



# **Peterborough**

## **Community Wellbeing Plan**

**Joint Services Steering Committee**

**June 14<sup>th</sup>, 2018**

# Goals

1. Make recommendations for Council's consideration related to the priorities to improve the quality of life for people that live in Peterborough City, County and Curve Lake
2. To continue to improve community engagement between residents and local government
3. To provide a framework for progress reports and outcome measurements of wellbeing



live • grow • thrive

# Thanks to all who made this possible

- ✓ The Advisory Network
- ✓ Steering committee
- ✓ Project team
- ✓ Students
- ✓ Residents



live • grow • thrive

# Plan Process



950 Surveys

Spring Fall 2017

170 Ideas

Winter 2017

7 Themes

Spring 2018

Priority Areas

June 2018

Activities

to be finalized

Council Report

Review

2022

2019

# The engagement

9 pop ups – 567 people  
11 meetings - 162 surveys  
4 workshops – 170 ideas  
20 +stakeholder interviews

11,000 Twitter impressions  
19,000 Facebook views  
Almost 2000 web hits  
132 email subscribers



jim russell @jimmer\_uw · 21 Nov 2017

Great conversation and review of #PtboWellbeing survey results  
#strongcommunity @UnitedWayPtbo



Community Vitality



Healthy  
Populations



Democratic  
Engagement



Time Use



Environment



Leisure and  
Culture



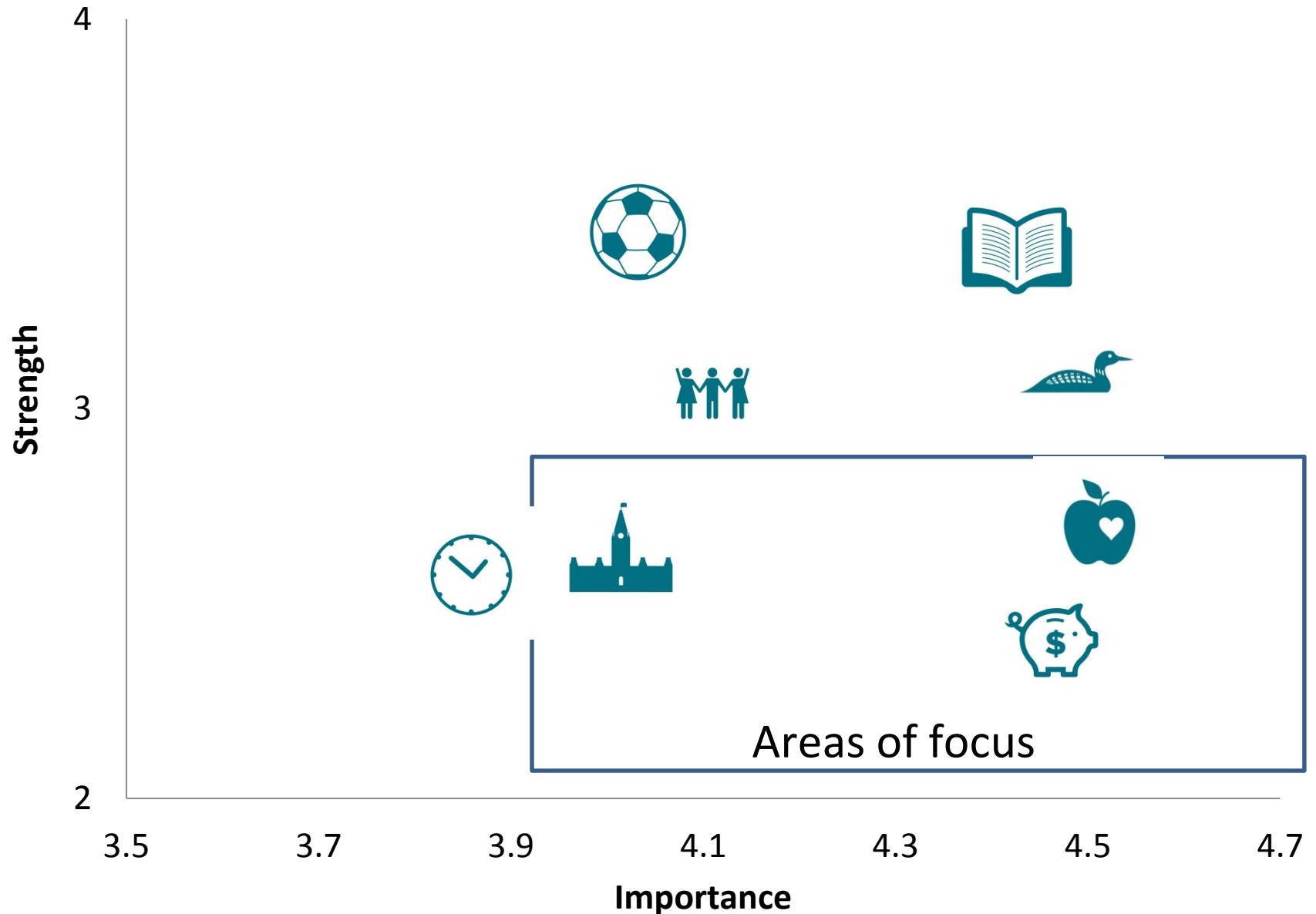
Education



