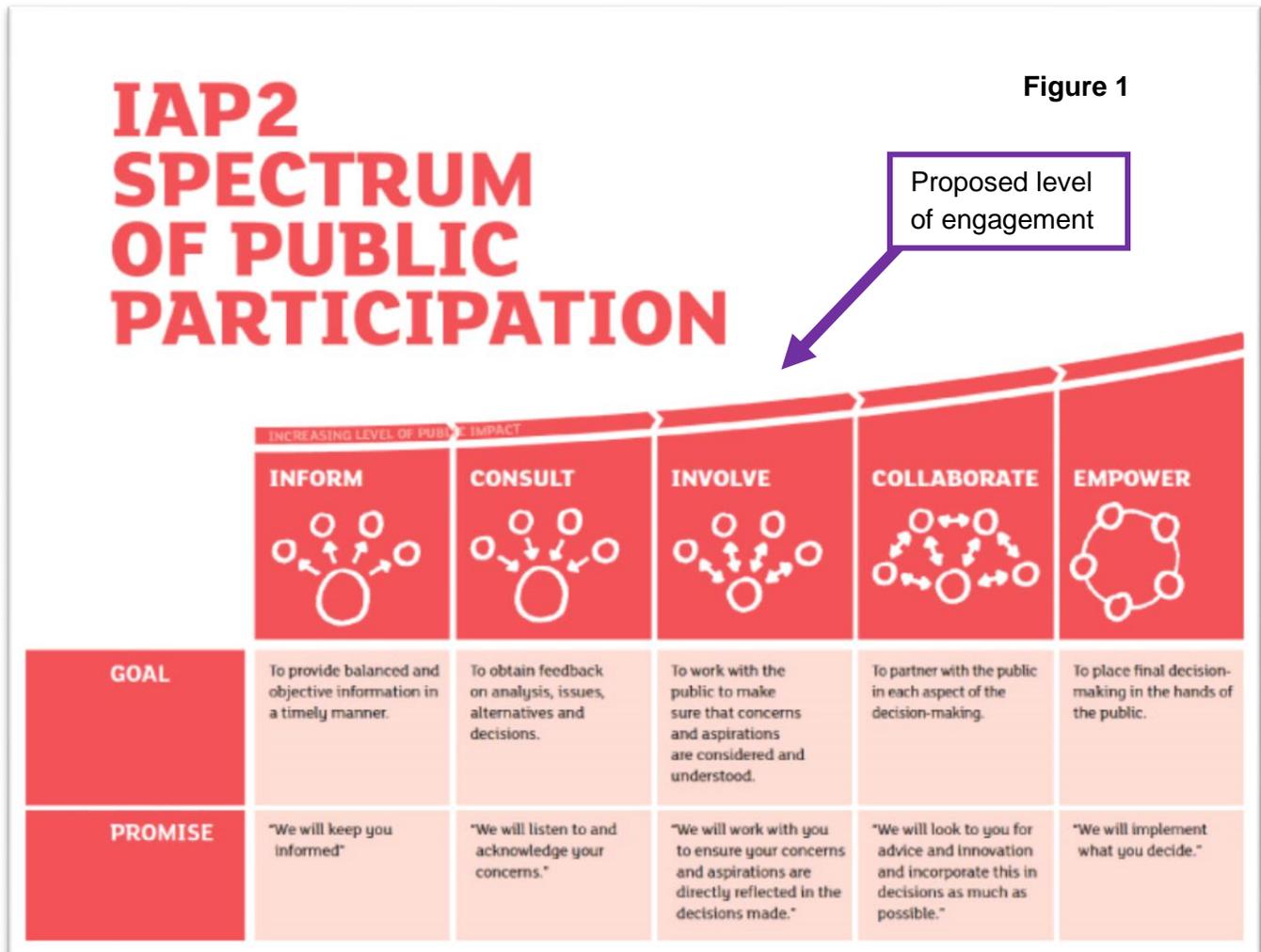
The Social Grant Program and information guide will be circulated to non-profit organizations and charities in Campbell River for information. Two workshops will be held to go over the program, to gain feedback and also educate and create awareness about the 2019 application process. All of the feedback and lessons learned in the 2019 application process and the P2 process itself will inform refinements for 2020. The workshops can be seen as two-way dialogue; providing feedback on the Social Grant Program structure and educating potential applicants on the 2019 process and the process for 2020 and beyond. The proposed engagement is also at the *involve* level of engagement. The Council supported cumulative impact portion of the Social Grant Program structure, where the City may choose to partner with other community groups to match funds for a shared impact project, will be explored further during the public participation.

