



# PATHWAY TO POTENTIAL

## Windsor-Essex Poverty Reduction Strategy 2024 - 2028



**PATHWAY TO  
POTENTIAL**  
Poverty Reduction Windsor Essex



**County of  
Essex**

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## LAND ACKNOWLEDGEMENT

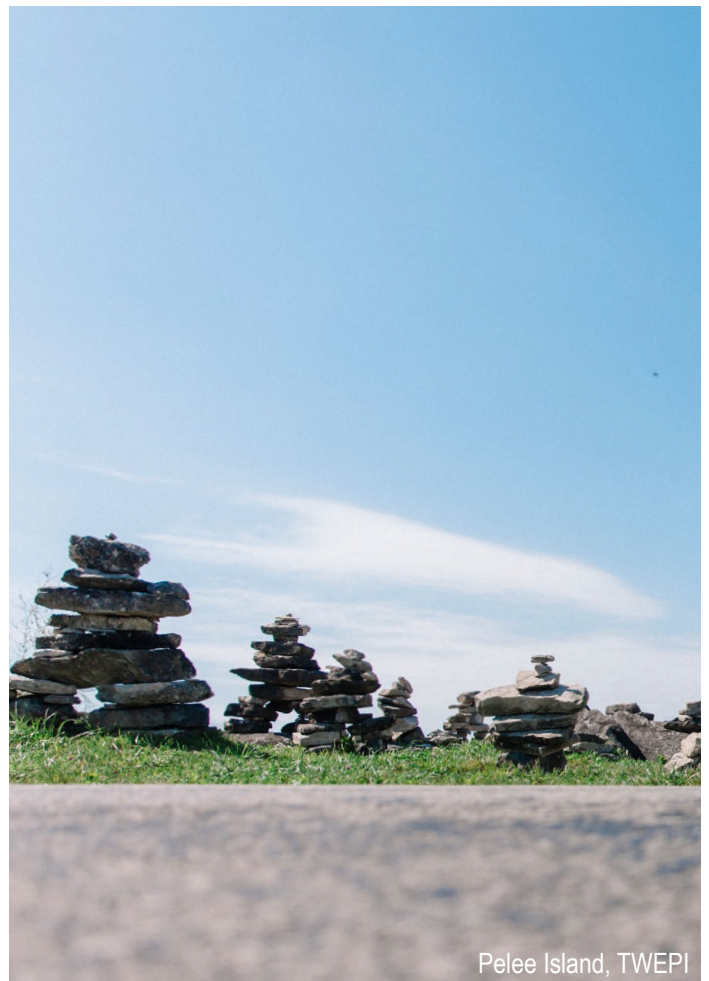
### CITY OF WINDSOR

We [I] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomie. The City of Windsor honours all First Nations, Inuit and Metis peoples and their valuable past and present contributions to this land.



### COUNTY OF ESSEX

We acknowledge the land on which the County of Essex is located is the traditional territory of the Three Fires Confederacy of First Nations, comprised of the Ojibway, Odawa and Potawatomie Peoples. We specifically recognize Caldwell First Nation and other First Nations which have provided significant historical and contemporary contributions to this region. We also value the contributions of all Original Peoples of Turtle Island, who have been living and working on this land from time immemorial.



**SECTION 1**

# EXECUTIVE SUMMARY

This document presents the City of Windsor and County of Essex’s renewed Pathway to Potential strategy for poverty reduction within the region. This strategy, developed through extensive community consultation and engagement, recognizes the multifaceted nature of poverty. Our research and stakeholder engagement highlighted that to address poverty, a collaborative, unified, and citizen-centred approach is critical across the region. With that in mind, the City and County are taking a targeted approach that moves beyond traditional measures, addressing poverty in a broader, more comprehensive manner with the citizen at the centre of all efforts.

This renewed strategy embraces community-based approaches with a focus on continuous data-informed learning and improvement to ensure that the region’s efforts are consistently evolving with the needs of the people living with poverty in our local communities. At the heart of this strategy are three core goals:

**GOAL 1**

## STRENGTHENING PRIORITY NEIGHBOURHOODS

**GOAL 2**

## ADVANCING AFFORDABLE REGIONAL PROGRAMS

**GOAL 3**

## MEASURING REGIONAL IMPACT



Civic Centre, County of Essex

THE GOALS ARE SUPPORTED BY  
**10 INITIATIVES,**  
**29 ACTION ITEMS &**  
**26 DELIVERABLES**  
OVER THE COURSE OF THE NEXT FOUR YEARS.

This citizen-centered approach is built on equity, collaboration, compassion, and inclusivity, and aims to create communities where every individual has the opportunity to thrive.



City Hall, City of Windsor

## SECTION 2

## BACKGROUND

First developed in 2008, Pathway to Potential (P2P) is the City of Windsor and County of Essex's poverty reduction strategy. Central to P2P's work is a desire to improve the lives of Windsor-Essex individuals and families living with poverty. P2P has an extensive history and its growth reflects the changing landscape of poverty reduction efforts within the Windsor-Essex community:

- **2008:** The City of Windsor and County of Essex launch a regional poverty reduction strategy known as "Pathway to Potential" (P2P).
  - **2010 – 2015:** P2P launches a Request for Proposal (RFP) process. The selected service providers deliver community and municipal programs aimed at supporting Windsor-Essex individuals and families living with poverty.
  - **2010 – 2016:** P2P develops and implements a multi-sectoral advisory committee. The committee focuses on building awareness, advocating for systemic change and developing local innovations to address poverty.
  - **2015:** P2P launches a second RFP process for community programs aimed at targeting the root causes of poverty rather than its symptoms.
  - **2016 – 2023:** Selected community service providers operate P2P-funded programs throughout Windsor-Essex County. Affordable municipal programs continue to serve Windsor-Essex individuals and families living with poverty beyond 2023.
  - **2017:** A comprehensive strategy renewal is launched and P2P is rebranded as the 9-Point Social Investment Plan. The plan is designed to enhance the existing assets of residents by making strategic social investments in Windsor and Essex County
- Since P2P's last strategy renewal in 2017, substantial changes have occurred within the poverty landscape and the dynamics impacting Windsor-Essex individuals and families living with poverty:
- **COVID-19 Pandemic –** The pandemic impacted inequality and exacerbated unemployment levels, particularly for those living with poverty. A lockdown to protect public safety against the coronavirus has led to uncertainty in the lives of families and individuals in the region and across Canada.
  - **Support Networks and Strategies –** The strategies and networks of support services related to addressing poverty have changed since 2017. Various poverty-related strategies at all levels of government have been released including:
    - Government of Canada's first poverty reduction strategy, Opportunity for All, which included for the first time in Canada's history an official definition of poverty and official measurement of poverty
    - Province of Ontario's poverty reduction strategy Building a Strong Foundation for Success
    - ProsperUs Cradle to Career Strategy (backboned by the United Way Centraide/ Windsor-Essex County)
    - Windsor-Essex Regional Community Safety and Well-Being Plan
    - Home Together: Windsor-Essex Housing & Homelessness Master Plan

- Windsor Essex Community Opioid and Substance Strategy (WECOSS)
- Windsor-Essex Local Immigration Partnership (WE LIP)
- Windsor-Essex Child Care and Early Years Service System Plan 2020-2025
- Data-Informed Decision-Making – The availability of new, rich data has increased at all levels of government. Increased access to data enables P2P to understand the poverty context within the region, and how P2P can support poverty reduction efforts.

To address the uncertainty and changing dynamics of the poverty landscape within Windsor-Essex County, P2P embarked on a comprehensive renewal of the 9-Point Social Investment Plan.

The goal of the Pathway to Potential (P2P) Strategy Renewal is to update the 9-Point Social Investment Plan. The renewed strategy aims to provide continuity in addressing regional poverty while recognizing the importance of teamwork and collaboration in improving the lives of those with lived/living experiences with poverty. It will aim to center citizens first in its delivery of services and programs, and it will leverage the use of technology to make data-informed decision-making. This renewed strategy includes a revised framework, updated vision and priorities for the next four years.

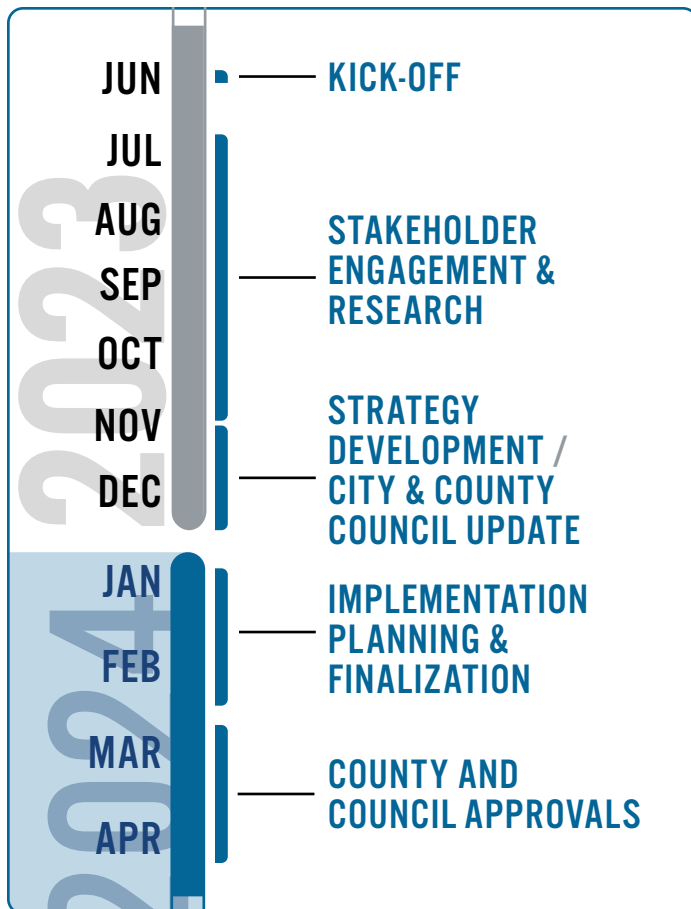
### THE 9-POINT SOCIAL INVESTMENT INCLUDED THE FOLLOWING PRIORITIES:

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

**SECTION 3**

# ABOUT THE PROCESS

In April 2023, P2P staff received City of Windsor and County of Essex Council approvals to renew the 9-Point Social Investment Plan and to launch an RFP process for a consultant to lead in the strategy renewal. StrategyCorp was the successful consultant from the RFP process. In June 2023, the Pathway to Potential (P2P) Strategy Renewal project was launched and included four phases:



Thorough research and extensive consultations were key in developing the renewed Pathway to Potential strategy. The consultation process included a range of engagement initiatives to encourage community participation including

interviews, online engagement strategies, translated project information, focus groups, public consultation sessions and surveys. More than 400 stakeholders shared their input and perspectives into the renewed strategy:

- 20 City of Windsor and County of Essex Councillor Interviews
- 11 City of Windsor and County of Essex Staff Interviews
- 72 Participants through Seven Focus Groups and Seven Interviews with Community Organizations and Pathway to Potential Partners
- 71 City of Windsor and County of Essex Residents with Lived/Living Experiences with Poverty through Four In-Person Focus Groups
- 269 Respondents to Two Digital Community Surveys through the City of Windsor Let's Talk Website
- 38 Participants attended two hybrid community feedback sessions in the City and County

**REPRESENTATIVES FROM ACROSS THE REGION WORKED TOGETHER TO INFORM THE RENEWED FRAMEWORK, INCLUDING:**

- **City of Windsor Human & Health Services staff members from the following departments:**
  - Housing Services
  - Children's Services
  - Employment & Social Services
- Windsor-Essex County Health Unit
- County of Essex staff

**SECTION 4**

# KEY FINDINGS FROM STAKEHOLDER ENGAGEMENT AND SOCIAL POLICY RESEARCH

Social policy research was conducted to better understand the Windsor-Essex region’s poverty reduction ecosystem and external trends influencing poverty reduction policies and programs. The following presents the findings from the social policy research.

## SOCIAL POLICY RESEARCH FINDINGS

### Defining Poverty

- To adequately analyze poverty reduction efforts in Windsor-Essex, it is necessary to first define poverty. Based on research and best practices, Pathway to Potential is adopting the Government of Canada’s definition of poverty:

***“The condition of a person who is deprived of the resources, means, choices and power necessary to acquire and maintain a basic level of living standards and to facilitate integration and participation in society.”***

- This definition underscores that poverty goes beyond solely financial constraints. It emphasizes that it is not just about financial issues but also about lacking essential resources, choices, and the ability to participate in society. Therefore, an effective poverty reduction strategy should extend beyond mere financial assistance. It must provide sustainable access to necessary resources, empower individuals with the



Downtown Windsor, TWEPI

autonomy to make decisions, and facilitate their active engagement in the community.

