




AGENDA INFORMATION	
<input checked="" type="checkbox"/> Regular Meeting	Date: <u>Feb 22, 2021</u>
<input type="checkbox"/> Other:	Date: _____

 Dept. Manager	 Director	 CAO
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## The District of North Vancouver REPORT TO COUNCIL

February 8, 2021  
File: 10.5080.00/000.003

**AUTHOR:** Eirikka Brandson, Community Planner

**SUBJECT:** UBCM Poverty Reduction Planning and Action Program –  
North Shore Application

### RECOMMENDATION:

PURSUANT to the report of the Community Planner, dated February 8, 2021, entitled “UBCM Poverty Reduction Planning and Action Program – North Shore Application”:

THAT Staff be directed to work with the City of North Vancouver and District of West Vancouver to submit a joint regional application for the North Shore under Stream 1 of the UBCM Poverty Reduction Planning and Action Program for 2021;

AND THAT Council supports the District of West Vancouver as the primary applicant for the North Shore application to apply for, receive, and manage the 2021 UBCM Poverty Reduction and Action Program grant funding on the District of North Vancouver’s behalf.

### REASON FOR REPORT:

This report provides information on the UBCM Poverty Reduction Planning and Action Program<sup>1</sup> for the purpose of obtaining Council approval to submit an application due March 5, 2021. The grant application would be for \$75,000 so that the District of North Vancouver can work in partnership with the City of North Vancouver and the District of West Vancouver on a regional Poverty Reduction Plan for the North Shore. The District of North Vancouver staff, will be a member of the project task force that will lead the program.

### BACKGROUND:

Eradicating poverty calls for a commitment from all levels of government. The Government of Canada’s *Opportunity for All: Canada’s First Poverty Reduction Strategy*<sup>2</sup> was published in 2018 with commitments to many poverty reduction actions, such as the new Canada Child Benefit and an increase to the Guaranteed Income Supplement. The Strategy targets a 20

<sup>1</sup>Poverty Reduction Planning and Action Program Guide.

<https://www.ubcm.ca/assets/Funding~Programs/LGPS/PovRed/poverty-reduction-planning-action-2021-program-guide.pdf>

<sup>2</sup> Opportunities for All: Canada’s First Poverty Reduction Strategy (2018):

[file:///C:/Users/brandson/Downloads/PRSreport\\_English\\_SEPT\\_final-REVISED.pdf](file:///C:/Users/brandson/Downloads/PRSreport_English_SEPT_final-REVISED.pdf)

percent reduction in poverty by 2020 and a 50 percent reduction in poverty by 2030, relative to 2015 levels. It is based on three pillars that focus government actions to reduce poverty:

1. Dignity: Lifting Canadians out of poverty by ensuring basic needs – such as safe and affordable housing, healthy food, and health care are met;
2. Opportunity for Inclusion: Helping Canadians join the middle class by promoting full participation in society and equality of opportunity; and
3. Resilience and Security: Supporting the middle class by protecting Canadians from falling into poverty and by supporting income security and resilience.

Provincially, *Together BC*<sup>3</sup> was developed and released in March 2019 in response to the Poverty Reduction Strategy Act (passed in November 2018) and is based on four principles: affordability, opportunity, reconciliation, and social inclusion. The Strategy sets targets to reduce the overall poverty rate in British Columbia by at least 25 percent, and the child poverty rate by at least 50 percent by 2024. Six priority action areas are set out below. These areas include policy initiatives and investments designed to break the cycle of poverty.

1. Making housing more affordable;
2. Supporting families, children and youth;
3. Expanding access to education and training;
4. More opportunities, more jobs;
5. Improving affordability; and
6. Investing in social inclusion.

While there has been progress reported in the Province's 2019 Annual Report<sup>4</sup>, there is still much to do and BC continues to have the second highest overall poverty rate in Canada.

There are many synergies among the federal and provincial poverty reduction actions, for example their focus on social inclusion, resilience, affordable housing, and support for families and the middle class. However, the impacts of poverty are most acutely felt at the community level - place matters.

