

Draft Action Plan
Good Jobs + Good Business = Better Community
Engagement Summary

March 2017



Introduction

On January 19, 2017, the Mayor's Task Force on Social Enterprise and Social Procurement launched its draft action plan, *Good Jobs + Good Business = Better Community* for public input at a joint Greater Victoria Chamber of Commerce and Tourism Victoria mixer sponsored by the City of Victoria and hosted at the Greater Victoria Harbour Authority's offices. Approximately 200 people attended the event and were provided handbills promoting the draft action plan and feedback opportunities.

The Task Force on Social Enterprise and Social Procurement was a recommendation of the Mayor's Task Force on Economic Development and Prosperity, which with input from the community, developed the City's economic action plan, *Making Victoria: Unleashing Potential* in 2015. The economic action plan identifies six engines to drive economic prosperity, generate jobs and raise household incomes. One engine that encompasses the rest is entrepreneurship and social enterprise.

"Creating Prosperity Through Economic Development" is a key objective of the City of Victoria's *2015-2018 Strategic Plan* for focus and investment. Appointed by City Council in July 2016, the Task Force on Social Enterprise and Social Procurement is chaired by Mayor Lisa Helps and includes Councillor Marianne Alto and First Nations representatives, as well as leaders in social enterprise, community and economic development, and business.

Public Input

Public feedback on the draft action plan was sought by way of an online survey at www.victoria.ca/economicchange, from which we received 14 responses, email correspondence to economicchange@victoria.ca and social media (#EconomicChangeVic on Twitter) from January 19, 2017 to Sunday, February 12, 2017.

The draft action plan and participation in the online survey were promoted on the City's website, by way of designated Task Force-related web pages, a Latest News item and Have Your Say web page, as well as on the City's events calendar noting the date when the survey would close.

Other communications tools included a media release, social media channels (Twitter and Facebook), and a stakeholder email from engage@victoria.ca to two Task Forces and other leaders in business and social enterprise, and community and economic development organizations to share with their networks.

The Greater Victoria Chamber of Commerce promoted the draft plan and online survey in an issue of their Business News to members, and Douglas Magazine and the North Park Neighbourhood Association promoted the feedback opportunity online.

Online Survey

The online survey was available for 25 days (January 19 to February 12, 2017) and was completed by 14 respondents. The survey results are available in the Appendices and summarized in the information below.

Who We Heard From in Online Survey

Which neighbourhood do you live in? Of 14 respondents:

5	Outside of the City of Victoria
3	Fairfield Gonzales
2	Hillside-Quadra
1	Downtown
1	Harris Green
1	James Bay
1	Oaklands
0	Burnside Gorge
0	North or South Jubilee
0	North Park
0	Rockland
0	Victoria West

How old are you? Of 14 respondents:

Number of Participants:	Age:
8	40 – 59
4	60 years or older
2	25 – 39
0	18 – 24
0	Under 18

Gender: Of 14 respondents:

8	female
6	male
0	prefer not to say

Number of Business Owners: Of 14 respondents:

6	business owners
8	not business owners

Number of years business operated: Of 12 respondents:

7	not a business owner
4	More than five years
1	3 – 5 years
0	1 – 2 years
0	Less than one year

Are you interested in learning more about social enterprise and social procurement?:

Of 14 respondents:

9	Yes
5	No

- Very important for addressing growing inequality
- City's responsibility is lost within the report
- Noted many questions for follow up
- Social enterprise term is very poorly understood

Recommendation – Leading Economic Change

Taken together, the recommendations in this action plan are meant to lead change in the mainstream economy, making it more inclusive and ensuring that there is always an opportunity for everyone to prosper.

Majority of respondents strongly agree or agree that the proposed Outcomes and Actions for this recommendation in the draft plan are appropriate.