### Lessons Learned from Poverty & Pathway to Potential’s Previous Strategy

- The previous Pathway to Potential strategy, the 9-Point Social Investment Plan, was too broad and did not have a targeted approach that effectively addressed poverty related issues.
- Poverty is a complex issue that requires a strategic, unified and citizen-centered approach that is consistently applied across all organizations, governments and communities across the region.
- With \$2.1M per year currently allocated for addressing poverty through Pathway to Potential, a more focused approach is needed to drive impact.
- With a focused approach, the P2P strategy complements other important initiatives in the region designed to address various elements of poverty.



## CURRENT STATE OF POVERTY IN WINDSOR-ESSEX REGION

### Poverty Rate

Data from the 2021 Census indicate a decline in the poverty rate compared to the 2016 Census, as defined by the Market Basket Measure (MBM):<sup>2</sup>

THE POVERTY RATE FOR WINDSOR-ESSEX COUNTY IS

**7.5% IN 2021**

(▼15.1% FROM POVERTY RATE IN 2016)

**30,980 RESIDENTS**

ARE LIVING WITH POVERTY IN WINDSOR-ESSEX

THE TREND IS SIMILAR ACROSS THE PROVINCE:  
THE POVERTY RATE FOR ONTARIO IS

**8.3% IN 2021**

(▼15.5% FROM POVERTY RATE IN 2016)

Poverty is more prevalent in the City of Windsor (10.8% poverty rate in 2021, decline from 21.5% poverty rate in 2016) compared to the surrounding municipalities in Essex County. For more detail on the poverty rates for each municipality within Windsor-Essex, please refer to *Appendix A - Community Profiles*.

The decline in poverty rate could be attributed to an increase in government transfers between the 2016 and 2021 Census data collection periods (2015 to 2020). These income supports include the introduction of the Canada Child Benefit (CCB) in 2016 and relief efforts provided during the COVID-19 pandemic, such as the Canada Emergency Response Benefit (CERB). Statistics Canada has forecasted an increase in the overall poverty rate in Canada in 2022 and 2023.<sup>3</sup> It is anticipated the poverty rate for Windsor-Essex will also increase as updated data become available.

### Unemployment Rate

The Windsor-Essex region continues to face issues with employment post-pandemic and the unemployment rate is higher than the Ontario average. A higher unemployment rate exacerbates the Windsor-Essex region's challenges with poverty. Without steady employment, individuals and families are likely to struggle to afford basic necessities and experience financial hardship.

### UNEMPLOYMENT RATE<sup>4</sup>

**8.1%**

**6.3%**

IN WINDSOR CENSUS  
METROPOLITCAN AREA (CMA)

IN ONTARIO

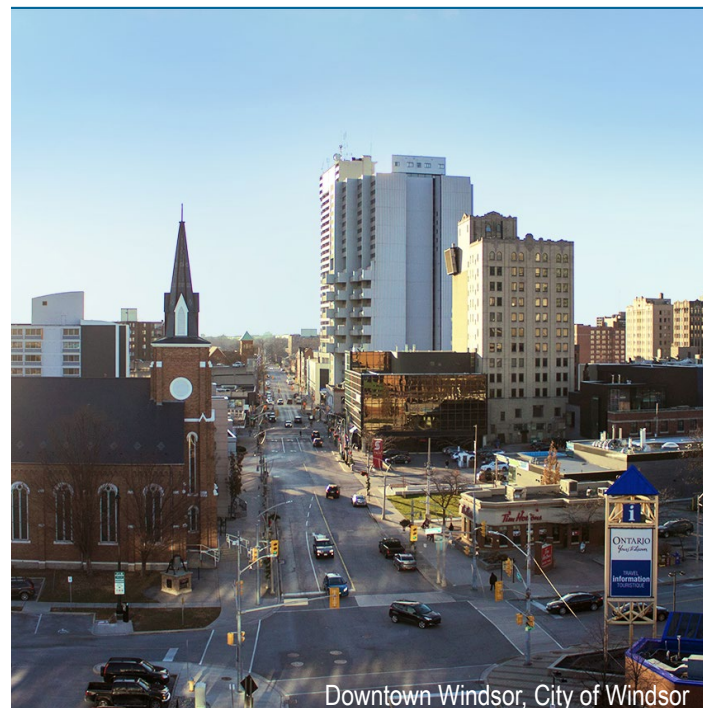
### PARTICIPATION RATE

**62.4%**

**64.8%**

IN THE WINDSOR CMA

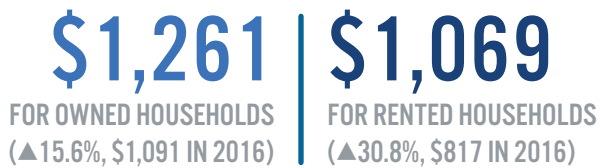
IN ONTARIO



## Affordable Housing & Homelessness

- The Windsor-Essex region has limited affordable and attainable housing stock. The demand for Windsor’s subsidized housing is evident with a waitlist for publicly subsidized accommodation surpassing 7,700 households. 2021 Census data indicate that housing costs have increased for both Owned and Rented households in Windsor-Essex compared to 2016.<sup>5,6</sup>

### AVERAGE MONTHLY SHELTER COST IN 2021:



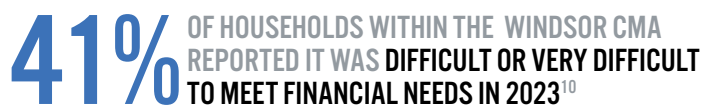
The Windsor-Essex region has acknowledged the need to address the housing crisis, leading to the implementation of the Windsor-Essex Housing & Homelessness Master Plan (HHMP). Data indicate that the number of households experiencing chronic homelessness increased 7.76% in 2022 (393 households) compared to 2021 (365 households).<sup>7</sup>

## Increase in Cost of Living

Estimates of cost of living are a critical input in the calculations involved in income-based poverty measures, such as the Market Basket Measure (MBM), as an individual’s ability to maintain a basic standard of living depends on what portion of their income is needed to cover these needs.

The cost of groceries for a family of four is \$262.68 weekly (\$1,137.39 per month), as reported in the Real Cost of Eating in Windsor Essex report released by the Windsor Essex County Health Unit (WECHU) in November 2023.<sup>8</sup> The report states:

***"For people living on either the minimum wage, Ontario Works, or the Ontario Disability Support Program (ODSP), it is often difficult to make ends meet. After paying rent, these individuals must also pay for other necessities such as heat and hydro, transportation, car maintenance and gas, childcare, phone/internet, and other expenses. This means that often little money is left for buying food and people go hungry."***  
 ~ The Real Cost of Eating in Windsor Report (WECHU)



## STAKEHOLDER ENGAGEMENT FINDINGS

Stakeholder engagement was implemented between July and November 2023 to gather community feedback and insights into the renewed strategy. The following presents the findings from the stakeholder engagement.

### Common Challenges and Barriers Facing People Experiencing Poverty in Windsor-Essex

- **Access to proper health and social services** - Individuals facing economic hardship struggle to obtain essential healthcare, hindering their ability to address both physical and mental health concerns. This lack of access exacerbates existing health disparities, creating a cycle of illness and financial strain.
- **Affordable housing options** - Many individuals and families grapple with the scarcity of viable housing options. The increasing cost of living further compounds this problem, making it difficult for those in poverty to secure stable and suitable accommodation. The ripple effect of housing instability contributes to various social issues, from strained family dynamics to challenges in education and employment.
- **Food insecurity** - The inability to consistently access sufficient and healthy food options perpetuates a cycle of poverty, as malnutrition hampers one's ability to pursue education and employment opportunities.
- **Increasing cost of living** - Higher costs for essential goods and services, coupled with limited income, create a financial strain that is difficult to overcome. This dynamic further deepens the divide between the impoverished and those with greater financial means, exacerbating social inequalities.
- **Language barriers** - Language barriers pose a significant obstacle for individuals in Windsor and Essex County, particularly for newcomers and immigrants. Limited proficiency can impede access to employment and essential services, creating a cycle of disadvantage that is difficult to break.
- **Mental health and addictions** – Limited access to mental health services and addiction support programs compound the challenges faced by those in poverty. The stigma associated with mental health and substance use disorders can also deter individuals from seeking help, perpetuating a cycle of untreated conditions and continued hardship.
- **Transportation and accessibility** - Limited public transportation options and the associated costs can isolate individuals, hindering their social mobility and perpetuating the cycle of poverty.

## QUOTES:

***“We don’t want to live like this...but whenever we try to make our situation better, they (government/institutions) send us on a wild goose chase and ask us for so many things that don’t make sense.”*** - Anonymous Focus Group Participant

***“How can we get anything done without a roof over our head? We need something consistent so we can rest and feed safe.”*** - Anonymous Focus Group Participant

***“We already have so little...now with everything so expensive, we literally don’t have anything at all. We will never get better now without more help from you guys.”*** - Anonymous Focus Group Participant

**SECTION 5**

# FRAMEWORK OVERVIEW

## VISION

Windsor-Essex County is a thriving community, where residents have access to resources and opportunities to reach their full potential.

## MISSION

Through a collective and citizen-centred approach, Pathway to Potential aims to improve the quality of life for Windsor-Essex individuals and families living with poverty by fostering a collective sense of pride and belonging to the community, increasing access to affordable services and supports, and enhancing collaboration across the regional community.

## VALUES

Equity, Collaboration, Compassion, Inclusivity and Citizen-Centered

### GOAL 1

#### STRENGTHENING PRIORITY NEIGHBOURHOODS

- Identify priority Neighbourhoods
- Develop Framework for neighbourhood strengthening
- Launch and support Neighbourhood Programs
- Establish Regional Neighbourhood Council

### GOAL 2

#### ADVANCING AFFORDABLE REGIONAL PROGRAMS

- Establish a citizen-centred approach to the delivery of Pathway to Potential-funded programs
- Increase awareness of regional affordability programs available for Windsor-Essex individuals and families living with poverty
- Expand the Transit Affordable Pass Program throughout the Windsor-Essex Region

### GOAL 3

#### MEASURING REGIONAL IMPACT

- Adopt the Government of Canada's Quality of Life Framework for measuring impact
- Establish a governance framework for collecting and managing data generated from Pathway to Potential-funded programs and initiatives
- Establish a Policy & Research Resource Committee

SECTION 6

## PATHWAY TO POTENTIAL STRATEGY

The renewed Pathway to Potential strategy leverages its existing strengths, notably its strong network across the Windsor-Essex region, affordable transit and recreation programs, and its role and capabilities as a governing body. To further enhance Windsor-Essex's efforts towards poverty reduction, this strategy adopts a community-based approach focused on continuous improvement. It emphasizes affordability and accessibility through the enhancement of existing services and programs and underscores the importance of regional collaboration to strengthen partnerships across municipalities and communities. In addition, the approach is dedicating efforts towards enhanced data collection to better inform decision-making and ongoing efforts.

The strategy is designed so that each goal influences the trajectory of other initiatives, ensuring that Pathway to Potential's efforts are always evolving with and responding to the needs and trends of the local communities. By building upon the established strengths of Pathway to Potential and integrating them into this new strategy, it amplifies communication, streamlines services, and optimizes the impact of collective efforts.

## VISION

*"Windsor-Essex County is a thriving community, where residents have access to resources and opportunities to reach their full potential."*

Pathway to Potential recognizes that for families and individuals living with poverty, there exists gaps in their capabilities to live in dignity. Pathway to Potential seeks to support those living with poverty by reducing or removing those gaps.

## MISSION

Through a collective and citizen-centred approach, Pathway to Potential aims to improve the quality of life for Windsor-Essex individuals and families living with poverty by fostering a collective sense of pride and belonging to the community, increasing access to affordable services and supports, and enhancing collaboration across the regional community.

## VALUES

**EQUITY:** Recognizing that everyone has unique circumstances and tailoring supports to help ensure individuals achieve equal outcomes.

**COLLABORATION:** Encouraging partnerships between the government, community organizations and residents.

**COMPASSION:** Approaching the challenges faced by individuals and families living with poverty with respect and empathy.

**INCLUSIVITY:** Empowering marginalized and vulnerable populations, and ensuring their voices are part of the process and solutions to addressing poverty.

**CITIZEN-CENTRED:** Centering service delivery improvements on the needs, perspectives, and satisfaction of citizens, particularly those living with poverty.

GOAL 1

## STRENGTHENING PRIORITY NEIGHBOURHOODS

Pathway to Potential will use a community-based approach to strengthen priority neighbourhoods through the Neighbourhood Programs where Neighbourhood Leads will support the coordination of services and programs in the Windsor-Essex region.

