



THE SHIFT GOVERNMENT

PROJECT

Council's Strategic Priorities:

- Collaborate to address social issues, especially homelessness and the opioid crisis
- Inspire community participation

Problem – *the City cannot expand into new areas of service delivery to tackle social issues, because of legislative and financial constraints, and because we are often not the right people to address the root causes*

Solution – collaboration and facilitation

- Creatively reach out to public and private sector partners with innovative models or technologies
- Has the advantage of putting those organizations who can best help in a position to help

Shift Government is about addressing root causes



Collaborate Barrie

Catch people at elevated risk before they fall

Healthy Barrie

Keep people healthy and out of the health care system

Sandbox

Help companies to scale

enter: **shift_government**

1. Shift Government uses design thinking to work solutions back from the people who need them
 2. Shift Government is a way to move from reactive government to proactive government, addressing root causes
 3. Shift Government brings together unique collaborations between the City, non-profits/charities, and public and private sector partners
 4. Shift Government is a scalable methodology across the municipal sector
- ▶ Established in 2019 budget as project of the Mayor's Office
 - ▶ Led by Andreea Campobasso, Design Partner
 - ▶ Began work in March 2019



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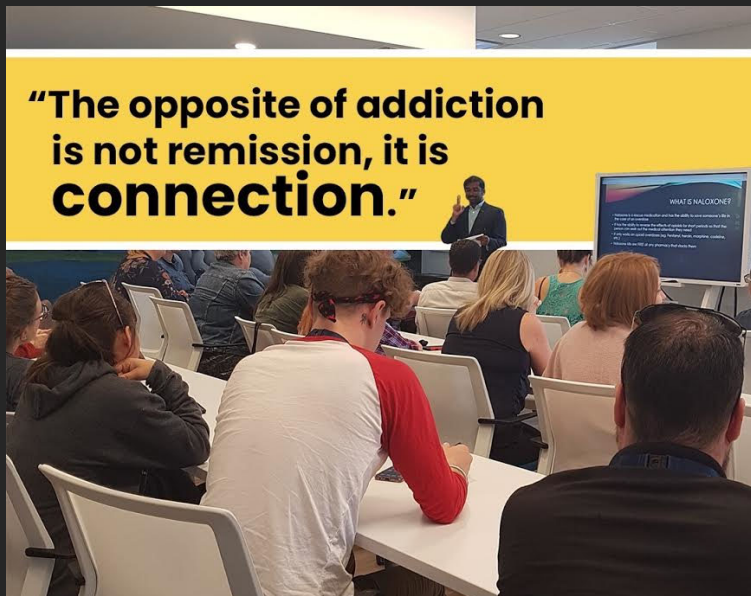
Project Tracking

Goal/Phase	Partners	Main/Concept	System Design	Stakeholder Log	Detailed Design	Implementation
Connected Core	IVH/OTD/Barrie Police/BIA	[Progress bar: 100%]				
Furniture Bank	Furniture Bank/Redwood Park/ Jeff's Junk/ Furniture Bank	[Progress bar: 100%]				
Mobile Market	Barrie Housing/Freshford/ Loblaw Group/Georgian College	[Progress bar: ~85%]				
Seniors /Student Homeshare	Georgian College/U of TN/CC/CI/ City	[Progress bar: ~85%]				
Flooring Challenge	Barrie Housing/Barrie District Assoc. of Realtors	[Progress bar: 100%]				
School Travel Plan	SCDSB/Health Unit/City	[Progress bar: ~25%]				

Connected Core: **Downtown Pilot**

The Challenges:

Opioid crisis, homelessness, tension between marginalized community and downtown residents/businesses.



