



HELPSEEKER
TECHNOLOGIES



Building Stronger Communities:

How Municipalities Can Drive Systems Planning
and Integration to End Homelessness

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Halifax

Penticton 101

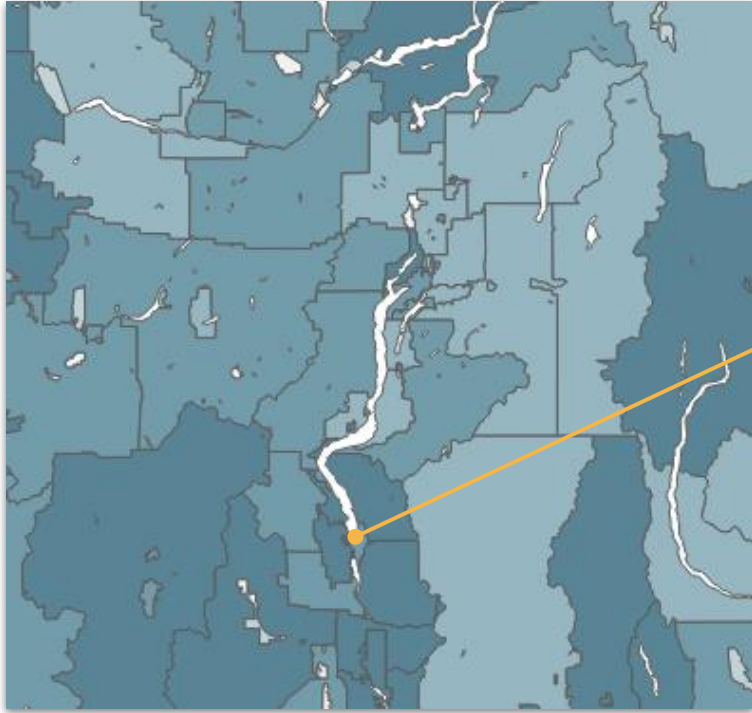
Fast growing,
yet aging
population

One of BC's
highest renter
populations

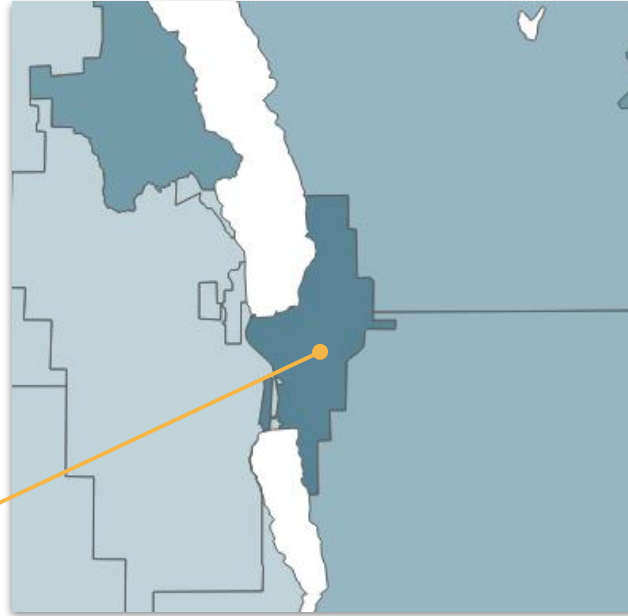
Beautiful
weather, high
tourism



Unique Local Context



Renters [Okanagan Valley]



Penticton [Okanagan Valley]

Relative to other communities in B.C.
Penticton has **one of the highest percentage of renters at 36.7%**

