MEDIA RELEASE:  Friday, April 29, 2011, 4:30 p.m.

REGIONAL MUNICIPALITY OF WATERLOO
COMMUNITY SERVICES COMMITTEE
AGENDA

Tuesday, May 3, 2011
1:00 p.m.
Regional Council Chamber
150 Frederick Street, Kitchener, Ontario

1. DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT

2. DELEGATIONS

3. PRESENTATIONS
   a) Kelly Smith, President, Friends of Waterloo Region Museum
   b) Rosemary Smith, CEO, Kitchener & Waterloo Community Foundation
      Re: Waterloo Region’s Vital Signs Report (Report distributed separately to Councillors and Senior Staff)

4. REPORTS – Planning, Housing & Community Services
   a) P-11-048, Waterloo Region Museum Fundraising Update 1
   b) P-11-046, Heritage Planning Advisory Committee – Proposed Revisions to Terms of Reference 4
   c) P-11-047, Waterloo Region Museum – 2010 Highlights and Plans for 2011 12
   d) P-11-050, Community Housing Update and Proposed 2011 Progress Plan (Staff Presentation) 18

INTERDEPARTMENTAL REPORTS
   e) PH-11-022/P-11-049, Developing Shade Policies in Waterloo Region 36
   f) CR-CLK-11-007/SS-11-020, 211 Waterloo Region 39

REPORTS – Public Health
   g) PH-11-014, The Importance of Harm Reduction Strategies for the Prevention of Blood-Borne Infections 41
   h) PH-11-019, Impacts of the Waterloo Region Peer Program (Staff Presentation) 49
   i) PH-11-020, 2011 Vector-Borne Disease Program Plan 54
j) PH-11-021, Youth Engagement Update 58

5. INFORMATION/CORRESPONDENCE

a) Memo: Report on Ontario Works Beneficiaries and Population 63
b) Memo: Region of Waterloo Launches First Workplace Count 65
c) Ministry of Health and Long-Term Care Re: Bill 141 Health Protection and Promotion Act, 2011 67

6. OTHER BUSINESS

a) Council Enquiries and Requests for Information Tracking List 69

7. NEXT MEETING – May 24, 2011

8. ADJOURN
Waterloo Region’s Vital Signs® is an annual checkup through which The Kitchener and Waterloo Community Foundation and the Cambridge & North Dumfries Community Foundation measure the vitality of our Region, identify significant trends, and invite community supporters to assign grades in 11 key areas critical to Waterloo Region’s quality of life.

About Waterloo Region’s Vital Signs
A comprehensive version of Waterloo Region’s Vital Signs with links to the original sources is available online at www.wrvitalsigns.ca

Table of Contents
3  A Message from Your Foundations 18  Getting Around
4  Methodology 20  Transportation Experiment
5  What graders told us 22  Getting Started
6  Vital Signs...taking notice 24  Health and Wellness
7  Photo Contest 26  Housing
8  Economic Context 28  Learning
10  Arts and Culture 30  Safety
12  Belonging and Leadership 32  Work
14  Environment 34  Community Partners
16  Gap Between the Rich and the Poor 35  Acknowledgements

® The Vital Signs trademark is used with permission from Community Foundations of Canada.
Welcome to the fourth edition of *Waterloo Region’s Vital Signs* – a snapshot on quality of life in our community. Since 2007, we have aimed to inspire civic engagement, provide focus for public debate, and guide philanthropists who wish to direct their resources to areas of greatest need.

**Vital Signs... a tool for learning...**

The report is compiled from current reliable and valid statistics and special studies that look at 11 different yet interconnected issue areas critical to the wellbeing of those who live, work, and play in Waterloo Region. Each year since launching *Waterloo Region’s Vital Signs* The Kitchener and Waterloo Community Foundation (KWCF) and the Cambridge & North Dumfries Community Foundation (CNDCF) have taken a hard look at the data collected, identified key priorities, highlighted trends and discrepancies to watch in upcoming years, and made suggestions on things we can all do to contribute to a healthier community.

And the two foundations haven’t been alone. Organizations, businesses, local foundations, and government have also been using *Waterloo Region’s Vital Signs* as a tool for community knowledge and investment.

**Vital Signs... a tool for change...**

The purpose of *Waterloo Region’s Vital Signs* is not to simply capture data and make it accessible, but to also effectively impact the work of each community foundation and inform donors so they can make knowledgeable decisions about their philanthropy.

In the past The KWCF has funded programs like Pathways to Education and Project READ’s Get Set Learn 2 program because of the low literacy and learning findings outlined in *Waterloo Region’s Vital Signs*. Most recently, The KWCF has made a three year strategic investment in Capacity Waterloo Region for their work in building an enabling environment that strengthens, connects, and celebrates our social leaders. This innovative program falls under the Belonging and Leadership category in *Waterloo Region’s Vital Signs* and provides non-profit leaders with resources and support that enhances leadership skills. In addition, The KWCF has released a new companion publication to *Waterloo Region’s Vital Signs* called *Vital Ideas*. This philanthropic tool helps connect donors to community needs and educates them about funding opportunities.

Over the past four years the CNDCF has responded to issues like obesity rates, activity levels, early learning indicators, and youth-at-risk programs based on findings from past *Waterloo Region’s Vital Signs* reports. Building on the issue identified in last year’s report that spending on the arts is in short supply, a grant to the Ayr-Paris Band from the CNDCF is funding music stands and music for the members – providing them with an opportunity to do what they love best.

**Vital Signs... a tool for knowledge...**

As a community, we have accomplished much – but there is always room for growth and improvement. The more that we work with *Waterloo Region’s Vital Signs*, the more we recognize that it takes time to encourage progress and bring about change – things don’t get fixed overnight.

We must first build partnerships, bring people to a table to discuss an issue, and find funding. With the continued help of philanthropists, organizations, volunteer expertise, and government support, we will see the impact of what we are striving for today – in the years ahead.

**Vital Signs... a tool for ACTION!**

*Waterloo Region’s Vital Signs* is about building community vitality. It is designed to encourage people to come together and get involved with community issues by finding ways to give back their time, talent, and treasure.

Together we can create positive change where it’s needed most. We look forward to working with you in the months and years ahead as we build a stronger, more vibrant community for all.

Sincerely,
Rosemary Smith, Vivian Zochowski, Jane Neath, and Jim Harper

**WE WANT TO HEAR FROM YOU! SHARE WITH US HOW YOU ARE USING OR PLAN TO USE WATERLOO REGION’S VITAL SIGNS OR GIVE US YOUR FEEDBACK ON THIS YEAR’S REPORT BY VISITING WWW.WRVITALSIGNS.CA**

**DID YOU KNOW?**

*Waterloo Region’s Vital Signs* has won an award in the Special Reports category of the Council on Foundation’s Wilmer Shields Rich Awards for Excellence in Communications for three years straight.
Methodology

The Beginning

Vital Signs was first developed in 2001 by the Toronto Community Foundation as an annual community checkup of quality of life in their city. Nine years later, 16 community foundations from across Canada have adopted the initiative for their own communities. This national Vital Signs initiative is coordinated by Community Foundations of Canada. The inaugural Waterloo Region’s Vital Signs – the first Vital Signs to be completed in collaboration with two community foundations – was released in 2007 and has been launched annually ever since.

Community Support and Engagement

The Kitchener and Waterloo Community Foundation and the Cambridge & North Dumfries Community Foundation engaged a wide range of organizations, individuals, local experts, and interested community supporters in the development of Waterloo Region’s Vital Signs. Their involvement has helped to capture the spirit and perception of the health, happiness, and well-being of those spending time in our community.

To identify the most useful indicators in each of the 11 areas of Waterloo Region’s Vital Signs, we established a resource panel of experts knowledgeable about research methods and our Region. The expert panel provides leadership and direction regarding the data and indicators chosen for the report as well as the methodology regarding the community survey.

Each year a Waterloo Region’s Vital Signs photo contest has been held in partnership with the Waterloo Region Record to help portray quality of life in Waterloo Region as seen through the eyes of its citizens. Winning photos from the yearly contest are featured in each of the reports.

Research

The two foundations contracted Ginsler & Associates Inc. to undertake the enormous job of compiling secondary research for both the hard copy report and the more comprehensive online version. Data consultant Ernie Ginsler brings with him over 30 years of experience in community development, human services planning, and community capacity building.

Data is collected from various trusted and respected sources including Statistics Canada, Ontario Municipal Benchmarking Initiative (OMBI), Municipal Performance Measurement Program (MPMP), Canadian Census, Environment Canada, Region of Waterloo, Canada Housing and Mortgage Corporation, Canadian Council of Learning, Elections Canada, Ontario Education Quality and Accountability Office, Office of the Superintendent of Bankruptcy Canada, and Industry Canada.

Much of the data was available for the whole of Waterloo Region. A small portion of the data was available at a Kitchener Census Metropolitan Area (CMA) level. This CMA includes the cities of Kitchener, Waterloo, Cambridge, and the townships of Woolwich and North Dumfries. The townships of Wilmot and Wellesley are not included in this CMA. For the purpose of this report, we have decided to cite Waterloo Region on all graphs and data.

To provide insight into what the picture looks like across the country, comparable statistics for Ontario and Canada were included, when available.

The Centre for the Study of Living Standards was retained by Community Foundations of Canada to undertake research for indicators being used by Vital Signs projects across Canada.

Community Grading

In an effort to engage citizens in learning more about quality of life issues in their community and to gauge perception and reaction, The Kitchener and Waterloo Community Foundation and the Cambridge & North Dumfries Community Foundation invited interested, informed, and involved community supporters from various sectors, including business, labour, non-profit, academia, religious, and civic, to participate in an online community grading exercise. There were 1,079 people who participated in the survey. We are pleased to once again report participation from each of the seven municipalities and townships.

Graders were asked to do two things. First, rate each of the indicators in the 11 key areas outlined in Waterloo Region’s Vital Signs on the following scale:

Awesome! We’re doing great! ............................................ X X X X X
Doing well ............................................................................. X X X X
Not bad, but could do better .............................................. X X X
Of concern, needs attention ............................................. X X
In dire need of corrective action ....................................... X
Second, graders were asked to assign an A, B, C, D, or F grade to each of the 11 key areas in the report based on how they felt Waterloo Region was doing in that particular quality of life area. While we tried to have neutral descriptions for each indicator, it is important to note that the survey does have one bias—that of a healthy community.

All grading and rating in this report and any supplementary publications created by our Waterloo Region’s Vital Signs partners was assigned by the 1,079 community survey graders—not by the two community foundations. Average scores were used to present the grades for each indicator and the 11 key areas.

**Indicator Selection**

Indicators within each of the 11 key areas were selected on a basis of:

- Availability of data.
- Ease and cost of data collection.
- Reputation and reliability of data source.
- Currency of data.
- Perceived community interest.
- Data that will be updated regularly for future trending.
- A cycle for core indicators as agreed upon by all community foundations participating in Vital Signs.

**Additions**

For interest and discussion sake, we have added the following supplemental information:

- Did You Know? Interesting tidbits of information.
- You Can—ideas on how you can make a personal impact.
- Point to Ponder—reflections and observations—things that make you go...hmmm...

---

**Here’s what the 2010 Graders told us:**

- 81% of graders identified police reported hate crimes as an area in need of further attention or corrective action.
- 75% of graders indicated that we were doing well or awesome when it came to the percentage of individuals satisfied/very satisfied with life.
- 76% of graders thought that we were doing well or awesome when it came to the median family income.
- 71% of graders felt that we were doing well or awesome when it came to the percentage of our population who have access to the internet.
- 63% of graders indicated that the percentage of workers taking a car to work was an area for further attention or corrective action.
- 61% of graders concluded that the percentage of individuals without a regular medical doctor was an area for further attention or corrective action.
- 54% of graders decided that the youth unemployment rate was an area that needed further attention or corrective action.
- 53% of graders identified the percentage of employment in cultural industries as an area requiring further attention or corrective action.
Vital Signs... taking notice

As noted in past reports and you will see it again for yourself in the following pages, Waterloo Region’s Vital Signs is both a celebration and an important reality check. We do well when it comes to things like composting and using less water, not to mention that our families enjoy a higher income than other Canadians and that our community is one of the safest in the country. However, we must keep an eye to the future. Each year we highlight a few areas in which a closer eye must be kept.

- New to this list of concerns is the area of Belonging and Leadership. This year we have noted that our charitable giving numbers are somewhat stagnant and even decreasing. In addition, our volunteer rate is down, our sense of community belonging is sagging, and our life satisfaction has also taken a hit.

- As noted in past years, Arts and Culture continues to be an area on which to keep tabs. We have lost cultural workers and many of our citizens do not get out and attend cultural events or visit cultural establishments. Not to mention that provincial, national, and private sector investment in this area is lacking.

- Getting Started remains in our lens because our university educated immigrants earn less than citizens with a degree born in Canada. As noted last year, we have fewer child care spaces and investment has been lack-luster. This year we shine a light on our significantly increased Youth Unemployment Rate.

- Back as a highlight is the area of Health and Wellness. This year we found that while our activity levels are slowly improving, they’re still lower than Ontario and Canada’s. We still have many smokers. Access to long-term care beds has decreased significantly and we still don’t have enough doctors for all of our residents (as noted in previous Waterloo Region’s Vital Signs reports).

We are committed to following these and other trends of importance in subsequent reports.
TAKING THE PULSE OF OUR COMMUNITY

Annual Photo Contest Submissions
Economic Context

Waterloo Region is home to a highly diverse economic base and provides residents with the amenities of a large city and the neighbourliness of a small town. With a combined population of 525,000 people (Region of Waterloo estimate), our Region consists of four rural townships – Wilmot, Wellesley, Woolwich, and North Dumfries – and three urban municipalities – Kitchener, Waterloo, and Cambridge.

Ontario is helping researchers in Waterloo Region make new discoveries that will improve the lives of people around the world while building our economy at home. The province is investing close to $21 million to support six leading-edge research projects at the University of Waterloo. The funding comes from the Ontario Research Fund – Research Excellence program, which helps cover the operating costs of conducting advanced research, such as salaries for researchers.

The Accelerator Centre was awarded second place in the award categories of ‘Fastest Growth’ and ‘Best Overall Incubator’ at the 8th annual Incubator Conference, which took place last November in Stockholm, Sweden.

Small and Medium-Sized Enterprises (SME) are employers of less than 100 people, including those self-employed. Though quite balanced, the greatest share of people employed by local SMEs is in companies with 20 to 49 workers:

- 1 to 4 workers: 10%
- 5 to 9 workers: 14%
- 10 to 19 workers: 18%
- 20 to 49 workers: 26%
- 50 to 99 workers: 20%
- Self Employed: 12%

As part of Canada’s Economic Action Plan, the Federal Economic Development Agency Southern Ontario (FedDev) will provide $45 million through the National Research Council’s Industrial Research Assistance Program (NRC-IRAP) to eligible SMEs in Southern Ontario to boost their research and development capacities, increase innovation, create jobs, and bring their ideas from the lab to the marketplace.

The Ontario Government is providing $220,000 for the New Canadian Employment Connections Program. This innovative program, delivered by the Waterloo Region Immigrant Employment Network (WRIEN), will link immigrants with employers across Waterloo Region who require their skills.

As noted by Communitech, the number of high tech companies in the Region has jumped to about 700 from 550 in 2008. This growth comes during one of the worst economic downturns of the past 20 years.

The provincial government is providing the Region of Waterloo with $300 million to build a rapid transit system as part of their Open Ontario plan to strengthen our economy by creating more jobs and opportunities for growth. This investment is expected to create 3,000 jobs and economic opportunities for local businesses. In addition, the federal government recently showed their support by contributing up to $265 million to help pay for this transit system.
Annual Photo Contest Submissions
(Continued from page 7)
The issue: Arts and culture help to ensure that a community is an enriching and vibrant place to live. Cultural offerings inspire us, attract new visitors, fuel innovation, and are essential components of any global city.

How much do you appreciate culture and creativity?

The bottom line: Waterloo Region has lost a significant number of cultural workers and while surrounded by opportunities, many of our residents do not attend cultural events or visit arts establishments.

Employment In 2009, 3,200 people were employed in cultural industries in Waterloo Region, a significant decrease from 3,800 in 2008. This accounted for 1.3% of total employment in Waterloo Region, compared to 2.2% in Ontario, and 2% in Canada.

Point to Ponder: Why have we had a decrease in cultural employment? Are our cultural workers being lured away by other culturally rich communities?

% Employment in Cultural Industries, 2000-2009

Establishments Waterloo Region had 194 performing arts, spectator sports, and related industries in 2009. In addition, there were 212 amusement, gambling, and recreation establishments and nine heritage institutions. The new Waterloo Region Museum opened its doors this past spring. To learn more visit www.region.waterloo.on.ca

Attendance 41.1% of Waterloo Region residents reported attending a concert or performance and 16.9% attended a cultural festival in 2005. Nationally, 44.1% attended a concert or performance and 25.8% attended a cultural festival.

“A community without art is a community without a soul.” Quote from past Governor General Michaëlle Jean during her visit to Waterloo Region for the Magnetic North Theatre Festival in June, 2010.
Some studies have shown that youth involvement in arts programs can decrease delinquent behaviours, enhance academic achievement, and improve attitudes toward self and community.

You might ask yourself...
What can I do to make a difference? Well...

- Donate event tickets to a charity.
- Make a contribution to your favourite arts and culture organization.
- Catch a local performance.
- Encourage your local municipality to support arts and culture.
Belonging and Leadership

The issue:
Civic engagement strengthens community. When we get involved by volunteering, voting, and donating, we feel more connected to society and to one another.

What type of community leader are you?

The bottom line: Our citizens are reporting a declining sense of community belonging. We continue to be more charitable than residents of other Canadian communities, but there has been a decrease in the number of us who give back to our community with a gift of time. We have fewer residents indicating that they are satisfied with life.

Sense of Community Belonging 65.7% of Waterloo Region’s residents reported a somewhat strong or very strong sense of community belonging in 2009 compared to 67.1% of Ontarians and 65.4% of Canadians. The sense of belonging by residents has been slowly declining from 68% in 2007 and 66.2% in 2008.

Charitable Giving Of citizens in Waterloo Region who filed their tax return in 2008, 27.8% declared making charitable donations. This was consistent with 2007 giving (27.8%) and slightly lower than 2006 (29%). Waterloo Region is 3.7 percentage points above the national rate and 2.1 percentage points above the provincial rate.

Point to Ponder: Why aren’t we as generous as we once were with our money and our time? (also see Volunteer Rate below)

Volunteer Rate In 2007, 41.3% of people aged 15 years and older in Waterloo Region were engaged in volunteer activities. This is lower than the 2004 rate of 45.3%. This is also below the 2007 provincial volunteer rate of 47.3% and the national rate of 46.1%.

Life Satisfaction In 2009, 89.2% of the population aged 12 years and older indicated that they are satisfied or very satisfied with their life. In the past five years, the most significant change in satisfaction levels occurred between 2008 and 2009 with a 3.7 percentage point decrease from 92.9%. While across Ontario and Canada, satisfaction levels increased to 91.5% and 92.1% respectively in 2009.
DID YOU KNOW?

Voting is the essential act of democracy. By making educated choices in the leaders that will shape the future of Waterloo Region, we can affect positive changes in our community. In the last Waterloo Region Municipal election in 2006, only 26.6% of voters on the voting list turned out to vote. When we fail to vote, we lose our say in our own lives – and in doing so, we fail not only ourselves, but also our friends, family, and our neighbours. [www.waterlooregionvotes.ca](http://www.waterlooregionvotes.ca)

YOU CAN...

- Register for a run/walk/bike for charity.
- Ask questions of local politicians.
- Vote in the upcoming municipal election.
- Participate in your local neighbourhood association.
The issue: A healthy and sustainable environment is critical to the wellbeing of our community.

Are you making sustainable choices?

The bottom line: Many of our citizens are composting and recycling. We’re using less water and saving energy with our choice of lighting.

Composting In 2007, 70% of households in Waterloo Region composted household garbage such as kitchen and yard waste, up significantly from 31% in 2006. We were slightly lower than the 72% of Ontario households and better than the 57% of Canadian households that compost.

Recycling Between 2005 and 2008, Waterloo Region’s waste diverted from landfills into recycling increased by 7 percentage points to 47%. While we are doing better in recycling as a Region, the difference to the Ontario median (45%) is narrowing.

Treated Water Since 2006, the amount of treated water used in Waterloo Region has been decreasing, making the Region one of the lowest water users per capita in the province. A 5.2% decrease was reported in 2008 (11,499 megalitres per 100,000 population) from 2007 (12,124 megalitres) while the Ontario median saw a 7% decrease. The goal of water treatment is to remove or reduce existing contaminants so that the water becomes fit for drinking.

Point to Ponder:
Why has our decrease been less than the decrease seen across Ontario?

Energy Saving Light Bulbs Lighting accounts for approximately 5% of an average home’s electricity consumption. In 2007, 86% of households in the Region were using energy saving light bulbs, compared to 87% provincially and 84% nationally. 74% of local households reported using compact fluorescent lights and 48% using fluorescent tubes.

Dispose burned-out fluorescent and energy saving light bulbs properly by taking them to the Region’s Household Hazardous Waste Facility.
Did you know?

Since 1999, home energy retrofits by REEP customers have resulted in a reduction of 10,670 tonnes of greenhouse gas emissions annually and over $7,037,190 in grants have been received by area residents. [www.reepwaterlooregion.ca](http://www.reepwaterlooregion.ca)

Since June 2009, members of Sustainable Waterloo’s Regional Carbon Initiative have reported total greenhouse gas emission reductions of 154 tonnes. [www.sustainablewaterloo.org/members](http://www.sustainablewaterloo.org/members)

You can...

- Join a local community garden.
- Limit your morning shower to five minutes.
- Enjoy the splendour of our natural environment – try canoeing the Grand.
- Use reusable shopping bags.

Taking the pulse of our community
The bottom line: Poverty rates are declining and our average family income is higher in Waterloo Region than seen across the province and country.

Overall Poverty Rate In 2008, the overall poverty rate in Waterloo Region, based on the after-tax Low Income Cut Off (LICO), was 8.4%. This was down from 10.5% in 2000. The 2008 figure was 9.7% lower than the provincial average (9.3%) and 10.6% lower than the national average (9.4%).

Child Poverty Rate The 2008 child poverty rate for children under 18 in Waterloo Region, based on the after-tax LICO, was 8%. This rate was down from 12.8% in 2000 and also down from 8.7% in 2007. The 2008 figure was 12.1% lower than both the provincial and national averages of 9.1%.

While the number continues to decrease, there are still 11,650 children (aged 0-14) and 10,425 youth (aged 15-24) living in families of low income in Waterloo Region.

Adults 65+ Poverty Rate The poverty rate for adults 65+ in 2008, based on the after-tax LICO, was 0.6%. This rate has declined from 4% in 2000 and 1.7% in 2007. While the Region experienced a decline, both provincial and national rates increased in 2008 to 4.4% and 5.8% respectively.

