Regional Municipality Of Waterloo
Community Services Committee
Minutes

Tuesday, May 27, 2014
12:30 p.m.
Regional Council Chamber
150 Frederick Street, Kitchener, Ontario

Present were: Chair S. Strickland, L. Armstrong, J. Brewer, T. Cowan, D. Craig*, T.
Galloway, J. Haalboom, R. Kelterborn, G. Lorentz, C. Millar*, J. Mitchell, K. Seiling, J.
Wideman and C. Zehr

Members absent: R. Deutschmann and B. Halloran

Motion to Reconvene Into Open Session
Moved by T. Cowan
Seconded by R. Kelterborn
That the meeting reconvene into open session.
Carried

Declarations Of Pecuniary Interest Under The Municipal Conflict Of Interest Act
None declared.

Presentations
a) Dr. Fred Mather, Medical Director, Sunnyside Home re: SS-14-021, Sunnyside
Home Medical Director Report 2013

Report SS-14-021 was deferred until the June 17, 2014 meeting.
Delegations

a) Ben Revoy, Director, HUGO re: Supportive Housing Program

Ben Revoy, Director, HUGO appeared before the Committee to advocate for an increase in funding for the domiciliary hostel program. He stated that there has not been an increase in funding since 2009 and it is slowly starving the service providers and will eventually affect the levels of service.

In response to a question from the Committee, B. Revoy stated that he represents a number of the programs but not all of them.

Regional Chair K. Seiling reminded the Committee that the per diem provided for the domiciliary hostel program is set by the provincial government. Chair S. Strickland recommended that the issue be referred to staff to review the options that are available.

Moved by C. Millar

Seconded by T. Cowan

That the issue of funding for the domiciliary hostel program be referred to staff to prepare a report to the Community Services Committee that provides an overview of the existing domiciliary hostels, the history of funding for the domiciliary hostel program, and the options available to the Region in regard to funding for the domiciliary hostel program.

Carried

Consent Agenda Items

Request to Remove Items From Consent Agenda

There were no requests to remove items from the consent agenda.

Motion To Approve Items Or Receive for Information

Moved by C. Zehr

Seconded by J. Wideman

That the following items be approved:

- That the Regional Municipality of Waterloo continue to serve in the role of Homelessness Individuals and Families Information System (HIFIS) Community Coordinator and, in its capacity as such, enter into agreements with the Federal Government of Canada or a Ministry or agency thereof, under the National Homelessness Information Systems (NHIS) program for the period of June 1, 2014 to March 31, 2019, upon terms and conditions acceptable to Legal Services, for the purposes of providing funding to the HIFIS Community Coordinator project;
And That the Regional Municipality of Waterloo approve entering into an agreement with the House of Friendship of Kitchener to a maximum of $13,600 for the delivery of the HIFIS Community Coordinator project for the period June 1, 2014 to March 31, 2015, subject to receipt of Federal Government funding;

And That the Regional Municipality of Waterloo approve entering into an agreement(s) with consultant(s), as determined by the Commissioner of Social Services from time to time, to a maximum of $10,400 for the delivery of the HIFIS Community Coordinator project for the period of June 1, 2014 to March 31, 2015, subject to receipt of Federal Government funding;

And Further That the 2014 Operating Budget for Social Planning be increased by $18,750 gross and $0 net Regional Levy, for continuation of the HIFIS Community Coordinator project, subject to receipt of Federal Government funding, to be fully funded by the Federal Government under the Federal NHIS program as outlined in report SS-14-019, dated May 27, 2014.

- That the Regional Municipality of Waterloo approve the proposed rate structures for the Home Child Care Program effective July 1, 2014 as outlined in report SS-14-023, dated May 27, 2014

And that the Regional Municipality of Waterloo provide notice to the public of a proposed amendment to the Fees and Charges By-Law 14-002 at the June 25, 2014 Regional Council meeting regarding implementation of Home Child Care rates:

a) To implement the Home Child Care Rate Structure – Fee Paying Families, in accordance with Regional Council’s approved 2014 budget, effective July 1, 2014; and

b) To amend the Region’s Fees and Charges By-law No. 14-002 to reflect new rate structure – Purchase of Service – Subsidized Rate, effective July 1, 2014 as described in this report.