Penticton 101



Social data trends Supply Custom dashboards



Social data trends - Penticton

Export

Focus & indicators

Select a focus to filter for relevant indicators

Focus
General

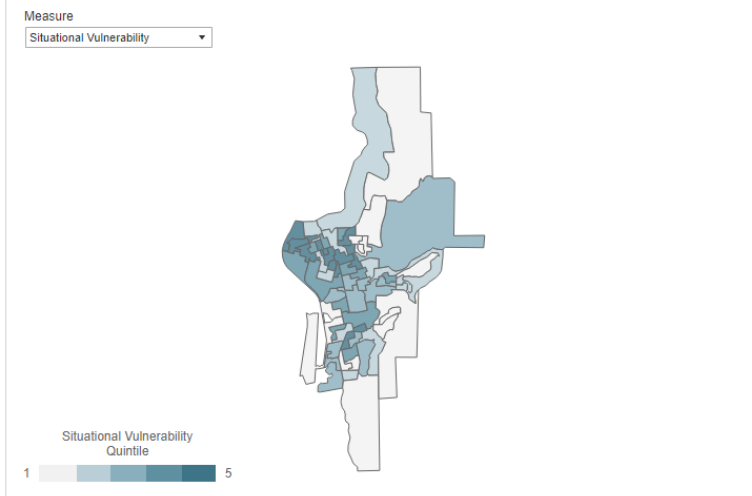
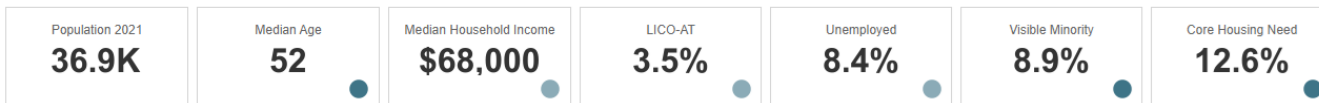
Use the search and list below to switch your selected indicator

- Age breakdown
- Age distribution
- Covid 19 emergency and In...
- Core housing need
- Dwellings by age of maintal...
- Dwellings by condition

Demographic Profile

Penticton, British Columbia

2021 Population: 36,885



Census Stats

Indigenous %	6.7%
Immigrants %	13.3%
Newcomers %	1.0%
No knowledge of official languages %	0.5%
Not in the labour force %	44.3%
One-parent families %	17.1%
Owners %	63.3%
Renters %	36.6%
Core housing need %	11.6%
Shelter costs 30% or more %	25.8%
Receiving government transfers %	85.3%
Unemployed %	8.4%

Our social challenges

- ^ Mental Health/
Social Disorder
Calls to Police
- ^ Encampments/
rough sleeping
- ^ Concerns re: safety
- ^ Addiction &
Opioid Crisis
- ^ Needles and
sharps in public
areas
- ^ Complex care
gaps
- ^ Housing &
Supports Gaps
- ^ Food insecurity
- ^ Lack of affordable
housing
- ^ Mental Health &
Healthcare Access
Issues
- ^ Over- or under-
representation of
key groups

Homelessness in Penticton

Penticton's PiT per capita is 25-50% higher than most large urban centres.

For example, the Point-In-Time homeless count

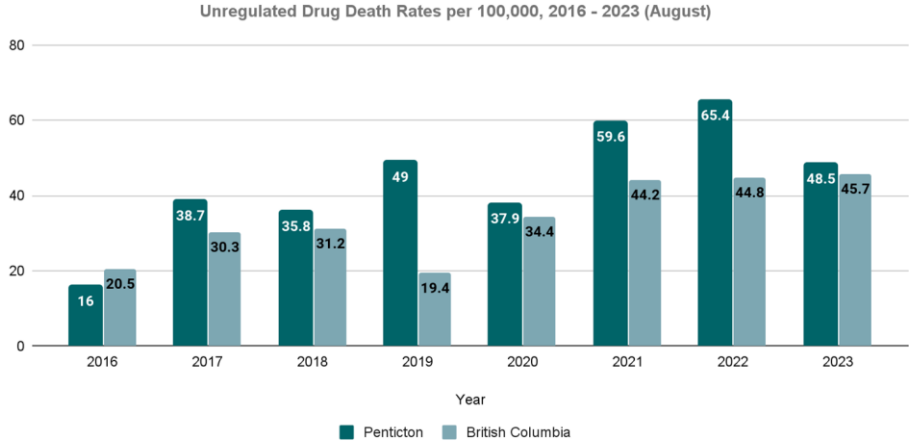
ratio per capita of
Penticton is 45% higher
than that of Calgary.

