

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS

RE: "BURNABY...WELL INTO THE FUTURE" - COMMUNITY PHASE:  
PROGRESS REPORT AND 1995 WORKPLAN

RECOMMENDATION:

1. THAT Council be requested to approve the proposed 1995 workplan for the Healthy Community Initiative as presented in Appendix 1 of this report.

R E P O R T

The Community Issues and Social Planning Committee, at its meeting held on 1995 March 22, received the attached report providing an update on progress with the community phase of Burnaby's Healthy Community Project and to propose a workplan for the community-based Healthy Community Initiative for 1995.

The Committee therefore places the recommendation before Council for approval.

Respectfully submitted,

Councillor C. Redman  
Chair

Councillor D. Johnston  
Vice Chair

: COPY - CITY MANAGER DESIGNATE  
- DEP. CITY MANAGER CORP. SERV.  
- DIRECTOR ENGINEERING  
- DIRECTOR FINANCE  
- DIR. PLNG. AND BLDG.  
- DIR. REC. & CULT. SERV.  
- MEDICAL HEALTH OFFICER

TO: COMMUNITY ISSUES &  
SOCIAL PLANNING COMMITTEE

1995 MARCH 15

FROM: DIRECTOR PLANNING & BUILDING

OUR FILE: 17.818.3

SUBJECT: "BURNABY...WELL INTO THE FUTURE" - COMMUNITY PHASE:  
PROGRESS REPORT AND 1995 WORKPLAN

PURPOSE: To provide an update on progress with the community phase of Burnaby's Healthy Community Project and to propose a workplan for the community-based Healthy Community Initiative for 1995.

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#### RECOMMENDATION:

1. THAT Council be requested to approve the proposed 1995 workplan for the Healthy Community Initiative as presented in Appendix 1 of this report.

## REPORT

### 1.0 BACKGROUND

Burnaby has been involved with the Healthy Community Movement since 1989 when Council passed a resolution to sponsor a Healthy Community Project. The project was called "Burnaby...Well into the Future". A public policy approach was chosen as the initial focus of the project, followed by a community approach, which was launched in 1993.

For the past three years, Burnaby has received grants from the Provincial Healthy Communities Initiative Fund to implement "Burnaby... Well into the Future". The majority of the \$20,000 1992 grant was used to assist the interdepartmental Healthy Community Team to implement the in-house public policy phase. This phase focuses on raising awareness among City staff, Councillors and Council committees of the impact of their work on the health of the community.

The \$15,000 1993 and 1994 grants were used primarily to assist the community-based Healthy Community Initiative to commence and promote the community phase. This phase focuses on encouraging Burnaby citizens (both corporate and individual) to become actively involved in building a healthier Burnaby.

This progress report on the community phase reviews the activities undertaken in 1994 and proposes a workplan for furthering this phase in 1995.

## 2.0 REVIEW OF HEALTHY COMMUNITY INITIATIVE'S ACTIVITIES DURING 1994 AND EARLY 1995

Following approval by Council of the Healthy Community Initiative's 1994 workplan in July 1994, the community phase of "Burnaby...Well into the Future" gained considerable momentum. The Initiative's activities during the remainder of 1994 and into 1995 have focused on attempting to address the problems confronted by Burnaby's "grass-roots" groups. Those problems, identified at the 1994 "Grass-Roots" Forum, can be grouped into three categories: finding and working with volunteers, finding resources, and accessing City Hall.

The highlights of the Initiative's 1994 "grass-roots" activities include:

### Finding and Working with Volunteers

- ▶ sponsorship of three evening workshops on topics suggested at the Forum. These free workshops have focused on working with volunteers, presentations for the terrified, and how to run a meeting. A fourth workshop, scheduled for April 1995, will address fundraising. The workshops have been advertised in the community columns of the local newspapers, as well as by mailout to over 60 groups on the Initiative's "grass-roots" mailing list. The Initiative has made available funds to cover both transportation and child care to those wishing to attend the workshops. The workshops have been held in wheelchair accessible venues frequented by the public. e.g. community centres, community schools. All three workshops have been well-attended and well-received. Additional information on the workshops is provided to the Committee under separate cover.

### Finding Resources

- ▶ preparation of a Directory of Funding Sources for "grass-roots" groups. The Directory, now in draft form, will be distributed at the 1995 "Grass-Roots" Forum and then made available through City Hall and various municipal venues. A draft copy of the directory is being sent to the Committee under separate cover.
- ▶ investigation into the possibility of establishing one or more interactive video kiosks in public venues. The kiosks could be programmed to provide a variety of types of information, including an inventory of "grass-roots" groups in Burnaby, and the aforementioned Directory of Funding Sources. Currently in the research stages, such a project would likely require partnerships with private sector corporations. Any further work on this project, should the Initiative wish to pursue it, would be preceded by a separate report to Community Issues & Social Planning Committee and Council.

