Regional Municipality of Waterloo
Community Services Committee
Minutes

Tuesday, March 24, 2015
12:54 p.m.
Regional Council Chamber
150 Frederick Street, Kitchener


Members Absent: G. Lorentz, and H. Jowett

Declarations of Pecuniary Interest under “The Municipal Conflict of Interest Act”
None declared.

Delegations

a) Moira Sharon Magee

M. Magee questioned why a police officer was present for her presentation. She appeared before the Committee to request a correction to a paramedic report from February 8, 2013, that she stated is incorrect. She noted that she has not received any responses from Councillors regarding her previous delegations. M. Magee read from the paramedic report and pointed out errors that she believes should be removed. M. Magee stated that she does not understand how she can qualify for the Low Income Energy Assistance Program and have her bank account emptied by the City of Kitchener.

She noted that she has filed a complaint with the Office of the Independent Police Review Director that was deemed frivolous. She noted that she has an audio recording 1831441
of the event that contains confidential information and requested the Region’s assistance with reviewing the recording and her related documentation in order to create a letter of understanding regarding the errors in the report. Documents submitted by M. Magee after the meeting have been appended to the original minutes.

The Committee recessed at 1:10 p.m.

The Committee reconvened at 1:30 p.m.

*T. Galloway was not present when the meeting reconvened.

b) Kayla Andrade, Ontario Landlords Watch, re: Impact on Including Water Costs with Rent for Social Assistance Recipients

Vice-Chair S. Foxton noted that K. Andrade has chosen to defer her presentation until May 26, 2015.

Presentations

a) Douglas Bartholomew-Saunders, Commissioner, Community Services re:
   Community Services Departmental Overview – Seniors’ Services and Children’s Services Divisions

The presentation was deferred until April 14, 2015.

b) Tracy Jasmins, Marketing & Communications, Crime Prevention Council re: CPC-15-02, Social Media Committee - THINK Campaign Update

T. Jasmins provided a presentation on the THINK Campaign. A copy of the presentation is appended to the original minutes. She explained that due to the large amount of technology usage by youth, the Crime Prevention Council has created a social media committee to work on encouraging appropriate use of social media. The THINK campaign has focused on encouraging high school students to consider the potential impacts before they use social media. She noted that the campaign has been shared across the country and with international organizations.

*T. Galloway entered the meeting at 1:37

The Committee thanked T. Jasmins for her presentation and for the work of the CPC on this and other projects.

Request to Remove Items from Consent Agenda

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

Motion to Approve Items or Receive for Information

Moved by K. Kiefer
1831441
Seconded by D. Jaworsky

That the following items be approved:

- That the Regional Municipality of Waterloo approve the Community Advisory Board recommendations and entering into agreements with the following agencies for up to a total of $375,534, subject to receipt of Federal Government Homelessness Partnering Strategy (HPS) funding:
  - Cambridge Shelter Corporation to a maximum of $115,161 for the period April 1, 2015 to March 31, 2016;
  - Kitchener-Waterloo Young Women’s Christian Association to a maximum of $115,161 for the period April 1, 2015 to March 31, 2016;
  - K-W Urban Native Wigwam Project to a maximum of $25,212 for the period April 1, 2015 to March 31, 2016;
  - K-W Working Centre for the Unemployed to a maximum of $120,000 for the period April 1, 2015 to March 31, 2016;

And That the Regional Municipality of Waterloo approve entering into agreements with agencies or consultants in a form acceptable to the Regional Solicitor, as determined by the Commissioner of Community Services and recommended by the Community Advisory Board to ensure the HPS allocation is fully utilized from April 1, 2015 to March 31, 2019 as outlined in report CSD-HOU-15-07, dated March 24, 2015.

- That the Regional Municipality approve the construction of expanded shared community partner space as part of the redevelopment of the Elmira Children’s Centre as outlined in report CSD-CHS-15-06/ COR-FFM-15-03, dated March 24, 2015.

- That the Regional Municipality of Waterloo authorize the Commissioner of the Community Services Department to approve the Quality Improvement Plan annually as outlined in report CSD-SEN-15-04, dated March 24, 2015.

