TAMARACK
INSTITUTE
COMMUNITY CHANGE
FESTIVAL
#communitychangefestival

Community Innovation

Stories and Case Studies

Goals for this Skills Session

1. Share our own experience and perspectives around a Community Innovation challenge
2. Learn from what has worked, and identify ways to build upon previous successes

10 mins Introductions

10 mins Case Study Overview

20 mins Case Study Responses

20 mins Share

20 mins What actually happened

10 mins Closing Reflection

What's an important lesson you've learned about supporting, inspiring, or championing community change?
(2 mins each)

What’s challenge are you currently wrestling with in supporting, inspiring, or championing community change?
(2 mins each)

Working together to build a stronger, more connected Kingsville-Leamington

Case Study #1

ONTARIO GREENHOUSE VEGETABLE GROWERS

On June 28, people from across the Windsor-Essex region gathered to discuss how we might collectively support a stronger, more connected Kingsville-Leamington, particularly with international farm workers.

83
TOTAL PARTICIPANTS

12
FROM HEALTHCARE

17
FROM INTERNATIONAL WORKER SUPPORTS

13
FROM BUSINESS

22
FROM REGULATORY / MUNICIPALITIES

5
FROM GROWERS' PERSPECTIVES

14
FROM THE BROADER COMMUNITY

SUMMARY OF THEMES

Several recurring themes emerged in our discussions, representing our shared perspectives on the issue of inclusion and connection in our community. They are:

We cannot ignore this issue any longer

We need to encourage curiosity and understanding between all community members

We are stronger together

We need to make all services more accessible to international workers

Second Draft: Community Aspiration

Based upon the feedback we heard during the June 28 meeting, we have drafted the following revised aspiration statement. Please share your feedback (what works well and what changes you would like us to consider)!

"Our communities are inclusive. We welcome, support, and appreciate the contributions of all residents – international and local. Our success is only possible because each person is supported by the workforce, organizations, and other residents to contribute their diverse gifts to create a thriving community for all."

How would you help the community move from a common aspiration to tangible and aligned initiatives and action?

Case Study #2

Financial Empowerment supports for Edmontonians living on low-incomes

Prosper Canada

THE CITY OF Edmonton

Source: Prosper Canada

"Prosperity Gateways - Cities for Financial Empowerment helps city governments reduce poverty by building financial help into city services used by residents with low incomes. Financial help includes education, coaching/counselling, free tax clinics, and help accessing income benefits."

-Source: Newswire.ca

WHAT IS THE LEISURE ACCESS PROGRAM (LAP)?

The program allows eligible low-income adults, seniors, youth and children from Edmonton to access participating City of Edmonton recreation facilities and attractions (swimming pools, fitness centres, Edmonton Valley Zoo etc.) through an annual pass or a subsidized monthly pass.

ANNUAL PROGRAM

The LAP Annual Program provides free unlimited access to participating facilities and includes discounts on registered programs (daycamps, art classes, swimming lessons etc). The LAP Annual Program is valid for one year from issue date.

You may qualify for the LAP Annual Program if:

- You are currently on AISH
- You have an income below the low income threshold
- You are a recently landed immigrant or refugee
- You are not a full-time student at University of Alberta, NAIT or MacEwan University, unless you have children

WHAT CAN I DO?

- Access eligible City of Edmonton facilities and attractions (see the back of this brochure) at no cost, including drop-in and instructor-led programs
- Register for programs and get 75% off of the fee
- Adults and seniors can register for 3 programs and each child can register for 4 programs at the discounted fee.

MONTHLY PASS

The LAP Monthly Pass provides a subsidized pass for low-income Edmontonians. The monthly passes are $20/month, while the family passes are available for $70/month.

You may qualify for the LAP Monthly Pass if:

- You have an income near the low income threshold

WHAT CAN I DO?

- Access eligible City of Edmonton recreation facilities and attractions (see the back of this brochure) at a discounted monthly rate, including drop-in and instructor-led programs.

HOW CAN I APPLY FOR THE ANNUAL PROGRAM OR MONTHLY PASS?

