

- ADDENDUM -
- GUELPH CITY COUNCIL MEETING -
-February 22, 2011 -

DELEGATIONS

- Lloyd Longfield on behalf of the Guelph Chamber of Commerce
- Steven Petric
- Lou Maieron

** Colin Hunter on behalf of the Guelph Professional Firefighters Association has withdrawn his delegation.

Correspondence:-

- Guelph Jazz Festival
- Louise Stuart



guelphJAZZfestival

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“An enduring gem on Canada’s cultural landscape”

James Hale, Downbeat, December, 2010

Ask someone from Guelph what comes to mind when asked to consider arts and culture in Guelph. Though committed to our mission to present a specific type of art - jazz and improvised music - the Guelph Jazz festival hosts a wide variety of activities, from its public academic colloquium and concert-series to its hopping downtown tent and inaugural Nuit Blanche. The city oozes arts and culture for 5 days (and now, all night long)! Long-term residents as well as newcomers are proud of Guelph and recognize the festival's valuable contribution to their city because our work puts Guelph on the map. We book musicians that are seldom heard in the region, attracting a paying audience from surrounding areas, the US and Canada. As a grassroots organization a primary focus of the Guelph Jazz Festival has always been to involve the local community, to volunteer or to participate as audience members. But in addition to efforts made to connect to our local base-audience, the festival has made considerable endeavors to reach out to external audiences. A marketing committee comprised of local residents with industry expertise in marketing and tourism as well as jazz fans from Toronto meets monthly to establish and help implement a \$140,000 marketing campaign designed to attract a paying audience to our festival year after year. We have been successful increasing the numbers of people that attend from outside of Guelph while increasing our numbers of over-night stays in the city. We connect with Guelph Tourism, as well as tourism-based businesses like hotels and restaurants. This year, with Nuit Blanche (a convergence of music and art on more-accessible-than-Toronto terms) earned us an additional 2,000 visitors to the indoor and outdoor venues throughout the city. The businesses opened their arms knowing the festival was well worth the investment of time, space and money. While grants from provincial funding bodies off-set our expenses, the festival bears the bulk of the costs incurred to produce and to draw an audience. **What has become increasingly clear is how *the city of Guelph* sees the return on investment that the festival makes on its behalf.** The attached spreadsheet outlines specific costs we incur to host our outdoor tent, Nuit Blanche and concerts at the River Run Centre – a beautiful concert hall fit for the festival and its artists but far too expensive for us to continue presenting there. The bulk of our ticket revenues goes right back to the River Run Centre (the City). We are asking that the City note our substantial past investments (as outlined in the attached spreadsheet for 2010), and recognize that the return on this \$123,000 net festival investment is realized by the *entire city of Guelph*. We are requesting that the direct costs that the City recoups from the festival be

reduced significantly or that the city makes a real investment to cover the production costs our event.

EXPENSES	AMOUNT
River Run Centre - all expenses	\$15,999.00
Tourism-based marketing	\$39,840.00
Tent - all expenses	\$55,680.00
Nuit Blanche (NB) - all expenses	\$120,000.00
TOTAL EXPENSES	\$231,519.00
REVENUES	
Tickets and all passes sold through RRC	\$28,196.00
City of Guelph - Community Grant *	\$12,000.00
City of Guelph - Tourism (estimate)	\$2,000.00
Ontario Culutural Attractions Fund (NB)	\$15,000.00
Canada Council for the Arts (NB)	\$18,000.00
Celebrate Ontario (NB)	\$75,000.00
TOTAL REVENUES	\$108,000.00
NET EXPENSE TO FESTIVAL	\$123,519.00
*Community Grant Reduced for 2011	

22 February 2011

City of Guelph 2011-2012 Tax Based Budget Comments from Guelph Chamber of Commerce

Thanks for sharing the copy of the budget. Our Advocacy Committee has reviewed the proposed budget, and has the following general comments.