And that the following items be received for information:

- PHE-PSV-15-02, Donation of Retired Ambulance
- PDL-CUL-15-08, Waterloo Region Museum – City of Kitchener Municipal Heritage Register Listing  

Carried

Regular Agenda Resumes

Reports – Public Health and Emergency Services

a) PHE-PSV-15-03, Paramedic Services Performance Measurement Quarterly Report – October to December 2014 (Presentation)

Stephen Van Valkenburg, Director/Chief Emergency Medical Services, provided a presentation on the performance indicators for paramedic services. A copy of the presentation is appended to the original minutes. He explained that 2014 had the highest ever call volume with the last quarter being exceptionally high. S. Van Valkenburg noted that off load delays are down from the highest levels in 2012 but have increased from 2013. He noted that the time spent in situations where there was no ambulance available to respond was above the historical average.

The Committee discussed the possible reasons for the increases and budgetary challenges should the trend continue. Committee members encouraged patience, to ensure that this is not just a one time spike but encouraged staff to consider developing a public education campaign on when to call 911, and continuing to work to decrease the offload delays.

In response to a question from the Committee, S. Van Valkenburg stated that information could be brought in the future regarding increasing response times in Cambridge.

Dr. Liana Nolan, Commissioner/Medical Officer of Health noted that information on the rate and impact of the aging population can be provided as a part of the review of the master plan.

*D. Craig left the meeting at 2:14 p.m.

Received for information.

b) PHE-15-02, Education and Enforcement Plan for the Smoke-Free Ontario Act Amendments

Sharlene Sedgwick-Walsh, Director, Healthy Living Division, provided an overview of report. She explained that the amendments to the Smoke-Free Ontario Act that came into effect on January 1, 2015 prohibit smoking on bar and restaurant patios, smoking at
children’s playgrounds and public sports fields and surfaces, and selling tobacco on university and college campuses. Public Health and Licensing and Enforcement Services staff have been working together to provide education to relevant stakeholders regarding the changes. After June 2015 a system of progressive enforcement will begin.

*K. Kiefer left the meeting at 2:18 p.m.

Received for information.

**Reports – Planning, Development and Legislative Services**

PDL-CUL-15-06, Region of Waterloo Museums 2014 Highlights, 2015 Planned Initiatives and Strategic Directions (Presentation)

Tom Reitz, Manager/Curator, provided a presentation on the work undertaken by the Region’s museums in 2014 and the initiatives planned for 2015. A copy of the presentation is appended to the original minutes. He explained that over 100,000 people visited the various museum facilities in 2014 and donated over 20,000 to community organizations and fund raising events.

The Committee thanked staff for the presentation.

T. Galloway recommended that a tour of the curatorial center be considered for inclusion on the spring bus tour.

Moved by K. Redman

Seconded by S. Shantz


And that staff provide progress updates to Regional Council in conjunction with the annual Museums Highlights report.

Carried

**Information/Correspondence**

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

**Other Business**

1831441
S. Shantz invited members of the Committee and the public to attend the Elmira Maple Syrup Festival on March 28, 2015.

**Next Meeting – April 14, 2015**

**Adjourn**

Moved by K. Redman

Seconded by W. Wettlaufer

That the meeting adjourn at 2:30 p.m.

Carried

**Committee Vice-Chair**, S. Foxton

**Committee Clerk**, T. Brubacher
THINK Update to CSC

March 2015

Tracy Jasmins,
Waterloo Region Crime Prevention Council
DID YOU KNOW?

2013 STATISTICS

- **100 hours** of video uploaded / minute
- **500 years** of video watched / day
- **400 million** tweets sent / day
- **40 million** pictures uploaded / day
DID YOU KNOW?

Children ages 8-18 spend on average 7 hours 38 minutes per day accessing technology

Whelan, The Bully in the Backpack, 2011
DID YOU KNOW?

3,339 text messages per month

Neilson, 2013
WITNESS CYBERBULLYING

Ipsos Reid survey, 2013

ONE IN FIVE

Waterloo Region Crime Prevention Council

Together for a Safer Community
TEENS BULLIED ONLINE

Ipsos Reid survey, 2013

ONE IN TEN

 вместе עבור קהילה מושלמת
JULY 2012
SOCIAL MEDIA - TRENDS

- Bullying – rumours, threats, impersonation, harassment
- Cyberstalking / Controlling Behaviour
- Sexting
- Sharing inappropriate photos
- Incidents of suicide
SOCIAL MEDIA COMMITTEE

- Waterloo Catholic District School Board
- Waterloo Region District School Board
- Waterloo Regional Police Services
- Waterloo Region Suicide Prevention Council
- Lutherwood
- John Howard Society of Waterloo Wellington
- Women’s Crisis Services of Waterloo Region
- Region of Waterloo Public Health
- Alison Neighbourhood Association
- Sunnydale Community Association
- Canadian Mental Health Association
- Community Members

Together for a Safer Community
MISSION

To encourage the appropriate use of social media as a tool to support learning and communication that is respectful, kind and in no way hurts or degrades others.
MANDATE

ENGAGE: Foster and promote responsible digital citizenship

COLLABORATE: Work in partnership with private business, local government, social agencies, local media and educational institutions

EDUCATE: Provide resources and strategies to all sectors of our community who act as partners committed to a safer Waterloo Region
Evolution of a poster

Before You... THINK!

