1. Call to Order
2. Land Acknowledgement
3. Declarations of Pecuniary Interest under the “Municipal Conflict of Interest Act”
4. Delegations
   *4.1 Amanda Wood-Atkinson, Woolwich Counselling & Lisa Akey, Camino Mental Health
       Re: Reporting on Counselling Collaborative of Waterloo Region's work and advocating for its continued funding
       *change of speakers
   *4.2 Hardy & Renate Willms, Kitchener
       Re: Property tax increases are too high. * Delegation deferred to November 29
   *4.3 John Waylett, Chair and CEO, Property Taxpayers Alliance Inc.
       Re: The Region of Waterloo relative metrics and property tax growth
5. Call for Delegations
6. Communications
   *6.1 Rory Farnan, Re: External Transit Advertising
7. Other Business
8. Adjourn

Recommended Motion:
That the meeting adjourn at x:xx x.m.
Working together to provide affordable counselling in Waterloo Region.

Presentation to Waterloo Regional Council - 2023
The Counselling Collaborative is a unique partnership between five non-profit, community mental health agencies within Waterloo Region.

17,000 people served in 2022, across the CCWR.
Our Services

The CCWR provides an array of supports and services throughout Waterloo Region, with the focus on accessibility and affordability.

Funded Counselling, for example:
- OW/ODSP Counselling Services (ROW)
- Violence Against Women
- Health Connect and Ontario Health
- Children’s Mental Health

Regional Initiatives
- Supportive Housing Project
- Community & Wellbeing Safety Plan
- Alternate Destination Clinic
- Cambridge Mental Health Addictions Clinic

Other Programs, such as:
- Partner Assault Response
- Family Violence Project
- Addictions Counselling
- Services for newcomers and refugees

We are UPSTREAM and PREVENTATIVE.

88.2% of the people seeking mental health supports identify Minimal, Mild, Moderate or Episodic concerns.
Services for Region of Waterloo Clients
Recipients of OW or ODSP and their eligible family members

Funded for up to 8 counselling sessions, with possibility of extension to 12 sessions:

- Individual, couples, family, child/youth sessions
- In-person, virtual and walk-in sessions offered
- For most of these clients, community mental health supports would be financially out of reach without this program.

Total Individual Cases Served in 2022:

- 1571
  - 61% female, 34% male, 5% other
  - 42% on OW, 58% on ODSP

8861 Sessions
The Need for Our Supports is Unprecedented

42.6% of residents in Waterloo Region reported negative impacts due to mental health in the past 12 months *Canadian Index of Wellbeing
Why are we here today?

We are here today to highlight several key principles:

1. We are a good partner, offering good value for the money spent.

2. We are also a strategic partner as we are well connected in the community and offer access to a full range of services.

3. We are the right answer to addressing mental health concerns in a timely manner, preventing more complex—and expensive—interventions.
Our Request

We know that the Region of Waterloo is facing unprecedented requests for funding due to multiple crises....housing, cost of living and drug poisoning crises, IN ADDITION to the mental health and children’s mental health crises we know are happening.

We know this is a difficult budget year.

We ask that you continue to fund this program so that we can continue to serve the lowest income individuals and families in our community.

We also ask that, if there is some relief the Region can offer, a cost-of-living adjustment or an adjustment in our targets be offered to better help us with our current funding reality.
We thank you for your ongoing partnership.

Together, we can show our Region that #MentalHealthMatters!

www.counsellingwr.ca
Property Taxpayers Alliance

We're a not-for-profit organization. Our mission is to advocate for the efficient and effective use of our members' hard-earned property tax dollars.

John B. Waylett
Chair and CEO

John.waylett@propertytaxpayersalliance.ca

519-500-4002
Regional property taxes have gone up 57% since 2017 averaging 6% per year.

Inflation has gone up 27% since 2017 averaging 3% per year.

Property taxes have doubled inflation on average for 8 years in a row and there’s no end in sight.

Home owners are being financially stressed by a combination of inflation, job losses, and property taxes that have been rising faster than their incomes for years.

The incomes of many private sector workers, and private sector retirees in particular, have for years have not kept pace with inflation. Yet they’ve faced a 30% real increase in their property taxes since 2017.

What’s the message to these residents? Shut up and put up? Move away? Live with less? File with the region for relief (many are simply too proud to resort to this)? And sadly a growing number have had no choice.

