

*Community Engagement
Initiatives & Planning*



LIFT COMMUNITY
SERVICES

kp.
consulting

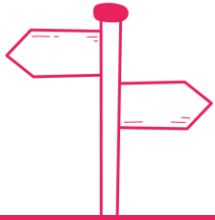
MAY 2024

FORWARD

In the fall of 2023, Lift kicked off a series of community engagement efforts to inform future communications and engagement plans related to its programs.

This document is a summary of the phases of work, the data and insights gathered, and a topline go forward engagement plan.

CONTENTS & TIMELINE



PHASE ONE
OCTOBER 2023

*Community
Mapping*



PHASE TWO
DECEMBER 2023-
APRIL 2024

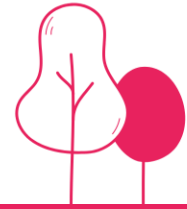
*Part A: Data
Gathering & Early
Engagement*

*Part B: Data Review &
Insights*



PHASE THREE
JUNE 2024-ONWARDS

*Engagement
Plan*



Appendix

Understanding current state

PHASE ONE COMMUNITY MAPPING



PHASE ONE | COMMUNITY MAPPING METHODOLOGY

- *Documented* individuals, businesses, and organizations in the community who may be impacted by or have an interest in supportive housing and Lift in general, in the qathet region
- *Documented* Lift's current state understanding about these individuals, businesses, and organizations
- *Segmented* groups based on the nature of their role in the community as it relates to their interactions with Lift
- *Identified* information and relationship gaps and opportunities across groups

COMPREHENSIVE MAPPING OCCURRED; TARGET
GROUPS IDENTIFIED; CONFIDENTIAL CONTACT INFO
NOT INCLUDED IN THIS PRESENTATION



PHASE ONE | COMMUNITY MAPPING

RESULTS: KEY GROUPS

Business neighbours

Business owners and managers conducting business in the community near Lift sites.

Prioritized due to proximity to Lift sites and clients in high-traffic areas. Opportunity for Lift to improve existing relationships, making their engagement critical. Their connections and influence across the community enhance the potential impact of engagement efforts.

Household neighbours

Homeowners, renters, and individuals & families residing in the community near Lift sites.

Prioritized due to their proximity to Lift sites/programs. Important to capture their feedback in order to tackle existing issues and narratives regarding the impact of Lift's services. Understanding their diverse concerns, is crucial. Engaging Lift advocates within this demographic holds substantial potential.

All of qathet

An inclusive group encompassing members of the qathet region, with diverse geographic and community connections to Lift.

Subset of targeted groups:

- Chamber of Commerce members**
- Local Service Providers/Not-for-Profits**

Bridging personal conversations and community insights

PHASE TWO

DATA GATHERING & EARLY ENGAGEMENT

BUSINESS NEIGHBOURS | HOUSEHOLD NEIGHBOURS | ALL OF QATHET

PHASE TWO

DATA GATHERING & EARLY ENGAGEMENT PREP



Lift Senior Leadership Team (SLT) owned the engagement and were part of the process - and prepared for it.

Through scenario planning, reviewing the survey, and ensuring they had the right info to share if asked, SLT members were ready for face to face discussions.

Main objective for door-to-door was to connect and encourage survey completion to ensure proper documentation of feedback. SLT was committed to being part of the process vs. outsourcing all.



PHASE TWO | DATA GATHERING & EARLY ENGAGEMENT, DATA REVIEW & INSIGHTS

BUSINESS NEIGHBOURS

GROUP PROFILE

*Business owners and managers
conducting business in the community
near Lift program sites.*

HOW WE CONNECTED

*Lift's Senior Leadership Team visited
businesses to build connections and offer
on-the-spot, mail-in, and online options
for the completion of a survey.*

BY THE NUMBERS

68

Businesses visited

29

Surveys completed (paper & online)

