

Appendix A: Homelessness Consultation - Methods

1. Engagement Strategy Key Principles

The engagement process incorporated the following principles to provide a safe, supportive and meaningful environment for all to share their stories:

- Follow International Association for Public Participation (IAP2) Protocol (see below) to ensure consultation is meaningful and clear, with respect for the trauma experienced by individuals and families. Levels used will range from inform through to collaborate depending on the session format and participant type.
- Leverage community partnerships with established supports for people experiencing homelessness. These community partnerships are essential to the success of the community engagement process. These agencies and frontline staff have already established trusting relationships with persons who have lived/living experiences.
- Conduct consultation with Indigenous community partners to ensure the process is sensitive to the Truth and Reconciliation Commission's Calls to Action.
- Educate the public as part of the engagement process. There are a variety of myths and stigmas about homelessness. In order to ensure that informed and open-minded conversations can take place, education is important to ensure participants have accurate information.

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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2. Distribution of the Notice of Community Consultation

The following outlines the methods used to notify the public of how they could participate or submit comments online.

- Public Service Announcements (see page 3)
 - Bang the Table- ‘Over to You’: January 6, 2021 to January 31, 2021
 - Promoted via Public Service Announcement: January 6, 2021
 - City Council Public Consultation Meetings- January 26, 2021 and January 27, 2021
 - Promoted via Public Service Announcement January 20, 2021
 - Social Media – Facebook
- Printed Surveys available at local shelters and warming stations (see page 6)
 - Off the Street – 200 Larch St. Sudbury
 - Homelessness Day Centre- 199 Larch St. Sudbury
 - YMCA- Overnight Warming Centre -140 Durham St. Sudbury
 - Parkside Centre- Daytime Dining Space- 140 Durham St. Sudbury
 - Cedar Place- 261 Cedar St. Sudbury
 - Sudbury Action Centre for Youth- 95 Pine St. Sudbury
 - Samaritan Centre- 344 Elgin St. Sudbury
 - Geneva House- 370 St Raphael St., Sudbury
- Community Partners – Emails
 - Emails were sent by Community Development staff directly to community partners within the homelessness, housing, Indigenous, mental health and addictions sectors to encourage their participation and engagement with the homelessness consultation process and in particular with the public input sessions

A copy of the ‘Over to You’ Summary Report can be found below on page 10.

3. Public Service Announcements

1. Survey- Share Comments/Provide Feedback

For Immediate Release

Wednesday, January 6, 2021

Share your Comments on Homelessness in the Community

City Council is asking residents to share comments and feedback about homelessness in the community, including potential improvements in services, concerns and local needs.

“Getting feedback from service providers and residents, including those with lived experience is critical and a key part of Council's commitment to create a healthier community,” said Greater Sudbury Mayor Brian Bigger. “I look forward to receiving this valuable feedback from the public as we work together to ensure we are meeting the needs of our most vulnerable.”

The survey is available online at <https://overtoyou.greatersudbury.ca/>. Paper copies are available at local shelters and warming stations or by calling 311. Paper copies will also be available at all libraries and Citizen Services Centres once on-site access resumes following the province-wide shutdown. The deadline to submit feedback is January 30, 2021.

This survey is the first step in the homelessness consultation process. A special virtual City Council meeting will take place in the coming weeks for residents to share their thoughts. Details will be shared once final.

For more information on homelessness programs and services offered by the City of Greater Sudbury, visit <https://www.greatersudbury.ca/live/housing-landing-page/housing-services/homelessness-initiatives/>.

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Media Contact:

communications@greatersudbury.ca

Pour diffusion immédiate
Le mercredi 6 janvier 2021

Partagez vos opinions sur l'itinérance dans la communauté

Le Conseil municipal demande aux résidents de partager leurs commentaires et leurs opinions sur l'itinérance dans la communauté, ainsi que sur les améliorations éventuelles à apporter aux services, sur les préoccupations et sur les besoins locaux.