Total Homeless Count 2021	114 (+6% from 2018)
Medical Condition	43%
Physical Disability	49%
<i>Mental Health Issue</i>	<i>65%</i>
<i>Addiction</i>	<i>63%</i>
Learning Disability	31%
Acquired Brain Injury	42%
<i>Two or More Health Concerns</i>	<i>70%</i>

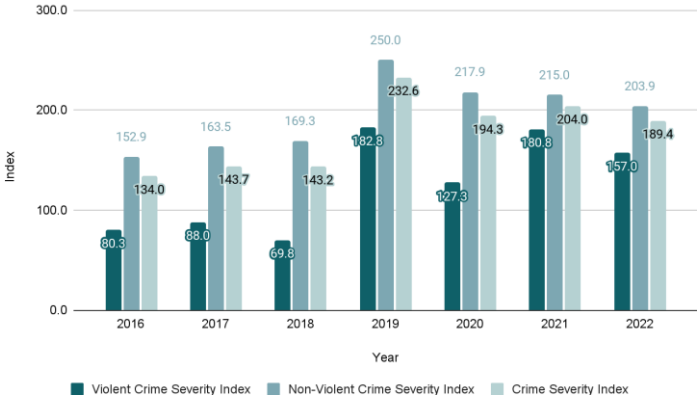
City	Homeless Count	Population	Homeless PiT Ratio Per Capita
Penticton	114	36,885	0.3088%
Calgary	2,782	1,306,780	0.2129%

Towards an Integrated Approach to Social Planning

Social issues are highly interconnected; demand an integrated systems approach.



Violent Crime Severity Index, Non-Violent Crime Severity Index and Crime Severity Index, Penticton (Municipal), 2016 - 2022



Key Drivers of Adverse Social Impacts

- Lack of affordable housing
- Poverty and economic insecurity
- Systemic racism and discrimination
- Unemployment and underemployment
- Limited access to healthcare services
- Mental health and substance use
- Domestic violence and family breakdown
- Criminalization of homelessness
- Policy decisions related social infrastructure
- Natural disasters and climate change
- Cultural attitudes and beliefs poverty homelessness, adverse mental health



What role does a municipal government play in responding to these issues?



It depends...

Previously, many municipalities didn't have a role in responding to wellbeing and safety concerns.

However, with these matters now being a priority for the public, that's no longer the case.

6-Stages of Municipal Mandate Evolution

1. Initial Stage:

Cities start to identify social issues but have limited responses.

2. Emergent Stage:

Cities take specific actions but lack a unified strategy.

3. Progressive Stage:

Cities recognize interconnected social issues and develop comprehensive plans.

4. Integrated Stage:

Cities adopt proactive measures with a clear social purpose guiding policies.

5. Advanced Stage:

Cities incorporate social infrastructure planning across operations and actively promote social unity.

6. Innovative Stage:

Cities address current issues while predicting future challenges, with social infrastructure planning as a central principle.

The Role of Social Development

In Strengthening Municipal Responses to Social Issues

Data plays a key role in aiding municipalities navigate through the stages of mandate growth:

- **Identifying Issues:** By analyzing data, social development focus in municipalities can more accurately identify and understand the social issues present in their communities.
- **Forming Strategies:** Data helps form evidence-based strategies, enabling cities to take specific actions that address the root causes of social problems.
- **Guiding Progress:** As cities grow, data provides continuous insight into the effectiveness of policies, helping to refine approaches and measure progress.
- **Predicting Future Challenges:** Advanced data analysis, including predictive analytics, helps cities anticipate and prepare for future social challenges, moving towards innovative stage planning.