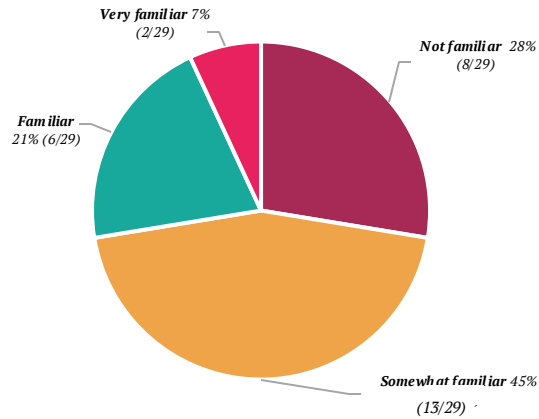
43%

Survey response rate

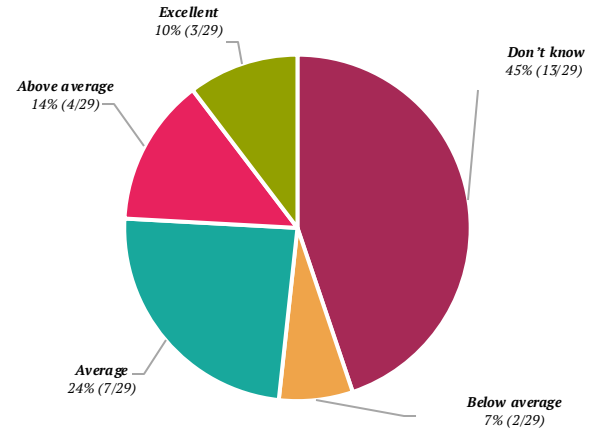
PHASE TWO | RESULTS

BUSINESS NEIGHBOURS

1. How familiar are you with Lift's mission and services in the community?



2. How do you think Lift is doing with its housing programs?

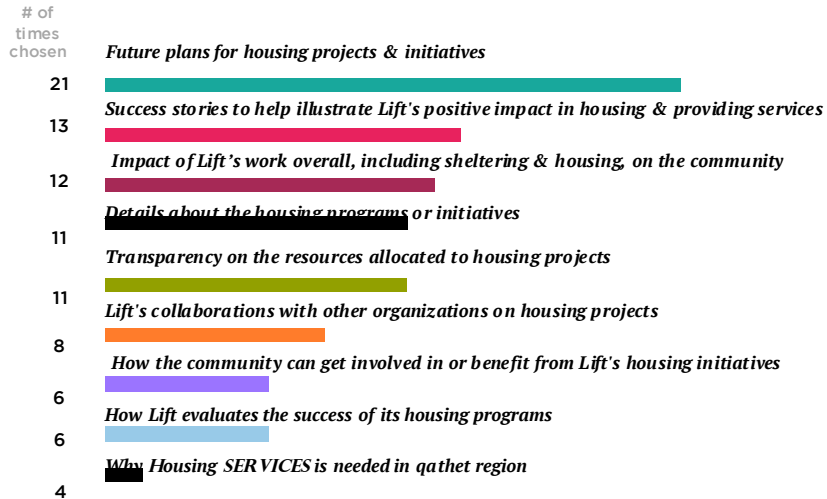


The more familiar businesses are with Lift's work, the less likely they are to have a negative perception.

PHASE TWO | RESULTS

BUSINESS NEIGHBOURS

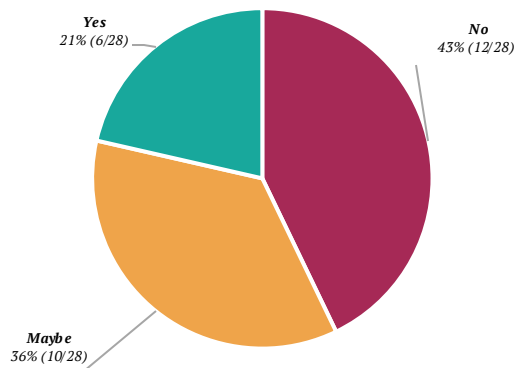
3. What would you like to know more about as it relates to Lift's work in housing?



PHASE TWO | RESULTS

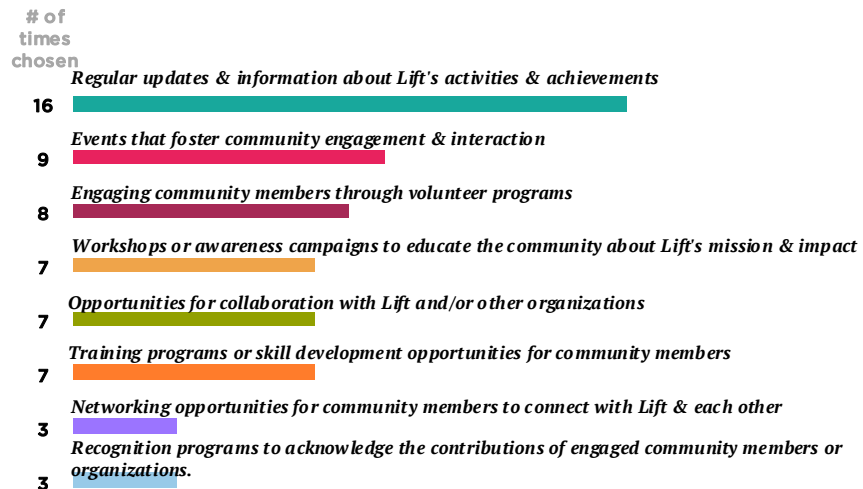
BUSINESS NEIGHBOURS

4. *Would your business be interested in supporting or collaborating with Lift in some capacity?*
Examples: attending Lift events, volunteering, joining a Lift committee.



More than half are willing to support or collaborate depending on what is asked of them.

5. *What would encourage you to engage with Lift on the topic of housing?*

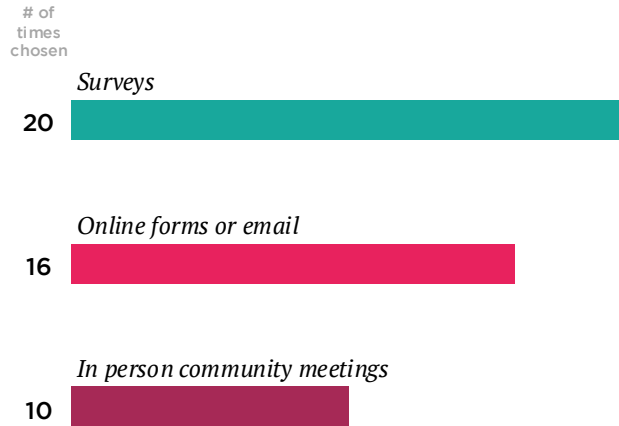


Regular updates – consistency and visibility are key!