« Il est essentiel de recueillir la rétroaction des fournisseurs de services et des résidents, de même que des personnes ayant vécu l'expérience de l'itinérance; il s'agit d'une composante clé de l'engagement du Conseil de créer une communauté plus saine, a expliqué Brian Bigger, maire du Grand Sudbury. J'ai bien hâte de recevoir les précieux commentaires du public alors que nous travaillerons ensemble pour garantir une réponse adéquate aux besoins de nos résidents les plus vulnérables. »

Le sondage est disponible en ligne à <https://atoilaparole.grandsudbury.ca/>. Vous pouvez aussi vous procurer une copie papier du sondage auprès des refuges et des centres pour se réchauffer de la région ou encore en composant le 311. Des copies papier seront également disponibles dans toutes les bibliothèques et tous les Centres de services aux citoyens dès que l'accès y sera autorisé au terme de la fermeture à l'échelle provinciale. L'échéance pour soumettre vos opinions est le 30 janvier 2021.

Ce sondage constitue la première étape dans le processus de consultation sur l'itinérance. Le Conseil municipal tiendra une réunion extraordinaire virtuelle dans les semaines à venir afin que

les résidents puissent partager leurs idées. Les détails de cette rencontre seront partagés dès qu'ils seront définitifs.

Pour obtenir des renseignements additionnels sur les programmes et les services offerts aux sans-abri par la Ville du Grand Sudbury, consultez le site

<https://www.grandsudbury.ca/vivre/page-d-accueil-du-logement/services-de-logement/initiatives-en-matiere-de-sans-abrisme/>.

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Renseignements :

communications@grandsudbury.ca

2. Public Input Meetings

For Immediate Release

Wednesday, January 20, 2021

Community Invited to Share their Thoughts on Homelessness at Public Input Meetings

Residents are being asked to share their feedback about homelessness in the community, including personal stories, potential improvements in services, concerns and local needs. A special virtual City Council meeting will take place January 27, at 6:00 p.m. for community members, businesses, agencies and grassroots organizations. A second special virtual City Council meeting will be held January 28, at 4:00 p.m. for those with lived experience of homelessness.

People wanting to make a presentation or speak at the meetings will need to register in advance by emailing clerks@greatersudbury.ca or calling 705-674-4455 ext. 4209. You must provide your name and email address, and indicate who you represent (i.e. community member, business, agency, grassroots organization or person with lived experience). Presentations must not be longer than five minutes. The deadline to register is noon on January 27.

City of Greater Sudbury Council and Committee Meetings are accessible and broadcast publically online and on television in real time and saved for public viewing on the City's website at: <https://agendasonline.greatersudbury.ca>.

These public input meetings are the next step in the City of Greater Sudbury's homelessness consultation process. A survey is also available online at <https://overtoyou.greatersudbury.ca/>. Paper copies are available at local shelters and warming stations, or you can call 311 to relay your comments. The deadline to submit feedback is January 30, 2021.

For more information on homelessness programs and services offered by the City of Greater Sudbury, visit <https://www.greatersudbury.ca/live/housing-landing-page/housing-services/homelessness-initiatives/>.

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Media Contact:
communications@greatersudbury.ca

Pour diffusion immédiate

Le mercredi 20 janvier 2021

La communauté est invitée à partager ses opinions sur l'itinérance à l'occasion de séances de consultation publique

Les résidents sont invités à partager leurs commentaires sur l'itinérance dans la communauté, y compris leurs histoires personnelles, des améliorations éventuelles à apporter aux services, leurs préoccupations et les besoins locaux.

Le Conseil municipal tiendra une réunion extraordinaire virtuelle le 27 janvier, à 18 h, à laquelle pourront prendre part les membres de la communauté, les entreprises, les organismes et les groupes communautaires. Le Conseil tiendra une deuxième réunion extraordinaire virtuelle le 28 janvier, à 16 h, pour les personnes ayant vécu l'itinérance.

Les personnes qui désirent livrer une présentation ou prendre la parole à l'occasion de ces réunions doivent s'inscrire à l'avance en acheminant un courriel à clerks@greatersudbury.ca ou en composant le 705 674-4455, poste 4209. Vous devez fournir votre nom et votre adresse électronique et préciser le groupe que vous représentez (p. ex., la communauté, une entreprise, un organisme, un groupe communautaire ou encore les personnes ayant vécu l'itinérance). Les présentations doivent durer un maximum de cinq minutes. L'échéance pour vous inscrire est le 27 janvier, à midi.

Les réunions du Conseil municipal de la Ville du Grand Sudbury et de ses comités sont accessibles et diffusées en ligne et à la télévision, en temps réel, et sont également conservées en vue d'être visionnées par le public dans le site Web de la Ville à : <https://agendasonline.greatersudbury.ca>.

