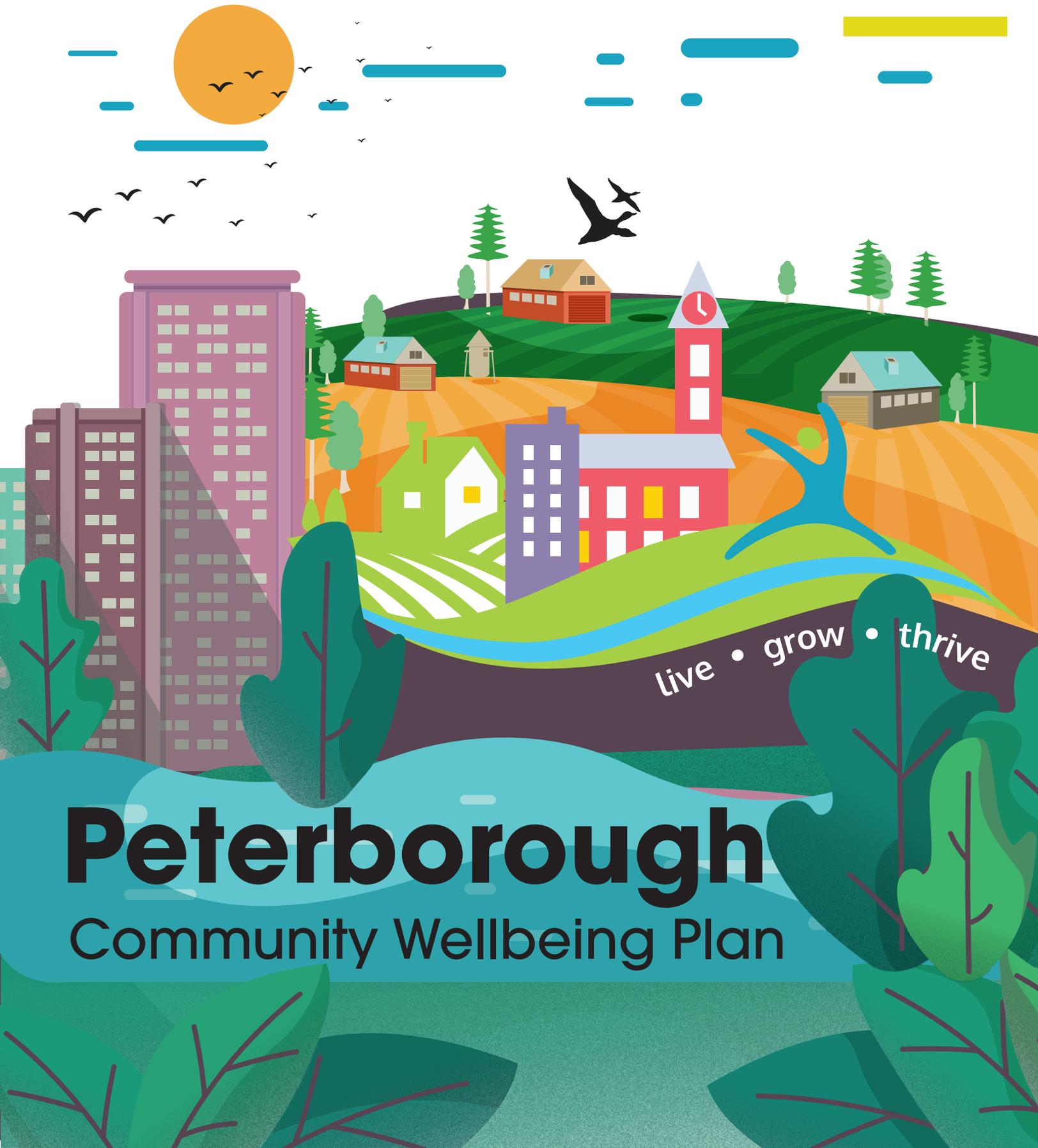


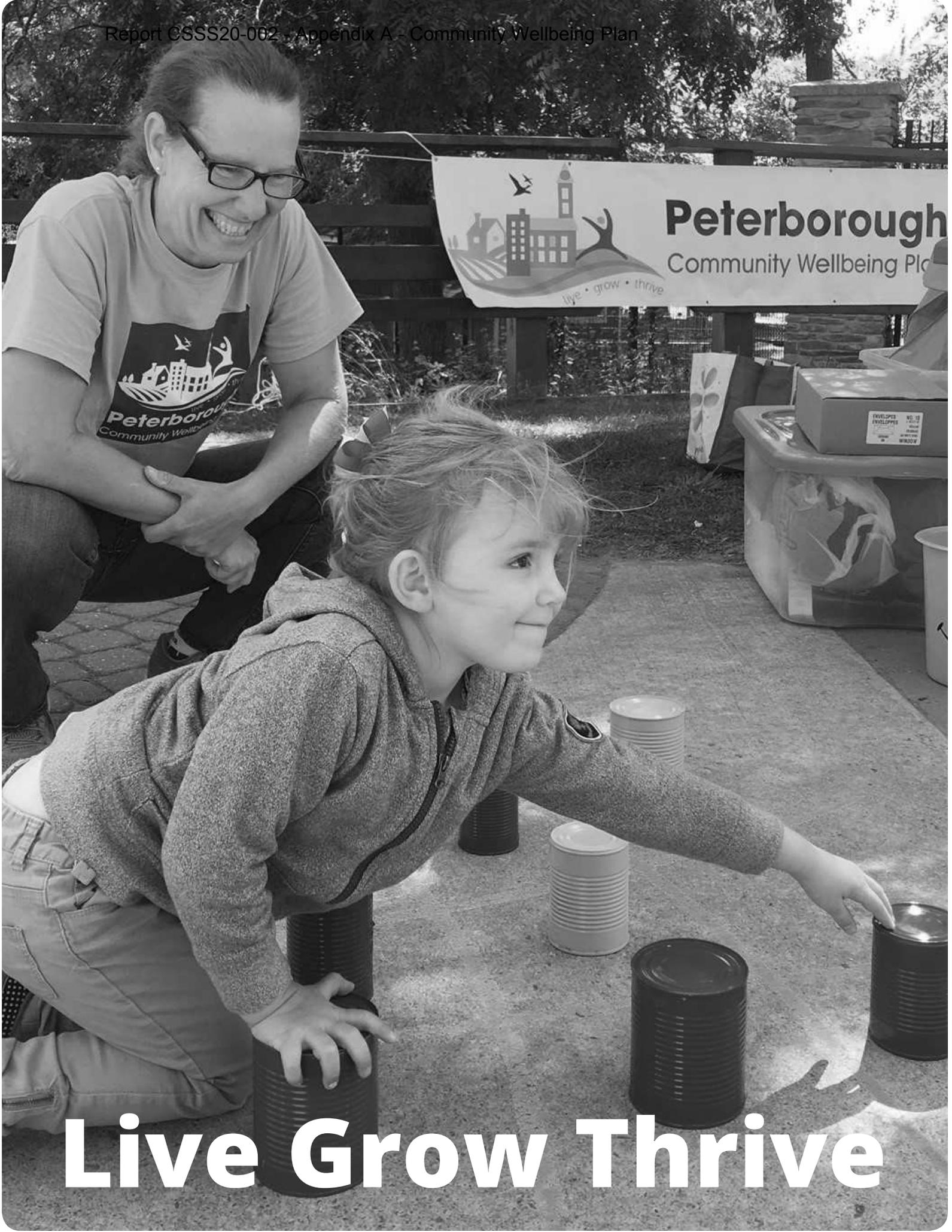
2019



live • grow • thrive

# Peterborough

## Community Wellbeing Plan

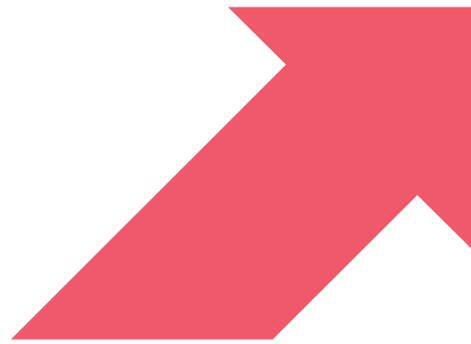


**Live Grow Thrive**

# Contents

<b>Letter from the Chair</b>	<b>4</b>
<b>The Plan on One Page</b>	<b>6</b>
<b>Introduction</b>	<b>7</b>
<b>Goals</b>	<b>8</b>
<b>Plan Development</b>	<b>9</b>
<b>Guiding Principles</b>	<b>16</b>
<b>Key Themes</b>	<b>17</b>
Democratic and Community Engagement	18
Environmental Stewardship	19
Good Jobs	20
Healthy Community	21
Housing	22
Income and Poverty	23
Transportation	24
<b>Lessons Learned in Community Engagement</b>	<b>25</b>
<b>Acknowledgments</b>	<b>26</b>
<b>Tracking Process</b>	<b>28</b>
<b>More Resources</b>	<b>28</b>
<b>Keep in Touch</b>	<b>28</b>

# Letter from the Chair



## Improving the quality of life for all.

The Peterborough Community Wellbeing Plan is a long-term plan that will strategically guide local government's decisions and improve the quality of life for all residents.

I would like to thank the Community Advisory Network who were instrumental in guiding the development of this strategic document. They provided valuable insights and contributions that helped staff do the best job in ensuring a diversity of voices in the engagement process. Listening to the community was an integral component of this planning process and the experience has helped to enhance the community engagement capacity of local government.

The Community Wellbeing Plan identifies key themes to guide future decision making for local government. It is not only a road map for local governments but a useful tool for organizations, businesses and residents who are key allies in achieving community wellbeing.

Please read and share the report. Help us to build a community where we can all live, grow and thrive.

### Larry Stinson

Chair of Community Wellbeing Plan Advisory Network

Director of Operations,  
Peterborough Public Health

# Looking Forward



# The Plan on One Page

The Community Wellbeing Plan establishes local government priorities to improve the quality of life for people that live in the City and County of Peterborough and Curve Lake First Nation. The Plan identifies those community priorities and some of the lessons learned about community engagement along the way.

Here are the results of over a year of planning and engagement.

