

December 10, 2012

CONNECTED INDIVIDUALS

Connected Individuals



Fairfax County Human Services
Council –
Community Dialogue – Fall session 1

*“Connected individuals” is a concept embraced in elements of the **County Vision...***

To protect and enrich the quality of life for the people, neighborhoods and diverse communities of Fairfax County by:

Maintaining Safe and Caring Communities



The needs of a diverse and growing community are met through innovative public and private services, community partnerships and volunteer opportunities. As a result, residents feel safe and secure, capable of accessing the range of services and opportunities they need, and are willing and able to give back to their community.

Connecting People and Places



Transportation, technology and information effectively and efficiently connect people and ideas. As a result, people feel a part of their community and have the ability to access places and resources in a timely, safe and convenient manner.

Creating a Culture of Engagement



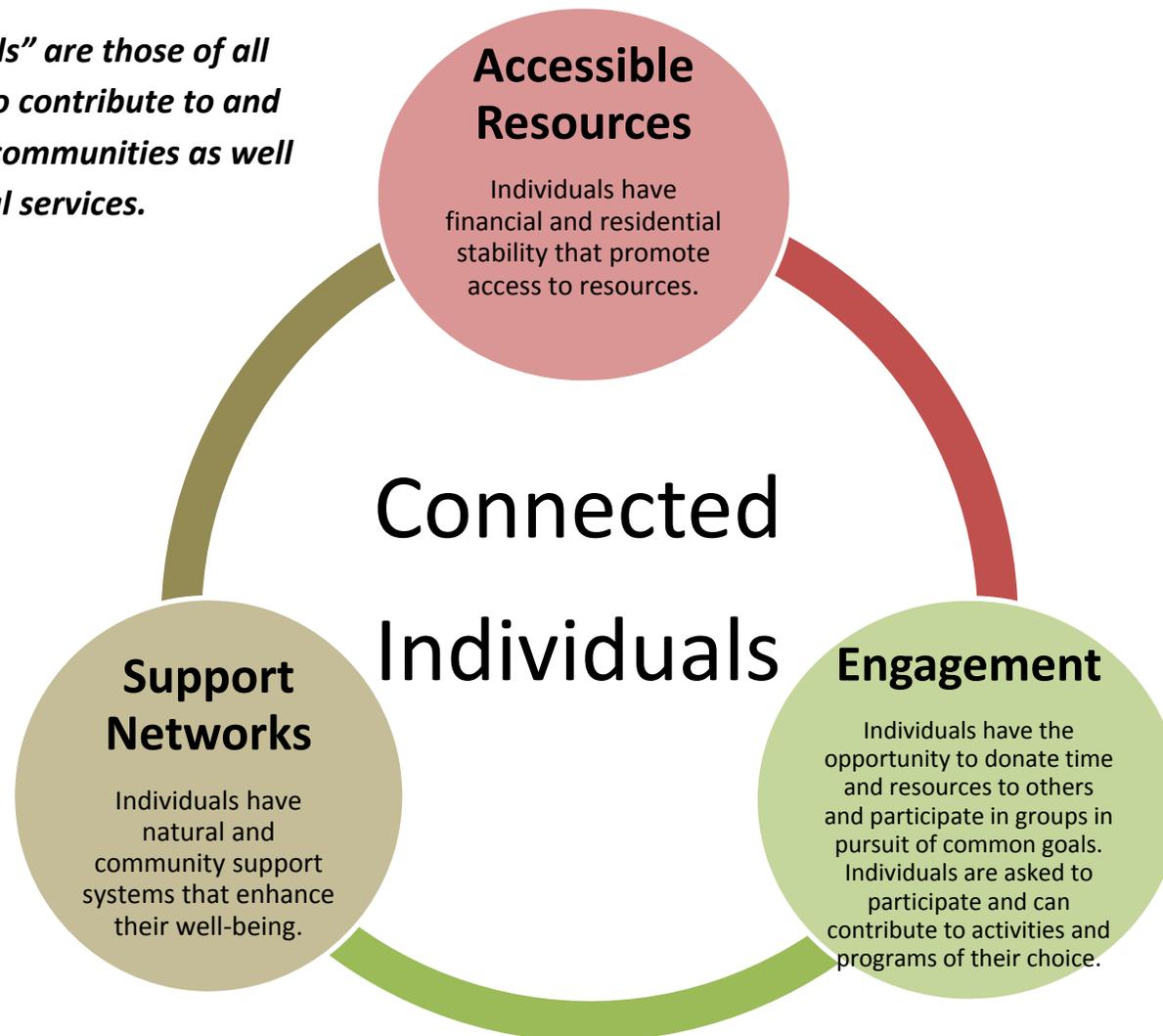
Individuals enhance community life by participating in and supporting civic groups, discussion groups, public-private partnerships and other activities that seek to understand and address community needs and opportunities. As a result, residents feel that they can make a difference and work in partnership with others to understand and address pressing public issues.