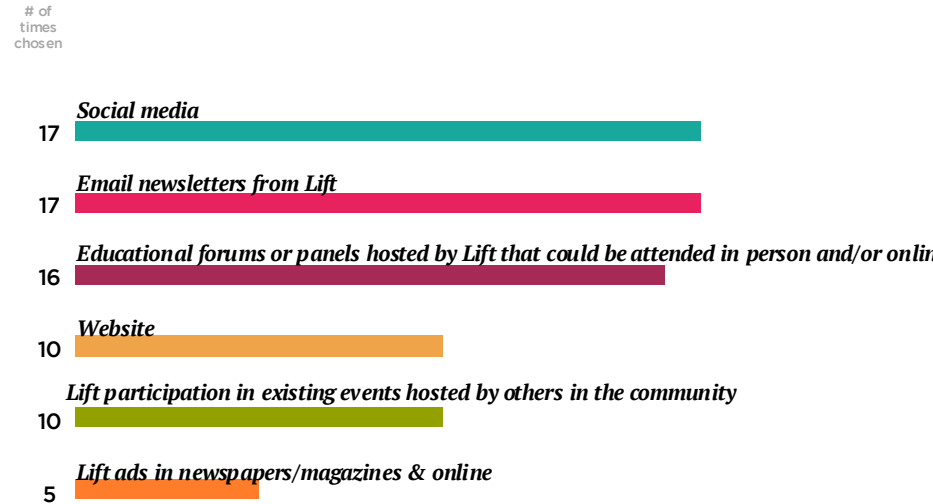
PHASE TWO | RESULTS

BUSINESS NEIGHBOURS

6. How would you like to see Lift gather feedback and ideas from the community about its housing services?



7. What ways do you think would be most effective for Lift to share information with the community?



PHASE TWO | KEY LEARNINGS

BUSINESS NEIGHBOURS

- *Limited understanding of Lift's mission and services*
- *Those with a better understanding of Lift's mission and services are less likely to have a negative perception of the organization*
- *Limited incentive to know and/or care about Lift*
- *Most interested in information related to future plans related to housing and impact stories*
- *View crime and/or unhoused individuals around businesses as Lift's responsibility*
- *Some interest in collaborating through events, volunteering*
- *Prefer providing feedback online and via surveys*
- *Would like to receive digital updates on Lift activities; potential to consider in person.*



PHASE TWO | DATA GATHERING & EARLY ENGAGEMENT, DATA REVIEW & INSIGHTS

HOUSEHOLD NEIGHBOURS

GROUP PROFILE

Homeowners, renters, and individuals & families residing in the community near Lift program sites. See appendix for map of streets.

HOW WE CONNECTED

Lift's Senior Leadership Team went door-to-door to build connections and offer on-the-spot, mail-in, and online options for the completion of a survey.

BY THE NUMBERS

303

Households visited

85

Surveys completed (paper & online)

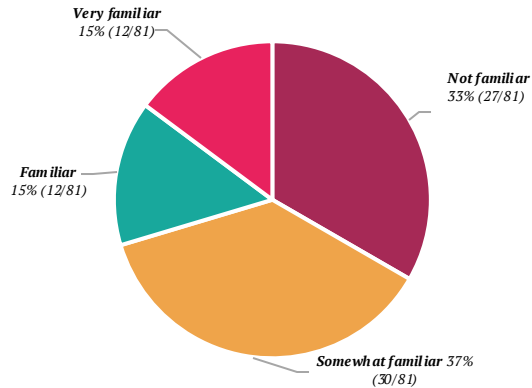
28%

Survey response rate

PHASE TWO | RESULTS

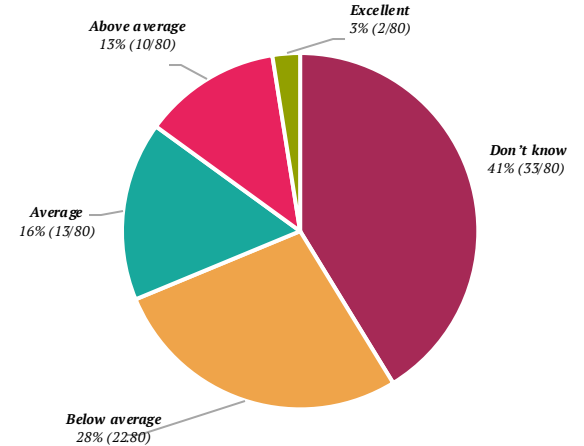
HOUSEHOLD NEIGHBOURS

1. How familiar are you with Lift's mission and services in the community?



More than 2/3 have a limited understanding of what Lift does

2. How do you think Lift is doing with its housing programs?



69% say they either don't know how Lift is doing or say below average. As understanding goes up, the perception of how well Lift is doing goes up.

PHASE TWO | RESULTS

HOUSEHOLD NEIGHBOURS

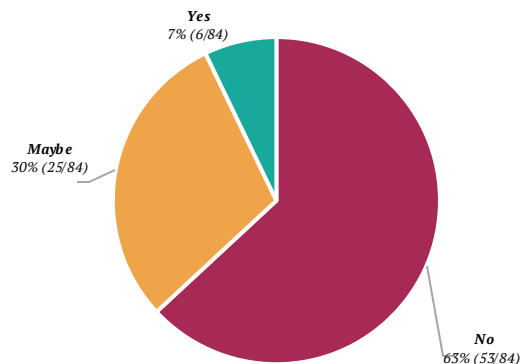
3. *What would you like to know more about as it relates to Lift's work in housing?*



PHASE TWO | RESULTS

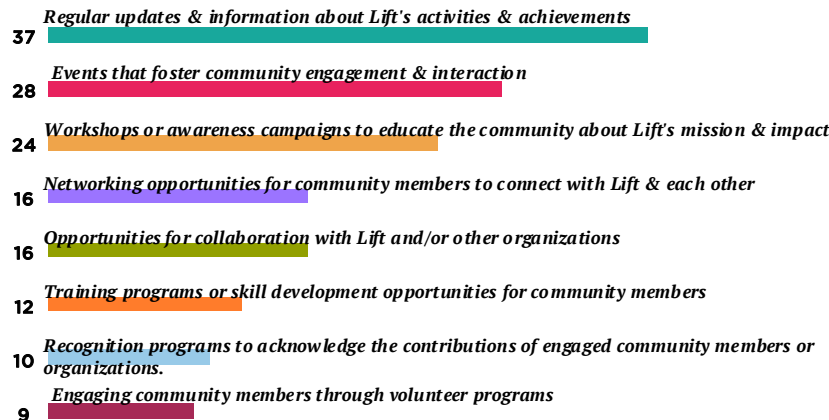
HOUSEHOLD NEIGHBOURS

4. *Would you be interested in supporting or collaborating with Lift in some capacity? Examples: attending Lift events, volunteering, joining a Lift committee.*



5. *What would encourage you to engage with Lift on the topic of housing?*

of times chosen



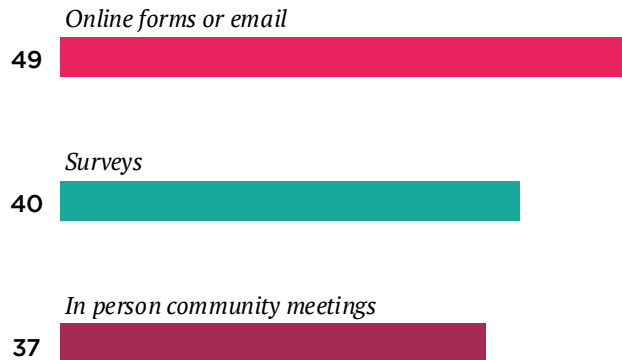
By focusing on the top 2 responses, you would meet the needs of most people.