Ces séances de consultation publique constituent la prochaine étape dans le processus de consultation sur l'itinérance de la Ville du Grand Sudbury. Un sondage est également disponible en ligne à <https://atoilaparole.grandsudbury.ca/>. Vous pouvez vous procurer une copie papier du sondage auprès des refuges et des centres pour se réchauffer de la région ou encore en composant le 311. L'échéance pour soumettre vos opinions est le 30 janvier 2021.

Pour obtenir des renseignements additionnels sur les programmes et les services offerts aux sans-abri par la Ville du Grand Sudbury, consultez le site <https://www.grandsudbury.ca/vivre/page-d-accueil-du-logemenet/services-de-logement/initiatives-en-matiere-de-sans-abrisme/>.

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Renseignements :
communications@grandsudbury.ca

4. Homelessness Consultation Survey

A poster with an orange background. At the top left, the title 'Homelessness Consultation Survey' is written in large, bold, black letters, with a small white house icon inside the letter 'y'. To the right of the title is a circular inset image of a person holding a cardboard sign that has a drawing of a house and the word 'LESS' written on it. Below the title, white text reads: 'City Council would like to obtain feedback from all residents about homelessness, gaps in services, safety concerns, and local needs.' Further down, more white text states: 'This includes hearing from residents at large, local businesses, grassroots agencies/individuals, service providers and those with lived experience of homelessness.' Below that, another white text block says: 'The goal is to listen to the community's stories and ideas, and use what we learn to address homelessness issues in the city.' On the right side, a white speech bubble contains the text: 'The survey is available at all Greater Sudbury public libraries and online, at: overtoyou.greatersudbury.ca'. The background of the poster features a faint, textured image of a person's face.

Homelessness Consultation Survey

City Council would like to obtain feedback from all residents about homelessness, gaps in services, safety concerns, and local needs.

This includes hearing from residents at large, local businesses, grassroots agencies/individuals, service providers and those with lived experience of homelessness.

The goal is to listen to the community's stories and ideas, and use what we learn to address homelessness issues in the city.

The survey is available at all Greater Sudbury public libraries and online, at: overtoyou.greatersudbury.ca



3-1-1 Service



greatersudbury.ca

Homelessness Consultation Survey



Are you: (check all that apply)



a resident



a business



a volunteer



an agency



a person with
lived experience
of homelessness



Other

(please specify)

Tell us about your experience with homelessness.

What do think are the gaps around homelessness in Greater Sudbury and how should they be addressed?

(if you need more space, attach a separate sheet of paper)



3-1-1 Service



greater Sudbury.ca

Sondage sur l'itinérance

Le Conseil municipal désire connaître les opinions que les résidents ont à l'égard de l'itinérance, des lacunes dans les services, des préoccupations en matière de sécurité et des besoins locaux.

Il sollicite l'opinion de tous les résidents, des entreprises locales, des organismes communautaires, des fournisseurs de services et des personnes qui ont vécu l'itinérance.

L'objectif, c'est d'entendre les histoires et les idées de la communauté et d'utiliser ce que nous apprendrons afin de composer avec les problèmes d'itinérance dans la ville.

Le sondage est disponible dans toutes les succursales de la Bibliothèque publique du Grand Sudbury, ainsi qu'en ligne, à :
atoilaparole.grandsudbury.ca



3-1-1 Service



grandsudbury.ca

Sondage sur l'itinérance



Êtes-vous : (cochez toutes les réponses pertinentes)



un résident



une entreprise



un bénévole



un organisme



une personne avec
une expérience
de l'itinérance



Autre

(veuillez préciser)

Parlez-nous de votre expérience de l'itinérance.

D'après vous, quelles sont les lacunes dans le domaine de l'itinérance dans le Grand Sudbury et comment devrions-nous les combler?

(Si vous avez besoin de plus d'espace, veuillez ajouter une feuille de papier distincte.)