On the North Shore, some examples of groups that are struggling include single parent families, people with disabilities, recent immigrants and refugees, First Nations, and other equity priority groups. Some compelling statistics are as follows:

- 31 percent of all renter households in the District have an income under \$35,000<sup>5</sup>;
- In most District neighbourhoods, lone parent families with children have a median after tax income that is less than half than that of couple economic families with children<sup>6</sup>;
- Lone parent households are disproportionately headed by females<sup>7</sup>; and

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<sup>3</sup> Together BC: <https://www2.gov.bc.ca/assets/gov/british-columbians-our-governments/initiatives-plans-strategies/poverty-reduction-strategy/togetherbc.pdf>

<sup>4</sup> 2019 Annual Report: <https://www2.gov.bc.ca/assets/gov/british-columbians-our-governments/organizational-structure/ministries-organizations/social-development-poverty-reduction/togetherbc-report-2019.pdf>

<sup>5</sup> Renter Household Income by Income Groups in Metro Vancouver Municipalities (Metro Vancouver Housing Data Book 2015).

<sup>6</sup> 2016 Census and subsequent bullets

<sup>7</sup> 2016 Census



- District neighbourhoods with more lone-parent households tend to have a higher proportion of renters to owners than other neighbourhoods, and a higher proportion of people who spend more than 30% of their income on housing<sup>8</sup>

**EXISTING POLICY:**

Council Directions 2019-2022:

- Increasing Housing Diversity and Addressing Affordability

Official Community Plan:

- Social Well-Being objective – to foster a safe, socially inclusive and supportive community that enhances the health and well-being of its residents.

The four key strategic areas of the Targeted OCP Review (housing, climate emergency, transportation and economy and employment lands) also intersect with poverty. For instance: low-incomes prevent access to many potential housing options; climate change causes more frequent and extreme heat waves that disproportionately impact low-income households without air-conditioning and sufficient insulation to keep cool, which increases health risks such as heat stroke; commuting times, the cost of owning a vehicle and poor public transportation options perpetuates inequalities; and lastly, poverty is a socio-economic issue. Unemployment and lack of education, as examples, influence a person's economic activity.

**ANALYSIS**

**Grant opportunity – UBCM Poverty Reduction Planning and Action Program**

This program is a 3-year (2020-2023) provincial investment of up to five million dollars to support local governments in reducing poverty at the local level. There are two streams of funding available:

Stream 1: Poverty Reduction Plans and Assessments

- \$25,000 for a single applicant and \$150,000 for regional applications

Stream 2: Poverty Reduction Action (Implementation)

- \$50,000 for a single applicant and \$150,000 for regional applications

The proposed North Shore application would be for \$75,000 under Stream 1: Poverty Reduction Plans and Assessments as a regional application with the City of North Vancouver and District of West Vancouver. Should the application be successful in 2021, consideration would be made in 2022 to apply for the implementation Stream 2: Poverty Reduction Action.

Projects must focus on one or more of six priority action areas identified in Together BC: Housing, Education and training, Income and supports, Families, children and youth, Employment, and Social supports. Additional priorities within these focus areas can also be addressed, including mental health and addictions, food security, transportation, and/or access to health care.

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<sup>8</sup> 2016 Census

**Proposed North Shore Application - North Shore Poverty Reduction Plan**

Staff from the three municipalities have outlined the following activities that would help inform the development of a North Shore Poverty Reduction Plan:

- 1.) Form a North Shore Poverty Reduction Task Force to guide the project. Participants may include members of the North Shore Homelessness Task Force and other sector partners with mandates relevant to the poverty focus areas (e.g. Ministry of Child and Family Development, business community, faith organizations, labour groups and or unions, school districts, and non-profit partners). The Task Force would have a distinct and time limited mandate;
- 2.) Assemble benchmark information – collect and analyse data related to poverty on the North Shore, inventory existing resources, assets, and services;
- 3.) Create a North Shore poverty reduction vision, definition of poverty, and key indicators to monitor and evaluate progress over time;
- 4.) Actively build partnerships and expand relationships related to poverty reduction among agencies;
- 5.) Develop and undertake a poverty education and awareness campaign to inform the Poverty Reduction Plan and share findings with the broader community. This work will be undertaken with the input of Communications staff from each municipality;
- 6.) Engagement to inform the Plan:
  - a. Input and solutions from people experiencing poverty. This will involve working through groups that serve residents, outreach to ensure that a diversity of voices are heard, and meeting people where they are in the community.
  - b. Focused interviews and input from agencies on the North Shore that have expertise and deep knowledge about poverty on the North Shore.
- 7.) Action Planning Process –one or more solutions workshops (facilitated with the support of a project consultant) to develop the Poverty Reduction Plan;
- 8.) Writing of the Plan – the Plan would focus on actions, priorities and projects that reduce poverty on the North Shore. The Poverty Reduction Plan is envisioned to be a 10-year action plan, supported by a sustainable implementation strategy and appropriately resourced. An application for Stream 2 funding (Poverty Reduction Action – Implementation) would be anticipated in 2022 to support implementation of the Plan's actions; and
- 9.) Endorsement of the Plan by District of North Vancouver, City of North Vancouver and District of West Vancouver.