### CONTEXT

Adopting a community-based approach has emerged as a best practice in poverty reduction efforts. This approach emphasizes empowerment and tailored solutions for reducing poverty. While the Windsor-Essex region has various services and supports to address poverty, there is a critical need to increase awareness and improve accessibility to these supports. A community-based approach leverages local expertise and existing resources ensuring that interventions resonate with the needs and realities of the local neighbourhood. Neighbourhood Leads will work with local residents, businesses and organizations to address the needs and challenges within their respective neighbourhoods. Our aim is to enhance the effectiveness and accessibility of existing services and supports, not just for immediate relief but also to build long-term community resilience and growth, paving a sustainable path to prosperity for those in need.



Downtown Essex, TWEPI

## INITIATIVE(S)

**1. Identify Priority Neighbourhoods:** In consultation with stakeholders, implement a neighbourhood selection process to identify and select priority neighbourhoods.

### Action Item(s):

- a. Engage with partners to define and identify neighbourhoods.
- b. Develop criteria for priority neighbourhoods.
- c. Develop and publish neighbourhood profiles for selected neighbourhoods.

### Deliverable(s):

- Neighbourhood Selection Process Report
- Published Neighbourhood Profiles of Selected Neighbourhoods

**2. Develop Framework for Neighbourhood Strengthening:** This framework will set reporting standards and criteria that align with the Government of Canada's Quality-of-Life Framework. It will guide Neighbourhood Leads in crafting, executing, and reporting on local action plans.

### Action Item(s):

- a. Develop a framework for Pathway to Potential and selected priority neighbourhoods.
- b. Develop a Program Implementation Guide for Neighbourhood Programs.

### Deliverable(s):

- Neighbourhood Program Implementation Guide

**3. Launch and Support Neighbourhood Programs:** Pathway to Potential will select agencies as Neighbourhood Leads and enter into agreements to fund their respective neighbourhood programs.

### Action Item(s):

- a. Launch Request for Proposals (RFP) to select Neighbourhood Lead(s) for identified priority neighbourhoods within Windsor-Essex County.
- b. Enter into multi-year service agreements with selected partners.
- c. Lead agencies to develop multi-year neighbourhood action plans for their respective neighbourhoods in consultation with residents, external stakeholders, and other municipal departments.

### Deliverable(s):

- Request for Proposals (RFP)
- Pathway to Potential Multi-Year Service Contracts
- Neighbourhood Action Plans



Sandwich Town, TWEPI

**4. Establish Regional Neighbourhood Council:** The Council, consisting of Neighbourhood Leads and key stakeholders, will serve as a dedicated platform for discussing observed trends, addressing identified issues, and reviewing and sharing best practices.

**Action Item(s):**

- a. Develop and implement a Communities of Practice Framework.

**Deliverable(s):**

- Communities of Practice Framework



GOAL 2

## ADVANCING AFFORDABLE REGIONAL PROGRAMS

Pathway to Potential will collaborate with key stakeholders to advance existing affordable municipal services available for Windsor-Essex individuals and families living with poverty.

### CONTEXT

Our research and stakeholder engagement found that Windsor-Essex individuals and families living with poverty have limited awareness and face barriers to accessing affordable municipal services and programs. Pathway to Potential is committed to seeking ways to increase awareness and streamline access to affordable municipal services and programs available within Windsor-Essex County. Through collaborations and partnerships, Pathway to Potential aims to advance the accessibility and awareness of existing affordable municipal services aimed at supporting Windsor-Essex individuals and families living with poverty.



Downtown Windsor, City of Windsor

## INITIATIVE(S)

- 1. Establish a citizen-centered approach to the delivery of Pathway to Potential-funded programs:** A citizen-centered approach focuses on improving the delivery of Pathway to Potential-funded programs to the satisfaction of citizens, particularly those who are living with poverty. Through this approach, Pathway to Potential, will be able to track success through measuring the level of citizen satisfaction with the delivery of and access to services.

### Action Item(s):

- a. Develop Program Implementation Guides for the Affordable Pass Program and Affordable Recreation Program.
- b. Provide training supports and resources for staff delivering Pathway to Potential-funded programs.
- c. Update Pathway to Potential program eligibility requirements for the Affordable Pass Program and Affordable Recreation Program.
- d. Investigate opportunities to reduce barriers to accessing services by leveraging technology and streamlining processes.

### Deliverable(s):

- Program Implementation Guides for the Affordable Pass Program and Affordable Recreation Program
- Program Eligibility Criteria for Affordable Pass Program and Affordable Recreation Programs
- Online Application Forms for the Affordable Pass Program and Affordable Recreation Program
- Citizen-Satisfaction Surveys



Nature Fresh Farms Recreation Centre, Leamington, TWEPI

- 2. Increase awareness of regional affordability programs available for Windsor-Essex individuals and families living with poverty:** Pathway to Potential will collaborate, partner, and implement marketing tactics to increase awareness among Windsor-Essex residents and families living with poverty about various affordable programs available in the region. This effort will focus on effectively communicating the benefits and eligibility for these programs, ensuring the information reaches and assists the most vulnerable and underserved in the region.

**Action Item(s):**

- a. Implement a marketing strategy for promoting Pathway to Potential-funded programs and initiatives.
- b. Facilitate learning opportunities aimed at raising awareness on poverty and available programs for Windsor-Essex individuals and families living with poverty.
- c. Seek opportunities with Indigenous leaders for increasing access to affordable services and programs for regional Indigenous communities.
- d. Explore the development of a regional Affordability Package, which may include a bundle of services and programs provided by local municipalities for Windsor-Essex individuals and families living with poverty.

**Deliverable(s):**

- Expanded network of formal partnerships and collaborators inside and outside of Windsor-Essex County
- Feasibility Report for Regional Affordability Package
- Annual P2P Events Calendar
- Refreshed P2P Website
- Increased availability of P2P information in top languages
- Increased number of referrals and direct online traffic to P2P resources and supports

- 3. Expand the Transit Affordable Pass Program throughout the Windsor-Essex Region:** Increase access to affordable public transit for residents living with poverty to travel between the City and County.

**Action Item(s):**

- a. Explore opportunities to expand subsidized bus passes throughout the County of Essex.

**Deliverable(s):**

- Feasibility Report for the Affordable Pass Program Expansion

GOAL 3

## MEASURING REGIONAL IMPACT

Pathway to Potential will collect data and conduct research to measure progress on P2P strategic initiatives and to provide support for the development of municipal policies aimed at addressing poverty in Windsor-Essex.

### CONTEXT

Effective decision-making in poverty reduction within Windsor-Essex hinges on data-driven and well researched policy development. Recognizing that obtaining current and precise data on poverty is a persistent challenge, this goal aims to establish infrastructure and processes for comprehensive data-oriented research. Bringing together key internal stakeholders for collaborative research and policy formulation will encourage innovation and ensure regional alignment on optimal poverty reduction efforts. This collaborative approach will be critical to enabling policymakers and community partners to make evidence-based decisions, thereby enhancing the impact and efficiency of poverty reduction efforts.



Open Streets Windsor, TWEPI

## INITIATIVE(S)

### 1. Adopt the Government of Canada's Quality of Life Framework (QoL) for measuring impact:

The Government of Canada's [Quality of Life Framework](#), developed to guide evidence-based decision-making, encompasses 84 indicators across five domains: Prosperity, Health, Society, Environment and Good Governance, aimed at measuring Canadians' well-being. Adopting the framework will allow Pathway to Potential to evaluate and measure the impacts of its investments on the quality of life of Windsor-Essex individuals and families living with poverty.

#### Action Item(s):

- b. Identify performance indicators that measure outcomes of Pathway to Potential-funded programs in alignment with the QoL framework.
- c. Develop and implement a Data Quality Assurance Procedure.
- d. Develop a Data Collection Toolkit for Pathway to Potential partners.
- e. Develop and present Annual Impact Report for City and County Council approvals.

#### Deliverable(s):

- Pathway to Potential Annual Impact Report
- Pathway to Potential Strategy Indicators
- Data Quality Assurance Procedure
- Data Collection Toolkit

### 2. Establish a governance framework for collecting and managing data generated from Pathway to Potential-funded programs and initiatives:

The governance framework will establish clear roles and responsibilities for stakeholders in the Affordable Pass, Affordable Recreation, and Neighbourhood Programs, streamlining the reporting and data management processes. It will be supported by targeted policies and procedures to enhance the framework's effectiveness and ensure high-quality reporting.

#### Action Item(s):

- a. Identify and define the roles between Pathway to Potential and its program partners in relation to the reporting and data management process.
- b. Develop tools and resources to support program reporting and data management.
- c. Develop policies and procedures that support the governance framework.
- d. Explore partnership with Windsor-Essex County Health Unit (WECHU) to establish a joint "committee" with Windsor-Essex County In-Motion.

#### Deliverable(s):

- Pathway to Potential Data Governance Framework

**3. Establish a Policy & Research Resource Committee:** The committee is intended as an internal committee led by Pathway to Potential. The purpose of this committee will be to provide specialized knowledge and research support to inform Pathway to Potential's selection of initiatives to address poverty. Composed of subject-matter experts, the committee's responsibilities will include project review, selection, information exchange, and support for specific research initiatives.

**Action Item(s):**

- a. Develop and implement a project selection process for Pathway to Potential.
- b. Identify committee members that would support Pathway to Potential research initiatives.
- c. Perform research and evaluation on poverty-related issues identified by Pathway to Potential, Human & Health Services Department, City and County Councils and other key stakeholders.

**Deliverable(s):**

- Memorandum of Understanding with Policy & Research Resource Committee Members
- Policy & Research Resource Committee Terms of Reference
- Published Reports on Pathway to Potential's Virtual Library



## ACKNOWLEDGEMENTS

The Pathway to Potential team would like to thank everyone that participated in the development of the Windsor-Essex Poverty Reduction Strategy. The dedication and assistance provided by our partners within the City and County departments and community organizations are greatly appreciated. We would especially like to thank all the Windsor-Essex residents and stakeholders that were involved in the consultation by providing your input through the survey, interviews, focus groups, and participating in the feedback sessions. We look forward to fostering current and future partnerships as the strategy is implemented across the Windsor-Essex region.



- Residents of Windsor-Essex
- City of Windsor Departments
  - Housing
  - Employment & Social Services
  - Children's Services
  - EarlyON staff
  - Communications
  - Recreation
  - Information Technology
  - Transit Windsor
  - Environmental Sustainability and Climate Change
- County of Essex Departments
  - Community Services
  - Communications
- Municipal Partners
  - Town of Essex Recreation
- City of Windsor and County of Essex Councillors
- Community Partners
  - South Essex Community Council (SECC)
  - Housing Information Services
  - Homelessness and Housing Help Hub (H4)
  - Windsor Essex Community Housing Corporation (CHC)
  - Connections Early Years Family Centre
  - Windsor Essex County Health Unit (WECHU)
  - Workforce WindsorEssex
  - Windsor Essex Local Immigration Partnership (WE LIP)
  - Tamarack Insitute
  - Tourism Windsor Essex Pelee Island (TWEPI)

**Appendix A:  
Windsor-Essex Community Profiles**



## WINDSOR-ESSEX COMMUNITY PROFILES

This section provides a detailed profile of the economic and social context of the Windsor-Essex region and its encompassing local municipalities. These profiles provide a snapshot of the communities where this new strategy will be focused on supporting poverty reduction.