- That the Regional Municipality of Waterloo enter into an agreement with the United Way Kitchener Waterloo & Area, under the Local Immigration Partnership for the period April 1, 2014 to March 31, 2015, upon terms and conditions acceptable to the Regional Solicitor and the Commissioner of Social Services for the purpose of funding the Immigration Partnership;

And that the Regional Municipality of Waterloo approve entering into agreements with agencies or consultants, as determined by the Commissioner of Social Services from time to time, to support the implementation of the Immigration Partnership for the period April 1 2014 to March 31, 2015, subject to receipt of United Way Kitchener Waterloo & Area funding;

And further that the Regional Municipality of Waterloo approve an increase in the 2014 Operating Budget for Social Planning, Policy and Program Administration
by $24,150 gross and $0 net as outlined in report SS-14-027, dated May 27, 2014.

And that the following items be received for information:

- SS-14-026, Delay of Technology Implementation (Information)
- PH-14-019, Rabies Prevention and Control Program Update (Information)
- PH-14-021, Cancer in Waterloo Region: A Population Health Status Report (Information)
- PH-14-022, Region of Waterloo Infant Feeding Study (Information)
- Memo: Ontario Works Caseload: April 2014
- Memo: Employment Resource Centre – Rural Outreach
- Memo: Provision of Denture Services
- Memo: Selection to be Part of the Cohort for the Public Purse Procurement (3P) Mentorship Program

Carried

Presentations

b) Tracy Jasmins, Marketing and Communications Coordinator, Waterloo Crime Prevention Council re: Memo: Volunteer Today Campaign

Tracy Jasmins provided a presentation on the Volunteer Today Campaign that ran in 2013. A copy of the presentation is appended to the original minutes. The campaign was designed to be positive, engaging, and simple in order to encourage individuals to support at risk youth. She provided an overview of the social media, print and radio communications that were used during the campaign and thanked the various media sponsors that supported the project.

The Committee thanked T. Jasmins for the presentation and the work of the Crime Prevention Council.

Received for information.

Regular Agenda Resumes

Reports – Social Services

a) SS-14-020, Region of Waterloo Seniors’ Strategy (Presentation)
Douglas Bartholomew-Saunders, Commissioner, Social Services, introduced the report and explained that as a part of the Corporate Strategic Plan staff have been developing a Region wide seniors strategy. The Region of Waterloo Seniors Advisory Committee (RWSAC) was struck to examine the work of all departments in relation to providing services to seniors and advise on the creation of the strategy. J. Haalboom introduced the members of the RWSAC that were in attendance and thanked the staff members that have been involved with the advisory committee for their work.

Kelly Buxton, Social Planning Associate, provided a presentation on the progress made in relation to the Region of Waterloo Senior’s Strategy. A copy of the presentation is appended to the original minutes. She outlined the development of the RWSAC and their work on developing the strategy. The strategy is based on the eight key topic areas of an age friendly city identified by the World Health Organization. K. Buxton explained that the strategy will be presented to the RWSAC for review and will be brought back to the Community Services Committee on August 12, 2014.

*D. Craig left the meeting at 12:55 p.m.

Received for information.

Reports – Planning, Housing and Community Services

b) P-14-063, “Renewing Our Commitment” - A Proposed (New) Region of Waterloo Affordable Housing Strategy 2014-2019 (Staff presentation available)

*C. Millar left the meeting at 1:05 p.m.

Jeffrey Schumacher, Supervisor, Housing Supply Initiatives provided a presentation on the Affordable Housing Strategy for 2014-2019. A copy of the presentation is appended to the original minutes. J. Schumacher stated that there have been a number of successes since 2001 including helping over 2000 households meet their housing needs. However, he noted that there are still over 3100 households on the waitlist and the wait times are increasing. The Region has been designated as a center of growth in the province and supportive housing will continue to be an issue.