T - Is it true?
H - Is it helpful?
I - Is it inspiring?
N - Is it necessary?
K - Is it kind?

Take the pledge...

Together for a Safer Community
2012 - PILOT

Before you...

THINK!

T - Is it true?
H - Is it hurtful?
I - Is it illegal?
N - Is it necessary?
K - Is it kind?

Take the pledge...

Together for a Safer Community
2012 - PILOT

THUMBS UP TO THINKING

Waterloo Region Crime Prevention Council
Together for a Safer Community
NOV. 2013 - LAUNCH
2013

THINK!

Before You...

T - Is it true?
H - Is it helpful?
I - Is it inspiring?
N - Is it necessary?
K - Is it kind?

RESPECT YOURSELF.
RESPECT OTHERS.

Facebook | Twitter | Google+ | YouTube | Text

www.preventingcrime.ca/THINK

Together for a Safer Community
www.preventingcrime.ca/think
**CYBERBULLYING RAP SHEET**

**What is Cyberbullying?**

Cyberbullying is defined as hurtful, hostile, and aggressive behavior communicated through social media and texting. The virtual world allows individuals to remain anonymous, making online bullying secretive and aggressive.

...as many as 51% of youth have experienced cyberbullying through social networking.

**Trends**

Teenagers spend 2 hours a day online, and 30 minutes a day on their mobile phone. 70% of teens have a smartphone.

**What Can You Do?**

If you or someone you know is being bullied:

- Reach out to an adult;
- Communicate with family and friends;
- Know your rights and report incidents;
- Contact your local police;
- Block unwanted contact;
- Stay calm and speak up;
- Seek support from friends and family;
- Consider seeking professional help.
2014 – 30 DAYS OF THINK
POSTERS
- WRDSB all schools
- WCDSB all schools
- Other schools (French, Islamic, private)

PRESENTATIONS
- WAYVE Training Day
- Kitchener Youth Action Council (KYAC)
- WCDSB Parent involvement committee
- WRDSB Assembly of Parent School Councils
- WRDSB Computer Contacts
- WRDSB Safe & Inclusive Schools Conference
THINK FIRST
November 1-9
• Share an internet safety tip
• Create your own THINK acronym
• Create a THINK word cloud
• Create a THINK meme
• Create a THINK banner
• Create a THINK pledge for your school. Make a video and challenge others to take the pledge.
• Map your Apps’ by creating a digital footprint graphic of all the social media you use – in the shape of a footprint!
• Create a slideshow – how to be a good digital citizen
• Create a recipe for Digital Citizenship – what are the ingredients?

THINK KINDNESS
November 10-16
• Compliment someone online
• Perform a Random Act of Kindness. Capture it.
• Create an image with a KINDNESS caption or quote.
• Create a list of suggested RAKs. Be creative.
• Send a thank you note
• Create a recipe for KINDNESS – what are the ingredients
• Create a KINDNESS word cloud
• Create a picture or poster showing why KINDNESS matters
• Create a KINDNESS pledge
• Create a Bitstrips comic about KINDNESS

THINK RESPECT
November 17-23
• Take a selfie with someone you respect
• Share a Netiquette tip
• Create an image with a RESPECT caption or quote
• List 5 synonyms for the word RESPECT
• Create a RESPECT word cloud
• Create a Bitstrips comic about RESPECT
• Create a recipe for RESPECT – what are the ingredients
• Create a commercial to sell respect – what are the features and benefits
• Create a poster with the slogan “Respect Yourself. Respect Others.”

THINK SUPPORT
November 24-30
• Take a selfie with a supportive adult at school
• Share links to community supports
• Create a word cloud about where to seek help
• List ways to help a friend
• Write a poem or song about how you are not alone
• Create a video about the importance of getting help or asking for help
• Create a commercial or poster about who to go to at your school if you need help
• Create a THINK acronym about support & help

WEEKLY PRIZES
iPods • iPads • iTunes Cards • Chromebook • Guest Speakers
www.preventingcrime.ca/THINK
Contest rules and regulations available online.
think before you type
DON'T POST ANYTHING ONLINE
YOU DON'T WANT YOUR GRANDMOTHER TO SEE...
30 Days Of Think

You're an awesome kid! Thanks for being awesome!