Integrated Decision-Making Tools

Social Infrastructure Mapping:

Identifies community resources

Journey Mapping:

Uncovers user experiences

Service Directory and Navigation:

Supports community navigation

Population Analysis:

Assessing community demographics

Network Analysis:

Measures relationships and collaboration



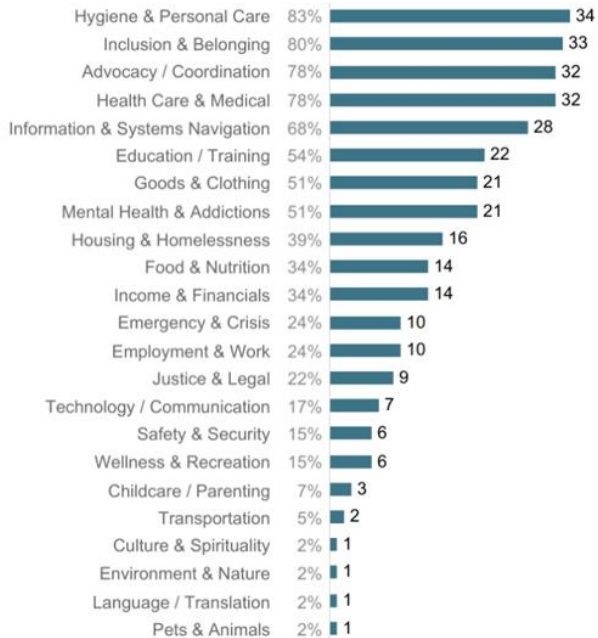
Penticton's Service Supply Map

291
Organizations

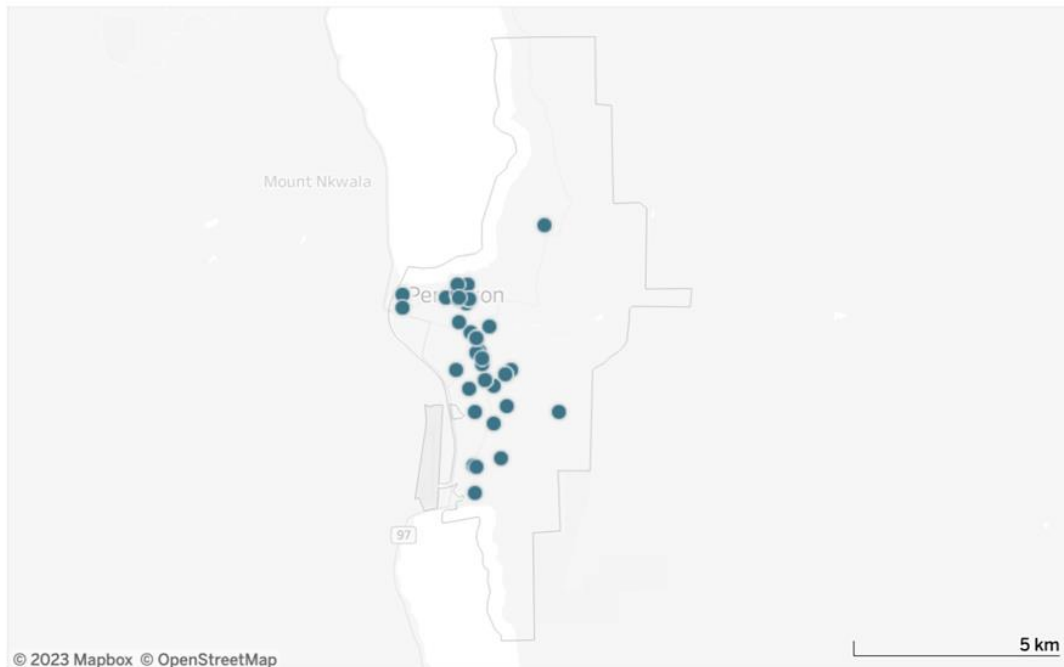
1270
Programs



Service Categories



*Organizations can fall under more than one Service Category.



