

# COMMITTEE AGENDA



TO **Community & Social Services Committee**

DATE February 14, 2012

LOCATION Council Chambers

TIME 5:00 p.m.

## DISCLOSURE OF PECUNIARY INTEREST

### CONFIRMATION OF MINUTES – December 6, 2011

### PRESENTATIONS (Items with no accompanying report)

- a) Lynne MacIntyre on behalf of the Anti-Bullying Coalition
- b) Deanna Clatworthy and Werner Eitzen on behalf of the Royal City Musical Productions Inc. with respect to the costs for community theatre at the River Run Centre.

### CONSENT AGENDA

*The following resolutions have been prepared to facilitate the Committee's consideration of the various matters and are suggested for consideration. If the Committee wishes to address a specific report in isolation of the Consent Agenda, please identify the item. The item will be extracted and dealt with separately. The balance of the Community & Social Services Committee Consent Agenda will be approved in one resolution.*

ITEM	CITY PRESENTATION	DELEGATIONS	TO BE EXTRACTED
CSS-1 Recreation Program Passes	<ul style="list-style-type: none"> <li>• Colleen Clack</li> </ul>	<ul style="list-style-type: none"> <li>• Leslie Snell</li> </ul> <p><u>Correspondence:</u> - Diane D'Angelo</p>	√
CSS-2) Proposed Change to Non-Prescribed (Discretionary) Social Services Funeral Rates			

Resolution to adopt the balance of the Community & Social Services Committee Consent Agenda.

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## **ITEMS EXTRACTED FROM THE CONSENT AGENDA**

Once extracted items are identified, they will be dealt with in the following order:

- 1) delegations (may include presentations)
- 2) staff presentations only
- 3) all others.

**NEXT MEETING-** March 13, 2012

**The Corporation of the City of Guelph  
Community & Social Services Committee  
December 6, 2011, 5:00 p.m.**

A meeting of the Community & Social Services Committee was held on December 6, 2011 in the Council Chambers at 5:00 p.m.

Present: Councillors Laidlaw, Burcher (arrived at 5:05 p.m.), Dennis, Guthrie and Mayor Farbridge

Also Present: Councillors Bell, Furfaro, and Hofland,

Staff Present: Ms. C. Clack, Interim Executive Director, Community & Social Services; Ms. B. Powell, Ms. J. Sweeney, Clerk Designate; and Ms D. Black, Assistant Council Committee Coordinator

There was no disclosure of pecuniary interest.

1. Moved by Councillor Dennis

Seconded by Councillor Guthrie

THAT the minutes of the Community & Social Services Committee meeting held on November 8, 2011 be confirmed as recorded and without being read.

VOTING IN FAVOUR: Councillors Dennis, Guthrie, Laidlaw and Mayor Farbridge (4)

VOTING AGAINST: (0)

Carried

**Consent Agenda**

The following items were extracted from the Consent Agenda to be dealt with separately:

CSS-2011 A.38 MacDonal Stewart Art Centre Update

CSS-2011 A.39 Community Gardens Pilot Program Evaluation

**Presentations**

**St. Joseph's Health Centre**

Ms. Anne Groulx, on behalf of St. Joseph's Health Centre, provided a synopsis of their new, affordable residences for independent living for seniors. She outlined their target plan and 2011 rates.

**MacDonald Stewart Art Centre Update**

Ms. Joanne Shoveller, Chair, MacDonald Stewart Art Centre Board of Trustees, provided an update on the governance and structure of the MacDonald Stewart Art Centre. Upon completion of their 20 year

strategic plan, it was determined that the role of their partners need to be addressed regarding the care and maintenance of the facility and ongoing infrastructure; and that the school board cannot provide what is required. She said the school board is willing to address a transfer of the property and then the Centre plans to meet with City and University representatives regarding their level of involvement.

Ms. C. Clack

2. Moved by Councillor Dennis  
Seconded by Councillor Burcher  
THAT Report #CSS-ACE-1152, titled Macdonald Stewart Art Centre Update, dated December 6, 2011, and the attached Interim Report of Governance Task Committee, September 2011, from the Macdonald Stewart Art Centre be received.

