



Background

As a regional strategy, Windsor City Council and the County of Essex Council approved the creation of a **comprehensive 9-point plan called Pathway to Potential (P2P)**. The City of Windsor and the County of Essex have invested \$2,177,000 in P2P each year since 2017. P2P’s focus is on making **social investments in residents, neighbourhoods, and within the community**. The 9-point plan is designed to positively impact lives every year.

The 9-point Social Investment Plan builds on existing community capacities and resources to:

**CITY OF WINDSOR
+
COUNTY OF ESSEX
INVESTMENT**

**\$2.1M
EACH YEAR SINCE
2017**



1 Promote foundational services or programs that support those who require assistance with basic needs



2 Work with lead community organizations on key projects aimed at improving the quality of life for residents



3 Champion opportunities toward betterment for residents at senior levels of government



4 Enhance or collaborate on equity and social inclusion frameworks to existing municipal programming



5 Remove transportation barriers for individuals living on a low-income



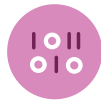
6 Create inclusive opportunities for children in low-income families through recreation and culture



7 Invest in neighbourhoods impacted by poverty and other complex community challenges



8 Communicate the strengths and community achievements through strategic promotion



9 Utilize best practices in data collection, analysis and reporting to enhance social investments

Through this roadmap, P2P provides funding for 24 programs across Windsor-Essex, including community agencies that **support vulnerable youth and families**; works with municipal departments to **remove accessibility and financial barriers**; and collaborates with community leaders toward a **shared vision of community prosperity**.



Be Back Soon (BBS)

The Be Back Soon Program offers eligible parents an opportunity to leave their children, 0 to 6 years of age, at the Connections Early Years Family Centre for a short period while they attend medical, legal, social service or counseling appointments, job interviews, or workshops.

458

CHILD CARE
APPOINTMENTS

The majority of parents used BBS to attend workshops **45%**, go to social service appointments **21%**, and attend medical appointments **20%**.

100% of the parents that responded to the 2019 Be Back Soon survey rated the program as Excellent. Parents reported that their children enjoyed coming to the program, the program helped to improve their financial status, and they would not be able to attend appointments if the program were not available.

“While my daughter was attending the program I was able to job search and found a job in three weeks, only because of you. Now I am working and she is attending daycare. She is doing so much better, with her speech, socializing, she is completely toilet trained (since the Be Back Soon Program) and independent. She is having the best time of her life and it is because you helped her get there.”

– Be Back Soon Parent

DID YOU KNOW?

In a report by Statistics Canada on the use of childcare services, data indicated that 10-15% of families with children aged 1 to 5 years of age did not use childcare due to a precarious work situation (unemployed or irregular work schedule). Another 8% were not using childcare because it was unaffordable.

The availability of low-cost childcare services correlates with an increase in the employment rate for mothers: an estimated 4% increase in the maternal workforce occurred after the introduction of universal childcare in Quebec.

Source: Parents' use of child care services and differences in use by mothers' employment status (statcan.gc.ca)

After School Programs

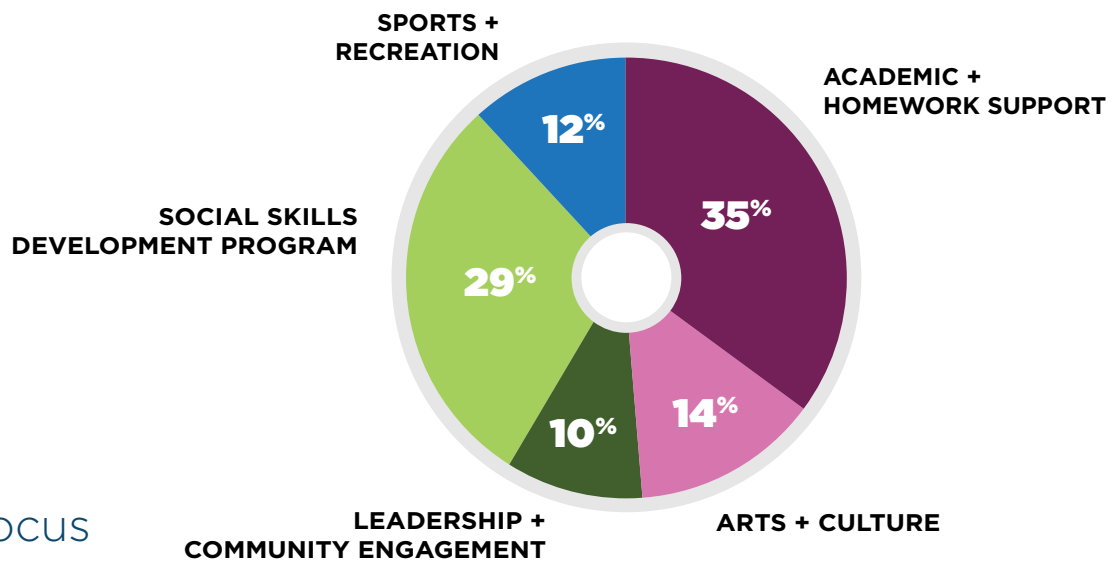
Drouillard Place hosts multiple after school programs in the Ford City and Grandview communities for youth and teens aged 5 to 17.