PHASE TWO | RESULTS

HOUSEHOLD NEIGHBOURS

6. How would you like to see Lift gather feedback and ideas from the community about its housing services?

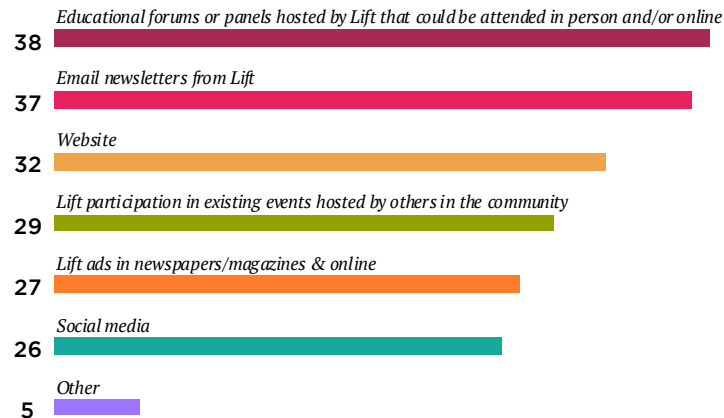
of times chosen



Prefer ease of online feedback, but more interest in in-person opportunities compared to businesses.

7. What ways do you think would be most effective for Lift to share information with the community?

of times chosen



PHASE TWO | FEEDBACK

HOUSEHOLD NEIGHBOURS

Top 3
Comment
Themes
*Ranked by
Frequency*

1 *Community Impact and Safety Concerns*

2 *Communications and Transparency*

3 *Housing and Program Operations*

PHASE TWO | KEY LEARNINGS

HOUSEHOLD NEIGHBOURS

- *Most (70%) neighbors have limited understanding of Lift's operations*
- *Those with limited understanding also hold a negative view of Lift's performance*
- *Potential to engage the 41% neutral to Lift's status*
- *Desire for updates on Lift's future housing plans and impact*
- *Interest in details about supportive housing*
- *Limited interest in collaboration with Lift currently; proactive updates on future plans could boost engagement*
- *Prefer digital feedback, but also open to in-person interactions*
- *Desire for a communication platform*
- *Even split on preferred information channels from Lift (forums to social); they just want information*



PHASE TWO | DATA GATHERING & EARLY ENGAGEMENT, DATA REVIEW & INSIGHTS

ALL OF QATHET

GROUP PROFILE

An inclusive group encompassing members of the qathet regional district, with diverse geographic and community connections to Lift and Lift program sites.

HOW WE CONNECTED

Survey hosted online from Feb. 1st to March 31st, promoted via qathet Living, Coast FM, The Peak, Lift website and social media.