- You will have to apply for the program by submittin an application form and required documents.
- How can I get an application form?
- At any City of Edmonton Recreation Centre (see the back of this brochure)
- At www.edmonton.ca/lap
- By calling 311
- Edmonton Tower
  2nd Floor
  10111-104 Avenue NW
  Edmonton, Alberta
  T5J 0J4

Note: If you have an income below the ETS Ride program's low income threshold, you may also qualify for the Ride Transit pas Ride Transit is Edmonton Transit Service's low-income transit program that offers monthly transit passes to eligible low-incom Edmontonians at a rate of $35/month. You do not need to submi separate application to be made eligible for this program. Learn by visiting edmonton.ca/ridetransit.

How would you approach identifying the best opportunities for Financial Empowerment supports as a part of this program?

Process you would follow to catalyze change

Tools you've seen that might be helpful along the way

Principles and approach

Questions that would need to be answered for more details

So, what actually happened?

Working together to build a stronger, more connected Kingsville-Leamington

Approach: Co-Design

ONTARIO GREENHOUSE VEGETABLE GROWERS

How would you help the community move from a common aspiration to tangible and aligned initiatives and action?

Today we will build clear actions and initiatives that we can undertake to work together towards our shared vision.

Generate ideas	Align on most promising initiatives	Refine our plans	Share and sign up

How might we encourage curiousity and understanding between all community members?

(5 minutes alone, 15 minutes together)

DEFER JUDGMENT

Separating idea generation from idea selection strengthens both activities. For now, suspend critique. Know that you'll have plenty of time to evaluate the ideas after the brainstorm.

ENCOURAGE WILD IDEAS

Breakout ideas are right next to the absurd ones.

BUILD ON THE IDEAS OF OTHERS

Listen and add to the flow if ideas. This will springboard your group to places no individual can get to on their own.

GO FOR VOLUME

The best way to have a good idea is to have lots of ideas.

ONE CONVERSATION AT A TIME

Maintain momentum as a group. Save the side conversations for later.

HEADLINE

Capture the essence of an idea quickly and move on. Don't stall the group by going into a long-winded idea.

How might we make services more accessible to international workers?

(5 minutes alone, 15 minutes together)

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Working together in diverse groups, we generated over 100 ideas*

"Art exhibitions specifically inviting all groups (local, international). This has to be free and open to all."

"Bilingual faith services."

"Go-Pro footage of bike routes."

"Kingsville Folk Festival to educate and dispel myths."

"Through schools encourage proper understanding with our younger generation of how Leamington/Kingsville is unique. This will come home and promote discussion amongst kids and parents."

"Develop information on cultural norms for consulates in order to understand the community they're joining."

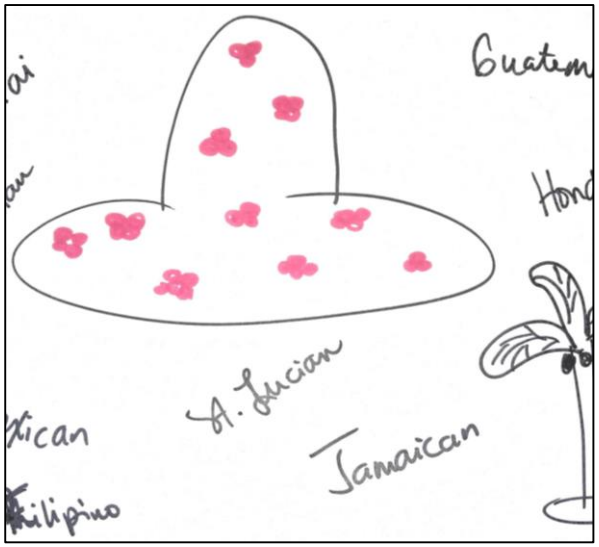
*For more ideas, review the full workshop transcription

And we had 12 groups of people develop ideas* that they will support in our community

Festival of Guest Nations

Leads:

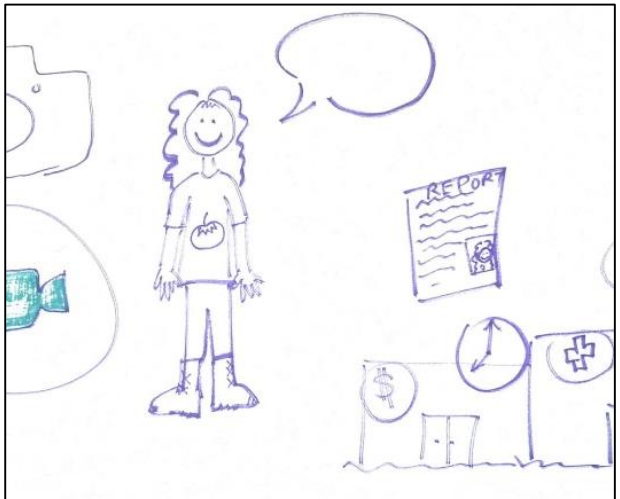
Migrant Worker Community Program



Community Economic Impact Study

Leads:

