

2014 Activity Report

48th Annual General Meeting



**Social Planning Council
Kitchener-Waterloo**

Advancing community through participation & knowledge

Get Informed!

Get Involved

Take Action

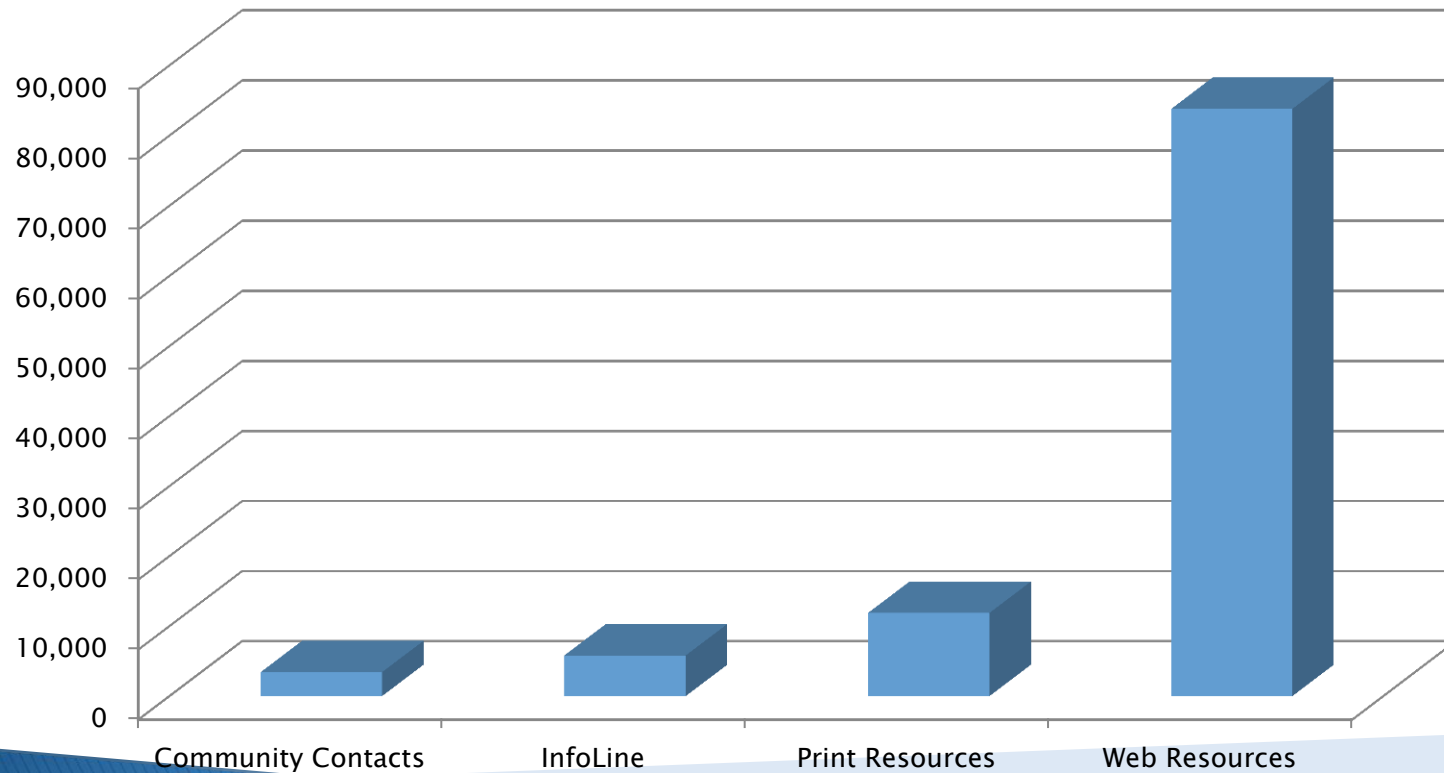
Knowledge management...

