

IMPROVE EDMONTON’S LIVABILITY- THE WAY WE LIVE IMPLEMENTATION PLAN  
While the work of Community Services addresses all six City goals, it is the Department lead on The Way We Live

Transforming Edmonton  
Through Organizational  
Excellence

<b>Goal One:</b> Edmonton is a Vibrant, connected, engaged and welcoming city.	<b>Goal Two:</b> Edmonton celebrates life!	<b>Goal Three:</b> Edmonton is a caring, inclusive and affordable community.	<b>Goal Four:</b> Edmonton is a safe city.	<b>Goal Five:</b> Edmonton is an attractive city.	<b>Goal Six:</b> Edmonton is a sustainable city.	<b>Corporate Outcome:</b> <ul style="list-style-type: none"><li>The City of Edmonton delivers valued, quality, cost-effective services to its citizens.</li><li>Diverse, engaged and innovative employees involved in service delivery contribute to achieving the City’s vision, goals and outcomes.</li><li>The City of Edmonton embraces its relationships with people and partners to deliver services to citizens.</li></ul>
<b>Department Outcome:</b> Citizens are socially connected and active in their communities.	<b>Department Outcome:</b> Citizens have diverse opportunities to enhance their personal wellness and awareness.	<b>Department Outcome:</b> Services are accessible and affordable.	<b>Department Outcome:</b> Citizens and their property are safe.	<b>Department Outcome:</b> Facilities, neighbourhoods and public spaces are developed and sustained to meet community needs.	<b>Department Outcomes:</b> <ul style="list-style-type: none"><li>Citizens integrate past, present and futures necessary and appreciate the balance of how we work together to ensure Edmonton is a sustainable City.</li><li>Partnerships are strong and positive.</li></ul>	<b>Department Outcome:</b> The department is well managed.
<b>Branch Outcome:</b> Community groups are supported to provide opportunities for citizens to be socially active in their community.	<b>Branch Outcome:</b> Citizens have the opportunity to participate in programs that are enjoyable and enhance their personal wellness.	<b>Branch Outcome:</b> Community based programs and services are inclusive and address community needs.	<b>Branch Outcome:</b> Citizens experience personal and community safety.	<i>The Community and Social Development Branch plays a support role for these Corporate Goals and Department Outcomes.</i>	<b>Branch Outcome:</b> Capacity of not-for-profit groups and community organizations are enhanced.	<b>Branch Outcomes:</b> <ul style="list-style-type: none"><li>Excellence in leadership is developed and sustainable.</li><li>The Branch is well managed.</li></ul>
<b>Initiatives:</b> <ul style="list-style-type: none"><li>Develop and implement an Immigration and Settlement Strategy</li><li>Support the development of and engagement in volunteer opportunities</li><li>Support the multicultural and Aboriginal communities in accessing or developing physical spaces to meet and recreate</li><li>Expand internal capacity for social mapping</li></ul>	<b>Initiatives:</b> <ul style="list-style-type: none"><li>Support the development of an access strategy to sports and recreation for multicultural and Aboriginal groups</li><li>Support the expansion of alternative community-based recreation programs</li><li>Support the updating of the community recreation services delivery and funding models</li></ul>	<b>Initiatives:</b> <ul style="list-style-type: none"><li>Develop a social development strategy</li><li>Implement the Racism Free Edmonton Action Plan</li><li>Redevelop services for at risk populations</li><li>Work towards the development of a provincial poverty strategy</li><li>Reduce panhandling through enhanced employment initiatives</li><li>Work in partnership to support and expand a city-wide financial literacy program</li><li>Support programs for new immigrants</li><li>Update the City of Edmonton’s Urban Aboriginal strategy in collaboration with urban Aboriginal communities and stakeholders</li><li>Build community economic development capacity into neighborhood revitalizations and community development</li><li>Develop a corporate volunteer engagement approach</li><li>Implement the Inclusion Edmonton: Measuring Up Tool Kit</li><li>Lead a review of the Family and Community Support Services program (FCSS)</li><li>Implement the learnings from the Aging-in-Place demonstration project</li></ul>	<b>Initiatives:</b> <ul style="list-style-type: none"><li>Support the research and development of a 24/7 service delivery model (REACH)</li><li>Support the building of a new model for engaging citizens from Edmonton’s multicultural and Aboriginal communities in crime prevention (REACH)</li><li>Refine the domestic violence response and service delivery model</li><li>Revise the Emergency Social Service Plan</li></ul>	<b>Initiatives:</b> <i>The Community and Social Development Branch supports numerous initiatives in the City that work towards making Edmonton a more attractive city.</i>	<b>Initiatives:</b> <ul style="list-style-type: none"><li>Develop and integrate social sustainability into the neighborhood revitalization approach</li><li>Support the implementation of the targeted employment outreach initiatives to under-represented communities</li><li>Create a corporate-wide volunteer recognition program</li><li>Improve the funding management systems for grants</li></ul>	<b>Initiatives:</b> <ul style="list-style-type: none"><li>Effectively manage the Branch by evaluating business processes to maximize the efficient and effective use of existing resources</li><li>Improve service delivery and enhance program sustainability through the utilization of technological advancements</li><li>Collaborate with internal and external partners to provide effective response to citizens</li></ul>