VOTING IN FAVOUR: Councillors Burcher, Dennis, Guthrie, Laidlaw and Mayor Farbridge (5)

VOTING AGAINST: (0)

Carried

**Community Gardens Pilot Program Evaluation**

REPORT

3. Moved by Councillor Burcher  
Seconded by Councillor Dennis  
THAT Report #CSS-CESS-1153, dated December 6, 2011 and titled 'Community Gardens Pilot Program' providing evaluation of the Community Garden Pilot Program be received;

AND THAT the Community Gardens Program is made a permanent City of Guelph program which will allow and support community gardens on public land and managed with existing resources;

AND THAT staff be directed to develop policy and procedures on Community Gardens and to continue to work in an integrated approach interdepartmentally to support the Community Garden Program; with an annual report back to Council.

VOTING IN FAVOUR: Councillors Burcher, Dennis, Guthrie, Laidlaw and Mayor Farbridge (5)

VOTING AGAINST: (0)

Carried

4. Moved by Councillor Burcher  
Seconded by Councillor Guthrie  
THAT the Community & Social Services Committee now hold a meeting that is closed to the public with respect to:

1. **Citizen Appointments to the Accessibility Advisory Committee**  
S. 239(2)(b) Personal matters about identifiable individuals.
2. **Citizen Appointments to the Guelph Museum Advisory Committee**  
S. 239(2)(b) Personal matters about identifiable individuals.
3. **Citizen Appointments to the Guelph Sports Hall of Fame Board of Directors**  
S. 239(2)(b) Personal matters about identifiable individuals.

VOTING IN FAVOUR: Councillors Burcher, Dennis, Guthrie, Laidlaw and Mayor Farbridge (5)

VOTING AGAINST: (0)

Carried

**The remainder of the meeting was held in closed session.**

REPORT TO COUNCIL  
IN CLOSED SESSION

5. Moved by Mayor Farbridge  
Seconded by Councillor Burcher  
THAT staff be given direction with respect to citizen appointments to the Accessibility Advisory Committee.

Carried

REPORT TO COUNCIL  
IN CLOSED SESSION

6. Moved by Councillor Burcher  
Seconded by Councillor Guthrie  
THAT staff be given direction with respect to citizen appointments to the Guelph Museum Advisory Committee.

Carried

REPORT TO COUNCIL  
IN CLOSED SESSION

7. Moved by Councillor Burcher  
Seconded by Councillor Guthrie  
THAT staff be given direction with respect to citizen appointments to the Guelph Sports Hall of Fame Board of Directors.

Carried

The meeting adjourned at 5:41 p.m.

.....  
Chairperson

January 26, 2012

Dear Madame Mayor and Members of Council:

I am coming to you as a citizen and not as an employee of the City of Guelph. After working for the City for a couple of years, I decided to move my family here as I truly believe that this City is one of the best in Canada.

I wanted to raise my children in a community that cares, that embraces diversity, is accountable to the next generation and is passionate for the environment.

I am a strong supporter of volunteering and I belong to a number of organizations in Guelph to do my part in keeping my community strong.

Unfortunately, since moving to Guelph my son has been mercilessly bullied at school which has included verbal insults, threats, physical assaults and a terrifying incident involving a knife. Words can't begin to describe what horrific acts have been thrust upon him, as much of it is too foul and too painful to repeat.

I have attached a piece of his writing based on his experience which has garnered a lot of attention both locally and nationally.

Because of his honesty and thought-provoking words, his writing has resonated with people across Canada. As a result, over the past few months, I have been a regular guest on the Roy Green Show, a nationally syndicated radio broadcast across Canada. I have been a strong advocate for my son and a voice for other children in similar circumstances. In December, I had a meeting with the Minister of Education, Laurel Broten to discuss the proposed changes to the *Safe Schools Act*, and to table some ideas around a collaborative community approach. I have also started to bring together local leaders to build a made-in-Guelph collaboration against bullying.