614,512 service contacts across all activities in 2014

98% information service contacts

Figure 1: Types of Service Contacts in 2014*

Does not include communication networks or social media



* *Does not include communication networks or social media*

**Table 1: Top 5 Needs –
Recorded Phone Enquiry Contacts**

Need	2012	2013	2014
Individual, Family and Community Support	14%	12%	20%
Information Services	15%	13%	18%
Health Care	23%	20%	16%
Arts, Culture and Recreation	11%	11%	9%
Housing/Utilities	10%	9%	7%

Figure 2: Web Directory Searches 2014

Customized CIOC views

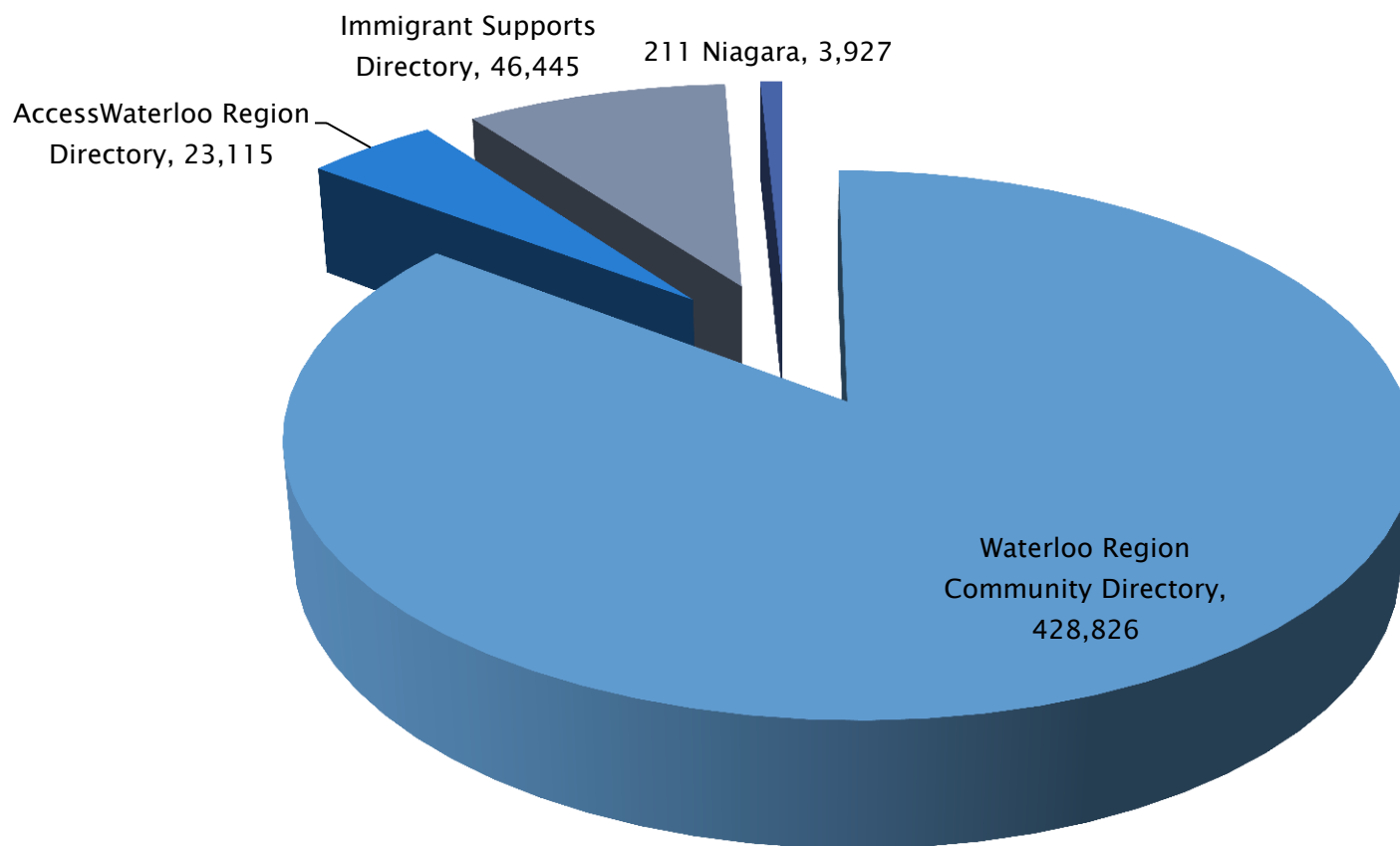
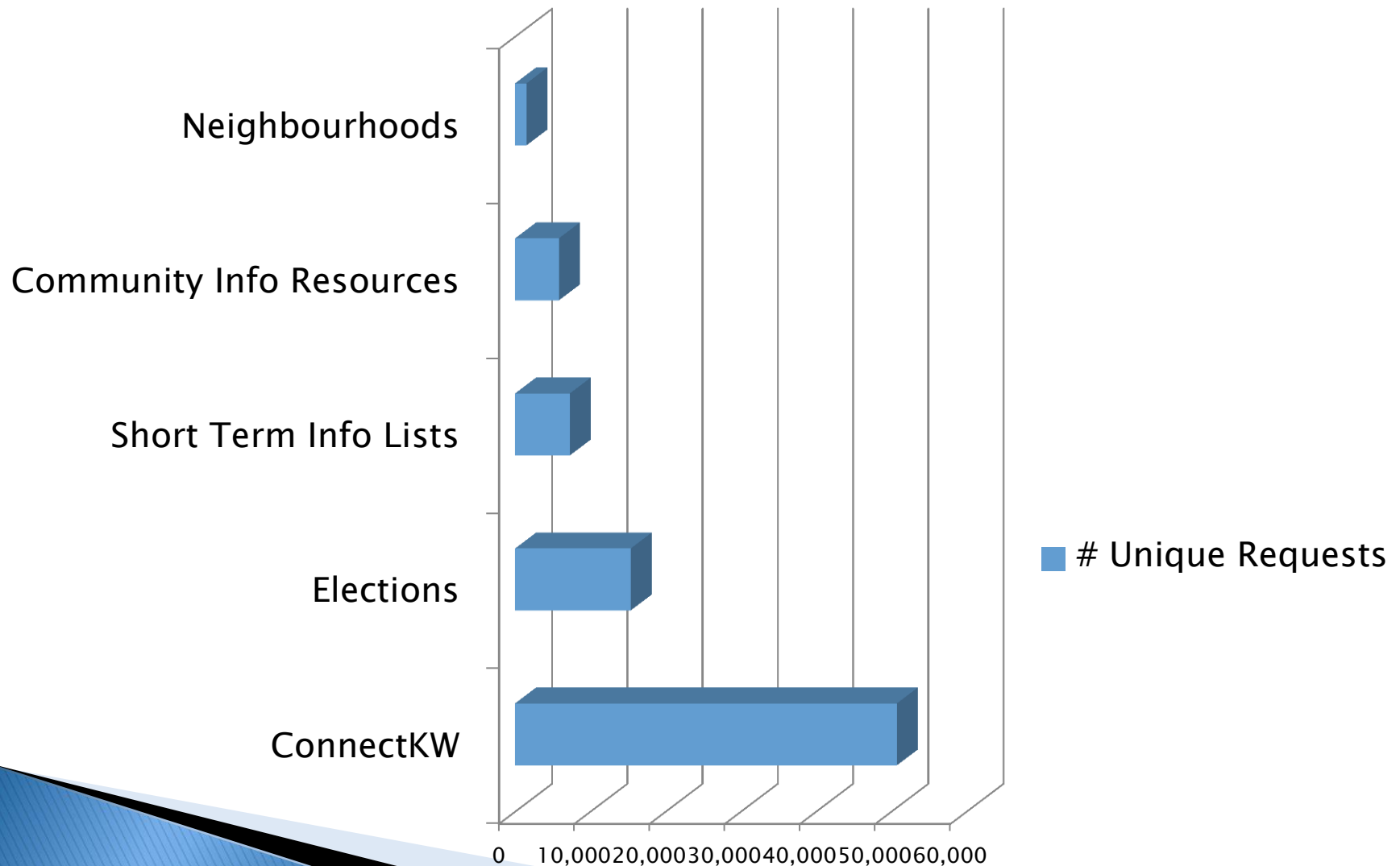


Figure 3. Most Popular Website Topics 2014



Get Informed
Get Involved!
Take Action

Citizen engagement....