Data presented in each profile are sourced from the 2021 Census of Population.<sup>12</sup> The poverty rates for each municipality are defined by the 2021 Market Basket Measure (MBM), Canada's first official poverty line. The MBM calculates the level when a household does not have the income to purchase a specific basket of essential goods and services.<sup>13</sup>

**COMMUNITY PROFILE**

# WINDSOR-ESSEX COUNTY

## Demographics:

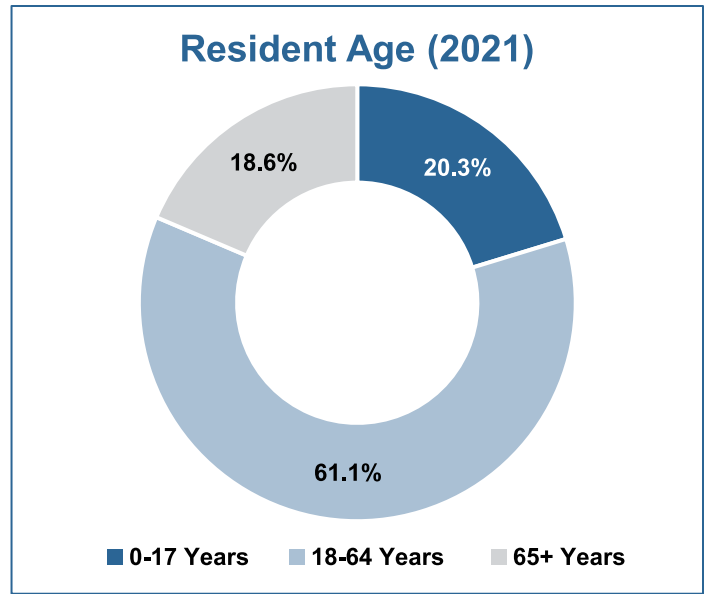
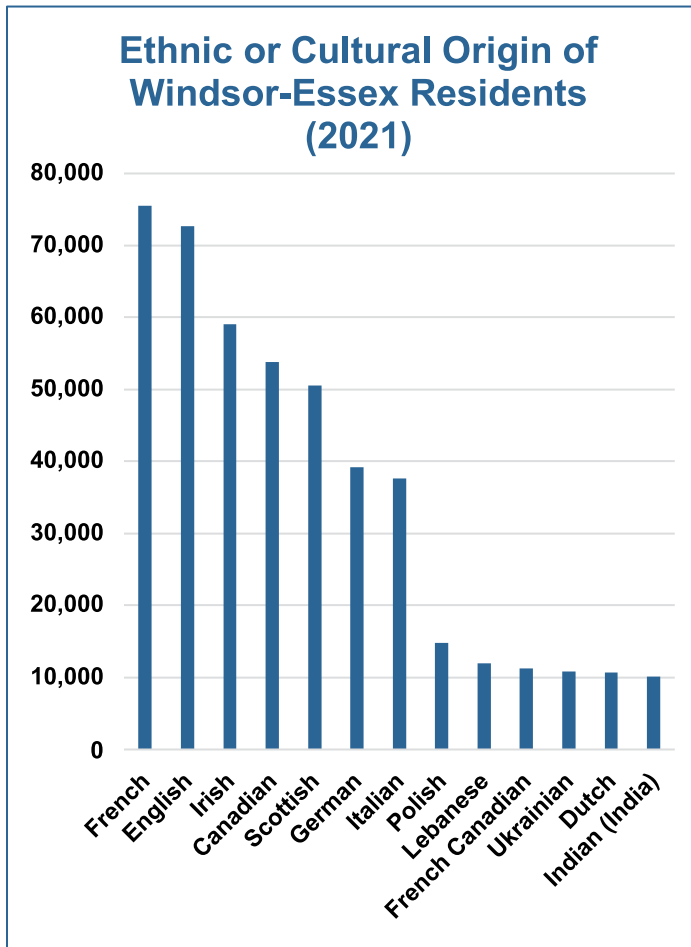
**Population:** 422,860

**Households:** 165,785 (Average of 2.6 persons per household)

- One-person Households: 46,500 (28.0%)
- Two or more person Households: 119,290 (72.0%)

### Diversity of Windsor-Essex Residents:

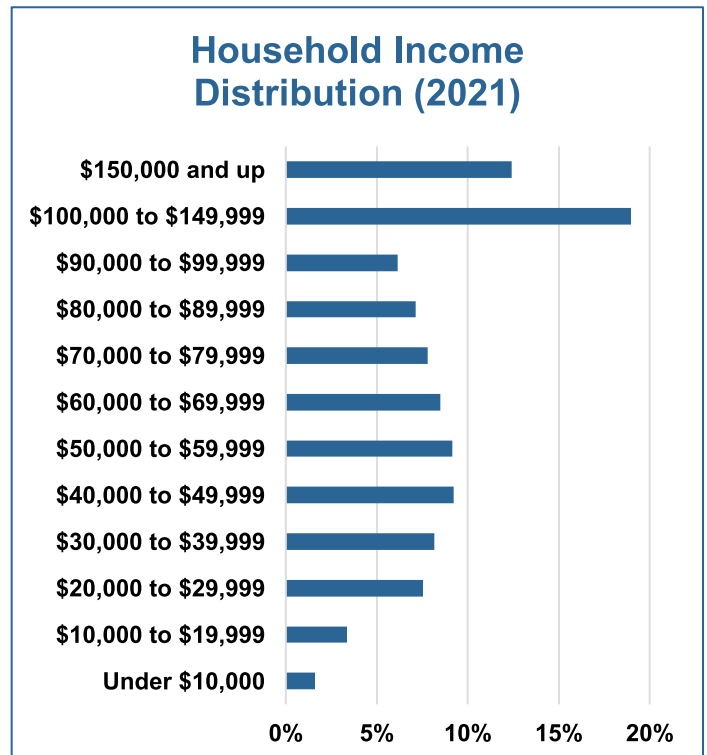
- 23.3% are Immigrants (96,940)
- 2.9% identify as Indigenous (12,055)
- 23.6% identify as a Visible Minority (98,220)



## Income:

**Median Household Income (after-tax):** \$73,000

- Approximately 78,775 households have an income less than the median
- One-person Households: \$37,600
- Two or more person Households: \$90,000



## Poverty

7.5% of Windsor-Essex residents (30,980) are living in poverty

- Children and youth (8.5%), especially young children 0 to 5 years old (9.8%), and young adults between 18 and 24 years old (11.2%) are more likely to be living in poverty compared to other age groups. Older adults aged 55 to 64 (8.3%) also show a slightly higher poverty rate than overall.



Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>415,725</b>	<b>30,980</b>	<b>7.5%</b>
0 to 17 years	84,345	7,195	8.5%
0 to 5 years	24,745	2,415	9.8%
6 to 17 years	59,600	4,780	8.0%
18 to 24 years	37,370	4,170	11.2%
25 to 54 years	156,185	11,990	7.7%
55 to 64 years	60,505	5,040	8.3%
65+ years	77,315	2,595	3.4%

**Note:** 2021 Market Basket Measure threshold for family of four = \$45,776 (Ontario population size 100,000-499,999)

## Housing

17.4% of Windsor-Essex households (28,765) are spending more than 30% of their income on shelter costs

- 120,155 households are Owned
  - 10.9% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,261
- 45,630 households are Rented
  - 34.8% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,069

## Employment

Latest Labour Force Report from Workforce Windsor-Essex indicated the following employment statistic for the Windsor CMA:

- 8.1% Unemployment Rate (+0.2% from Dec 2022)
- 57.4% Employment Rate (-1.6% from Dec 2022)
- 62.4% Participation Rate (-1.6% from Dec 2022)

**COMMUNITY PROFILE**

# TOWN OF AMHERSTBURG

## Demographics:

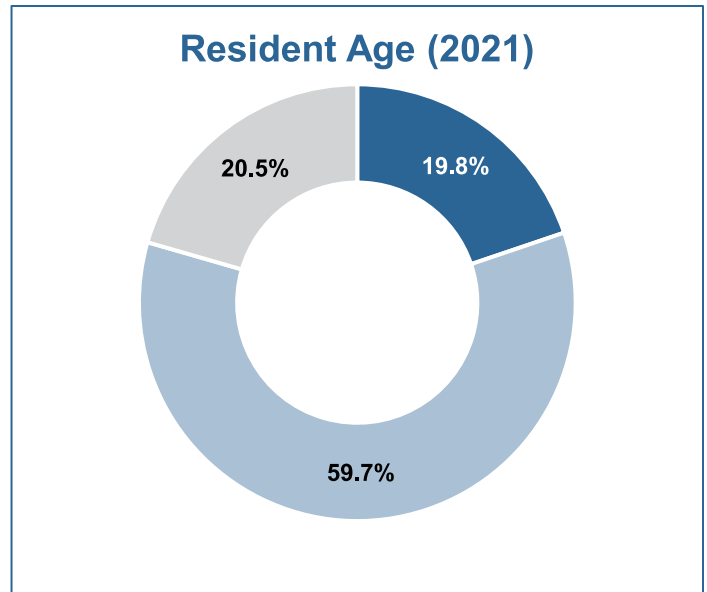
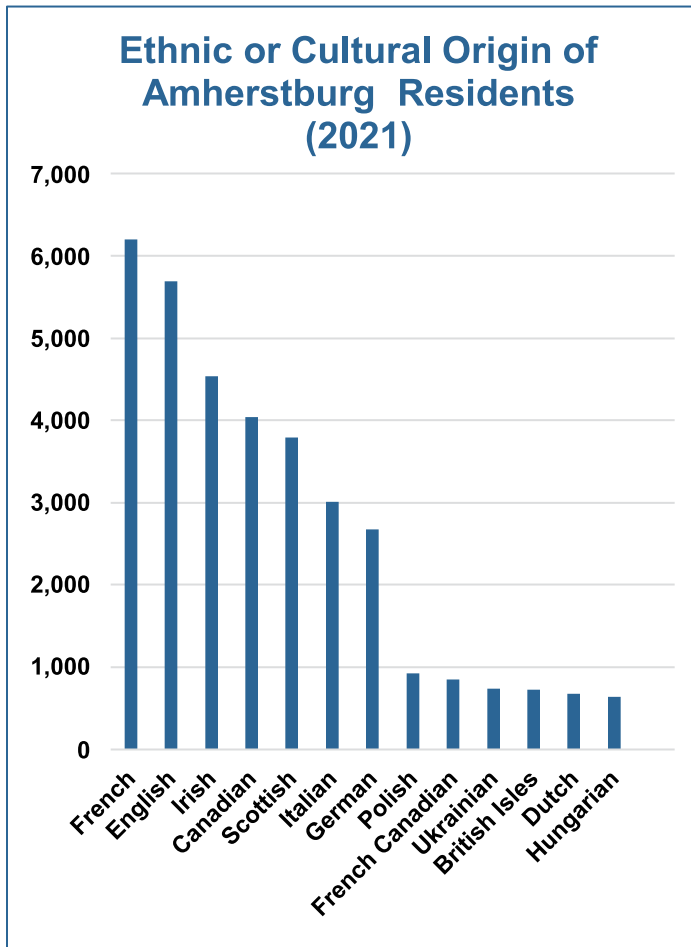
**Population:** 23,524

**Households:** 9,195 (Average of 2.6 persons per household)

- One-person Households: 2,055 (22.3%)
- Two or more person Households: 7,140 (77.7%)

### Diversity of Amherstburg Residents:

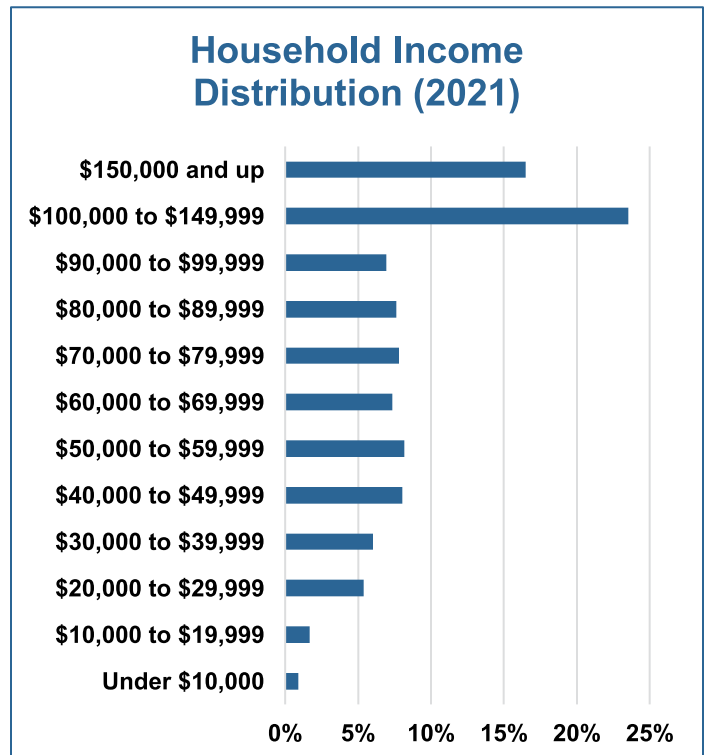
- 10.1% are Immigrants (2,360)
- 3.9% identify as Indigenous (920)
- 5.6% identify as a Visible Minority (1,310)



## Income:

**Median Household Income (after-tax):** \$86,000

- Approximately 4,175 households have an income less than the median
- One-person Households: \$41,200
- Two or more person Households: \$100,000



## Poverty

3.3% of Amherstburg residents (775) are living in poverty

- Children and youth between 6 and 17 years old (4.2%) and adults between 55 and 64 years old (5.3%) are more likely to be living in poverty compared to other age groups.