Proposed 2019 Process

The 2019 process is articulated in Attachment 3 and will provide a test year for the program. Refinements can be made based on 2019 learning for the formal program rolling out in 2020. Should Council support the proposed approach, the information will be distributed through email, on the City webpage and minimal print distribution. Staff will promote the 2019 program while consulting as detailed above.

Attachment 1 provides an infographic that provides a summary of the funding program and is the beginning of a Social Grant Program brand. It is anticipated that should this approach be supported, forms would be created with the same brand effect and the Grants-in-Aid forms would also be development to have a more modernized and complementary appearance.

Figure 1



Key messages include:

1. The City of Campbell River is responding to our unique community challenges by investing in innovative local solutions.
2. The new Social Grant Program aims to support the social purpose sector to improve the lives of people in vulnerable situations.
3. The Social Grant Program creates a culture of collaboration by encouraging strong relationships and partnership amongst the social purpose sector.

The promotional materials and associated media content will be distributed to the social purpose sector by email and promoted on the City's social media and media releases. The 2020 process will build on the 2019 momentum and refinements would be made accordingly.

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Next step activities include:

WEEK	ACTIVITY
SEPT 15, 2019	Distribute and promote 2019 Social Grant Program information including social sector workshops/focus groups for late September and early October.
LATE SEPT/EARLY OCT	Social Purpose Workshops/Focus Groups
OCT 2 & 9, 2019	CPC Engagement
OCT 18, 2019	2019 Social Grant application/proposal deadline
NOV 5, 2019	Committee of the Whole application review and award
DEC 2019	Finalize bylaw and policy amendments and establish Social Grant Program for 2020 and beyond

Options

1. Support the proposed establishment of the Social Grant Program and associated public participation process as presented;
2. Support the proposed establishment of the Social Grant Program and associated public participation process with minor amendments [to be identified by Council];
3. Support the proposed establishment of the Social Grant Program and associated public participation process with major amendments [to be identified by Council] (*this will delay the implementation and roll out of the Social Grant Program*).

Financial /Operational Considerations

The Social Grant Program has \$100,000 allocated annually within the 2019 Ten Year Financial Plan. The social grant fund balance as of the date of this report is \$88,322.

Operational impacts are dependent on the direction Council provides. Some approaches to funding have varied operational impacts on staff time and capacity. The recommended approach to public participation and establishing the funding program is possible within existing funding and service levels.

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Communications

The subject report outlines the communication strategy over the next number of weeks subject to Council support. Following establishment of the Social Grant Program mechanics through the associated bylaw and policy amendments, the program will be finalized and promoted accordingly.

Following the Social Grant Program establishment, community workshops would be held once more early in 2020 to assist community members with the grant application process and build community capacity by offering support in project development and management skills. This was a recommended best practice by other granting authorities, especially for newly-established funding programs.

Conclusion

The Social Grant Program is an exciting initiative that shows tremendous leadership to enhance community well-being through grassroots processes and solutions. The proposed 2019 Social Granting process and public participation to refine the 2020 Social Grant Program both aim to inform, engage and promote a responsive and supportive approach to the community's social needs.

Attachments:

1. Draft Social Grant Program Communication and Promotional Material (10 pages)
2. Draft Council Finance Policy Amendment - markup version (8 pages)
3. Draft Advisory Committee Amendment Bylaw 3744, 2019 & markup version (17 pages)
4. 2019 Social Grant Council Resolutions (2 pages)
5. April 29, 2019 Report to Council entitled "Social Grant Establishment (27 pages)

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Prepared by:		Reviewed by:	
			
<hr/> Cleo Corbett, MCIP, RPP Senior Planner		<hr/> Chris Osborne, MRTPI, MCIP, RPP LRPS Supervisor	
Reviewed for Form and Content / Approved for Submission to Council:			
<i>Deputy City Manager's Comments</i>			
<hr/> <p style="text-align: right;">Ron Neufeld, PEng</p>			
Corporate Review			Initials
Finance			DB/AM
Communications			JD