I didn't set out to carry the torch on an anti-bullying crusade, but I do believe that we are burdened in life with misfortune to inspire us to make change. To do nothing is not an option.

The World Health Organization (WHO) has declared bullying a "global social health problem" which has reached epidemic proportions. Seven children within a few hours from Guelph have committed suicide since September due to bullying. Recently, Jamie Hubley, the son of a City of Ottawa Municipal Councillor, took his life due to bullying. Suicide continues to be one of the leading causes of death among children under the age of 14. Suicide rates are continuing to grow among adolescents, and have grown more than 50 percent in the past 30 years.

Bullying is not just happening in our schools; it also occurs in our parks, arenas, etc. and yet, to date, all remedial action has been placed upon the school boards for correction. We are of the opinion that this is society's problem and therefore it MUST be resolved by society as a whole.

Research has shown that children who are chronic bullies without intervention grow up to have criminal records by age 28. Similarly, kids who are chronically bullied and left untreated, demonstrate antisocial behaviours and, oddly enough, both become non-contributing members of society. They draw on our medical system, social assistance programs and are a continued policing problem. The classic bully often continues the cycle of abuse in acts of domestic violence and, unfortunately, this is where the problem perpetuates itself; breeding the next generation of bullies. Victims of bullying too often become bullies out of sheer frustration and anger that no one was able to make it stop.

This social-economic problem and the cost of conflict in our society is a direct result of bullying. I am here today to ask for your assistance to make Guelph a safe community for our children. The City of Guelph has committed to a Community Wellness Initiative, and, in order for it to be successful, bullying needs to be address in a collaborative manner with other community stakeholder groups. This meaningful initiative must take into consideration the impact of bullying and how it diminishes the well-being of every Guelph citizen both young and old.

I am here today to request a Member of Council to be an active member on a newl-formed group: the Guelph Anti-Bullying Coalition.

This Coalition is made up of representatives from multiple community partners such as, Upper Grand District School Board, Guelph Police, Trellis, Family and Children Services, the John Howard Society, etc.. We hope to add to this list of keen community supporters but most importantly we see The Corporation of the City of Guelph as an integral partner of this team.

Our strategy is simple. We want to coordinate anti-bullying efforts in Guelph; establish clear, concise and consistent communications about bullying; and build community-wide expectations to address bullying.

This City's mantra is, "Making a Difference" and I would like the City of Guelph to Make the Difference and be the first City to publicly announce that we care for the future of our young people and we are taking a stance against bullying now. We need to work in an integrated way; to be the front-line against the war on bullying so that in every establishment in Guelph our message is loud, clear and consistent. We are the most caring community, we do "Make a Difference", and therefore, we are the best municipality in Canada to champion this message.

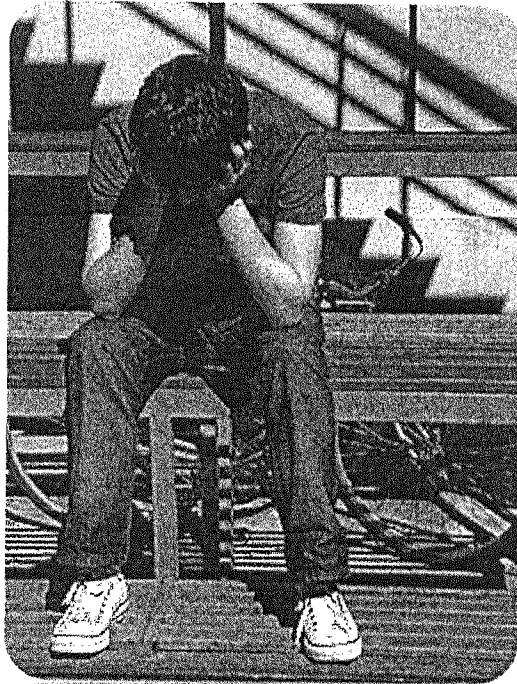
In the words of Margaret Meade, "Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."