- 1) There is a concern over the numbers of FTE's being added. The general thought is that business is being cautious at this early stage of the recovery cycle. The SMT is closer to the needs of the Corporation of the City of Guelph, but the timing and extent of staff additions is something most businesses are being careful about given the feeling is that we are still early in the recovery to be adding staff. The exception is for absolutely necessary staff to help manage growth, or to provide support of revenue growth. During recovery holding off on expense growth to allow for revenue growth to pay for losses is one strategy that was expressed.
- 2) Revenue growth coming from residential and business development could pay for overhead requirements versus indexing existing revenue is more of a process question. Processes could be examined to speed up development and to attract new development to improve the revenue base.
- 3) Process improvement investments, particularly around processes that generate revenue such as engineering, planning and transit, should have investment priority over adding overhead costs. Improving processes is an outcome of recession, as you learn to do more with less. These improved processes should contribute to profitability and increased capacity as business recovers.
- 4) With many infrastructure projects being moved forward last year we would have expected to see more of a gap in infrastructure projects in the coming year. This would allow for payment of the debt incurred during the infrastructure stimulus program.
- 5) Marketing assistance could be sought for promotion of the Sleeman Centre, River Run, and events that bring revenue to the City. The Guelph Chamber of Commerce would be willing to help in increasing revenue through the sale of boxes at the Sleeman Centre, season tickets at the River Run, etc.

These comments are general, as an outside set of eyes for the SMT from business. We recognize there is a difference between ease of criticising from the outside versus the difficulty of dealing with the reality and detailed work that goes into budget preparation.

Best regards,
Lloyd Longfield,
On behalf of the Guelph Chamber

The following is my handout for councillors.

EVENT PARKING

Research was given to each councillor for another citizen indicating what different OHL cities charge for parking. Please refer to that important information. It is a valuable tool in making the right choice for event parking in Guelph compared to other OHL cities.

I recommend that the increase be only to \$4.00 and that Season Ticket Holders be given a discount and only charged \$2.00. Additionally, I suggest that anyone with a parking pass be exempt from being charged a event parking fee and/or charged only \$1 or \$2 max.

DOWNTOWN PARKING (2 HOUR FREE)

We need to find a compromise on this issue. The city is losing a boatload of cash without any replacement revenue since implementing this policy.

Please have staff start looking at a mix of different parking rates for peak/non-peak times in downtown and around other busy locations in Guelph. One idea would be offer a 2 for 1 rate - pay for 15 mins get 30 free or something similar.

Additionally, we should be installing Pay and display machines that control multiple spaces on a block anywhere downtown and even thought the city at busy locations. The spaces are not marked, but the pay and display zone is indicated by a sign and line at either end. Upon depositing either coins or inserting a credit card, a ticket is issued by the machine. The ticket is then placed face up on the car dashboard with the expiry time clearly visible. The ticket has a detachable second part which serves as a receipt or reimbursement proof of purchase where applicable. For an example of this see: <http://parking.greenp.com/parking-info/on-street-parking.html> (GreenP is also very helpful for additional ideas on making parking better in Guelph - even if its from a large city!)

TRANSIT

Our city has been playing catch up on making Transit work better in Guelph. However, many of the ideas and suggestions have taken 5, 10, 15 and even 20 years to actually implement. Some of these recommendations have also been repeated in various reports over the last 20 years. It is time we step up and make a real effort on Transit. The first step is to actually support the new transit strategy, and earmark the right monies needed to make it work.

The second step is to tweak the strategy to make improvements where needed now, not in 5 years.

Rush hour service should have been implemented instead of all day 20 min service. This would have save us some money and gave the city a chance to make sure we could afford to implement all day 20 min service. The next step would have been to implement that service while changing rush hours into 15mins service, and maintaining 20 min service during the day time and 30 min service each evening. However, we jumped the gun and now we will have 15 min rush and 30 min day/evening service which makes no sense considering we have had 20min service for a long time now.

My recommendation is this:

Start service at 5:00am to accommodate those who want to use GO/Greyhound services that start as early as 5:25am, put the 15 min service in place until 9:00am for AM rush, 20 min service till 3pm, 15 min service for PM rush till 7:00pm and 30min service for the evening to end of service. This is similar to may cities who have the proper 4 service level day type of Transit service.

In terms of Summer service, we need to at least maintain a basic rush hour. I suggest having 20min service for the AM and PM peaks (5-9am/3-7pm) and 30mins for the rest.

