

3 YEAR ACTION PLAN

Vision
The Greater Moncton Homelessness Steering Committee (GMHSC) is a network that convenes multiple community groups and government agencies to quickly open access to safe, adequate housing with comprehensive supports for all vulnerable persons in Greater Moncton.

Strategic Overview
The focus of the GMHSC’s collaborative work over the next three years (2025-2027) will be in guiding positive outcomes for people experiencing chronic homelessness, and ultimately decreasing chronic homelessness in Greater Moncton.



ADVOCACY

GOAL Guide people-centred policy development and investment of public financial resources.

ACTIONS IN THIS STREAM

- Steward collection and consolidation of data, esp. HIFIS
- Create evidence-based education for general public and all levels of government
- Guide policy changes to create positive outcomes for people experiencing homelessness
- Increase adequate, long-term funding for services and prevention, including equitable wages
- Increase investment in housing creation as a way to address homelessness

RESOURCES REQUIRED

- Training in Advocacy for all GMHSC members
- Access to research or researchers through partnerships with local universities or colleges
- Positive media coverage around work being done

MILESTONES

- GMHSC is a full partner at gov't decision-making tables
- Continuing positive changes to homelessness policies
- Long-term adequate funding in place
- Community appreciation of work being done

KEY PERFORMANCE INDICATORS FOR THIS STREAM

- By-laws adopted around short-term rentals
- Policy changes positively impacting housing shortage
- A baseline of long-term sustainable housing funding
- Public survey responses indicate increased positive perception of unhoused population

COMMUNICATIONS

GOAL Provide accurate information to change the stigma and shift to an inclusive narrative about people experiencing homelessness.

ACTIONS IN THIS STREAM

- Create comms channels, website, media relations
- Create comms plan and policy, including principles
- Plan and organize social events and other community engagement activities
- Conduct baseline survey and follow-up survey

RESOURCES REQUIRED

- Media and communications training
- Funding for paid communications channels, printing and marketing
- Media and communications consultants

MILESTONES

- Coordinator comfortable and competent in communications
- Community better understands homeless-serving sector
- GMHSC is an effective spokesperson for community
- Communication on capital investment and support services is coordinated

KEY PERFORMANCE INDICATORS FOR THIS STREAM

- Meet goal for audience reach on social media
- Meet goal for media interviews
- Data “report card” on CAB goals
- Public survey responses indicate positive change in perception of unhoused population

WORKFORCE

GOAL Steward workforce development to increase resilience, capacity, and retention.

ACTIONS IN THIS STREAM

- Create table of frontline staff to identify training needs
- Develop common training practices across community
- Identify shared training opportunities or resources
- Coordinate development of shared learning tools

RESOURCES REQUIRED

- Training expertise, including critical incident debriefing
- Micro-learning to facilitate new employees
- Consultants to create and deliver training
- Digital platform or learning management system
- Funding for training expenses and wages

MILESTONES

- Common training processes are implemented across community
- Workforce training needs identified
- Pulse surveys measure staff satisfaction and confidence

KEY PERFORMANCE INDICATORS FOR THIS STREAM

- Higher rates of staff satisfaction and confidence
- Usage rates of learning platform and other training resources
- Lower rates of staff turnover
- Less long-term leaves of absence
- Less client evictions
- Higher landlord participation and retention

OUTCOMES

*Through these strategic actions and **ongoing service coordination**, the GMHSC serves as Greater Moncton's CAB.*

↑ [x]% more **deeply affordable housing** built in Moncton region

↑ **Overall higher vacancy rate** in affordable rentals compared to 2024

↑ [x]% more **units** built to appropriately serve people moving from homelessness to housing

↑ Increased **community involvement** with GMHSC members

↑ Community interests and **people's lived experiences** directly inform policy decisions.

↑ GMHSC is the **trusted source** for information on homelessness

↑ GMHSC members are stronger in **capable staff**

↑ **More people successfully housed**