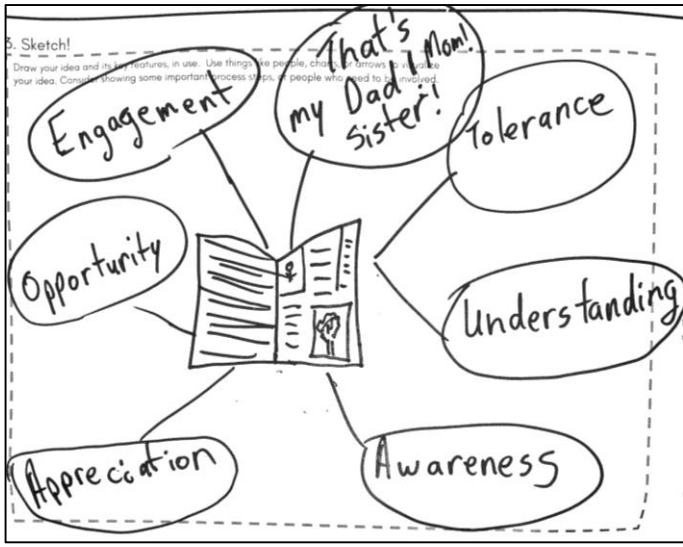
University of Windsor, SCC, Growers, Consulates, Municipalities, Economic Development, WFWE



Telling Community Stories

Leads:

University of Windsor Education Services
Tim Brunet



***For more ideas, review the full workshop transcription**

Now, 9 months later, we have a clear vision for our community and groups of leaders working together to create that change

OUR SHARED VISION

"Our communities are inclusive. We welcome, support, and appreciate the contributions of all residents – international and local. Our success is only possible because each person is supported by the workforce, organizations, and residents to contribute their diverse gifts to create a thriving community for all."

OUR WORKING GROUPS

Healthcare

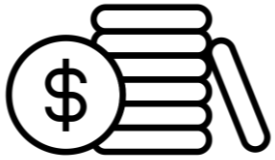
Health and Safety

Community Connections

Youth

Public Awareness

Transportation



Economic Impact Study

Welcome Centre

Reflections:

Buy-in & ownership

Demonstrating momentum & building trust

How would you approach identifying the best opportunities for Financial Empowerment supports as a part of this program?

Secondary research

What current conditions exist in the City of Edmonton that could contribute to the integration of FE into city programs?

ACTIVITY

An Environmental scan

To identify best practice in municipal FE integration internationally.

Landscape Analysis

To collect information on current City demographics and programs

Community scan

To identify existing FE service delivery capacity, within current city programs and at community agencies.

Interviews with staff

What opportunities exist for the integration of FE into the Ride Transit and Leisure Access Pass programs?

ACTIVITY

15 COE staff were interviewed via phone or in-person. Interviews included staff from:

- **RT and LAP supervisors**
- **RT and LAP admin team members**
- **Recreation centres**
- **Edmonton Public Library**

Four staff from community agencies were interviewed.

DISCOVER PHASE

Interviews with people who use the RT and LAP programs

What are the greatest needs for users and how might FE support them?

ACTIVITY

Community organizations recruited 13 people who use the two programs.

People were interviewed on-site at community agencies or in their homes.

Prosper Canada

Learning Labs

What important information are we missing?