How can these Outcomes be improved? (General themes)

- Need to show community the benefits of social economic drivers
- Expand opportunities for disenfranchised, training and mentoring
- Focus on what City should be doing
- Outcomes should be qualifiable and set by stakeholders driving the outcomes
- Move away from consumer mentality – put people first
- Clarify that City will not allow costs of procurement to increase
- Charities could benefit greatly with increased funding opportunities
- Can't compare City with finances of a charity

What is missing from Outcomes? (General themes)

- Putting pressure on federal and provincial governments to help with their economic parts
- Not knowledgeable enough to comment
- Not the City's role
- Stakeholder input and a validation mechanism
- Need to support one another
- Strategic focus and commitment to cost effective procurement
- Collaboration is key
- Measurement
- Economics

How can these Actions be improved? (General themes)

- Sharing successes and building on those
- Need evidence-based decision making
- Don't know/unsure
- Invite other municipalities to participate
- This should not be a focus for the City

What is missing from these Actions? (General themes)

- Reality, understanding financial responsibility
- Commitment to not increase City costs
- Inviting other municipalities to participate
- Focus on best value of taxpayer funds
- Unsure/not sure/don't know

Recommendation – Community Benefit Procurement

The current objectives contained in the City's current Purchasing Policy are "to balance the efficiency of purchasing processes to obtain goods, services and construction services to achieve the City's objectives, and to obtain the best value of all funds expended." In its purchasing, the City is committed to open, transparent, fair and accountable access to City business utilizing leading practice and adhering to legislation and applicable trade agreements. To help Victoria's economic ecosystem thrive and improve the well-being of Victoria residents, we must adjust our thinking and realize the potential to drive social good and economic opportunity at the same time as prudently, responsibly, and transparently managing tax dollars and spending decisions. Purchases should be leveraged to improve the economic, social and environmental well-being of the community.

Majority of respondents strongly agree or agree that the proposed Outcomes and Actions for this recommendation in the draft plan are appropriate.

How can these Outcomes be improved? (General themes)

- More long-term support needed to those most vulnerable
- All excellent ideas
- Get an experienced committee in place who understand markets and 'change'
- Knowledge sharing – need strategy
- Don't know
- Not role of civic government to dictate to companies how to staff and run their business

What is missing from Outcomes? (General themes)

- A program to encourage businesses to hire vulnerable
- Support and training being available for issues potential workers may have
- Reality and responsibility of organizations and individuals
- Mentorships, apprenticeships, knowledge-sharing strategy
- Don't know
- Provide evidence these outcomes exist
- How to measure success and labour standards within organizations

How can these Actions be improved? (General themes)

- Don't support race-based or age-based policies. Base instead on homelessness, disability, income, mental health and under-employed
- Well thought-out – no improvements suggested
- City's role is not to "educate"
- Don't know/unsure
- Engage other municipalities
- Focus on core functions of government instead

What is missing from these Actions? (General themes)

- Some type of incentive for business
- Nothing
- Involvement/expectations of post-secondary institutions (grants, loans, scholarships, bursaries for upskilling)
- Don't know
- Other municipalities

Recommendation – Social Enterprise

These recommended actions are meant to strengthen and grow the businesses already doing business with community benefit in mind and to grow the social enterprise sector.

Majority of respondents strongly agree or agree that the proposed Outcomes and Actions for this recommendation in the draft plan are appropriate.

How can these Outcomes be improved? (General themes)

- More publicity and education around benefits to employers and individuals
- Need evidence-based decision making and programs (performance measurement)
- Don't know/unsure
- Ensuring other municipalities are engaged

What is missing from Outcomes? (General themes)

- Input is needed before outcomes
- Don't know/unsure
- Determine how economic disparity would be decreased

How can these Actions be improved? (General themes)

- Instead of City-led co-working space, City should support existing spaces that are struggling
- There is enough market pressure to drive wages higher. City does not need to get involved
- Don't know/unsure
- Engage other municipalities

What is missing from these Actions? (General themes)

- Mentorship, coaching, knowledge-sharing from SOCENTS in other cities
- City needs to focus on its core responsibilities
- Don't know

In the draft action plan, each action notes LEADS and SUPPORTS. Are there any additional organizations or agencies you would like to see included to help achieve the proposed actions and outcomes?

- Together Against Poverty Society (TAPS)
- Victoria Disability Resource Centre
- Island Health
- Greater Victoria School District 61
- Pacific School for Innovation and Injury
- Youth under 18
- Sanctuary Youth Centre
- Don't know

Is there any additional feedback you would like to share on the draft action plan?

- This is one of my favourite initiatives and hope it creates great change
- This is frightening
- Love that you are doing this
- As a brain injury survivor, glad this makes sense
- Find this entire process insulting
- City should focus on purchasing policies that help keep costs low

ENGAGEMENT SUMMARY APPENDICES:

- Online survey results
- Handbill
- City website
- Media release/media coverage
- External newsletters/list serves
- Social media summary
- Email correspondence
- Stakeholder email
- Stakeholder email distribution list