

Introduction

REACH Edmonton is a community based, not for profit organization that emerged out of the Mayor's Taskforce on Community Safety. Its goal is to make Edmonton a safer community in one generation by focusing on crime prevention programs and initiatives. It is doing so by implementing the nine recommendations in the REACH Report.

Founded in June 2010, REACH is membership driven, coordinated by a Board of Directors, and has a total of over 200 members, encompassing 83 organizations and over 120 citizens. City Advisors appointed to the Board of Directors are Councilor Amarjeet Sohi and Kathy Barnhart.



Vision

A city in which every Edmontonian contributes to a community where everyone is safe and feels safe.

Mission and Principles

To be a centre of excellence that inspires citizen engagement and coordinated agency action to strengthen and sustain community safety in Edmonton.

REACH Edmonton Council has identified that it will be:

- Nimble and flexible
- Focused on root causes and prevention
- Reflective of our richly diverse community
- Action-oriented
- Results-based



MAJOR SERVICES AND ACTIVITIES

- Implement the 9 innovative REACH recommendations identified in the 2009 REACH Report.
- Create, implement and sustain a long term preventative community safety strategy.
- Enhance citizen leadership capacity by engaging diverse voices and sectors in crime prevention and by facilitating communication and partnership opportunities among community agencies.
- Develop and share community safety information, resource tools and learning opportunities.
- Research, evaluate and share promising practices in crime prevention and safety.
- Advise and inform Edmonton City Council, Senior Administration and civic agencies on matters related to community safety, such as the Violence Reduction Plan (August 2011).

Opportunities and Challenges

The following are current significant factors that pose both opportunities and challenges to the efforts of REACH Edmonton to effectively achieve its outcomes:

1) A Targeted Violence Reduction Plan

This targeted plan approved by City Council in August 2011 is a collaborative effort of three key partners - REACH, the City of Edmonton and the Edmonton Police Service. The plan was created in response to community concerns about Edmonton's rising homicide rate. The opportunity and challenge to REACH is to meet its three commitments in the Plan:

- seek funding to fully implement the innovative 24/7 Model in downtown Edmonton;
- continue to support, and seek sustainable funding for, the Injera Coalition Initiative that seeks to build trust between inner city immigrant and refugee communities and police;
- lead a community engagement process to seek citizen input to the Violence Reduction Plan.

Critical success factors will rely on an annual REACH baseline citizen safety perception survey as well as ongoing opportunities to engage Edmontonians in the solutions. Finding funds to implement 24-7 has been identified as a key component of the Violence Reduction Plan by the City, Police and REACH, in order to enhance round the clock access to services, streamline efforts, provide safe spaces for those in need and make our community safer.

2) Addressing Youth Violence with a Turn Away from Gangs Initiative

In the past year REACH has seeded several unique and successful youth oriented crime prevention initiatives. Our challenge is to seek resource support to sustain and grow these promising pilots which offer at risk youth positive opportunities and a safe future. We know that investing in prevention now saves lives and money.

3) Alignment with City Plans and Provincial Strategies

REACH's crime prevention and safety initiatives clearly align with the 10 year strategic goal of the City, Improving Edmonton's Livability, and with the The Way We Live: Edmonton's People Plan, (Goals 3 and 4 - Edmonton is a caring, inclusive society and Edmonton is a safe city.) The REACH initiatives reflect the REACH Strategic Plan and REACH report, while also aligning closely with Alberta's provincial Long Term Strategy for Crime Prevention.

4) Safety is a Community Issue

The changing face of Edmonton demographics offers great opportunity to engage all citizens in preventing crime. Our diversity is our strength. It also brings the challenge of reaching, engaging and sustaining the involvement of a broad cross section of citizens and organizations around a common vision. Ultimately, REACH believes that innovative, lasting solutions are those which are community driven and owned.