## 4 Parts of the Plan

<b>Phase 1 -</b> Planning to plan.	<b>Phase 2 -</b> Community engagement: identifying priorities.	<b>Phase 3 -</b> Community engagement: focusing on solutions.	<b>Phase 4 -</b> Drafting the report: applying the principles.
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## Peterborough Strengths

Residents are proud of Peterborough. They take pride in:

- A strong sense of belonging to their communities
- A high level of volunteerism
- Exciting arts and culture opportunities
- A beautiful natural environment and a drive to preserve it
- A strong attachment to our heritage as a community

## There are 7 Community Identified Themes:

1. **Environmental Stewardship** - All residents and future generations can live in a healthy and stable environment.
2. **Democratic and Community Engagement** - All residents feel included and engaged in their community and local government.
3. **Good jobs** - All residents have access to good jobs.
4. **Healthy Community** - All residents have access to high quality health, community and social services.
5. **Housing** - All residents have access to a range of safe, affordable housing options.
6. **Income and Poverty** - All residents have access to income to cover basic needs.
7. **Transportation** - All residents can get around by walking, riding, driving or public transit.

The community identified themes will help local government, organizations, agencies and residents work towards these goals. Everyone will have a better understanding of the work underway, how to align the work and where to fill in the gaps. This plan is a strategic tool for long term planning together.

# Introduction



Municipalities are already active in the area of community wellbeing. As the Service Manager for Ontario Works, Children's Services, and Housing and Homelessness for the City and County of Peterborough, the City is required to develop service plans in these areas. Locally, municipal governments have also taken an active role in Age-friendly Peterborough, Sustainable Peterborough and Accessibility plans all of which contribute to community wellbeing.



A municipal Community Wellbeing plan builds on these existing plans and helps identify opportunities to address unmet needs or augment existing work. There are many organizations and committees across the Peterborough area also working on community wellbeing. They are looking to connect differently and work more efficiently together. The goal is to make the Peterborough area a place for residents to live, grow, and thrive.



Meeting the needs of the people of the City and County of Peterborough cannot be done in isolation or solely the responsibility of municipalities. A cross section of stakeholders from the public sector, the not for profit sector, and the business sector must collaborate for the community wellbeing to be maximized. Now is the time for local government to take a lead role to help further these collective efforts.



The Community Wellbeing Plan will be a guide for social planning and program development across the region. It will help to guide decisions related to policies, priorities, programs and services in the municipality, and hopefully throughout the community as well. Although the goal of this plan is to inform how local governments can impact wellbeing, wellbeing is a community responsibility. The information gathered can be beneficial to all those who contribute to building stronger communities.

**“ Community wellbeing is the combination of social, economic, environmental, cultural, and political conditions identified by individuals and their communities as essential for them to flourish and fulfill their potential. (Wiseman and Brasher) ”**

**LIVE GROW THRIVE**  
**WELLBEING**



## Goals

# 1

1. Make recommendations for Councils' consideration related to the priorities to improve the quality of life for people that live in the City and County of Peterborough and Curve Lake.

# 2

2. Provide a framework for progress reports and outcome measurement of wellbeing.

# 3

3. Continue to improve community engagement between residents and local government.

# Plan Development

The Community Wellbeing Plan was developed over 4 phases.



## Phase 1

Planning to plan.

## Phase 2

Community engagement: identifying priorities.

## Phase 3

Community engagement: focusing on solutions.

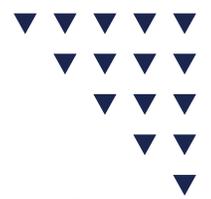
## Phase 4

Drafting the report: applying the principles and guidelines.

# Phase 01



## Phase 1 Planning to plan



The first phase of the planning process focused on gathering existing data and information.

### Existing Plans

A review was completed of 26 existing local plans related to community wellbeing. The Additional Resources section provides links to the local plans that were reviewed. The work in other communities was also reviewed to gather best practices. The information was used to inform the planning process and to establish an understanding of the existing wellbeing in our community.

### Canadian Index of Wellbeing

The review identified the importance of a framework for measuring quality of life. A variety of practices were investigated as possible frameworks. The Canadian Index of Wellbeing, developed at the University of Waterloo, and used across Canada at federal, provincial and municipal levels has been selected as the tool to support Peterborough's Community Wellbeing Plan.

## The Canadian Index of Wellbeing is based on 8 domains or areas as follows:



**Community Vitality** - Do strong, active, and inclusive relationships exist among people and between all types of organizations?



**Democratic Engagement** - Are people advancing democracy through political institutions, organizations and activities?



**Education** - Are instruction, schooling, and training from youth to adulthood available? Accessible? Do they prepare people for work, life, and changing times?



**Environment** - Are we protecting our environment while revitalizing our ecosystems and working towards sustainability?



**Healthy Population** - Are people physically, mentally, and socially healthy?



**Leisure and Culture** - Are arts, culture and recreation activities available and being embraced?



**Living Standards** - Are we economically secure?



**Time Use** - Are we balancing our leisure, work, social, and rest time to improve wellbeing?

The Canadian Index of Wellbeing was used as the framework to collect local data and develop Fact Sheets for each area, as well as a tool to identify priorities and strengths in a community survey.

# Phase 02

## Phase 2



### Identifying priorities

**Community Engagement:** Staff actively went out to community events and meetings to promote awareness about the Community Wellbeing Plan and the initial survey that would be used to help establish priorities. Staff focused on getting out to the public by hosting pop up events where the public was gathering as well as attending meetings with established groups.