J. Schumacher explained that the goal for 2014-2019 is to address the needs of at least 700 households. This includes the creation of 350 new units and renewing or renovating 350 existing units. The next steps will involve allocating the remaining investment in affordable housing for Ontario funds and advocating with other levels of government for increased financial support.

In response to a question from the Committee, J. Schumacher explained that when reviewing housing proposals it is possible to include proximity to transit as a factor to ensure that there are affordable units close to the LRT route.

The Committee noted that the housing strategy should have consideration for encouraging affordable units in the central transit corridor. Rob Horne, Commissioner, 1642261
Planning, Housing and Community Services, stated that the last call for proposals did include this consideration but it could be strengthened in the future. In response to a question from the Committee, J. Schumacher noted that the strategy requires approximately $30 million in funding from other levels of government. He explained that the funding will be dependent on the outcome of the provincial election, however if the new provincial government matches the commitment from the federal government there will be $16 million available.

Chair S. Strickland stated that he would not characterize the housing goal as ambitious but noted that it is realistic given the lack of funding from the other levels of government.

Moved by J. Brewer

Seconded by J. Mitchell

That the Regional Municipality of Waterloo approve the following with regard to “Renewing our Commitment” - The New Region of Waterloo Affordable Housing Strategy 2014-2019, as described in Report P-14-063, dated May 27, 2014:

a) Endorse the New Affordable Housing Strategy as a key approach to address affordable housing needs to the end of 2019;

b) Allocate $690,000 for new rental and supportive housing and $400,000 for Ontario Renovates from the remaining $1.09 million in Investment in Affordable Housing for Ontario program funding for the 2014-2015 fiscal year;

c) Request senior levels of government to actively participate in the new Affordable Housing Strategy, including the provision of adequate long-term capital and sustainable supportive housing funding;

 d) Forward a copy of the new Affordable Housing Strategy to Federal and Provincial Ministers responsible for housing, health and social services, local Members of Parliament and Members of Provincial Parliament, Area Municipalities, Federation of Canadian Municipalities, Association of Municipalities of Ontario and Community Housing Stakeholders; and

e) Direct Regional staff to report back to Regional Council on implementation plans, as required, subject to the release of a future funding allocation for affordable housing from the Federal and Provincial governments, and as described in this report.

Carried

Reports – Public Health

c) PH-14-020, Skin Cancer Prevention Act (Tanning Beds), 2013 Update
Dave Young, Director, Health Protection and Investigation provided an overview of the Skin Cancer Prevention Act that came into force on May 1, 2014. The act prohibits anyone under the age of 18 from using tanning booths. Public health inspectors are permitted to conduct inspections and issue fines under the act.

In response to a question from the Committee, D. Young stated that the act covers all commercial establishments and would apply to a fitness club that may have tanning available for members with no cost.

Received for information.

d) PH-14-023, Update on Proposed Changes to the Smoke-Free Ontario Act

Sharlene Sedgwick Walsh, Director, Healthy Living explained that the changes to the “Smoke-Free Ontario Act” that were introduced by the provincial government in 2013 had not passed second reading when the election was called. The amendments will not be passed unless they are reintroduced by the government after the election.

Regional Chair K. Seiling noted that the staff recommendation refers to the newly elected Minister of Health and Long Term Care. This is an appointed position not an elected one.

Moved by J. Wideman

Seconded by T. Cowan

That the Regional Municipality of Waterloo send a copy of report PH-14-023, dated May 27, 2014, to the new Minister of Health and Long Term Care and the Premier after the June 12, 2014 election; and

That the Regional Municipality of Waterloo requests that the Minister of Health reintroduce the proposed changes to the Smoke-Free Ontario Act as outlined in November, 2013.

And that the Regional Municipality of Waterloo send a letter to each of the local municipalities advising them of the Region’s plan to encourage the province to reintroduce the legislation after the election, and to monitor the response.