So please, join our Coalition and be an active partner to make Guelph a safe community for our children.

Lynne MacIntyre  
Guelph, Ontario

# I AM JUST A BOY

(BY A GRADE 8 STUDENT IN GUELPH)



I am just a boy who didn't have any choices about the hell I have endured  
I am just a boy who couldn't wait to go to school and learn and be liked  
I am just a boy who wanted to make friends and be part of the team  
I am just a boy who didn't get to realize this dream  
I am just a boy who would walk around the playground, alone and sad, as I watched other kids play soccer and wished they would call me over to join in – just once  
I am just a boy who never got picked for a team and was always last picked in gym class  
I am just a boy who was teased for lacking in athletic ability and mocked for the way I run  
I am just a boy who desperately wanted to share my story but had to suffer in silence for fear of more torment  
I am just a boy who had to suck it up and pretend I was fine and it didn't matter  
I am just a boy who wanted a friend and a confidant  
I am just a boy who wanted to be accepted for my differences but liked more because of them  
I am just a boy who looked forward to ending my primary school years better than they started  
I am just a boy who wanted to go on the year end trip with my classmates feeling a sense of belonging  
I am just a boy who just learned that I am not accepted and I don't belong  
I am just a boy who won't be victimized anymore and will make choices that will not subject me to the constant messages of you don't matter or you are a freak  
I am just a boy who will leave elementary school the same way I started, wanting a friend, wanting to feel accepted wanting to be "one of the gang"  
I am just a boy who had to be brave and pretend that none of this hurt  
I am just a boy who is funny and kind and plays by the rules  
I am just a boy who doesn't understand why subtle yet constant badgering isn't considered bullying - yet it hurts just as much  
I am just a boy who is tired of waiting for it to stop, waiting for adults to make kids accountable, waiting for a better tomorrow  
I am just a boy who is wishing his childhood away because I hear that adults don't behave that way  
I am just a boy who loves life, and laughter, and all the things that other kids like and for that I am not different  
I am just a boy who hopes that one kid understands the impact of being so mean, so unkind  
I am just a boy who wonders if they think about the cruel things they say, the cruel things that they do  
I am just a boy who wonders if they are being mistreated and that is why they are so careless with their words that cut through my soul  
I am just a boy who promises to never ever treat anyone like this  
I am just a boy who promises to raise children to be kind and thoughtful and tough enough to stand up to those that don't

I am - just a boy







## He's not 'just a boy,' he's very special

June 6, 2011

By Susan Farrelly, Guelph Mercury Community Editorial Board

I was out for lunch with some friends a few days ago and our conversation turned to our children. Most of our conversations do.

One friend began to tell us about the struggle that her son is having. He's in Grade 8 in our community. She shared with us a piece of writing he had produced.

She had asked him to write a pro and con list about going on his school's Grade 8 graduation trip. But for a spell-checking, this is what he wrote:

I am just a boy who didn't have any choices about the hell I have endured.

I am just a boy who couldn't wait to go to school and learn and be liked.

I am just a boy who wanted to make friends and be part of the team.

I am just a boy who didn't get to realize this dream.

I am just a boy who would walk around the playground, alone and sad, as I watched other kids play soccer and wished they would call me over to join in — just once.

I am just a boy who never got picked for a team and was always last picked in gym class.

I am just a boy who was teased for lacking in athletic ability and mocked for the way I run.

I am just a boy who desperately wanted to share my story but had to suffer in silence for fear of more torment.

I am just a boy who had to suck it up and pretend I was fine and it didn't matter.

I am just a boy who wanted a friend and a confidant.

I am just a boy who wanted to be accepted for my differences but liked more because of them.

I am just a boy who looked forward to ending my primary school years better than they started.

I am just a boy who wanted to go on the year-end trip with my classmates feeling a sense of belonging.

I am just a boy who just learned that I am not accepted and I don't belong.