#### Pop ups

Nine pop ups were set up at: (569 people engaged)

- Peterborough Exhibition
- Peterborough Farmers Market
- Peterborough Public Library
- Peterborough Zoo
- Lakefield Farmers Market
- Peterborough Sports & Wellness Centre
- Lang Pioneer Village
- Curve Lake Safety and Wellbeing Fair
- Social Services Office

#### Presentations

Presentations and surveys were also completed at the following committees and groups: (12 meetings – 162 surveys completed)

- Downtown Business Improvement Area Board
- Planning Table for Youth
- Peterborough Youth council
- Early Years Planning Table
- Youth Service Forum
- Lakefield Round Table
- Peterborough Youth Commission
- Joint Accessibility Committee
- Hiawatha LIFE Staff
- Homelessness Support Services Coordinating Committee
- Peterborough Family Resource Centre
- BEL Rotary

## There was also an active online presence to promote the plan and survey.



11,000 Twitter impressions



19,000 Facebook views



Almost 2,500 webpage views



154 email subscribers

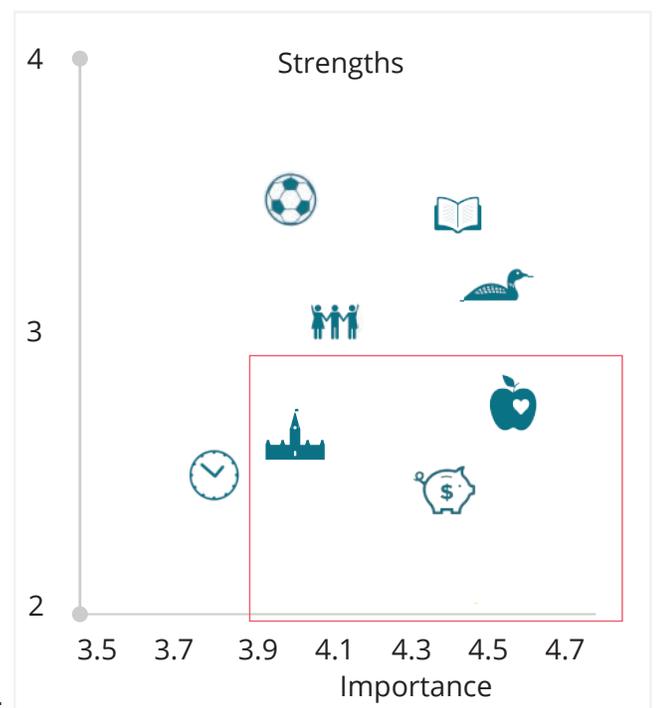
### What we heard

Overall, through a combination of online and in-person, there were 950 completed surveys.

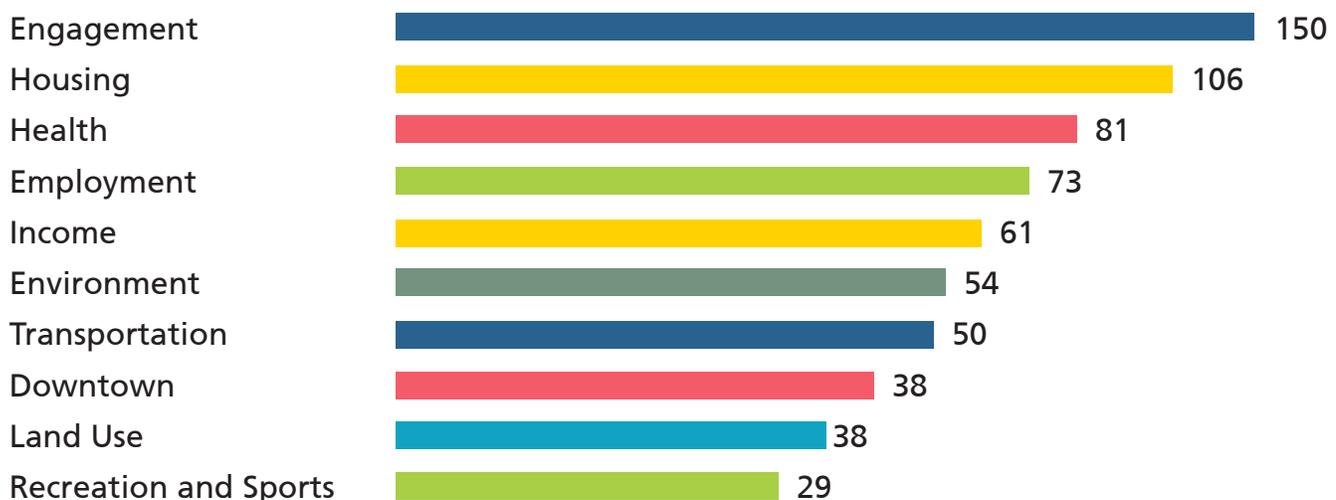
Survey questions asked participants to rank, on a scale of 1 to 5, how strong and how important each area was for the community.

Healthy populations, living standards and democratic engagement were identified as the most important areas with the most room for growth. These three areas became the areas of focus for the next phase of engagement.