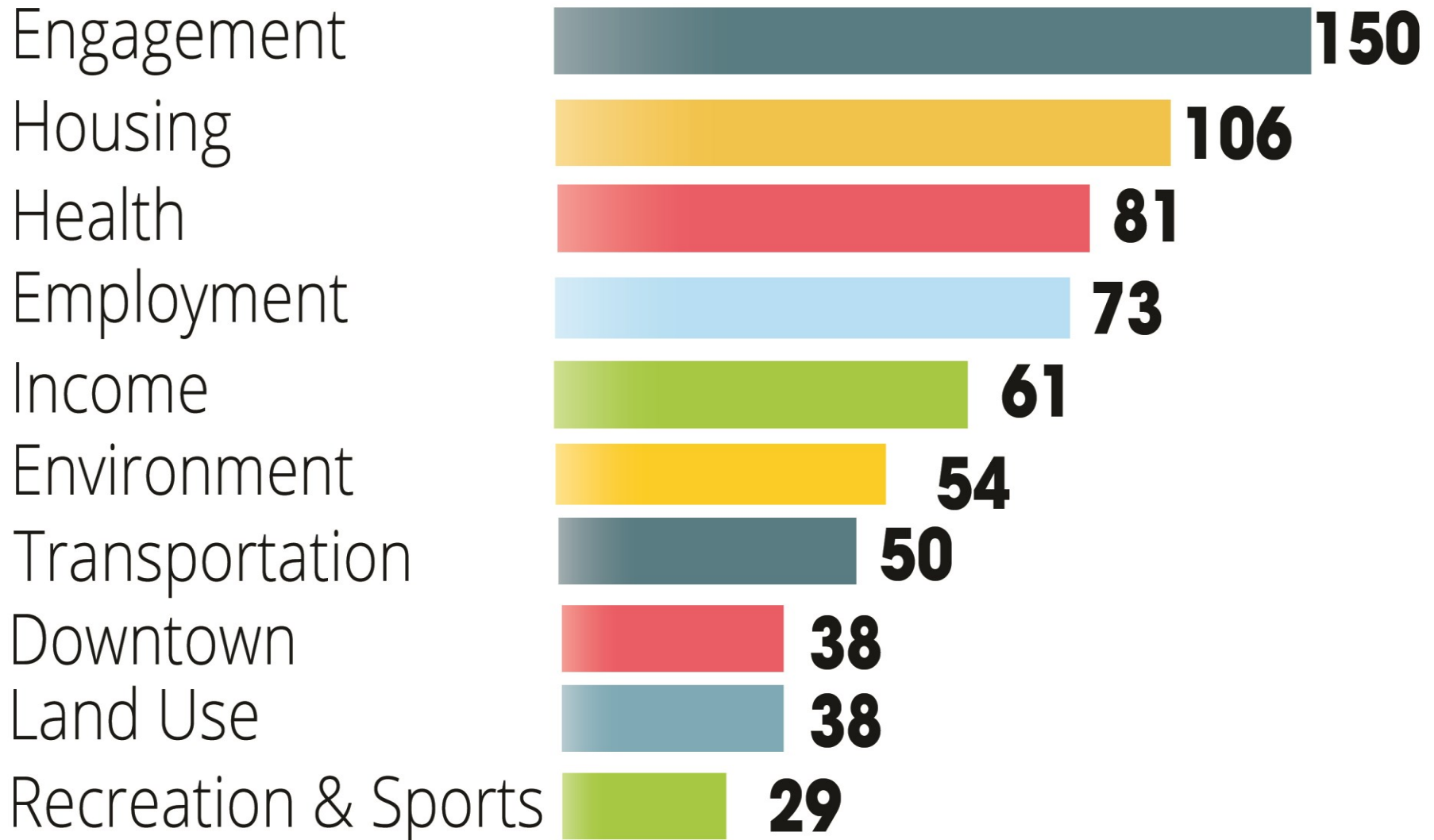
Living  
Standards



# Survey results



# What people are talking about!



# Leisure and Culture

Heritage sites

Cultural organizations



# Community Vitality

Vibrant communities

Engaged volunteers



# Education



**Licensed childcare spaces**  
**High school and college graduation**

# Opportunities – Living Standards



Drinking water for all

Employment

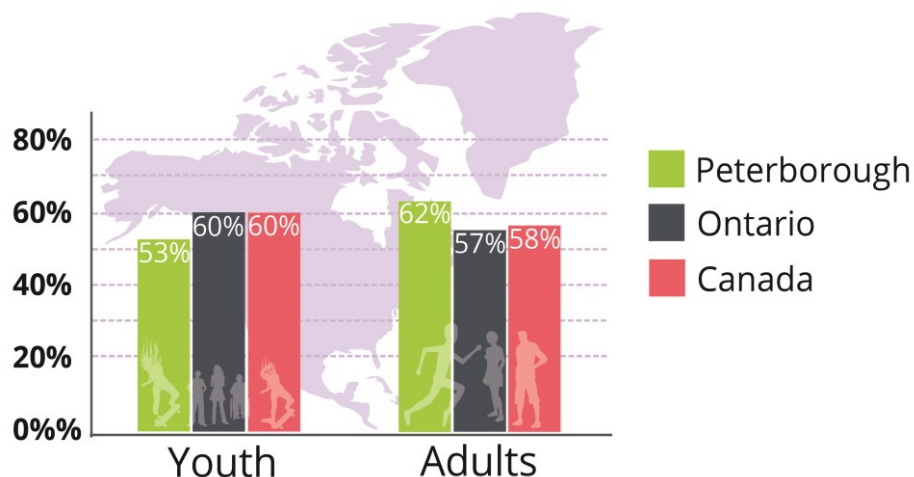
Food security

Housing

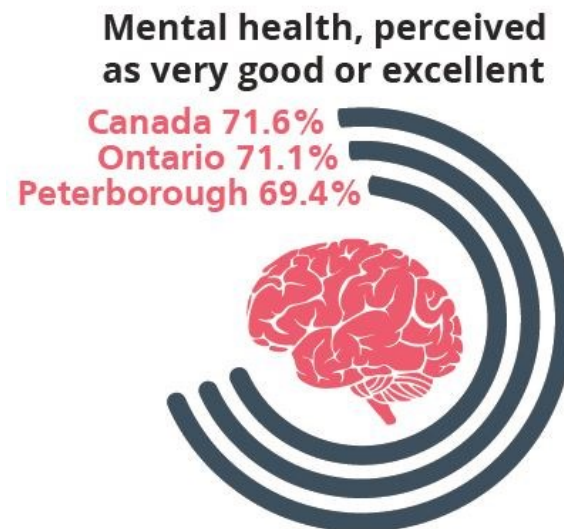
Income



# Opportunities – Healthy Populations



**More adults are physically active** **Fewer youth are meeting the recommended amounts of physical activity – 53% compared to 60% Ontario and Canada**

