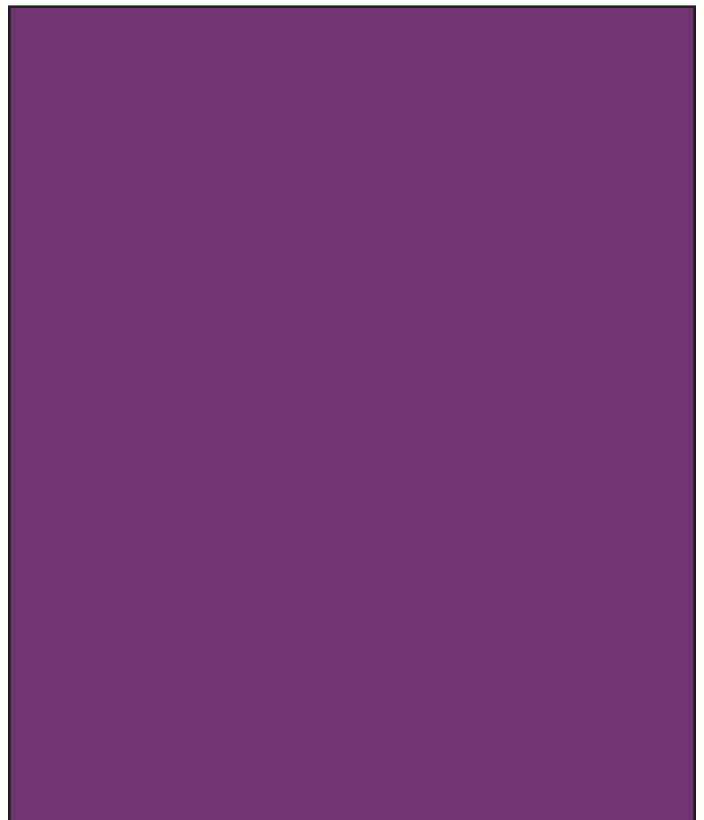


EDMONTON

Council for Safe Communities

# REACH Edmonton

## Strategic Plan 2013 - 2016



## Introduction

The REACH Council for Safe Communities was established in 2010. Its ambition is to, in one generation (25 years), significantly increase community safety in Edmonton; increase Edmontonians' perception of safety and inclusion; and engage the citizens of Edmonton in developing a culture of safety and crime prevention.

The recommendations of the 2009 REACH report are ambitious – and our very name speaks to an audacious goal: to REACH for community safety in a new, integrated and coordinated fashion and to establish a culture of safety and inclusion that Edmonton has been unable to achieve before. We aim to tackle this long-range ambition through manageable three-year strategic plans accompanied by robust annual business plans.

Fundamentally, REACH is in the business of CHANGE. Cities are complex adaptive social systems, which operate in non-linear, context sensitive and political ways. In order to advance systemic change, REACH convenes groups from across Edmonton's diverse spectrum and collaborates with them in order to drive transformative and large-scale social innovation. The work aims to build a safer city by resolving the complex, interconnected root causes of crime.

REACH's many talented partners are always looking for innovation and improvement. What we do, however, is bring groups together to look at tackling issues in inter-disciplinary ways that have not been attempted before. We build relationships to allow for authentic empowerment and problem solving at the community level. We take risks and experiment with initiatives in order to develop a range of creative solutions to community safety issues. We seek solutions that have the potential to be scaled up for community-wide change.

REACH is what's known as a backbone organization, which means that in order to sustain long-term systemic change that has collective impact, the Council:

- Guides a community safety vision and strategy together with stakeholders
- Supports aligned activities that drive towards the vision
- Establishes measurement practices to evaluate initiatives
- Builds public will and support for the vision
- Advances policy that will result in systemic change
- Mobilizes funding for initiatives

As we work with partners to address community safety, crime prevention and fear of crime, we are REACHing on behalf of our whole community.

## Vision

A city in which every Edmontonian contributes to a community where everyone is safe and feels safe.

## Mission

To inspire citizen engagement and coordinated agency action to strengthen and sustain community safety in Edmonton.

## Principles

In alignment with the vision of its founding document, the REACH report, the REACH Council for Safe Communities has identified that it will be:

- Nimble and flexible
- Focused on the root causes of crime and social disorder
- Reflective of our richly diverse community
- Action-oriented
- Results-based.

## Core Values

1. **POSSIBILITY:** We believe we can make Edmonton a city where all citizens feel safe.
2. **PREVENTION:** We believe that sustained investment in prevention yields the greatest efficiencies and social returns for citizens.
3. **INCLUSION:** We believe that all members of society have the right to equal access to the services they require, free of systemic barriers.
4. **RELATIONSHIPS:** We believe that building relationships is the cornerstone of our work.
5. **ACCOUNTABILITY:** We believe in managing with openness and that ongoing evaluation is central to our success.

## Mobilizing Change



## Overarching Goals

1. To **CATALYZE** new community safety and crime prevention initiatives. We pride ourselves on being “idea starters”.
2. To **CONVENE** organizations that need to be at the table to make new community safety and crime prevention approaches possible. We bring people together.
3. To **COMMUNICATE** what we are doing collectively to get results in community safety and crime prevention. We demonstrate value on all of our projects and we communicate broadly.

## Strategies

**GOAL 1:** To **CATALYZE** new community safety and crime prevention initiatives.

### Strategies:

- Stay abreast of latest research in community safety and crime prevention.
- Explore and promote new models of community-based solutions for community safety and crime prevention.
- Be alert to, and ready to respond to, emerging issues and opportunities in community safety and crime prevention in Edmonton.

### High-level outcome::

- REACH is seen as attuned to Edmonton issues and a credible leader of community-based safety and crime prevention initiatives.

**GOAL 2:** To **CONVENE** organizations that need to be at the table to make new community safety and crime prevention approaches possible.

### Strategies:

- Co-ordinate initiatives that support community safety and crime prevention.
- Expand the impact of REACH through new champions, partners and members.
- Mobilize diverse citizens with information, resources and leading practices in community safety and crime prevention.

### High-level outcome::

- REACH facilitates community partnerships and is an activator of new ideas and solutions for community safety and crime prevention.

**GOAL 3:** To **COMMUNICATE** what we are doing collectively to get results in community safety and crime prevention.

**Strategies:**

- Build an excellent organizational infrastructure and multi-sourced funding base to achieve the REACH vision.
- Build awareness of REACH with targeted segments of the community.
- Develop effective ways to evaluate and communicate community safety and crime prevention initiatives in Edmonton.

**High-level outcome::**

- REACH is the coordinated voice of new approaches to community safety and crime prevention.

**Note:**

*The REACH strategic plan is a three-year overarching directional document developed by the Board. It is reviewed annually, amended as necessary, and approved by the Board.*

*The REACH Business Plan is the REACH administration's annual plan driven by the Board's strategies and containing detailed action plans and outcomes along with key performance indicators and budgets. It is the annual operational plan to move the Board's three-year strategic plan forward.*