Survey respondents were also asked "What are your suggestions for your local government to improve the community wellbeing?" A summary of the responses can be found on the website and the key ideas have been included in the Key Themes section of this report.



### What people are talking about



# Phase 03

## Phase 3

### Focusing on solutions



The second part of the community engagement consisted of 4 workshops.

All workshops provided an opportunity to share the results of the survey and to provide some information about the scope of local government. The first three workshops each focused on a specific area: living standards, healthy communities and democratic engagement. The fourth workshop was an opportunity to bring all the ideas together, identify priorities and the criteria and principles that would be important for this plan. Workshops were held at different times of day and in both the City and County to provide the best opportunities for residents to be engaged. After the workshops, there were additional stakeholder interviews scheduled to gather further information in specific under represented areas. There was also the opportunity to submit additional ideas online.

Throughout the process there were over 170 ideas generated. Some of the ideas have been incorporated into the guiding principles. Some of the ideas are already underway. Some of the ideas are highlighted in the priorities section of the report and a few ideas can't be implemented locally right now. The ideas from the workshops, online submissions and stakeholder interviews have been summarized and included in the Key Themes section of the report, with the survey comments. Finally, two "wrap up" sessions were held, one town hall meeting in the City and an open house in the County to report back to the community about the information that had been heard.

# Phase 04

## Phase 4

### Drafting the report: applying the principles and guidelines



The final phase of the report was writing. This process can take time but, in the meantime, the community feedback related to the Community Wellbeing Plan has been used to inform other municipal and community work.

It is also recognized that local government cannot do this work alone. The community feedback was included as part of Maryam Monsef MPs Quality of Life and Jobs Summit and the Precarious Employment Research Initiative Peterborough conference. Input and comments have all been shared with:

- City Official Plan process,
- 10-year Housing and Homelessness Plan five-year review,
- Curve Lake Health and Family Services Committee,
- Peterborough Public Health Family and Community Health Team,
- Community Impact Committee and Board of the United Way of Greater Peterborough.

# Guiding Principles

The Community Advisory Network started with 7 Guiding Principles. Throughout the community engagement process those principles were reinforced by the community, but a few more important concepts also emerged. As part of the final workshop, the revised principles were further defined and then confirmed at the Wrap Up Events in both the City and the County.

One important message that was echoed in a variety of ways was the concept that our planning should consider both equity for all people as well as sustainability. Rather than develop a principle or an action item to capture this concept, it has been developed as two lenses through which all our decisions should be made.



**Accountable and Transparent:** Ensure accountability and transparency throughout all phases of Plan development and implementation.

**Alignment:** Ensure the Plan and activities align with and support existing priorities, without duplication of efforts.

**Collaborative:** Ensure comprehensive collaboration and involvement of others to achieve a diverse and representative voice throughout the Plan and its implementation.

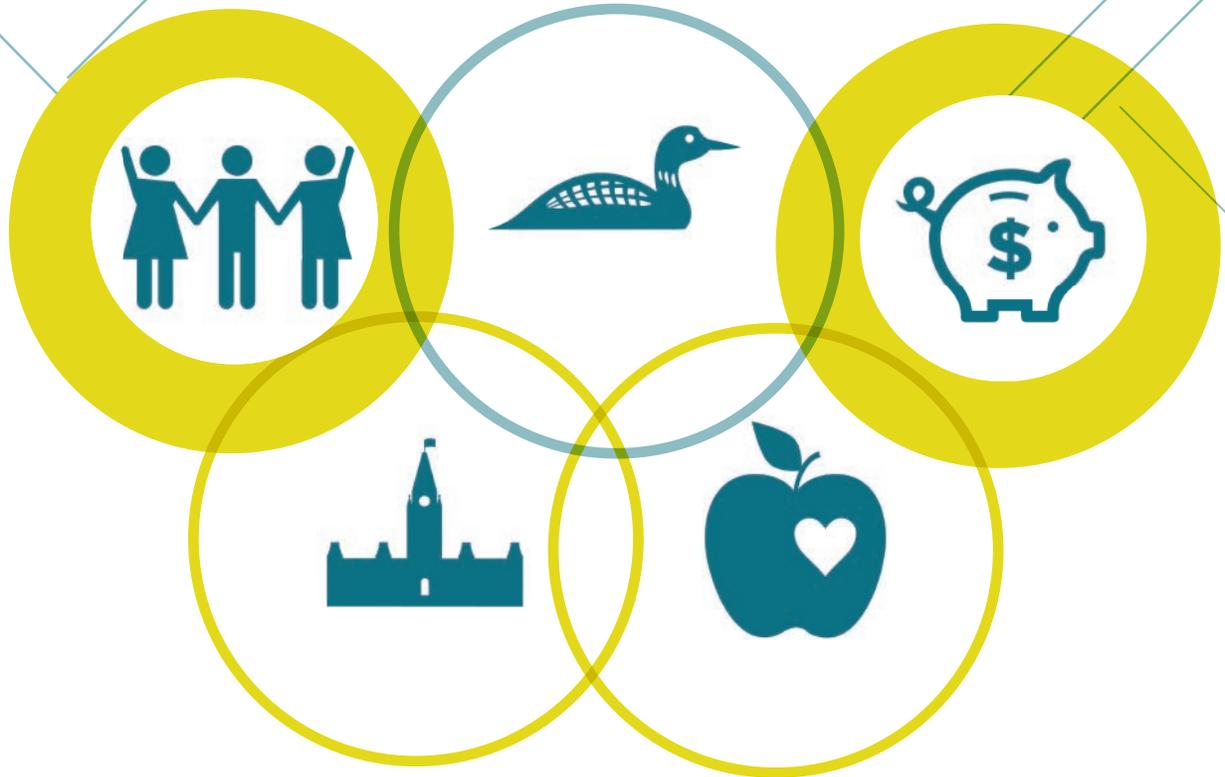
**Empowerment:** Foster a shared sense of Plan ownership and build individual and community capacity to take charge of their own wellbeing.