REACH Business Drivers

REACH Edmonton seeks out best ideas and practices, nurtures new ideas and approaches to prevention. Our work is guided by 4 key business drivers reflected in our budget headings:

Creating - Leading a cultural shift to crime prevention that is innovative and evidence based

Connecting - Building alliances and aligning our work for collective impact

Communicating – Mobilizing citizens and sharing information on crime prevention

Catalyzing - Injecting inspiration, resources and effort to advance the REACH recommendations



"REACH Edmonton has been a great way for me to do something positive, through being involved with REACH Action on Addiction...we're working to raise awareness ...and getting the message out. I've already helped one friend get off marijuana and cigarettes." – Matthew Schmitt, age 15

REACH Edmonton

Key strategic accomplishments in our first year of operation, as outlined in REACH's 2010-11 Implementation Plan, include:

1) Implementing the REACH Recommendations

REACH initiatives focus on the root causes of crime. This year we've advanced a variety of preventive and innovative REACH initiatives – including programs with Edmonton's Aboriginal Community, projects for youth at risk, and work with Edmonton's immigrant and refugee communities. These reflect action on 8 of the 9 REACH recommendations. Some significant highlights include:

- 24/7 Service Delivery Model Initiative - Work on an innovative model to provide at risk and vulnerable Edmontonians with streamlined, round the clock access to the help they require.
- Schools as Community Hubs - REACH and its partners have launched 3 schools as community hubs, with a fourth in November 2011, which provide support before a crisis hits.
- Step Up Step In - This youth driven campaign to end violence sees at risk youth aiming to solve social issues before they lead to crime.
- Engaging Citizens in New Neighbourhood Safety Models - REACH has worked with community partners to support a number of community driven responses to crime prevention at the neighbourhood level, including the Injera initiative.

2) Responding to Emerging Issues

In response to community concerns around homicide rates, REACH developed the new Violence Reduction Plan in August 2011 with partners the City of Edmonton and Edmonton Police Services. REACH commitment is to several specific crime prevention and citizen engagement actions.

3) Supporting Community Led Crime Prevention

REACH partnered with various funders to help identify and direct seed funds to 18 innovative, grassroots crime prevention initiatives that advance the REACH recommendations.

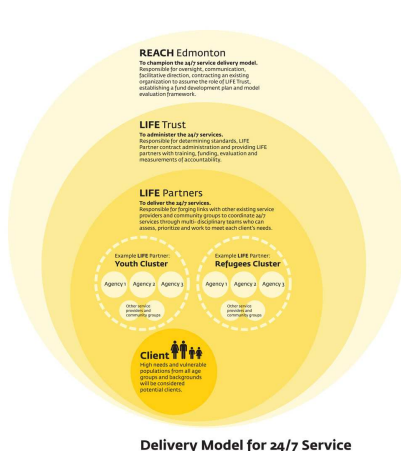
4) Building a New Organization

Year One saw REACH Edmonton emerge as a new leadership organization with a solid membership base of over 200, with an elected Board of Directors. In addition,

- Four REACH membership events were held in year one and over 6200 Edmontonians were engaged in outreach events.
- Board governance infrastructure, a new staff organizational model, rigorous accountability processes and an initial evaluation framework were established.

5) Seeking Multi Sourced Funding

REACH successfully sought multi-partner funding and resources from all three orders of government and continues to build a diverse and sustainable strategy to support its work.

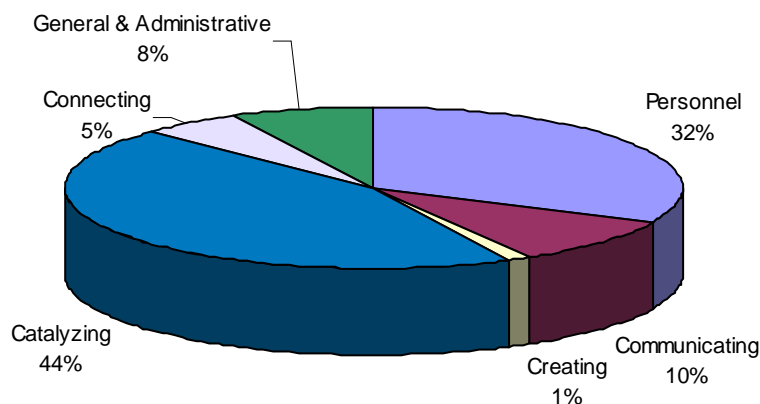


"This is helping me see what I really want in life. I want to be a positive role model. I want to work with the community and with young people." Kaitlin LittleJohn, student, REACH Aboriginal Leadership Circle Leadership Program