...and throughout Human Services....

“Connected Individuals” are those of all ages and abilities who contribute to and are engaged in their communities as well as have access to local services.

Populations and Characteristics of People We Serve Today *(and factors influencing services to general population and target groups)*

“Connected Individuals” are those of all ages and abilities who contribute to and are engaged in their communities as well as have access to local services.



Target Populations (Where more work needs to be done)

- **The human services system serves people who need “connecting” *to access resources, to build support networks and to be fully engaged as active community members***
 - **No matter the intensity, level, or nature of human services work.....**
 - Common thread is “creating connections”
 - Striving to create a culture that support access, involvement and community
 - By building capacity and connections, we leverage strengths in the community and tangible public and private resources

Cross-Cutting Human Services System

- *As part of neighborhood initiatives, regional and project level work, several guiding practices* have evolved to inform and support the collective impact of the community as it engages in work.....**examples:**
 - Neighborhood focused programming provides a central point for local residents to engage in community action.
 - Programs become an integral part of the community when residents determine what is needed and most useful.
 - Achieving and sustaining desired results depends on:
 - Being inclusive
 - Being respectful of a broad range of resident experiences and perspectives
 - Building strong partnerships with the community and organizations
- Because financial, economic and social well-being for all individuals and families is essential to create healthy and stable communities, as a county, we need to ***collectively engage customers, stakeholders, residents, partners and others to find effective ways to:***

Access services – identifying and meeting needs of discrete populations – and working to ensure we connect people to the services they need...when they need them...efficiently and effectively.

- Special emphasis is on outreach and service provision innovations – (example: customer portals whereby clients are able to apply for services on-line and/or access portions of their case records).

Engage/Contributions from the Community

- Develop community ***awareness, education***, outreach, information.
- Build ***existing civic engagement*** activities – volunteers, mentors, advocacy and build and strengthen alliances.
- Build capacity to meet people where they are....and grow their understanding, interest and commitment in being engaged in the healthy civic life of the county:
 - Personal connections...through a continuum of belonging and willingness to serve as civic responsibility
 - Mediation strategies
 - Listening vs. enforcement
 - Seeking resident guidance, feedback and input on policy, services, performance, future direction

Support networks for individuals to thrive in our community

- ***Partner with community*** to address human services challenges.
- ***In the last 6 months, we have moved from how we consider connections to how we will measure customer results (i.e. how customers served by the Human Services System are better off):***

Examples:**Accessible Resources**

- % of individuals served who report accessible resources that promote economic stability and financial growth

Support Networks

- % of individuals served who report a sense of well-being resulting from connections with people or organizations in their community
- % of individuals served who remain in their residence for 12 months after receiving services
- Medical Reserve Corps- over 4,000 residents will serve in the event of a public health emergency

Engagement

- % of individuals who report feeling a part of their community as a result of participating in system programs and services
- % of individuals served who report connections to organizations in their neighborhood or community as a result of volunteering
- In a 2009 survey of county volunteerism, Fairfax County agencies reported that 12,118 volunteers provided more than 500,000 hours to 24 different programs, including human services programs, representing a labor value of \$10,725,000.
- Over 1,155 individuals served on 61 human services boards, commissions, councils and citizen groups, contributing in excess of 32,000 hours of donated time in FY 2010
- Over 85 individuals and organizations participate on the Partnership for a Healthier Fairfax (PFHF) Coalition. The coalition is working together to improve community health and develop a strategic plan: Mobilizing for Action through Planning and Partnerships (MAPP).
- 89% of 8th, 10th and 12th graders volunteered in FY 2010.