### **Improving Citizen Access to City Hall**

- ▶ preparation of a Citizens' Guide to City Hall. This user-friendly handbook is intended as a tool for both the public and City staff to enhance their knowledge of the types of public services offered in each City department, and the most appropriate division or individual to contact for a particular service. The guidebook will provide short descriptions of the public functions of each department and division, along with telephone numbers for various functions which will be described by keywords. The Initiative's Resource Person has been meeting with staff in various departments to gather the necessary information for the guidebook, which could be published by late spring 1995. The Citizens' Guide is another example of information which could be also accessed through an interactive video kiosk, should the Initiative pursue that project.

In addition to the activities outlined above, the Initiative has continued its efforts to identify additional "grass-roots" groups and to promote the Healthy Community concept in the community. Regarding the latter, the Initiative contributes a regular article on its activities to Info Burnaby, a City quarterly delivered to all Burnaby households. The Initiative has also continued to liaise with the interdepartmental Healthy Community Team, where appropriate. In 1994, for example, members of the Initiative assisted the Team in reviewing applications for the Team-sponsored Healthy Community Recognition Program. In turn, the Team has assisted the Initiative with the Citizens' Guide to City Hall.

### **3.0 PROPOSED COMMUNITY PHASE WORKPLAN FOR 1995**

The Healthy Community Initiative's Mission Statement describes its role as providing leadership in creating opportunities for Burnaby citizens to be involved in addressing specific community problems. In pursuing its mission, the Initiative will continue to focus on three objectives which guided its work in 1994:

1. to strengthen the ability of Burnaby's "grass-roots" groups to address problems in their communities
2. to promote the Healthy Community concept and the work of the Healthy Community Initiative
3. to work with the interdepartmental Healthy Community Team to ensure the sustainability of "Burnaby...Well into the Future".

The Initiative's 1995 workplan, designed to accomplish the aforementioned objectives, is attached as Appendix 1. The objectives to be satisfied by each of the workplan activities are noted in parentheses with the activity.

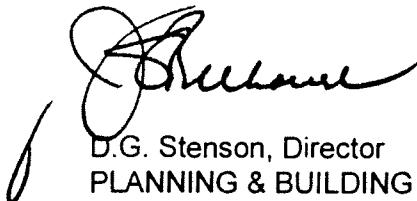
Implementation of the Initiative's proposed workplan will have no implications for the City's tax draw. On January 25, 1995, Council was informed by the Province that Burnaby's \$15,000 funding application for the 1995 activities proposed has been approved. This grant will finance the implementation of the Initiative's 1995 workplan.

With respect to staff resources, staff's involvement with the Initiative has, from the beginning, been seen as a temporary measure until the Initiative has established other partnerships and enough momentum to sustain itself on its own. During 1994 and early 1995, the Initiative has engaged the services of an outside Resource Person to assist it accomplish its goals. As well, over the past year, the Healthy Community Initiative has demonstrated its ability to reach out to the community and to identify a concrete and useful role for itself assisting "grass-roots" groups. Consequently, staff expect the Initiative will be in a position to conduct its activities independently, using staff only in an advisory capacity, by the time implementation of the 1995 workplan has been completed.

#### 4.0 CONCLUSION

The community phase of "Burnaby...Well into the Future" gained considerable momentum in 1994 and early 1995 with preparation of the Directory of Funding Sources and the Citizens' Guide to City Hall. Enthusiasm for these and future activities, among both Initiative members and "grass-roots" groups, is high. In order to capitalize on the Initiative members' energy and enthusiasm and on the Project's momentum in the community, staff recommend that the Initiative be authorized to pursue the workplan outlined in Appendix 1 of this report.

Staff will keep the Community Issues & Social Planning Committee verbally apprised of progress with the workplan. The Initiative will submit a written report to the Committee and Council in late 1995/early 1996 reporting out on implementation of the workplan.



D.G. Stenson, Director  
PLANNING & BUILDING

JS/db

Attachments

cc: City Manager  
Director Engineering  
Director Finance  
Director Recreation & Cultural Services  
Medical Health Officer

## APPENDIX 5

### BURNABY'S HEALTHY COMMUNITY INITIATIVE

#### 1995 OBJECTIVES

1. To continue to strengthen the ability of Burnaby's "grass-roots" groups to address problems in their communities
2. To promote the Healthy Community concept and the work of the Healthy Community Initiative
3. To work with the Healthy Community Team, as appropriate, to ensure the sustainability of "Burnaby...Well into the Future"

#### 1995 WORKPLAN

1. Sponsor second annual "Grass-Roots" Forum in April 1995 to:
  - ▶ facilitate networking and information-sharing among "grass-roots" groups
  - ▶ assess the usefulness of the Initiative's 1994 activities
  - ▶ launch the "Grass-Roots" Support Fund.