BY THE NUMBERS

115

Surveys completed

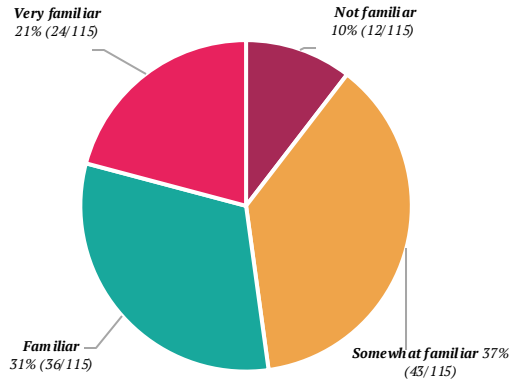
+ 2 ENGAGEMENT EVENTS

- Chamber of Commerce
- qathet service providers & not-for-profits

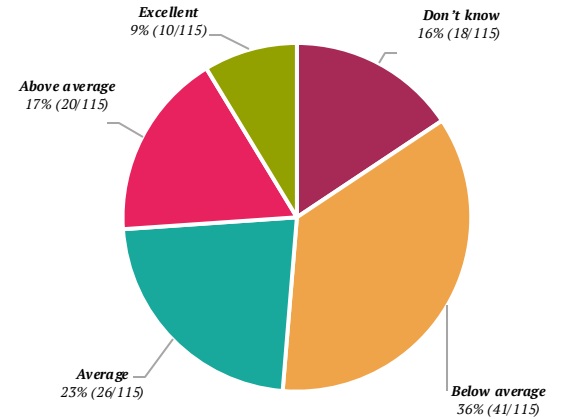
PHASE TWO | RESULTS

ALL OF QATHET

1. How familiar are you with Lift's mission and services in the community?



2. How do you think Lift is doing with its housing programs?

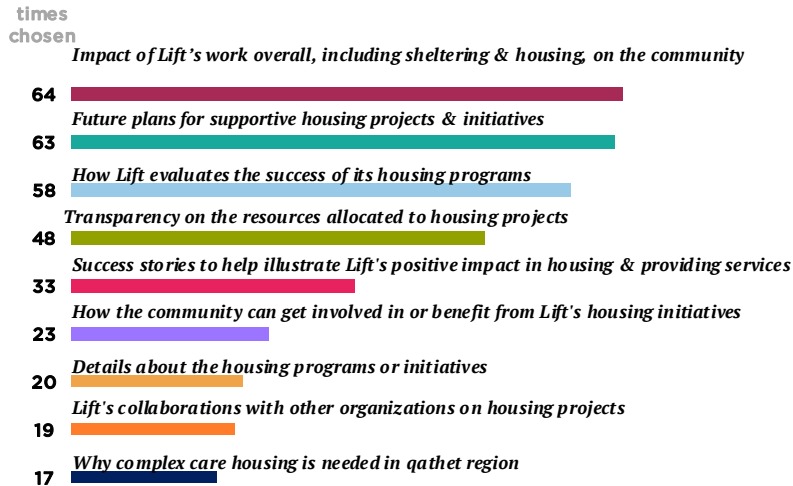


PHASE TWO | RESULTS

ALL OF QATHET

3. What would you like to know more about as it relates to Lift's work in housing?

of

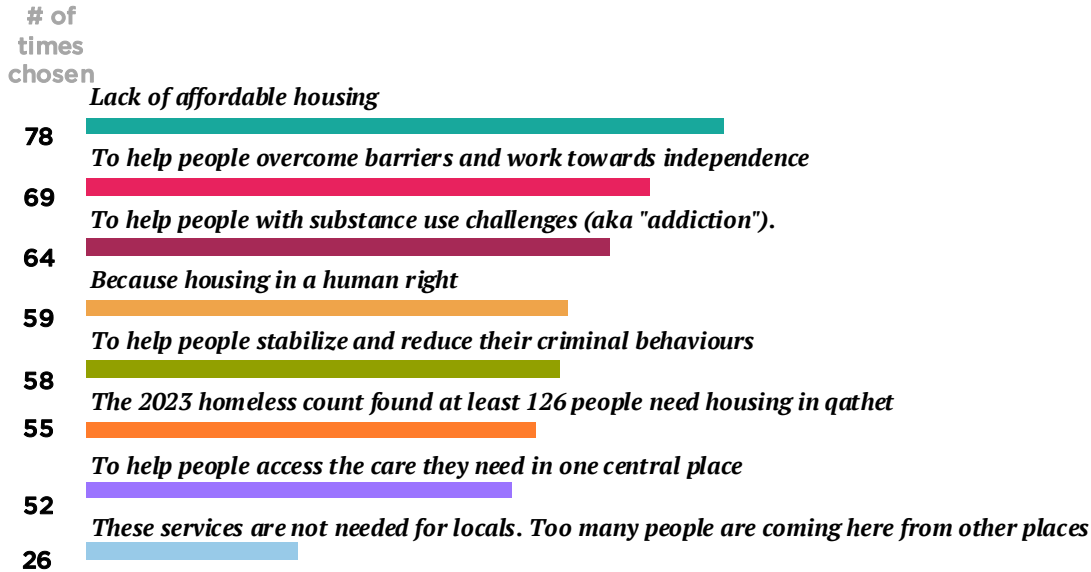


By focusing on top 4, you would meet the needs of most.

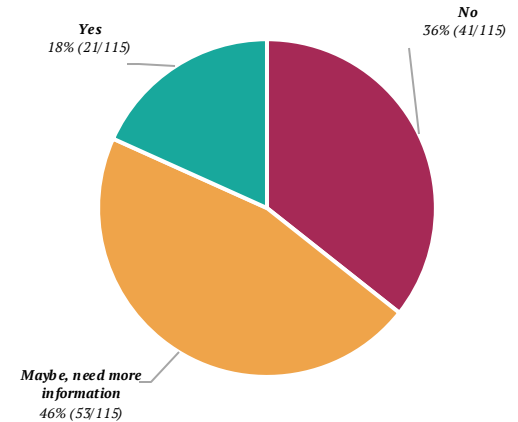
PHASE TWO | RESULTS

ALL OF QATHET

4. Why do you think that housing and homelessness services are needed in qathet? Select all that apply.



5. Would you be interested in supporting or collaborating with Lift in some capacity? Examples: attending Lift events, volunteering, joining a Lift committee

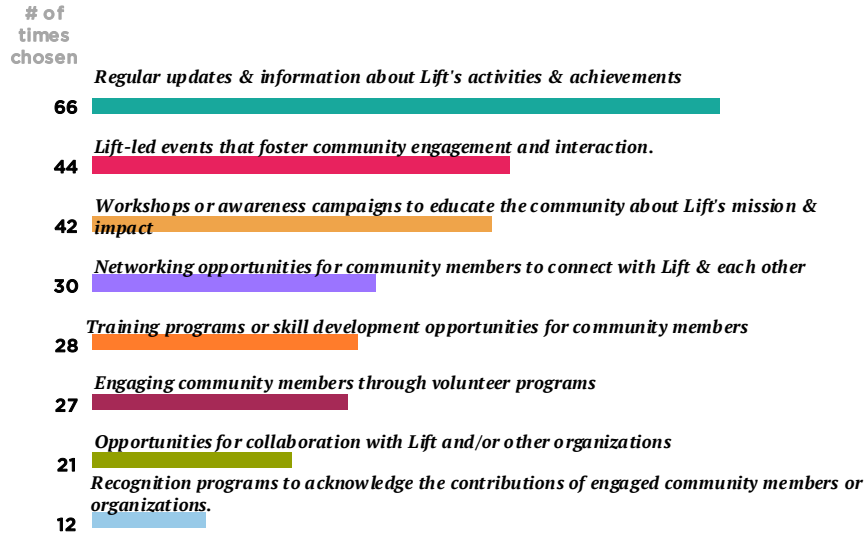


Almost 2/3 might be interested to get involved!