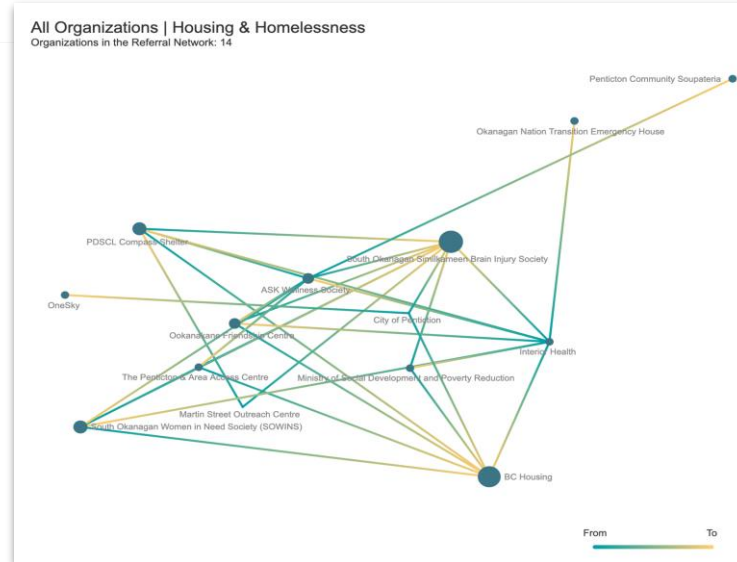
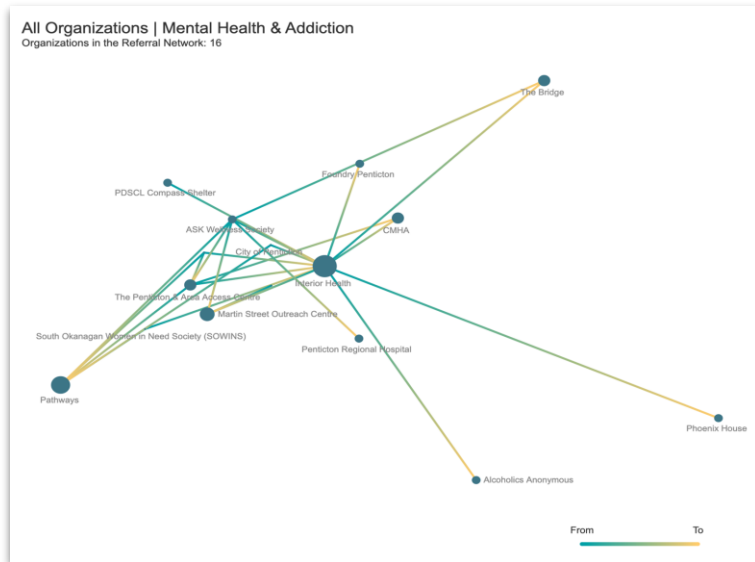
Network Analysis

- Network mapping + persona journey mapping to identify gaps & inefficiencies
- Optimization of referral network for better outcomes
- Deeper analysis needed for understanding network behaviors within & between domains



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10



Service Navigation



Q Ex. 'food', 'housing', etc. | Pentiction, BC

Service Providers: [JOIN US](#) | [SIGN IN](#)

[Fast Exit](#)

En

19 search results found in Pentiction

Is this not what you were looking for? Refine your location and your search phrase in the header above.

- Basic Needs
- Community & Belonging
- Disaster
- Families & Parenting
- Health / Medical
- Information & Technology
- Mental Health & Addictions
- Safety & Abuse

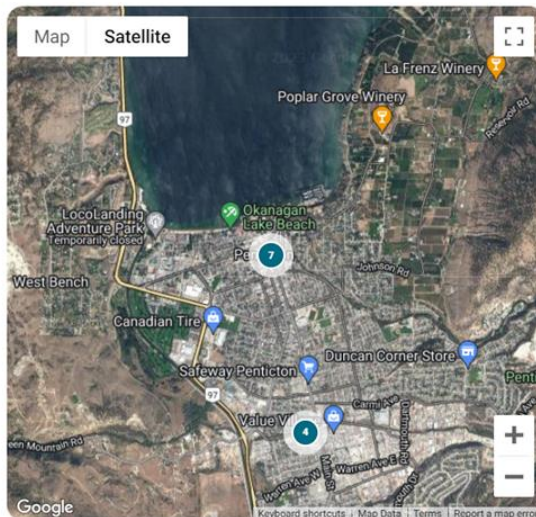
Cost | Population Focus | Listing Type | Sort By: Relevance | Search by categories