I am just a boy who won't be victimized anymore and will make choices that will not subject me to the constant messages of you don't matter or you are a freak.

I am just a boy who will leave elementary school the same way I started, wanting a friend, wanting to feel accepted wanting to be "one of the gang."

I am just a boy who had to be brave and pretend that none of this hurt.

I am just a boy who is funny and kind and plays by the rules.

I am just a boy who doesn't understand why subtle yet constant badgering isn't considered bullying — yet it hurts just as much.

I am just a boy who is tired of waiting for it to stop, waiting for adults to make kids accountable, waiting for a better tomorrow.

I am just a boy who is wishing his childhood away because I hear that adults don't behave that way.

I am just a boy who loves life, and laughter, and all the things that other kids like and for that I am not different.

I am just a boy who hopes that one kid understands the impact of being so mean, so unkind.

I am just a boy who wonders if they think about the cruel things they say, the cruel things that they do.

I am just a boy who wonders if they are being mistreated and that is why they are so careless with their words that cut through my soul.

I am just a boy who promises to never ever treat anyone like this.

I am just a boy who promises to raise children to be kind and thoughtful and tough enough to stand up to those that don't.

I am — just a boy.

I hope parents will read this with their children. I hope teachers will read this to their students. I hope teenagers will read it to themselves.

I hope after reading this, when young children are playing on the playground, others take a moment to look up for the child that is playing alone to ask that boy or girl to join them.

I hope when a teenager walks into the cafeteria, they aren't looking for the table that they always sit at with their friends — but looking for that young person sitting alone to go and join.

I hope individuals learn to be careful with their words because they cannot be taken back.

I hope when individuals hear a person mocking another they have the strength and courage to stand up and say that is not OK, no matter what the situation is.

I want to thank this young man for letting me share this beautiful piece of writing with our community. I want to tell him he has a very strong voice. The act of writing is powerful. He is beautiful. He is strong. He is a very special boy.

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## 'Just a boy' poem spurs big response

Phil Andrews

June 20, 2011

I thought it was too good to be true.

I thought it was too mature to be true. I thought it was too polished to be true. I thought it was too eloquent to be true.

That's part of the reason I told Susan Farrelly of our Community Editorial Board I would not publish the anonymous poem she had crafted a <http://www.guelphmercury.com/opinion/columns/article/543445--he-s-not-just-a-boy-he-s-very-specialcolumn> around this month—unless and until I could meet the poet. According to her, he was a local junior high student.

Newspapers have to be guarded in using material—any material—from confidential sources. This paper has several written policies on this point since erring on the use of such sources can corrode a publication's credibility. Exceptions are rare within our policies.

Farrelly helped arrange a meeting for me and the poet and his mother.

Before we met, I ran passages of his 28-line 'I'm just a boy' poem through a bevy of databases and search engines. It seemed original. Then, when I met him, it took little time to be persuaded both the poem and the exceptional young man who authored it were the real deal.

He's been through an awful lot. He's incredibly articulate. He's a gifted writer.

So, the Mercury published Farrelly's column built on his poem about coping with isolation and bullying. It appeared June 6 in the newspaper and on our website. The reaction to it has been immense, moving and incredible.

Online, the column has gone viral. It has spurred online comments, copious recommendation-clicks and several emails to our newsroom and to Farrelly.

In the paper, the poem has spurred a <http://www.guelphmercury.com/opinion/letters/article/547412--we-must-be-alert-to-the-needs-of-our-childrenletter> from a grandmother, Gloria Ferring, who wrote that it brought her to tears. It also moved her and others to call for action to better support such victims.

Gateway Drive Public School teacher Lesley Brownlee shared the poem with several classes at her school.

"In all the classes I read it to, you could have heard a pin drop. This one class absolutely melted," she said.

All the classes exposed to the poem were then guided to discuss it. Those conversations surprised and moved Brownlee.

The class that "melted" was a Grade 4/5 split. Its students' talk led to action. The class created tiny signs bearing the phrase 'Be excellent to each other,' and started posting them up. The signs went up in the classroom, then in washrooms, hallways and even the school's office.