Carried

Information/Correspondence

a) Council Enquiries and Requests for Information Tracking List was received for information.

Next Meeting – June 17, 2014

Adjourn

Moved by K. Seiling
1642261
Seconded by J. Haalboom

That the meeting adjourn 1:35 p.m.

Carried

Committee Chair, S. Strickland

Committee Clerk, T. Brubacher
Volunteer Today campaign
May 27, 2014

Tracy Jasmins, Communications
Waterloo Region Crime Prevention Council

www.PreventingCrime.ca

- Reduce stigma attached to youth at risk
- Encourage adults to get involved
Look Deeper Campaign (2003)

I AM SMART.
I have big ideas and even bigger dreams. Listen to me. I have a lot to offer.

I AM STRONG.
I welcome new challenges and fair competition. Believe in me. I can do anything.

I AM WORTHY.
I have an open mind and a firm handshake. Get to know me. I am somebody.
Partners

Volunteer Centre
Connecting volunteers to what matters.

United Way
Cambridge and North Dumfries
Volunteer Today

He DESERVES a life of literacy
volunteertoday.ca

He DESERVES a chance to create
volunteertoday.ca

He DESERVES a place to play
volunteertoday.ca

She DESERVES a healthy meal
volunteertoday.ca

She DESERVES a stable home
volunteertoday.ca

They DESERVE a role model
volunteertoday.ca
Display at 150 Frederick St.

AUGUST & SEPTEMBER (4 WEEKS)
The Campaign...52 weeks

LAUNCH DATE: May 2, 2013

- Digital Billboards (Mall & Outdoor)
- Transit Shelters
- Radio
- TV
- Newspaper
- Social media
- Websites / web banners
Launched at Justice Dinner

35TH ANNUAL JUSTICE DINNER

BUILDING BRIDGES

“WE BUILD TOO MANY WALLS AND NOT ENOUGH BRIDGES.” SIR ISAAC NEWTON

THURSDAY, MAY 2, 2013 | 5:30 PM
He DESERVES a life of literacy volunteertoday.ca

She DESERVES a healthy meal volunteertoday.ca
He DESERVES a chance to create
volunteertoday.ca

He DESERVES a place to play
volunteertoday.ca
She DESERVES a stable home
volunteertoday.ca

They DESERVE a role model
volunteertoday.ca
Digital Billboards (Outdoor)

10' x 20'

Ongoing

- 6 poster images, in rotation
- 3 locations (2 @ Hwy 7, Manitou)
Digital Ads

Ongoing

• 6 poster images on display at Conestoga Mall Digital boards
Transit Shelter Ads
47”x68”

Summer & Fall 2013
- Locations in K/W/C.
- 2 runs of 3 shelters
  - June & July
  - October
- Each poster featured once
Radio campaign (:30 spot)

- 3 Radio Stations (Rogers Radio Group)
- Spot aired 292 occasions over 4 weeks
  - May 2-16, 2013 (2 weeks)
  - Jan 6-19, 2014 (2 weeks)
- 52 week website presence w/ link on each of the 3 stations
Television campaign

(May – December 2013 / Feb – May 2014)

- 45 week website presence with link
- 1 FYI Segment (6/day x 30 days) 180 occasions (Sept)
- 2 Daytime Interview Segments (May, TBD)
- :60 Volunteer Today spot (7 spw X 30) 292 occasions
- :30 Volunteer Today spot (10 spw x 30) 600 occasions

http://www.youtube.com/watch?v=ZV22u8Q3xGs
Newspaper Ads

September, October, November  2013 (7 weeks)

- Ads ran to support the social media campaign
- 1 ad per week x 7 weeks
- 52 week web presence @ www.record.com
Social Media Campaign

Sept – Nov  (7 weeks)

• One theme / week
• Up to 5 tweets per day
• Facts, statistics, videos, volunteer stories, opportunities
• Promoted local partners
Measuring Social Media Campaign

- Drive traffic to website
- 564 unique users
  - 48% male / 52% female
  - ages 25-34, then 35-44
- 1,348 interactions
- FACTS, Did You Know?
- Nutrition, Literacy, Role Model
Volunteering with Children & Youth

What is the connection to crime prevention?