- **3,415 contacts ‘involved’ in community activities***

* Includes events, presentations, workshops, advisory groups, community survey

Information Access Initiatives

- Building Local Information Support to Newcomers Project
- Women Building Community – Peer Info Support Training
- The Green Directory
- ConnectKW Technology Training & Coaching
- *Out of the Cold* Mobile Computer Lab
- Children's Planning Table Dashboard Project
- Hosted Provincial Information and Referral Conference

Events, Projects & Consultations

- Tax is Not a Four Letter Word Forum
- Systemic Analysis of Poverty
 - Assessment Criteria for Poverty Elimination
 - Safe Sidewalk & Snow Clearing Mapping Project
 - Livable and Inclusive Communities – VisitAble Housing
 - What Does Community Mean Forum
 - All Candidates in Provincial & Municipal Elections
 - Fair Elections Act

Action & Advisory Groups

- Poverty Free K-W Action Group
 - Disabilities and Human Rights Group
 - Building Local Information Supports to Newcomers
 - VisitAble Housing Task Force

Education & Awareness

- Poverty Elimination
 - Access & Inclusion
 - VisitAble Housing
 - Digital Inclusion
 - People focused budgets

Tax is Not a Four Letter Word – Panel and Discussion



Forums and Round Tables



INTERNATIONAL DAY
of Persons with Disabilities

Join us for breakfast

WED. Dec 3, 2014

9am-11:30am

The Tannery Event Centre

There is no cost to attend but seating is limited
RSVP: malory@icwr.org | www.icwr.org



Sustainable Development:
The Promise of Technology

The Promise of Technology
Sustainable Development



2015 Budget Season



Photo by Vincent

**Pre-Budget
Community Consultation**

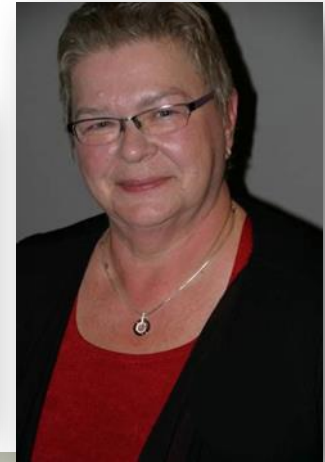
Presentations and Awards



Serious Fun



Our People and Partners



Collaboration is Essential

Partners and Collaborators:

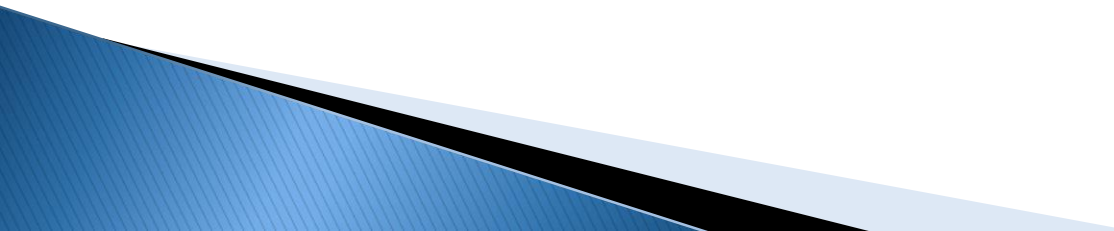
- Kitchener—Waterloo
- Waterloo Region
- Beyond Waterloo Region

Social Media

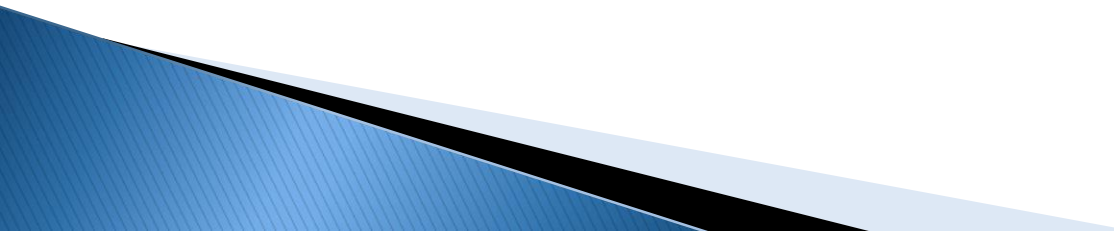
	Social Planning Council	% increase from 2013	Festival of Neighbour hoods	% increase from 2013
Facebook Likes	329	44%	212	70%
Twitter Followers	1 545	67%	1 499	30%