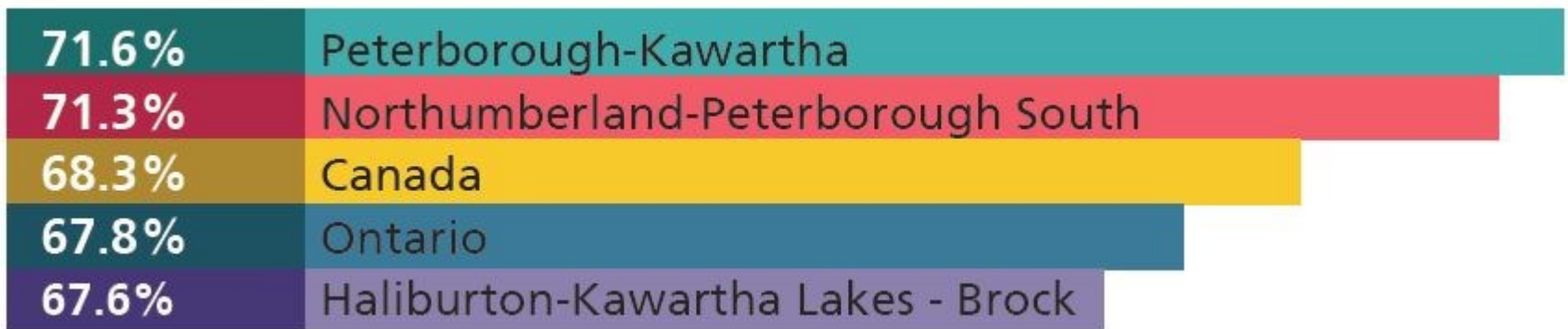


**1 in 5 people have a mental illness/ year**  
**By age 40 – 1 in 2 have had a mental illness**

# Opportunities for engagement

- Democratic engagement was the most popular theme in the survey with 150 comments.
- Residents want to have a voice and expect transparent and accountable local government