For Sunday/Holidays services, we should look at the 1 hour model suggested in the Transit strategy and talked about on the Mayors Blog. For example: Route 4 York Road becomes Route 8 General Hospital so instead of 2 buses each hour just run 1 bus each hour. Route 4 runs once an hour then turns into Route 8 and run on the bottom half of the hour. **That's half the buses, half the cost.**

This could be done on select holidays and even into Sunday evenings after 6:45Pm as there are many places that need transit still including the University and Movie Theatre way over on Woodlawn.

Fare Increase

While the fare increase is going to be a burden to many, it will at least help make the service better this fall on our new empty sheltered bus terminal.

However, here are a few ideas that would make this better for everyone.

- 1) Let us get on board with PRESTO. They have finally got a Student rate system as mentioned by the Transit boss.as to why the system couldn't be done here. Well now it can be so lets get on board!
- 2) Offer the corporate discount city wide. It has worked very well in other cities, so lets stop twiddling our thumbs and make it a reality this year.
- 3) Have monthly passes available on a discount via 12 or 6 month subscription like the TTC.

4) Look at a corporate like discount for high school students by selling at the high school.

BOOKMOBILE

Carefully consider phasing this service out over the next 5 years instead of all at once. It is still a valuable service for many and until we get more branches and new central library, this needs to stay in some form.

Steven Petric



Guelph Wellington Emergency Medical Service

Guelph-Wellington Emergency Medical Service is dedicated to provide compassionate quality 'patient focused' medical service with continuous improvement to the EMS System ensuring that the public receives the highest quality of coordinated patient care services.



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About Us

Paramedics and Service

- Currently 121 Paramedics employed in both Part time and Full time capacity
- Paramedics provide patient care at both an Advanced Care Level and Primary Care level
- Medical Directives are provided by Dr. Welsford from Hamilton Health Sciences Centre of Paramedic Education and Research




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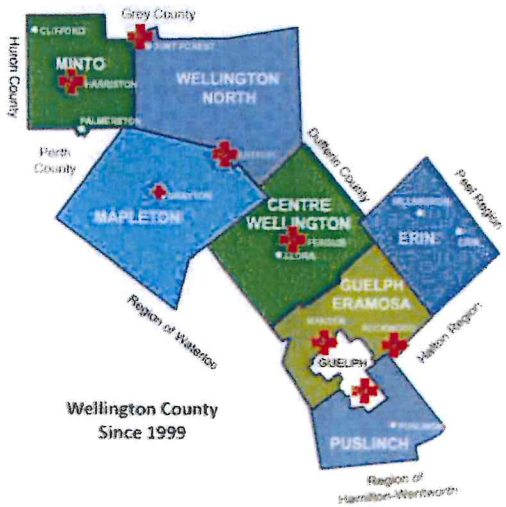


Legislation

- Ambulance Act
- Highway Traffic Act
- Coroners Act
- Controlled Drugs and Substances Act
- Patient Health Information Protection Act
- Health and Safety Act
- Ministry of Health and Long Term Care Certification
- Employment Standards
- Mental Health Act
- Basic and Advanced Life Support Standards
- Human Rights Code
- +++

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Wellington County
Since 1999

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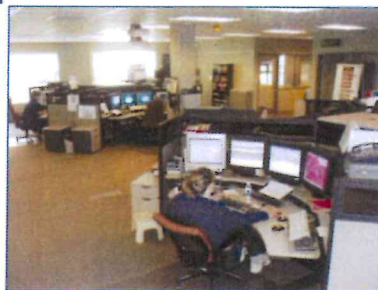
Guelph Wellington EMS Stations

- 00 Guelph
- 01 Guelph S
- 02 Fergus
- 04 Mount Forest
- 05 Arthur
- 06 Harriston
- 07 Drayton*
- 08 Rockwood

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Ambulance Deployment

All calls to 911 for ambulance assistance go to a Provincial Dispatch Centre.
The Ambulance Communications Officers determines location, **priority**, and assigns the closest, most appropriate ambulance to attend



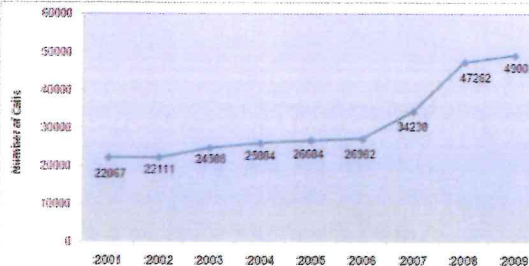
Cambridge Central Ambulance Communications Centre

