



City of  
**Peterborough**

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**TO:** Members of the Joint Services Steering Committee

**FROM:** Ken Doherty, Director of Community Services

**MEETING DATE:** October 13, 2011

**SUBJECT:** Report C<sup>SS</sup>SJSSC11-008  
Community Social Plan Update

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## **PURPOSE**

A report to provide the Joint Services Steering Committee with an update on the Community Social Plan.

## **RECOMMENDATION**

That the Joint Services Steering Committee endorse the recommendation outlined in Report C<sup>SS</sup>SJSSC11-008 dated October 13, 2011, of the Director of Community Services, as follows:

That the Community Social Plan Update Report be received for information.

## **BUDGET AND FINANCIAL IMPLICATIONS**

There are financial implications arising from this report.

## **BACKGROUND**

In June 2004, the City and County of Peterborough approved the creation of the Peterborough Community Social Plan (CSP). The intent of the initiative is to establish clear direction and mandate from the Municipal Councils, through the Joint Services Steering Committee, to enable a coordinated approach to socio-economic planning and

service delivery. This report provides an update on activities since the last report CSSSJSSC10-008 dated November 18, 2010.

## Key Program Development Activities

### General

The Community Social Plan engages in formal consultations with United Way agencies and other community organizations to determine service needs and existing resources available in the County. On May 19, 2011 this process was expanded to include a consultation on child and family services in Asphodel-Norwood Township. Twenty-two representatives attended from local agencies, school boards, and the township to identify service gaps and implement strategies for improved collaboration. A consultant with the Ministry of Education Student Support Leadership Initiative (SSLI) is working closely with the CSP to tighten the network of supports to children and families in the Norwood area.

Investments have been made in 2011 to improve marketing of the CSP and increase awareness of the Help Centres, OW van service, and the program's 11 social planning priorities. New promotional leaflets have been developed, additional signage posted, and a redesign of the CSP web page is currently underway.

The United Way "Coats for Kids and Adults" winter clothing distribution was piloted in 2010 at three rural locations in Havelock, Buckhorn, and Apsley. It was a great success, and rural distributions will be maintained for November 2011 with sites in Havelock, Buckhorn, and Millbrook. The CSP assists with marketing and referrals to this program, as well as set-up and pack-down at the Buckhorn site.

An application was submitted, on behalf of the Rural Outreach Centre in Buckhorn, to the Community Foundation of Greater Peterborough's *Organizational Leadership and Innovation Grant*. The project was approved, securing \$2991 to provide training for County non-profit and community organizations. The focus is on strengthening board governance and leadership practices, building volunteer capacity, and skills development for staff. Funding will be used to support workshops including the "Board Governance Bootcamp" series and to purchase online training licenses based on the needs of individual organizations.

Funding of \$17,038 was also approved by the Ministry of Health Promotion and Sport for the "Building Rural Capacity for Healthy Communities" project. A collaborative initiative between the townships of Havelock-Belmont-Methuen and Galway-Cavendish-Harvey, this grant will expand physical activity, recreation and sport programs for youth and seniors, provide injury prevention education, and promote healthy eating through nutrition workshops for children and low-income adults. To encourage social inclusion and community engagement, there is no cost to participate in any of the workshops or activities. The grant will also fund HIGH FIVE<sup>®</sup> training in healthy child development for 48 community volunteers involved with children's recreation programs. HIGH FIVE<sup>®</sup> is a

provincially-recognized quality standard for children's sport and recreation, developed by Parks and Recreation Ontario.

CSP staff took on a coordinating role in the development of a County-wide program of events for Culture Days 2011. Townships, organizations, and community groups were invited to participate in the "Culture in the County" campaign between September 30<sup>th</sup> and October 2<sup>nd</sup> by hosting a free event to celebrate local arts, culture and heritage. The campaign showcases the work of local artists, entrepreneurs, and non-profit organizations, and encourages regional tourism through coordinated marketing via the website [www.culturedays.ca](http://www.culturedays.ca). A total of 15 events took place in seven townships over the Culture Days weekend (see Appendix A).