Volunteering with children and youth improves community well-being and creates positive outcomes for both the adults and youth involved in the experience. Studies show children and youth who have a positive adult role model are less likely than other young people to become involved in crime.

Currently there are over 179,000 children under the age of 19 living in Waterloo Region. By volunteering with a child for as little as one hour each week for a few months to a year, you can make a difference.

Raising a positive adult role model opens the door to opportunity, connects youth to the community and increase instrumental support, which is a precursor of attachment, belonging and trust to their communities. Communities with high levels of social capital have lower crime rates.

(Research: Stookey, 31 02)

Trends

Volunteer Rate in Ontario (2010)

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
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<tbody>
<tr>
<td>1999</td>
<td>38.1%</td>
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<tr>
<td>2001</td>
<td>40.6%</td>
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<tr>
<td>2003</td>
<td>41.5%</td>
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<tr>
<td>2005</td>
<td>43.4%</td>
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<tr>
<td>2007</td>
<td>45.4%</td>
</tr>
<tr>
<td>2009</td>
<td>47.4%</td>
</tr>
<tr>
<td>2010</td>
<td>49.0%</td>
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</tbody>
</table>

- Adult volunteering is declining in Ontario (Statlink Canada, 2007). Adults aged 15-64 (34.9%) and children aged 6-14 (38.25) have the lowest rates of volunteering, whereas youth 15-24 (44.19%) volunteer the most followed by adults 35-44 (45.19%)
- Canadian volunteers (as an average) do 2 hours per year or 3 hours per week.
- The majority of adults in Canada are working parents with children.

- Female (48.1%) volunteer more than males (44.4%).
- Single, married, and separated or common law (42.3%) volunteer more than those separated or divorced (41.2%) or widowed (34.7%).
- Those with University degree (37.0%) volunteer the least.

Volunteer.ca

www.preventingcrime.ca

Benefits

Youth who have a positive adult role model:
- Are more connected to their community.
- Are less likely to drop out of school.
- Are more resilient.
- Have better mental health.
- Have better relationships with their parents and families.
- Are less likely to engage in aggressive behaviour and bullying.
- Are less likely to use drugs and alcohol.
- Have greater social competence.
- Have better overall health since they become older.
- Are more likely to help others and volunteer themselves.

Adults who volunteer with youth experience:
- Increased self-esteem
- Increased skill development
- Increased understanding and better understanding of youth
- Increased ability to deal with stress and high risk of depression.

Volunteering is a great way to meet new people, make new friends, and increase relationship skills.

The more satisfaction you have as a volunteer, the better your contributions and the more likely you will continue to volunteer. Be sure to:
- Ask questions
- Know what is expected of you
- Be realistic about your time commitment
- Find direction
- Enjoy yourself.

Where to Begin

Look for volunteer opportunities at:
- Libraries
- Community Centres
- Schools and after-school programs
- Neighbourhood Associations
- Youth organizations and youth groups
- Community Groups
- Non-Profit Organizations (food banks, shelters)
- Arts organizations
- Places of worship

Local Support

Volunteer Today campaign
www.volunteertoday.ca
Volunteer Action Centre
519-742-5840
www.volunteeraction.ca
United Way of Cambridge and North Dumfries
519-653-1070
www.uwcambridge.ca/volunteer-centre-phby

Waterloo Region Crime Prevention Council

519-663-2394
http://preventingcrime.ca

This RAP Sheet and Workbook are part of a series produced by the Waterloo Region Crime Prevention Council in 2010.
Community Events / Volunteer Fairs
Thanks to Our Media Sponsors