Point to Ponder: What factors are pushing the elderly poverty rate down so quickly and can we apply them to the rest of our population?

Median Family Income The 2008 median family income in Waterloo Region was $74,750, a 17.9% increase from 2001 ($63,400). The 2008 income was higher than both the provincial ($69,190) and the national ($66,550) median family incomes.
Food, shelter, and clothing account for over half of spending by lowest income households in Canada. The one-fifth of Canadian households with the lowest income spent an average of $22,860 in 2008. Of this, just over 52% went to food, shelter and clothing. Personal taxes represented 3% of their budget.

DID YOU KNOW?

YOU CAN...

- Make a monthly food contribution to the Food Bank receptacles at your grocery store.
- Make a donation to a charity that supports low income families or people living in poverty such as The Working Centre [www.theworkingcentre.org](http://www.theworkingcentre.org), Langs Farm Village Association [www.langs.ca](http://www.langs.ca) and House of Friendship [www.houseoffriendship.org](http://www.houseoffriendship.org)
The issue:
Transportation systems that provide an affordable, effective, alternative method of getting around our community are important to our society, our economy, and our environment.

How are you getting around town?

The bottom line: More of us are using public transit and decreasing our dependence on cars. Waterloo Region’s residents are also opting to walk or cycle to work more often.

Transit Trips Conventional transit trips per capita have been gradually increasing every year in the Region from 29 in 2005 to 33 in 2008. The Ontario median increase for conventional transit trips for the same time period was 30 (2005) to 37 (2008).

Driving to Work Between 1996 and 2006, the percentage of workers using a car to get to work has decreased by 1% from 88.6% in 1996 to 87.7% in 2006. During that same time period, Ontario and Canada saw a relatively small decrease of 0.9%.

Walking to Work The number of people walking to work between 1996 and 2006 decreased from 5.7% (1996) to 5.1% (2006). However, the number has seen an upward trend with a 4.1% increase since 2001. From 1996 to 2006, provincially the decrease was 8.2% and nationally 8.6%.

Cycling to Work Cycling to work in Waterloo Region has increased between 1996 and 2006 – from 1.1% to 1.6%. The 2006 figure is 0.4 percentage points higher than the provincial average (1.2%) and 0.3 percentage points higher than the national average (1.3%).

Point to Ponder:
Is this increase because we have access to more bicycle lanes and trails?
The Regional Transportation Master Plan was developed by the Region of Waterloo in collaboration with all seven regional municipalities and townships and will guide how people and goods move around our community by car, truck, transit, walking, and cycling.  [www.movingforward2031.ca](http://www.movingforward2031.ca)

This year Waterloo Region placed first in Ontario and second in Canada in the annual Commuter Challenge held May 30th to June 5th.

---

**Start a “walking bus” at your school.**

**Encourage your employer to install bicycle lock ups.**

**Carpool whenever you can.**

**Consider taking the bus – even once a week helps.**
That’s the question that The Kitchener and Waterloo Community Foundation along with the Cambridge & North Dumfries Community Foundation attempted to answer with its recent “transportation experiment.”

Starting out bright and early on August 5th at 8 a.m., Waterloo Mayor Brenda Halloran, Kitchener Mayor Carl Zehr, and popular 570 News radio announcer Mike Farwell raced from Point A (Waterloo Town Square) to Point B (Cambridge City Hall); Mike Farwell using his bike, Mayor Halloran riding the iXpress bus, and Mayor Zehr driving his hybrid automobile. The trick was to manage the heavy flow of traffic during morning rush hour. All “racers” travelled a route most indicative of their mode of transportation and were close to the same kilometer value of 24 kilometres.

**Final Results**

Even after hitting 15 red lights, winning the race with a time of 31 minutes was Mayor Zehr. He averaged 41 kilometres per hour during the trip that took him from Waterloo City Hall, down Weber Street to old King Street, and down Shantz Hill, before travelling up Coronation Boulevard to Hespeler Road, down Water Street to Cambridge City Hall on Dickson Street.

Coming in a “green” second was Mayor Halloran with a time of 55 minutes. Riding the iXpress was an enjoyable experience for Waterloo’s mayor and she enjoyed meeting many regular riders of the express bus that connects the three main cities together.

And last, but definitely not least, was our bike rider. Coming in with the “greenest” time of 72 minutes, Mike Farwell surprised everyone with his quick trip. “It wasn’t as hard as I thought it would be,” noted Farwell. “I encourage others to take a spin on their bike across the Region.”

The three “commuters” were met at the end of the race with a warm smile and coffee by Cambridge Mayor Doug Craig and Cambridge & North Dumfries Community Foundation Executive Director, Jane Neath.
Annual Photo Contest Submissions
(Continued from page 9)
The bottom line: In past years recent immigrants were finding work but times have been tougher since the recession. Our youth are finding it significantly harder to find a job. Our population is growing at a quicker rate than Ontario and Canada’s. Childcare investment is on the rise.

Immigrant Unemployment In 2006, the unemployment rate of recent immigrants (those who have entered the country in the last five years) in Waterloo Region was 10.7%, which was lower than both the provincial (11.9%) and national (12.3%) rates. The recent immigrant unemployment rate decreased by 3 percentage points from 13.7% in 2001. In the last year and a half recent immigrants were more affected than most by job losses in the recent recession.

Youth Unemployment The unemployment rate for youth aged 15 to 24 in Waterloo Region increased by 45% from 10.9% in 2008 to 15.8% in 2009. This is a significant increase when compared to the provincial rate increase of 27.5% to 17.6% and the national rate increase 31.9% to 15.3% for the same time period.

Point to Ponder: If our youth do not find a job right after they graduate will they find it harder to integrate into the workforce a few years down the road? (Newer graduates will have more up-to-date skills and may have a better chance at securing entry level positions).

Net Migration Is the difference between the number of people moving into a community and the number leaving. On a net basis, in 2006 Waterloo Region’s population grew by 5.9%. This was down from 6.2% in 2001 due to intraprovincial, interprovincial, and international migration. This rate is lower than Ontario (6.6%) and Canada (5.4%).
Almost one-third of the population of Waterloo Region will be a visible minority by 2031, according to projections by Statistics Canada.

Almost 34% of immigrants who have moved here in the last five years have a low income. However, these numbers improve with the length of time since immigration with the number dropping to just over 20% between six to 10 years.

**Child Care Investment** is an indication of how well governments are doing at providing subsidized child care in our community. While the investment in child care per child for children 12 years and under in the Waterloo Region increased by 11.4% in 2008 from 2007, the investment in child care across Ontario decreased by 2.1% in the same period.

In March 2010, the provincial government announced that it was investing $63.5 million annually in child care. The dollars coming to the Region ($1.7 million) will help maintain status quo by restoring government funding that was being reduced in 2009.

**DID YOU KNOW?**

Almost one-third of the population of Waterloo Region will be a visible minority by 2031, according to projections by Statistics Canada.

Almost 34% of immigrants who have moved here in the last five years have a low income. However, these numbers improve with the length of time since immigration with the number dropping to just over 20% between six to 10 years.

**YOU CAN...**

- Hire a student.
- Introduce a new Canadian to your friends and community groups.
- Mentor a young person.

**TAKING THE PULSE OF OUR COMMUNITY**

<table>
<thead>
<tr>
<th>Year</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>C+</td>
</tr>
<tr>
<td>2008</td>
<td>C+</td>
</tr>
<tr>
<td>2009</td>
<td>C+</td>
</tr>
<tr>
<td>2010</td>
<td>C+</td>
</tr>
</tbody>
</table>
The issue: Good health reduces health care costs and improves our individual quality of life. Our health status relies on social and economic standing, good health practices including activity levels, and access to health care services.

Are you making the best choices for your health?

The bottom line: Half of our residents report being moderately active and a lot of us still smoke. Many of our elderly are having a tough time finding long-term care beds. In addition, a significant percentage of our citizens do not have a regular doctor to attend to their needs.

Leisure Time Of the population aged 12 and over in Waterloo Region, 50.3% reported being moderately active during leisure time in 2009. This was up from 43.4% in 2008. The 2009 level is 0.8% below the provincial level (50.7%) and 4.2% below the national level (52.5%).

Smoking In 2009, 18.8% of the population aged 12 and older in Waterloo Region reported smoking daily or occasionally. This was down from 21.1% in 2008 and 22.2% in 2007. 18.6% of Ontarians and 20.1% of Canadians reported smoking in 2009.

Long Term Care Beds In 2008, 9% of Waterloo Region’s population over 75 years of age could be served from all available long-term care beds. This is a 13.5% decrease from 2005 (10.4%) and is 3.2% lower than the 2008 Ontario median (9.3%).

Point to Ponder:
Why do we have fewer beds available for our residents who need long-term care?

Regular Physicians In Waterloo Region in 2009, 9.2% of the population 12 years and older reported that they did not have a regular physician. This was up from 9.1% in 2008. The 2009 level was above the provincial level of 8.5% and below the national average of 15.1%.
The Front Door program (formerly known as the Children’s Mental Health Access Centre (CMHAC), created through a joint initiative between KidsLINK and Lutherwood, lets your single initial call for assistance open the gateway to many options. The Front Door offers help for children and families experiencing considerable emotional distress or extraordinary behavioural difficulties.

www.lutherwood.ca

There are close to 3,400 people living with a disability in our Region. Of those, almost 10% have a low income.

DID YOU KNOW?

YOU CAN...

- Help a smoker “butt out.”
- Eat five to 10 servings of fruits and vegetables a day.
- Advocate for more home care services and a shorter long-term care wait lists for the elderly.
- Take an evening walk.
The issue: Access to safe, stable, and affordable housing is one of our most basic human requirements.

Can you meet the expenses of owning or renting a home?

The bottom line: Housing starts have been on the decline since 2004. We remain virtually unchanged when it comes to social housing units and emergency shelter beds. Rental vacancy rates are extremely low, making it difficult to find housing for those of us on a modest budget.

Housing Starts The number of housing starts is a key economic indicator. In 2008, 2,634 new housing starts were reported in the Region. This was down from 2,740 in 2007 and 36.2% lower than the 4,130 reported in 2002, the highest number of housing starts between 1999 and 2008.

Social Housing Units The number of social housing units available in the Waterloo Region per 1,000 households in 2008 was 44, compared to 45 in 2006, a 2.2% decrease. The Ontario median for available social housing units dropped from 45 to 42 during the same time.

In addition, the number of people placed annually from the social housing waiting list has remained relatively stationary at 30% in 2009 from 31% in 2008.

Since 2000, the Region of Waterloo has added almost 1,800 units of affordable housing.

Emergency Shelter Beds Thirty-three emergency shelter beds were available per 100,000 population in 2007. This is down slightly from 34 beds in 2006. The Ontario median remained the same at 34 beds per 100,000.

There are almost 2,800 people served by shelters in Waterloo Region annually of which 20% are return users from within the past year.

Rental Vacancy Rate (for two bedrooms) Rental vacancy rates provide a measure of the health of the rental housing market. Renting traditionally provides a more affordable housing option than home ownership. A vacancy rate of 3% is necessary for a competitive market for both the consumer and the landlord. In Waterloo Region in 2008, the rental vacancy rate for a two bedroom apartment was 1.8%, down from 2.9% in 2007. The 2008 vacancy rate is a 1.9 percentage point decrease from 3.7% in 2005.
Annual Community grades for Housing

<table>
<thead>
<tr>
<th>Year</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>C+</td>
</tr>
<tr>
<td>2008</td>
<td>B-</td>
</tr>
<tr>
<td>2009</td>
<td>B-</td>
</tr>
<tr>
<td>2010</td>
<td>B-</td>
</tr>
</tbody>
</table>

The average Waterloo Region home owner pays roughly $2,780 in property taxes. Of that approximately $1,378 goes to provide regional services like road systems, transit, community housing, garbage collection, police services, social services, child care services, public health, Regional airport, cultural services, ambulance services, long-term care facilities, and grants to agencies and organizations.

DID YOU KNOW?

- Become an advocate for affordable housing.
- Adopt a room at the Supportive Housing of Waterloo’s new 30 unit building. www.supportivehousingofwaterloo.org
- Read the Homeless Housing Umbrella Group’s (HHUG) 2010 report card at www.hhug.ca
- Volunteer at The Bridges www.cambridgescheltercorp.ca
The issue: Education provides a foundation from which a community can measure prosperity and success. Scholarly accomplishments affect our ability to compete in the workforce, make a better wage, and escape the tentacles of poverty.

How important is education to you?

The bottom line: While the percentage is improving, fewer of our Region’s residents have access to the internet at home than seen across Ontario and Canada. More of us are getting our high school diploma and our Grade 6 students are doing better with the standard reading test than seen across the province. Although it decreased slightly, our composite learning index is still higher than Ontario and Canada’s.

Access to the Internet from Home 76.9% of the population in 2009 reported having access to the internet from their home, up from 68% in 2005. The Waterloo Region 2009 rate was lower compared to 77.9% of Ontarians and 77.1% of Canadians having internet access at home. X X X X

High School Non-Completion In 2009, 19.4% of Waterloo Region residents 15 years and over had not completed high school. This was down 20.1 percentage points from 39.5% in 1990. The rate was 7.6% lower than the national average (21%) and 1% lower than the provincial average (19.6%). X X

Standard Reading Test for Grade 6 Students In 2008-09, 69% of the Grade 6 students from both the Waterloo Region District School Board and the Waterloo Catholic District School Board were at or above a Level 3 or 4 in the standardized reading test. The district school board saw a 9.5% increase from 63% in 2007-08, while the separate school board saw a 3% increase from 67%. The 2008-09 rate was 13.1% higher than the Ontario average of 61%. X X X X

The Education Quality and Accountability Office (EQAO) is an independent provincial agency funded by the Government of Ontario. In the spring of every year, the EQAO administers assessments of reading, writing and mathematics for primary division (Grades 1-3) and junior division (Grades 4-6). Level 3 – The student has demonstrated most of the required knowledge and skills. Achievement is at the provincial standard. Level 4 – The student has demonstrated the required knowledge and skills. Achievement surpasses the provincial standard.

Composite Learning Index According to the 2010 Composite Learning Index (CLI), the overall index score for Waterloo Region was 81, down from 82 in 2009 and 89 in 2008. The 2010 score was 8% higher than the national score (75) and 2.5% higher than the Ontario score (79). X X X X
DID YOU KNOW?

It is predicted that in the fall of this year there will be a 5% – 7% increase in the number of first year students attending post secondary education at Wilfrid Laurier University, Conestoga College, and the University of Waterloo.

YOU CAN...

- Support family literacy.
- Read with your child.
- Help a senior learn to use the internet.
- Give to a scholarship fund.
The bottom line: We have fewer reported vehicle thefts and robberies in Waterloo Region. Hate crimes have risen significantly since 2006. Homicide rates have risen slightly but are still well below provincial and national numbers.

**Motor Vehicle Theft** Since 2004 the motor vehicle theft rate per 100,000 residents has declined by 52.1% from 461 reported thefts in 2004 to 221 in 2008. This rate is also lower than the 238 thefts reported provincially and 376 thefts nationally.

**Police-Reported Robbery** Forty-seven robberies for every 100,000 persons in the Region were reported to the police in 2008. This rate was 48.9% lower than the provincial rate and 51.5% lower than the national rate.

**Hate Crimes** Occur when a perpetrator targets a victim because of perceived membership in a certain group. At 6.1 hate crimes per 100,000 population in 2008, the Waterloo Region rate was 74.3% above the national rate (3.5). This represented an increase of 84.8% from 2006 (3.3), the first year for which this data was available in Waterloo Region.

**Point to Ponder:** Why have these numbers increased?

**Homicide Rates** The homicide rate for every 100,000 persons in Waterloo Region for 2008 and 2009 was 0.8. This was down from 1.4 in 2007 and 58.7% lower than the 2000 rate of 1.89.
Top 10 Citizen Generated Calls for the Waterloo Regional Police Service in 2009 Were:

1. Bylaw Complaint
2. Injured / Sick Person
3. Domestic Dispute
4. Theft Under $5,000
5. Alarm
6. Check well-being (can’t find a loved one and ask for police assistance)
7. Driving Complaint
8. Unwanted Person
9. Disturbance
10. Break and Enter

These calls represent the demand on police resources from the community, but not necessarily all crimes.

DID YOU KNOW?

Learn about cyber bullying.
Don’t text and drive.
Report crimes.
Clear snow and ice from your sidewalks.

YOU CAN...

TAKING THE PULSE OF OUR COMMUNITY

Annual
Community
grades
for Safety
Year: Grade:
2007 B-
2008 B
2009 B
2010 B+
The issue: A strong and vibrant community provides a wide range of opportunities for stable work and retains a secure labour market for job seekers.

Did the economic downturn impact you?

The bottom line: The unemployment rate is making its way back down. More of our citizens are actively engaged in looking for work and we are doing well at providing jobs for our workforce. While business bankruptcies have increased they are still below rates seen across Ontario and Canada.

Unemployment Rate The June 2010 unemployment rate in Waterloo Region was 7.9%. This was 2 percentage points lower than the June 2009 rate of 9.9%. The June 2010 unemployment rate was the same as the national rate and slightly lower than the provincial rate of 8.3%. August’s rate for Waterloo Region dropped even lower to 7.0%.

Participation Rate The participation rate indicates the number of people in the community that are actively working or looking for work. In June 2010 in Waterloo Region, the participation rate was 73.1%, up from 71.8% in June 2009. The Region’s rate remains higher than Ontario (67.6%) and Canada (67.4%).

Employment Rate In June 2010, 67.4% of the working age residents of Waterloo Region were employed, compared to 61.9% in Ontario and 62.1% in Canada. This is a 4.2% increase from June 2008, when 64.7% of residents were employed.

Business Bankruptcies In 2008, the rate of business bankruptcies per 1,000 businesses was 2.5. This was up 4.2% from 2007, and a 40.5% decrease since 2000. The Region’s rate was below the provincial and national rates of 2.7 and 2.6 respectively.
A recent Manpower Employment Outlook Survey for Waterloo Region predicts an increasingly positive environment for hiring. At 10%, Waterloo Region’s Net Employment Outlook in the second quarter of 2010 was double last year’s rise, and a 7% increase over the first quarter of this year. Visit www.communitech.ca for more information.

### Annual Community grades for Work

<table>
<thead>
<tr>
<th>Year</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>B-</td>
</tr>
<tr>
<td>2008</td>
<td>B-</td>
</tr>
<tr>
<td>2009</td>
<td>B</td>
</tr>
<tr>
<td>2010</td>
<td>B-</td>
</tr>
</tbody>
</table>

**YOU CAN...**

- Look for the **Buy Local! Buy Fresh!** logo that identifies local food at your favourite food store or farmers’ market.
- Help cross-train a colleague.
- Start your own business. Visit [www.waterloo.techstartup.ca](http://www.waterloo.techstartup.ca), a new, online resource and gathering place for tech entrepreneurs.
Thanks to our Community Partners!

570 NEWS
Mike Farwell
CAMBRIDGE CHAMBER OF COMMERCE
Greg Durocher
CAMBRIDGE TIMES
Jeff Hurst
CANADA’S TECHNOLOGY TRIANGLE INC
Anna Lukin
John Jung
CTV SOUTHWESTERN ONTARIO
Michael Melling
Janet Taylor
Dennis Watson
CITY OF CAMBRIDGE
Doug Craig
Linda Fagan
Jim King
CITY OF KITCHENER
Carla Ladd
Michaëlle May
Carl Zehr
CITY OF WATERLOO
David Calder
Brenda Halloran
COMMUNITECH
Iain Klugman
Thom Ryan
COUNCIL OF CHURCHES
James Brown
COWAN INSURANCE GROUP LTD.
Lynne Short
DOWNTOWN KITCHENER BIA
Trudy Sohl
LEADERSHIP WATERLOO REGION
Annie Lavender
GREATER KITCHENER WATERLOO
Mary Sue Fitpatrick
Aubrey Walters
QUARRY INTEGRATED
Bob Greaves
Paul Herman
Ken Whyte
PMG INTELLIGENCE
Rob Grein
Tierney Mimaert
REGION OF WATERLOO
Mike Murray
SOCIAL PLANNING COUNCIL
Trudy Beaulne
OF KITCHENER WATERLOO
Dina Emanskie
Linda Terry
TOWNSHIP OF NORTH DUMFRIES
Ridger Modue
TOWNSHIP OF WELLESLEY
Susan Duke
TOWNSHIP OF WILMOT
Grant Whittington
TOWNSHIP OF WOOLWICH
David Bremnerman
UNITED WAY OF CAMBRIDGE
Ron Downhamuk
AND NORTH DUMFRIES
UNIVERSITY OF WATERLOO
David Johnston
Carol Stewart
Kelley Teahon
UP TOWN WATERLOO BIA
Patti Brooks
VOLUNTEER ACTION CENTRE
Dianne Boston-Nyp
Jane Hennig
WATERLOO REGION RECORD
Adam Kirk
Donna Luolo
WILFRID LAURIER UNIVERSITY
Megan Harris
And a huge THANK YOU to the 1,079
community supporters who participated
in the online Waterloo Region
Vital Signs survey!

EXPERT RESOURCE PANEL
Stephen Beckett
Waterloo Regional Police Service
Tim Beckett
Kitchener Fire Department
Doug Brown
Waterloo Region District School Board
Elaine Brunn Shaw
City of Cambridge
Ernie Gisler
Gisler & Associates Inc.
Roger Farwell
The Walter Fedy Partnership
Lorie Fioz
Region of Waterloo
Debbie Hoekstra
Cambridge & K-W YMCA
Todd Letts
Todd Letts Consulting
Karen Mason
equitable Life
Mary Louise McAllister
U of W Environmental Studies
Mike Monroe
Sustainable Waterloo
Anthony Piscitelli
Crime Prevention Council
Patricia Syms Sutherland and Bruce Laukner
Waterloo Wellington Local Health Integration Network
Carol Simpson
Workforce Planning Board

WATERLOO REGION’S VITAL SIGNS
PHOTO CONTEST JUDGES
Tomasz Adamski
Sunshine Chen

WATERLOO REGION’S VITAL SIGNS
PROJECT TEAM
Ernie Gisler
Bethan Llewellyn
Jane Neath
Rosemary Smith
Tracy Van Kalnbeek
Linda Zenszer

Community Foundations Participating in Vital Signs

Vital Signs in an annual community checkup conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and assigns grades in at least five areas critical to quality of life.

We would like to acknowledge our partnership with 14 other community foundations releasing Vital Signs reports in 2010:

- Victoria, British Columbia
- Vancouver, British Columbia
- Red Deer, Alberta
- Calgary, Alberta
- Medicine Hat, Alberta
- London, Ontario
- Toronto, Ontario
- Hamilton, Ontario
- Ottawa, Ontario
- Kingston, Ontario
- Greater Sudbury, Ontario
- Montreal, Quebec
- Lunenburg, Nova Scotia
- Greater Saint John, New Brunswick

To access their reports visit
www.vitalsignscanada.ca
Acknowledgements

The Kitchener and Waterloo Community Foundation and the Cambridge & North Dumfries Community Foundation wish to extend our sincerest thank you to the many individuals and organizations that provided information, guidance, statistics, or in any way assisted in the creation of this year’s report.

