



Intro to Aims & Measures

Belleville Summit – April 13, 2023

Why set an aim?

- Understand what success looks like in the short- and long-term
- Targets your focus and provides direction
- Creates accountability
- Provides a benchmark against which you can measure progress

What makes a good aim statement?

- Inspires & motivates action
- Stretches your limits
- Adheres to SMART model





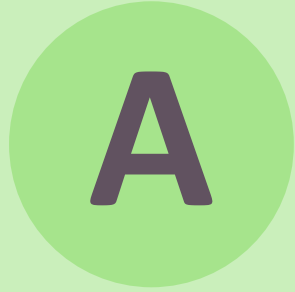
Specific

Clearly outlines
what you are
trying to achieve



Measurable

Defines what
success looks
like



Attainable

Can be
accomplished in
the allotted time



Relevant

Aligns with long-
term goals



Time-bound

Has a realistic
end date

Draft aim statement

- **Weak aim:** The City of Belleville will reduce homelessness by 2027.
- **SMART aim:** The City of Belleville will reduce chronic homelessness by 25% by March 31, 2027.

Specific

Who:
City of Belleville
What:
Reduce chronic homelessness

Measurable

By how much:
25%

Attainable

Justification:
Equates to reducing by X people from our current number

Relevant

Rationale:
A 25% reduction is aligned with our overall goal to end chronic homelessness

Time-bound

By when:
March 31, 2027

Draft City of Belleville 2027 Vision - Chronic

The City of Belleville will reduce chronic homelessness by 25% by March 31, 2027.

Confirm a quality By-Name List

BNL data reliable within a 5% margin of error

Confirm Quality By-Name List from CAEH

Improved sharing and reporting of homelessness data

BNL data shared with community in quarterly infographic report

Annual provincial and federal data reporting

Confirm a quality Coordinated Access System

Confirmed Basic Quality Coordinated Access through CAEH

Increased participation from community partner agencies (e.g., police, by-law, fire, healthcare, justice, etc.)

Adequate housing resources

Completed housing resource gap analysis

Appropriate supply of housing and support resources (including supportive, transitional and/or emergency housing)

Draft City of Belleville 2027 Vision - Veteran

The City of Belleville will reach functional zero veteran homelessness by March 31, 2025.

Confirm a quality Veteran By-Name List

Veteran BNL data reliable within a 5% margin of error

Confirm Quality Veteran By-Name List through CAEH

Partnerships with veteran organizations

Demonstrated ability to house more veterans each month than enter the system

Established process to confirm Veteran Status and link veterans experiencing homelessness to available resources

Confirm a quality Coordinated Access System

Confirmed Basic Quality Coordinated Access through CAEH

Increased participation from community partner agencies (e.g., Veteran Service Providers)

Adequate housing resources

Veterans are prioritized for available housing resources

Discussion Qs

1. Please rank/prioritize the drivers from each column in terms of priority for the community.
2. What do these drivers address about the homelessness needs that exists locally?
3. What are these drivers not addressing about the homelessness needs that exist locally?
4. What drivers should or could be added to make a measurable reduction in homelessness locally within the next 4 years?
5. What can your organization do to support these aims and help reduce homelessness?