**Inclusive:** Foster inclusiveness and belonging within the Plan and its implementation, to cultivate a sense of connection and build mutual trust, respect, and resiliency within the community.

**Innovative:** Approach Plan development and implementation with an innovation and progressive mindset to leave behind outdated patterns and be open to embracing positive change.

**Responsive:** Ensure a responsive approach to Plan development and implementation through openness and timely responses to the input of others.

**Vibrant:** Ensure the Plan and activities help to build a vibrant community full of energy and life.



## Key Themes

Over 10 months of research and community engagement, key themes became evident. The seven key themes that have been identified by the community are:

- 1. Environmental Stewardship**
- 2. Democratic and Community Engagement**
- 3. Good jobs**
- 4. Health Community**
- 5. Housing**
- 6. Income and poverty**
- 7. Transportation**

In an attempt to rank the importance of these priorities, it became evident that one is not more important than the other, but all are interdependent. For example, when discussing accessible and affordable transportation it could be about reducing carbon footprint, getting to work, staying active or just being able to pay for a bus ticket.

Identifying the community priorities will help everyone, local government, as well as organizations, agencies and residents work towards these goals. There will be a better understanding of current work underway, how to align the work and where there is a need to fill in the gaps. This plan is a strategic tool for long term planning.



# Democratic and Community Engagement



All residents feel included and engaged in their community and local government.

## What we heard

### People want:

#### To Be Heard

- to be heard by decision makers, their input valued, and their ideas respected.

#### To Be Included

- Council and municipal government to include those often not represented, as well as draw upon the expertise available within the community to assist in decision making.

#### Accountability

- Councils and municipal government to be accountable, transparent and honest.

#### To be Informed

- to know the reasoning and evidence behind decisions and have more open communication and opportunity to work together more effectively.

#### Improved Essential Services

- municipal governments to work together more effectively and advocate with provincial and federal governments to improve essential services for wellbeing, such as mental health supports.

### Some community ideas:

- Embed the values of transparency and commitment in strategic plans
- Focus on Indigenous engagement
- Develop policy and processes that supports engagement: communications, wards, adaptive planning
- Develop tools to support engagement: website, social media training

**Engagement**

**Community  
Vitality**

**Leisure and  
Culture**

# Environmental Stewardship



All residents and future generations can live in a healthy and stable environment.

## What we heard

People identified a strong link between the environment and community wellbeing. They see municipal government, in its development process, as playing a large role in protection and sustainability. Citizens want a voice in decision making and are concerned about greenspace. There is a desire to encourage increased use of solar panels, compost, and bike trails.

### Some community ideas:

- Sustainability lens – cost benefit analysis for decisions in all areas for all decisions
- Flood management – improve infrastructures
- Promote electric vehicles
- Economic development related to Sustainable Peterborough Plan
- Community gardens, green roofs and greenhouse
- Enforce the no idling bylaw

**Environment**

**Engagement**

# Good Jobs



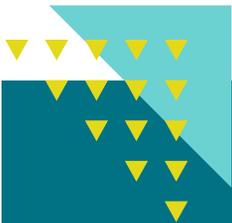
All residents have access to good jobs.

## What we heard

Employment is recognized as an important factor for a healthier community. Concern was identified with unemployment rates and resulting social implications. People hoped that more stable employment would help improve physical and mental health. Local government should attract new businesses offering higher paid jobs to engage and retain youth and have more diversified jobs to attract university graduates. People were concerned about job security, managing precarious employment, and an improved employment outlook and expansion of benefits needed to promote a higher quality of life.

## Some community ideas:

- Coordinate the employment sector across education and training, employment placement, and economic development
- Local government should be a model employer: diversity, stability, training and living wage
- Develop community benefit agreements and social procurement
- Innovative employment opportunities to support social enterprises, small business and young professionals



**Living Standards**

**Education**

**Time Use**

# Healthy Community



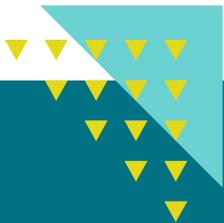
All residents have access to high quality health, community and social services.

## What we heard

People are concerned about universal access to local health services. People state that there is a need for more doctors, nurses, nurse practitioners, and walk in clinics, as well as reduced wait times. Need more public promotion of healthy foods and physical activities (particularly in schools). People want funding for increased mental health services, including substance use, and for affordable and accessible counselling with decreased wait times. Identified link between mental health, affordable housing and poverty; must approach in integrated way to promote community wellbeing. In Curve Lake the quality of water was a concern.