[X CLEAR ALL FILTERS](#)

SOVING - mature women's safe home
1.4 km • #102-1027 Westminster Avenue West, Pentiction, B.C. ...
🕒 24/7
Women Free
HOUSING FOOD +7

Program
CMHA Pentiction - Mental Heath Advocacy
2.5 km • 1873 Main St, Pentiction, BC V2A 5H2, Canada -
🕒 Monday to Friday, 9:30am-12:30pm and 1:00pm-3:30pm.
Adults Homeless Low-Income
HOUSING MENTAL HEALTH +5

Benefit
BC Housing - Subsidized Housing
British Columbia
Adults Seniors Families
HOUSING FINANCIAL +1



Journey Mapping

- 13 respondents experiencing homelessness, majority male and Caucasian
- Under-representation of Indigenous, women, gender diverse, youth

Qualitative Insights

- **Access to information:** Address uncertainty about resources and housing.
- **Employment support:** Help individuals re-enter the workforce.
- **Financial assistance:** Aid for rental costs and food expenses.
- **Service delivery:** Improve access and quality of support services.
- **Policy changes:** Consider holding landlords accountable for living conditions.

Respondents reported:

- **Top needs:** housing, food, mental health/substance use
- **Wellbeing concerns:** lack of resources, high rent, limited knowledge of access
- **Experiences:** Key organizations accessed, positive systems interactions, but trust and communication gaps

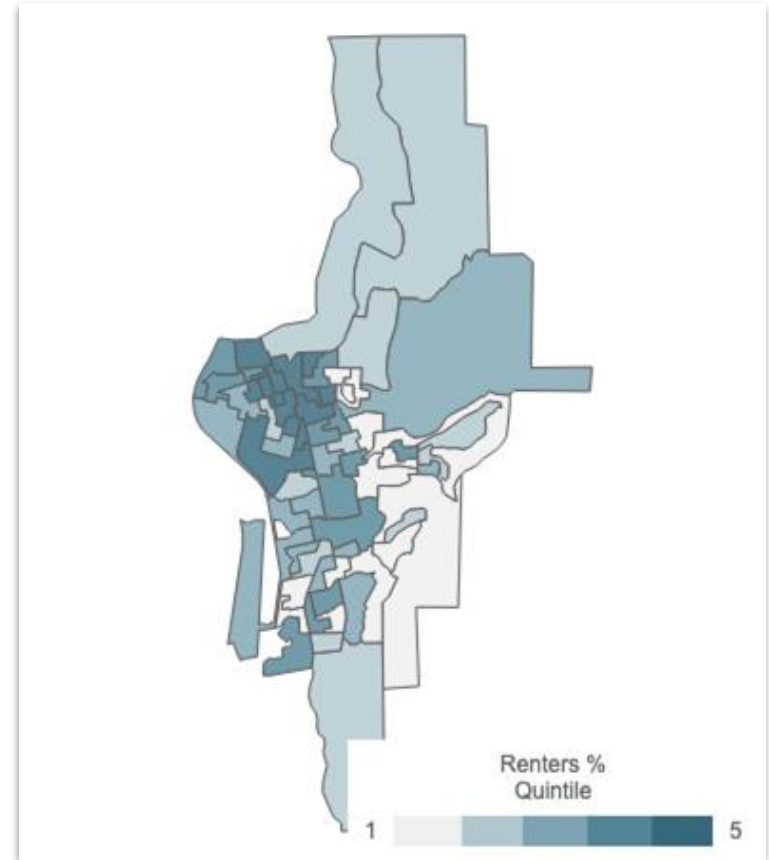
Neighbourhood Analysis

A closer look at the neighborhood level prevents overlooking key differences.