We are deeply grateful to the dynamic community leaders of our expert panel who helped to provide the foundation for this year’s Waterloo Region’s Vital Signs report.

The Foundations would like to recognize the Toronto Community Foundation for developing and sharing the Vital Signs concept and Community Foundations of Canada for coordinating a national Vital Signs initiative.

A special thank you goes to the following for their leadership and generous financial support in making this year’s Waterloo Region’s Vital Signs a reality:

First Prize “UW Canada Day 2010” Submitted by: Colin Jones
Second Prize: “The Old and the New” Submitted by: Vanessa Vandenborg
Third Prize: “Fishing with Patience” Submitted by: Carrie Siewert

A special thank you goes out to the many photographers who submitted photos for our annual Waterloo Region’s Vital Signs photo contest. The three winning photos are featured on the front cover of this report.

Submissions used throughout the 2010 report: April Braund, Rene Desombre, Brian Douglas, Annabel Fleming, the Food Bank of Waterloo Region, Ernie Ginsler, Habitat for Humanity Waterloo Region, Heather Hickey, Adynne Hornick, Crystal Hughes, Tracy Jasmins, Bing Jiang, Caroline Jones, Meghan Kreller, Larry Kryski, the KW Arts Awards, Anne Lavender, Raegan Little, Timothy Lui, Dale Mann, Ellen McGowan, Mary McGowan, Nutrition for Learning, Wendy O’Rourke, Eric Patterson, Josh Rozad, Chris Stacey, Strong Start, Uptown Waterloo BIA, Jess Voll, Judy Weber, Wellesley Township, Sarah Wendland, and the YMCA of Kitchener-Waterloo.
Our Foundations

Community is foremost in our minds at The Kitchener and Waterloo Community Foundation and the Cambridge & North Dumfries Community Foundation.

We continuously strive to improve the quality of life for all citizens in Waterloo Region by building assets to provide lasting support for local priorities, addressing community needs through grant making, educating others about local organizations and programs, and providing leadership by bringing people and organizations together to address key issues and opportunities.

Community Foundations

Community foundations provide a simple, powerful, and highly personal approach to giving. We offer a variety of giving tools to help people achieve their charitable goals.

You can make a gift of cash, stocks, bonds, real estate, or other assets to your community foundation. Most charitable gifts qualify for maximum tax advantage under federal law.

You can support the issues and organizations you care about the most, all through your community foundation. For more information and ideas on ways to integrate your financial planning with charitable giving, ask your financial advisor or contact us.
TO:        Chair Sean Strickland and Members of the Community Services Committee

DATE:      May 3, 2011

FILE CODE: R13-01

SUBJECT:   WATERLOO REGION MUSEUM FUNDRAISING UPDATE

RECOMMENDATION:

For Information

SUMMARY:

For the past year, a fundraising campaign has been underway to support construction of the Waterloo Region Museum. Led by local businessmen Lawrence and Mark Bingeman as the Capital Campaign Chairs, the campaign to seek sponsors of spaces in the museum is now completed. The campaign has raised $589,000 in sponsorships and gifts-in-kind, which is in addition to the $2 million grant received in 2008 from the Federal Government Cultural Spaces Canada Fund. These funds offset the Region’s contribution to the project, reducing debentures and annual interest payments. The Region of Waterloo is grateful for this community support, and will formally recognize the donors in a variety of ways, including signage in the museum and a formal reception at the Waterloo Region Museum on May 3, 2011.

REPORT:

As reported to Council on May 12, 2009, a feasibility study was undertaken in 2008 by Campaign Coaches, a locally-based fundraising consulting firm, to assess the capacity for a significant fundraising campaign to support the museum’s capital costs. The process was led by Chair Ken Seiling, Councillors Tom Galloway, Sean Strickland and Jean Haalboom, and Regional staff. Interviews were conducted with a number of individuals representing businesses, volunteers, local philanthropists and community leaders.

Based on the interview results, a targeted fundraising campaign for the museum was recommended to Council. The recommended approach included three elements: direct fundraising through sponsored naming opportunities; community-based donations administered by Friends of Waterloo Region Museum; and targeted in-kind contributions.

Through 2010 and early 2011, a fundraising campaign has been underway led by local businessmen Lawrence and Mark Bingeman as the Capital Campaign Chairs. It has resulted in sponsorships and gifts-in-kind with a total value of $589,000.

Donors to the capital campaign include:

- Christie Digital Systems Canada Inc.
- The Kitchener and Waterloo Community Foundation
  - The John A. Pollock Family Fund
Many of these donations are linked to the opportunity of naming a space in the museum. An overall signage plan has been developed to ensure a consistent look and level of recognition. In addition to signage in the Entrance Hall acknowledging all donors, individual signs will be located in appropriate locations. Named spaces in the museum include:

- Christie® Theatre
- The Kitchener and Waterloo Community Foundation – The John A. Pollock Family Fund
- Conestoga Cold Storage Classroom
- Home Hardware Stores Limited Information Desk
- Mennonite Savings and Credit Union Living Waters
- Mike and Hennie Stork Outdoor Classroom
- Paul Tuerr and Family Elevator

Some spaces are still available for sponsorship in the museum. These include the exhibit galleries and the museum’s grand foyer.

The donation by the Waterloo Historical Society will be used to offset expenses related to the conservation and exhibition of the museum’s Conestoga wagon in the long term exhibit galleries. This donation will be acknowledged in the exhibit gallery.

The 114 seats in the Christie® Theatre were also available for sponsorship by individuals, companies and organizations. The Friends of Waterloo Region Museum have been coordinating the sponsorship of theatre seats. To date, 95 of the seats are sponsored with 19 seats still available.

A thank you reception for sponsors is being hosted by Bingemans, as one of their contributions to the Capital Campaign.

Area Municipal Consultation/Coordination

Area municipal staff is informed of activities at the Waterloo Region Museum, and will receive a copy of this report.
CORPORATE STRATEGIC PLAN:

Supporting initiatives that highlight culture and creativity are directly related to the Growth Management Focus Area 2 and the objective to Promote and enhance arts, culture and heritage.

FINANCIAL IMPLICATIONS:

The amount of $589,000 raised from the fundraising campaign will off-set the Region’s contribution to the project, reducing debentures and annual interest payments. This is in addition to the Federal Government contribution of $2 million announced in 2008 and received in instalments over the past two years.

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:

This report was reviewed by staff from Finance. Tax receipts will be issued by the Region through Finance.

ATTACHMENTS:

NIL

PREPARED BY:  Tom Reitz, Manager/Curator

APPROVED BY:  Rob Horne, Commissioner of Planning, Housing and Community Services
TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011

FILE CODE: C05-40

SUBJECT: HERITAGE PLANNING ADVISORY COMMITTEE - PROPOSED REVISIONS TO TERMS OF REFERENCE

RECOMMENDATION:

THAT the Regional Municipality of Waterloo approve the revised Terms of Reference for the Heritage Planning Advisory Committee as described in Report P-11-046, dated May 3, 2011.

SUMMARY:

The Region’s Heritage Planning Advisory Committee (HPAC) advises the Commissioner of Planning, Housing and Community Services on the implementation of the heritage policies in the Regional Official Plan and other heritage issues of Regional interest, in accordance with the Terms of Reference adopted and periodically reviewed by Regional Council. The Committee is currently chaired by Councillor Haalboom.

The Proposed Terms of Reference is shown in Attachment 1. Revisions involve the clarification of three aspects of the committee’s role, and several changes to committee processes in order to better support the function of the committee and to more closely align the document with the Terms of Reference of other Committees of Regional Council. HPAC endorsed the revised Terms of Reference at its meeting on April 14, 2011.

REPORT:

The Heritage Planning Advisory Committee (HPAC) was established in 1994, in accordance with the Regional Official Plan (ROP) which states that “The Region will maintain a Regional Heritage Advisory Committee to advise the Region on the implementation of the heritage policies in this Plan and other heritage issues of Regional interest, in accordance with the Terms of Reference adopted and periodically reviewed by Regional Council.”

HPAC has twelve volunteer members, appointed by Regional Council, who are chosen for their interest and background experience in natural and built heritage.

The HPAC Terms of Reference are revised periodically; the current document, included as Attachment 2, was last updated in 2007 (Report P-07-088, dated June 26, 2007).

As shown in Attachment 1, the proposed revisions involve:

- clarification of the committee’s role in terms of reviewing and commenting, undertaking research on heritage resources and issues, and increasing public awareness and understanding of heritage issues of Regional interest;
ensuring that the research documentation compiled by the Committee is kept in the Regional Archives and is publically accessible;
- requiring the election of the Chair and Vice-Chair from among Committee members at the beginning of the Council Term, or earlier if necessary, rather than annually;
- requiring members to review and complete the Conflict of Interest Policy agreement at the start or renewal of member terms, rather than annually;
- recognizing that the committee may form sub-committees and/or invite individuals to provide expert advice to support the work of the committee; and
- general adjustments to formatting and language in order to more closely align with the Terms of Reference of other Committees of Regional Council.

The updated Terms of Reference better reflect the mandate, membership terms, reporting structure and meeting processes of the committee. Heritage Planning Advisory Committee endorsed the revised Terms of Reference at its meeting on April 14, 2011.

Area Municipal Consultation/Coordination:

The HPAC Agenda and Minutes are distributed to the heritage planning staff in each Area Municipality.

CORPORATE STRATEGIC PLAN:

The work of the Heritage Planning Advisory Committee supports Strategic Focus Area 2, Growth Management: Manage and shape growth to ensure a liveable, healthy, thriving and sustainable Waterloo Region.

FINANCIAL IMPLICATIONS:

The work of the Heritage Planning Advisory Committee is supported by Planning, Housing and Community Services staff through the use of Council-approved funds.

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:

Corporate Resource’s Council and Administrative Services was consulted in drafting the revisions. Transportation Planning, Community Planning and Transportation and Environmental Services have been advised of these proposed revisions.

ATTACHMENTS

Attachment 1: Proposed Terms of Reference for the Heritage Planning Advisory Committee
Attachment 2: Current Terms of Reference for the Heritage Planning Advisory Committee

PREPARED BY:  Kate Hagerman, Cultural Heritage Principal Planner

APPROVED BY:  Rob Horne, Commissioner of Planning, Housing and Community Services
Note: Bold text indicates a section that has been updated from the May 2007 Terms of Reference.

PROPOSED TERMS OF REFERENCE

HERITAGE PLANNING ADVISORY COMMITTEE
(HPAC)

1.0 COMMITTEE MANDATE

1.1 The Heritage Planning Advisory Committee (HPAC), in accordance with the policies in Chapter 3 of the Regional Official Plan, will fulfill its mandate under the direction of the Community Services Committee and the Commissioner of Planning, Housing and Community Services.

1.2 The Heritage Planning Advisory Committee will provide advice on heritage policy and implementation. Upon request from the Commissioner of Planning, Housing and Community Services, they will:

a) Advise on heritage matters that are in accordance with the Regional Official Plan.

b) Assist in monitoring the implementation of the Regional Official Plan policies and their impact on heritage resources.

c) Review and comment on development applications, environmental assessments, and other processes that may impact heritage resources of Regional interest.

d) Review and comment on Regional projects that may impact heritage resources.

e) Assist the Region and support Local Municipalities in developing new heritage policies and strategies.

f) Assist in the implementation of the Ontario Heritage Act in matters of Regional jurisdiction.

g) Comment on policies, plans, programs or legislation of other bodies for the promotion and/or conservation of heritage in the Region.

1.3 The Heritage Planning Advisory Committee will serve as a forum for soliciting representation from diverse viewpoints on particular heritage issues of concern to the Regional Council, and report on its findings.

1.4 The Heritage Planning Advisory Committee will endeavour to increase public awareness and understanding about heritage issues of Regional interest.

1.5 The Heritage Planning Advisory Committee will undertake or support research on heritage resources and issues, in accordance with an annual work plan, and will report findings to Regional Council, Area Municipal Councils and the public, as appropriate.
1.6 The Heritage Planning Advisory Committee will comment on any proposed changes to heritage resources owned by the Region.

1.7 The Heritage Planning Advisory Committee will ensure that the research documentation is kept in the Regional Archives and is publically accessible.

2.0 MEMBERSHIP

2.1 The Regional Municipality of Waterloo will appoint twelve members to the Committee.

2.2 The twelve members will be composed of:

1. A (1) Regional Councillor
2. Nine (9) members at large appointed on a 3-year staggered cycle
3. A (1) member who is an official representative of the Friends of the Waterloo Region Museum
4. A (1) member who is an official representative of the Friends of Joseph Schneider Haus
5. Regional Chair, ex-officio

2.3 Members will be appointed on the basis of experience, knowledge, research capabilities and skills in heritage areas of regional concern that complement the overall expertise of the committee, and their availability to attend meetings and serve on various sub-committees. Membership will broadly represent the various communities in the Region. Members at large may be members of, but do not represent, particular agencies, organizations or interest groups.

2.4 Committee members may serve up to nine years (three consecutive three-year terms) in accordance with Regional Council policy. Advisory Committee members should be encouraged to assist with recruitment of potential members.

2.5 The Chair and Vice-Chair will be elected from among Committee members at the beginning of the Council Term, or earlier if necessary. The Chair will be available to work with Regional staff and attend meetings of the Council Committees or Council, as required.

2.6 Any member missing three consecutive meetings or a total of four meetings in a year without excuse shall be requested to resign from the Committee and will be replaced at the earliest opportunity.

2.7 Members will be expected to serve on sub-committees to comment on heritage impact assessments, conduct research or review draft reports.

2.8 The Commissioner of Planning, Housing and Community Services or his/her designate shall be in attendance at all meetings.
3.0 REPORTING STRUCTURE

3.1 The Heritage Planning Advisory Committee reports to the Community Services Committee through the Commissioner of Planning, Housing and Community Services.

3.2 A yearly review of the activities of the Heritage Planning Advisory Committee will be prepared and presented to Council.

4.0 MEETINGS

4.1 The Heritage Planning Advisory Committee will meet once a month with up to ten meetings a year.

4.2 The quorum for any decision shall be seven members.

4.3 The Heritage Planning Advisory Committee may invite individuals to provide expert advice, or to brief the committee on the policies and activities of government bodies or other organizations dealing with matters relating to heritage issues.

4.4 Minutes of meetings will be kept by the Department of Planning, Housing and Community Services.

4.5 The Heritage Planning Advisory Committee will be supported by Planning, Housing and Community Services staff in the preparation of agendas, minutes, distribution of information, facilitation of meetings, research and preparation of draft reports as appropriate.

5.0 CONFLICT OF INTEREST POLICY

All members shall adhere to the Conflict of Interest Policy for Advisory Committees, approved by Council on May 28, 2003. At the start or renewal of member terms, members shall review and complete the agreement and signature form attached to the policy. Signature forms are to be returned to the Committee Clerk for safe keeping.

Members are expected to undertake their responsibilities on an impartial and objective basis. Any member whose financial interests could be in conflict with the interests of the Region is obliged to disclose same at the meeting. Members will not participate in any decision or recommendation in which they or their immediate family has any financial interest except in common with residents of the municipality.

Updated May 2011.
HERITAGE PLANNING ADVISORY COMMITTEE (HPAC)
TERMS OF REFERENCE

TERMS OF REFERENCE

1. The Heritage Planning Advisory Committee, upon request of the Regional Municipality of Waterloo or the Commissioner of Planning, Housing and Community Services, will:

   a) Advise on heritage matters that are in accordance with the Regional Official Plan.

   b) Assist in monitoring the implementation of the Regional Official Plan policies and the impact on heritage resources.

   c) Advise on measures required to implement the Region’s commitment to heritage identification and conservation by providing comments, as appropriate, on development application, environmental assessments, and other processes that may impact heritage resources.

   d) Assist the Region and support Local Municipalities in developing new heritage policies and strategies.

   e) Assist in the implementation of the Ontario Heritage Act in matters of Regional jurisdiction.

   f) Comment on policies, plans, programs or legislation of other bodies for the promotion and/or conservation of heritage in the Region.

2. The Heritage Planning Advisory Committee will serve as a forum for soliciting representation from diverse viewpoints on particular heritage issues of concern to the Regional Council, and report on its findings.

3. The Heritage Planning Advisory Committee will endeavour to increase public awareness and understanding of issues taken up by the Committee and, if so requested by Regional Council, will advise and assist with information to further public understanding of particular heritage issues that may arise.

4. The Heritage Planning Advisory Committee will advise Regional Council, and may participate in ongoing or proposed developments of, but not limited to, a Regional Curatorial Centre, a Regional Heritage Centre, Doon Heritage Crossroads, McDougall Cottage, and Joseph Schneider Haus.

MEMBERSHIP

1. The Regional Municipality of Waterloo will appoint twelve members to the Committee. The twelve members will be composed of:

   - a (1) Regional Councillor
   - nine (9) members at large appointed on a 3-year staggered cycle
   - one (1) member who is an official representative of the Friends of Doon Heritage
Crossroads
- one (1) member who is an official representative of the Friends of Joseph Schneider Haus.
- Regional Chair, ex-officio

2. Members will be appointed on the basis of experience, knowledge and skills in heritage areas of concern that complement the expertise of the committee, and their availability to attend meetings and serve on various sub-committees. Membership will broadly represent the various communities in the Region. Members at large may be members of, but, do not represent, particular agencies, organizations or interest groups.

3. The Commissioner of Planning, Housing and Community Services or his/her designate shall be in attendance at all meetings.

OPERATION OF THE COMMITTEE

1. The Chair and Vice-Chair of the Heritage Planning Advisory Committee will be elected from among the members at the first meeting of each calendar year. The Chair should be able to devote some time between meetings to working informally with Regional staff or attending the occasional meeting of the Planning & Works Committee or Council when circumstances warrant.

2. Committee members may serve up to nine years (three consecutive three-year terms) in accordance with Regional Council policy. Advisory Committee members should be encouraged to assist with recruitment of potential members.

3. The quorum for any decision shall be seven (7) members.

4. Meetings of the Heritage Planning Advisory Committee will normally be held once a month. There could be up to ten (10) meetings a year.

5. Records of discussions at meetings will be kept by the Department of Planning, Housing and Community Services.

6. The Heritage Planning Advisory Committee reports to the Community Services Committee through the Commissioner of Planning, Housing and Community Services.

7. Any member missing three (3) consecutive meetings or a total of four (4) meetings in a year without excuse shall be requested to resign from the Committee and will be replaced at the earliest opportunity.

8. Members will, from time to time, be expected to serve on sub-committees reviewing particular applications or issues.

9. The Heritage Planning Advisory Committee will be supported by Planning, Housing and Community Services staff in the preparation of agendas and minutes, distribution of information, facilitation of meetings, and research and preparation of draft reports as appropriate.

10. The Heritage Planning Advisory Committee will from time to time invite other persons or groups, to participate in committee deliberations in order to benefit from additional expertise.
pertaining to subjects being discussed or to be briefed on the policies and activities of
government bodies or other organizations dealing with matters relating to these subjects.

11. A yearly review of the activities of the Heritage Planning Advisory Committee will be
prepared and presented to Council.

CONFLICT OF INTEREST POLICY

All members shall adhere to the Conflict of Interest Policy for Advisory Committees, approved by Council on May 28, 2003. All members shall annually review and complete the agreement and signature form attached to the policy. Signature forms are to be returned to the Committee Clerk for safe keeping.

Members are expected to undertake their responsibilities on an impartial and objective basis. Any member whose financial interests could be in conflict with the interests of the Region is obliged to disclose same at the meeting. Members will not participate in any decision or recommendation in which they or their immediate family has any financial interest except in common with residents of the municipality.

Updated May 2007
TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011

FILE CODE: R12-01

SUBJECT: WATERLOO REGION MUSEUM – 2010 HIGHLIGHTS AND PLANS FOR 2011

RECOMMENDATION:
For information.

SUMMARY:

Many milestones were completed at the Waterloo Region Museum in the past year, most notably the opening of the Waterloo Region Museum building and the completion of its first year of operation. This report highlights public engagement, curatorial and other achievements in 2010, and summarizes planning for the year ahead.

The living history village and the museum building (reception, gift shop, classrooms, theatre, café and lobby) re-open to the public on Sunday, May 1, 2011. A grand opening of the museum and its exhibits will be held in the fall of 2011 when the long term and temporary galleries are completed.

REPORT:

2010 marked the 53rd year of providing public education and historical preservation of buildings and artifacts at the campus of historical facilities known as the Waterloo Region Museum, including Doon Heritage Village, the Waterloo Region Hall of Fame, Waterloo Region Curatorial Centre, and the new Waterloo Region Museum.

Waterloo Region Museum

Construction of the new Waterloo Region Museum building was completed and the building opened as planned on May 1, 2010. Since the opening of the building, contractors have been working to complete building deficiencies with completion of landscaping being one of the last major tasks to be finished in the spring of 2011.

Attendance and Public Engagement

Attendance in 2010 totalled 47,935 representing an increase of 15% as compared with attendance in 2008 (the living history village was closed in 2009 during museum construction) (Attachment 1).

During the 2010 calendar year 18,816 students, teachers and parent volunteers participated in the museum’s curriculum-based education programs. Education program attendance saw a small decline in total numbers, in part due to the mistaken belief that the living history village was still closed last year. Museum staff works closely with both local school boards to develop and promote programs that relate directly to the Ontario school curricula.
The ‘Other Museum Clients’ category, which includes people attending meetings, weddings, receptions and other functions at the Waterloo Region Museum, more than doubled with the opening of the new building and is expected to grow further in future. A more detailed breakdown of this category will be considered as experience is gained in how the museum space is being used.

In 2010 the museum was one of several community organizations participating in Dig In with the Food Bank of Waterloo Region, assisting their spring food drive. Partnering with the Friends of Waterloo Region Museum and The Story Barn in Baden, an historical story-telling series was launched. Working with Public Health and other Regional departments, the museum was the host site for ECOFest – a two-day event including a program for local schools and an event for the general public (see Report PH-11-012/P-11-030, dated March 8, 2011).

In July the museum launched a new orientation video for visitors; the video is shown daily in the Christie® Theatre. The 10 minute long presentation explores the year 1914 with local, national and international content to give visitors to the living history village a summary view of the daily challenges, celebrations, and world events encountered during that year.

The museum was honoured by Ontario Wood WORKS! with a Green Building Wood Design Award, recognizing projects that best demonstrate how wood contributes significantly to the overall environmental performance of a building.

Volunteers

Last year more than 1,100 individuals volunteered at the museum – assisting with promoting the museum, greeting visitors, conserving artifacts, gardening, maintaining costumes, and supporting the Waterloo Wellington Children’s Groundwater Festival. As reported previously (Report P-11-037 dated April 12, 2011), 540 volunteers contributed 12,362 hours to the Waterloo Region Museum and 603 volunteers contributed 4,263 hours to the Waterloo Wellington Children’s Groundwater Festival.

