

NO: F037

COUNCIL DATE: OCTOBER 28, 2013

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **October 21, 2013**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**
General Manager, Finance & Technology

SUBJECT: **My Neighbourhood, My Futures (MNMF) Initiative in Guildford West**

RECOMMENDATION

The Parks, Recreation and Culture Department and Finance and Technology Department recommend that the Finance Committee recommend that Council request that staff include in the 2014-2018 Five Year Financial Plan an allocation of \$40,000 per year to support a shared staff position between the City of Surrey and the United Way of the Lower Mainland (UWLM), which position will coordinate the work of the *My Neighbourhood, My Futures* (MNMF) initiative in Guildford West, all as generally described in this report.

INTENT

The purpose of this report is to provide information about a significant investment that the United Way of the Lower Mainland is proposing in Surrey and to seek approval for funding a shared position with the United Way in support of the *My Neighbourhood, My Future* (MNMF) initiative in the Guildford community.

DISCUSSION

My Neighbourhood, My Future – United Way of the Lower Mainland

The United Way of the Lower Mainland (UWLM) is committed to achieving social change through a series of interconnected strategies and priorities. As a part of their commitment to Early Childhood Development, UWLM (in partnership with a team of research experts) has selected the *Guildford West* neighbourhood as one of two pilot sites in the Lower Mainland for the MNMF initiative. The MNMF is a five year investment that is designed to focus on change at the level of individuals and on barrier reduction through neighbourhood-based engagement of families, service providers and stakeholders and service delivery to children, parents, and caregivers. The “My Neighbourhood My Future: Guildford West Profile” is attached to this report as Appendix “A”. It describes the geographic area that will be the focus of the initiative and the work that will be undertaken.

The United Way is committed to providing up to \$400,000 per year as its funding contribution toward the *My Neighbourhood, My Future* initiative in Guildford West and has requested the City of Surrey commit \$40,000 per year to the initiative. With the City’s commitment of \$200,000, the City will realize a benefit equivalent to more than \$1.5 million injected into the Guildford West neighbourhood over the next five years.

The funding that the United Way is requesting that the City provide will be used to establish a shared staffing position that will assist in aligning and integrating the work of two projects. This shared position co-funded by the City of Surrey and the UWLM will lead the work on the MNMF initiative in Guildford West. This work will include the *Early Years Smarter Cities (EYSC)* tasks and action plan as a core element. The initiative will be focused on Guildford West as a pilot site. This area was chosen by the United Way after a careful study of Surrey in relation to its needs and demographics. It is expected that the initiative will provide valuable information that will allow for the replication of the positive outcomes of the initiative across the other communities in the City.

Early Years Smarter Cities – City of Surrey

The City of Surrey, along with many community partners, is committed to actions that will enhance the potential for children to thrive in Surrey. As a part of that commitment, the City is leading the Early Years Smarter Cities initiative that emanated from an IBM-led study in Surrey. Key focus areas of this initiative include: Leadership Development (internal & external), Investment Management (data, decisions & monitoring), and Communication & Engagement (reporting & social media).

Staff is satisfied that the priority areas of the *Early Years Smarter Cities* initiative will be advanced by the United Way pilot project and by the proposed staff position, including the following elements:

- **Leadership Development** – relationship management and leveraging resources with external stakeholders (e.g. Fraser Health, School District, MCFD, etc.) and internal stakeholders (e.g. Early Years Smarter Cities Task Force, Smarter Cities Initiative, etc.);
- **Investment Management** – mapping community assets (including infrastructure) and all partnerships/join use agreements; and
- **Communications & Engagement** – facilitating linkages throughout the community through a City of Surrey Open Data Framework, social media, and citizen engagement strategies.

Integrated Initiative

Both the *Early Years Smarter Cities* and *My Neighbourhood, My Future* initiatives are innovative approaches to addressing childhood vulnerability. Both of these initiatives focus on new and cutting edge approaches for enhancing the success of children, families, and the neighbourhoods in which they live.

SUSTAINABILITY CONSIDERATIONS

The implementation of the recommendations of this report will assist in achieving the objectives of the City's Sustainability Charter; more particularly the following action items:

SC5: Plan for the Social Well Being of Surrey Residents:

- By creating a child and youth friendly City;
- By creating programs and recreation opportunities for children and youth;
- Through initiatives to encourage citizen engagement with social issues and social planning activity to build community capacity; and
- Through City clean-up programs and other civic initiatives.

SC15: Literacy, Education and Training:

- Through increasing the number of programs related to early childhood literacy that will assist in ensuring that children are ready to learn when they enter school.

SC16: Socio-cultural Infrastructure and Services:

- By staying abreast of emerging trends and funding opportunities relative to social services;
- By sharing information, discussing needs, assisting in developing solutions and establishing priorities with other orders of government, funders and community stakeholders; and
- Through the implementation of solutions to social service issues through actions that are within the City's mandate.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council request that staff include in the 2014-2018 Five Year Financial Plan an allocation of \$40,000 per year to support a shared staff position between the City of Surrey and the United Way of the Lower Mainland (UWLM), which will coordinate the work of the *My Neighbourhood, My Futures* (MNMF) initiative in Guildford West, all as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