Renters are heavily concentrated in the northeastern part of the city.



What types of supports might these neighbourhoods need, versus neighbourhoods with higher rates of home ownership?



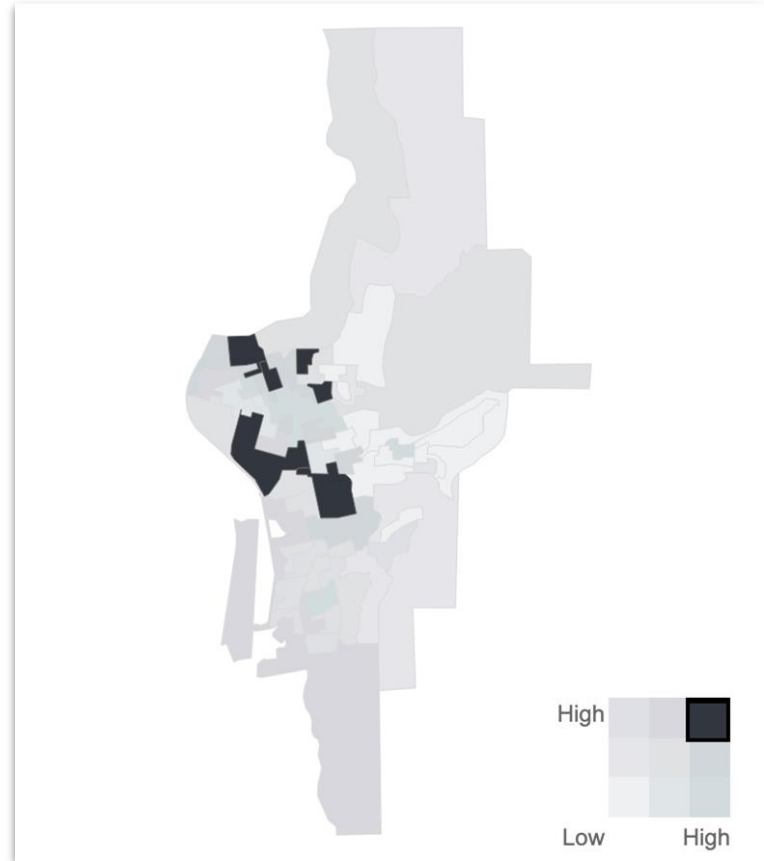
Intersectional Analysis

Even further, when we layer on multiple indicators, we can make further inferences as to the wellbeing and safety needs of a neighbourhood.

Here we see neighbourhoods in Penticton with the highest percentage of renters (41-80%) and people over 65 (32-90%)