Marketing and Facility Use

In advance of the 2010 season, marketing materials were redesigned to incorporate the new name, logo and branding of the Waterloo Region Museum. The museum launched a new website at www.waterlooregionmuseum.com, available from the Region of Waterloo website. The website includes universal accessibility features including the ability to change the size and contrast of text. Another feature of the website is the ability for Internet visitors to translate the website’s content into more than 50 languages.

Following guidelines established by the Region, the museum has developed social media sites including Facebook, Twitter, Flickr, and YouTube.

The museum building has numerous spaces available for Regional meetings, community groups and private functions. More than 100 meetings and functions were held in the museum in 2011.

Collections Preservation and Exhibits

The Waterloo Region Museum continues to attract high quality donations of artifacts. In total, 42 individuals and families donated several hundred artifacts to the museum in 2010; artifact appraisals completed by two independent appraisers valued the donations at $8,135.
The following stories describe several noteworthy acquisitions in 2010:

- A large collection of artifacts and promotional items from Greb Industries Limited, a shoe and boot manufacturing company based in Kitchener. The Greb Shoe Company traces its history to the Berlin Shoe Manufacturing Company which was incorporated in 1910, and then incorporated under the Greb name in 1916. The last Greb plant in Kitchener closed in 1991.

- Television station CKCO, based in Kitchener, went on the air in 1954 serving southern Ontario. The museum acquired several photographs, television cameras and television station memorabilia. Noteworthy objects include a red sports jacket like those worn by on-air newscasters and the magic mirror used by hostesses on Romper Room, a children’s television program produced by CKCO.

- A little-known piece of local manufacturing history is that Thuringia Glass Ltd. made glass Christmas tree ornaments for a brief period between 1949 and 1951 in Kitchener. The museum added a product box printed with the company’s name and their Crystella brand. Thuringia Glass made tree toppers and other glass ornaments, sold through the T. Eaton Company.

- The Metal Shingle and Siding Company was incorporated in 1898 in Preston, and manufactured shingles, metal ceilings, sheet metal siding, and other building products. The museum acquired a metal trade sign stencilled **We Have A Preston Steel Truss Barn Manufactured By The Metal Shingle & Siding Co. Limited/Preston & Montreal**.

- An email from Sweden to the museum resulted in the donation of a 1902 photograph of workers at the Preston Furniture Company. The donor’s uncle came to Canada from Sweden to study at the Ontario Agricultural College in Guelph; the family owned a furniture factory in Sweden and it is believed that this interest led him to visit the Preston Furniture Company. The Preston Furniture Company was incorporated in 1891, later acquiring the Canadian Office and School Furniture Company Limited.

- On October 27, 1995, more than 150,000 people from across Canada rallied in Montreal to urge citizens in Québec to vote no in the referendum on Québec separation. Included in the crowd that day were residents from Waterloo Region holding posters that read **Vive Le Canada** and **Kitchener Waterloo Loves Quebec**. Two of those posters, which also appeared in a photograph in the New York Times, were added to the museum collection.

- A large woven splint basket, part of a storage rack on a horse-drawn delivery wagon that belonged to Fromer’s Bakery in Kitchener, was acquired. Fromer’s Bakery is first listed in the 1918 Vernon’s Kitchener directory, and through the 1960s it was located at different addresses in the community. Isadore Fromer, originally from Poland, arrived in Berlin in 1913. He and his wife Fane (Fanny) Klein were part of the small Jewish community in the Region.

- The PVC Waterloo pump was designed and constructed in 1976 by University of Waterloo professors Alan Plumtree (Mechanical Engineering) and Alfred Rudin (Chemistry) with support from the International Development Research Centre and the World Bank, to help supply clean drinking water in developing nations. The museum acquired one of the pumps which are made from lightweight, corrosion-resistant plastic parts. More than 500,000 versions of the Waterloo pump are in use around the world; each pump can provide 25 litres of clean potable water in two minutes. The Waterloo pump is featured in a **Historica Minute** broadcast on Canadian television.
Twelve artifacts were purchased in 2010 with donated funds held in reserve. These artifact purchases totalled $2,868. One of the significant items purchased is an early 20th century commercial ice box for exhibit in the newly restored Meat Market in the living history village.

The museum maintains its database of more than 43,000 artifacts, documenting the collections on exhibit in the living history village and in storage in the Waterloo Regional Curatorial Centre. A copy of the museum’s catalogue records is provided to Artefacts Canada, a national on-line database of artifacts from museums across the country administered by the Department of Canadian Heritage (www.chin.gc.ca). Through the Artefacts Canada database, the public has access to the Waterloo Region Museum collection.

Five artifact-based exhibits and two photo murals were installed in the Waterloo Region Museum. Topics include natural history of Waterloo Region, Saengerfests (community singing festivals), CKCO television station, ways in which water was moved historically and today, 19th through 21st century medicine cabinets, and local retail stores and food-related images. An interactive touch screen exhibit on LEED® features in the museum allows visitors to explore how environmental sustainability is included in the design and construction of the building.

Conservation of artifacts for upcoming exhibits in the Waterloo Region Museum continued through 2010. Noteworthy artifacts receiving treatment include the museum’s 18th century Conestoga wagon, a late 19th century Waterloo Manufacturing threshing machine, a bell tower from a local tannery, and a bicycle ridden by a local daredevil across the gorge at Niagara Falls.

The museum hosted a student intern from the Fleming College Collections Management and Conservation Program. The intern completed research related to metal corrosion and did artifact conservation on objects to be included in exhibits in the Waterloo Region Museum.

Facilities

In late 2009, construction of a 310 m² (3,337 square feet) addition to the Waterloo Region Curatorial Centre was completed. Spaces in the addition include an exhibit design/layout studio and exhibit fabrication workshop. In 2010 the workshop was outfitted with tools and equipment, and work has focused on the construction of artifact mounts for objects to be included in the museum’s exhibits.

Next Steps

The living history village and the museum building (reception, gift shop, classrooms, theatre, café and lobby) reopen to the public on Sunday, May 1, 2011.

Staff has planned numerous events, workshops and activities for the 2011 season with an emphasis on new community partnerships. Notably the museum is working with The Multicultural Cinema Club at The Working Centre to host three film festivals: Local Focus 4 Film Festival (April), World in Kitchener Film Festival (July), and People’s International Film Festival (October). The museum will host the Ontario Artist Blacksmith Association Hammer In, and introduce a new weekly speaker series geared to active learners.

A grand opening of the museum and its exhibits will be held in the fall of 2011 when the long term and temporary galleries are completed. The long-term gallery will tell the story of Waterloo Region from pre-history to the present day, based on the museum’s artifact collection. The temporary gallery will present short-term exhibits from the collection and traveling exhibits from other museums. The museum’s first temporary exhibit, curated by the museum, will explore the concept of innovation and
what innovative ideas and objects have originated in Waterloo Region. Staff is developing new public and education programs associated with both exhibit galleries.

A call for public art at the museum was issued in 2010 and the artist selection was approved by Regional Council (see Report CR-FM-10-020 dated Nov. 16, 2010). David General’s sculpture *His Messenger – Our Prayers* will be installed adjacent to the entrance to the museum in the late summer and an official dedication of the sculpture is planned for September 30, 2011 to coincide with Culture Days, a national celebration of the arts.

There are two major site development projects planned in 2011 – the construction of a staff and volunteer support building, and the construction of a greenhouse. The staff/volunteer support building is 73.65 m² (792.8 square feet) and has been designed to resemble a farm outbuilding so that it will blend into the village. The building includes a lunchroom, washroom, and a kitchen to support public programs in the living history village. The tender for this project has been awarded; site preparation and servicing work began in April. The second capital project, subject to successful tendering and approval by Regional Council, is construction of a modern greenhouse to support the heritage gardens in the living history village.

**Area Municipal Consultation/Coordination**

Area municipal staff is informed of events and activities at the Waterloo Region Museum, and will receive a copy of this report.

**CORPORATE STRATEGIC PLAN:**

Supporting initiatives that highlight culture and creativity are directly related to the Growth Management Focus Area 2 and the objective to Promote and enhance arts, culture and heritage.

**FINANCIAL IMPLICATIONS:**

The initiatives listed for 2010 and 2011 are funded through approved budgets administered by Planning, Housing and Community Services.

**OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:**

Capital projects at the Waterloo Region Museum are administered by Corporate Resources, Facilities Engineering.

**ATTACHMENTS:**

Attachment 1 – Waterloo Region Museum Annual Attendance

**PREPARED BY:**  *Tom Reitz*, Manager/Curator

**APPROVED BY:**  *Rob Horne*, Commissioner of Planning, Housing and Community Services
### ATTENDANCE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>18,816</td>
<td>20,256</td>
<td>18,985</td>
<td>17,254</td>
<td>18,586</td>
<td>21,034</td>
<td>18,745</td>
</tr>
<tr>
<td>Casual Visitors</td>
<td>19,825</td>
<td>16,751</td>
<td>15,807</td>
<td>17,037</td>
<td>14,410</td>
<td>18,802</td>
<td>20,811</td>
</tr>
<tr>
<td>Other Museum Clients</td>
<td>9,294</td>
<td>4,542</td>
<td>3,472</td>
<td>3,158</td>
<td>4,617</td>
<td>2,592</td>
<td>--</td>
</tr>
<tr>
<td>TOTAL</td>
<td>47,935</td>
<td>41,549</td>
<td>38,264</td>
<td>37,449</td>
<td>37,613</td>
<td>42,428</td>
<td>39,556</td>
</tr>
</tbody>
</table>

Other Museum Clients includes people attending meetings, weddings, receptions and other functions at the Waterloo Region Museum.

### EDUCATION PROGRAMS (SCHOOLS)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WRDSB</td>
<td>9,978</td>
<td>11,958</td>
<td>10,692</td>
<td>10,138</td>
<td>11,027</td>
<td>13,008</td>
<td>--</td>
</tr>
<tr>
<td>WRCSB</td>
<td>2,323</td>
<td>1,725</td>
<td>2,405</td>
<td>1,640</td>
<td>2,188</td>
<td>3,092</td>
<td>--</td>
</tr>
<tr>
<td>Other/Non Board</td>
<td>6,515</td>
<td>6,573</td>
<td>5,888</td>
<td>5,476</td>
<td>5,371</td>
<td>4,934</td>
<td>--</td>
</tr>
<tr>
<td>TOTAL</td>
<td>18,816</td>
<td>20,256</td>
<td>18,985</td>
<td>17,254</td>
<td>18,586</td>
<td>21,034</td>
<td>18,745</td>
</tr>
</tbody>
</table>

WRDSB – Waterloo Region District School Board
WCDSB – Waterloo Catholic District School Board

### YOUTH PROGRAMS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer fun camps</td>
<td>703</td>
<td>873</td>
<td>944</td>
<td>509</td>
<td>786</td>
<td>1,150</td>
</tr>
<tr>
<td>Day camp</td>
<td>71</td>
<td>83</td>
<td>80</td>
<td>89</td>
<td>82</td>
<td>76</td>
</tr>
<tr>
<td>TOTAL</td>
<td>774</td>
<td>956</td>
<td>1,024</td>
<td>598</td>
<td>868</td>
<td>1,226</td>
</tr>
</tbody>
</table>

### ADULT PROGRAMS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Groups and Tours</td>
<td>1,141</td>
<td>127</td>
<td>499</td>
<td>276</td>
<td>455</td>
<td>508</td>
</tr>
<tr>
<td>Lectures/Workshops</td>
<td>425</td>
<td>644</td>
<td>417</td>
<td>634</td>
<td>612</td>
<td>486</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,566</td>
<td>771</td>
<td>916</td>
<td>910</td>
<td>1,067</td>
<td>994</td>
</tr>
</tbody>
</table>

Note: Doon Heritage Village was closed in 2009 during construction of the new museum.
TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011

SUBJECT: COMMUNITY HOUSING UPDATE AND PROPOSED 2011 PROGRESS PLAN

RECOMMENDATION:

THAT the Regional Municipality of Waterloo approve the Community Housing Update and Proposed 2011 Progress Plan, as described in Report P-11-050, dated May 3, 2011.

SUMMARY:

The Region of Waterloo assumed full administrative and financial responsibility for Community Housing in 2001. Since the transfer, the Region has established policies and procedures that have improved the administration of housing, and developed its national award-winning Affordable Housing Strategy. Housing initiatives are driven by the philosophy of activating the housing continuum, maintaining safe, affordable housing and achieving true integration within the greater community. The Housing Division of Planning, Housing and Community Services oversee this activity (Attachment A - Housing Division overview).

In order to achieve continued program improvements, an annual Community Housing Progress Plan is prepared. The last plan was presented to Regional Council in March 2010 (Report P-10-019). Key objectives achieved since the 2010 Progress Plan was tabled include:

- Waterloo Region Housing (WRH) Program Review;
- Implementation of the Smoke-Free Policy;
- Replacement of waiting list information technology;
- 154 units in six new Affordable Housing Strategy developments completed and occupied;
- 126 units in three new Affordable Housing Strategy developments under construction; and
- Assistance to 44 households to become homeowners.

There were a number of achievements not listed in the original 2010 Progress Plan, including the development of the Waterloo Region Housing Bed Bug Strategy and delivery of the new Provincial Short Term Rent Support Program (STRSP). A summary of key housing statistics for 2010 is also enclosed (Attachment B).

The Housing Division’s proposed 2011 Progress Plan features measurable action items and target-specific outcomes, which are guided by the Corporate Strategic Planning process (Please see Attachment C. These outcomes are included in the Plan to ensure the housing program stays focused on achieving the Region’s vision of an ‘inclusive, thriving and sustainable community’. Key objectives for 2011 include preparing for the new Provincial Long-Term Affordable Housing Strategy and proposed Housing Services Act, which is targeted for implementation in January 2012, if approved, and developing a Stabilization Plan and Community Housing Asset Management Strategy in collaboration with Community Housing Providers.
The Housing Division collaborates with other Departments and Divisions within the Region of Waterloo, such as Social Services on Affordable Housing Strategy targets for housing with supports, and Public Health on initiatives such as the Smoke-Free Policy and Bed Bug Strategy.

REPORT:

Housing is a basic necessity of life, and the Region of Waterloo plays an important role as the Service Manager for Community Housing. Housing initiatives are driven by the philosophy of activating the housing continuum, maintaining safe, affordable housing and achieving true integration within the greater community. Housing initiatives also complement and help meet the goals and objectives of other Regional initiatives, the Corporate Strategic Plan and the Region’s larger vision of creating “an inclusive, thriving and sustainable community”.

Each year, a Progress Plan is developed to help prioritize the activities of the Housing Division and to focus activity on measurable goals. The Progress Plan is one tool the Housing Division employs to ensure housing plans and strategies are effectively integrated within other Regional programs and services.

The anticipated primary focus of 2011 for Housing Programs will be preparing for the implementation of the new Housing Services Act, which is a result of the Province’s Long-Term Affordable Housing Strategy (LTAHS). The proposed new Act will have impacts in all areas of program delivery and will require significant changes to policies and procedures. A supplementary report will be brought forward to Committee and Council to identify new and amended requirements, local flexibility and proposed program delivery policies and procedures.

The proposed new Act would replace the Social Housing Reform Act (SHRA), 2000, but would not change the intent of SHRA, or the regulations that designate the Region of Waterloo as Service Manager. In 2001, the Region assumed ownership of 2,255 Community Housing units (now managed by Waterloo Region Housing) and the responsibility of overseeing over 50 Prescribed Housing Providers. Prescribed Providers are legislated in the SHRA and include Provincial Cooperatives, Private and Municipal Non-Profits (such as Region of Waterloo Community Housing Inc. – ROWCHI), and former Local Housing Authorities (Waterloo Region Housing). Prescribed Providers account for approximately 7,500 Community Housing units and are accountable to the Region for their operations, including governance, financial reporting and overall compliance with the SHRA.

Some affordable Housing Providers in Waterloo Region were not included in the 2001 transfer and are not accountable to the Region of Waterloo. Non-Prescribed Housing Providers include Federal Cooperatives and Federal Non-Profits that have paid out their mortgage. Some Non-Prescribed Housing Providers voluntarily participate on the Region’s Co-ordinated Access Waiting List and in the Rent Supplement program to assist with marketing their units to low and moderate-income families. A listing of Non-Prescribed Housing Providers (who are not accountable to the Region of Waterloo) can be found in Attachment D.

2010 Progress Plan

Regional Council approved the Housing Division’s 2010 Progress Plan on March 9, 2010, (P-10-019). The following were achieved:

- Completed the Community Housing Access Centre (CHAC) conversion to the new YARDI waiting list management system and related training with Community Housing Providers
- Completed an Access Site Review for CHAC
✓ Developed draft sustainability measures to monitor activities of the Affordable Housing Strategy (AHS)
✓ Assisted three AHS developments (126 units) to achieve construction start in 2010, with six developments (154 units) completed and occupied, and assisted 44 households achieve affordable homeownership
✓ Partnered with the Community Planning division in the delivery of a forum on Forecasting Changes in Housing Needs
✓ Completed a review of the actions from the Community Action Plan for Housing
✓ Refined and initiated an exit strategy for Housing Allowance Program, scheduled to end March 2013, to ensure Tenants have alternative housing options.
✓ Completed a business case to recapture reconciled Rent Supplement funds from the Ministry of Municipal Affairs and Housing (MMAH)
✓ Completed the 22 capital work projects associated with the Provincial Social Housing Capital Repair Program, utilizing $3.2 million in Provincial funding
✓ Assisted Community Housing Providers, including Waterloo Region Housing (WRH) and Region of Waterloo Community Housing Inc. (ROWCHI), in completing over 250 capital projects, utilizing approximately $21.4 million in Social Housing Renovation and Retrofit Program (SHRRP) Federal and Provincial funding
✓ Initiated the installation of solar panels with $2.08 million in Renewable Energy Initiative (REI) SHRRP funding
✓ Initiated the delivery of the Short-Term Rent Support Program (STRSP), assisting 194 households to date
✓ Implemented a Smoke-Free Policy for new leases at Regionally-owned Community Housing, effective April 1, 2010, in collaboration with Public Health
✓ Completed the Program Review at Waterloo Region Housing and achieved targeted savings for 2010
✓ Developed the Waterloo Region Housing Bed Bug Strategy, in collaboration with Public Health

A summary of detailed housing statistics for 2010 can be found in Attachment B.

Proposed 2011 Progress Plan

The initiatives and accompanying actions proposed for 2011 will help to create more affordable housing, develop asset management strategies, realize new operating and financial efficiencies, and assist with the stabilization of Housing Providers at risk.

The actions are targeted to address sustainable outcome areas that address program delivery and align with other Regional Plans and Strategies. These outcome areas (shown in Attachment A) more specifically address affordability, efficiency, economic sustainability, environmental sustainability and community sustainability.

The actions listed in the Proposed Plan are both task specific (short term) to address current program delivery needs and identified efficiencies, and strategic (longer term) to focus on comprehensive housing issues in Waterloo Region. The actions, either task specific or strategic, are integrated into the day-to-day activities of the Housing Division and measured regularly.

The proposed 2011 Progress Plan is included as Attachment C.
Long Term Affordable Housing Strategy

The Province of Ontario launched its Long-Term Affordable Housing Strategy (LTAHS) and introduced Bill 140, Strong Communities through Affordable Housing Act, 2010 on November 29, 2010. This long-awaited announcement signals the most significant change for housing in Ontario since the Province transferred Community Housing responsibilities to municipal Service Managers in 2001.

The LTAHS is one of the commitments stated in the Province’s platform document entitled “Moving Forward Together”, 2007, and the result of a lengthy consultative process with municipal partners and key stakeholders, which started in 2009. It offers a high-level vision for housing, with an emphasis on local flexibility and service system management, people-centred services and human services integration. Regional Council has a strong history of supporting the development of a comprehensive and sustainable Provincial Affordable Housing Strategy.

Key elements of the proposed LTAHS include:

- Replacing the restrictive Social Housing Reform Act (SHRA) with a more enabling Housing Services Act (HSA)
- Consolidating provincially-funded housing and homelessness programs
- Expanding Service Manager roles and responsibilities, and the creation of local consolidated housing and homelessness plans
- Creating a Minister’s Housing Policy Statement
- Restructuring the Rent-Geared-to-Income (RGI) program
- Substantively modifying the Ministerial Consent process
- Providing local flexibility to determine waitlist processes
- Amending the Planning Act to allow secondary units in new and existing developments
- Amending some processes in the Residential Tenancies Act (RTA), 2006
- Engaging the Federal Government to create a housing framework for Canada
- Promoting energy efficiency in the housing sector

Staff and sector associations are participating in the consultative process to help shape the regulations that will accompany this proposed legislation. Sector associates include Association of Municipalities of Ontario (AMO), Ontario Municipal Social Services Association (OMSSA), Ontario Non-Profit Housing Association (ONPHA), Co-operative Housing Federation (CHF) - Ontario, and Social Housing Services Corporation (SHSC). A future report on the LTAHS’s opportunities and challenges will be forwarded to Regional Community Services Committee and Council, as more details are released.

Affordable Housing Strategy

On October 29, 2008, Regional Council endorsed a new Affordable Housing Strategy (AHS) to create at least 500 new units of sustainable affordable housing, between 2008 and the end of 2013 (P-08-105). By the end of 2010, the Region has developed 347 units towards the 500-unit goal (69%), including 154 new affordable rental units completed and occupied, 67 units under the Affordable Home Ownership program and an additional 126 rental units which are under construction and expected to be completed by spring 2011. The 347 new AHS units, plus the 1,549 units created between 2001 and 2008 by Regional Council, bring the total to 1,896 affordable housing units that the Region has helped to create.

The new Affordable Housing Strategy also identified two priority areas relating to affordability and
The first priority is to create units that are affordable to the lowest income households in the Region. Creating these affordable units requires targeting 40 per cent of all new units created to be available at 65 per cent of the Canada Mortgage and Housing Corporation average market rent. At this rent level, units are affordable to households receiving Ontario Works (OW), Ontario Disability Support Program (ODSP), earning minimum wage, and seniors on fixed incomes. Of the 154 new affordable rental units completed, 73 (47%) are affordable to lower income households. The second priority area is to increase the supply of housing with supports by creating a minimum of 100 affordable supportive housing units, through collaborative efforts with Social Services and other community partners. Of the 154 new affordable rental units completed, 77 are supportive housing units.

The early success of the new Affordable Housing Strategy was largely due to the economic stimulus funding from the Federal and Provincial governments over the last two years. Early success is also due to the readiness of the Region and local housing providers to access the funds and deliver within the tight program requirements. However, future funding from the senior levels of government is expected to be significantly less, now that the economy is starting to recover. Consequently, Regional staff is exploring a variety of alternatives that could assist the Region in achieving our goal of helping to create at least 500 new units of sustainable affordable housing by the end of 2013. A future report to Regional Council will outline the results of this research.