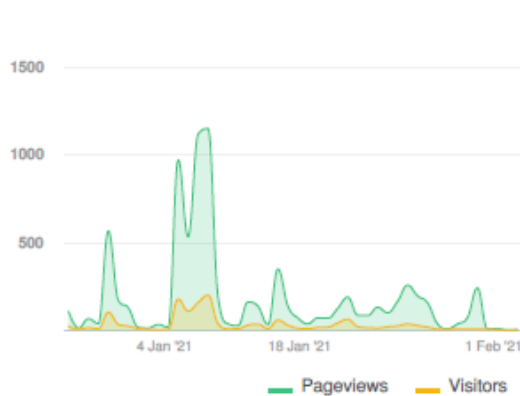


grandsudbury.ca

5. Over to You Summary Report



Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
1.5 k	199	
NEW REGISTRATIONS		
46		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
433	908	1.3 k

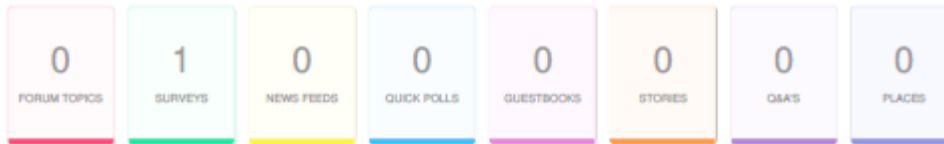
PARTICIPANT SUMMARY

ENGAGED	433 ENGAGED PARTICIPANTS				(%)
		Registered	Unverified	Anonymous	
INFORMED	Contributed on Forums	0	0	0	Homelessness Consultation 433 (34.2%)
	Participated in Surveys	48	2	383	
	Contributed to Newsfeeds	0	0	0	
	Participated in Quick Polls	0	0	0	
AWARE	Posted on Guestbooks	0	0	0	* Calculated as a percentage of total visits to the Project
	Contributed to Stories	0	0	0	
	Asked Questions	0	0	0	
	Placed Pins on Places	0	0	0	
	Contributed to Ideas	0	0	0	
* A single engaged participant can perform multiple actions					

ENGAGED	908 INFORMED PARTICIPANTS				(%)
		Participants			
INFORMED	Viewed a video	0			Homelessness Consultation 908 (71.7%)
	Viewed a photo	30			
	Downloaded a document	102			
	Visited the Key Dates page	0			
AWARE	Visited an FAQ list Page	0			* Calculated as a percentage of total visits to the Project
	Visited Instagram Page	0			
	Visited Multiple Project Pages	463			
	Contributed to a tool (engaged)	433			
	* A single informed participant can perform multiple actions				

ENGAGED	1,266 AWARE PARTICIPANTS				
		Participants			
INFORMED	Visited at least one Page	1,266			Homelessness Consultation 1,266
AWARE					* Total list of unique visitors to the project
* Aware user could have also performed an Informed or Engaged Action					

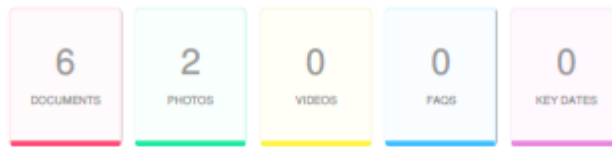
ENGAGEMENT TOOLS SUMMARY



SURVEYS SUMMARY	
1	Surveys
433	Contributors
470	Submissions

TOP 3 SURVEYS BASED ON CONTRIBUTORS	
433	Contributors to Homelessness Consultation Survey

INFORMATION WIDGET SUMMARY



DOCUMENTS	
6	Documents
102	Visitors
180	Downloads

TOP 3 DOCUMENTS BASED ON DOWNLOADS		
52 Downloads	42 Downloads	32 Downloads
Homelessness in Greater Sudbury	Frequently Asked Questions	Services in Place for Homeless Persons

PHOTOS	
2	Photos
30	Visitors
44	Views

TOP 3 PHOTOS BASED ON VIEWS	
30 Views	14 Views
Shelters and Warming Centres	Meals and Resources - Samaritan Centre

TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
m.facebook.com	282
www.greatersudbury.ca	214
www.sudbury.com	152
l.facebook.com	79
www.google.com	54
t.co	48
www.google.ca	16
android-app	16
www.bing.com	9
webmail.eastlink.ca	4
mail.google.com	3
webmail.greatersudbury.ca	3
www-sudbury-com.cdn.ampproject.org	1
www.facebook.com	1
www.startpage.com	1

SELECTED PROJECTS - FULL LIST

PROJECT TITLE	AWARE	INFORMED	ENGAGED
Homelessness Consultation	1266	908	433