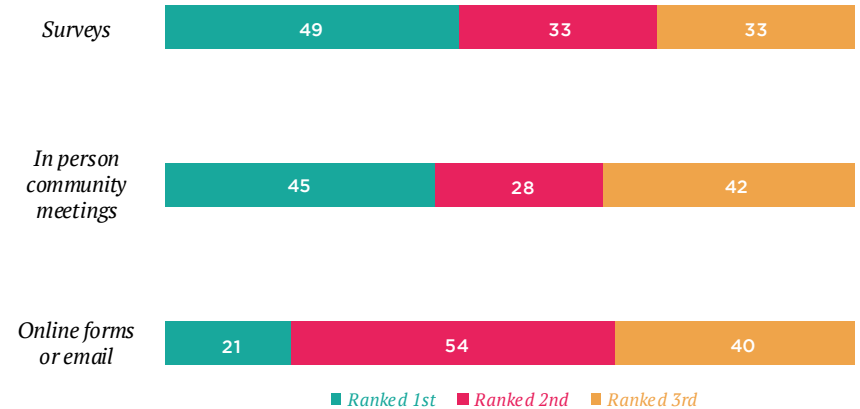
PHASE TWO | RESULTS

ALL OF QATHET

6. What would encourage you to engage with Lift on the topic of housing?



7. How would you like to see Lift gather feedback and ideas from the community about its housing services?



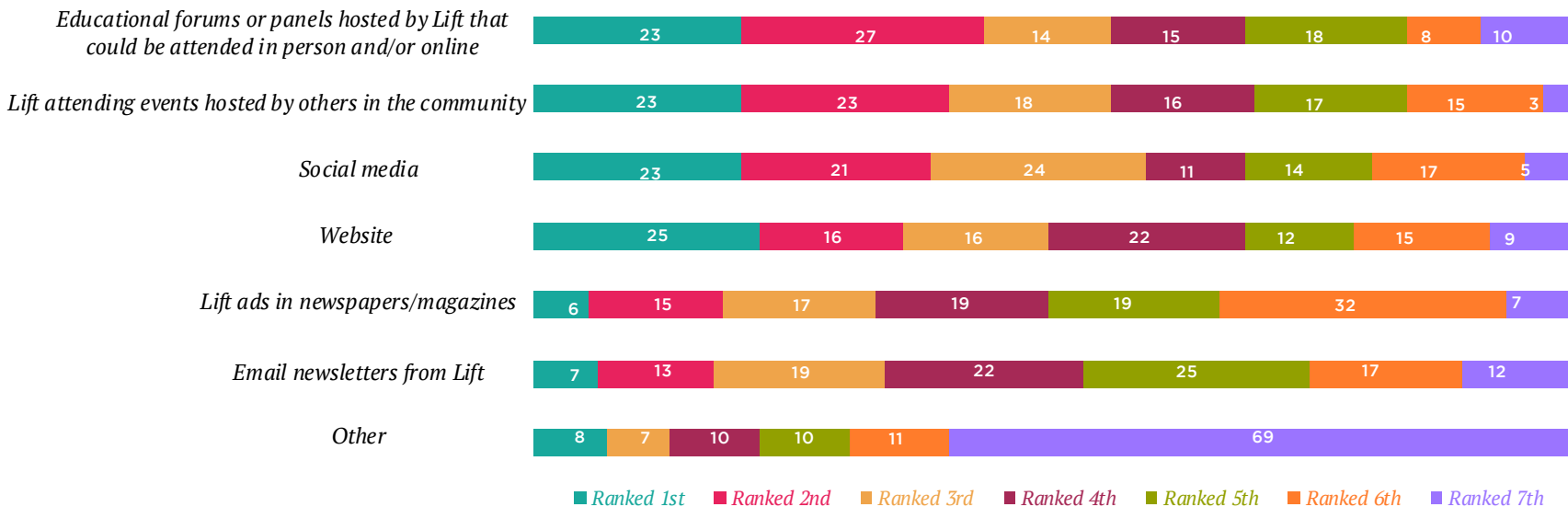
Focus on top 2 to meet the needs of ¾ of group

82 people put surveys in top 2, 73 people had in-person in top 2

PHASE TWO | RESULTS

ALL OF QATHET

8. What ways do you think would be most effective for Lift to share information with the community? (Rank in order of preference)

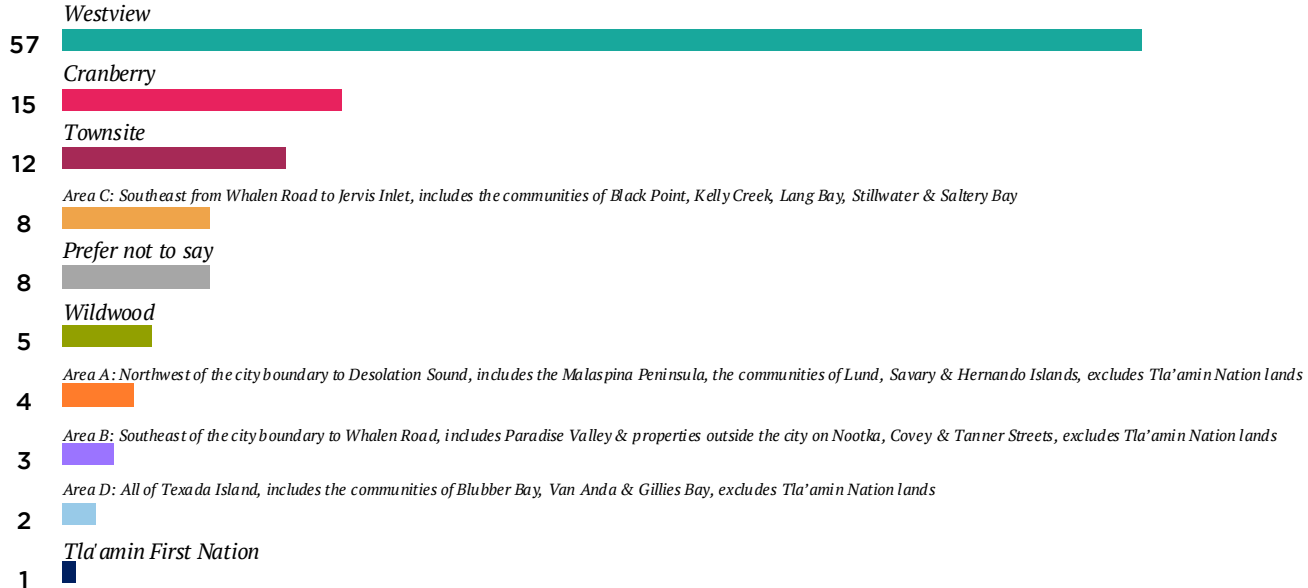


82% selected one of top 4 options above as their top choice.

