

Calgary's Theory of Change

An informed community will take action. This principle underlies Vibrant Communities Calgary's Theory of Change.

By providing residents with information challenging the predominant view of poverty – that it is caused by individual choices and can be overcome by pulling oneself up by one's bootstraps – Vibrant Communities Calgary (VCC) seeks to increase civic engagement and bring about policy change.

Collaborative partnerships with The City of Calgary and Calgary Transit resulted in the establishment of a Low Income Transit Pass program in 2005; thousands of low income Calgarians are now able to purchase monthly transit passes at a discounted rate of \$35 (the regular rate is \$70). The VCC Fair Fares Action Team is now mobilizing communities throughout Alberta to request financial support from the Government of Alberta for province-wide affordable transportation.

The VCC Living Wage Action Team is working collaboratively to engage employers across public, private, non-profit and quasi-governmental sectors in an ongoing dialogue about the benefits (to employers, employees and their families, and community) of engaging in progressive employment practices including the development of living wage policies. The diversity of involvement in this initiative (business, government, labour, faith communities, health, education, non-profits, people living in poverty) has the added benefit of bridging differences between sectors that do not have a history of working together.

VCC sees one of its primary roles as creating a safe space for public dialogue about poverty, its root causes and solutions.

 [Vibrant Communities Calgary: Awareness, Engagement, and Policy Change](#)

Related Links:

- [Fair Fares Calgary Celebrates Reduced Transit Fare Passes](#)
- [Assured Income for the Severely Handicapped Public Policy Initiative](#)

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