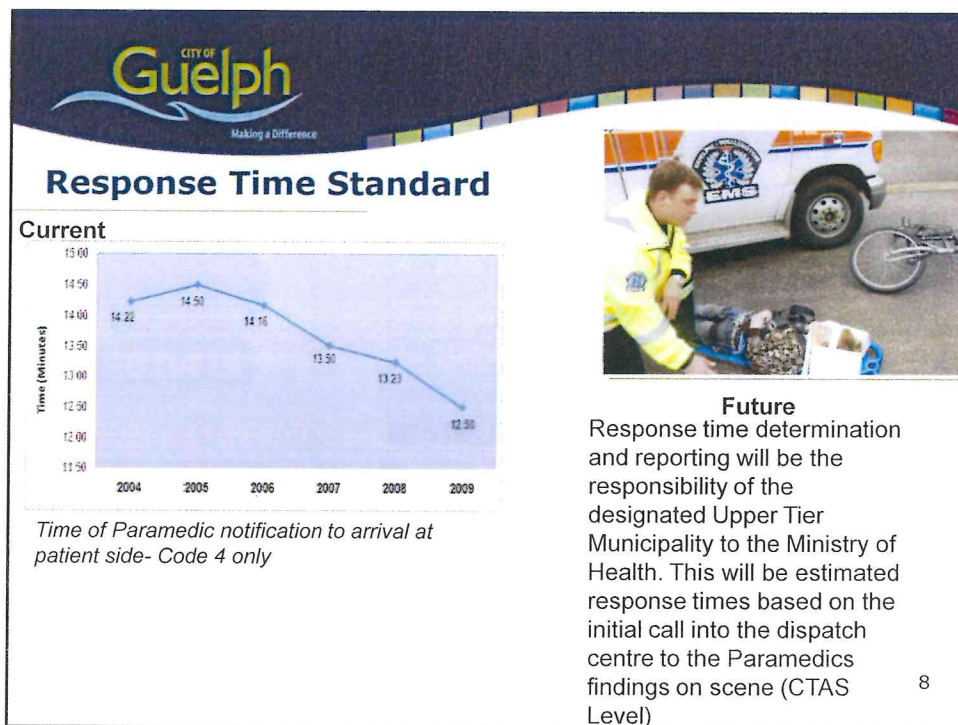
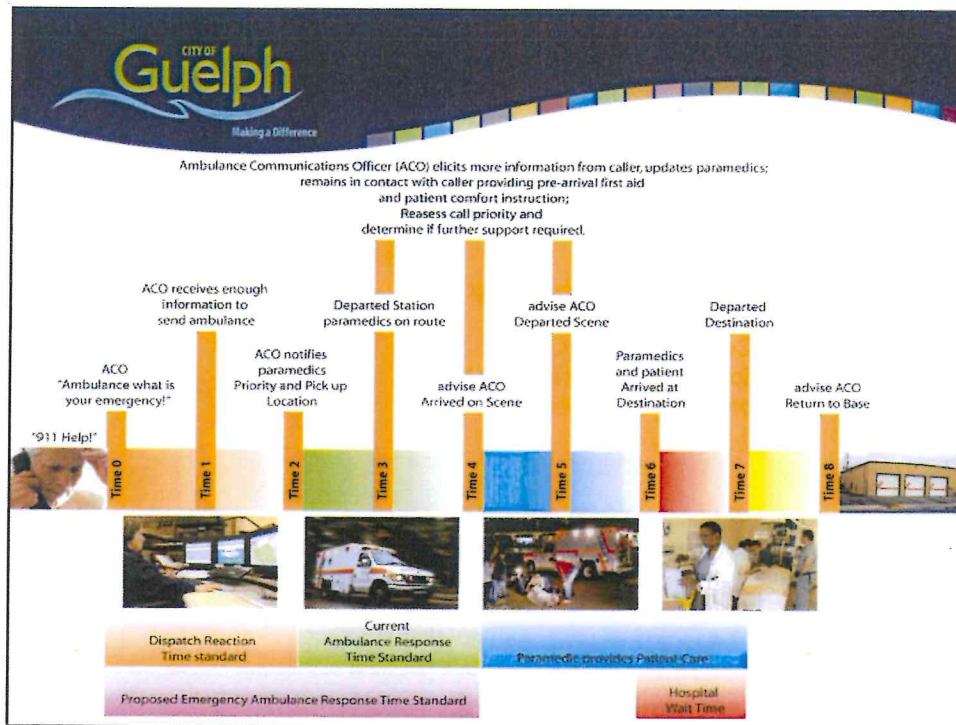
- Code 1 = non life-threatening, non-emergency call
- Code 2 = scheduled appointment, non-emergency call
- Code 3 = prompt, non life-threatening, emergency call
- Code 4 = potential life-threatening, emergency call
- Code 8 = emergency coverage reinstatement (stand-by)