PHASE TWO | RESULTS

ALL OF QATHET

9. In what part of qathet Regional District do you reside?



PHASE TWO | FEEDBACK

ALL OF QATHET

Top 3
Comment
Themes
*Ranked by
Frequency*

1 *Community Safety and Crime*

2 *Management, Staffing, and Internal Operations*

3 *Transparency and Communication*

PHASE TWO | KEY LEARNINGS

ALL OF QATHET

- *Less than half of respondents hold a negative view of Lift's performance, perception positively correlated with understanding*
- *Considers themselves more informed about supportive housing vs. specific Business and household neighbour groups – potentially because of the voluntary nature of the survey*
- *As with other groups, interested in Lift's future housing plans, and want to be informed about Lift's activities and performance*
- *Low understanding of Lift's responsibilities*
- *Given the right opportunities, more than half of respondents are interested in becoming more involved with Lift*
- *Slight preference towards providing feedback digitally*
- *Respondents indicated that in-person and digital updates could be received well*

LIFT COMMUNITY SERVICES

SERVING qathet REGION SINCE 1984

Share your feedback!

How can we work together to create equity and hope in qathet?

What information would be useful to you?

What could we do better?

Please take 5 minutes to complete this survey:

Your insights will help shape our community engagement and communications plans.

Lift Community Services offers housing services, community health, family support programs, community supports, employment services and more.

go.liftcommunityservices.org/engagement

Learn more about who we are and what we do at

www.liftcommunityservices.org @liftcommunityservices

PHASE TWO | COMBINED KEY LEARNINGS

BUSINESS NEIGHBOURS

HOUSEHOLD NEIGHBOURS

ALL OF QATHET

Which group is most familiar?

- Overall, 60% claim they are not familiar or only somewhat familiar with Lift.
- The qathet group indicated the most knowledge in terms of familiarity with Lift.
- The household neighbour group is least familiar.

Are familiarity and perception linked?

- Overall, 28% said they didn't know how Lift was doing. Of those who had a view, 40% said Lift was performing below average and 60% said average or better.
- More specifically, 31% said Lift was above average or excellent and that number increases to 38% for those who said they were very familiar with Lift.
- The 'more familiar' qathet group has a better perception of Lift with 49% saying Lift's performance was average or better, compared the household neighbour group where only 31% said Lift was performing average or better.
- More stated familiarity of Lift leads to a better stated perception.

PHASE TWO | COMBINED KEY LEARNINGS

BUSINESS NEIGHBOURS

HOUSEHOLD NEIGHBOURS

ALL OF QATHET

What information do people want from Lift?

- No matter how you segment the survey participants, people want to know most about: **Lift's future plans, the impact of Lift's work, how Lift evaluates success, and transparency on the resources allocated to housing projects.** 90% of responders from all groups selected at least one of these four items.
- Even if you only looked at those with a negative perception of Lift's work or those who are not familiar with complex care housing, the results are the same.

How do people want to get information from Lift?

- Having Lift attend and participate in community events, social media, educational forums or panels and the Lift website are the preferred methods for **receiving information.**
- The top choice for the Business group is social media, for the Neighbour group it is educational forums, and for the qathet group it is fairly evenly split between educational forums, having Lift attend community events, social media and the website.
 - Even for those that have a negative perception of Lift's work and those with no understanding of complex care housing the preferences are the same as the overall group.

PHASE TWO | COMBINED KEY LEARNINGS

BUSINESS NEIGHBOURS

HOUSEHOLD NEIGHBOURS

ALL OF QATHET

Who is willing to engage with Lift, and how do they want to engage?

•Overall, 46% said they were **not willing** to support or collaborate with Lift; 39% said maybe, and 15% said yes. The Business and qathet groups are the **most willing** to engage with around 60% in both groups saying yes or maybe. The Neighbour group – with the most negative perception of Lift - is the least willing to engage.

•The most common responses for how people want to engage are: **regular updates about Lift's activities, events that foster community engagement, and workshops or awareness campaigns.** The results are similar no matter how you segment the data, people with negative perception of Lift, people with limited knowledge of housing, and people willing or unwilling to collaborate, all had similar results.

•The Business group, Neighbour group, and qathet group all had regular updates about Lift's activities, and events that foster community engagement as their top two choices.

How do those surveyed want to be heard?

- All individuals surveyed (from all groups) prefer to give feedback through surveys and online forms or email.
- The Business and qathet groups had surveys as the top choice, and the Neighbour group had online forms or email.
- 100% of people in the qathet group had either surveys or online forms in their top 2 choices.
- There is, however, still an appetite for in person community meetings. In the qathet group 39% had community meetings as their first choice and the Neighbour group had it ranked very close to surveys.

PHASE TWO | CHAMBER OF COMMERCE BREAKFAST

ALL OF QATHET

GROUP PROFILE

Existing Powell River Chamber of Commerce members were invited through member channels (registration required).

HOW WE CONNECTED

Small group breakfast with a presentation shared by Lift and then a portion for discussion/questions. Ask to fill out qathet Region survey information left on table.

BY THE NUMBERS

16 registered

14 attended

10 provided feedback

4.1/5 event rating



RESULT

- Many questions in the room related to process of providing service (filling rooms, new projects); staff qualifications; mandating recovery/rules for clients.

FEEDBACK

- “Having these open community meetings would help understanding. I definitely got a better understanding. More sessions would be great!”
- “It was well presented. Concise with lots of information and honest answers to questions Thanks!”