Programs provide help with homework, digital literacy and access to technology, life and social skills development, snacks, leadership and community engagement, recreational activities, and more. Youth and teens are provided with a comfortable, welcoming, and inclusive atmosphere.

135
GRANDVIEW
155
TEEN CENTRE

On average, 135 youth attended the Grandview programs and 155 attended the Teen Centre, located in Ford City, each quarter.

Majority of program time spent on Academic & Homework Support **35%** and Social Skills Development **29%**.



2019 Program Focus

DID YOU KNOW?

According to demographic information presented in the Ford City Community Improvement Plan, the neighbourhood includes a higher prevalence of lone-parent families (approximately 40%), compared to the rest of Windsor (approximately 20%). Lone-parent families are more likely to live in low income compared to the rate for Windsor overall (36.0% vs. 18.6% in 2019).

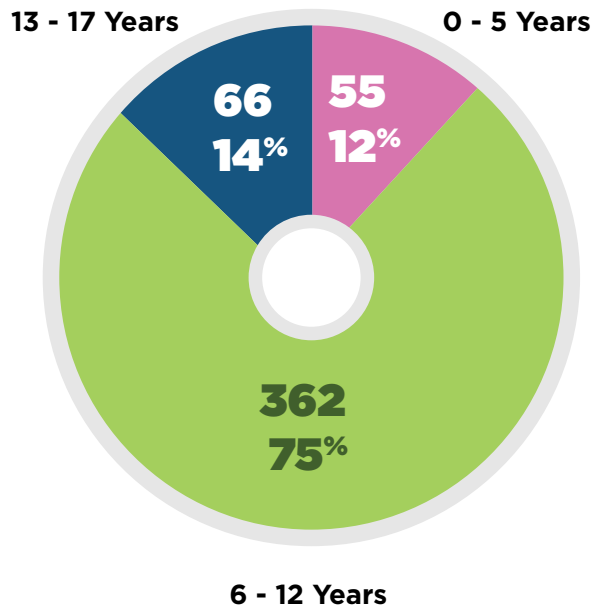
Source: Ford City CIP.pdf (citywindsor.ca)

Windsor Essex Community Housing Corporation (CHC) - Summer Recreation Program

The CHC provides a free summer recreation program in seven local housing communities. The program provides children between 4 and 17 years of age with an opportunity to participate in various positive recreational and social inclusion activities during the summer months.

483
UNIQUE CHILDREN
PARTICIPATED IN
THE PROGRAM

The majority of children were 6-12 years old **75%**



2019 CHC Summer Camp Participants by Age

DID YOU KNOW?

The Windsor Essex Community Housing Corporation (CHC) is responsible for the delivery of 4,708 housing units in the City of Windsor and County of Essex, 2,356 of which are family housing units. Approximately 12,000 Windsor-Essex residents, including lone-parent families, adults, seniors, persons with disabilities, and other family types, reside in CHC supported housing.

Source: www.wehc.com/docs/CHC-Annual-Report-2019.pdf

Computers for Kids

The Computers for Kids program refurbishes computers received through private, public and corporate donors, and distributes the computers to children living in low income and not-for-profit agencies.

365+ PROGRAM REFERRALS RECEIVED FROM ELEMENTARY AND SECONDARY SCHOOLS, NEWCOMER/SETTLEMENT SECTOR AND SOCIAL SERVICE AGENCIES.

736
ELEMENTARY

298
SECONDARY

1044

TOTAL

736 ELEMENTARY AND 298 SECONDARY STUDENTS IN WINDSOR-ESSEX BENEFITTED FROM RECEIVING COMPUTERS (1,034 TOTAL STUDENTS).

46 46 COMPUTERS WERE DISTRIBUTED TO SOCIAL SERVICES AGENCIES AND ORGANIZATIONS THAT SERVE AT-RISK YOUTH AND FAMILIES.

DID YOU KNOW?

As reported in the Overcoming Digital Divides Workshop Series by the Ryerson Leadership Lab, income plays a significant role in student access to internet services and computers from home. In 2018, only 76% of children from low-income families had access to a computer in their home, compared to 92% of children from high-income families.

Lack of access to technology may reduce the opportunity for students to develop digital literacy and skills. Students and youth without access may be at a disadvantage in educational settings and with future employment opportunities as workplaces become more digitized.