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2010 6 month summary

Township	Code 1	Code 2	Code 3	Code 4	Code 8	Total
North Wellington	71	82	119	230	2020	2522
Puslinch	0	2	112	309	15	438
Minto	33	16	100	157	1843	2149
Mapleton	0	0	29	85	329	443
Guelph-Eramosa	1	0	98	327	723	1149
Erin	0	0	47	255	7	309
Centre Wellington	148	65	268	415	2611	3507
Guelph	64	11	1486	3026	10616	15205
County	253	165	773	1778	7548	10515
Total Tier 267	317	178	2269	4804	19164	25720





CITY OF Guelph
Making a Difference

New Response Time Standard

Canadian Triage Acuity Scale – "CTAS"


Effective October 2011 the Upper Tier must report on:

Response time commitments for CTAS 1,2,3,4, and 5 patients

The percentage of times that sudden cardiac arrest patients received assistance from a person equipped to provide defibrillation (e.g., paramedic, fire, police, or other first responder) **within six minutes from the notification of a call by an ambulance communication service.**

The percentage of times that an ambulance crew has arrived on-scene to provide ambulance services to sudden cardiac arrest patients or other patients categorized as CTAS 1 **within eight minutes of the of the time notice is received respecting such services.**

Municipal public safety and prevention education and promotion campaigns such as the County PAD program



CITY OF Guelph
Making a Difference

Service Review- *every 3 years*


Guelph Wellington participated in an ambulance service review by the Ministry of Health Ambulance Service Review Team April 14-17, 2009. The service was found to have **substantively met** the requirements of the Land Ambulance Certifications Standards.

Items reviewed include:

- ❖ Paramedic qualifications and training
- ❖ Time response
- ❖ Compliance legislation
- ❖ Station, vehicle and equipment
- ❖ Patient Care
- ❖ Quality Assurance Program
- ❖ Staffing patterns, vehicle deployment
- ❖ Policy Analysis
- ❖ Documentation






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Future Initiatives

- ❖ Recommend additional staffing to further support service demands
- ❖ Improve electronic data capture for internal reports
- ❖ Upgrade mapping systems









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Thank you!
 Guelph Wellington Emergency Medical Service
 355 Elmira Road, Unit 134
 Guelph, ON
 N1K 1S5
 519-822-1260 ext 2880

Thanks to GWEMS Paramedics Lindy Reid Daryl Parfeniuk, Kelly Gouwelloos, Kerri Mitchell, Kerri Thomas, Eric Oldridge, Brad Baumber. Special thanks to Paramedic Gar Fitzgerald and family for the photos

Members of City Council,

I want to urge you to restore holiday bus service, particularly for Family Day, Canada Day and Labour Day.

For some members of our community, the bus is the only method of transportation they can afford. If there is no bus service on these holidays, they cannot participate in community events unless they live close enough to walk to them.

Lack of bus service effectively prevents many poor people from participating in community events. For instance, on Family Day, the Y offered many activities for families, but it is not within walking distance for most people in the city. Similarly, on Canada Day and Labour Day, there are many family activities at Riverside Park, which also is not within walking distance for many people in Guelph.

Poor people are already marginalized in our society. Not being able to participate in community event further marginalizes them. Surely City Council does not wish to do this.

Thank you for your consideration.

Sincerely,
Louise Stuart