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>23,305</b>	<b>775</b>	<b>3.3%</b>
0 to 17 years	4,630	170	3.7%
0 to 5 years	1,405	40	2.8%
6 to 17 years	3,235	135	4.2%
18 to 24 years	1,755	55	3.1%
25 to 54 years	8,340	230	2.8%
55 to 64 years	3,755	200	5.3%
65+ years	4,820	120	2.5%

**Note:** 2021 Market Basket Measure threshold for family of four = \$43,985 (Ontario population under 30,000)

## Housing

13.0% of Amherstburg households (1,200) are spending more than 30% of their income on shelter costs

- 7,855 households are Owned
  - 8.7% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,366
- 45,630 households are Rented
  - 39.0% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,123



Downtown Amherstburg, TWEPI

**COMMUNITY PROFILE**

**TOWN OF ESSEX**

**Demographics:**

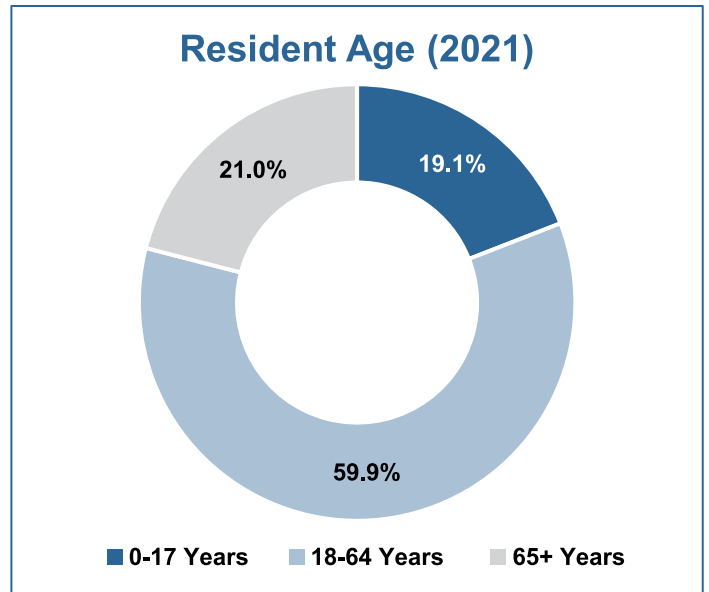
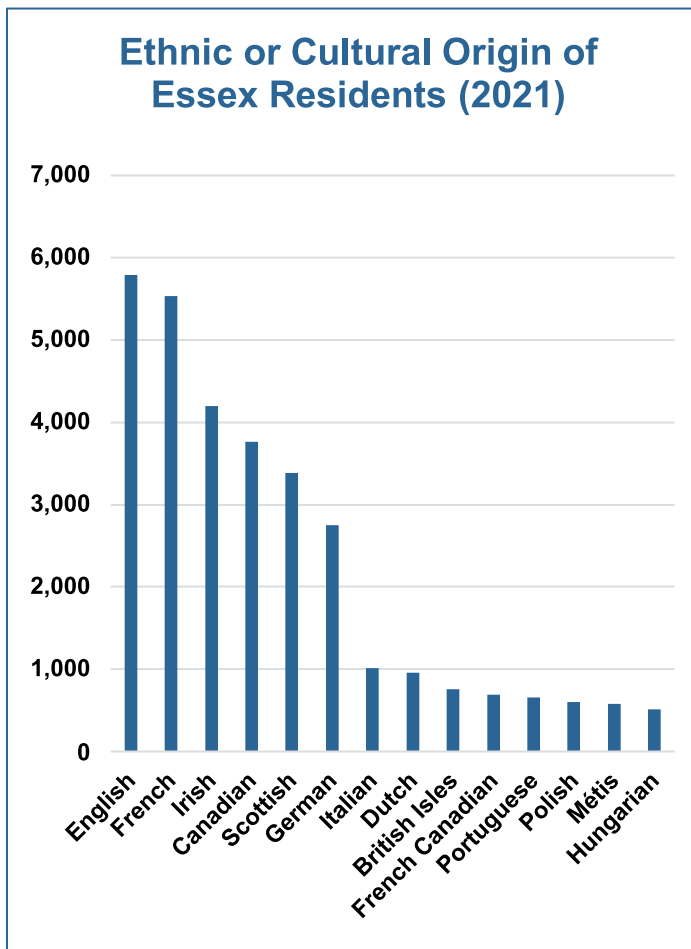
**Population:** 21,216

**Households:** 8,390 (Average of 2.5 persons per household)

- One-person Households: 2,155 (25.7%)
- Two or more person Households: 6,235 (74.3%)

**Diversity of Amherstburg Residents:**

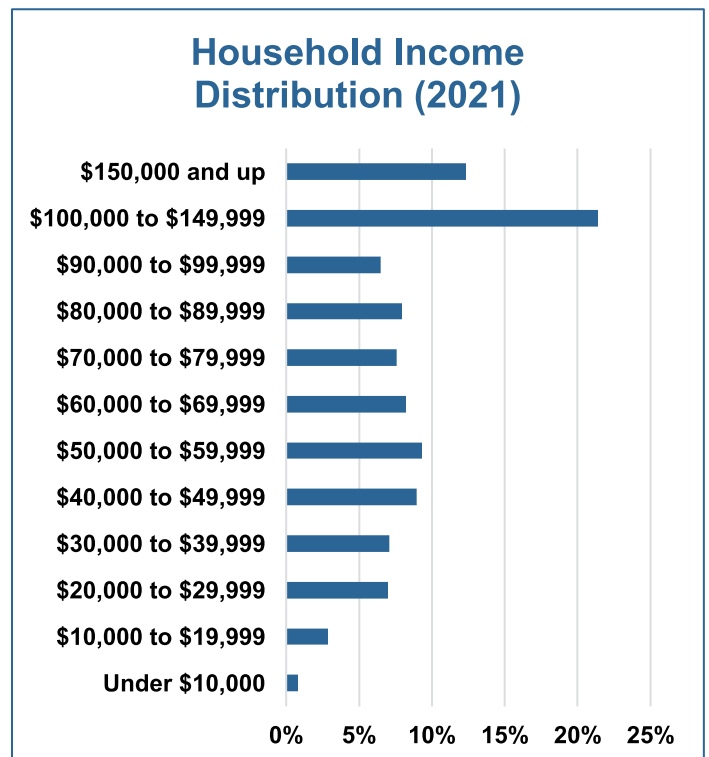
- 8.7% are Immigrants (1,800)
- 4.5% identify as Indigenous (925)
- 4.6% identify as a Visible Minority (955)



**Income:**

**Median Household Income (after-tax):** \$77,500

- Approximately 3,020 households have an income less than the median
- One-person Households: \$37,200
- Two or more person Households: \$93,000



## Poverty

3.6% of Essex residents (735) are living in poverty

- Older adults between 55 and 64 years old (5.9%) are more likely to be living in poverty compared to other age groups.

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>20,660</b>	<b>735</b>	<b>3.6%</b>
0 to 17 years	3,875	145	3.7%
0 to 5 years	1,170	45	3.8%
6 to 17 years	2,705	100	3.7%
18 to 24 years	1,650	35	2.1%
25 to 54 years	7,315	290	4.0%
55 to 64 years	3,490	205	5.9%
65+ years	4,335	60	1.4%

**Note:** 2021 Market Basket Measure threshold for family of four = \$43,985 (Ontario population under 30,000)

## Housing

11.9% of Essex households (995) are spending more than 30% of their income on shelter costs

- 7,165 households are Owned
  - 9.1% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,212
- 1,230 households are Rented
  - 29.0% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$968



Downtown Essex, TWEPI

**COMMUNITY PROFILE**

# TOWN OF KINGSVILLE

## Demographics:

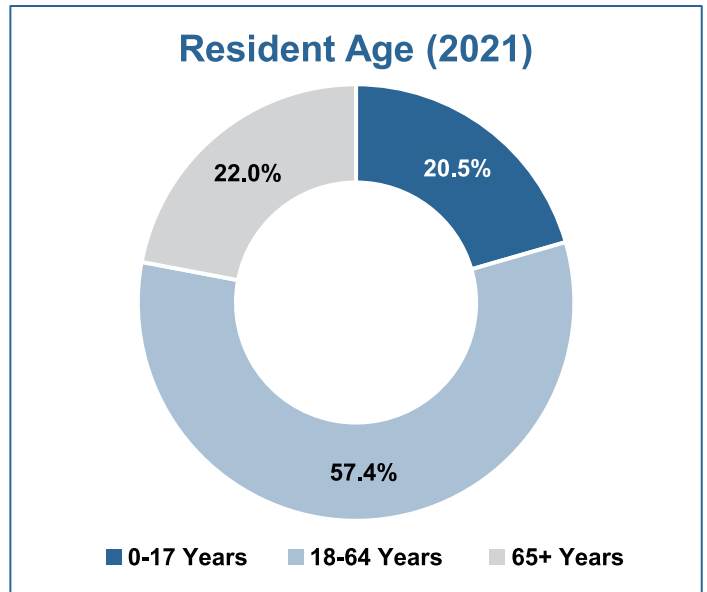
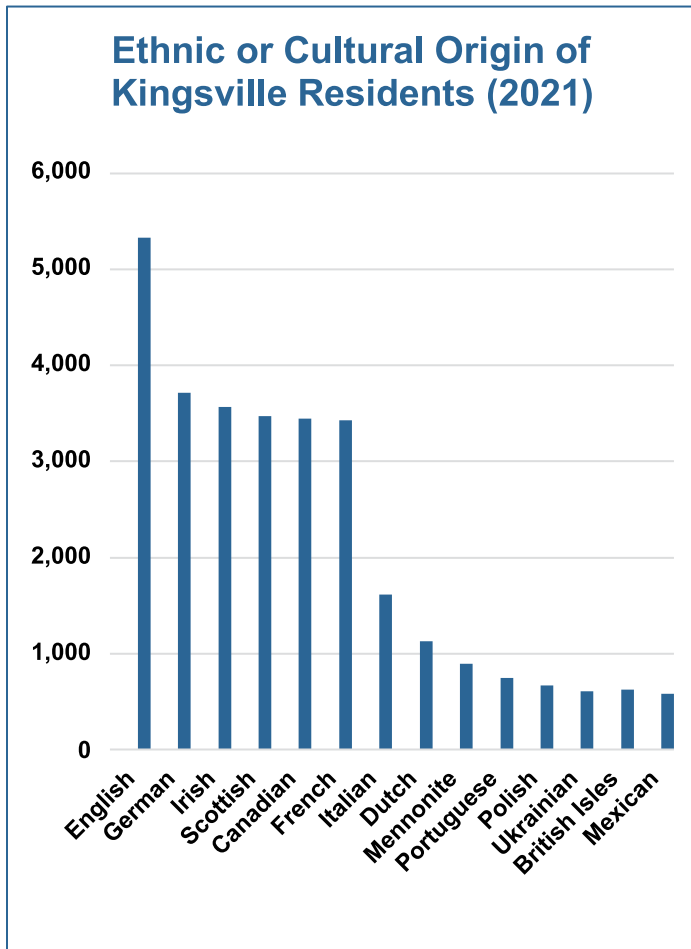
**Population:** 22,119

**Households:** 8,285 (Average of 2.7 persons per household)

- One-person Households: 1,885 (22.8%)
- Two or more person Households: 6,400 (77.2%)

### Diversity of Kingsville Residents:

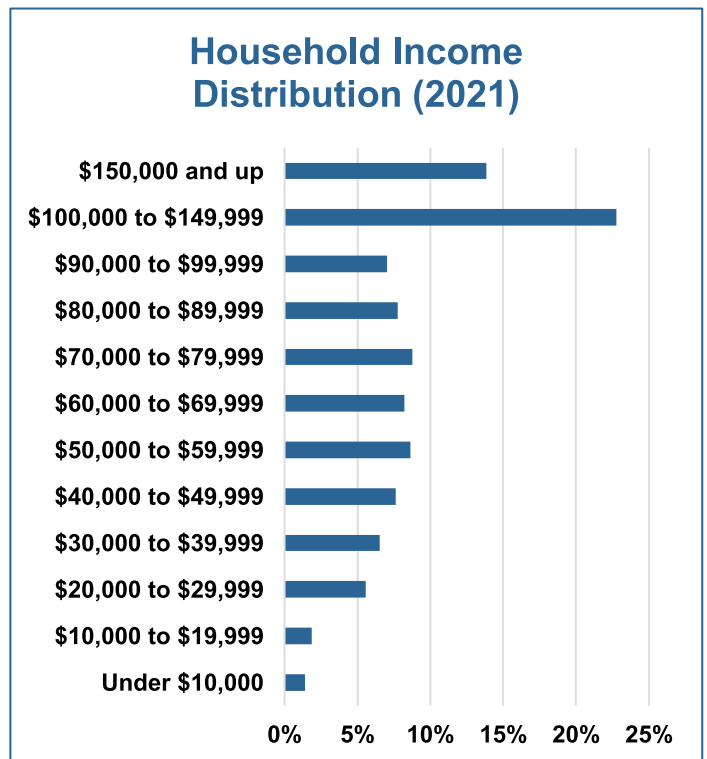
- 13.3% are Immigrants (2,810)
- 2.3% identify as Indigenous (495)
- 5.2% identify as a Visible Minority (1,105)



## Income:

**Median Household Income (after-tax):** \$82,000

- Approximately 4,020 households have an income less than the median
- One-person Households: \$40,000
- Two or more person Households: \$96,000