**Community Action Plan**

In June 2005, Regional Council endorsed Waterloo Region in the 21st Century: A Community Action Plan for Housing (Action Plan). The Action Plan was prepared to determine the state of housing in Waterloo Region, to identify and characterize housing needs, and to provide a community-based strategy to address these housing needs. A report to Regional Council in 2010 (P-10-42), identified that 86% of the actions were completed or ongoing. The report also identified the need for an update of the Action Plan. Staff is finalizing a proposal to update the Action Plan, which will be included in a future report for Regional Council’s consideration.

**Rent Assisted Programs**

**Short Term Rent Support Program**

Staff submitted a report to Regional Council (Please see Report P-10-074) on the Province’s new Short Term Rent Support Program (STRSP) in September 2010. Based on the approved recommendations in the report, the Region signed an agreement with the Province to deliver the STRSP under the Shared Delivery mode. The Shared Delivery option allows the Region to establish the target groups, set monthly subsidy amounts and identify households based on local needs, without requiring additional staff resources. Through Ministry of Revenue, the Province is responsible for distributing monthly subsidy cheques, confirming ongoing eligibility and completing the exit/transition strategy. The Provincial program under the Shared Delivery option concludes in December 2012. Under the program, the Region has been allocated $1.25 million to provide monthly subsidy of $250 to eligible households, which will assist a maximum of 249 households in the first year. In late November, STRSP applications were mailed out to households on the Coordinated Access Waiting List, based on chronological order. To qualify for the program, households are required to submit the STRSP application and supporting documentation directly to the Ministry of Revenue. Eligible households who submitted applications in early December started to receive payments in January 2011. The households will retain their position on the Coordinated Access Waiting List. To date, 194 households have received assistance through this program.
Housing Allowance

In 2006, the Region of Waterloo received $2.21 million under the Housing Allowance (HA) stream of the Canada-Ontario Affordable Housing Program, to provide 160 housing allowance units (P-06-107). Funding under the HA Program ends March 31, 2013, with each housing allowance unit having a maximum funding life of five years. The first HA units were occupied in March 2007, and will reach their five-year maximum funding date in early 2012.

In partnership with Social Services under the Support to End Persistent Homelessness (STEP Home) initiative, some of the HA funding has been directed to assist in providing suitable, affordable housing for people who were experiencing persistent homelessness. A total of 252 households have benefited from the HA funding, with a maximum set amount of $300 per month in rent assistance.

Staff will continue working with the HA tenants to transition them into alternate housing prior to the expiration of HA funding for their unit.

In partnership with other Service Managers and the Association of Municipalities of Ontario, the Region of Waterloo will continue to encourage sustained funding beyond the five-year limit, as well as advocate for changes to the Housing Allowance Program guidelines that restrict effective use of this valuable funding resource.

Social Housing Renovation and Retrofit Program (SHRRP)

The Region of Waterloo has now received a total allocation of $21,441,996, including $2.4 million to provide funding for the regeneration of 16 units located on David Street in Kitchener. Additional funding was received after the initial allocation, including $78,428 on March 2, 2010, $428,928 on December 4, 2010 and $19,178 on February 11, 2011. To date, over 250 capital repair, energy efficiency and accessibility projects have been completed, benefitting Prescribed Housing Providers, including Waterloo Region Housing (WRH), Region of Waterloo Community Housing Inc. (ROWCHI), and Community Housing Providers administered by the Region of Waterloo.

From the overall allocation, $2.5 million was committed to replace 2,450 fridges and 2,200 13-litre toilets, with more energy efficient models. Some of the capital projects completed, not only alleviated funding restraints to capital reserves, but also reduced utility bills, which the Community Housing Providers will benefit from on an annual basis.

In addition, the Region of Waterloo also received $2.08 million under the SHRRP Renewable Energy Initiative (SHRRP–REI) to support the implementation of renewable energy technologies, such as solar, wind and geothermal, for existing Community Housing Providers and new Affordable Housing Program developments. In total, 19 priority projects were allocated funding for SHRRP-REI, including 17 10 kW solar panel systems and two solar wall systems. Eight (8) of the projects are managed by WRH, ten (10) projects are managed by Community Housing Providers and one is funded under the Canada-Ontario Affordable Housing Program Extension 2009 (please see Report P-011-020). The last of the SHRRP projects, including Renewable Energy Initiatives (solar panels), are scheduled to start construction in spring.

The successful delivery of these programs was largely due to the funding commitment from the Federal government and the Provincial Ministry of Municipal Affairs and Housing (MMAH), and collaboration between Community Housing Providers and the Region of Waterloo.

Strategic Initiatives
Staff has been engaged in a number of strategic initiatives to address specific issues that impact tenants of Community Housing, public and private landlords, and the residents of Waterloo Region. These issues have impact on tenant health and well-being, and can affect landlords’ operating costs and level of service to their tenants. The Region’s Smoke-Free Policy and Bed Bug Strategy are successful examples of these initiatives. Both initiatives included collaboration with partners and stakeholders, research, assessing opportunities, barriers and risks, creating a toolbox of resources, and developing a comprehensive strategy to implement and share with Community Housing Providers.

In 2011, staff will use a similar approach and collaborate with other Region departments, community partners and stakeholders, to address the issue of hoarding within Community Housing. According to Canadian hoarding specialist Elaine Birchall, conservative estimates indicate that hoarding affects 1-2% of the general population, and is a legal, public health and safety issue. In addition to cleaning up the property, successful treatment must include identifying and treating the underlying reasons for hoarding.

**Stabilization Planning for Housing Providers**

As a whole, Community Housing Providers (Prescribed Providers) and those Housing Providers who have developed new units under the Affordable Housing Strategy (AHS) provide well-managed, safe and affordable housing in Waterloo Region. Housing staff continue to provide support and oversight to these Housing Providers to ensure this continues. However, some Housing Providers have faced a number of challenges, such as meeting their financial obligations and completing necessary capital repairs. Although the infusion of capital repair funding has provided relief, a few providers continue to have difficulty.

There are a variety of contributing factors to the instability of these providers, including historically under-funded capital reserves, corporate governance, operational issues and the recent economic downturn. These factors vary in degree and complexity with each provider.

Staff is developing a proposed stabilization-planning model to identify “Providers at Risk” and create a strategy to assist Boards in stabilizing their housing communities. The factors affecting the instability of these few providers will be framed in the context of concerns relating to legal issues, governance, asset management and financial management.

A matrix of remedies to stabilize and mitigate risks and liabilities will form part of the proposed stabilization-planning model. This matrix will include:

- Support to the Board of Directors;
- Succession planning with the Board;
- Opportunities for education and training;
- Operational review to identify areas for improvement;
- Assets management planning;
- Financial assistance;
- Peer support from other non-profits or co-operatives;
- Mergers/amalgamations; and
- Assistance in meeting all legislated requirements.

The primary goal of the proposed stabilization-planning model is to have each Community Housing Provider well managed by a Board of Directors that has access to the necessary supports and tools. These supports will ensure that properties are financially secure and stable, with the infrastructure
being capable of providing safe, affordable housing to current and prospective tenants.

A future report including the proposed model and strategy will be brought forward to Regional Council for consideration.

Proposed Community Housing Asset Management Strategy (CHAMS) for Community Housing Providers

In September 2008 (Report P-08-088), Regional Council approved funding to update the 2001 Building Condition Audits (BCA), utilizing funding provided by the Provincial Social Housing Capital Repair Fund. The purpose of these BCA updates was to identify the capital needs of each Community Housing Provider and assist the Providers in developing a responsive strategy that includes a practical capital reserve plan and preventative maintenance program.

The BCA established a foundation for Community Housing Providers for capital repair needs. A Community Housing Asset Management Strategy (CHAMS) would build on the BCA, current procedures and best practices for a comprehensive approach to asset management. Staff would work with Community Housing Providers to assist with developing a CHAMS for each Community Housing Provider.

The objective of a CHAMS would be to utilize existing best practices and procedure to create a standard for managing a property’s capital asset including effective maintenance, monitoring and strategic planning. Areas to be addressed include:

- Short and long-term capital forecasting;
- Preventative maintenance;
- Move-in and move-out procedures;
- Annual unit inspections;
- Quarterly site inspection;
- Monitoring energy efficiencies;
- Annual operating contracts;
- Work order systems;
- Procurement practices; and
- Vendor files.

A future report will be brought forward to Regional Community Services Committee and Council.

Waterloo Region Housing (WRH)

The Social Housing Renovation and Retrofit Program (SHRRP) Initiative funding allocated to WRH totalled $5.5 million. The SHRRP funding allowed completion of capital improvements at Regionally-owned Community Housing such as kitchen cupboard replacements, roof replacements, energy efficiency and accessibility improvement projects. The few remaining projects will be completed in 2011.

On November 24, 2010, Regional Council approved RESCo Energy Inc. to design, supply installation and commissioning of photovoltaic systems for eight Waterloo Region Housing communities, at a cost of $2.002 million with funding under the Renewable Energy Initiatives (REI). REI projects will be enhanced by the ability to sell power back into the electrical grid through the Feed In Tariff (FIT) being
developed by the Ontario Power Authority. The building installations are currently scheduled to begin in June 2011.

Regional Council approved a Budget Issue Paper in March 2011 to investigate the potential for additional intensification at selected Regionally-owned WRH sites, in order to plan for and accommodate increased Community Housing needs in a rapidly growing community. Regional staff is in the preliminary stage to solicit proposals from consulting firms to conduct this feasibility study.

WRH, in collaboration with Facilities, is in the process of implementing a new Preventative Maintenance Program (PMP) intended to standardize various aspects of asset maintenance. In addition, the new PMP program will help improve service levels to tenants and allow for greater cost efficiencies in the future.

Area Municipal Consultation and Coordination

Regional staff continues to meet with Area Municipal staff to review affordable housing proposals submitted within their municipality and provide updates on affordable housing under development. Staff will continue to seek Area Municipal input into housing policy and program development. A copy of this report has also been forwarded to each Area Municipality.

CORPORATE STRATEGIC PLAN:

Council's Strategic Focus Area Four includes actions to complete and implement the new Affordable Housing Strategy, build the supportive housing project at Sunnyside Home, and complete and implement the Homelessness to Housing Stability Strategy. Focus Area Six includes actions to continue ensuring all Regional programs and services are responsive, efficient, effective and accountable to the public and to enhance the Performance Measurement Program. When Regional Council finalizes its new Corporate Strategic plan, any additional items will be incorporated into the Divisional program areas.

FINANCIAL IMPLICATIONS:

The costs of supporting the Region's Community Housing programs are provided through Council's annual budget. New affordable housing creation is largely dependent on funding commitments from senior levels of government.

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:

This report has been shared with Finance, Legal and Social Services. Housing staff is highly interconnected with staff from these departments in the development and delivery of programs and services.

ATTACHMENTS:

Attachment A — Overview of the Housing Division
Attachment B — Housing Facts, 2010
An Overview of the Housing Division

The Region of Waterloo assumed full administrative responsibility for Community Housing in 2001. In the years since the transfer, Regional Council has approved policies and procedures in the administration of housing.

The Housing Division administers Community Housing owned by the Region of Waterloo and managed through Waterloo Region Housing, oversees the waiting list for Community Housing and rent assisted programs, oversees the operations of non-profit and co-operative housing, creates new affordable housing through the Region’s Affordable Housing Strategy, collaborates on the delivery of a variety of housing incentive policies and programs with Federal and Provincial governments, Area Municipalities and housing stakeholders, conducts housing research and collaboratively develops strategic directions to maintain and improve the vitality of the Region’s Community Housing stock, and works closely with other Regional Departments to fulfill these responsibilities.

Program Areas

Waterloo Region Housing
- Manages 2,590 regionally owned units in the cities of Kitchener, Cambridge and Waterloo and in the townships of Woolwich and Wellesley.
- Acts as Property Manager for 132 Region of Waterloo Community Housing Inc. (ROWCHI) units in Waterloo and New Hamburg. These units are also owned by the Region of Waterloo.

Affordable Housing Strategy
- Oversees new affordable housing development with a target of creating at least 500 new units of sustainable affordable housing by the end of 2013.
- Oversees the Affordable Home Ownership Program, helping rental households become homeowners.

Housing Administration
- Acts as Service Manager for the administration of local non-profit and co-operative community housing programs.
- Governs Federal, Provincial and Regional funding allocations to Community Housing.
- Ensures housing provider compliance with relevant legislation, effective governance and tenant relations.

Community Housing Access Centre
- Operates and maintains the Region’s centralized waiting list for Community Housing, which contains 3,000 households at any given time.
- Amends and updates local policies and procedures as prescribed by the Social Housing Reform Act.

Strategic Initiatives
- Aligns and links Housing initiatives with broader corporate and community initiatives and works to increase interdepartmental communication and action.
- Policy and research.

Assisted & Affordable Housing Programs
- Works with private sector and non-profit landlords to rent geared-to-income, below average market rent and housing allowance units to applicants on the centralized waiting list.
# Housing Facts – 2009 and 2010

## Waiting List

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active households on waiting list</td>
<td>3,015</td>
<td>2,737</td>
</tr>
<tr>
<td>Number of new applications</td>
<td>2,640</td>
<td>2,149</td>
</tr>
<tr>
<td>Total households housed</td>
<td>871</td>
<td>884</td>
</tr>
<tr>
<td>SPP housed</td>
<td>151</td>
<td>114</td>
</tr>
</tbody>
</table>

(victims of domestic violence)

Number housed under local Priorities:

- Sunnyside: 2 (2009), 0 (2010)

Average waiting times (same):

- Seniors: 1 to 2 years
- 1-bedroom (Singles/Non-Seniors): 4 to 6 years
- 2-bedroom: 2+ years
- 3-bedroom: 1 to 3 years
- 4/5-bedroom: 3 to 5 years

## Housing Allowance

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets/Shelter to Homes housed under Housing Allowance</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

## Affordable Housing Strategy (AHS) and Affordable Home Ownership (AHO)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>New AHS units occupied</td>
<td>56</td>
<td>154</td>
</tr>
<tr>
<td>New AHS units under construction</td>
<td>182</td>
<td>126</td>
</tr>
<tr>
<td>New homeowners under AHO</td>
<td>88</td>
<td>44</td>
</tr>
<tr>
<td>Value in AHO homes purchased</td>
<td>$16.5M</td>
<td>$8.9M</td>
</tr>
</tbody>
</table>

## Capital Repairs

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital repairs completed through Provincial funding</td>
<td>$5.7M</td>
<td>$13.5M</td>
</tr>
</tbody>
</table>
# Proposed 2011 Progress Plan – Housing Division

## Infrastructure Capital Improvements (SHRRP)
- **Actions**: Complete prioritized capital works projects for WRH funded through the Social Housing Renovations & Retrofit Program
- **Anticipated Completion Date**: 09/11
- **Carried over from 2010**: ✔
- **Pending new legislation**: ✔
- **Outcome Areas**: ✔ ✔ ✔ ✔

## Tenant Insurance Program
- **Actions**: Research housing providers implementing tenant insurance requirements and report to council with an action plan for WRH and ROWCHI
- **Anticipated Completion Date**: 12/11
- **Carried over from 2010**: ✔
- **Pending new legislation**: ✔
- **Outcome Areas**: ✔

## Intensification Study
- **Actions**: Hire consultant to begin a feasibility study on intensification of select WRH communities
- **Anticipated Completion Date**: 09/11
- **Carried over from 2010**: ✔ ✔ ✔ ✔ ✔

## Tenant Health and Safety Issues
- **Actions**: Develop a community partner response to deal with tenant health and safety issues such as hoarding and mental health challenges
- **Anticipated Completion Date**: 12/11
- **Carried over from 2010**: ✔ ✔ ✔

## Preventive Maintenance Program
- **Actions**: In collaboration with Facilities monitor implementation of the WRH preventive maintenance program (started 01/01/11)
- **Anticipated Completion Date**: 12/11
- **Carried over from 2010**: ✔ ✔ ✔ ✔
# Proposed 2011 Progress Plan – Housing Division

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Actions</th>
<th>Anticipated Completion Date</th>
<th>Carried over from 2010</th>
<th>Pending new legislation</th>
<th>Outcome Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(MM/YY)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long-Term Housing Affordability Strategy (LTHAS)</td>
<td>▪ Development of policies and procedures (in-house) for the Service Manager relating to LTHAS</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Document Management Continuity Plan</td>
<td>▪ Master List for Housing Programs DOCS</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>▪ Report Reference binders</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>▪ Insurance Certificate tracking and follow-up system, independent from OP reviews</td>
<td>06/11</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Community Housing Asset Management Strategy (CHAMS)</td>
<td>▪ Train Housing Providers on implementation of Building Condition Audits, Reserve Fund Studies and Energy Audits, and creating preventative maintenance plans</td>
<td>07/11</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>▪ Develop internal process to utilize Reserve Fund Studies as part of the annual budgeting process for Housing Providers</td>
<td>04/11</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Providers and Risk (PAR)</td>
<td>▪ Develop matrix to identify and classify PARs</td>
<td>09/11</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>▪ Identify remedies to assist with stabilization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Proposed 2011 Progress Plan – Housing Division

#### Housing Administration

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Actions</th>
<th>Anticipated Completion Date (MM/YY)</th>
<th>Carried over from 2010</th>
<th>Pending new legislation</th>
<th>Outcome Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tenant Health and Safety Issues</td>
<td>Assist Housing Providers to access information and tools to identify and intervene with hoarding issues</td>
<td>12/12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Program Administration (SHRRP)</td>
<td>Complete all payments to contractors</td>
<td>Sept 2011 (or earlier)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reconcile all payment and funding</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short Term Rent Support (STRSP)</td>
<td>Customer service and administration ongoing until end of program (currently end is Dec. 2012)</td>
<td>Dec 2012</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Technology</td>
<td>Investigate new Information Technology solutions for a Non-Profit/Co-operative database system to manage mortgage renewals, subsidy payments, reconciliation, and budget and AIR submissions.</td>
<td>12/11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Initiative</td>
<td>Actions</td>
<td>Anticipated Completion Date (MM/YY)</td>
<td>Carried over from 2010</td>
<td>Pending new legislation</td>
<td>Outcome Areas</td>
</tr>
<tr>
<td>------------</td>
<td>---------</td>
<td>------------------------------------</td>
<td>-----------------------</td>
<td>------------------------</td>
<td>---------------</td>
</tr>
</tbody>
</table>
| Yardi Data Base - Post Conversion Follow-up | ▪ Create work flow documentation  
▪ Identify and address gaps in statistical reporting | 09/11 | | | Affordability  
Efficiencies  
Economic Sustainability  
Environmental Sustainability  
Community Sustainability |
| External Collaborations | ▪ In collaboration with Ministry of Community and Social Services and Women’s Crisis Services, complete reciprocal training on housing and victims of domestic violence | 11/11 | ✔ | ✔ | Affordability  
Efficiencies  
Economic Sustainability  
Environmental Sustainability  
Community Sustainability |
| Access Site Review | ▪ Establish working group  
▪ Establish implementation plan and timelines  
▪ Implement short term priorities | 12/11 | ✔ | ✔ | Affordability  
Efficiencies  
Economic Sustainability  
Environmental Sustainability  
Community Sustainability |
| Arrears Data Base | ▪ Maintenance of local arrears data  
▪ Loading of updated data to provincial arrears data base | 09/11 | ✔ | ✔ | Affordability  
Efficiencies  
Economic Sustainability  
Environmental Sustainability  
Community Sustainability |

**Proposed 2011 Progress Plan – Housing Division**
## Community Housing Access Centre (CHAC)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Actions</th>
<th>Anticipated Completion Date (MM/YY)</th>
<th>Carried over from 2010</th>
<th>Pending new legislation</th>
<th>Outcome Areas</th>
</tr>
</thead>
</table>
| Policy Development | • Revise existing/ create new policies and procedures in response to new legislation  
• Education/training for all stakeholders on new requirements | 12/12 | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |

## Affordable Housing Strategy (AHS)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Actions</th>
<th>Anticipated Completion Date (MM/YY)</th>
<th>Carried over from 2010</th>
<th>Pending new legislation</th>
<th>Outcome Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create Surplus Land Strategy</td>
<td>• Develop draft strategy for Regional Council consideration</td>
<td>05/11</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Develop new tools</td>
<td>• Review and develop new tools to help achieve the goal of the Affordable Housing Strategy (AHS)</td>
<td>05/11</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>New Affordable Housing</td>
<td>• Assist two additional AHS projects to achieve construction starts in 2011</td>
<td>12/11</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**Proposed 2011 Progress Plan – Housing Division**
### Strategic Initiatives

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Actions</th>
<th>Anticipated Completion Date (MM/YY)</th>
<th>Carried over from 2010</th>
<th>Pending new legislation</th>
<th>Outcome Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Action Plan for Housing</td>
<td>• Prepare draft update of the Community Action Plan for Housing for consideration by Regional Council</td>
<td>11/11</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Strategic Planning for the Housing Division</td>
<td>• Review vision and mission for the Housing Division</td>
<td>05/11</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing Service Manager Procedure Manual</td>
<td>• Review and further refine internal policies and procedures</td>
<td>12/11</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

### Assisted and Affordable Housing Programs (AAHP)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Actions</th>
<th>Anticipated Completion Date (MM/YY)</th>
<th>Carried over from 2010</th>
<th>Pending new legislation</th>
<th>Outcome Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Allowance</td>
<td>• Continue to monitor and achieve Regional obligation that is not beyond current financial capacity as program funding ends</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ensure tenants have alternative housing options</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant Placement function for Rent Supplement portfolio</td>
<td>• Monitor work flow and refine/develop implementation processes</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
### Attachment D

**Non-Prescribed Co-operative and Non-Profit Housing in Waterloo Region**  
*(not the responsibility of the Region)*

**Definitions:**  
AP - Apartments  
TH - Townhouses

<table>
<thead>
<tr>
<th>Name</th>
<th>Municipality</th>
<th>Number of Units</th>
<th>Bedroom Size(s) in Building/Complex</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alfred Haenchen Co-op</td>
<td>Waterloo</td>
<td>63</td>
<td>2, 3, 4</td>
<td>AP &amp; TH</td>
</tr>
<tr>
<td>Beaver Creek Housing Co-op</td>
<td>Waterloo</td>
<td>50</td>
<td>1, 2, 3, 4</td>
<td>AP &amp; TH</td>
</tr>
<tr>
<td>Brighton Yards Co-op</td>
<td>Waterloo</td>
<td>45</td>
<td>2, 3, 4</td>
<td>TH</td>
</tr>
<tr>
<td>Civitan Non-Profit</td>
<td>Waterloo</td>
<td>24</td>
<td>Bachelor, 1</td>
<td>60+ AP</td>
</tr>
<tr>
<td>Waterloo Mennonite Homes</td>
<td>Waterloo</td>
<td>46</td>
<td>1, 2</td>
<td>60+ AP</td>
</tr>
<tr>
<td>Asgard Green Co-op</td>
<td>Kitchener</td>
<td>70</td>
<td>2, 3, 4</td>
<td>TH</td>
</tr>
<tr>
<td>Aventine Housing Co-op</td>
<td>Kitchener</td>
<td>48</td>
<td>2, 3, 4</td>
<td>TH</td>
</tr>
<tr>
<td>Bread &amp; Roses Co-op</td>
<td>Kitchener</td>
<td>66</td>
<td>1, 2, 3, 4</td>
<td>AP</td>
</tr>
<tr>
<td>Country Hills Housing Co-op</td>
<td>Kitchener</td>
<td>55</td>
<td>2, 3, 4</td>
<td>TH</td>
</tr>
<tr>
<td>Emanuel Housing Co-op</td>
<td>Kitchener</td>
<td>54</td>
<td>2, 3, 4</td>
<td>TH</td>
</tr>
<tr>
<td>Hislacan Homes Non-Profit</td>
<td>Kitchener</td>
<td>50</td>
<td>2, 3</td>
<td>TH</td>
</tr>
<tr>
<td>Shalom Community Co-op</td>
<td>Kitchener</td>
<td>40</td>
<td>2, 3</td>
<td>TH</td>
</tr>
<tr>
<td>Simon Bolivar Co-op</td>
<td>Kitchener</td>
<td>50</td>
<td>2</td>
<td>TH</td>
</tr>
<tr>
<td>Sprucewoods Housing Co-op</td>
<td>Kitchener</td>
<td>60</td>
<td>2, 3, 4</td>
<td>AP &amp; TH</td>
</tr>
<tr>
<td>New Hope Housing Co-op</td>
<td>Cambridge</td>
<td>50</td>
<td>2, 3</td>
<td>TH</td>
</tr>
<tr>
<td>Grandview Co-op Homes</td>
<td>Cambridge</td>
<td>42</td>
<td>2, 3</td>
<td>AP &amp; TH</td>
</tr>
<tr>
<td>Preston Heights Housing Cooperative</td>
<td>Cambridge</td>
<td>40</td>
<td>2, 3</td>
<td>AP &amp; TH</td>
</tr>
</tbody>
</table>
TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011

FILE CODE: P13-20

SUBJECT: DEVELOPING SHADE POLICIES IN WATERLOO REGION

RECOMMENDATION:

For information.