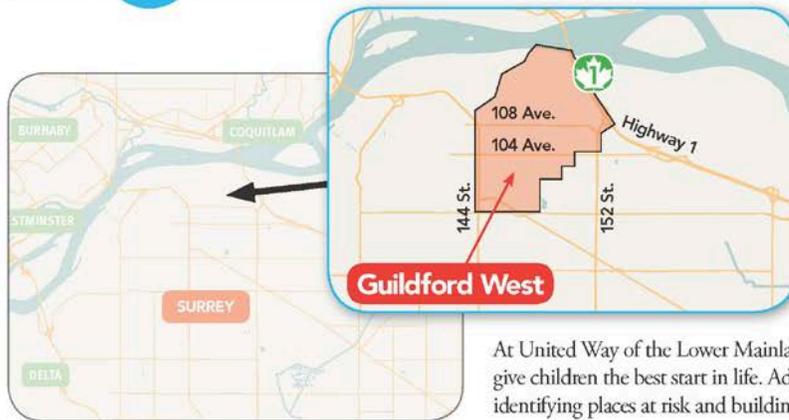
Vivienne Wilke, CGA
General Manager
Finance and Technology

Attachment:

Appendix "A": My Neighbourhood My Future: Guildford West Profile



My Neighbourhood My Future: Guildford West, Surrey



At United Way of the Lower Mainland (UWLM), we are determined to give children the best start in life. Addressing child vulnerability starts by identifying places at risk and building strong and healthy neighbourhoods.

Neighbourhood Profile: Guildford West

Surrey is made up of six communities: Cloverdale, Fleetwood, Guildford, Newton, South Surrey, and Whalley. Guildford West is bounded roughly by 100th Avenue north to the Fraser River, and 144 Street east to Highway 1.

The City of Surrey is the fastest growing municipality in the Lower Mainland with the fastest growing school district. Between 2002 and 2012, the city's

population increased by over 100,000 residents. Enrolment over the past five years has increased by 4,261 students, a 6% increase.¹

Like many Surrey neighbourhoods, Guildford has experienced dramatic change. The level of growth (including an average birth rate of 48 babies per month in 2012) means new demands for services and supports. With the high

percentage of single parent families and low household income, the level of poverty, the complexity in languages spoken at home, recent immigration, and families on the move, young children and their families have struggled in Guildford West. Child vulnerability rates, which directly correlate to school readiness, have remained worse for this neighbourhood than for the rest of Surrey. It's time to change this pattern.

Why Guildford West?

United Way and its partners at UBC's Human Early Learning Partnership (HELP) and the Social Planning and Research Council (SPARC) of BC, selected Guildford West for the pilot based on a 43% rate of child vulnerability which directly correlates

to school readiness; chronically low Early Development Instrument (EDI) results over time; a large population of young children, 890 in total; worrying socio-economic conditions; and a belief that the community has the capacity to make change.

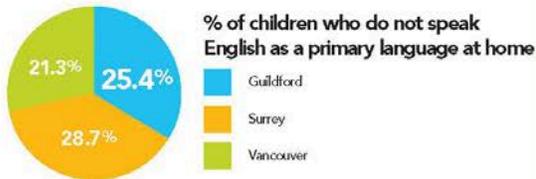
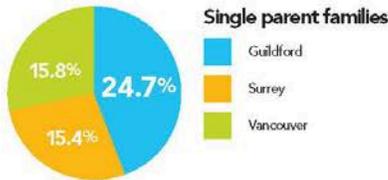
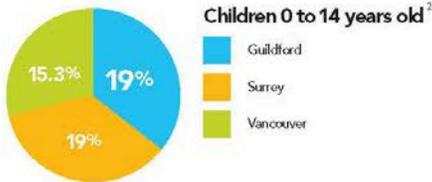
Community and business leaders from the City, the library, the School District, community agencies and Fraser Health Authority will all play a critical role in this initiative.

¹ "Go East: Families leave Vancouver for Suburbs," Tracy Sherlock and Brian Morton, *Vancouver Sun*, July 4, 2013.

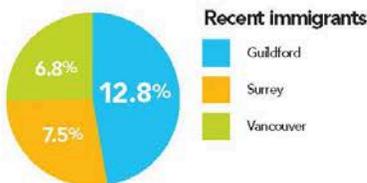


Neighbourhood profile: Guildford West, Surrey

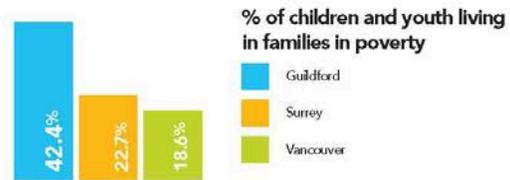
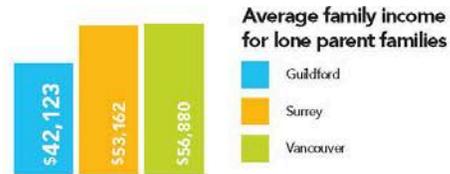
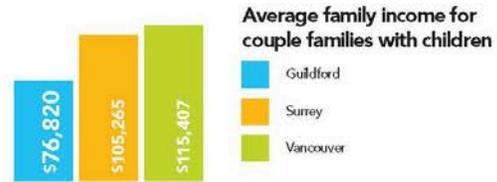
Population



*The most common languages spoken in Guildford West after English were Arabic, Tagalog, and Punjabi.



Income



Poverty based on Low Income Cut-off (LICO) after tax.

Our goal

Our goal is to make a demonstrable difference in the lives of children and families in this neighbourhood: children will have improved early literacy skills making them more prepared to succeed at school; families will have access to more services

and increased social connections with other participating families.

With your help, we can change the future for these children and families in need.



United Way
Lower Mainland
Change starts here.
uwlm.ca

4343-0913



² All statistics from 2011 short-form census, StatsCan.