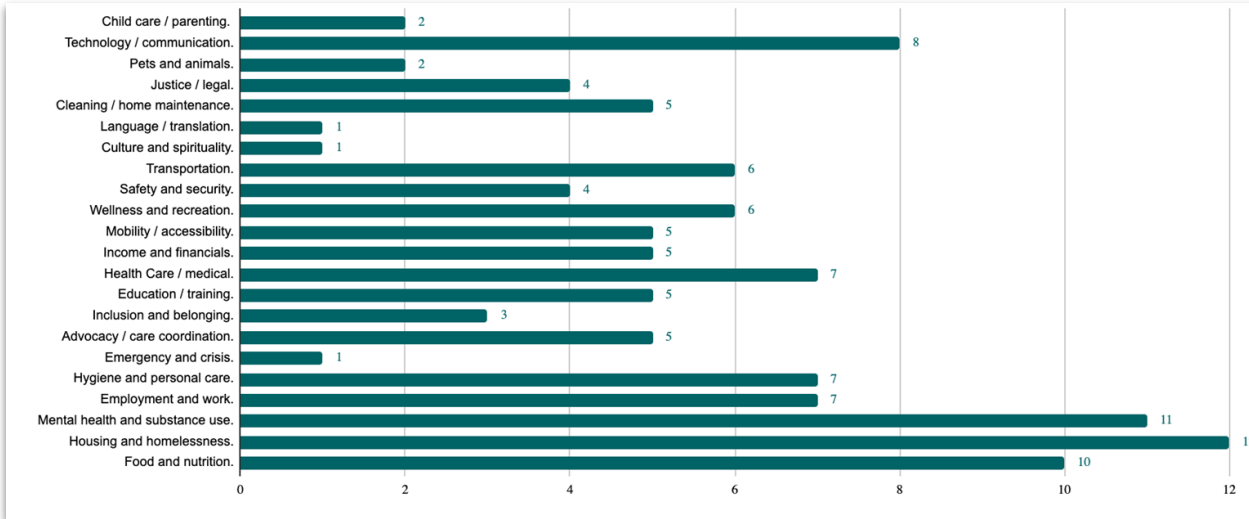


What types of supports might older adults that are renting need?

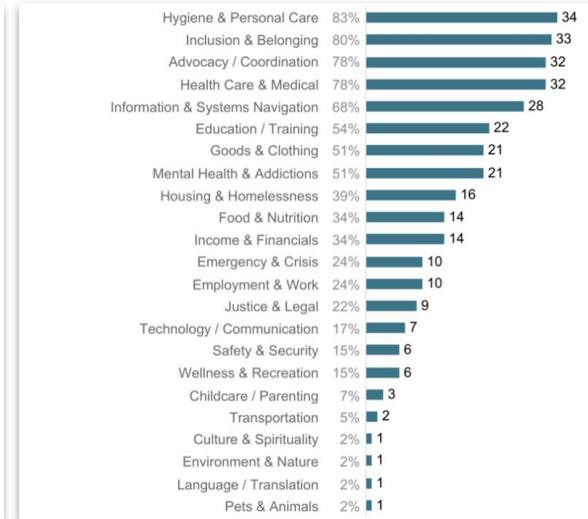


Gap Analysis

Client Needs

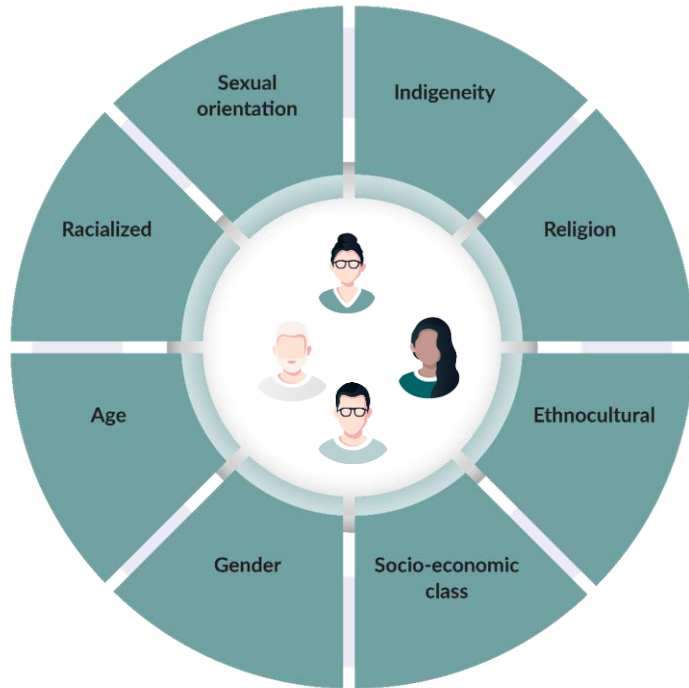


Systems Capacity



Supply and Demand Calibration

Client Characteristics via Journey Mapping



Service Types

- Outreach
- Emergency Shelter
- Transitional Housing
- Permanent Supportive Housing
- Mental Health Services
- Substance Use Services
- etc.

Accommodation Types

- Emergency Shelter
- Transitional Housing
- Permanent Supportive Housing:
- Rental supports
- Affordable housing
- etc.



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Thank You!

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