## Some community ideas:

- Activity and community centres (rural, youth and seniors)
- Free and accessible wellbeing/ play activities and facilities
- Hubs, gathering spaces and collaborations
- Support for youth



**Healthy Populations**

**Community Vitality**

**Leisure and Culture**

# Housing



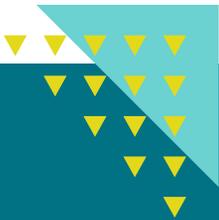
All residents have access to a range of safe, affordable housing options.

## What we heard

There were concerns with overall quality, cost and access to housing in a highly competitive market. Rents are unmanageable for those receiving minimum wage or financial assistance. There is a lack of available housing and dissatisfaction with the type and quality of existing housing. Vulnerable groups identified included seniors, students, working poor, people with disabilities and people who are unemployed. People wanted more social housing and more homeless shelters. The downtown core and broader community could be improved with newer residences and apartment buildings.

## Some community ideas:

- More affordable rental housing and rent supplements
- Housing for vulnerable groups (youth, seniors etc.)
- Commit to ending chronic Peterborough homelessness in 5 years
- Improve quality of housing through retrofits and incentives



## Living Standards

# Income and Poverty



All residents have access to an income enough to cover their basic needs.

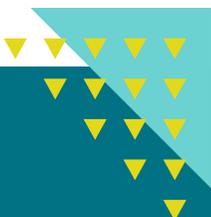
## What we heard

Residents see financially supporting people with low income as a priority. Poverty is seen as a significant barrier to social inclusion and wellbeing. Needs were identified for rent controls, a budget for rent supplements, and for more subsidized housing or rent-geared-to-income housing.

Beyond the direct control of the community, more advocacy should be completed at the community level to push for structural change and improvements in the area of income. Examples: increase amount of financial assistance for individuals receiving Ontario Works and Ontario Disability Support Program; support a guaranteed income program; lower hydro bills; increased minimum wage, and introduction of a living wage.

## Some community ideas:

- Increase financial empowerment and financial literacy
- Participate in Social Assistance reform
- Support poverty reduction - basic income guarantee and living wage



## Living standards

# Transportation



All residents can get around their community by walking, riding, driving or public transit.

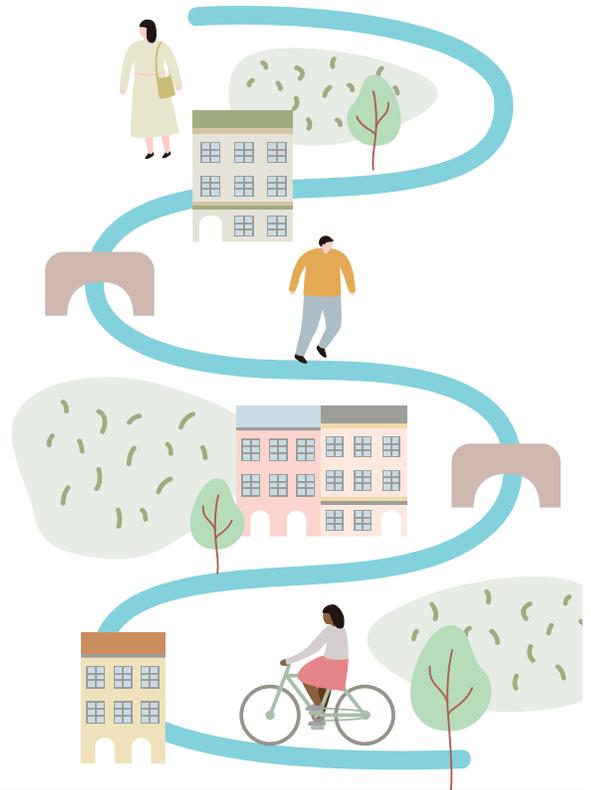
## What we heard

Active use of side-walks, bike lanes, and trails (increased/in good repair) is seen as environmentally friendly and promotes a healthy, active lifestyle vs. overuse of cars. Public transportation (transit) also valued as it supports youth, students, seniors, those with accessibility needs, and ensures community members can actively participate in community life.

Improvements recommended include more buses and more / improved routes (i.e. with access to popular destinations). Transportation equity needed for accessibility improvements and more options in rural areas.

Some community ideas:

- Transportation – affordable and accessible
- Active transportation
- Walking infrastructure (snow removal and lighting etc.)
- Cycling infrastructure
- County transit



**Leisure and Culture**

**Living Standards**

**Environment**

**Healthy Populations**

**Time Use**

# Lessons Learned in Community Engagement

One of the original goals of the Community Wellbeing Plan was to improve community engagement with residents. Some new strategies were tried. Sometimes it worked and sometimes it didn't. Here are some of the lessons learned from the process.

## 1 Lesson 1: Go talk to the people; don't expect them to come to you.

There was much higher success engaging people when staff went to places where they already gathered, rather than expecting people to come to meetings. Agencies appreciated visits to pre-existing meetings rather than adding something extra to the schedule and community members were happy to chat at events that were fun, such as the market or Peterborough Pulse.

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## 2 Lesson 2: Keep track of who you talk to, so you know who you have missed

Where possible, the general demographics of the people engaged were tracked. As the survey engagement wrapped up, groups of people that were under represented were identified and an extra effort was made to get them involved. It is not a science, but it helps.