You're kind of a thoughtful! Thanks for being awesome!

I love your Firebird Spirit! You make me smile every day.

You rock! Have a great day.

Thanks for all you do to make this a great school.

You're cool, kid!
PRESENTATIONS
EVENTS

• CTV Day to End Bullying
• Suicide Prevention Day
• WE DAY
• "You Need To Know" Mental Health Fair (grade 7&8)
• The Committee of Youth Officers (COYO) Conference
• Wilfrid Laurier University
POSTER REQUESTS
MEDIA COVERAGE

- CTV ProvinceWide
- Woolwich Observer Extra
- 570 News
- The Record
- Rogers Daytime
- Exchange Morning Post
- CTV News
- The Record Cyberbullying Serial (6 part)

- 570 News (Midday w/ Eric Drozd)
- CTV Kitchener
- The Record
- Cambridge Times
- Waterloo Chronicle
- Ayr News
- Kitchener Citizen (East & West)
THINKing Ahead

- Community Launch
  - THINK Charter
  - Champions - BOLD

- Continue @ Elementary
  - "9th" Walk approach
  - Gr. 9→12

- Hate Crime Ex. (HCEIT)
  - Community Partnerships

- WAVE
  - Parents
  - University
  - Video

November

30 days of THINK

- Elementary
- Community
- Parents

- Ranger
- HCEIT
- Secondary

Launch

Video - 30 sec.
THINKing Ahead

- Elementary & Secondary Schools (peer to peer)
- University
- Parents
- Workplace
- Community Champions
www.preventingcrime.ca/think

@30DaysofTHINK

THINK

@30DaysofTHINK
The report contains four indicator categories:

1) Volume and Service Level (How much did we do?)
2) Compliance and Quality Assurance (How well did we do it?)
3) Efficiency (How efficiently did we do it?)
4) Service and Quality Impact (How well is the service being performed?)

To produce this report and the indicators included in it, a number of data sources were utilized.

a) Ambulance Dispatch Reporting System (ADRS)
b) Central Ambulance Communications Centre (CACC)
c) St. Mary’s Hospital
d) Paramedic Services TabletPCR
# Paramedic Services

## Quarterly Performance Report Q4 2014

### Volume and Service Level

<table>
<thead>
<tr>
<th>Dispatch priority code</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Deferrable</td>
<td>764</td>
<td>707</td>
<td>678</td>
<td>646</td>
<td>430</td>
<td>401</td>
</tr>
<tr>
<td>2 – Scheduled</td>
<td>250</td>
<td>201</td>
<td>200</td>
<td>254</td>
<td>176</td>
<td>167</td>
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<tr>
<td>3 – Prompt</td>
<td>7,125</td>
<td>9,491</td>
<td>10,071</td>
<td>10,151</td>
<td>9,308</td>
<td>10,054</td>
</tr>
<tr>
<td>4 – Urgent</td>
<td>22,685</td>
<td>20,882</td>
<td>22,421</td>
<td>24,016</td>
<td>24,822</td>
<td>26,652</td>
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</table>

<table>
<thead>
<tr>
<th>Rate per 1,000 (YTD)</th>
<th>60.2</th>
<th>60.4</th>
<th>63.7</th>
<th>66.2</th>
<th>65.0</th>
<th>69.7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual change (%)</td>
<td>-0.7%</td>
<td>0.4%</td>
<td>5.4%</td>
<td>3.9%</td>
<td>-1.9%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total calls (YTD)</th>
<th>30,824</th>
<th>31,281</th>
<th>33,370</th>
<th>35,067</th>
<th>34,736</th>
<th>37,274</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual change (%)</td>
<td>0.1%</td>
<td>1.5%</td>
<td>6.7%</td>
<td>5.1%</td>
<td>-0.9%</td>
<td>7.3%</td>
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<td>7.3%</td>
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</table>
Paramedic Services
Quarterly Performance Report Q4 2014

Compliance and Quality Assurance

Response time performance plan compliance by CTAS
Waterloo Region, 2013-2014

- SCA (≤6:00)
  - 2012: 42%
  - 2013: 42%
  - 2014: 39%
  - Approved 2013/14 ROW Target: 50%

- CTAS 1 (≤8:00)
  - 2012: 66%
  - 2013: 75%
  - 2014: 66%
  - Approved 2013/14 ROW Target: 70%