Stakeholders and Relationships

Examples of community, regional, inter-jurisdictional, programs/services working with or in support of the mission of the human services system and county departments

- Clients and consumers of health and human services
- Residents/voters/elected officials
- Special interest and advocacy groups
- PTO/PTAs
- Faith communities
- Civic associations
 - Lions club
 - Kiwanis
 - Boys/Girl Scouts
 - Fraternal organizations
 - Unions
 - League of Women Voters
- Federation of Civic Associations & neighborhood associations
- Businesses & corporate partners and Chambers of Commerce
- Nonprofit and for profit providers
- Volunteer Fairfax
- Youth development organizations
- Youth sports/athletic organizations
- Cultural groups
- Volunteer groups/communities of interest
- Philanthropic & local foundations
- Other partners:
 - Fairfax County Public Schools
 - Public Safety
 - George Mason University
 - Northern Virginia Community College
 - Community coalitions: **examples:**
 - Partnership for Healthier Fairfax
 - Faith Communities in Action

Providers of Contract Services for Connected Individuals

- Fairfax County uses more than 116 contracts with partners totaling an estimated \$9 million annually for services related to “Connected Individuals” -
 - About 80% of these contracts are with for not for profit providers
- Services covered include:
 - Prevention services (social services, oral health, primary care, mental health, etc.)
 - Transportation services
 - Recreation activities
 - Technology programming
 - Community programming
 - Consumer-run day programs and drop in centers
 - Resources to improve neighborhoods (example: the Neighborhood Enhancement Partnership Program)

Trends Affecting Capacity of the Human Services System

(initiatives, mandates, eligibility issues, financing)

Federal and State/National

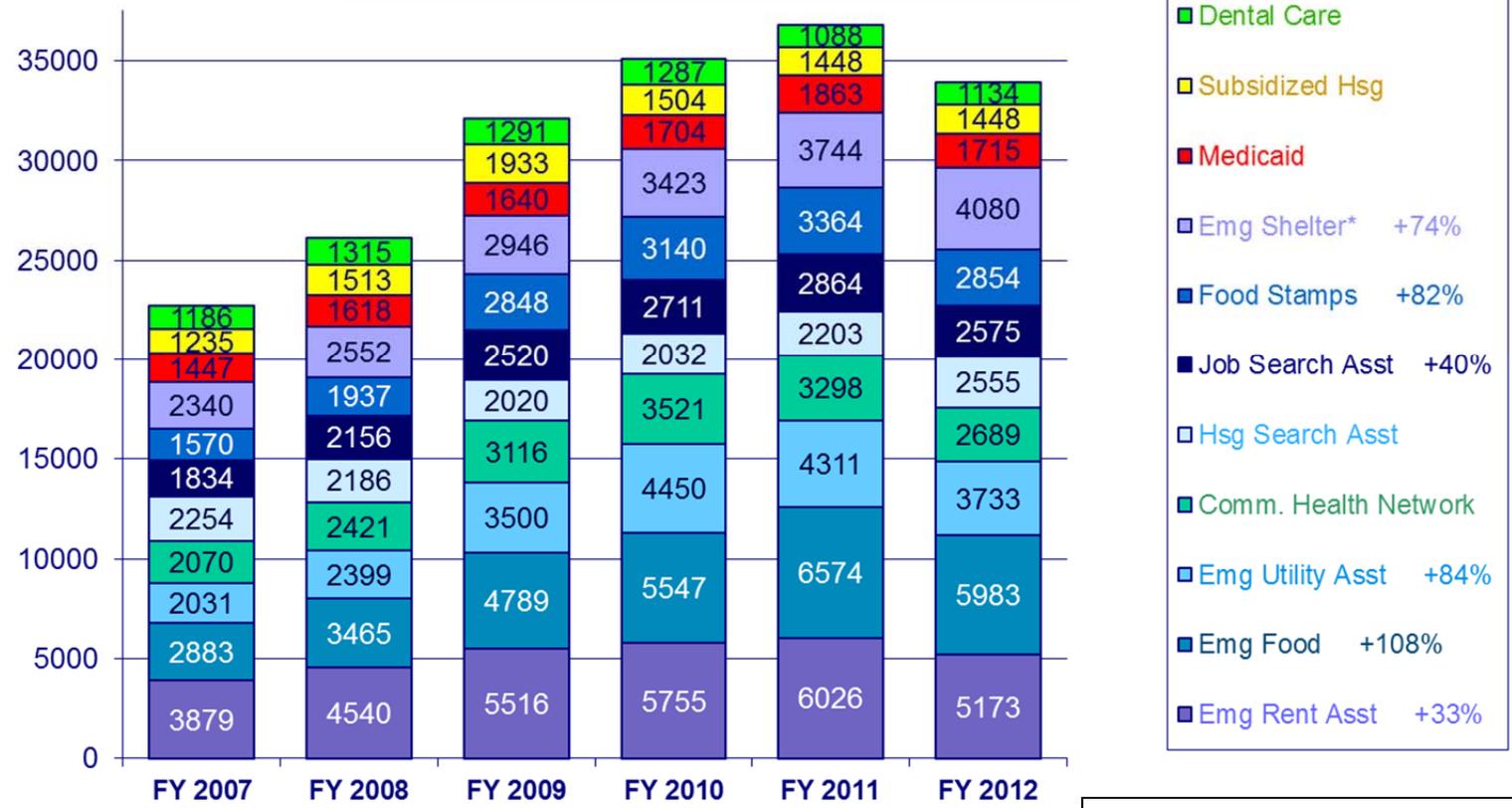
Federal and state impacts on community engagement are minimal with the exception of a general ***focus on building communities of interest***: (examples of areas where interests are shared and government role is to build community awareness and solutions)