---

## 3 Lesson 3: Be prepared to manage expectations

Community engagement is an excellent opportunity to inform the public. There were some ideas proposed that were not within the control of local government. It was important to be specific up front about what local government can and cannot do. Be clear about the community's role in the decision-making process.

---

## 4 Lesson 4: Provide lots of different ways to engage

Different people have different preferences related to engagement. It is important to provide a variety of styles of engagement at different locations and different times of day.

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## 5 Lesson 5: Be flexible

Not everything is going to work out. When snow and ice result in poor attendance at a workshop it is important to adapt. In this case, there was a special attempt to reach out to organizations and community groups to fill the gap.

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## 6 Lesson 6: Report back to the community

People provided many comments and ideas throughout the process. There was positive feedback when there were reports back on both the survey and overall results. These opportunities to report help to build trust.

---

# Acknowledgments

Many thanks to the people who made this report possible.

## The Residents

For completing the survey  
For stopping to chat at pop ups  
For attending workshops  
For sending in ideas  
For helping to make Peterborough a better place to **live • grow • thrive**

The Plan covers the geographic area of the City and County of Peterborough and Curve Lake First Nation. To coordinate the planning process, including City staff, County staff, townships, community agencies, businesses and the residents, many people were involved.

## Community Advisory Network

The Community Advisory Network is a broad group of representatives from community agencies that provided input, advice and support to the development of the plan.

- Larry Stinson, Peterborough Public Health Chair of the Advisory Network
- Bev Cameron, Ministry of Tourism, Culture and Sport
- Brianna Salmon, GreenUp
- Diane Mather, Peterborough Victoria Northumberland and Clarington Catholic District School Board
- Eleanor Rath, Otonabee-South Monaghan township
- Gord Halsey, Peterborough Poverty Reduction Network
- Jason Dennison, Workforce Development Board
- Jennifer Kloosterman, The Bridge
- Jim Russell, United Way Peterborough
- Joëlle Favreau, Nourish and YWCA
- Murray Rodd, Peterborough Police Services
- Nicole Gagliardi, Community Foundation of Greater Peterborough
- Peter Mangold, Kawartha Pine Ridge District School Board
- Rhonda Keenan, Peterborough Economic Development
- Sandra Deuck, Peterborough Chamber of Commerce
- Sheridan Graham, County of Peterborough and Sustainable Peterborough
- Su Ditta, Electric City Culture Council
- Tim Tatchell, Ontario Provincial Police
- Yvonne Lai, New Canadians Centre

## Project team

The project lead with the support of the project team managed the day to day operations of the project and coordinated the community engagement and data gathering.

- Becky Rogers, Manager of Arts, Culture and Heritage
- Brad Appleby, Planning
- Caren Thayer, Social Services
- Charmalee Sandanayake, Geomatics/Mapping
- Chris Kawalec, Social Services
- Janet Sheward, CAO office
- Peter Williams, Peterborough Police Services
- Rebecca Morgan Quin, Housing Services
- Sharron Hayton, Corporate Services
- Susan Sauve, Transportation
- Nancy Fischer, Project Lead

## Steering Committee

The Steering Committee oversees the scope, resources, budget, timeline and deliverables of the project.

- Allan Seabrooke, Commissioner of Community Services replacing Ken Doherty
- Bryan Weir, Director of Planning, County of Peterborough
- Ellen Armstrong, Manager of Social Services replacing Linda Mitchelson
- Jeffrey Humble, Director of Planning
- Ken Doherty, Director of Community Services (retired)
- Ken Heatherington, Manager of Planning (replacing Jeffrey Humble)
- Larry Stinson, Director of Operations, Peterborough Public Health, Chair of the CWB Advisory Network
- Linda Mitchelson, Manager of Social Services (retired)
- Sandra Clancy, CAO City of Peterborough
- Project Manager- Nancy Fischer - Sr Program Analyst

## The Students

Finally, a special thank you to the three students who helped with the project. All three brought a fresh set of eyes to the work.

- Chelsey Collins – Bachelor of Social Work, Trent University
- Donna Galloway – Master of Social Work, Windsor University
- Spencer Moran – Business, Trent University

# Tracking Process

This report is intended to help build a higher quality of life for our residents – to help make the Peterborough area a better place to live, grow and thrive. As a strategic tool for longer term planning, everyone will own parts of the progress.

# More Resources

Additional information about the community plan can be found on the website at [www.peterborough.ca/ptbowellbeing](http://www.peterborough.ca/ptbowellbeing).

The website includes the following useful documents:

- Fact Sheets
- Summary of Survey
- Survey Comments
- The Big Ideas
- Local Plans Reviewed



# Keep in Touch

Please provide feedback or comments:

[www.peterborough.ca/ptbowellbeing](http://www.peterborough.ca/ptbowellbeing)

[ptbowellbeing@peterborough.ca](mailto:ptbowellbeing@peterborough.ca)

705-742-7777 Ext. 1477

[#PtboWellbeing](https://twitter.com/PtboWellbeing)

This report is available online at [www.peterborough.ca/ptbowellbeing](http://www.peterborough.ca/ptbowellbeing) and in other formats upon request.