"It really went way beyond what I expected," Brownlee said. "The signs went up all over the school."

I asked Brownlee, the school's French teacher, if she will incorporate the poem in future teaching.

"I'm not going to throw it out. Put it that way," she said.

It was moving and inspiring to speak with her.

Farrelly, a Rotarian, was thanked out loud at her last Rotary function for sharing the poem and related messages in her column. She has also been approached by a Guelph Catholic school seeking consent for the column to be used in its social justice program and by an organization affiliated with the University of Guelph that works with children with various disorders. That organization also wants to use the column as a resource.

I've stayed in contact with the poet's mother. She originally passed along the poem to Farrelly and other friends without her son's knowledge and without a notion it might become public—let alone this public. It came about out of her urging her son to make a pro-con list at home to help him decide whether to attend a Grade 8 graduation trip. Instead of the list, he wrote the poem.

I hope he continues to write—perhaps for the Mercury—as the exercise can be empowering and healthy and cathartic. He's a good writer—but not too good to be true.

*Phil Andrews is managing editor of the Guelph Mercury. He can be reached at 519-823-6050 or [pandrews@guelphmercury.com](mailto:pandrews@guelphmercury.com)*

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## **Guelph woman to be on provincial bullying task force**

Joanne Shuttleworth, Mercury staff

December 19, 2011

GUELPH — A Guelph mother of a child who has been bullied hopes to serve on a task force with the Minister of Education that's examining bullying and ways to eliminate it.

Lynne MacIntyre was to meet with Minister Laurel Broten Monday afternoon to talk about the task force and what it hopes to achieve.

MacIntyre is a single mother with children in the education system. One of her children has experience various episodes of bullying. She said the acts have been both subtle and overt, physical and verbal, but what's been so confusing for her and her child is the inconsistent way it has dealt with, principal by principal, school by school and board by board.

Consequences for the bully are also inconsistent, and even the definition of what constitutes bullying is a moving target, she said.

"And this is not just a school issue — it's a societal issue," MacIntyre said. "Many kids who bully are in the criminal justice system by the time they are 28. Many kids who are bullied wind up with depression and other mental health concerns later in life.

"Bullying changes kids. It makes eight-year-olds have suicidal thoughts. We need to do better for our children."

MacIntyre has become a champion for affecting change against bullying as a result of her family's experience with the problem.

This year she has often been a guest on The Roy Green Show, a nationally syndicated Canadian talk radio show. On the program, she's voiced her opinion on bullying and it was through the show that she connected with Broten.

Broten's task force follows Premier Dalton McGuinty's announcement last month that his government intends to tighten up bullying legislation to give principals and school boards the power to expel bullies. This follows some recent cases of young people who took their own lives because they felt powerless in the face of bullies at school.

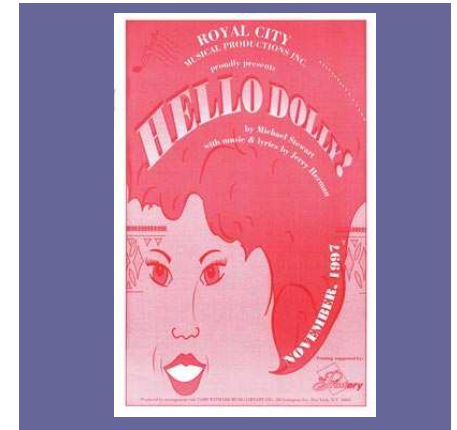
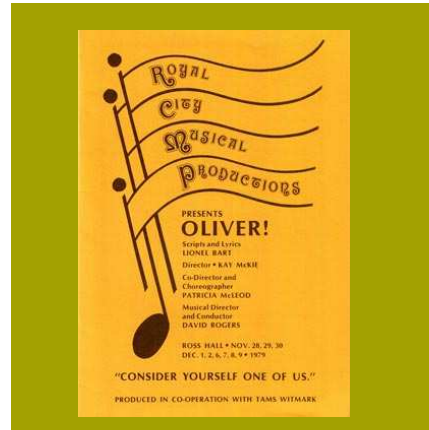
"Canada's criminal code and school board policies should be aligned," MacIntyre said. "There's more protection for people in the workplace than there is for kids in the schoolyard."