- CTAS 2 (≤10:30)
  - 2012: 82%
  - 2013: 84%
  - 2014: 83%
  - Approved 2013/14 ROW Target: 80%

- CTAS 3 (≤10:30)
  - 2012: 77%
  - 2013: 79%
  - 2014: 78%
  - Approved 2013/14 ROW Target: 80%

- CTAS 4 (≤10:30)
  - 2012: 74%
  - 2013: 75%
  - 2014: 74%
  - Approved 2013/14 ROW Target: 80%

- CTAS 5 (≤10:30)
  - 2012: 71%
  - 2013: 73%
  - 2014: 71%
  - Approved 2013/14 ROW Target: 80%
Efficiency Indicators
Offload Delay

|       | 2011 | 2012 | 2013 | 2014 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD total | Annual total |
|-------|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------|-------------|
|       | 30.7 | 35.6 | 31.1 | 27.3 | 27.3| 25.3| 23.5| 25.3| 23.5| 27.7| 20.9| 20.6| 22.7| 14.5| 13.0| 292.9   | 292.9       |
|       | 31.9 | 27.3 | 31.3 | 26.4 | 26.5| 20.8| 18.7| 17.9| 25.6| 31.2| 23.0| 35.8| 316.2| 316.2|     |         |            |
|       | 26.6 | 17.5 | 11.2 | 12.3 | 9.7 | 9.5 | 8.6 | 9.7 | 11.2| 10.3| 6.2 | 11.5| 144.3| 144.3|     |         |            |
|       | 19.6 | 15.7 | 17.3 | 18.6 | 16.4| 13.9| 8.8 | 10.5| 11.9| 17.9| 17.8| 19.2| 187.6| 187.6|     |         |            |
Efficiency Indicators

Code Yellow

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<th>Month</th>
<th>2013</th>
<th>2014</th>
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<tr>
<td>Jan</td>
<td>9.9%</td>
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<tr>
<td>Feb</td>
<td>8.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Mar</td>
<td>4.5%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Apr</td>
<td>5.5%</td>
<td>10.9%</td>
</tr>
<tr>
<td>May</td>
<td>4.6%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Jun</td>
<td>6.2%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Jul</td>
<td>3.2%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Aug</td>
<td>3.1%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Sep</td>
<td>6.6%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Oct</td>
<td>7.8%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Nov</td>
<td>5.7%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Dec</td>
<td>6.5%</td>
<td>10.6%</td>
</tr>
</tbody>
</table>


Historical average: 6.9%
Efficiency Indicators

Code Red

Per cent (%)

<table>
<thead>
<tr>
<th>Month</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<tbody>
<tr>
<td>2013</td>
<td>1.03</td>
<td>0.65</td>
<td>0.22</td>
<td>0.09</td>
<td>0.24</td>
<td>0.41</td>
<td>0.00</td>
<td>0.17</td>
<td>0.12</td>
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<td>2014</td>
<td>0.25</td>
<td>0.39</td>
<td>0.30</td>
<td>0.61</td>
<td>0.63</td>
<td>0.60</td>
<td>0.12</td>
<td>0.40</td>
<td>0.46</td>
<td>0.97</td>
<td>0.69</td>
<td>1.16</td>
</tr>
</tbody>
</table>

Region of Waterloo Museums

5 museum facilities

146,380 square feet in 34 buildings

Waterloo Region Museum
Doon Heritage Village
Joseph Schneider Haus
McDougall Cottage
Curatorial Centre
... inspired citizens

107,114 people visited the Region of Waterloo museums in 2014

5,127 open hours in 2014
... hands-on learning

37 education programs
... centres of discovery and learning

31,628 school children participated in curriculum-based education programs
... hands-on fun
... engaged citizens

Number of university and college students employed over three semesters: 99

More than $20,000 donated in support of community organizations and fund raising events

48 weddings
... involved citizens

1,100 people contributed

20,545

hours of volunteer time
53,259 artifacts
1 million archaeological artifacts
5,462 reference books
123 internments
… identity and belonging

12 reciprocal admission partners
... inspire

Seeds in Disguise
The Biology and Lore of Ornamental Seeds
On Exhibit Sept. 20 to Dec. 24, 2014

Evolving Urban Landscapes:
A Photographic Memoir
... dynamic
... understand our place in the world

781 memberships
... looking to the future

Essential to understanding our collective place in the world – past, present and future

www.regionofwaterloo.ca/museums