

Quality of Life CHALLENGE ENGAGEMENT OF THE COMMUNITY AS OF JUNE 2003

All sectors of the community are coming together around various areas of the CHALLENGE. the list continues to reflect all sectors, income levels and geographical areas of the region.

There are three levels of engagement:

1. Supporters – invest through cash or in-kind donations
2. Committed – take action in one of the areas such as creating specific solutions, Working Group membership, or volunteer support for editing, writing, organizing events
3. Participated – in focus group sessions, events, etc.

	HOUSING	SUSTAINABLE INCOME	COMMUNITY CONNECTIONS	MEASURES & INDICATORS	GENERAL & COMMUNICATIONS
BUSINESS					
1. Taken Action*	1	1	4		10
2. Committed*	10	12	20	2	4
3. Participated*	5	15		1	7
	16	28	24	3	21
NOT FOR PROFITS					
1. Taken Action			3	1	5
2. Committed	10	28	70	4	2
3. Participated	5	38	45	10	20
	15	66	118	15	27
GOVERNMENT AGENCIES					
1. Taken Action	5	1	1		5
2. Committed	14	9	5	5	2
3. Participated	3	3	1	2	3
	22	13	7	7	10
LOW INCOME PEOPLE**					
1. Taken Action					
2. Committed	2	1	1	1	1
3. Participated	82	12	17		4
	84	13	18	1	5
TOTALS	137	120	167	26	63

Many things about the CHALLENGE are drawing people in: the working principles (values base); the challenge to focused action on targets; the credibility of the major supporters such as Coast Capital Savings, United Way, McConnell Family Foundation; a recognition strategy that improves corporate and community image; and measures and indicators that will report change and link environmental, economic and social issues together. People are looking for a comprehensive integrated approach. Structured so that it is community owned means shared leadership. Therefore, organizations and businesses can fit the framework of the CHALLENGE into their existing structure and use it as a tool to push their own boundaries a bit further and be part of reaching community targets.