

Task Force for the Elimination of Poverty Meeting
Thursday, April 22, 2015 5:00 - 9:00 PM
Mackenzie Room, Delta Centre Suite Hotel

MINUTES

Present:

Members: Mayor Don Iveson (Co-Chair), Bishop Jane Alexander (Co-Chair), Councillor Ben Henderson, Councillor Amarjeet Sohi, Justin Archer, Tiffany Linke-Boyko, Carman McNary, Dr. Joseph Doucet, Janice Melnychuk, Sarah Eadie, Zahra Somani, Dr. Louis Francescutti, Anne Smith, Mark Holmgren, Eugene Ip, Fiona Cavanaugh (IRRT Chair) Jeffrey Bisanz, Kate Chisholm, Maria Mayan

Guests: Tanis Liebrich, Catrin Owen, Corinne Saad, Katie Soles, Sue Heuman, Laura Templeton, Ian Large

Regrets: Minister Heather Klimchuk (Alternate: Gord Johnston), Daniel McKennit, Yvonne Chiu, Sandra Huculak, Lyall Brenneis

COE Staff: Patricia Waismann, Ward Antoniuk, Walter Trocenko, Kate Gunn, Bin Lau, Joshua Manego, Mark Torjusen, Lucenia Ortiz

Minutes

Discussion	Actions
1. Call to Order <ul style="list-style-type: none"> ■ Mayor Don Iveson called the meeting to order at 5:00 p.m. ■ The March 18, 2015 minutes and the April 22 agenda items were approved. 	
2. Co-Chairs Update <ul style="list-style-type: none"> ■ Low Income Transit Pilot was approved for implementation for 2016 by the Transportation Committee of City Council today (April 22) ■ Upcoming events: State of the City Address by the Mayor on April 27, National Poverty Summit in Ottawa from May 6-8 and EPE Presentation by Bishop Alexander at the ATA Conference on Child and Youth Well Being on May 1. 	
3. Report on the Survey of Attitudes on Poverty <p>Ian Large from Leger Marketing presented the results of the Survey of Attitudes on Poverty conducted February 2015 with 400 Edmontonians. Key highlights of the report were:</p> <ul style="list-style-type: none"> ■ Majority of Edmontonians consider poverty as a significant problem in the city and thing that ending it is doable. ■ There is a lack of understanding about the multi-faceted nature of poverty. ■ Eliminating poverty is a collective responsibility of all Edmontonians and the government. <p>The report was well received by the Task Force members. They indicated the valuable insights that the survey generated that will inform the development of a well-grounded communications strategy</p>	

<p>for the EndPovertyEdmonton Initiative. This will include establishing benchmarks to monitor shifts in attitudes about poverty over time.</p>	
<p>4. Update on the Recommendations</p> <p>Mayor Iveson provided a context for this discussion on the recommendations:</p> <ul style="list-style-type: none"> ■ Our plan is expected in mid-September by City Council and is a critical milestone. ■ Key elements of the substantive document will include: our mandate, guiding principles, definition, lenses, and our journey to date. It will also include our key research pieces - the Poverty Profile and the Attitudes on Poverty Survey and more importantly, our areas for actions and recommendations. <p>Sue Heuman presented progress made on sorting the recommendations and the succeeding steps towards producing a suite of recommendations vetted and prioritized by the Task Force that will form part of the EPE Plan.</p> <p>At this point, Peter Faid from the IRRRT presented a participatory approach to facilitate the process of assessing the recommendations using a set of criteria identified by the Task Force members themselves. The process proposed will help the Task Force to:</p> <ul style="list-style-type: none"> ■ Assess how each recommendation is impacting each other (synergy and interdependence). ■ Identify which recommendations have more influence than others (Impact). ■ Identify in what ways the recommendations are dependent on other factors. <p>The proposed approach was supported by the Task Force who directed the Project Team to explore this approach with the two consultants from Carleton University for use this May or June.</p>	
<p>5. EPE Engagement Plan</p> <p>Catrin Owen and Corinne Saad, presented the EPE Engagement Plan which will focus on engaging Edmontonians on the EndPovertyEdmonton recommendations. The key elements of the engagement plan are:</p> <ul style="list-style-type: none"> ■ Inclusive - reach out to as many Edmontonians from diverse backgrounds and circumstances ■ Accessible - Go to where Edmontonians are ■ Tailor conversations with certain groups to have richer and deeper conversations <p>While the plan was received positively by the Task Force members, the presentation generated discussion on the recommendations themselves. Task Force members expressed concerns about the current state of the draft recommendations as follows:</p> <ul style="list-style-type: none"> ■ Recommendations need thorough discussion and vetting by the Task Force members. ■ The current number of recommendations and actions may be unwieldy to bring to a community conversation. 	

<ul style="list-style-type: none"> ■ There is need for more information and expert checking on many of the recommendations before September. ■ The recommendations need to be owned by the Task Force as a collective and a process for making sense and prioritizing that is vital to accomplish this. <p><u>Decisions</u></p> <ul style="list-style-type: none"> ■ Recognizing the concerns raised, it was decided that the Formal Engagement will be conducted post-September after the plan is submitted to City Council. This implied changes to the engagement timelines and the nature of the engagement. ■ A survey based on data analytics as proposed by the IRRT will be conducted to take the pulse of Task Force on where they stand for each recommendation using the traffic light metaphor (Green - support for recommendations; Yellow - recommendations needing clarity; red - not fully supported) 	<p>Actions:</p> <ul style="list-style-type: none"> ■ Project Team will work with data analytics team & Insight Community team to design and conduct the Task Force survey prior to the Task Force meeting on May 19 ■ Project Team will gather research to inform the recommendations and survey exercise ■ Data analytics team to present report of the survey to the Task Force in the May 19 meeting
<p>6. EPE Framework Discussion</p> <p>This agenda item will be deferred due to lack of time.</p>	
<p>7. Wrap-Up and Next Steps</p> <p>The Task Force looks forward to full participation and a robust facilitated discussion of the recommendations at the May 19th meeting.</p>	
<p>8. Adjournment</p> <p>Meeting was adjourned at 9:10 PM.</p> <p><u>2015 Task Force Meetings</u></p> <ul style="list-style-type: none"> ■ May 19 ■ June 25 ■ July 23 ■ Sept. 2 <p>Important dates: September 14, 2015 - Community Services Committee Meeting September 22, 2015 - City Council Meeting</p>	