An estimated 6,900 contacts were made through updates,
newsletters and communication broadcasts

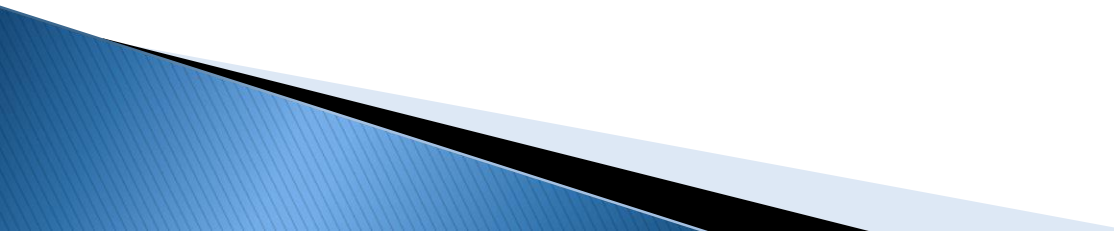
What's Different?

- ▶ 95% of information contacts have more information and 90% say they will act on the info
 - ▶ New info resources, web directories and tools of practice
 - ▶ Growing interest in curated web content saves time
 - ▶ Diverse groups talking to each other
 - ▶ Voice for those with lived experience into public policy
 - ▶ Traynor–Vanier neighbourhood has improved environment
 - ▶ Neighbourhoods are high priority on municipal agendas
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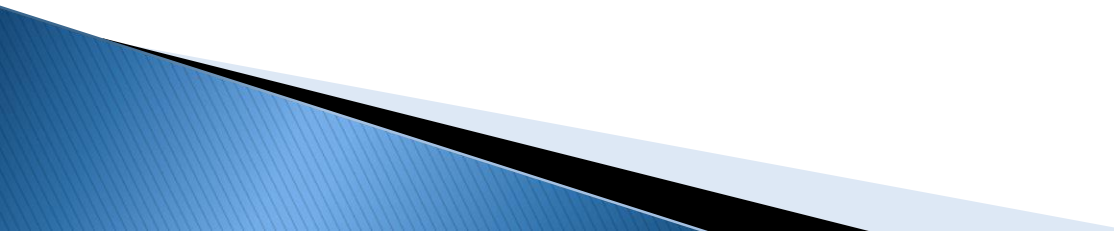
48 years

- ▶ Committed to social development.
 - ▶ Advancing social justice through community knowledge.
 - ▶ Dealing with complex social issues that can't be dealt with through simple solutions.
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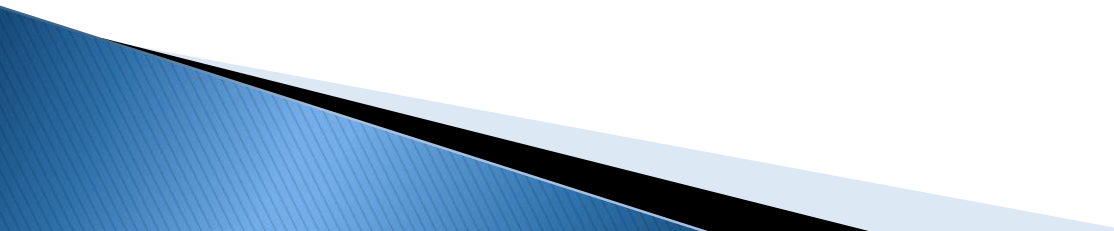
Our Foundation for the Future

- ▶ Our core work:
 - Citizen engagement
 - Community knowledge management
 - ▶ In 2014 using more modern language; we:
 - Enable developmental evaluation
 - Deal with complex adaptive systems
 - Track weak signals & alert for the future
 - Aim for collective impact
 - Are a community 'backbone' organization
- 

Innovation in Complex Adaptive Systems

- ▶ Small modifications can create large changes
 - ▶ No solution can be replicated
 - ▶ Solutions are evident only in hindsight
 - ▶ The line between 'knowing' and 'chaos' is delicate
- 