## Poverty

3.6% of Kingsville residents (770) are living in poverty

- Older adults between 55 and 64 years old (7.0%) are more likely to be living in poverty compared to other age groups

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>21,190</b>	<b>770</b>	<b>3.6%</b>
0 to 17 years	4,375	130	3.0%
0 to 5 years	1,275	35	2.7%
6 to 17 years	3,100	95	3.1%
18 to 24 years	1,610	35	2.2%
25 to 54 years	7,325	290	4.0%
55 to 64 years	3,210	225	7.0%
65+ years	4,665	90	1.9%

**Note:** 2021 Market Basket Measure threshold for family of four = \$43,985 (Ontario population under 30,000)

## Housing

11.0% of Kingsville households (910) are spending more than 30% of their income on shelter costs

- 7,015 households are Owned
  - 8.0% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,203
- 1,270 households are Rented
  - 29.7% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,108



Kingsville Open Streets, TWEPI

**COMMUNITY PROFILE**

# MUNICIPALITY OF LAKESHORE

## Demographics:

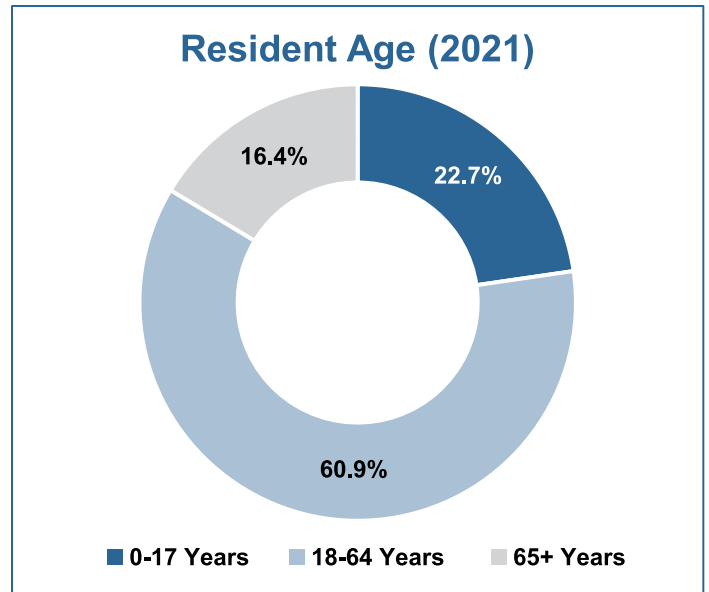
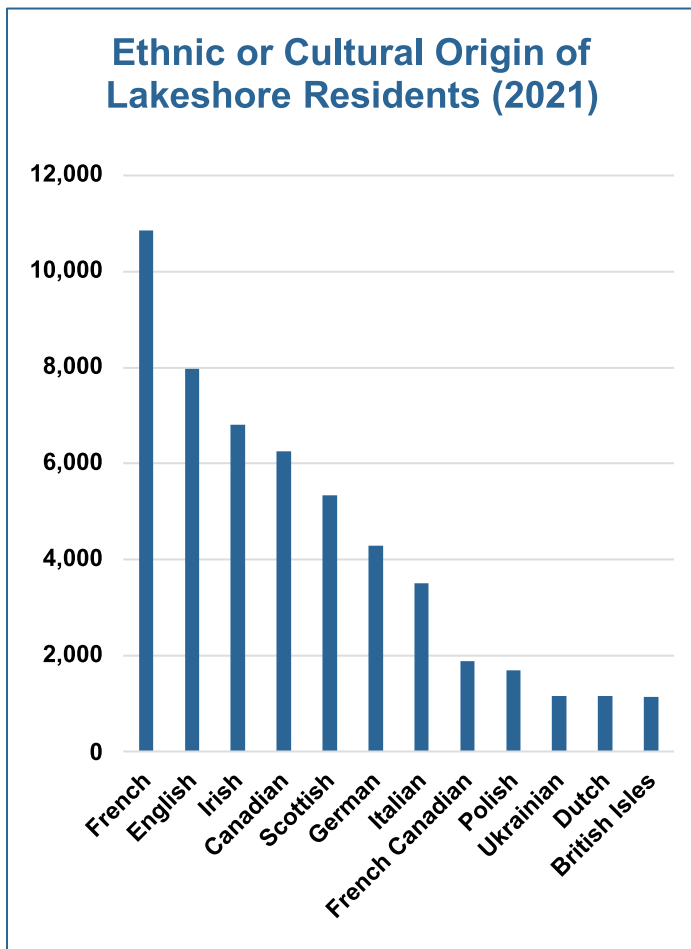
**Population:** 40,410

**Households:** 14,385 (Average of 2.8 persons per household)

- One-person Households: 2,480 (17.2%)
- Two or more person Households: 11,910 (82.8%)

### Diversity of Lakeshore Residents:

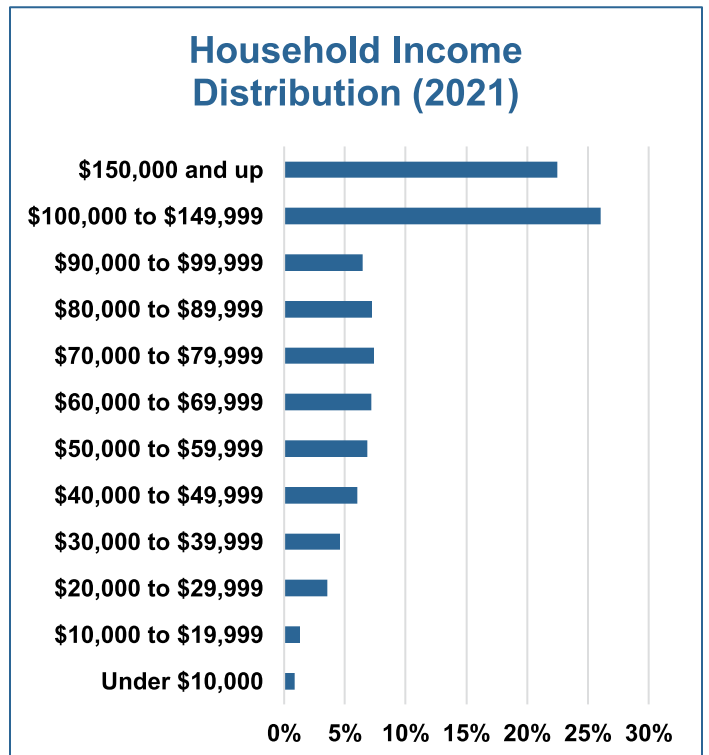
- 13.5% are Immigrants (5,420)
- 3.4% identify as Indigenous (1,365)
- 11.0% identify as a Visible Minority (4,435)



## Income:

**Median Household Income (after-tax):** \$98,000

- Approximately 6,475 households have an income less than the median
- One-person Households: \$43,600
- Two or more person Households: \$110,000



## Poverty

2.8% of Lakeshore residents (1,145) are living in poverty

- Young children between 0 and 5 years (4.0%) and older adults between 55 and 64 years (3.8%) are more likely to be living in poverty compared to other age groups.

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>40,225</b>	<b>1,145</b>	<b>2.8%</b>
0 to 17 years	9,115	280	3.1%
0 to 5 years	2,375	95	4.0%
6 to 17 years	6,740	185	2.7%
18 to 24 years	3,520	55	1.6%
25 to 54 years	14,950	410	2.7%
55 to 64 years	6,055	230	3.8%
65+ years	6,595	165	2.5%

**Note:** 2021 Market Basket Measure threshold for family of four = \$43,462 (Ontario population size 30,000 to 99,999)

## Housing

11.1% of Lakeshore households (1,590) are spending more than 30% of their income on shelter costs

- 13,165 households are Owned
  - 9.9% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,504
- 1,215 households are Rented
  - 25.9% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,078



Belle River Beach, TWEPI

**COMMUNITY PROFILE**

# TOWN OF LASALLE

## Demographics:

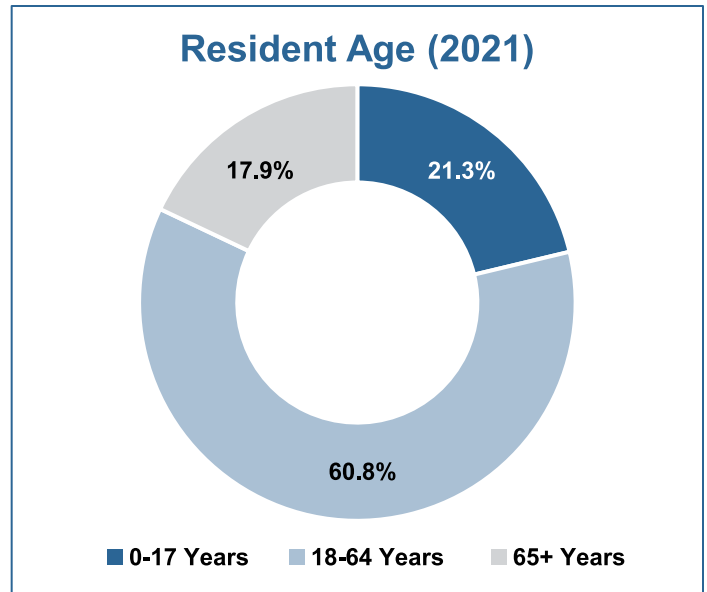
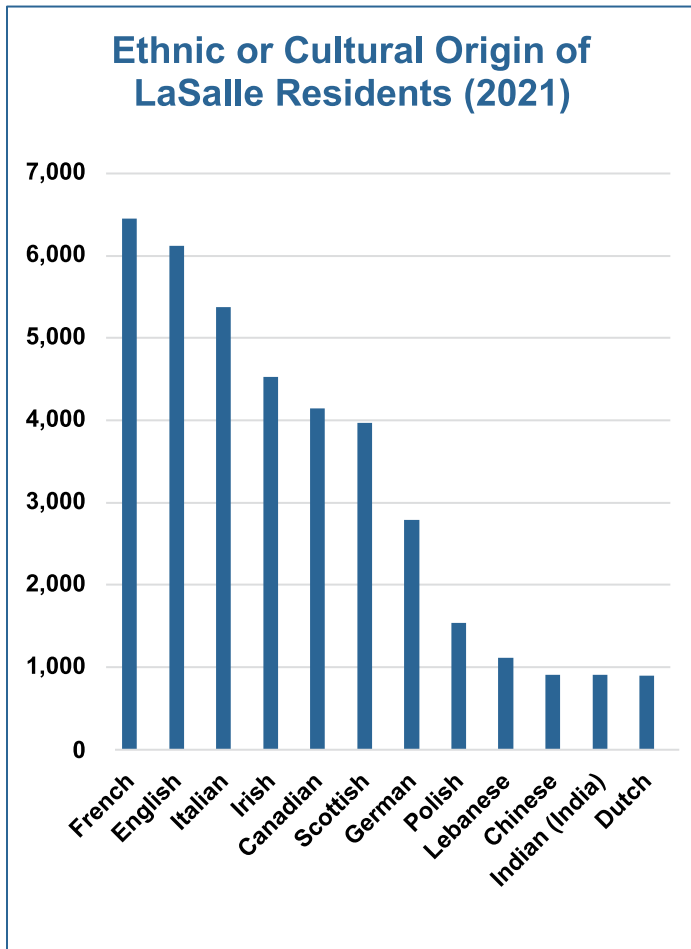
**Population:** 32,721

**Households:** 11,645 (Average of 2.8 persons per household)

- One-person Households: 2,090 (17.9%)
- Two or more person Households: 9,550 (82.0%)

### Diversity of LaSalle Residents:

- 20.1% are Immigrants (6,535)
- 2.2% identify as Indigenous (700)
- 18.8% identify as a Visible Minority (6,110)

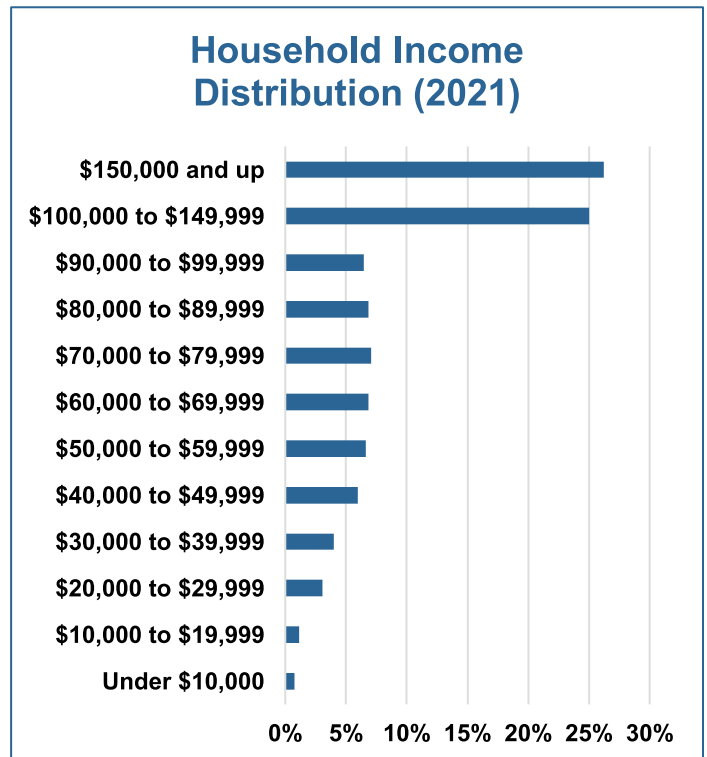


## Income:

**Median Household Income (after-tax):** \$102,000

- Approximately 5,675 households have an income less than the median

- **One-person Households:** \$48,400
- **Two or more person Households:** \$116,000



## Poverty

2.6% of LaSalle residents (845) are living in poverty

- Children and youth (3.2%), in particular young children aged 0 to 5 (4.1%), and older adults between 55 and 64 years (3.7%) are more likely to be living in poverty compared to other age groups.