In Kind Sponsorship:  $275,000.00 +
2013 Media

June

July

August

October

November

December

Transit shelters

The Record

Rogers TV

Social media

Rogers TV

Digital billboard

AUN Radio

XFM

HYM-FM

X-FM

0 News
Next 3 months (to May 2014)

• Media Renewals
• Share Stories on Website
• Increase Partner Participation
  – Distribute more posters
  – Link to volunteertoday.ca web
• Evaluate where possible
Contact Us

Waterloo Region Crime Prevention Council

99 Regina St. South, 1st floor

Waterloo, ON N2J 4V3

519-883-2316

www.volunteertoday.ca
Objective 4.7: Collaborate with the community to support older adults to live healthy, active lives.

- 4.7.1 Work with area municipalities and community partners to develop a Seniors Strategy that actively supports the well-being of older adults

- 4.7.2 Work with community partners to establish a Seniors Advisory Committee that will provide advice on planning and issues for older adult programs and services
Seniors Advisory Committee Membership

Co-Chairs

Community Agency Representatives

Citizen Representatives

Staff Representatives
Starting Point

World Health Organization (WHO)
Age Friendly City Topic Areas
Focus of the Seniors' Strategy

The Region of Waterloo Seniors’ Strategy is focused on:

1. Continuing and enhancing efforts by the Region of Waterloo to be an age-friendly organization that is supportive of older adults.
2. Ensuring that the Region of Waterloo delivers its mandated services and programs in an age-friendly manner.
Process Used to Develop the Strategy

1. Municipal Consultation
2. Comprehensive Internal Review
Next Steps

- Staff will vet the current draft of the strategy with the members of the Seniors Advisory Committee.
- The Seniors' Strategy will be brought forward to the Community Services Committee on August 12, 2014.
“Design for the young and you exclude the old; design for the old and you include everyone”.

~Professor Bernard Isaacs, Gerontologist
Region of Waterloo

"Renewing Our Commitment"

Proposed New Affordable Housing Strategy 2014-2019

Community Services Committee
May 27, 2014
Our Collective Success to Date 2001-2013

<table>
<thead>
<tr>
<th></th>
<th>New Rental Supply</th>
<th>Home Ownership</th>
<th>Rent Supplement</th>
<th>TOTAL</th>
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<tr>
<td>Initial AHS 2001-2008</td>
<td>1,036</td>
<td>170</td>
<td>343</td>
<td>1,549</td>
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<tr>
<td>Current AHS 2008-2013</td>
<td>373</td>
<td>140</td>
<td>0</td>
<td>513</td>
</tr>
<tr>
<td>TOTAL 2001-2013</td>
<td>1,409</td>
<td>310</td>
<td>343</td>
<td>2,062</td>
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Our Continuing Need

- Still have over 3,100 households on the waitlist
- Wait times for Community Housing increasing
- Rental market vacancy rates remain low
- Over 1,000 lower income homes in need of major repair
- Still more than 1,270 households waiting for supports to maintain housing
- Region continues to be a major growth centre
Proposed New Affordable Housing Strategy

THE NEW GOAL OF THE AFFORDABLE HOUSING STRATEGY 2014 – 2019 IS:

"TO ADDRESS THE HOUSING NEEDS OF AT LEAST 700 LOW TO MODERATE INCOME HOUSEHOLDS"
Proposed New Affordable Housing Strategy

CREATING NEW HOUSING – 350 Units

- New Affordable Rental Units – 250
- Affordable Home Ownership Units - 100
Proposed New Affordable Housing Strategy

RENEWING EXISTING HOUSING – 350 Units

- Repair and Revitalization – 250
- Flexible Housing Assistance Program - 100
Proposed Next Steps

- Issue a Call for Proposals for new rental and supportive housing with remaining Investment in Affordable Housing for Ontario funding
- Continue to advocate for tools and sustainable funding from senior levels of government
- Propose a new funding delivery plan for consideration by Regional Council, upon receiving a new allocation from the Senior Levels of Government
- Provide annual progress reports to Regional Council