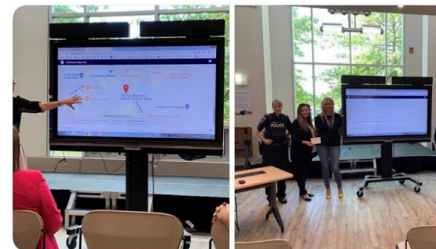
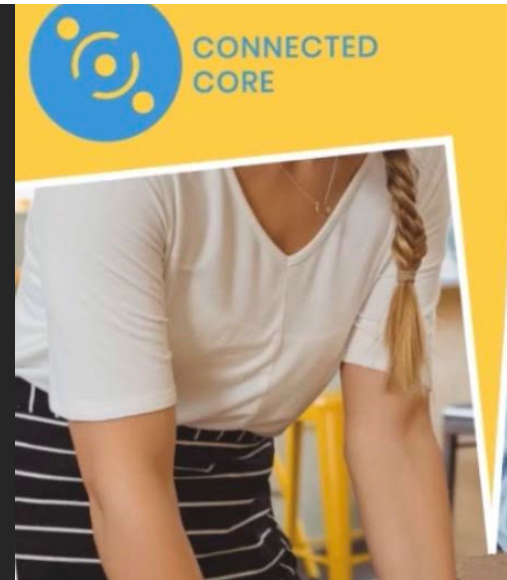
The Solution:

- Build Community Connections
- Connecting and coordinating existing outreach
- Connecting marginalized individuals with employment at Downtown businesses through Georgian Employment Center
- De-escalation training and Naloxone training for businesses
- Chalmers chatbot

Connected Core: Downtown Pilot

The Outcomes/Impact:

- **Chalmers bot** – 243 unique users from Sept 24 – Oct 21; average 8/day
- Increased traffic to the **RVH RAAM clinic**: 400 patients from Apr-June, 860 from July-Sept
- 2 **Naloxone training** sessions with over 50 kits distributed, and 2 de-escalation training sessions
- 65 face to face interactions with downtown businesses
- 8 specific jobs and 10 job categories provided in the job bank
- Close to 1,000 print resources distributed



Barrie Housing/Georgian College: FlashFood

The Challenges:

High cost of produce, food desert, barriers to access, isolation.

The Solution:

- Social enterprise in partnership with discount food app for delivery
- Collaboration between Barrie Housing, Georgian College, Flashfood
- Technology: Low-cost fresh food through online purchase app
- Delivery: reaches residents with mobility barriers, opportunity for doorknock

The Outcomes/Impact:

- Improved food security and access to fresh food
- Provide employment to BH tenants
- Reduces isolation for students and seniors



Seniors/Students: Homeshare

The Challenges:

High cost of housing, seniors isolation, aging in place.

The Solution: Homeshare Program

- Partnership with NICE (National Institute for the Care of Elderly), and Georgian College
- Matches seniors living in their home with international and nursing students to share accommodations
- Seniors provide reduced-rent to students,
- Students help with daily needs such as medication, doctor appointments, grocery shopping, meal prep, company.

Outcomes/Impact:

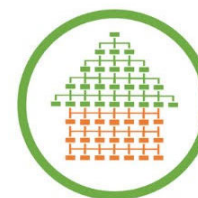
- *Reduced 911 calls and transports, as well as admissions for low acuity reasons*
- *Reduced isolation - improved mental health and well being*
- *More affordable accommodation & increase rental inventory for students*



City of Toronto 
@TorontoComms



The #CityofTO is partnering with NICE to launch a HomeShare Pilot Project where older adults (55+) can share space with someone seeking affordable housing. Come to an info session on Thurs, July 19 at City Hall, from 2-3:30pm: bit.ly/2JsDY3R @TORHousing @NICElderly



**TORONTO
HOMESHARE
PROGRAM**

Barrie Housing: Flooring Challenge

The Challenges:

Backlog of flooring replacements.

The Solution: Engage Volunteers

- Issue community challenge to business groups (BDAR)
- Teams of volunteers replace old carpet with laminate flooring

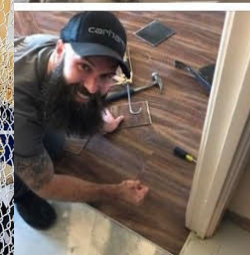
Outcomes/Impact:

- Better, healthier environment for tenants
- Community engagement
- Complete floor install across all units in a more efficient, cost effective way



Jeff Lehman is with Lauren Wild and 3 others. September 17 · 🧑🏻‍🤝‍🧑🏻‍🤝‍🧑🏻‍🤝‍🧑🏻‍🤝‍🧑🏻