## **Employment**

Outreach employment services are provided weekly in all townships through the Peterborough Employment Resource Centre (PERC). PERC staff offer drop-in resume and job search assistance through the township libraries. Employment Ontario funds an additional three agencies to deliver a broader spectrum of employment supports to City and County residents, such as access to training, assessments, wage subsidies and job development services. Each agency has been designated a part of the County and is responsible for providing service to that area (see Appendix B). This has resulted in the establishment of two additional satellite Employment Centres in the County which operate three days per week – one in Lakefield through Northern Lights Canada and one in Havelock through Employment Planning & Counselling Peterborough. Coordination of City/County employment services is managed through the Community Employment Resource Partnership (CERP), to promote inter-agency collaboration and avoid duplication of service. The CSP Coordinator participates in CERP network meetings.

## **Transportation**

Transportation remains a challenge for County residents who need access to programs or services based in the City. The Community Social Plan has researched a number of rural transportation models and best practices, and will provide County staff with a summary report through the 2011 Transportation Plan Update process. The Ontario Works van service remains available to County residents through the Community Social Plan. Rides are available for health or employment-related appointments (dental, medical, counselling, rehabilitation, job search, access to food banks, training or education, Help Centre visits, etc.) and are pre-booked through the CSP. Some residents ride the van frequently during intensive periods of rehabilitation or treatment at agencies based in the City. Work has taken place to promote the OW van service to community agencies serving County clients and inform them of how residents can book a ride. The new CSP promotional materials and website provide information on the County transportation service.

The following table demonstrates the number of van rides provided to rural residents through the CSP between 2006 and September 23, 2011:

**Table 1**

Van Route	2006	2007	2008	2009	2010	2011	Areas Served
East	2 trips*	6 trips	10 trips	36 trips	111 trips	24 trips	Havelock, Millbrook, Norwood, Bailieboro
North	16 trips	74 trips	71 trips	32 trips	41 trips	8 trips	Apsley, Buckhorn, Lakehurst, Woodview, Lakefield, Ennismore

\* Trip = one-way journey. Represents trips above the number of Ontario Works riders.

### CSP Help Centres

There are two community Help Centres operating in the County. These are supported by Havelock-Belmont-Methuen and Galway-Cavendish-Harvey townships and operated by CSP staff. Both are located in municipal libraries and make use of the building when the libraries would be closed. The Buckhorn Help Centre is open on Mondays from 11:00 am to 4:00 pm while the Havelock Help Centre operates Thursdays from 2:00 to 7:00 pm. As part of the Help Centre philosophy, the program maintains a telephone Help Line in addition to the physical locations. The Help Line is available Monday to Friday during normal business hours to all City/County residents by calling 705-748-8830, ext. 3817. Together, the Help Line and Help Centres have supported 584 individuals since the launch of the Havelock site in 2006. Since 2009, the CSP Help Line has assisted an additional six people residing in the townships of Cavan-Monaghan, Otonabee-South Monaghan, and Asphodel-Norwood.

The following table reflects Help Centre activity:

**Table 2**

Location	2006	2007	2008	2009	2010	2011	Total
Buckhorn	-	21	8	11	38	18*	96
Havelock	11	64	101	119	107	86*	488
<b>Total</b>	<b>11</b>	<b>85</b>	<b>109</b>	<b>125</b>	<b>145</b>	<b>104*</b>	<b>584</b>

\*Number as of September 23, 2011

While 211 service is now available in the county for general information and telephone referral, the Help Centres provide the option of face-to-face, electronic or telephone service, as well as offering individual advocacy and assistance to complete forms.

Community Social Plan staff also make emergency home visits to assist County residents in crisis, where barriers such as mental health, transportation, lack of internet access or physical disabilities make it difficult for them to access the Help Centres. Home visits have been made to both Havelock-Belmont-Methuen and North Kawartha townships so far in 2011.

### **Future Directions**

Appendix C outlines the program work plan for 2011/2012 and progress made to date on priorities. The Community Asset mapping project is underway with the initial focus being on mapping all of the assets available in the county to serve children and Youth. The Community Social Plan has been successful this year in securing funds to support a number of initiatives that address rural needs. With the recent resignation of the CSP Coordinator, recruitment for this position is currently underway. Projects are currently being supported by various division staff and coordinated by the Division Manager. A key objective is to sustain the momentum of the past year by monitoring project outcomes and identifying additional funding opportunities.

Submitted by,

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Attachments: Appendix A – Culture in the County brochure  
Appendix B – Map of Employment Ontario Service Provider Areas  
Appendix C – CSP Work plan 2011/2012