Note 1: Based on Region’s proposed budget information and the Bank of Canada’s actual and projected inflation rates.
Property Tax Increases vs Inflation

Waterloo Region Property Tax Increases vs Inflation By Year

Property Tax

Inflation

Percent


Graph showing property tax increases vs inflation by year.
Comparing Regional Property Tax Increases

Regional Property Tax Increases Comparison

2017 through 2023

Percent


Waterloo  York  Peel  Halton

November 1, 2023

info@propertytaxpayersalliance.ca
## Comparing Regional Staffing

<table>
<thead>
<tr>
<th></th>
<th>Waterloo</th>
<th>Halton</th>
<th>Peel</th>
<th>York</th>
</tr>
</thead>
<tbody>
<tr>
<td># FT Employees</td>
<td>4188</td>
<td>3284</td>
<td>7901</td>
<td>6317</td>
</tr>
<tr>
<td>Tax Rev / FT</td>
<td>$338,801</td>
<td>$465,401</td>
<td>$423,574</td>
<td>$496,352</td>
</tr>
<tr>
<td># FT / 10K Residents</td>
<td>64.7</td>
<td>51.5</td>
<td>52.1</td>
<td>51.0</td>
</tr>
<tr>
<td>% Benefits / FT</td>
<td>34.68%</td>
<td>18.39%</td>
<td>25.22%</td>
<td>27.83%</td>
</tr>
</tbody>
</table>

**Observations**

1. Waterloo region has 25% more full-time employees per 10,000 residents than Halton, Peel and York (that's ~$100 million more paid in property taxes based on a fully loaded $100k salary).
2. Waterloo region has 47% more employees per dollar of property tax revenue than York, 25% more than Peel and 37% more than Halton.
3. Waterloo has the highest benefits per FT employee at 34.68%.

The above information was taken from the respective 2022 municipality Financial Information Returns (FIR).
A Few Recommendations

- Municipal property tax increases should not exceed the inflation rate on average. Mega cross-region spending decisions that will cause property taxes to exceed inflation for more than a few years should be put to a referendum / popular vote.

- Waterloo Region “employee metrics” need to get much more in line with other tier 1 municipalities.

- Strategicitis seems to be taking over .. the primary focus should be on excellence in “existing service” delivery.

- Be careful that your “Growing With Care” all-inclusive strategy doesn’t turn into one of “Groaning With Despair”. Social welfare goals are important and commendable but the last 5% (all inclusive) is where costs start to spiral. Property tax payers are already being pressed to the limit.

- Becoming a “Smart City” has enormous costs where property taxpayers will be footing the bill. Don’t commit us to above inflation rate long term property tax commitments. I was indirectly involved in the Soul Korea smart city program over 25 years ago with a piece of proprietary wireless technology. They’re still plugging away today.

- Continue to work cooperatively with our cities and townships to avoid redundancy and to deliver our core services most economically. Contract out more to the private sector.

- Don’t let amalgamation politics get in the way!
Thank You

The **Property Taxpayers Alliance** would like to thank you for the opportunity to present today and for your serious consideration of the information and recommendations presented today.
Good morning, Madam Chair, and Members of Council,
I wish to take a moment to provide my feedback on the discussion relating to external advertising on our public transit assets.

When I think of iconic transit brands in Ontario a few immediately come to mind. The 102-year-old Toronto Transit Commission (TTC) with its renowned “red rocket”, or the 56-year-old Government of Ontario “GO Transit” with its green trains. Both examples of ingenuity and success. Both also use its trains and buses to offer advertising (see ‘Page 2’ for examples) and have done so for years now. This has not diminished their brand. We, like them, can continue to provide a noble service, while utilizing advertising revenue as a tool to offset our costs.

This Council is faced with financial challenges. On one hand council is looking at a property tax increase, or the possibly of increased user fees. Why would you want to minimize this particular revenue generating opportunity on the other? Half a million dollars in additional revenue is significant and should be enacted upon by this Council.

I applaud our advancements in public transit and support the ION. That said, to suggest the ION is a symbol of ingenuity and success to (Waterloo Region) may be a bit premature. Just ask the taxpayers of Cambridge.

Sincerely,

Rory Farnan
Waterloo Region Resident
Examples of External Advertising on Public Transit (TTC/GO Transit) Assets:

Advertising on TTC streetcar.

Advertising on GO Transit bus.

Advertising on GO Transit train.

Advertising on TTC subway car.