ACTIVITY

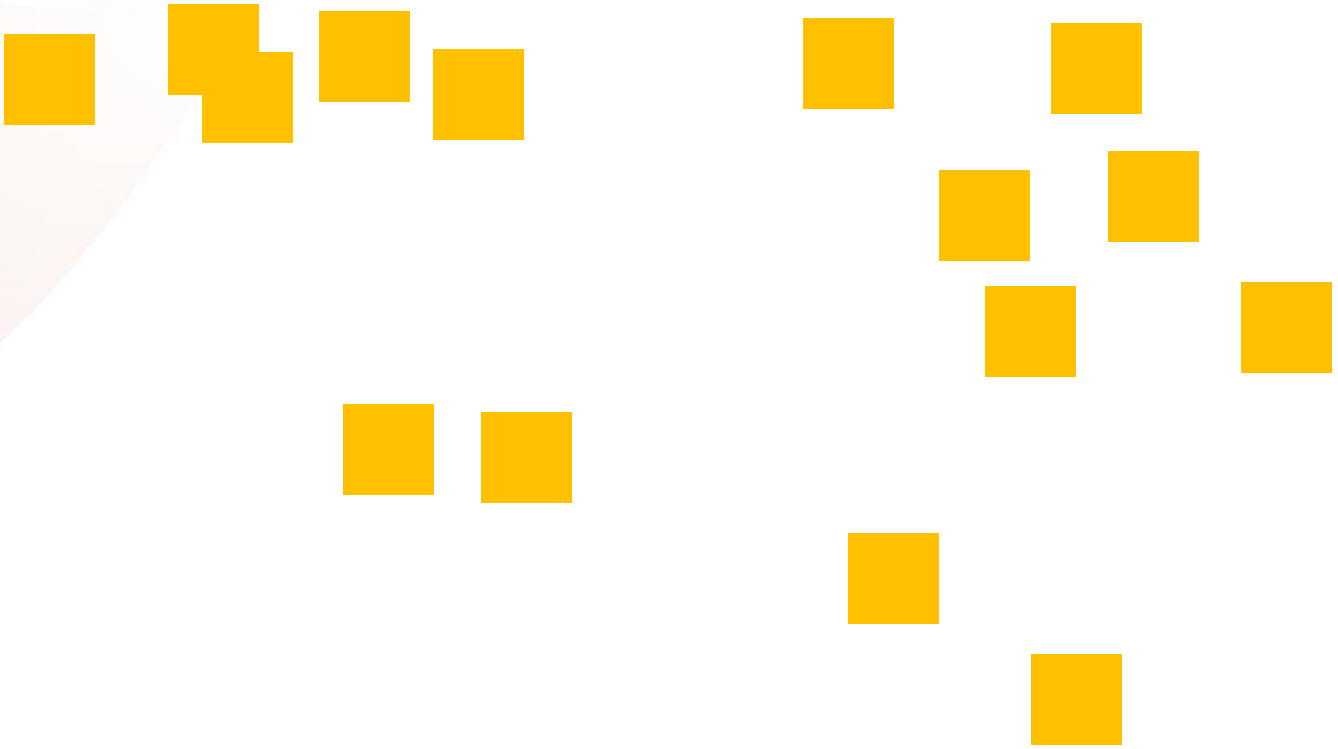
In small groups, staff and people who use the programs worked together to identify and confirm program improvement areas and potential FE interventions

19 people who use the programs attended.

12 staff from the COE and community agencies attended.

We want to hear from you!

	Do you agree? Share an example from your experience	Is there something missing? Share an example from your experience
Learning 1		
Learning 2		
Learning 3		
Learning 4		
Learning 5		
Learning 6		



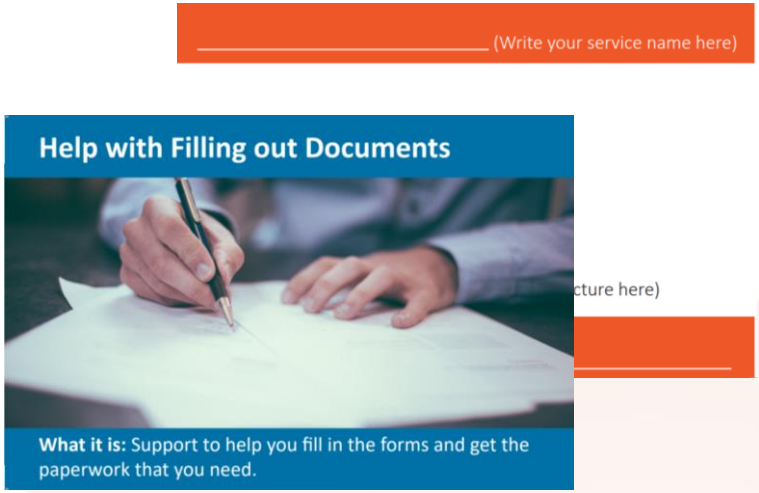
Next Activity – Choose the most helpful support services

