Land Dedication Reserve Fund Application
Osborne Village BIZ

Community Engagement + Communication Support for SABE Peace Walkers in Osborne Village

Background:
The SABE Peace Walkers are an Indigenous-led community de-escalation and safety patrol program funded by Manitoba Liquor and Lotteries. They offer safe walks and wellness checks through a harm reduction lens guided by the seven sacred teachings.

Objective:
The objective of this community engagement and communication strategy is to foster strong connections, enhance awareness, and promote active participation among residents of Osborne Village. We aim to promote a culture of caring and safety under the leadership of the SABE Peace Walkers initiative. By effectively engaging the community and communicating the goals, values, and activities of the SABE Peace Walkers, we seek to build a united and empowered community that actively promotes a culture of safety and caring.

Rationale:
Osborne Village residents have expressed a strong interest in creating a harmonious neighborhood and actively participating in initiatives that contribute to the well-being of the community. The project has received overwhelming support from residents, local businesses, and community organizations who recognize the importance of fostering a peaceful and inclusive environment.

Target Audience:
The primary target audience for this strategy includes the residents of Osborne Village, community organizations, local businesses, and stakeholders who are invested in the well-being and peaceful development of the neighborhood. The secondary target audience comprises potential visitors to the neighborhood, aiming to change the perception of safety and reinforce that Osborne Village is a desirable destination neighborhood in Winnipeg for economic and social activities.

Community Consultations:
In the summer of 2022, Scatliff Miller Murray conducted an Osborne Village community survey. Over 700 residents and stakeholders participated, indicating that increasing the perception of safety was the top priority for the future of Osborne Village.

In November 2022, a survey was sent to 116 Osborne Village BIZ members to assess their satisfaction with the SABE Peace Walkers pilot project. Sixteen BIZ members responded, with 100% of businesses considering community safety as the most important or top priority to support the growth of the Osborne Village business community. Additionally, 94% of businesses

surveyed felt the program should continue, and 93% stated that the Osborne Village community felt safer when SABE Peace Walkers were present.

Local MLA Wab Kinew hosted an open house with the SABE Peace Walkers in the fall of 2022. The event was well-attended, with residents expressing a desire for more opportunities to interact and become involved with the SABE Peace Walkers initiative. Community groups have also reached out, requesting additional open houses to learn more about the program and become more involved.

City of Winnipeg Staff Engagement:
The Osborne Village BIZ has collaborated closely with Steven Antle, Community Liaison at Community Risk Reduction Winnipeg Fire Paramedic Service. This collaboration ensures the safety needs of individuals experiencing homelessness and addictions are met, and they are connected to the necessary resources.

Key Messages:

Peaceful Community: Communicate the importance of peace and unity in Osborne Village and how the SABE Peace Walkers contribute to creating a safer neighborhood for all through the seven sacred teachings and Indigenous-led principles, emphasizing de-escalation and harm reduction.

Active Participation: Encourage residents to actively engage in the SABE Peace Walkers initiative through event participation, volunteering, and supporting the cause.

Collaborative Approach: Highlight the collaborative efforts of community organizations, local businesses, and stakeholders in promoting peace and inclusivity within Osborne Village.

Positive Impact: Showcase the positive impact of the SABE Peace Walkers on the community, emphasizing the benefits of a peaceful and connected neighborhood.

Scope of Work + Cost Estimates:

The SABE Peace Walkers initiative has received $235,000 in funding from Manitoba Liquor and Lotteries for their patrol services, Tuesday through Saturday from 5pm-11pm. The SABE Peace Walkers have received in kind support from the Osborne Village BIZ for equipment storage, media relations and to date community engagement and communications.

More funding support is needed to prioritize this work and scale up efforts for more community awareness, support, engagement and education. Here is what we propose to do:

1. **SABE Peace Walkers Community Events**: **$2800**

- SABE Peace Walkers present at Gladstone School to children about seven sacred teachings and how it informs their approach to offer peace and community building in Osborne Village
- Weekly community smudge ceremony at River and Osborne

Cost breakdown:
SABE to develop presentation for community: 10 hours @ $40/hour = $400
Elder honorarium for community smudge: $60 x 40 weeks = $2400

2. SABE Peace Walkers Community Open Houses: $1930

- Open House at Villa Cabrini to engage residents and discuss concerns with respect to community safety
- Public Open House at Gas Station Arts Centre for facilitated community discussion on SABE work and approach to community safety

Cost breakdown:
Villa Cabrini:
SABE Peace Walkers time: 2 hours x 3 individuals @ $40/hour = $240
Food + Beverage: $240

Gas Station Arts Centre:
SABE Peace Walkers time: 2 hours x 3 individuals @ $40/hour = $240
Food + Beverages: $240
Venue rental: $200
Facilitator, Niigaan Sinclair: $1500

3. SABE Peace Walkers Communications and Outreach Support: $4600

- Design, writing, printing and distribution of posters, business cards and promotional materials.

Cost breakdown:
Designer fees: $1600
- development and design of creative materials (posters, postcards, business cards)

Printing fees: $1000

- postcards 500
- posters 100
- business cards 1000

Social media communications support:

- Photography: $500
- Content writing and editing from Osborne Village BIZ: $1500
- Instagram reel: Follow along with the SABE Peace Walkers in Osborne Village
- Instagram reel: How to support a safer community
- Weekly social media posts: explaining how to access services of SABE Peace Walkers

4. **SABE Peace Walkers Volunteer Program $600**

Cost breakdown:

- SABE vests and supplies for volunteers: $200
- SABE admin development and management of volunteer program 10 hours @ $40 = $400

Project Schedule:
Project timelines subject to change based on funding availability and timelines.

May 2023:

- Media release announcing the extension of funding of the SABE Peace Walkers to March 2024
- acknowledge the support of the program from City of Winnipeg and area councillor
- share that funding will support volunteer opportunities, upcoming community engagement events, and weekly community smudges at River and Osborne circle

June 2023:

- Promotional materials developed and distributed: posters, postcards and business cards to residents, businesses and community stakeholders

July 2023:

- Social media content created and delivered on channels (ongoing)

August 2023:

- Open House at Villa Cabrini

September 2023:

- Presentation at Gladstone School

October:

- Community Open House at Gas Station Arts Centre