SUMMARY:

Public Health, Planning, Housing and Community Services and Evergreen have a partnership to work towards a common goal of increasing shade coverage in Waterloo Region. Effective public health strategies include working with partners on shade provision for the public, advocacy for protective policies and collaboration with schools and the community.

A community meeting was held on November 5, 2010 to discuss how to increase shade in Waterloo Region. Twenty-four community partners representing eleven different community agencies and municipalities such as Waterloo Region District School Board, City of Waterloo, Wilmot Township, University of Waterloo, and Kitchener and Waterloo Community Foundation were in attendance. The meeting included an overview of why shade and shade policy are important and was followed by round table discussions on the opportunities and barriers to developing shade policies.

The following report outlines the background and rationale for increasing shade coverage in Waterloo Region including: skin cancer rates, the benefits of shade and shade policy, and is followed by a discussion of next steps.

REPORT:

Skin Cancer Rates

Ultraviolet (UV) radiation from the sun is classified by the International Agency for Research on Cancer as cancer causing. Skin cancer is the most common form of cancer in Canada. In 2010, the Canadian Cancer Society estimated that in Canada there would be over 5,300 new cases of melanoma, the least common but most life-threatening form of skin cancer and 75,500 new cases of non-melanoma skin cancer. UV radiation may also lead to eye cancer, cataracts, weakening of the immune system, and medication reactions. The estimated cost of skin cancer in Canada is over half a billion dollars a year.

Children and adolescents are especially at risk of overexposure to the carcinogenic effects of UV radiation as they tend to be outdoors more often. Overexposure in the early years of life is a major determinant of lifetime risk of skin cancer.

Benefits of Shade

Despite skin cancer being the most common type of cancer, it is largely preventable. One of the most
effective ways to prevent exposure to ultraviolet radiation is the provision of shade. Natural shade is a cost effective, non-invasive way of protecting all members of our community from the sun’s harmful rays while enhancing the attractiveness of the urban environment and the overall experience of being outdoors.

The most effective recommendation for sun protection is seeking shade between 11:00 a.m. and 4:00 p.m. Shade from trees, especially those with dense wide canopies, scatters and deflects sunlight at various angles throughout the day. Built shade offers less protection, as the location of the shade is fixed. However, it is an alternative if natural shade is not an option.

Shade also has environmental benefits including moderating summer temperatures and the urban “heat island effect”, as well as reducing air pollutants and addressing climate change. Shade provides energy savings by reducing air conditioning costs. Additional social and health benefits cited in the literature include improved well-being, sense of community and strengthened social ties and increased physical activity levels. Shade and green spaces have been linked to reductions in crime and aggressive behaviour and increasing concentration in children with Attention Deficit Hyperactivity Disorder.

Evidence for Shade Policy
By adopting a shade policy, an organization formally commits to maintaining and increasing shade coverage with the aim of improving health, environmental quality, and social outcomes. The City of Toronto has successfully developed a city-wide shade policy and guidelines that state that the provision of shade should be an essential element when planning, developing or refurbishing city facilities such as parks or public spaces. In a local policy scan, it was found that one Area Municipality referenced shade in its official plan and others addressed street trees and the maintenance of existing trees but a specific shade policy or guideline has not yet been adopted. The recently approved Regional Official Plan commits the Region to collaborate with the Area Municipalities to develop an Urban Greenlands Strategy which can be expected to promote shade along with other measures to green our urban environment.

Next Steps
Public Health, Planning, Housing and Community Services and Evergreen will host a follow-up meeting with Area Municipal and school board representatives as well as other community partners on June 9, 2011. This meeting will continue the conversation started at the November 5, 2010 community meeting by raising awareness of the importance of developing local shade policies. The practical experience of an expert panel from the City of Toronto who successfully developed the City’s shade policy and guidelines will be shared. It is hoped that as a result of this meeting, at least one Area Municipality and/or school board will initiate work on a shade policy. At the Regional level, a potential shade policy could encompass both cancer prevention and urban greenlands, and would be further fleshed out as these initiatives are developed. The partnership has been approved to receive dollars from the Environmental Stewardship Fund and has applied for a grant from the Waterloo-Wellington Cancer Prevention Early Detection Network to be put towards the expenses of the follow-up event. A follow-up report outlining the outcome of this forum will be presented to Council at a later date.

CORPORATE STRATEGIC PLAN:

- **Strategic Focus Area 1:** Environmental Sustainability – Protect and enhance the environment.
- **Strategic Focus Area 3:** Healthy and Safe Communities – Support safe and caring communities that enhance all aspects of health.
- **Strategic Focus Area 4:** Human Services – Promote quality of life and create opportunities for residents to develop to their full potential.
- **Strategic Focus Area 6:** Service Excellence – Foster a culture of citizen/customer service that is responsive to community needs.
FINANCIAL IMPLICATIONS:

NIL

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:

NIL

ATTACHMENTS:

NIL

PREPARED BY:  Stephanie Ellens-Clark, Public Health Planner
Chris Gosselin, Manager of Environmental Planning
Anne Marie Ramsay, RN, Public Health Nurse
Dennis Wendland, Evergreen

APPROVED BY: Dr. Liana Nolan, Commissioner/Medical Officer of Health
Rob Horne, Commissioner of Planning, Housing and Community Services

---


TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011

FILE CODE: A34-30

SUBJECT: 211 IN WATERLOO REGION

RECOMMENDATION:

For information.

SUMMARY:

Nil.

REPORT:

On April 21, 2009 at the request of the two local United Way organizations (Kitchener Waterloo and Area and Cambridge and North Dumfries), Regional Council directed that staff explore the implementation of a Waterloo Region 211 service (Report # SS-09-021/CR-CLK-09-004). 211 is a two channel information system: a three-digit phone number (2-1-1) and an internet service (www.211ontario.ca). It is a free, confidential, information and referral service to a full range of community, social, health and related government programs. The phone line is answered live in over 150 languages 24 hours a day, 7 days a week, and 365 days a year. Calls are answered by certified information and referral specialists.

Ontario 211 Services Corporation was established in 2007 as a non-profit corporation with the mandate to develop and sustain an integrated 211 system. As of September, 2011 the 211 telephone service will be available to 100% of Ontarians. The internet service is currently available across the province.

Funding for the system comes from multiple sources. The provincial government has committed approximately 13 million dollars over 4 years starting in 2008/09. Locally, the existing funding that the Region of Waterloo provides for the collection and distribution of community service information will be leveraged. The two local United Way organizations will also provide funding into the 211 system.

211 services provides clear benefits to the community by improving access to community services, assisting in poverty situations, supporting newcomers, reducing the number of non-emergency calls to 911, brokering volunteer service, and documenting unmet needs. The top reasons that individuals call 211 are for health, government services, financial assistance, housing/ shelter needs or legal services. Callers often have multiple needs. Getting help sooner prevents a more serious crisis.
211 Ontario has selected 8 service providers from across the province to provide an interconnected network that will respond to calls to 211. Information Niagara will be handling calls for Central West Ontario which includes Waterloo Region. Information Niagara has been in existence for 35 years and has been accredited by the Alliance of Information & Referral Systems (AIRS) since January of 2007. For after hours support calls from most of the 211 systems are routed to 211 Toronto for response. Because the centres are interconnected, a caller can call their local 211 service at anytime and receive information about services across Ontario. The data that will be used to respond to calls will be provided through the two existing local community information centres: Social Planning Council of Kitchener Waterloo and the Social Planning Council of Cambridge and North Dumfries.

The Region is an active partner in promoting the 211 service to the local community. Through their years of experience with community launches, 211 Ontario has determined that broad advertising campaigns do not have as large an impact on increased usage of 211 services as community outreach activities. In partnership with Information Niagara and the two local United Ways, the Region has been promoting the 211 service to local agencies and staff. 211 Ontario does have provide marketing materials such as brochures, posters, notepads etc to assist with outreach activities. The Region will donate space on the interior of its buses to advertise the service. A community wide launch of the service will be held at Regional headquarters on Friday, May 6, 2011 at 10 am.

CORPORATE STRATEGIC PLAN:

Focus Area 6: Service Excellence of the 2007-2010 Strategic Plan identifies a strategic objective to strengthen and enhance partnerships with area municipalities, community stakeholders and other orders of government. By partnering to bring 211 services to Waterloo Region, access to critical services in the community, including Regional services, will be strengthened.

FINANCIAL IMPLICATIONS:

Nil.

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:

Preparation of this report involved consultation with Social Services, Corporate Communications and external partners of 211 Ontario and the United Ways of Kitchener Waterloo and Area and Cambridge and North Dumfries.

PREPARED BY: Deb Bergey, Manager of Citizen Services

APPROVED BY: Gary Sosnoski, Commissioner, Corporate Resources
               Michael Schuster, Commissioner, Social Services
TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011

FILE CODE: P25-20

SUBJECT: THE IMPORTANCE OF HARM REDUCTION STRATEGIES FOR THE PREVENTION OF BLOOD-BORNE INFECTIONS

RECOMMENDATION:

For information

SUMMARY:

Harm reduction strategies are primary interventions for reducing the burden of blood borne infections hepatitis B, hepatitis C and HIV. Effective harm reduction strategies such as needle exchange programs, the provision of drug-equipment, client-centred counselling and condom distribution are essential to preventing the transmission of these viruses, thereby reducing the burden of these illnesses on individuals and society.

Region of Waterloo Public Health is mandated by the Ministry of Health and Long-Term Care, as outlined in the Ontario Public Health Standards, to ensure access to a variety of harm reduction program delivery models. The intended Board of Health outcome for these strategies is that people who use drugs have access to harm reduction services to reduce the transmission of blood-borne infections.

Blood-borne infections are transmitted to the blood through sexual activity, by the sharing of injection equipment, tattooing or body piercing with non-sterile equipment, and exposure to the viruses by transfusion or needle stick injuries. Blood-borne infections include hepatitis B, hepatitis C and human immunodeficiency virus (HIV).

In the Region of Waterloo, the number of cases and incidence rates in 2010 of hepatitis B (5 cases), hepatitis C (146 cases) and HIV (19 cases) generally remained stable when compared with the past five years.\(^1\) Recently, the Ontario Agency for Health Protection and Promotion released its Ontario Burden of Infectious Disease Study, which identifies the top ten infectious diseases in Ontario ranked by burden of illness. Included in the top ten are hepatitis C (ranked 1st), hepatitis B (ranked 4th) and HIV/AIDS (ranked 6th).

Persons who use drugs may also experience concurrent mental health disorders. Given the complexity of service provision for these clients, current and future program planning is being done in cooperation with community partners through the Integrated Drug Strategy initiative, and is based on accepted interventions as well as local evidence.

\(^1\) Case counts and incidence rates for the 2005 to 2010 time period, listed throughout the report, are provisional. Final counts and rates will be available with the release of Public Health’s infectious disease report scheduled for fall/winter 2011.
REPORT:

Introduction
Harm reduction refers to policies, programs and practices that aim primarily to reduce the adverse health, social and economic consequences of the use of legal and illegal psychoactive drugs without necessarily reducing drug consumption or insisting on abstinence. Harm reduction benefits people who use drugs, their families and the community (International Harm Reduction Association, 2010).

Region of Waterloo Public Health is mandated by the Ministry of Health and Long-Term Care, as outlined in the Ontario Public Health Standards, to “ensure access to a variety of harm reduction program delivery models which shall include the provision of sterile needles and syringes and may include other evidence-informed harm reduction strategies in response to local surveillance.” The intended Board of Health outcome for these strategies is “priority populations (such as people who use drugs) have access to harm reduction services to reduce the transmission of blood-borne infections.” The programs are funded by the Ministry of Health and Long-term Care (cost shared dollars) and Ontario’s Hepatitis C Secretariat.

The provision of sterile needles and syringes is generally referred to as a needle exchange program. Needle exchange programs help to reduce the risk of blood-borne infections by increasing access to sterile needles and syringes, removing used needles from circulation in the community and educating clients about the risk of re-using injection equipment (Ontario needle exchange programs: Best practice recommendations, 2006).

Other harm reduction strategies include, but are not limited to:
- Provision of clean and sterile drug-using equipment including sterile water, alcohol swabs, tourniquets, ascorbic acid, and filters
- Condom distribution
- Client-centered counselling
- Skill-building and education and
- Referral to treatment, health services and other social services

As per Committee’s request, this report provides a brief overview of:
1. The role of harm reduction in preventing blood-borne infections
2. Blood-borne infections (including the burden of illness in Ontario)
3. Local data on substance use, including the associated impacts
4. Harm reduction strategies managed by Region of Waterloo Public Health
5. Current initiatives to improve harm reduction service provision

The role of harm reduction in preventing blood-borne infections
The World Health Organization (2004) concludes there is compelling evidence that community-based outreach is effective in reducing HIV transmission and is a key component of a comprehensive harm reduction strategy. Outreach programs include risk reduction messages, distribution of condoms, needles and sterile drug-using equipment and referral to or provision of prevention and treatment services. Similarly, in a review of studies in 103 international cities, the Commonwealth Department of Health and Ageing (2002) found that cities that introduced needle exchange programs had an average 18.6% decline in HIV infections. In contrast, cities without needle exchange programs had an annual increase in HIV seroprevalence of 8.1%. Also substantiating these conclusions is the six year prospective study by Wielbel et al. (1996) which found that sharing of needles declined from 54% to 14% and the incidence of HIV infection showed a four-fold (8.2 to 2.4 per 100 person-years) decline for participants in outreach interventions compared to injection drug users not participating in outreach interventions.
Evidence about virus transmission from drug-related equipment, particularly related to inhalation, continues to emerge (Fischer et al, 2008; Martinez, A. & Talal, A.H., 2008; McMahon et al., 2003; Tortu, S. et al, 2001; Ministry of Health and Long Term-Care). The Ontario Harm Reduction Distribution Program states that the sharing of drug preparation equipment is a vector for the transmission of blood-borne pathogens.

In addition to preventing infection, research by Dr. Carol Strike of the University of Toronto’s Dalla Lana School of Public Health, indicates that harm reduction programs, including needle exchange and syringe programs also:

- Reduce sexual & injection risk behaviour
- Reduce discarded needles in the community
- Increase referrals for drug treatment etc.
- Provide (often) only point of contact for persons who use inject drugs
- Do not encourage drug use or decrease motivation to reduce use
- Cost less than treating one HIV infection

In summary, there is substantial evidence that comprehensive harm reduction strategies which include skill building and education, client-centred counselling, education, needle exchange programs, and provision of other drug-related equipment are effective at preventing HIV and reducing risk behaviours that can transmit this and other blood-borne viruses such as hepatitis B and C.

**Blood-borne Infections**

Blood-borne infections are transmitted to the blood through sexual activities/intercourse, by the sharing of injection equipment and other drug-related activities, tattooing or body piercing with non-sterile equipment, and exposure to the viruses (e.g. transfusion, needle stick injuries). Blood-borne infections include hepatitis B, hepatitis C and human immunodeficiency virus.

**Hepatitis B**

Hepatitis B is an infection of the liver. The virus is transmitted through contact with blood and other bodily fluids of an infected person. Hepatitis B is about 100 times more infectious than HIV, and is preventable by immunization.

There are several risk factors associated with the transmission of hepatitis B, including being born where hepatitis B is endemic (i.e. outside Canada where hepatitis B is much more common). Other risk factors include:

- Unprotected sexual contact with a partner who is chronically or acutely infected;
- Engaging in high risk sexual behaviours including having multiple sex partners and men who report having sex with men;
- Working in the sex trade; and,
- Sharing needles or syringes

In Waterloo Region (in 2010), there were five reported cases of acute hepatitis B. From 2005 to 2009, there were no more than nine acute cases in any given year, with three years (2005, 2007 and 2008) reporting less than five cases.

**Hepatitis C**

Hepatitis C is a chronic liver disease caused by the hepatitis C virus. The virus is passed through contact with blood from a person infected with hepatitis C. There is no vaccine but there is treatment to manage the symptoms of disease.
Drug use is the predominant risk factor for hepatitis C, as the sharing of needles/syringes and other drug-related equipment such as pipes, spoons, cookers increases the risk of hepatitis C transmission. Persons who inject drugs account for approximately 63% of new hepatitis C infections each year (Public Health Agency of Canada, 2007). The “Waterloo Region Communicable Disease Status Report: 1995-2004.” listed injection drug use as the primary known risk factor for newly reported hepatitis C infections (refer to Report PH-07-060). This report also noted that hepatitis C accounted for 11% of all reported infections and diseases from 1995 to 2004 in Waterloo Region, the third highest of all infectious diseases.

In Waterloo Region, the total number of people living with hepatitis C is unknown because it is a chronic disease and can go undiagnosed for some time, and the interpretation of the incidence of disease is complex. Data is available for the incidence of newly screened cases. The number of new positively screened cases of hepatitis C remained relatively stable from 2004 to 2009 with an average of 132 cases per year with a corresponding rate of 26.4 per 100,000. In 2010, there were 146 cases of hepatitis C (rate of 27.70 per 100,000) in Waterloo Region.

This positive screen does not always indicate disease status, and further testing is required for final confirmation. It is unknown the proportion of people who complete this next testing step, complicating efforts to determine the full burden of illness in the community. Many individuals with hepatitis C infection can remain asymptomatic for decades, decreasing the likelihood of individuals to seek testing. The total number of infected individuals, and subsequent burden of disease, is likely underrepresented.

**Human Immunodeficiency Virus (HIV)**

The human immunodeficiency virus is a virus that attacks the immune system, resulting in a chronic, progressive illness that leaves people vulnerable to infections and cancers. When the body can no longer fight infection, the disease is known as acquired immunodeficiency syndrome (AIDS) and is life-threatening and fatal. While there are many effective treatments to reduce the symptoms of persons infected with HIV, there is no vaccine to protect against HIV infection. There is no cure for AIDS.

The major risk factors for HIV transmission are:
- Unprotected sexual intercourse (vaginal, anal or oral);
- Sharing of needles and syringes; and,
- Unprotected intercourse with someone who shares needles or syringes

In Waterloo Region (in 2010), there were 19 newly reported cases of HIV and two cases of AIDS. The number of new HIV cases varied between 2005 to 2009 with nine cases being reported in 2009, and 21 cases being reported in 2008.

**Burden of illness**

The recently released Ontario Burden of Infectious Disease Study (refer to Report PH-11-002) identifies the top ten infectious diseases in Ontario, ranked by burden of illness. Included in the top ten are hepatitis C (ranked first), hepatitis B (ranked fourth) and HIV/AIDS (ranked sixth). Effective harm reduction strategies such as needle exchange programs, the provision of drug-equipment, client-centred counselling and condom distribution are essential to preventing the transmission of these viruses, thereby reducing the burden of these illnesses on individuals and society.

**Waterloo Region Data on Substance Use**

To complement national and provincial research, Region of Waterloo Public Health completed a Baseline Study on Substance Use, Excluding Alcohol (2008; refer to Report PH-08-035) in Waterloo
Region. The study conducted interviews and focus groups with persons who use drugs as well as service providers. In terms of substance use and its associated impacts, the study concluded:

- Crack, cocaine, cannabis (marijuana) and prescription opioids are the most prevalent drugs used in Waterloo Region. The use of crystal methamphetamine is increasing.
- Most participants recognized that sharing needles was a dangerous practice; however, many reported that they share crack pipes and other equipment frequently. Eighty-five per cent of the population studied had shared their non-injection equipment (e.g. crack smoking pipes) with another person in the last six months, and 71 per cent reported this as a frequent practice.
- Individuals interviewed reported significant health issues, including poor dental health, inadequate nutritional intake, and having an infectious disease (such as hepatitis C or human immunodeficiency virus).
- An inability to acquire affordable housing was described as one of the most pressing issues facing individuals who use drugs. Limited options for housing were described as debilitating during the transition periods from treatment or correction facilities and the greater community.
- Outreach was considered to be more effective if it were guided by a community-wide unified approach.

In addition to the Baseline Study, Region of Waterloo Public Health, in cooperation with the AIDS Committee of Cambridge, Kitchener and Waterloo (ACCKWA) and Sanguen Health Centre, completed the Hepatitis C Situational Assessment for Waterloo Region (refer to Report PH-10-026). The study surveyed 149 persons infected, affected or at risk for hepatitis C. Survey results revealed:

- The majority of questionnaire participants engaged in at least one risk behaviour for hepatitis C.
- Relating to the use of equipment, 27 per cent indicated they shared needles for injecting drugs, while 58 per cent of the participants had shared pipes and other equipment when smoking or inhaling drugs.
- Forty-six per cent had received a homemade tattoo or piercing.