PERFORMANCE MEASURES	Target	2011 Performance	Goal	PERFORMANCE MEASURES	Target	2011 Performance	Goal
% of citizen report a sense of belonging and community	56%	56%	1	% of projects addressing specialized diverse communities initiatives	N/A	New measure	3
% of citizens who volunteer in their community	55%	55%	1	% of citizens who are members of community groups	N/A	New measure	3
% of citizens recommending Edmonton as a great city to live, work and play	76%	76%	1	% users reporting feeling safe in Community and Social Development facilities and programs	95%	96%	4
% of organizations where requests for support are coordinated	N/A	New measure	1	% of citizens feeling safe in their communities	N/A	New measure	4
% of citizens who report programs, services and events are accessible	N/A	New measure	1	% of citizens feeling safe in their homes	N/A	New measure	4
% of citizens with increased skills and knowledge	83%	79%	2	% of community groups whose capacity to serve members has increased	85%	85%	6
% of citizens with increased health and wellness	90%	87%	2	Employee engagement	85%	80%	7
% of participants who found their program worthwhile	90%	90%	2	% of staff > level 1 attendance management	1%	3.31%	7
Customer/client satisfaction	95%	90%	3	Occupational Health and Safety Audit score	94%	94%	7
% of programs/opportunities offered at low cost	6.5%	6.0%	3	Lost time	minimize	1.64	7

Priorities and initiatives are based on The Way We Live Implementation Plan (January 2012) and Community and Social Development Branch work plan.

### CITY VISION

Take a river boat from one shore of the world’s largest urban park to the other, from the university to the legislature. From the water, look up and consider the skyline, the bustling core, and the towers and urban villages to the east and west. The people on the sidewalks and trails, from First Nations to new Canadians, linked by a common purpose - to learn, to prosper, to celebrate. Take the LRT in any direction from here and you’ll be in the heart of somewhere special. Welcome to Edmonton, the capital of Alberta, a northern city of art and ideas, research and energy.

### DEPARTMENT VISION

A front-line partner with citizens and communities, committed to creating a safe, healthy, and vibrant city.

### THE WAY AHEAD

- Preserve & Sustain Edmonton’s Environment (The Way We Green)
- Improve Edmonton’s Livability (The Way We Live)
- Transform Edmonton’s Urban Form (The Way We Grow)
- Shift Edmonton’s Transportation Mode (The Way We Move)
- Ensure Edmonton’s Financial Sustainability (The Way We Finance)
- Diversify Edmonton’s Economy (The Way We Prosper)
- Transforming Edmonton Through Organizational Excellence

[www.edmonton.ca/transformingedmonton](http://www.edmonton.ca/transformingedmonton)

### BRANCH MANDATE:

Community and Social Development improves the livability for all Edmontonians by inclusive strategic social planning and service delivery that guides our work with citizens and communities of interest to build the capacity of individuals, families and communities to address their social needs.



**Kathy Barnhart**  
Branch Manager  
Community and Social Development

*By enabling people to act together, Community and Social Development helps to foster social inclusion and improve the quality of life of Edmontonians. We seek to empower citizens and groups by providing skills and resources needed to affect positive change in their own lives.*



*We are one City*

*We are proud to serve the public*

*As stewards we lead*

*We do as we say*

*I make a difference everyday*