- The number of nonprofit charitable organizations in the Washington Metropolitan region grew tremendously in the prior decade. There are twice as many nonprofits per capita here than in metropolitan areas of comparable size. The increased density of nonprofit organizations is an asset, as they provide a wide range of vital services, and a challenge as these organizations compete for fixed or declining funding from public and private sectors.
 - Giving by foundations declined 1.3 percent in 2011 (adjusted for inflation). Giving specifically to Human Services remained flat (-0.6, adjusted for inflation).
 - Giving by corporations remained relatively stable (-0.1) from 2010 to 2011. In line with national trends, businesses in Fairfax County increasingly seek to align charitable activities with social issues that their support strategic business objectives.
- Volunteerism Nationally (2010 data): 26.8% of all Americans; Virginia slightly higher: 28.6%
- Public response to threats - community responses to disaster, pandemics, terrorist attacks
- Creation of a new National Center for Services and Innovation Leadership
- Enhancing partnerships with faith and other communities of interest – White House Faith Liaison office, HIV/AIDs Faith Based Initiative; HEAL (Healthy Eating and Living) Summit; White House Council on Women and Girls
- Public policy – federal funding for developing public policy to address:
 - Disparities in outcomes - access to care, government services, fair pay restoration
 - Bias and discrimination - address barriers based in fear or isolation – culturally and/or socially
 - Community problems

Trends Affecting Capacity of Human Services System

Local

Top 11" Contact Topics - FY 2007 – FY 2012



49 % increase since FY 2007

Contributing and Restricting Factors *(results from studies/research, policy changes, possible funding changes, restructuring)*

- Increasingly urban – with pockets of geographic and social isolation
 - Connecting people to government services can be a challenge
 - Highly dependent upon cars for individual transportation – to work, home, activities, services and resources
 - Public transit for cross county, intra neighborhood travel fragmented
- Orientation to region/metro-centric – residents’ attention is diffused by....
 - Regional media market orientation
 - Geography - is “community” the neighborhood you live in -or the subdivision, magisterial district, “town” or the county? all of the above?
 - Lack of awareness and/or identification with Fairfax County as a place to live, work *and invest in*
 - National issues and trends - community perspective on a variety of social issues can be overshadowed
- Private Philanthropic giving continues primarily to target central urban poverty in the Metro DC region.
 - According to a Brookings 2008 report, Fairfax County’s nonprofit safety net revenues per person below poverty are a fraction of those available in the District of Columbia.