Project activities will be further refined through the grant submission process and with the collaboration of all partners. Grant funds (\$75,000 to be requested) would be used for data

collection and analysis, engagement, and fees for a consultant to assist with the process of developing the Plan.

The District of West Vancouver has committed to submitting the application on behalf of the three municipalities and would manage the funds and any associated contracts and disbursement. All partners Councils would be apprised of the process and findings at key intervals in the process.

**Relationship to Existing SPARC Homelessness Community Action Grant**

In 2019, the North Shore Homelessness Task Force<sup>9</sup> was awarded \$25,000 by the Social Planning and Research Council of BC to carry out a poverty reduction strategy related to homelessness on the North Shore. This work is underway, with a project consultant to be hired in February 2021. The UBCM Poverty Reduction Plan (wider scale and scope) would be developed in parallel to, and build upon, the homelessness-focused poverty reduction strategy. The two plans will complement and strengthen each other, without unnecessary duplication.

**Timing/Approval Process:**

The application deadline for the UBCM 2021 Poverty Reduction Planning & Action Program is March 5, 2021. A Council resolution is required. Successful applicants will be notified within 90 days of the application deadline. The grant requirements stipulate that the project must be completed within one year. If successful, it is anticipated that background work, including collecting and analysing data would begin in summer 2021 or earlier. Community engagement activities would also take place in 2021, with a draft of the Poverty Reduction Plan to be available in early 2022.

The District will be in a position to apply for the UBCM Stream 2 Poverty Reduction Action funding in early 2022. The timeline for the 2022 grant program is not known at this time and the choice to submit a regional versus single application would be determined and based upon the actions identified in the final Plan.

**Financial Impacts:**

The District's contributions to the Poverty Reduction Plan project would be comprised of in-kind staff resources. Implementation of actions resulting from the Plan, as well as ongoing monitoring of outcomes, will be brought forward to Council with project-specific funding requests as required.

**Conclusion:**

Staff recommend the submitted application to the UBCM 2021 Poverty Reduction Planning and Action Program be endorsed. The UBCM Poverty Reduction Planning and Action Program would provide an appropriate source of funding for a regional North Shore Plan to better understand the needs of residents living across the three municipalities.

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<sup>9</sup> North Shore Homelessness Task Force: Terms of Reference (Document 957366)

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**Options:**

1. THAT staff are directed to submit an application to UBCM Poverty Reduction Planning and Action Program (District of West Vancouver as primary applicant), for \$75,000 in grant funding to support a joint regional North Shore Poverty Reduction Plan.  
OR
2. THAT Council provides staff with alternative direction.

Respectfully submitted:



Eirikka Brandson  
Community Planner

**SUBJECT: UBCM Poverty Reduction Planning and Action Program –  
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REVIEWED WITH:		
<input type="checkbox"/> Community Planning _____	<input type="checkbox"/> Clerk's Office _____	External Agencies:
<input type="checkbox"/> Development Planning _____	<input type="checkbox"/> Communications _____	<input type="checkbox"/> Library Board _____
<input type="checkbox"/> Development Engineering _____	<input checked="" type="checkbox"/> Finance <i>ST</i> _____	<input type="checkbox"/> NS Health _____
<input type="checkbox"/> Utilities _____	<input type="checkbox"/> Fire Services _____	<input type="checkbox"/> RCMP _____
<input type="checkbox"/> Engineering Operations _____	<input type="checkbox"/> ITS _____	<input type="checkbox"/> NVRC _____
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<input type="checkbox"/> Review and Compliance _____	<input checked="" type="checkbox"/> Planning <i>[Signature]</i> _____	

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