The 1995 Forum is scheduled for Thursday, April 27, 1995, 7 - 9:30 p.m. in the Multipurpose Room of Burnaby South School. (Objectives #1, #2)

2. Establish the "Grass-Roots" Support Fund as a one-time only vehicle for addressing some of the resource problems identified by "grass-roots" groups. (Objectives #1, #2)

Eligible "grass-roots" groups will be invited to apply to the Fund for one-time funding to defray costs involved with addressing a problem affecting the health of their community. Maximum grants of \$500 will be allocated twice during 1995, and must be expended or accounted for within one year of grant approval. A workshop, to be sponsored by the Healthy Community Initiative in May 1995, will be offered to groups to provide them with more detail on how to apply to the "Grass-Roots" Support Fund.

To be eligible for funding, a group must demonstrate that:

- ▶ it meets the Initiative's definition of a "grass-roots" group.
- ▶ "an informal local initiative of an individual or group of citizens who experience and address an issue by directing a process of influencing and improving the well-being of themselves and their communities. This group controls the process, but may work with governments, public institutions, community agencies, or other organizations to strengthen local decision-making or self-reliance."
- ▶ it is Burnaby-based and focuses on issues experienced primarily by Burnaby residents
- ▶ it is inclusive, inviting and encouraging of the participation of any member of the community

- ▶ it is exploring possibilities for co-operation with other community groups, service organizations or public programs
- ▶ the project will benefit the community on a long-term basis and is not being undertaken only for the direct and personal benefit of group members
- ▶ the project is a new response, in this time and place, to the identified issue.

Funds will not be made available for capital expenditures (buildings or equipment), operating expenses for ongoing programs and projects, or profit-oriented or business ventures.

Projects, programs or events that contravene the provisions of the Provincial or Federal Human Rights Acts will not be funded.

Funds from the "Grass-Roots" Support Fund will not be used to sponsor projects and events that promote the use of weapons; violence; sexual, cultural or racial discrimination; exploitation of people; or exploitation of the natural environment.

While funds may be made available for special projects focussing on the following issues, funds will not be made available for groups to lobby City Council on issues specified in the mandate of Committees of Council which include citizen representation. Those issues include, but are not limited to:

heritage, road network and transit system, the use of bicycles for transportation and recreation, programs and services for young offenders, environment and waste management, police/community partnership for a safer community.

Applicants will be required to submit, as part of the application process:

- ▶ the name of their "grass-roots" organization
- ▶ the names, addresses and phone numbers of three contact people in the group
- ▶ the history, purpose and accomplishments of the group
- ▶ the goals, planned activities and timeline for the particular project funding is being sought for
- ▶ an indication as to how the project will have a positive and long-term impact on the health of the community
- ▶ the number of Burnaby residents directly benefitting from, or participating in, the project
- ▶ the number of volunteers and volunteer hours involved in the project
- ▶ the names of other groups/organizations which support the project's goals
- ▶ a budget proposal, including other sources of funding for the project

Successful applicants will be required to provide interim and final project reports, including receipts for all expenditures. A final report will be required within one month of project completion. Funds not spent in the identified time period will either be renegotiated or returned, at the option of the Healthy Community Initiative.

The Fund will be advertised in a number of ways including:

- ▶ official launching at 1995 Grass-Roots Forum
- ▶ notices to "grass-roots" unable to attend the Forum
- ▶ public service announcements on Rogers Cable TV
- ▶ an article in "Information Burnaby"
- ▶ press releases to and paid advertisements in the Burnaby Now, Burnaby News and ethnic media outlets

The Healthy Community Initiative will review applications for the Support Fund, providing recommendations to the Executive Committee of Burnaby Council. It is proposed that the funding applications be reviewed by the Executive Committee rather than the Community Issues & Social Planning Committee for two reasons. First, the Executive Committee has a mandate to provide Council with recommendations on community grants. Second, as the Community Issues and Social Planning Committee meets only every two months, the timeliness of grant decisions can be more easily accomplished through the Executive Committee. Final decisions regarding the awarding of grants will be made by City Council.

3. Liaise with the City regarding the establishment of a Burnaby Foundation in order to bring attention to the ongoing and future resource needs of "grass-roots" groups. Should a Foundation be developed, for example, the Initiative would hope to ensure that "grass-roots" groups would have access to funding from the Foundation. (Objectives #1, #3).