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>32,475</b>	<b>845</b>	<b>2.6%</b>
0 to 17 years	6,905	220	3.2%
0 to 5 years	1,825	75	4.1%
6 to 17 years	5,080	150	3.0%
18 to 24 years	2,985	75	2.5%
25 to 54 years	11,770	275	2.3%
55 to 64 years	4,985	185	3.7%
65+ years	5,830	90	1.5%

**Note:** 2021 Market Basket Measure threshold for family of four = \$43,462 (Ontario population size 30,000 to 99,999)

## Housing

10.8% of LaSalle households (1,260) are spending more than 30% of their income on shelter costs

- 10,640 households are Owned
  - 8.7% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,468
- 1,010 households are Rented
  - 33.5% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,416



LaSalle Night Market, TWEPI

**COMMUNITY PROFILE**

# MUNICIPALITY OF LEAMINGTON

## Demographics:

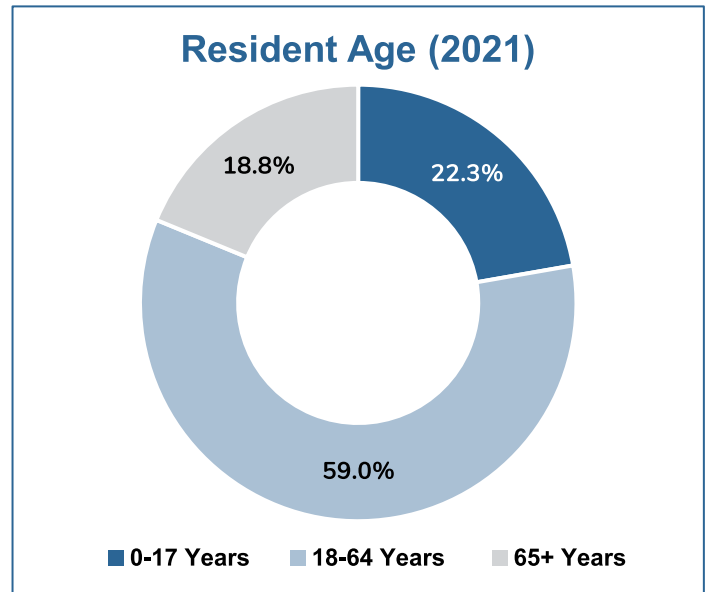
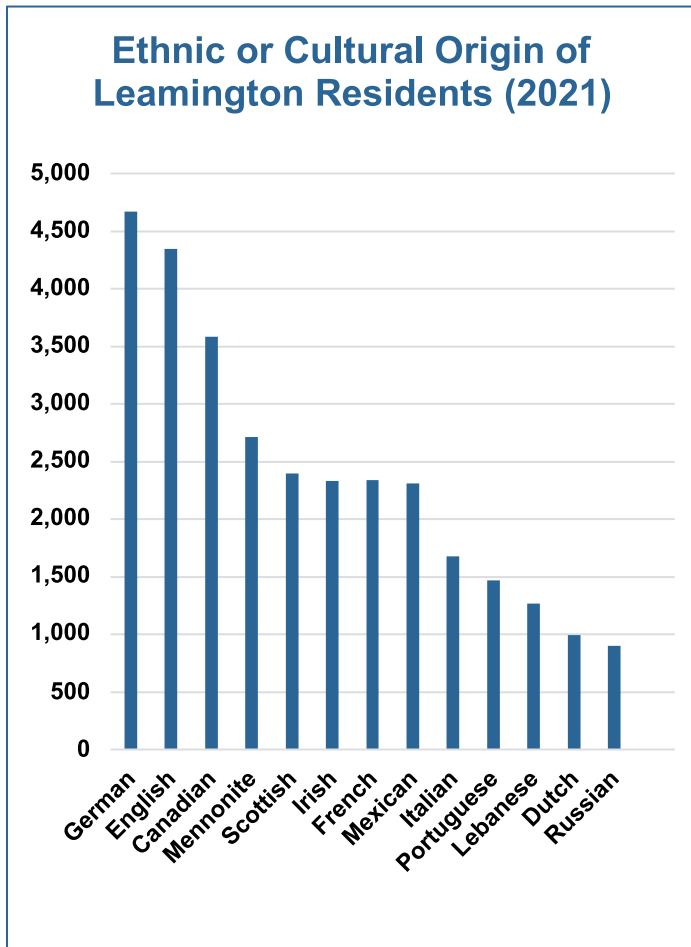
**Population:** 29,680

**Households:** 10,550 (Average of 2.8 persons per household)

- One-person Households: 2,690 (25.5%)
- Two or more person Households: 7,855 (74.5%)

### Diversity of Leamington Residents:

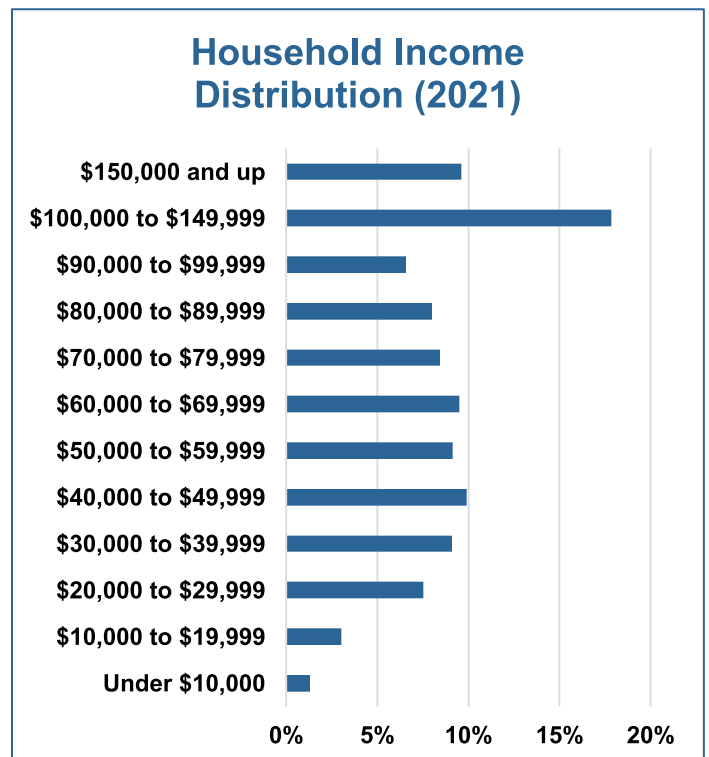
- 25.6% are Immigrants (7,225)
- 1.7% identify as Indigenous (465)
- 20.2% identify as a Visible Minority (5,695)



## Income:

**Median Household Income (after-tax):** \$70,500

- Approximately 5,230 households have an income less than the median
- One-person Households: \$36,800
- Two or more person Households: \$84,000



## Poverty

6.4% of Leamington residents (1,800) are living in poverty

- Children and youth (7.7%) are more likely to be living in poverty than other age groups; particularly young children aged 0 to 5 (9.5%). The poverty rate is also higher than overall for adults 25 to 64 years old (7.8%) and older adults 55 to 64 years old (7.4%).

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>28,170</b>	<b>1,800</b>	<b>6.4%</b>
0 to 17 years	6,315	485	7.7%
0 to 5 years	2,055	195	9.5%
6 to 17 years	4,260	290	6.8%
18 to 24 years	2,395	140	5.8%
25 to 54 years	10,230	795	7.8%
55 to 64 years	3,940	290	7.4%
65+ years	5,290	90	1.7%

**Note:** 2021 Market Basket Measure threshold for family of four = \$43,985 (Ontario population under 30,000)

## Housing

18.4% of Leamington households (1,945) are spending more than 30% of their income on shelter costs

- 7,305 households are Owned
  - 11.5% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,200
- 3,240 households are Rented
  - 34.8% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,151



Mill St Market, Leamington, TWEPI

**COMMUNITY PROFILE**

# TOWN OF TECUMSEH

## Demographics:

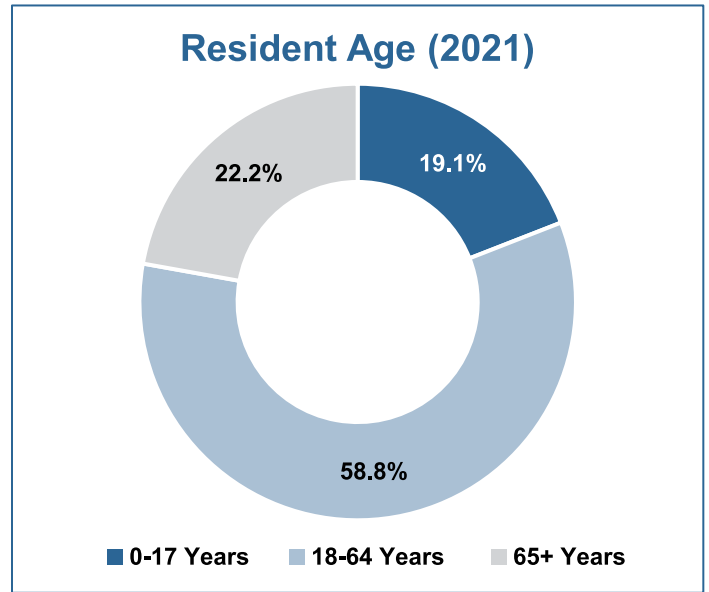
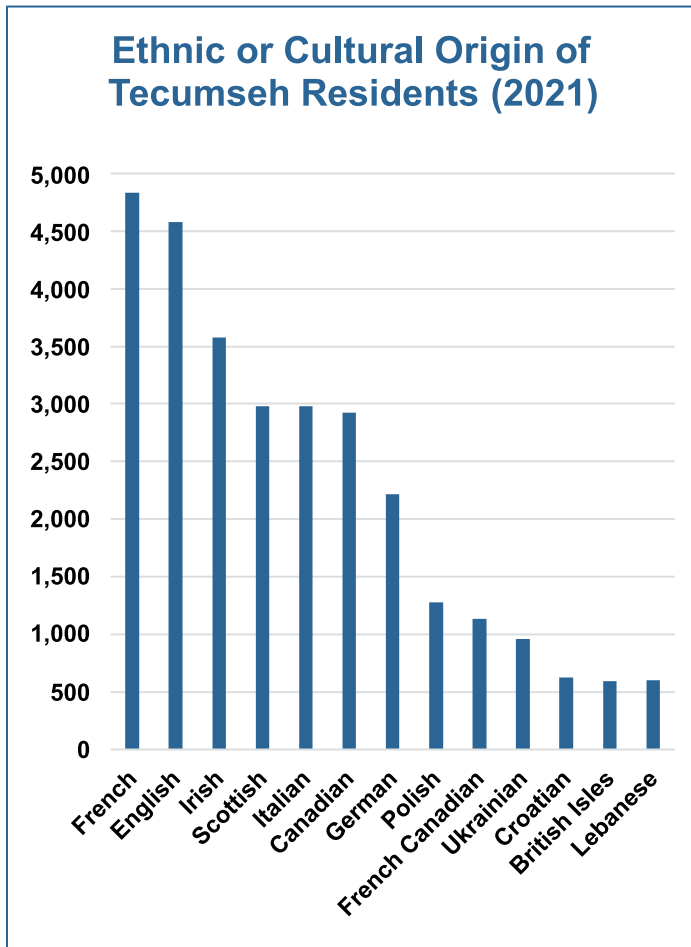
**Population:** 23,300

**Households:** 8,945 (Average of 2.6 persons per household)

- One-person Households: 1,895 (21.2%)
- Two or more person Households: 7,055 (78.9%)