Focus groups were also conducted with service providers that work with persons infected, affected or at risk for hepatitis C. Findings concluded:

- Focus group participants indicated that few at risk populations are aware of the specific details around transmission and prevention of hepatitis C.
- Various positive aspects about current hepatitis services available in Waterloo Region were revealed, including: the availability of clean needles (through the needle exchange program), non-judgmental service provision, anonymous services (prevention, support), outreach services and support services provided through community agencies.
- Notable barriers related to hepatitis C services in Waterloo Region included: transportation to medical appointments, inadequate prevention, treatment and support services targeting hepatitis C at risk groups, the lack of comprehensive patient management, inadequate knowledge about hepatitis C by some healthcare and service providers, and a lack of coordination or collaboration among existing providers in Waterloo Region.

**Harm Reduction Strategies Managed by Region of Waterloo Public Health**

The national, provincial and local data clearly outlines the burden of illness of blood-borne infections. The research also indicates that harm reduction strategies are the primary intervention to reduce this burden. Further, persons who use drugs may also experience concurrent disorders (e.g. mental health, addictions). Persons typically have multiple risk factors, increasing the complexity of substance use, harm reduction and other health and social service provision. As such, Region of Waterloo Public Health is working to enhance and realign its harm reduction programming in order to improve
the health status of persons at risk for blood-borne infections in Waterloo Region.

Currently, the needle exchange program is Region of Waterloo Public Health’s primary harm reduction strategy.

**Needle exchange program**

Needle exchange programs have existed in Ontario since 1989 and have operated in Waterloo Region since 1995. The purpose of the needle exchange program is to reduce the risk of transmission of blood-borne infectious diseases (including HIV and hepatitis B and C) that may occur through sharing used needles and other equipment. Locally, needle exchange services are provided to the community by three community agencies at four fixed sites:

- Cambridge and Waterloo Public Health offices,
- Cambridge and Kitchener sites of the AIDS Committee of Cambridge, Kitchener, Waterloo and Area (ACCKWA) and
- The Bridges (Cambridge Shelter Corporation) in Cambridge

In 2010, 220,742 new needles were distributed via the Needle Exchange Program which is higher than the number of needles distributed in 2009 (refer to Figure 1). The continued uptake of this program has placed increased resource pressures on the program. This is a pressure faced by health units across the province. The recent release of Ministry of Health and Long-Term Care funds to support this program is detailed under financial implications.

**Figure 1: Needle Exchange Program Activity, Waterloo Region, 2006-2010**

![Graph showing Needle Exchange Program Activity, Waterloo Region, 2006-2010](image)

*Data Source: Waterloo Region Public Health Sexual Health and Harm Reduction Program, March 2011*

**Drop-in services**

As part of its divisional reorganization (refer to Report PH-10-038), Region of Waterloo Public Health realigned its clinic model so clients seeking certain services (including needle exchange) can drop-in for service at any time during clinic hours. In addition, clinic hours were extended to 7 p.m. three evenings each week in Waterloo and one evening each week in Cambridge. As part of the service, public health nurses may also do brief intervention counselling for interested clients. The goal is to further expand this service to better meet the client’s health needs.

**Current Initiatives to Improve Harm Reduction Service Provision**

**Waterloo Region Integrated Drugs Strategy**
The Waterloo Region Integrated Drugs Strategy is an initiative lead by the Crime Prevention Council with planning support from Region of Waterloo Public Health. The goal of the initiative is to develop a comprehensive, coordinated and integrated plan for addressing issues of illicit drugs, alcohol and prescription medication in Waterloo Region. The strategy is being developed by a task force with representation from a variety of community partners. Region of Waterloo Public Health’s future harm reduction programming will be guided, in part, by recommendations developed as part of the strategy.

**Region of Waterloo Public Health Harm Reduction Program Planning**

Concurrent with work on the Waterloo Region Integrated Drug Strategy, Public Health staff are collaborating to review its harm reduction programming and identify opportunities for enhancement and/or improvement. This review includes:

- A review of existing local research and evaluation findings and determining if current programming meets client needs
- A review of harm reduction programming provided by comparator health units
- Determining gaps in current harm reduction programming (using the Ontario Public Health Standards and best practice recommendations as a guide)
- A review of Waterloo Region Integrated Drugs Strategy recommendations
- Consultation with community partners

It is anticipated the review will be complete by fall 2011 with implementation currently targeted for 2012- onward. Changes to programming will be made using existing resources.

**CORPORATE STRATEGIC PLAN:**

Focus Area 3 - Healthy and Safe Communities; and Focus Area 6 - Service Excellence.

**FINANCIAL IMPLICATIONS:**

In the 2009 budget process Regional Council approved the implementation of permanent funding for one full-time equivalent (FTE) position to support Region of Waterloo Public Health’s harm reduction programming.

All harm reduction materials/equipment are currently funded by Ontario’s Hepatitis C Secretariat and the Ministry of Health and Long-Term Care.

Region of Waterloo Public Health currently spends approximately $40,000 on harm reduction supplies and related disposal costs annually. In 2011, the Ministry of Health and Long-Term Care has provided 100% funding to cover these costs. Information from the Ministry suggests that additional one-time funds may be approved prior to the end of the calendar year.

**OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:**

The Waterloo Region Crime Prevention Council was consulted during the development of this report.

**ATTACHMENTS**

Appendix A: Ministry of Health and Long Term Care Funding Letter

**PREPARED BY:** Adele Parkinson, Public Health Planner

Chris Harold, Supervisor, Information and Planning

**APPROVED BY:** Dr. Liana Nolan, Commissioner/Medical Officer of Health
APPENDIX A

Ministry of Health
and Long-Term Care
Office of the Minister
10th Floor, Hepburn Block
80 Grosvenor Street
Toronto ON M7A 2C4
Tel 416-327-4300
Fax 416-326-1571
www.health.gov.on.ca

Ministère de la Santé
et des Soins de longue durée
Bureau du ministre
10e étage, édifice Hepburn
80, rue Grosvenor
Toronto ON M7A 2C4
Tél: 416-327-4300
Téléc 416-326-1571
www.health.gov.on.ca

DEC 23 2010

Mr. Ken Seiling
Chair
Waterloo Board of Health
150 Frederick St., 1st Floor
Kitchener ON N2G 4J3

Dear Mr. Seiling:

I am pleased to inform you that the Ministry of Health and Long-Term Care (the Ministry) has approved one-time funding of up to $40,000.00 at 100% for the period up to March 31, 2011 in order to support Region of Waterloo Public Health's Needle Exchange Program (NEP).

In a subsequent letter, Allison J. Stuart, Assistant Deputy Minister, Public Health Division, Ministry of Health and Long-Term Care, will correspond shortly with Dr. Liana Nolan, Medical Officer of Health, Region of Waterloo Public Health, to provide the accountability and administrative details regarding this funding.

On behalf of the Ministry, I would like to take this opportunity to thank you for your commitment and contributions to the continuous improvement of our health care system.

Sincerely,

Deb Matthews
Minister

c:  Dr. Liana Nolan, Medical Officer of Health
     Gerry Martiniuk, MPP, Cambridge
     Honourable John Milloy, MPP, Minister of Training, Colleges and Universities, Minister of Research and Innovation, Kitchener Centre
     Elizabeth Witmer, MPP, Kitchener—Waterloo
     Leanna Pendergast, MPP, Kitchener—Conestoga
TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011    FILE CODE: P17-80

SUBJECT: IMPACTS OF THE WATERLOO REGION PEER PROGRAM

RECOMMENDATION:

For information.

SUMMARY:

This report summarizes the impact of the Waterloo Region Peer Program on Peer Workers and the broader community.

REPORT:

For over 20 years, neighbours have been helping neighbours through the Waterloo Region Peer Program. This unique and effective initiative enables community organizations to recruit and hire individuals from vulnerable neighbourhoods to facilitate nutrition and child health programs tailored to the needs of their respective communities.

Fundamental to the program is the concept of life-transformation for both the peer workers themselves as well as the participants in their programs. This life-transformation occurs through increasing knowledge and skills, as well as building relationships between neighbours. The heritages, cultures and languages of peer workers may vary, but they share similar life experiences with the participants in the programs they design and deliver. Most peer workers were once participants in the programs led by other peer workers enabling them to better understand the role they play in their respective sites. While all peer workers promote a healthy active lifestyle, there are currently two types of peer workers in the Waterloo Region Peer Program:

- **Community Nutrition Workers** plan and run programs to help people learn more about healthy eating as well as planning and cooking healthy meals.
- **Peer Health Workers** plan and run programs to help parents support the healthy growth and development of their children.

The programs that peer workers facilitate look different in each neighbourhood and each site. In some sites it might be a Community Kitchen, while in others it might be a series of workshops. Programs are tailored to the needs of that actual neighbourhood or community enabling it to meet real needs and connect with people around the things they feel are important. An effective Peer Worker is someone who can relate to people; someone who can listen well and respond to the needs within the community; someone who can facilitate groups and bring people together in a context where they can learn from each other.

Based on the significant successes of the existing peer worker initiatives, the new Healthy Smiles...
Ontario program that was introduced in 2010 under the province’s poverty reduction strategy will also include a peer worker component when fully implemented in partnership with the 3 community health centre locations in Waterloo Region. This new area of peer programming will focus on dental health and is part of Waterloo Region Public Health’s unique program design for the Healthy Smiles initiative.

Impact of the Peer Program on Peer Workers
The knowledge and skills that peer workers develop through their training and in the development and implementation of their programs has enabled many peer workers to further their education or move on to paid employment. In fact, a site supervisor recently stated:

“We had a peer who was a member of our parenting programs, she was involved in our parenting groups, was on social assistance, was a single mom, and she had some unique qualities that we thought would make her a good peer leader. She received the training through the Peer Program and developed her skills and we hired her. So she was able to make that transition from peer leader through the Peer Program and become financially self supporting.”

Peer workers are supported not only by their site supervisors but also by a team of Mentor Peers who coach and guide peer workers to further develop their confidence, knowledge and skills. This role further develops the skills of the Mentor Peers.

Impact of the Peer Program on the Community
The Peer Program has been equated to an extended family for the participants who attend the various programs run by peer workers. For those who are new to their community, or new to Canada, this helps them feel a sense of belonging; a connection to their neighbours. Many participants have commented how they had been feeling isolated until they started attending a peer-led program.

In 2010, 16 community organizations with the peer program employed 30 peer workers across Waterloo Region. These the Peer Workers ran a total of 183 programs and reached over 4,100 people. For a list of program sites, please see Appendix A.

Evaluations of the Waterloo Region Program have found that it does effectively reach individuals and groups that might otherwise be hard to reach, that might otherwise be isolated. In fact, an estimated breakdown of participants in peer-led programs in 2010 includes:

- 36 % were people from low income households,
- 72 % were parents with young children
- 41 % were recent immigrants/refugees and visible minorities.

To further increase program impacts, community organizations leveraged approximately 2,051 volunteer hours and contributed in-kind resources valued at $32,555.00.

Changes to the Peer Program in 2011
To further increase the impact of the Waterloo Region Peer Program, the Peer Steering Committee approved piloting seven satellite peer sites for June to December 2011. The purpose of the satellite sites is to allow for expansion of existing peer programming into neighbourhoods and communities within the current funding envelope. Criteria for satellite peer sites included: low community capacity in the proposed neighbourhood; lack of existing infrastructure to provide administrative support; rural location; and lastly high needs – based on neighbourhood level data (low income, young families, new immigrants, etc). For a list of approved Satellite Sites for 2011, please see Appendix B.

Brief Program History
The Waterloo Region Peer Program is a partnership between Region of Waterloo, Public Health and
local community organizations. Regional Councilors have actively participated at the annual peer graduation ceremonies. Partner organizations recruit and hire new peer workers, while Region of Waterloo Public Health provides training and certification.

The Waterloo Region Peer Program is guided by a steering committee made up Community Nutrition Workers, Peer Health Workers and Site Supervisors who represent the geography of Waterloo Region and the diversity of Peer Program sites. The Steering Committee provides leadership for the Peer Program and acts as a centralized body of knowledge and expertise. It also acts as a forum for networking and sharing across program sites.

Three of the key principles of the Peer Program are:

- The vision of the program is for life transformation and that happens through building knowledge and skills and decreasing isolation.
- The core of the program is peer learning and peer connections. People learning from their peers and creating environments and groups where they can come together and learn together; not just from an expert, but from each other.
- It’s a partnership between Region of Waterloo Public Health and the fifteen or twenty community organizations that host the program and the peer workers that really make it happen.

**Conclusion**

The strength of the Waterloo Region Peer Program comes from the relationships that develop among peers, people who participate in the programs, community peer sites and Public Health. The Waterloo Region Peer Program is continuously evolving to meet changing needs within the community.

**CORPORATE STRATEGIC PLAN:**

Focus Area 3: Healthy and Safe Communities
Support safe and caring communities that enhance all aspects of health.

**FINANCIAL IMPLICATIONS:**

In 2010, the Region of Waterloo provided $174,540 directly to community organizations who operate peer programs to assist in covering costs associated with the administration and delivery of the program. Costs associated with Public Health staff time to provide training, certification and ongoing support is provided for within the department’s base budget. The funding is cost shared 75%/25% with the province.

**OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:**

NIL

**ATTACHMENTS**

Appendix A: List of Waterloo Region Peer Program Sites, 2011
Appendix B: List of Approved Peer Satellite Sites, 2011

**PREPARED BY:**
Sanjay Govindaraj, Public Health Planner
Annette Collins, RN, Public Health Nurse

**APPROVED BY:**
Dr. Liana Nolan, Commissioner/Medical Officer of Health
Appendix A: Current list of Peer Program sites in Waterloo Region 2011

City of Kitchener/City of Waterloo
- House of Friendship: Chandler-Mowat Community Centre
- Highland-Stirling Community Group
- House of Friendship: Kingsdale Community Centre
- Kitchener Downtown Community Health Centre
- Mill-Courtland Neighbourhood Association
- Our Place Family Resource & Early Years Centre
- Salvation Army Parent-Child Resource Centre

City of Cambridge
- Kinbridge Community Association: Christopher Champlain Resource Centre
- Kinbridge Community Association: Southwood Resource Centre.
- Cambridge Family Early Years Centre
- Cambridge Self-Help Food Bank
- Langs Farm Village Association
- Preston Heights Community Centre

Region-Wide & Rural Townships
- K-W Parents of Multiple Births Association (POMBA)
- Wilmot Family Resource Centre
## Appendix B: List of approved Peer Satellite Sites for 2011

<table>
<thead>
<tr>
<th>#</th>
<th>Proposed Satellite site</th>
<th>Sponsoring Peer Community site</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AR Kaufman – Kitchener</td>
<td>Our Place Family Resource and Early Years Centre, Kitchener</td>
</tr>
<tr>
<td>2</td>
<td>Reception House - Kitchener</td>
<td>Our Place Family Resource and Early Years Centre, Kitchener</td>
</tr>
<tr>
<td>3</td>
<td>Ayr, North Dumfries</td>
<td>Langs Farm Village Association, Cambridge</td>
</tr>
<tr>
<td>4</td>
<td>Centerville Chicopee, Kitchener</td>
<td>The Governing Council of The Salvation Army in Canada, Kitchener</td>
</tr>
<tr>
<td>5</td>
<td>Sunnydale, Waterloo</td>
<td>House of Friendship, Kitchener</td>
</tr>
<tr>
<td>6</td>
<td>Paulander Drive, Kitchener</td>
<td>The Governing Council of The Salvation Army in Canada, Kitchener</td>
</tr>
<tr>
<td>7</td>
<td>Laurentian Hills Public School/McGregor Public School (African Canadian Association), Kitchener</td>
<td>Kitchener Downtown Community Health Centre, Kitchener</td>
</tr>
</tbody>
</table>
TO: Chair Sean Strickland and Members of the Community Services Committee

DATE: May 3, 2011

FILE CODE: P07-80

SUBJECT: 2011 VECTOR-BORNE DISEASE PROGRAM PLAN

RECOMMENDATION:

For Information

SUMMARY:

Public Health’s Vector-borne Disease Program is focused on minimizing risk of human exposure to West Nile Virus and Lyme disease. Program activities are conducted in accordance with regulations made under the Health Protection and Promotion Act and associated guidance documents. The program plan is similar in design and intent to the 2010 program (i.e. human case investigation, vector surveillance and control, and public education).

2009 provincial correspondence indicated that “as a result of concerted effort of the public health units in partnership with Public Health Division as well as, presumably, other factors, there has been a decline in overall West Nile Virus disease activity in Ontario. That being said the Ministry recognizes that West Nile Virus activity is difficult to predict and that we could possibly see a rise in human cases again. It will be necessary to continue with baseline mosquito surveillance and control programs to monitor for that eventuality”.

Recognizing that West Nile Virus and Lyme disease activity can be difficult to predict, Public Health recommends a continuation of baseline surveillance, control, human case investigations, and public education programs despite a recent decline in overall vector-borne activity in our area. In addition, Public Health is continually seeking improvements in efficiency and value with this program, without compromising human exposure risks, service levels, and our response capacity.

REPORT:

In the Region of Waterloo, West Nile Virus and Lyme disease are two diseases that can be transmitted to humans through the bite of a “vector species” – insects that can carry an infectious pathogen from one organism to another. Certain mosquito species and black-legged ticks (Ixodes scapularis) are capable of transmitting West Nile Virus and Lyme disease, respectively, to humans, and are thus the focus of the Region’s 2011 Vector-Borne Disease Program plan.

West Nile Virus is primarily a disease of birds but can be spread to the human population through the bite of an infected mosquito. While the majority of people infected with West Nile Virus are asymptomatic or have mild flu-like symptoms, a proportion of those infected develop serious neurological symptoms. The first human case in Ontario was identified in 2001. Since 2002, five human cases have been reported among residents of Waterloo region;
the last human case occurred in 2005. A single case of West Nile Virus was documented among all Ontarians in 2010 (see PH-11-007 report). The virus is considered established among birds in Waterloo Region and several native mosquito species are capable of transmitting the virus to humans (i.e. vectors).

Lyme disease is caused by the *Borrelia burgdorferi* bacterium, which can be transmitted to humans through the bite of a tick carrying the bacterium. Lyme disease is characterized by a distinctive “bulls-eye” skin lesion (i.e. *erythema migrans*) and mild flu-like symptoms. If left untreated, Lyme disease can cause long-term neurological, rheumatological, and cardiac illness. In Ontario, the tick species responsible for the transmission of Lyme disease to humans is the blacklegged tick (i.e. *Ixodes scapularis* or “deer tick”). While this species of tick is currently not considered established in Waterloo Region, residents may be exposed to these during travel outside Waterloo Region. In 2010, there were no Lyme disease cases reported among Waterloo Region residents.

### 2011 Vector-Borne Disease Program
The proposed 2011 vector-borne disease program is similar in design and intent to the 2010 season. The program plan includes human case investigation, vector surveillance, vector control measures (where indicated) and activities focused on public education.

#### Human Case Investigation
West Nile virus (West Nile Virus) and Lyme disease are reportable diseases under Ontario Regulation 559/91 and amendments under the *Health Protection and Promotion Act*. Reported human cases are investigated to help identify risk factors, including geographic areas of risk. Human case information contributes to an assessment of local West Nile Virus risk and to assess the need for mosquito control.

#### Vector Surveillance
Public Health plans to continue a comprehensive vector surveillance program to assess local risk of West Nile virus infection. While general oversight and management of this program is the responsibility of Public Health, large components of the day-to-day activities rely on specialized services supplied by an external provider. These specialized services include larval mosquito monitoring and control activities, adult mosquito identification, and viral testing. As part of ongoing quality assurance, a Public Health summer student will trap adult mosquitoes and submit the specimens to a laboratory for species identification and viral testing. Weather and precipitation will also be monitored as these factors are known to influence mosquito development and viral transmission.

Specialized vector surveillance activities are provided by GDG Environment. The 2011 season is the fourth year of contract with GDG Environment for the provision of larval mosquito monitoring and control services with an optional one-year contract renewal period remaining. GDG Environment has also been recently awarded a three year contract, including the 2011 season, to provide adult mosquito identification and viral testing services.

In response to a significant number of mosquito complaints from Cambridge residents near the “Portuguese Swamp”, Public Health will continue to monitor larval and adult mosquito abundance and species composition. To date, the vast majority of species identified are nuisance species who are not competent vectors of West Nile Virus and no positive mosquito pools have been identified in this area. As a result, further control mechanisms or monitoring strategies are not warranted for reducing West Nile Virus risk. Public Health will continue regular
communication with the City of Cambridge as they assess the nuisance mosquito issue and explore control options.

Vector surveillance, as it relates to Lyme disease, will be conducted in a passive fashion. Tick specimens that are brought to Public Health and are confirmed as having human exposure will be submitted to the Zoonotic Diseases and Special Pathogens National Microbiology Laboratory in Winnipeg for identification and tested for Lyme disease bacteria.

**Vector Control**

A comprehensive vector surveillance program is critical to assessing the West Nile Virus risk and informing the need for mosquito control efforts. Preventive larviciding programs are informed by the abundance of vector species, weather and precipitation conditions, and the presence of positive mosquito pools. Historically, Public Health performs preventive larviciding in a variety of mosquito breeding sties (i.e. standing water), including three rounds of catch basin larviciding across Waterloo Region (approximately 47,500 catch basins per round). GDG Environment conducts the vast majority of these preventive larviciding applications by bicycle, resulting in reduced greenhouse gas emissions (as compared to conducting this service with a motor vehicle). As in 2010, any required treatments will be conducted by GDG Environment following direction from the Medical Officer of Health. Larviciding products employed are approved for use for this purpose by the Ministry of Environment.

**Public Education**

In 2011, Public Health will continue the “Fight the Bite” public education campaign, which is focused on West Nile Virus, Lyme Disease and Rabies. The campaign provides information about these diseases, risk factors, personal protective measures and ways to contact Public Health to report issues (i.e. standing water, submitting a tick for testing, dog bite, etc.). In 2011, the “Fight the Bite” campaign will include bus advertising from May to October and distribution of “Fight the Bite” pamphlets to municipal offices and their community centres and to the Grand River Conservation Authority. Media releases will be provided twice during the late spring and summer months emphasizing personal protective measures. Information will be posted on the Public Health website and public inquiries about vector-borne diseases will be directed to the Public Health Inspection Intake Line during business hours.

In 2011, Lyme disease education efforts will be supplemented by a campaign that was prepared and launched by the Ministry of Health and Long Term Care in 2010. In addition to targeting the general public, the provincial campaign will focus on physicians and provide them with resources to support diagnosis and treatment decisions.