*jshuttleworth@guelphmercury.com*

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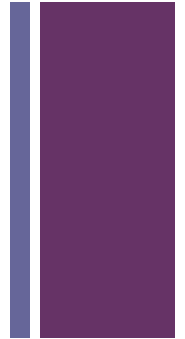
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ROYAL CITY MUSICAL PRODUCTIONS INC.

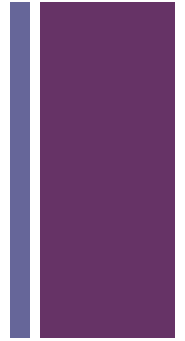


# + Who Are We?



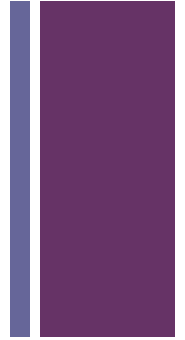
- ✧ Founded in 1978
- ✧ Mandate is to provide high caliber entertainment to the citizens of Guelph and environs through the presentation of Broadway style musicals and to provide a forum through which amateur actors, singers, dancers and technicians can express themselves through participation in a collegial theatrical Company
- ✧ Produced 49 shows
- ✧ Our 50<sup>th</sup> show will be

## + Past Shows



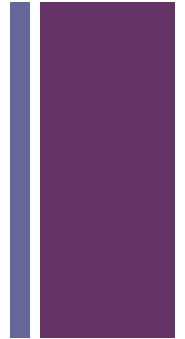


# + River Run Centre



- ❖ Royal City Musical Productions is in the Builders category
- ❖ The first major production to use the Main Stage, was RCMPI
- ❖ RCMPI is the largest rental organization of the River Run Centre
- ❖ RCMPI is an amateur, not for profit theatre company

# + Financial Information



- ❖ RCMPI's 2011 budget to cover it's operating costs, which include facility rental for costumes and build space, rehearsal space rentals, and show production costs, for a spring show in Co-operators Hall and a fall show on the Main Stage is in excess of
- ❖ City of Guelph has always approved our application for grants to the tune of \$2,000, for which we are grateful
- ❖ Most of our costs are covered by ticket sales, with 10% being covered by fundraising and grants
- ❖ RCMPI does not have a full time grant writer

# + Financial Information



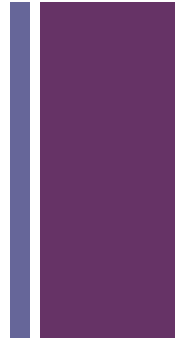
## Royal City Musical Productions Performance history

### Main Stage

Year	Production	# of Perf.	Tickets sold	Avg tix per perf.	Revenue	Rent	Tech & Prod	Other expenses	Total expenses	Net revenue to RCMPI
2006	Sound of Music	6	4,082	680	\$92,007	\$13,922	\$19,550	\$14,502	\$47,974	\$44,033
2007	Kiss Me Kate	5	2,301	460	\$53,141	\$10,113	\$21,413	\$8,549	\$40,075	\$13,066
2008	Beauty and the Beast	6	3,821	637	\$91,533	\$14,550	\$20,421	\$14,461	\$49,432	\$42,101
2009	Tommy	6	2,119	353	\$51,324	\$10,577	\$25,707	\$9,182	\$45,466	\$5,858
2010	Willy Wonka	6	3,339	557	\$83,939	\$14,022	\$18,102	\$12,921	\$45,045	\$38,894
2011	White Christmas	6	3,667	611	\$107,000	\$16,729	\$19,335	\$15,109	\$51,173	\$55,827



