

PATHWAY POTENTIAL

- 2018 A YEAR IN REVIEW -



Learn more about what **Pathway To Potential (P2P)** was up to in 2018 through the lens of our **9-point Social Investment Plan**



1

Foundational Services

Promoted foundational services which support residents who require assistance with basic needs.

Collaborated on **Housing Services' Point in Time Count** of people experiencing homelessness.

OMSSA Local Municipal Champion Award Recipient – Pathway to Potential Team.

- ✓ Supported the development of a local **Rent Smart Program** to increase successful tenancies in Windsor Essex
- ✓ Distributed **Oral Hygiene Packages** to people experiencing or at risk of homelessness

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Supportive Partner

Worked with local lead organizations committed to key community projects that improve the quality of life for residents.

- ✓ **Social Investment Plan** presentation at WELIP Spring Council meeting.
- ✓ Hosted a **Social Procurement Forum** with local leaders to discuss innovative social investment practices.
- ✓ Participated in the Leadership Council and Data & Evaluation working group of the **ProsperUs Cradle to Career Strategy**.



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Council Involvement

Asked to champion opportunities, at all levels of government, which promote self-sufficiency, social inclusion and personal development for residents.

- ✓ P2P received a \$230,500 budget increase (\$143,000 from City Council and \$87,500 from County Council) to better meet local needs
- ✓ Proclamation for the **UN International Day for the Eradication of Poverty** (3rd Straight Year)
- ✓ Policy amendments permitting the creation of **Secondary Suites** to increase affordable housing options
- ✓ Reintroducing **fluoridated water**, a safe and cost-effective way to improve oral health for all

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Corporate Involvement

Worked collaboratively with municipal departments (i.e. Transit Windsor & 211/311) to inform programs/services through a social inclusion and equity lens.

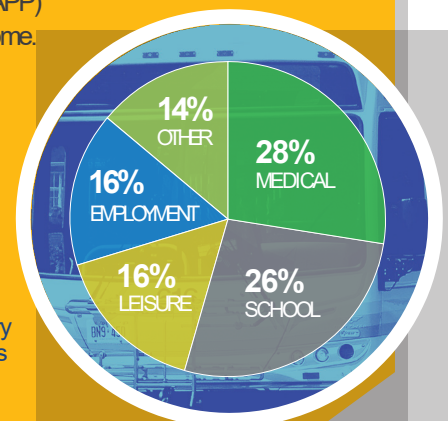
- ✓ Participated in **Tamarack's Municipal Communities of Practice**
- ✓ Provided research and support for the **Municipal Sharps Disposal Bin Project** which led to the installation of 7 bins across the City.
- ✓ Partnered with 211 to conduct a community roundtable with key community partners on the accessibility of the **Provincial Affordability Fund**.
- ✓ Facilitated focus groups for the **Recreation Master Plan** with organizations and people with lived experience of poverty.

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Affordable Transportation

Continued work with Transit Windsor on the delivery of the **Affordable Pass Program (APP)** for residents living in low-income.

- ✓ **1,749** new clients were approved for the program
- ✓ **4,365** affordable passes sold to residents who are on a low-income
- ✓ More than half of all new clients indicated their primary use for the **Affordable Pass** as follows:



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90% Recreation Discounts

Continued collaborations to promote social inclusion through recreational, cultural, and artistic programs for children living in low-income.

✓ 593 children & youth accessed external programming offered through 17 external organizations

A 126% increase from last year!

✓ 4,185 children & youth accessed City of Windsor programming

✓ 1,759 children and youth accessed County programming

✓ 3,084 people splashed into Adventure Bay

A 129% increase from last year!

✓ 146 adults accessed County programming



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Investing in Neighbourhoods

Investments with P2P funded organizations delivered programming in neighbourhoods across Windsor and Essex County.

450 children participated in the Windsor Essex Community Housing Corporation Summer Recreation Camp

511 unique adults utilized Connections: Be Back Soon program, which supports caregivers find work

328 Computers provided to children in need through Computers for Kids

3,065 paid hours were worked by residents on social assistance or a low-income through the Access Garden-to-You to you program

334 Youth participated in Drouillard Place After School programs

CommUnity Partnership (CUP) has initiatives in 7 locations across Windsor and Essex County

On average, 57 youth per month attend CUP's STAR Afterschool program for behaviour management and social skill development.



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Communications & Awareness

Worked with the City of Windsor Communications Department to enhance awareness of social investment efforts through a multi-media strategy

✓ Launched first ever Affordable Transit Pass program marketing strategy

✓ Presented at municipal and provincial conferences on best practices in social investment and poverty reductions strategy

✓ Held educational "Lunch and Learns" for City and community partners about Pathway to Potential and social investments.

✓ Distributed 35,000 P2P subsidy flyers to schools

✓ P2P Newsletter sent to over 400 subscribers

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Data Collection & Impact

Worked with our partners to share appropriate data and utilize open data resources.

✓ Collected and evaluated program data across 18 funded strategies

✓ Hired Social Investment Data and Research Analyst/ Special Projects Development Officer position