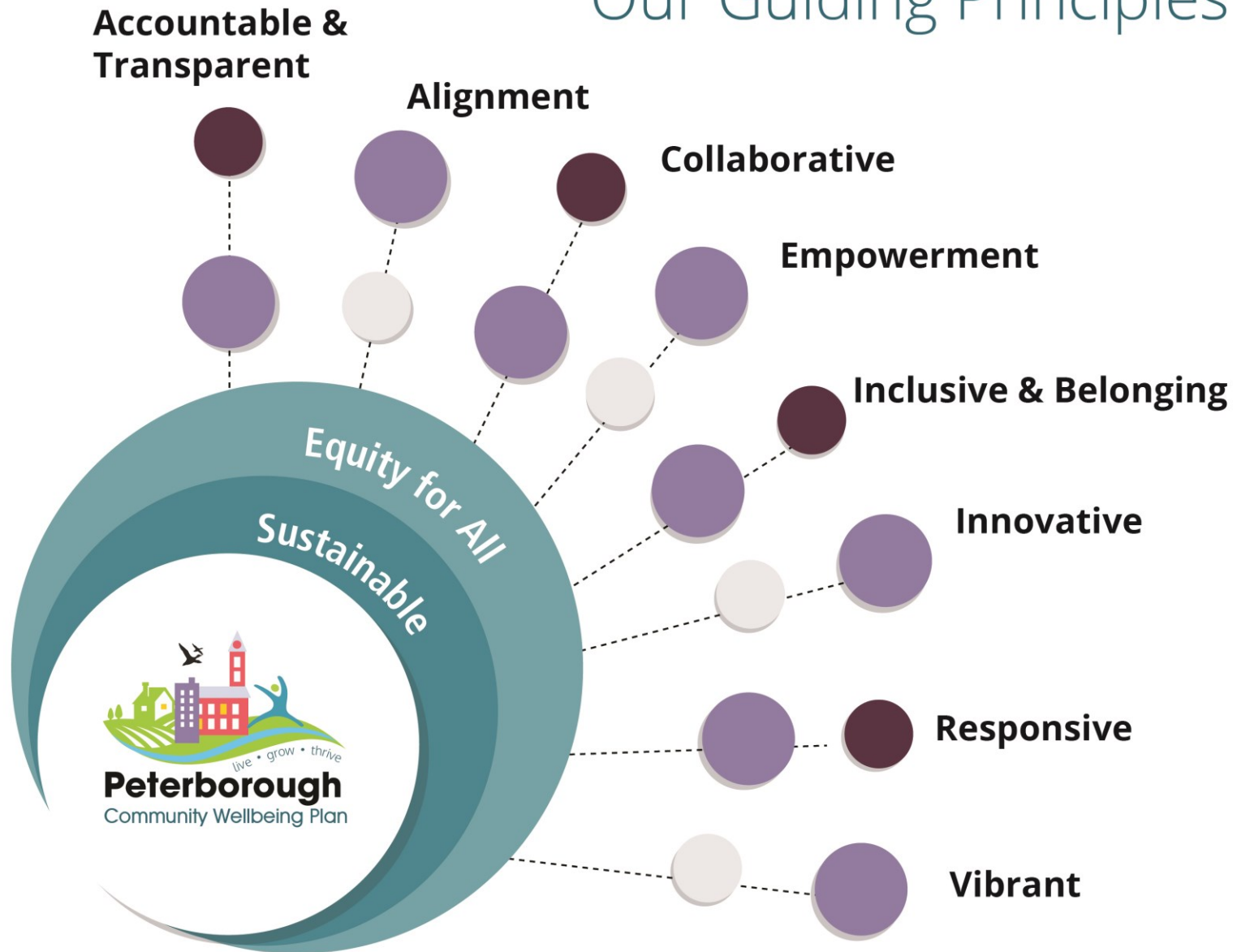
## Voter turnout in Federal election



# 4 workshops - 170 ideas



# Our Guiding Principles



# 7 Community Identified Themes

**01** Climate Change/  
Environment

**02** Democratic & Community  
Engagement

**03** Good Jobs

**04** Healthy  
Communities

**05** Housing

**06** Income and  
Poverty

**07** Transportation



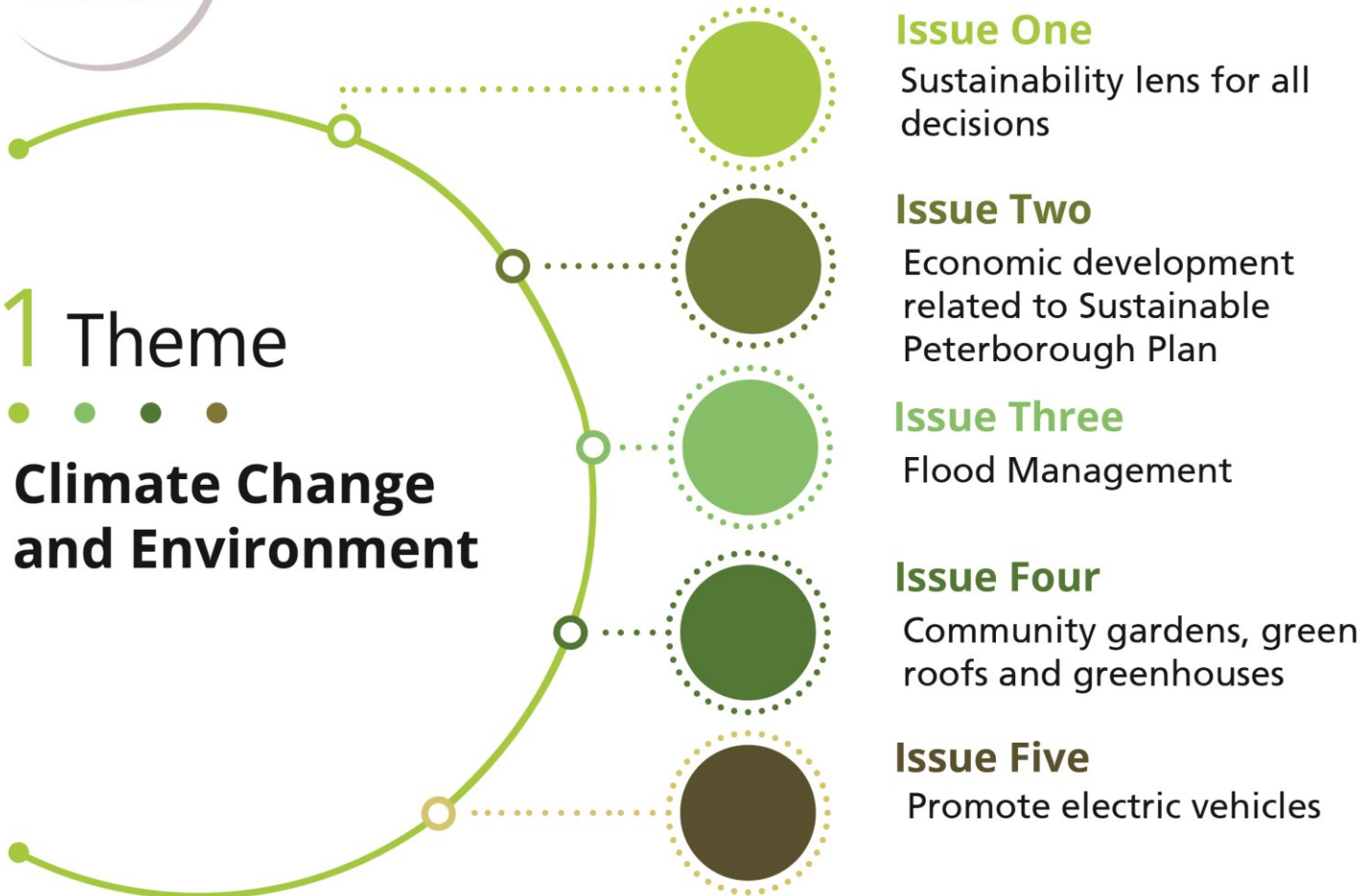


# Themes and Issues

## 1 Theme



### Climate Change and Environment



# Live Grow Thrive

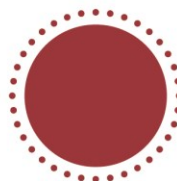


# Themes and Issues

## 2 Theme

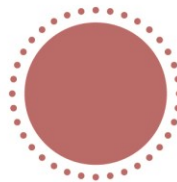


### Supporting Democratic & Community Engagement



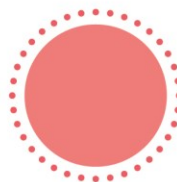
#### Issue One

Values- transparency and commitment



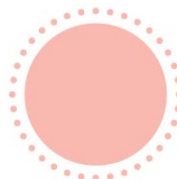
#### Issue Two

Indigenous engagement



#### Issue Three

Policy and process:  
communication, wards,  
adaptive planning



#### Issue Four

Tools: Website, social media  
training

# Live Grow Thrive



# Themes and Issues

## 3 Theme



### Good Jobs



#### Issue One

Coordinating the employment sector

#### Issue Two

Community benefit agreements & social procurement

#### Issue Three

City as model employer: diversity, stability, training and living wage

# Live Grow Thrive



# Themes and Issues

## 4 Theme



### Supporting a Healthy Community

#### Issue One

Activity and community centres (rural, youth and seniors)

#### Issue Two

Free and accessible wellbeing activities

#### Issue Three

Hubs: gathering spaces and collaborations

#### Issue Four

Support for youth

# Live Grow Thrive

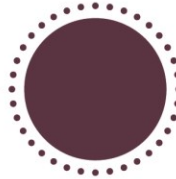


# Themes and Issues

## 5 Theme

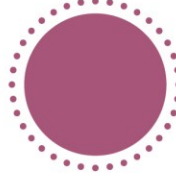


### Housing



#### Issue One

Affordable rental housing



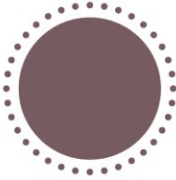
#### Issue Two

Housing for vulnerable groups (youth, seniors etc.)