Spent this afternoon with these incredible humans removing carpet and installing hardwood floors at one of our Barrie Housing towers. This is part of our Flooring Challenge, a Shift_Government project, in partnership with BDAR. Can't say thank you enough to Brandon Day of Community Builders and Brady and Kristy McDonald, Logan Cardinal and Brandon McD from BK Property Management. With limited budget we have to get creative to help upgrade and provide dignified social housing...and three of our tenants got new floors today through the efforts of these amazing volunteers. :)



Strategic Projects



Municipal Impact
Bonds



Innovation Fund



Mayor's
Conference



SG Curriculum



Human
Infrastructure Plan

City Human Infrastructure Plan

The Challenge:

Isolation and disconnection are root causes of social, mental, and physical health problems and decline in sense of community/empathy

The Solution:

*Increasing connections between people improves health, safety, and sense of community.
HIP is a plan for intentionally building places, events, and organizations that connect people*

National Municipal Fund: **Concept**

The Symptoms:

- ▶ lack of funding for various programs to address municipally specific root causes / problems through innovative pilots

The Root Causes:

- ▶ Municipal financial capacity

The Concept:

- ▶ launch Municipal Impact Bonds, and establish a Bond Traded Fund as part of the NMF (National Municipal Fund)
- ▶ NMF to facilitate local start-up community engagement in generating solutions to common problems, by providing funding to foster innovative solutions

The Outcome/Impact:

- ▶ retaining local start-ups by facilitating easily accessible local funding
- ▶ establish financial autonomy for municipalities to address sector specific problems (new ways to generate revenue)
- ▶ leveraging Canadian municipalities in shouldering the burden and cost of innovation
- ▶ delivering scalable solutions/programs across all municipalities



Applying Design Thinking to Urban Challenges

1. HUMAN CENTRED DESIGN

- people facing the problems we are trying to solve hold the key to the solution
- only by addressing root causes, we can create long term solutions

2. MINDSET

- our approach is to iterate, test, and fail small
- we foster a design culture of: empathy, optimism, iteration, and of learning from failure

3. PROCESS

- analyze your way to an insight (collect data, research, interview)
- the method is similar to six sigma, but each project will have its own path and its own trajectory

Learn from failure. Don't think of it as failure,
think of it as designing experiments through
which you're going to learn.

Tim Brown


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Important Statistics

Connected Core

Training

- Accredited CPI Nonviolent Crisis InterventionSM Training facilitated by Georgian College: 9 attendees (Aug 27)
- Naloxone training facilitated by New Life Pharmacy: 37 attendees (Sept 12)
- 46 naloxone kits directly distributed at first training session
- 3 additional training sessions scheduled

Chalmers Bot

- 30+ attendees at Chalmers Bot launch presentation, 15+ additional drop in attendees engaged in learning about bot
- 43 service providers' information available through Chalmers Bot

Print resources

- 7 resources developed to support and centralized community partner services
- 410 quick reference guides distributed
- 105 outreach calendar/extended reference guides distributed
- 500 job bank referral cards distributed
- Distributed all print resources to 40 Downtown businesses

Downtown core businesses

- 65 face-to-face interactions with co-ordinator/businesses
- 7 downtown businesses providing 8 specific jobs within the Connected Core Job Bank
- 10 categories of additional open employment opportunities
- First Connected Core Designation awarded to the Barrie Olive Oil Company in October 2019
- Mid-November anticipating 75% of our core pilot business partners will have their Connected Core Designation

Community Partners

- Community Partners include the David Busby Centre, the Gilbert Centre, RAAM, the Salvation Army, etc.
- 4 Connected Core Community Partners Roundtable meetings
- 43 face-to-face interactions with Connected Core partners
- Print resources distributed to 14 community partners
- RAAM has identified a significant increase in client referrals since participating in the Connected Core pilot

Media

- 21 Facebook posts
- 566 Facebook engagement
- 3,391 Facebook reach
- 124 Instagram followers
- 20 Instagram posts
- 207 Instagram engagement
- 1,915 Instagram impressions
- 8 media spots (print and television)



VIDEO