Contributing and Restricting Factors

- Limited staff capacity to engage the community – truly collaborate to solve community problems
 - Being responsive, customer focused, building trust and relationships – that means time and resources to invest in neighborhoods, coalitions, communities
- Need to grow and allow access to new technology and communications strategies to engage the broader community– building relationships for educated residents, taxpayers/volunteers, etc.

- Government Skyping, blogs, Facebook access, improved web presence, language access

As part of its ongoing effort to improve performance and accessibility, the City of Williamsburg has launched an official smartphone app – CITY411 – that enables residents to submit a variety of non-emergency service requests from an iPhone or Android-based phone. The app allows residents to send text and audio messages as well as a photo.

Sarasota County opened an online website that will enable citizens to revise and make comments on county policies. Each policy or proposed ordinance will be “open” for editing and comments until a specified date. After the wiki closes, county staff review the results and prepare a summary for the commission to consider as part of its public input. <https://wiki.scgov.net>.

- Capacity to recruit and retain resident representation and volunteers– outreach, training, ongoing education, recruitment, flexible ways to serve/support governance (barriers: time obligations, family commitments)
- Moving from “outreach” to engagement - connections with residents happen over time and in different ways
- Managing expectations – that can be impacted by lack of shared agenda, values and/or vision

WHAT IS WORKING AND WHAT NEEDS IMPROVEMENT**EFFECTIVE SERVICE DELIVERY AND APPROACHES***What works...*

Overall, the community appears to believe Fairfax County is well governed. There are high expectations from the community for the government services to be delivered well and effectively. Working across a continuum – from community...to communities of interest...to families and individuals needing help to connect.

Examples of service connections that help individuals find solutions to their own needs and concerns:***Support networks***

- Domestic Violence Advocacy Center (DVAC)
- “Villages”/Aging in Place for older adults (most recent: Mosby Woods Village)
- Family and Parent education, training, support

Accessing Resources

- Domestic Violence, Tier 1 Training (20 hours) for advocates – volunteers, County and nonprofit staffs receive training on dynamics of domestic violence, how it affects the community, and strategies to connect people to resources and support.

Engagement

- Great Falls Center Without Walls

WHAT IS WORKING AND WHAT NEEDS IMPROVEMENT***Models in which all three levels/types of connecting people are in practice:***

- Herndon HealthWorks partners
- Housing Blueprint to support Housing First Strategies and the 10 Year Plan to End Homelessness
- Opportunity Neighborhoods – “cradle to career” support in a defined neighborhood
- Partnership for a Healthier Fairfax
- Athletic community – support to ensure all children have equal opportunity to participate in sports

Needs Improvement:

- When government is perceived as the answer, community engagement can be dampened because involvement is not seen as necessary.
- Recognition that engagement is not efficient. It is, however, effective – and vital - to have engaged residents who see their common interest in building a safe, caring community.
- Building youth involvement and engagement – identifying and growing student leaders and a framework for connecting children to their community.

BUSINESS PROCESS IMPROVEMENTS***What works...***

- Recovery and peer support services – helping people in recovery to help one another. Philosophy and supports to break down barriers to participating in healthy community life and building connections to

WHAT IS WORKING AND WHAT NEEDS IMPROVEMENT

contribute and support others.

- Building connections in “safe” places for the community –in neighborhoods, schools, etc. Identifying the natural places that can be used to foster sense of belonging (Family Resource Centers, etc.).
- Public Health Outreach - works to connect individuals with health education, resources, and referrals (e.g. fight the flu campaign, community immunity initiative, GMU Flu Prevention Program; etc.). Moving outside organization walls, into the community.

Needs Improvement:

- Connecting individuals with services – needs for enhancing coordination of shared client services/ information and referral....some strategies include:
 - Encrypted emails – to assure individual privacy for health and social records
 - Enrollment “cards” and service “membership” – to ease participation in county services while ensuring confidentiality of protected individual identity/information
 - Databases that “talk” to each other for improved client service delivery
 - Access to integrated resource databases for self-navigation/sharing information (wiki site)

COMMUNICATION WITH STAKEHOLDERS

What works...

- For populations served through human services system, the continuum of community engagement involves supporting connections to people who **need services**, people who want to **respond to needs**

WHAT IS WORKING AND WHAT NEEDS IMPROVEMENT

and create solutions, to those who *guide and support planning for* the vital health of the community.