**Continuous Improvement**

A focus of Region of Waterloo Public Health’s Vector-borne Disease Program has been to continually seek improvements in efficiency and value where possible. For example, West Nile Virus adult mosquito trapping has traditionally been conducted by certified public health inspectors. In 2009, a summer student was hired and trained to conduct adult mosquito trapping across the region, which resulted in a significant cost savings and enhanced human resource capacity for health inspection services. A cost-effective service provider was hired in 2008 for larval surveillance and control which translated to a significant cost reduction for this pillar of the program. Finally, the “Fight the Bite” public education campaign was expanded in 2009 from a previous exclusive focus on West Nile Virus to also include information on Lyme disease and rabies, resulting in a more streamlined and cost-effective approach to public communication.
CORPORATE STRATEGIC PLAN:

Supports: Focus Area 1 – Environmental Sustainability; Focus Area 3 – Healthy and Safe Communities; and Focus Area 6 – Service Excellence

FINANCIAL IMPLICATIONS:

2009 provincial correspondence indicated that “as a result of concerted effort of the public health units in partnership with Public Health Division as well as, presumably, other factors, there has been a decline in overall West Nile Virus disease activity in Ontario. That being said, the Ministry recognizes that West Nile Virus activity is difficult to predict and that we could possibly see a rise in human cases again. It will be necessary to continue with baseline mosquito surveillance and control programs to monitor for that eventuality”.

At that time, the Ministry implemented base budget reductions in West Nile Virus funding across the province. Health units were classified according to West Nile Virus risk and budget reductions were relative to assigned risk level. As a result, the 2010 allocation for Waterloo Region’s VPD program was $477,540 (cost shared 75%/25%). Despite the reduction in funding, the adjusted 2010 budget provided more than sufficient funding to respond to expanded programming related to other vector borne diseases as well as any increased West Nile Virus activity in the Region and the resulting program changes that were required. As a result, preparation of the 2011 base budget for the Region’s Vector Borne Diseases Program included a reduction of $40,000. The adjustment resulted in a levy reduction of $10,000 in 2011.

Information received from the province is indicating that provincial funding for the Vector Borne Disease program has now stabilized. As a result, it is anticipated that the Region’s reduced request of $437,540 will be approved by the province; confirmation is expected by the end of June.

The 2011 plan, as described above, will be accomplished within the expected approval of $437,540

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:

NIL

ATTACHMENTS

NIL

PREPARED BY:  Peter Ellis, Public Health Planner
                Brenda Miller, Manager, Infection Control, Vector-borne Diseases, Rabies, Tobacco Enforcement, and Kitchener & Area
                Anne Schlorff, Director, Central Resources

APPROVED BY:  Dr. Liana Nolan, Commissioner/Medical Officer of Health
TO: Chair Sean Strickland and Members of the Community Services Committee


SUBJECT: YOUTH ENGAGEMENT UPDATE

RECOMMENDATION:

For information.

SUMMARY:

After Smoke-Free Ontario funding for the Youth Action Alliance program ended in the fall of 2009, the Ministry of Health Promotion and Sport provided bridge-funding to Public Health Units across the province of Ontario. This funding was for Smoke-Free Ontario funded programs to plan and implement new youth engagement programming in 2010 and to continue this programming throughout the 2011 year under the Ministry of Health Promotion and Sport’s new Youth Engagement Strategy.

The Youth Engagement bridge funding was intended to support health promotion projects that focus primarily on tobacco use prevention and reduction, as well as other correlated chronic disease and injury prevention risk factors. The youth target population is defined by the Ministry of Health Promotion and Sport as between the ages of 14-24.

The Region of Waterloo Public Health received an allocation of $31,093 for youth engagement activities during the period of September 1, 2009 to December 31, 2009. An additional round of bridge funding of $55,285 was allocated for the time period of January 1, 2010 to December 31, 2010. Funding of $80,000 was provided to all Public Health Units in Ontario to employ a youth engagement lead to facilitate these projects.

This report provides a summary of the following youth engagement activities that were undertaken in 2009 and 2010 using the provincial youth engagement bridge funding:

- Formation of the Youth Engagement Advisory Group of Waterloo Region
- Youth Engagement Grants
- Waterloo Region Youth Healthy Living Needs Assessment
- Healthy Living Youth Summit

REPORT:

Staff

To fulfill Ministry of Health Promotion and Sport youth engagement directives, a Public Health Planner from the Tobacco and Cancer Prevention team has been assigned the youth engagement lead portfolio. The Youth Engagement lead operates under the leadership of the Manager of Tobacco and Cancer Prevention and Director of the Healthy Living, Planning and Promotion division of Public Health.
Youth Engagement Advisory Group of Waterloo region:
In order to determine how the bridge funding could be effectively and appropriately utilized in the Region, a group of community partners that support and employ youth was convened in 2009 and titled the Youth Engagement Advisory Group. The Youth Engagement Advisory Group is comprised of adult and youth community partners with a passion for engaging youth in the community and developing strategies to improve youth health in Waterloo region. The Youth Engagement Advisory Group membership includes the Heart and Stoke Foundation, The Wellesley Township Community Health Centre, the Z Beside the Y, The City of Kitchener, the Canadian Mental Health Association, the Ministry of Citizenship and Immigration and the Region of Waterloo Public Health.

Youth Engagement Grants:
The Youth Engagement Advisory Group decided to utilize the bridge funding through the creation of a grant program to support the development and implementation of tobacco reduction, healthy eating, physical activity/sport/recreation, substance and alcohol misuse, mental health and injury prevention initiatives targeting youth. The criteria for the initiatives included the project being planned and implemented by youth and that the initiative work towards building policy or a supportive environment to address the above risk factors. A total of 2 rounds of youth engagement grants have been completed, with a total of $45,940 awarded to the recipients.

Region of Waterloo Public Health provided support to successful applicants in the form of training on policy development, advocacy, health promotion, and chronic disease prevention as well as guidance on project implementation. Refer to Appendix 1 for a list grant recipients and a description of their programs.

Waterloo Region Youth Healthy Living Needs Assessment:
A comprehensive needs assessment of Waterloo Region youth aged 12 to 24 was conducted to identify: existing youth health initiatives in the region; gaps; and to inform future youth programming. The needs assessment included 3 steps:
- An environmental scan of existing community youth health focused programs and services providing organizations;
- A review of regional surveillance data and youth health literature to identify Waterloo region youth health trends;
- In-person focus groups with youth from across the Waterloo region to identify youth perspectives on health and key health issues.

A total of 17 youth led focus groups were conducted with 125 youth participants from across the Region. The focus groups were facilitated by youth trained by Region of Waterloo Public Health staff. A report outlining the findings of these focus groups will be completed and presented to CSC by the end of May 2011.

Healthy Living Youth Summit:
The Healthy Living Youth Summit took place on February 12, 2011 at Wilfrid Laurier University. Over 60 youth and adult participants took part in health promotion and advocacy skill building sessions as well activities that engaged them in future youth engagement program planning. The Summit was also an opportunity to recruit youth for future volunteer opportunities at the Region of Waterloo Public Health.

Next Steps:
Youth involved in the focus groups and participants of the Youth Health Summit were given the opportunity to apply as youth volunteers with the Region of Waterloo Public Health. These volunteers will plan and implement youth engagement activities locally in collaboration with a Public Health Planner on the Tobacco and Cancer Prevention team.

A Public Health Youth Engagement Planning Committee was assembled in late 2010 with representation from each of the teams in the division meeting regularly to collaborate with the Youth Engagement lead. The intent is to integrate the youth volunteers into youth-related planning across program teams. The long term goal is to create a youth engagement strategy to facilitate public health work across the entire Department.

CORPORATE STRATEGIC PLAN:

Strategic Focus Area 3: Healthy and Safe Communities – Support safe and caring communities that enhance all aspects of health.

Strategic Focus Area 4: Human Services – Promote quality of life and create opportunities for residents to develop to their full potential.

Strategic Focus Area 6: Service Excellence – foster a culture of citizen/customer service that is responsive to community needs.

FINANCIAL IMPLICATIONS:

Funding for Youth Engagement programming has been provided through the Smoke Free Ontario initiative which is funded 100% by the Province’s Ministry of Health Promotion and Sport.

ATTACHMENTS

Appendix 1: List of Youth Engagement Grant Recipients

PREPARED BY: Ishan Angra, Public Health Planner, Tobacco and Cancer Prevention

APPROVED BY: Dr. Liana Nolan, Commissioner/Medical Officer of Health
## Appendix 1 - List of Youth Engagement Grant Recipients

<table>
<thead>
<tr>
<th>YOUTH GROUP</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Canadian Association of Waterloo Region Youth Committee</td>
<td>Working with soccer club to promote tobacco-free sports and recreation for youth (this will include meeting with the soccer club, hosting a community meeting to discuss and doing education with parents)</td>
</tr>
<tr>
<td>St. Mary’s Catholic Secondary School - Butt Out SMH!!</td>
<td>I Quit Smoking Campaign (including quit kits, support groups and counselling), promotional campaign about the negative effects of tobacco including posters and a speaker and a substance misuse campaign.</td>
</tr>
<tr>
<td>Kinbridge Community Association - KinbridgeYouth</td>
<td>Having an 8 week program on healthy eating and physical activity for the youth. The youth will then create a presentation based on what they learned and approach the staff responsible for purchasing snacks for the Kinbridge Community Association and the board to lobby for a policy.</td>
</tr>
<tr>
<td>Kitchener-Waterloo YMCA Senior Leader Corps</td>
<td>Facilitate an after school physical activity club for children ages 5-10. Youth will plan and lead the activities and create a manual outlining themes, plans and resources.</td>
</tr>
<tr>
<td>Muslim Social Services Youth for Peace and Justice</td>
<td>New youth integration program-new Canadian youth will attend a 6 week session to learn about life in Canada and health and wellness from youth who have lived in Canada for a long time. Each week will have a theme (healthy eating, tobacco-use reduction etc) and there will be activities and games for the youth to participate in.</td>
</tr>
<tr>
<td>Pathways Neighbourhood Action Committee</td>
<td>Design and deliver a workshop on the hazards of tobacco use and offer to other youth in the Pathways program. The group will create an educational video about tobacco use and complete a photo essay project.</td>
</tr>
<tr>
<td>City of Cambridge - Skateboarding Advisory Team</td>
<td>Offer free rentals of helmets and safety equipment.</td>
</tr>
<tr>
<td>Wellesley Youth Advisory Council</td>
<td>Offer free equipment at new skate park and signage as well as information about injury prevention. Host an event to kick off the opening of the skate park and do education on injury prevention at this event.</td>
</tr>
<tr>
<td>Preston Heights Community Centre - Youth for Youth</td>
<td>Healthier choices at community centre tuck shop and meetings. Develop and present a policy regarding healthy eating to the Board, purchase a fridge and promote healthy eating and the new policy.</td>
</tr>
<tr>
<td>Z Beside the Y – Youth Council</td>
<td>Healthy Body, Mind Spirit Day-grade nine students will learn about healthy eating, tobacco reduction, physical activity and discuss how they can make their school a supportive environment.</td>
</tr>
</tbody>
</table>
Round #2

<table>
<thead>
<tr>
<th>YOUTH GROUP</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian Mental Health Association (Youth Talk)</td>
<td>Raise the overall level of suicide awareness in young people in Waterloo Region by creating a suicide awareness campaign (signs, coping, resources, etc.).</td>
</tr>
<tr>
<td>Greenway Chaplin Youth Committee</td>
<td>Encourage healthy eating choices in the Greenway Chaplin community by creating a healthy tuck shop policy and resources for the community.</td>
</tr>
<tr>
<td>Future Vision Ministries, Popcorn House Community Resource Centre - GURLS Club (Girls Understanding Real Life Skills)</td>
<td>To introduce “by-youth-for-youth” activities for GURLS club participants focused on increasing physical fitness and healthy eating.</td>
</tr>
<tr>
<td>Family and Children’s Services of Waterloo Region and House of Friendship (Courtland Shelley Community Centre)</td>
<td>To enhance the 40 developmental assets of youth to build resiliency to deal with high risk situations, through adventure-based, safe, risk-taking physical activities.</td>
</tr>
<tr>
<td>Muslim Social Services – Youth for Peace and Justice</td>
<td>To engage new comer youth in making alliances with other Canadian youth, to cultivate friendships and bonds that will help them navigate their way in new country in a safe and healthy way.</td>
</tr>
<tr>
<td>St. David’s Catholic Secondary School (Healthy Choices)</td>
<td>To support and promote healthy nutritional choices, specifically at lunch (Waterloo Catholic District School Board policy support).</td>
</tr>
<tr>
<td>St. Mary’s Catholic Secondary School (Healthy Living and Choices Group)</td>
<td>Continue previous grant work (Butt Out Group) on tobacco (e.g. outdoor smoking area policy, cessation) Support WCDSB healthy eating policy Physical activity promotion</td>
</tr>
<tr>
<td>Wellesley Public School (Activity Council)</td>
<td>To promote physical activity in their students so that they can be physically active outside of school.</td>
</tr>
<tr>
<td>Wilmot Family Resource Centre (Teen Fun Zone)</td>
<td>Provide a supervised, fun zone where youth can skateboard off of Wilmot streets and private property. Establish a group of youth volunteers who will act as skateboard safety ambassadors – older youth mentoring younger youth – promoting physical activity and injury prevention</td>
</tr>
</tbody>
</table>
MEMORANDUM

To: Chair Sean Strickland and Members of the Community Services Committee

From: Chris McEvoy, Social Planning Associate
Leigh Golden, Manager, Social Planning

Copies: Michael Schuster, Commissioner, Social Services, David Dirks, Director, Employment and Income Support

File No.: S14-01

Subject: REPORT ON ONTARIO WORKS BENEFICIARIES AND POPULATION

Ontario Works Beneficiaries as a Percentage of Population of Ontario Consolidated Municipal Services Managers

As requested at the April 12th Committee meeting, this memo provides a summary of the percentage of Ontario Works beneficiaries per total population of Waterloo Region as well as other large urban Consolidated Municipal Services Managers (CMSM) across the province of Ontario.

Given the data currently available, there were two options in showing this comparison:

1) The first option is to use the 2006 Census population statistics and Ontario Works beneficiaries' data from the Ministry of Community and Social Services planning website (the Ontario Works Extranet). The limitation of using a static population count (i.e., 2006 Census) and annual beneficiaries' data is that the percentages will not account for year to year population growth or reductions in the various CMSMs.

2) The second option is to use Ontario Municipal Benchmark Initiative (OMBI) statistics which use population estimates between Census years (e.g., 2007-2010) and Ontario Works beneficiaries' data from the Ministry of Community and Social Services planning website (the Ontario Works Extranet). The limitation of using these year-to-year population estimates is that the methods used for generating these estimates vary across CMSMs. As well, OMBI data is currently only available for the 2007, 2008, and 2009 years.

The information presented through this memo was gathered using the first option (Census population data) as it provides analysis on the 2010 year and the most accurate and consistent population data.

As can be seen in Table 1, the largest single year increase in the proportion of Ontario Works beneficiaries to the total population occurred during the economic downturn between 2008 and 2009. The largest single increase in the proportion of Ontario Works beneficiaries to the total
population for the selected Ontario CMSMs occurred in Windsor between 2008 and 2009 (0.8% increase).

Waterloo Region experienced a 0.5% increase in the proportion of Ontario Works beneficiaries to the total population between 2008 and 2009, which was slightly higher than the average increase (0.4%) of the CMSMs represented in Table 1. Waterloo Region also experienced a 0.1% increase in the proportion of Ontario Works beneficiaries to the total population between 2009 and 2010, which was slightly higher than the average increase (0.07%) of the CMSMs represented in Table 1.

*Table 1: Percentage of Ontario Works Beneficiaries per Total Population of Ontario CMSMs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Durham</td>
<td>561,258</td>
<td>2.1%</td>
<td>2.3%</td>
<td>2.6%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Windsor</td>
<td>323,342</td>
<td>4.8%</td>
<td>4.9%</td>
<td>5.7%</td>
<td>5.6%</td>
</tr>
<tr>
<td>London</td>
<td>395,185</td>
<td>3.8%</td>
<td>4.2%</td>
<td>4.8%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Ottawa</td>
<td>1,130,761</td>
<td>2.5%</td>
<td>2.4%</td>
<td>2.5%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Toronto</td>
<td>5,113,149</td>
<td>2.4%</td>
<td>2.4%</td>
<td>2.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>York</td>
<td>931,874</td>
<td>0.9%</td>
<td>0.9%</td>
<td>1.1%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Peel</td>
<td>1,159,405</td>
<td>1.7%</td>
<td>1.8%</td>
<td>2.3%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Halton</td>
<td>439,526</td>
<td>0.6%</td>
<td>0.7%</td>
<td>0.9%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Hamilton</td>
<td>692,911</td>
<td>2.6%</td>
<td>2.8%</td>
<td>3.3%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Waterloo</td>
<td>478,121</td>
<td>2.4%</td>
<td>2.7%</td>
<td>3.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>2.4%</td>
<td>2.5%</td>
<td>2.9%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

*This table is available in alternate formats.

Once the 2010 OMBI data is released (estimated for the summer of 2011) another report similar to this one will be produced using the OMBI data.

For further information about the contents of this report please contact Chris McEvoy at Phone: 519-883-2302 or cmcevoy@regionofwaterloo.ca

For further information about the Ontario Works caseload please contact David Dirks at 519-883-2179 or ddirks@regionofwaterloo.ca
To: Chair Sean Strickland and Members of the Community Services Committee

From: Margaret Parkin, Manager Planning & Information Research

Subject: REGION OF WATERLOO LAUNCHES FIRST WORKPLACE COUNT

File No: D15-70

This memo is an update to Report P-11-031, Proposed Place of Employment Survey, presented to Community Services Committee on March 8, 2011.

**What is the Workplace Count?**

From May to August 2011, the Region of Waterloo will be undertaking the Region’s first Workplace Count. During this period, the survey team will visit or contact most places of work in Waterloo Region. The information provided by businesses and other employers will help us better plan for future growth in Waterloo Region, and meet ongoing needs for services and infrastructure. Home-based businesses and farms will not be visited at this time; currently their employment is measured using other data sources.

The information compiled from the Workplace Count will help the Region and Area Municipalities to:

- Support employers’ needs when planning for services, infrastructure and land;
- Understand the space requirements of different types of businesses;
- Analyze local business sectors; and
- Compare our Region with others in Ontario and beyond.

This comprehensive count of workplaces will provide a more complete picture of business in Waterloo Region, which is currently unavailable from any other source. Similar surveys are regularly undertaken in other Ontario municipalities, such as Halton, Mississauga, Toronto and York, using a consistent methodology.

**Methodology**

Eight students have been hired to form the Workplace Count team. These students, wearing Region of Waterloo shirts and identification badges, will arrive at each place of work, and take about five minutes to ask for some key pieces of information. Handheld computer tablets will be used to capture the information on the spot, and the information will be uploaded into a database when each student returns to the office. While this in-person visit is the preferred method of information collection, employers can visit the Region of Waterloo website for an
online version of the survey or complete and mail/fax a paper copy. Large employers such as the universities will be contacted by telephone or mail.

Types of information collected will include:

- Number of full-time, part-time and seasonal employees;
- Type of employment activity, such as auto repair, high tech manufacturing, or restaurant;
- Square footage of space used for business;
- Contact information; and
- Business/organization address and name.

Data collected is confidential and will be grouped together to preserve the confidentiality of individual businesses; it will not be published or released to any third party except with the express permission of the business. Where permission is granted, specific information may be published via Canada’s Technology Triangle and/or local municipal business directories.

**Communication**

A full communications strategy has been designed to promote the Workplace Count. Working together with the Area Municipalities’ economic development and planning staff, a full range of communication materials has been developed, including:

- Media release
- Project website: www.region.waterloo.on.ca/workplacecount
- Brochures to leave at each business, as well as libraries, etc.
- Website material for Area Municipalities and other organizations to post
- Brief paragraphs for insertion in newsletters

These materials are being provided to Canada’s Technology Triangle (CTT), Area Municipalities, Business Improvement Areas (BIAs), the Greater Kitchener Waterloo Chamber of Commerce, the Cambridge Chamber of Commerce, the Workforce Planning Board, the Waterloo Region Small Business Centre, Communitech, libraries and other community and business organizations.

**Schedule**

The Workplace Count project kicks off in May, and continues all summer. Students will receive training for the first week of May, learning how to use the technology to enter the data, how to work with businesses and citizens to gather the information, and how to stay safe in the field. Area Municipalities will assist in orienting the students to their communities, as well as providing access to facilities such as washrooms. The students will be in the field for approximately four days out of five, returning to Regional Headquarters to meet with the student coordinator, make follow-up telephone calls, and upload information.

The Workplace Count will wrap up at the end of August. Data will be compiled, analyzed and a report of findings will be prepared for Council in the fall/winter of 2011.
MEMORANDUM

TO: Medical Officers of Health

RE: Bill 141 Health Protection and Promotion Amendment Act, 2011

I would like to inform you that this morning the Government passed Bill 141 to amend the Health Protection and Promotion Amendment Act, 2010. These amendments will strengthen our planning, management and response to future pandemics, or other provincial, national or international public health events and emergencies. As you are aware, the legislative changes can be grouped into three major themes:

1. creating a new power for the Chief Medical Officer of Health (CMOH) to direct boards of health and medical officers of health (MOHs) regarding policies and measures during critical events.
2. creating a role for the CMOH and Minister in the appointment of acting MOHs.
3. enhancing the ability to acquire public premises for public health purposes such as mass immunization clinics.

The amended Health Protection and Promotion Act will be available online in the coming days via the Ontario government’s E-Laws website. You will note that some of the recommendations from alPHa and the City of Toronto were included in the amendments, including increasing the risk threshold that must be met in order to acquire public premises.

Of course, an appropriate balance between provincial consistency/standardization and local flexibility is required in any public health response, and local flexibility will be maintained and encouraged where appropriate. The ministry is working on establishing a “rapid response review process” whereby a pre-identified group of medical officers of health and the Ontario Agency for Health Protection and Promotion would be proactively consulted to draft, when required, proposed regulations and directives to promote a coordinated public health response in an expeditious manner. We are committed to getting your input into how that process would best work to meet our collective needs.

I would like to take this opportunity to thank you for your feedback during this process, as well as your ongoing support.

Yours truly,

Arlene King, MD, MHSc, FRCPC
Chief Medical Officer of Health
<table>
<thead>
<tr>
<th>Meeting date</th>
<th>Requestor</th>
<th>Request</th>
<th>Assigned Department</th>
<th>Anticipated Response Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>07-Sep-10</td>
<td>S. Strickland</td>
<td>Staff report regarding the impact of the Public Health Needle Exchange Program on the incidence of blood-borne infections</td>
<td>Public Health</td>
<td>As part of Harm Reduction program report due in March 2011</td>
</tr>
<tr>
<td>28-Sep-10</td>
<td>Committee</td>
<td>Staff report regarding the impact of revised technology for Delivery of Social Assistance on applicants</td>
<td>Social Services</td>
<td>early 2011</td>
</tr>
<tr>
<td>23-Mar-11</td>
<td>Budget Committee</td>
<td>Staff report regarding the potential for long-term funding support for Opportunities Waterloo Region</td>
<td>Social Services</td>
<td>Fall 2012 (prior to the 2012 budget process)</td>
</tr>
<tr>
<td>12-Apr-11</td>
<td>C. Zehr</td>
<td>Staff report on the Ontario Works Caseload Analysis: Percentage of Population for comparable CMSMs</td>
<td>Social Services</td>
<td>Jun-2011</td>
</tr>
</tbody>
</table>