For the next 15 minutes…

1. Pair up with someone at your table who has a different perspective from you (for example, if you use Ride Transit, pair up with a staff member)

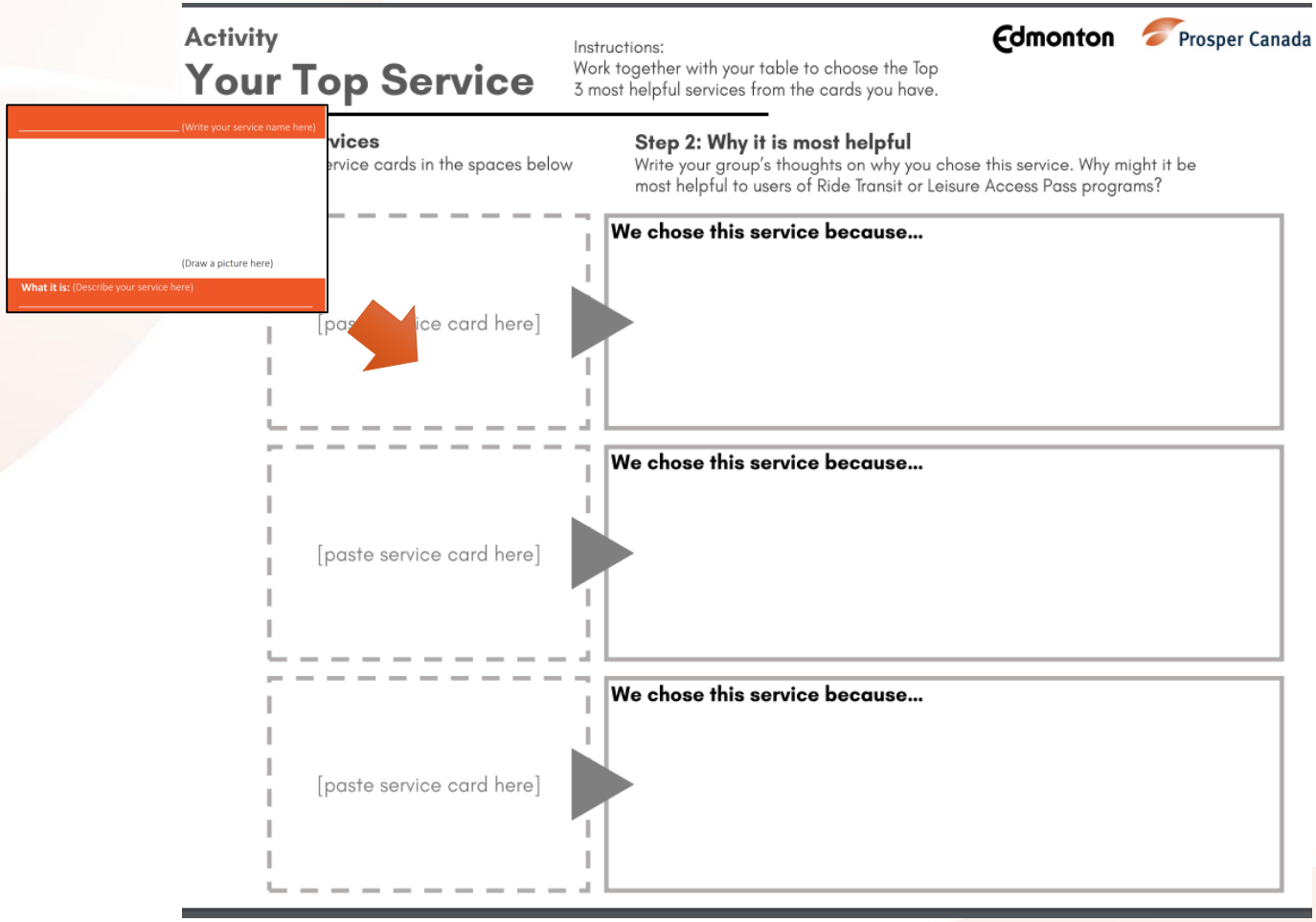
2. Review the service cards at your tables, and choose your top 3 services or supports that you think would be **most helpful** for Edmontonians who could get Ride Transit / Leisure Access

3. There are blanks! If you think there's a service missing, add one.



As a group… Choose the most helpful support services

For the next 20 minutes…



Reflections:

Breadth & depth of engagement

Community ownership

Questions?