PHASE TWO | SERVICE PROVIDER LUNCH

ALL OF QATHET

GROUP PROFILE

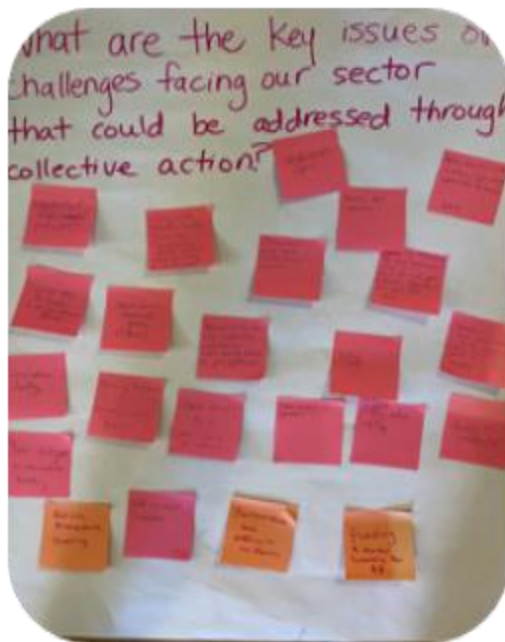
Service providers and not-for-profits in qathet

HOW WE CONNECTED

Email invite with offer of lunch and connection among peers. Each group was given time to present their org, followed by discussion & brainstorming ways to work together in future.

BY THE NUMBERS

- 16 organizations registered*
- 12 organizations attended*
- 6 follow-up surveys completed*
- 4/5 event rating*



RESULT

- Positive energy and engagement in the room*
- Follow up survey re: Lift's work/programs, effort to improve homelessness, communications & engagement*
- List of ideas for more go-forward collaboration*

SAMPLE FEEBDACK

- "Lift offers a lot to the community. I think there may be room to communicate how each of the programs and services contribute to a core purpose or vision for Lift."*
- "Don't try and get any bigger until what you have is stable and your community engagement has become a solid and ongoing part of your operation."*

PHASE TWO | CONCLUSIONS

BUSINESS NEIGHBOURS | HOUSEHOLD NEIGHBOURS | ALL OF QATHET

- *Lift's literal boots on the ground resonated well with businesses and households*
- *Many assumptions were validated/challenged with data from broader audiences*
- *Information/insights can be leveraged for future communications and engagement*
- *Lift laid the foundation to confidently lean into future engagement*
 - *Human connection*
 - *Captured new email addresses for future contact (60 new emails)*
 - *Tested formats (door, lunch, breakfast, survey...)*
 - *Communicating openly about looking for ways to engage/communicate more*

Building trust & credibility, educating with transparency, attracting new & diverse supporters

PHASE THREE ENGAGEMENT PLAN

BUSINESS NEIGHBOURS | HOUSEHOLD NEIGHBOURS | ALL OF QATHET



COMMUNITY ENGAGEMENT PLAN

We are setting out to:

Develop Lift's understanding of community concerns about its services, and of potential resolutions to address these concerns

Open channels of communication for the community to engage with Lift and share their concerns

Develop the community's understanding and acceptance of supportive housing

Develop the community's understanding of Lift's roles and responsibilities in relation to housing

Foster the community's interest in collaborating with Lift (both individuals and organizations)

COMMUNITY ENGAGEMENT PLAN

Objectives will be achieved by:

- 1** *Taking a leadership role in educating the community*
- 2** *Building trust and credibility through action*
- 3** *Increasing external presence to attract new and diverse community members who know about Lift*

ENGAGEMENT PLAN: NEXT STEPS

| INITIATIVE | DESCRIPTION | OBJECTIVE |
|---|---|--|
| <i>Info campaign</i> | <i>Leverage survey results to educate public on common misperceptions about Lift's work/programs</i> | <i>Educate & clarify</i> |
| <i>Info and learning series</i> | <i>Regular quarterly group discussions around ONE topic of interest for focused impact. Communicate the topics in advance, invite the public, and engage in dialogue with the community</i> | <i>Normalize cadence of regular, open to public engagement</i> |
| <i>Friends of Lift campaign</i> | <i>Host a fun kick-off event, ask group to define themselves and help shape/plan future event to bring in new supporters</i> | <i>Unify existing and new supporters of Lift</i> |
| <i>Partner communications & logo co-branding strategy</i> | <i>Ensure we clearly communicate all the players involved in projects whenever possible</i> | <i>Credibility & clarity</i> |

ENGAGEMENT PLAN : NEXT STEPS

| INITIATIVE | DESCRIPTION | OBJECTIVE |
|---|--|--|
| <i>Semi-annual breakfast</i> | <i>Host regular business breakfasts to discuss relevant issues/updates</i> | <i>Educate & build relationships</i> |
| <i>Newsletter hype & purpose</i> | <i>Re-launch newsletter and raison d'être</i> | <i>Engage the new sign-ups, make it special info. Optimize the direct line</i> |
| <i>Dialogue on neighbourhood safety</i> | <i>Initiate a dialogue with key parties to discuss the issues brought forward by the public re. sense of safety, crime, etc.</i> | <i>Demonstrate leadership; be a convenor; build credibility</i> |
| <i>'Who to Call' info sheet</i> | <i>Create resource outlining Lift "who to call" info. Deliver, along with City "who to call" info to mailboxes</i> | <i>Build trust by responding to feedback heard at door-to-door re. knowing who to call</i> |

"The secret of change is to focus all your energy not on fighting the old, but on building the new." - Socrates

By embedding an open dialogue approach into its work ongoing, Lift can help build awareness and understanding of its work, its clients, and ultimately its positive impact on the whole community.

APPENDIX



Streets visited in door to door

- Harvie
- Harwood
- Abbotsford
- Lesley
- Ash
- Joyce
- Michigan
- Cascade
- Kokanee
- Saskatchewan