- Facilitated community engagement (where government is a catalyst)...*example*: Faith Communities in Action
- Sponsored community engagement (political leadership seeking resident engagement)...*example*: Governing Board of the Fairfax-Falls Church Partnership to Prevent and End Homelessness in Ten Years

Needs Improvement:

- Identifying sustainable and organized strategies for ongoing resident engagement with and for the human services system
- Developing strategies to determine when government serves as initiator OR sustainer in community driven solutions for human services system

LEVERAGING RESOURCES/PARTNERSHIPS*What works...*

- Food Providers Network is an example of a collaborative of area nonprofits and county departments working to coordinate food supply to area pantries to meet peak demand periods and to increase contributions from business and civic groups and individuals
- The new county-wide volunteer management system will allow individuals and organizations to find and sign up for volunteer opportunities across County agencies, streamline processes for staff to recruit

WHAT IS WORKING AND WHAT NEEDS IMPROVEMENT

and schedule individual and corporate volunteers, and is expected to increase volunteer engagement.

- The Grants Research and Training Center, a service offered in partnership with OP3, Fairfax County Public Libraries and the Foundation Center offers community and county-affiliated nonprofit organizations the opportunity to identify funding prospects and improve their grant seeking skills. There were 327 visitors to the GRTC in 2011.
- OP3 partners with area chambers of commerce to recruit business leaders and communicate giving opportunities using social media (Connect Fairfax), the Twelve Ways to Give media campaign and the Young Professional Mixer.

Needs improvement:

- Encouraging volunteerism, individual and corporate giving in responsive, effective and best long term strategies
- Developing true engagement strategies...not just “outreach” and informing the community...at all stages of government planning, execution, evaluation of service delivery to county residents
- Ensuring there is a minimal framework to support, maintain consistency and continuity in retention of volunteer resources across the county

WHAT IS WORKING AND WHAT NEEDS IMPROVEMENT**WORKFORCE DEVELOPMENT***What works:*

- Public engagement training for county employees

Needs improvement:

- Building county staff capacity to mediate community issues/concerns through staff development training.
- Expanding public engagement training to offer to county representatives on boards, authorities, councils and commissions

LEGISLATIVE or REGULATORY*Needs improvement:*

- Consider ways to comply with open government laws with use of integrated technology that could enhance public participation....from webcasts for all public meetings ...to improvements in use of communications technology (example: remote site electronic participation by appointed citizen representatives to boards and commissions)

RESOURCES - to learn more:

1. Richard Florida – *The Rise of the Creative Class*
2. Montgomery County MD – community score card:
<http://www.montgomerycountymd.gov/mcgtmpl.asp?url=/content/exec/stat/indicators.asp>
3. Alliance for Innovation White Paper - The Connected Community: Local Governments as Partners in Citizen Engagement and Community Building. James H. Svara and Janet Denhardt, Editors. Arizona State University
4. <http://www.egov.vic.gov.au/trends-and-issues/community-engagement/6.html>
5. <http://www.knightcomm.org/five-strategies-to-revive-civic-communication/>
6. Nonprofit Roundtable Report: Business of Doing Good
http://nonprofitroundtable.org/storage/documents/Business_of_Doing_Good.pdf
7. 2012 Giving USA: The Annual Report on Philanthropy www.givingusareports.org
8. Source: Bureau of Labor Statistics: Volunteering in America from the CPS
<http://www.bls.gov/news.release/volun.nr0.htm>
9. Volunteering in America, Corporation for National and Community Service,
<http://www.volunteeringinamerica.gov/VA>
10. White House Office of Social Innovation and Civic Participation
<http://www.whitehouse.gov/administration/eop/sicp>
11. Behind the Headline: Trends and Implications for County Residents, May 2011
http://www.fairfaxcounty.gov/demogrph/pdf/behind_the_headline.pdf
12. The Suburbanization of Poverty: Trends in Metropolitan America, 2000 to 2008
<http://www.brookings.edu/research/papers/2010/01/20-poverty-kneebone>
13. MIT Innovations, Summer 2010
<http://rootcause.org/spreading-social-innovation>