#### Issue Three

Commit to reducing Peterborough homelessness to functional zero in 5 years



#### Issue Four

Improve housing through retrofits and incentives

# Live Grow Thrive

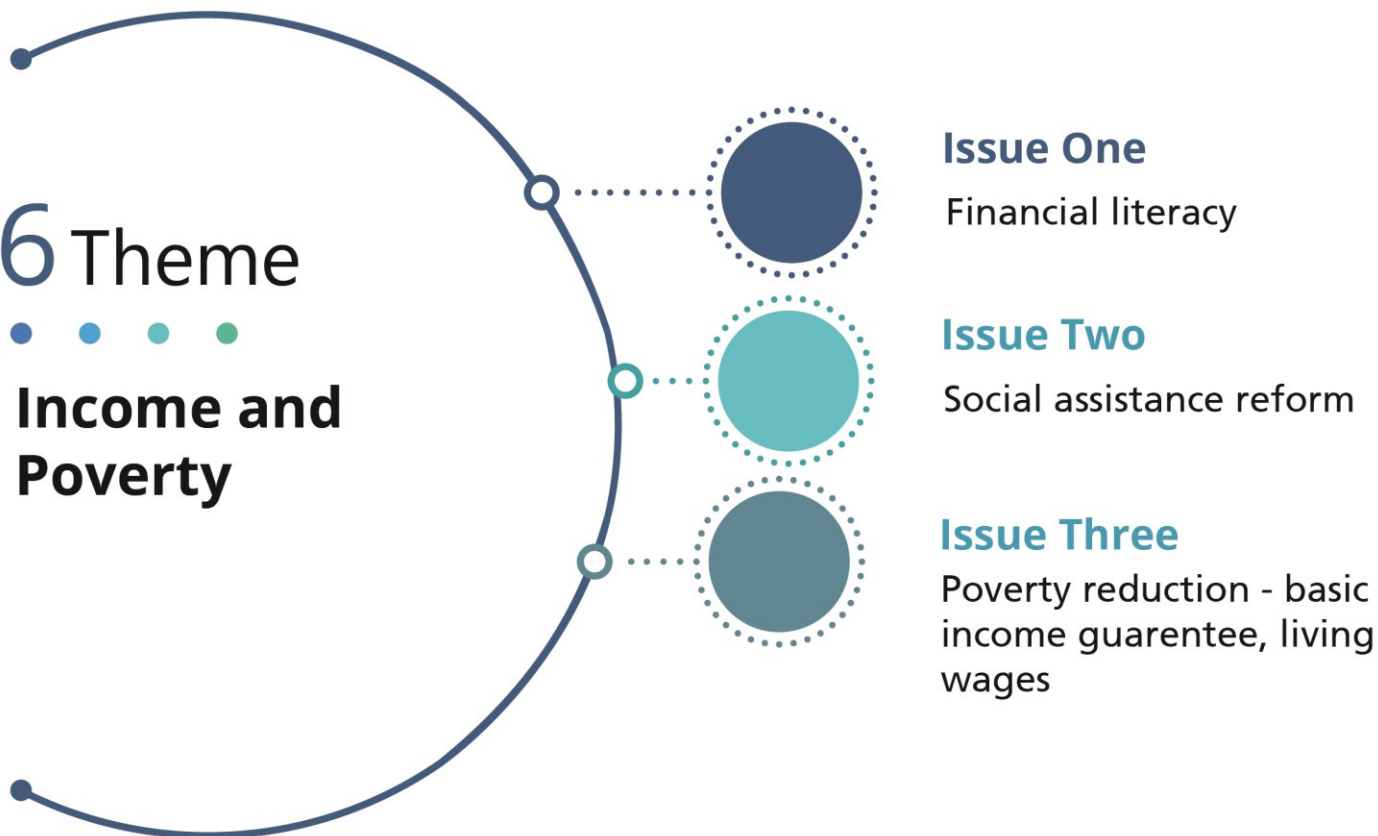


# Themes and Issues

## 6 Theme



### **Income and Poverty**



#### **Issue One**

Financial literacy

#### **Issue Two**

Social assistance reform

#### **Issue Three**

Poverty reduction - basic income guarantee, living wages

# Live Grow Thrive

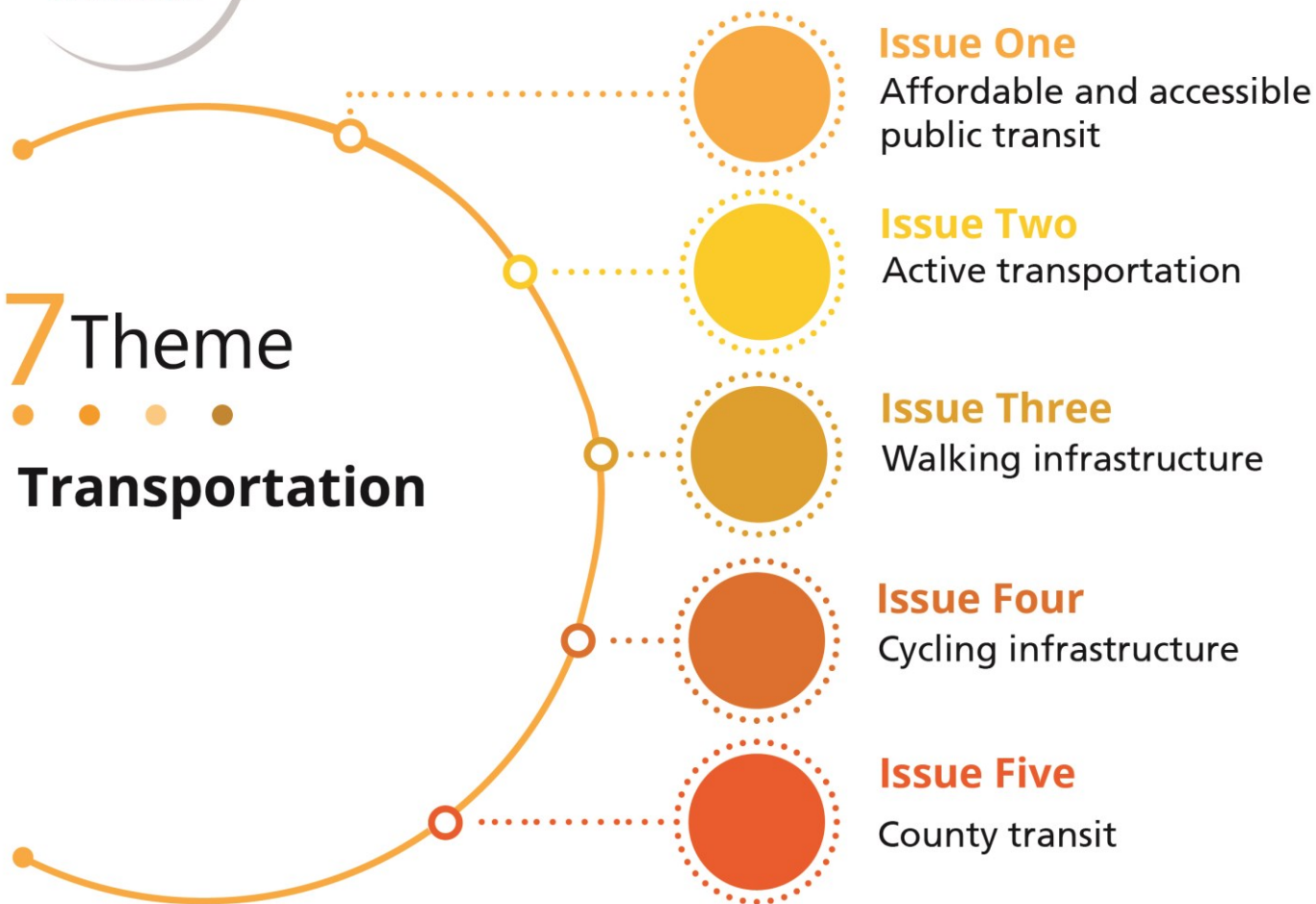


# Themes and Issues

## 7 Theme



### Transportation

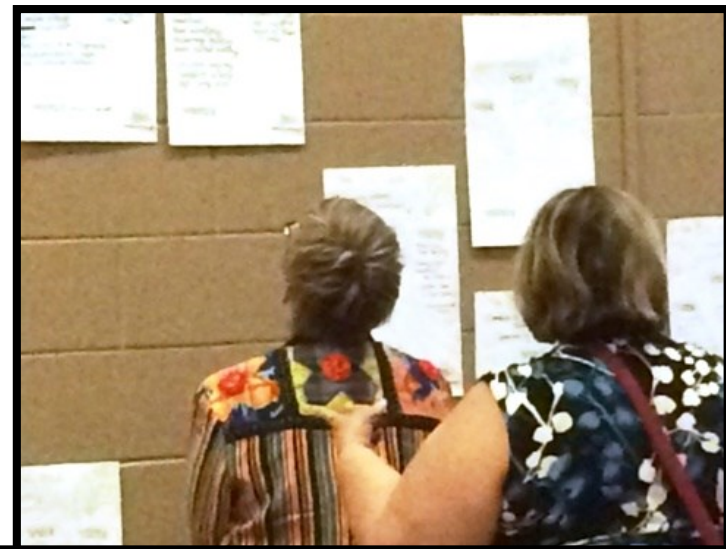


# Live Grow Thrive

# 8 criteria for an idea to be included in the plan

1. Alignment with strategic frameworks
2. Community impact
3. Importance to community members
4. Feasibility – staff, resources, cost, time
5. Readiness
6. Partners – who is working on this?
7. Ability to move an area of focus forward
8. Based on evidence of importance - research

# Wrap up



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**We are here!**

# What we learned from participants in the engagement

- ✓ Improvements in the quality of life must be available to all
- ✓ The City, County, Townships, private sector and the business community must work together to enhance the quality of life in Peterborough.
- ✓ Take action





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



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



705-742-7777 Ext. 1477



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