### Diversity of Tecumseh Residents:

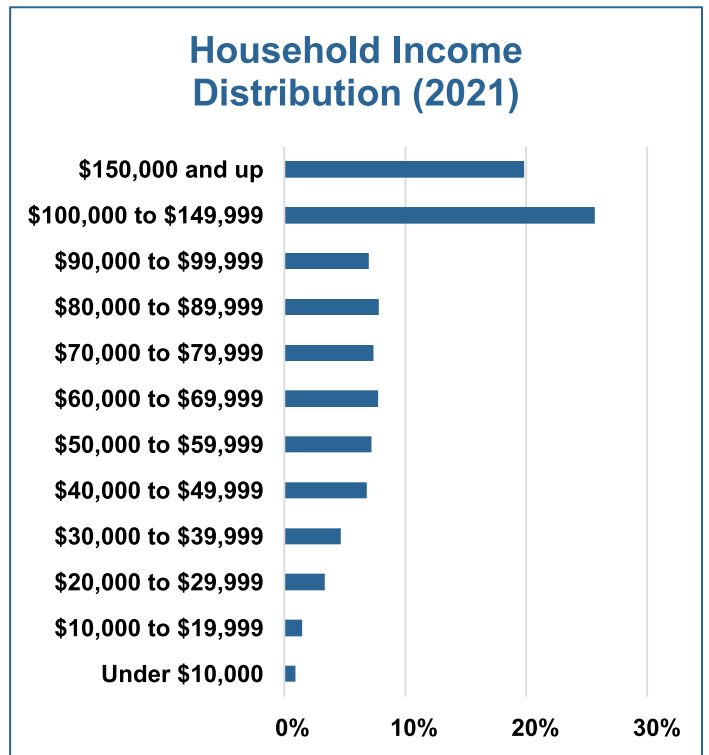
- 18.0% are Immigrants (4,145)
- 2.6% identify as Indigenous (605)
- 11.3% identify as a Visible Minority (2,605)



## Income:

**Median Household Income (after-tax):** \$94,000

- Approximately 4,245 households have an income less than the median
- One-person Households: \$47,200
- Two or more person Households: \$107,000





## Poverty

2.4% of Tecumseh residents (550) are living in poverty

- Older adults between 55 to 64 years old (4.2%) are more likely to be living in poverty than other age groups.

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>23,010</b>	<b>550</b>	<b>2.4%</b>
0 to 17 years	4,410	105	2.4%
0 to 5 years	1,250	25	2.0%
6 to 17 years	3,160	80	2.5%
18 to 24 years	1,820	25	1.4%
25 to 54 years	7,865	195	2.5%
55 to 64 years	3,805	160	4.2%
65+ years	5,120	70	1.4%

**Note:** 2021 Market Basket Measure threshold for family of four = \$43,985 (Ontario population under 30,000)

## Housing

11.1% of Tecumseh households (995) are spending more than 30% of their income on shelter costs

- 7,945 households are Owned
  - 8.9% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,326
- 1,000 households are Rented
  - 30.3% of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,230



Lakewood Park, Tecumseh, TWEP

**COMMUNITY PROFILE**

# CITY OF WINDSOR

## Demographics:

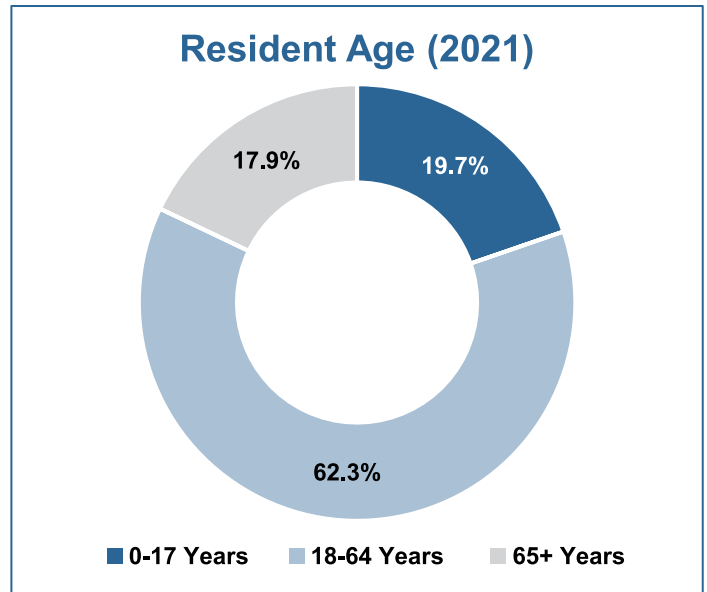
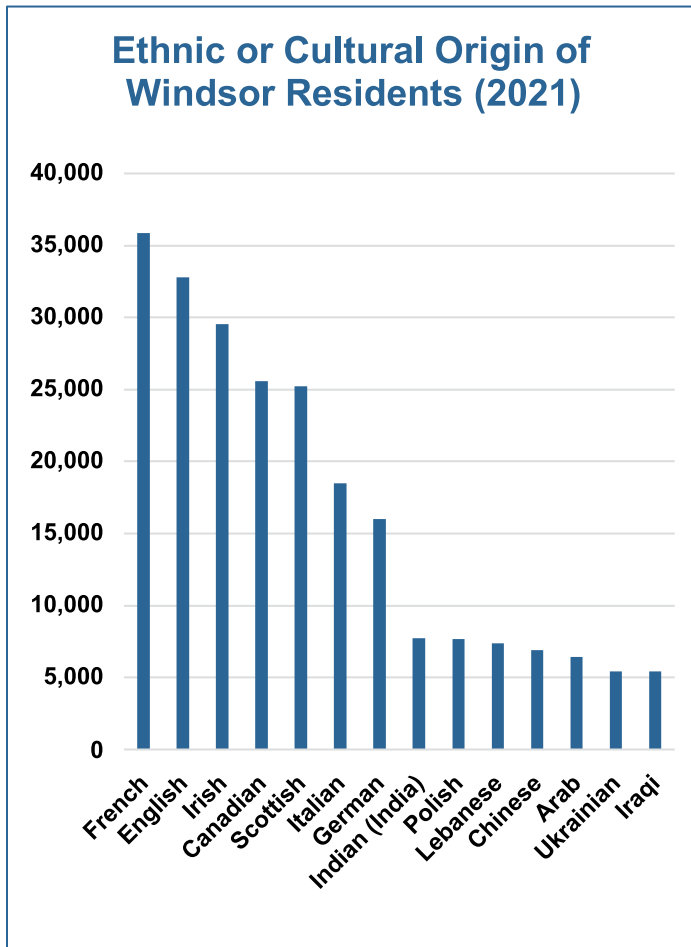
**Population:** 229,660

**Households:** 94,270 (Average of 2.4 persons per household)

- One-person Households: 31,210 (33.1%)
- Two or more person Households: 63,065 (66.9%)

### Diversity of Windsor Residents:

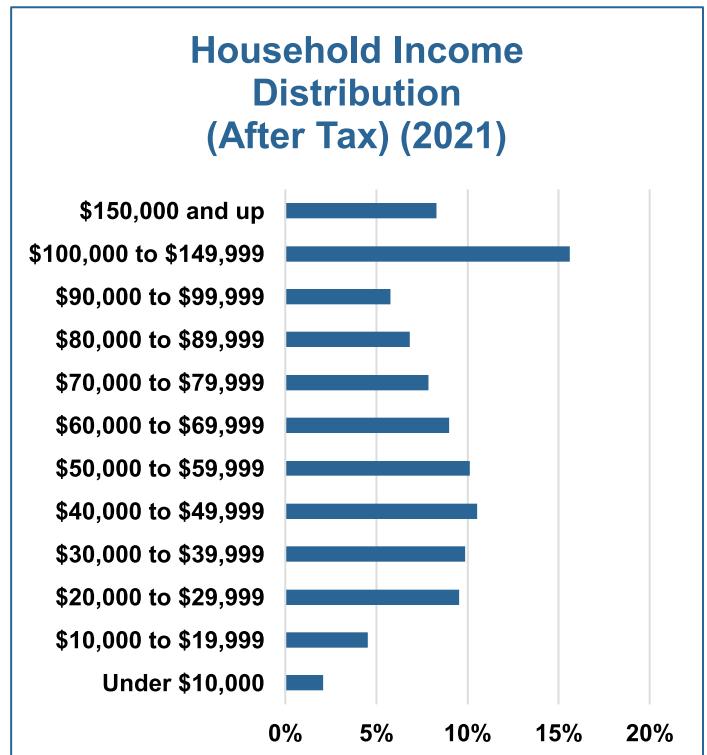
- 29.4% are Immigrants (66,610)
- 2.9% identify as Indigenous (6,585)
- 33.6% identify as a Visible Minority (76,005)



## Income

**Median Household Income (after-tax):** \$63,600

- Approximately 43,965 households have an income less than the median
- One-person Households: \$35,600
- Two or more person Households: \$81,000



## Poverty

10.8% of Windsor residents (24,355) are living in poverty

- Children and youth (12.7%), particularly young children 0 to 5 years old (14.3%), and young adults between 18 and 24 years old (17.4%) are more likely to be living in poverty compared to other age groups. Older adults aged 55 to 64 (11.3%) also show a slightly higher poverty rate than overall.

Residents Living in Poverty (MBM)	# of Residents	# in Poverty	Poverty Rate (%)
<b>Total</b>	<b>226,465</b>	<b>24,355</b>	<b>10.8%</b>
0 to 17 years	44,700	5,655	12.7%
0 to 5 years	13,385	1,910	14.3%
6 to 17 years	31,310	3,745	12.0%
18 to 24 years	21,630	3,755	17.4%
25 to 54 years	88,345	9,500	10.8%
55 to 64 years	31,195	3,535	11.3%
65+ years	40,595	1,910	4.7%

**Note:** 2021 Market Basket Measure threshold for family of four = \$45,776 (Ontario population size 100,000-499,999)

## Housing

21.0% of Windsor households (19,835) are spending more than 30% of their income on shelter costs

- 58,960 households are Owned
  - 12.6% of owner households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for owned dwellings: \$1,169
- 35,315 households are Rented
  - 35.5 % of tenant households spending 30% or more of its income on shelter costs
    - Average monthly shelter costs for rented dwellings: \$1,046



Windsor Riverfront, TWEPI

## ENDNOTES

- 1 Canada. (2018). Opportunity for all—Canada’s first poverty reduction strategy. Retrieved from <https://www.canada.ca/en/employment-social-development/programs/poverty-reduction/reports/strategy.html>
- 2 Canada’s first official poverty line. The Market Basket Measure (MBM) calculates the level when a household does not have the income to purchase a specific basket of essential goods and services. Data sourced from: Statistics Canada. Table 98-10-0113-01 Individual Market Basket Measure poverty status by economic family characteristics of persons: Canada, provinces and territories, census divisions and census subdivisions
- 3 Gustajtis, B. & Heisz, A. (2024, January 18). Modelled Market Basket Measure poverty rates for 2022 and 2023. Income Research Paper Series. Statistics Canada Catalogue no. 75F0002M.
- 4 Workforce WindsorEssex Labour Force Report – December 2023. Statistics Canada: Labour Force Survey data for Windsor CMA (includes Lakeshore, Tecumseh, Windsor, LaSalle, and Amherstburg).
- 5 Statistics Canada. 2023. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released February 8, 2023.
- 6 Statistics Canada. 2017. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29 2017.
- 7 2022 Annual Report Home Together: Windsor Essex Housing & Homelessness Master Plan.
- 8 Each year the Windsor Essex County Health Unit (WECHU) calculates the cost of groceries per week in the region using the Ontario Nutritious Food Basket (ONFB) survey.
- 9 Living wage is defined as "the minimum amount a person must earn to afford to live and participate in a specific community; Windsor-Essex County Health Unit: November 2023 Board of Health Meeting - Ontario Nutritious Food Basket & Food Insecurity Information Report.
- 10 Statistics Canada (2023, November 3). Labour Force Survey, October 2023. The Daily, November 3, 2023.
- 11 Kotsis, J. (2023, August 8). Rising cost of living earned Windsor title of SW Ontario poverty capital, Windsor Star. <https://windsorstar.com/news/local-news/poverty-in-windsor>
- 12 Statistics Canada. 2023. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released February 8 2023.
- 13 Statistics Canada. Table 98-10-0113-01 Individual Market Basket Measure poverty status by economic family characteristics of persons: Canada, provinces and territories, census divisions and census subdivisions.

## FRONT PAGE PHOTO CREDITS

Photos courtesy of Tourism Windsor Essex Pelee Island (TWEPI).



- 1 McAulliffe Park, Tecumseh
- 2 Bright Lights Windsor
- 3 Kingsville Open Streets
- 4 Windsor Riverfront



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