Approved 2012 Budget (\$000)

	2010 Actual	2011 Budget	\$ Change '11-'12	2012 Budget	% Change '11-'12
Revenue & Transfers					
User Fees, Fines, Permits, etc.	\$ 10	\$ -	\$ -	\$ -	-
Grants	865	-	-	-	-
Transfer from Reserves	-	-	-	-	-
Total Revenue & Transfers	875	-	-	-	-
Expenditure & Transfers					
Personnel	524	830	-	830	-
Communicating	230	250	-	250	-
Creating	20	40	(10)	30	(25.0)
Catalyzing	66	140	1,010	1,150	721.4
Connecting	125	125	11	136	8.8
General & Administrative	63	176	20	196	11.4
Health Canada Drug Strategy	101	-	-	-	-
Safe Community Innovation Funds	796	-	-	-	-
Total Expenditure & Transfers	1,925	1,561	1,031	2,592	66.0
Net Operating Requirement	\$ 1,050	\$ 1,561	\$ 1,031	\$ 2,592	66.0
Full-time Equivalents	-	-	-	-	-

Where the Budget will be spent



REACH Edmonton

Service Package - REACH Edmonton - 24/7

Funded

Description

This new growth package will fund the on-the-ground implementation of 24/7 service delivery in greater downtown Edmonton. This initiative, which has been developed by and with the community is a critical component of the Violence Reduction Action Plan. It aligns with emerging efforts of the Edmonton Police Service and the City to strategically address violence prevention in our community. In 2012, this partial funding will support coordinated delivery of 24/7 outreach support, prevention and intervention by inner city front line agencies. Implementing a portion of the 24/7 Model to ensure that downtown Edmonton, an area challenged by crime and social disorder, is safe for all Edmontonians and provide round the clock support to the group at high risk of involvement with the criminal justice system before crimes happen.

Justification

At a time of heightened community concern around rising incidents of violence in Edmonton, more effective coordination of effort, focused in the broad downtown area of our city, makes sense. This investment will not only save lives, and makes Edmonton a safer community for all residents, but will ultimately save on the escalating costs of municipal police services, courts and prisons. The REACH 24/7 Business Case clearly laid out the funding required to roll out this innovative model and to sustain it for long term results in terms of quality of life and community safety. This funding request provides partial funding for this initiative. Emerging issues of crime and safety in our city require a quick response from the municipality, and its continued visionary leadership to support REACH's mandate for a more coordinated approach to crime prevention in Edmonton.

Links to Strategic Goals, Departmental Outcomes & Performance Measures

This package aligns with the following 10 year strategic goals of the City: Improve Edmonton's Livability.

It aligns with the Violence Reduction Action Plan implemented and presented to Council in August 2011.

It aligns with the City's The Way We Live Plan Goal 3: Edmonton is a caring, inclusive and affordable community and

Goal 4: Edmonton is a safe city.

It aligns with REACH Report Recommendation 4: A 24/7 Service Delivery Model for High Needs Populations

It aligns with Alberta's Crime Prevention Framework strategic direction 5: continue to engage communities in building capacity re crime prevention and strategic direction 6: work with communities to prepare local crime prevention plans to achieve provincial priorities.

Impact on Other Departments

This initiative will not have a significant impact on other City departments

incremental (\$000)	2012				2013				2014			
	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
New Budget	\$ 1,000	\$ -	\$ 1,000	-	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
Annualization	-	-	-	-	-	-	-	-	-	-	-	-
Total	\$ 1,000	\$ -	\$ 1,000	-	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-