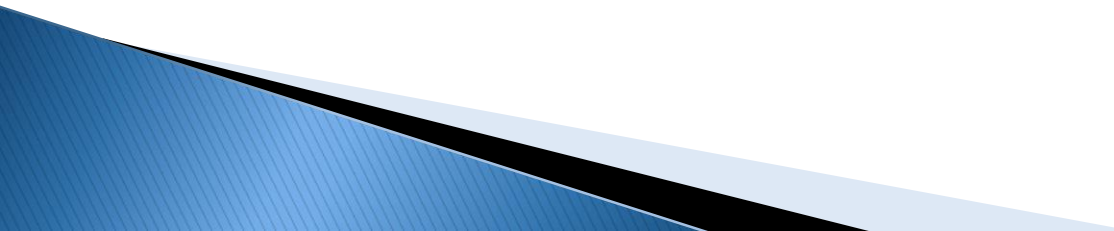
Validating Our Work (PMG Survey)

- ▶ Independent survey of 752 residents region wide
 - ▶ Priority social issues:
 - Homelessness and poverty,
 - Growing income inequality,
 - Citizen participation in decision making,
 - Access to information about where to find helpful services.
- 

Validating Our Role (PMG Survey)

- ▶ 85% – Resource centre where people can get help
- ▶ 68% – Training and education
- ▶ 63% – Information services –phone/internet/person
- ▶ 61% – Community forums/ways to get involved
- ▶ 58% – Communication to keep people updated on important issues, e.g. newsletters, social media
- ▶ 54% – Consultation to groups wanting to take action
- ▶ 52% – Leader for identifying & addressing issues
- ▶ 52% – Anticipating future community needs
- ▶ 51% – Social research
- ▶ 42% – Community reporting
- ▶ 34% – Incubator space for new groups

Preparing for the future

- ▶ Community forums to establish future focus:
 - Strong Neighbourhoods
 - Poverty Elimination
 - Access to Information
 - ▶ Develop more tailored and customized information products
 - ▶ Developing more training and capacity building options
 - ▶ Establish 'Community' Social Planning Council
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WHAT COMES EASY
WON'T LAST.

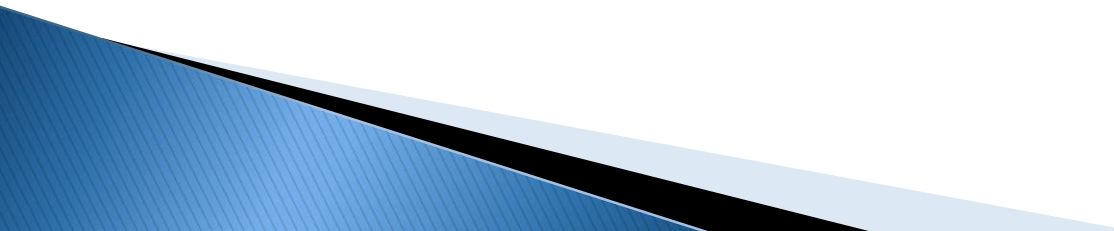
WHAT LASTS WON'T
COME EASY.

thedapperproject.tumblr.com

Thank You Financial Supporters

- ▶ Regional Municipality of Waterloo
 - ▶ City of Kitchener
 - ▶ Trillium Foundation
 - ▶ Province of Ontario
 - ▶ Industry Canada
 - ▶ Social Development Canada
 - ▶ Ministry of
 - ▶ K-W Community Foundation
 - ▶ Enterprise Services Clients
 - ▶ Donors
 - ▶ Members
- 

Thank You to Our Team

- ▶ Dedicated talented staff
 - ▶ Committed Board of Directors
 - ▶ Advisory Group and project participants
 - ▶ Keen volunteers
 - ▶ A wide range of partners and collaborators
- 

For more information contact:



Social Planning Council of Kitchener-Waterloo
Community Information Centre Waterloo Region

151 Frederick St, Suite 300
Kitchener ON N2H 2M2

Phone/TTY: 519-579-1096

Toll Free: 1-877-579-3859

Fax: 519-578-9185

Website: <http://www.waterlooregion.org>



What's not to like?

f: Social Planning Council of Kitchener- Waterloo

t: @SPCofKW