Source: <https://www.ryersonleadlab.com/framing-paper>

CommUnity Partnership (CUP)

CUP formed to revitalize neighbourhoods and support community growth and development. CUP works toward reducing residents' depth of poverty by addressing gaps in services and enhancing opportunities in six primary domains: mental and physical health, advocacy and access to networks, education opportunities, recreation, food security, community sharing and mobilization.

CUP provided services in 6 unique communities and neighbourhoods: Glengarry neighbourhood, 255 Riverside, Drouillard Terrace, Ouellette Manor, Reginald, and Leamington.

Advocacy supports:

- * CUP held **254** advocacy outreach events and implemented assertive outreach strategies for **2,823** participants
- * **119** Tenant group events held at Glengarry

Mental & Physical Health supports:

- * CUP held **1,611** mental health assertive outreach events/interventions with **2,713** participants, in addition to **580** events and **576** interventions for Mental Health Support & On-Site Counselling
- * **321** individual client sessions were held and **504** participants attended Leamington group programs

Education Opportunities:

- * An average of **75** youth (ages 11 to 17) attended the READY Program Club each month
- * An average of **83** youth (ages 6 to 10) attended the STARS Afterschool Program each month

DID YOU KNOW?

CUP provided work placements for 43 post-secondary students from Social Work (32), Nursing (7), Child & Youth Care (3), and Music Therapy (1) disciplines. Students contributed 12,600 total hours of work with an employment value of \$176,400 (based on a minimum wage of \$14/hour).



90% Recreation Discounts

Continued collaborations to promote social inclusion through recreational, cultural, and artistic programs for eligible low-income families in Windsor-Essex County.

Programs in the City of Windsor are available for children 0-17 years of age and include internal recreation programs, Windsor Aquatics, and external Brokerage programs. Recreation program discounts for low-income families are also available toward a variety of programs across municipalities in Essex County, including Amherstburg, Essex, Kingsville, Lakeshore, LaSalle, Leamington, and Tecumseh.

584

CHILDREN AND YOUTH
ACCESSED PROGRAMMING
OFFERED THROUGH
17 EXTERNAL
ORGANIZATIONS

4299

CHILDREN AND YOUTH
ACCESSED CITY OF
WINDSOR PROGRAMMING

3269

PEOPLE SPLASHED INTO
ADVENTURE BAY

1269

CHILDREN AND YOUTH
ACCESSED COUNTY
PROGRAMMING

236

ADULTS ACCESSED
COUNTY PROGRAMMING

DID YOU KNOW?

“Recreation activities for children are a vital method of learning. Through play and participation in recreational activities, children are able to gain a sense of mastery, develop positive self esteem, further develop their creativity, enhance their social skills and explore and manipulate their environment.” - Gender & Health Collaborative Curriculum Project

Source: Recreation, arts and cultural activities (genderandhealth.ca)

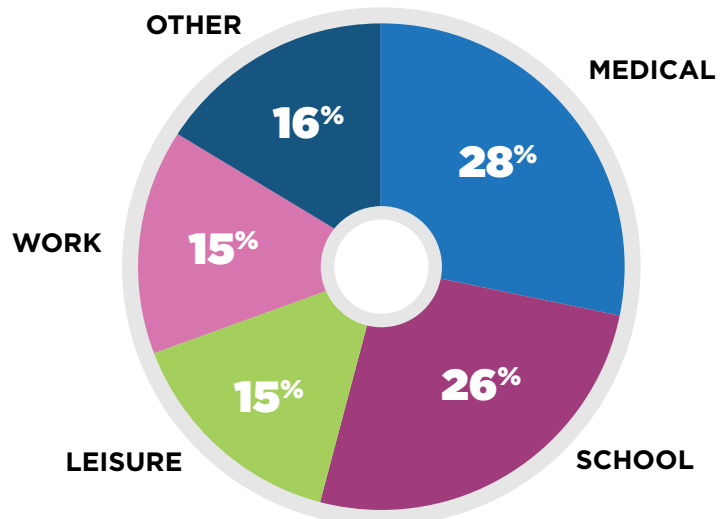


Transit Windsor - Affordable Pass Program

The Affordable Pass Program (APP) provides a 49% discount toward the purchase of a 30-day bus pass for eligible families living with low income. Providing access to affordable transportation reduces barriers for low-income households and assists with travel to work, school, and/or services across the community. Affordable transportation programs are considered a poverty reduction best practice.

- * **1,714** new clients were approved for the APP
 - **1,073** new adults and **641** new students
- * **4,752** affordable passes were sold
- * APP clients were able to save up to **\$567.60** during the year on their transportation costs
- * The Affordable Pass Program has expanded to include LaSalle Transit riders
- * P2P provided input through an equity and social inclusion lens to the More than Transit Master Plan adopted by City Council

More than half of applicants indicated their primary use for the Affordable Pass as follows:



DID YOU KNOW?

In July 2019, the LTW Transit Route 42 was launched providing service between Leamington and Windsor, with stops in Kingsville and Essex.

The route includes stops at the St. Clair College Windsor Campus, the Essex Centre Sports Complex, Kingsville Arena Complex, and the Nature Fresh Farms Centre in Leamington.

Source: <https://www.leamington.ca/en/our-community/ltw-transit.aspx>

ACCESS Garden to You Program

The Garden-To-You Social Enterprise and Employment Program provides paid employment and training opportunities for ODSP and OW recipients, and other individuals on a low income, to increase their income before benefit deductions and help them gain valuable job experience.

24 UNIQUE INDIVIDUALS WERE EMPLOYED BY THE PROGRAM AND WORKED A TOTAL OF **2952** HOURS

TOTAL INCOME SUPPLEMENTED BY THE PROGRAM WAS ESTIMATED AT **\$47,232**

INDIVIDUALS WERE PAID A LIVING WAGE AT **\$16.00/HR**

\$17,200 THROUGH SALES GENERATED FROM COMMUNITY SUPPORTED AGRICULTURE (CSA'S) AND VALUE ADDED PRODUCTS SOLD AT FARMER'S MARKETS.

DID YOU KNOW?

In 2019, 13.2% of individuals receiving Ontario Works (OW) and 10.8% of individuals receiving Ontario Disability Support Program (ODSP) benefits reported employment earnings across the province.

Source: Poverty Reduction Strategy Indicators Update



RentSmart

RentSmart Ontario is a housing stability model offering education, life skills, and support to tenants, landlords and community organizations with one goal, successful tenancies.

In 2019, Pathway to Potential and Housing Services worked together to implement the RentSmart Ontario program in Windsor-Essex County. An Expression of Interest (EOI) was sent to all appropriate community agencies that would work with prospective tenants and/or landlords. Housing Services incorporated the ongoing commitment to deliver RentSmart in their **10 Year Housing and Homelessness Master Plan**.

12 community agencies successfully submitted an expression of interest (EOI) to receive RentSmart Community Educator training. In December 2018, **14** trainers participated in a four (4) day RentSmart Educator “Train-the-Trainer” session.

66

**RENTSMART
COURSES WERE
HELD IN
WINDSOR-ESSEX**

**RESIDENTS COMPLETED
TRAINING, WHICH MET OUR
TARGET SET FOR THE YEAR
(500 TRAINED)**

501

73%

**OF PARTICIPANTS WERE NEWCOMERS,
INCLUDING NEWCOMER WOMEN,
YOUTH, AND SENIORS**

Feedback from RentSmart graduates indicated they gained valuable knowledge about housing:

“I am grateful to have the opportunity to take this course. I have learned a lot about housing; how to be a better tenant and learned what my landlord’s legal obligations are if I ever come across a housing issue.”

– Windsor-Essex RentSmart Graduate

“The RentSmart program is very informative. As a newcomer I learned many new things in this program, and now I know each and every thing about renting and how to deal with situations associated with it.”

– Windsor-Essex RentSmart Graduate

DID YOU KNOW?

RentSmart Ontario surveyed graduates two years after they had completed a course. Responses indicated positive and stable housing outcomes:

- 95% “remained stably housed at an average of 1.5 years”
- 36% “moved within the past two years”
- 84% “got full damage deposits back and their reasons for moving created further stability”
- 79% “said they continued to have a better relationship with their landlord because of the course”

Source: RentSmart Ontario Partnership Expansion Brief

Sharps Disposal Bin Project

In 2019, the City of Windsor installed freestanding sharps containers at targeted locations across the City with the goal of reducing the number of needles inappropriately discarded on private and public property.

Led by the Commissioner of Community Development and Health Services from the City of Windsor, a Sharps Disposal Bin Advisory Committee was created with multiple City departments and community partners to determine the best locations for the sharps containers. Partners include City staff from Environmental Services, 311, Windsor Police and Parks as well as representatives from the Windsor Essex County Health Unit, Ford City Neighbourhood Renewal, AIDS Committee of Windsor, Windsor Essex Community Health Centre, Downtown Windsor Community Collaborative, Our West End and the Downtown Windsor Business Improvement Area.

Staff from Pathway to Potential assisted with needle bin research, creation of an objective needle bin location assessment tool, and signage for the bins.

Between January and July 2019, **9** freestanding sharps containers were installed and over **94,000** sharps have been successfully and safely discarded into the bins.

9 FREESTANDING
SHARPS
CONTAINERS

94,000 SHARPS
DISCARDED



For more information,
please visit our website at
pathwaytopotential.ca

or email us at
p2p@citywindsor.ca