# + Partnership



- ❖ RCMPI wants to continue to partner with the City of Guelph to use it's wonderful facilities
- ❖ Feeling financial constraints like other theatrical groups
- ❖ On behalf of all not for profit organizations, we are requesting a review of the rental costs
- ❖ Unfortunately we are unable to price tickets at the same level as professional shows as there still seems to be a stigma around the fact that we are an amateur production company
- ❖ However, we are being charged the same fees as a professional production
- ❖ Requesting that a separate ticket percentage be established similar to the reduced base rental fee; currently the greater of \$900 or 12% of ticket sales – at 300 seats, 12% is applied

# Recreation Passes

# Previous passes offered

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Active Living Rehab Pass

Active Living Pass

Active Living Basic Pass

Active Living Plus Pass

Smart Start Pass (3 month)

# Challenges

Not popular - relatively few users (212)

Did not cover program costs

Posed certain security issues in the facilities

Difficult to track usage and gather statistical data

Didn't offer flexibility to users



# Recreation goals

Provide affordable and flexible options that meet the needs of a wide variety of users

Be fiscally responsible and aim to cover at least the hard costs of providing programming

Compliment the services offered elsewhere in the community – not to duplicate

# Community Centres

We do not operate membership based clubs

We are designed to be broad based in the services that we provide, and to provide universality in access

Other facilities function on a membership basis - the only option is to buy an all inclusive membership pass

Our facilities operate on the principle that users pay on a per program basis

We allow people to participate in the number and frequency of programs that best meets their needs

# New passes

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Flexible punch pass system for fitness room and aquafit classes

- no expiry date
- customized schedule to user
- more flexible for user

Retained Active Living Pass and Active Living Rehab Pass

# Financial impact - aquafit

Hard cost of class per person - \$ 10.06

Cost to attend 2 classes per week:

- Revenue from previous pass per person / class - \$ 4.65
- Net annual subsidy - \$ 486.90

Cost to attend 5 classes per week:

- Revenue from previous pass per person / class - \$ 1.86
- Net annual subsidy - \$ 1,217.25

New punch pass system - \$ 3.71 per class

# Financial impact – land fitness

Hard cost of class per person - \$ 9.69

Cost to attend 2 classes per week:

- Revenue from previous pass per person / class - \$ 4.65
- Net annual subsidy - \$ 453.60

Cost to attend 5 classes per week:

- Revenue from previous pass per person / class - \$ 1.86
- Net annual subsidy - \$ 1,761.75

Not a financially sustainable model

# Next steps

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Marketing campaign to promote new punch passes

Full evaluation of all program offerings – determine what programs should be dropped and where we should grow

2012 review of all rates and fees for Community and Social Services

# ACTIVE LIVING PASSES

Plus, Basic and Smart



# HUGE INCREASES

- 2011 cost for senior = \$ 473.94

## CURRENT 2012 YEARLY COSTS

- Cost for aquafit only = \$ 976.32
- Fitness room and aquafit = \$1,344.94
- Fitness classes only = \$2,035.08
- Classes, room and aquafit = \$2,871.21

**INCREASE = 100% TO 500%**



# NO LONGER COMPETITIVE

## ALL INCLUSIVE USE COMPARISON

Barrie	\$349.00
Cambridge	\$403.80
Fergus	\$729.05
Guelph Athletic Club	\$622.70 + \$125.00
YMCA	\$751.90 + \$90.00

# AQUAFIT ONLY COMPARISONS

Guelph	\$976.32
Barrie	\$349.00
Cambridge	\$403.80
Fergus	\$465.05
Waterloo	\$610.51
Kitchener	\$680.00
Guelph Athletic Club	\$622.70
YMCA	\$751.90

# CUSTOMER SERVICE

- No Consultation
- Ignoring of most faithful users
- Unfairness
- Does not encourage frequent use
- People will leave and will not come back

# SOME SUGGESTIONS

- Don't throw out the whole pass
- Meet with a group
- We really do not want to leave

Maggie:

Happy New Year to you. I hope you and your family had a good holiday.

I would like to be on the agenda of the next Community Services meeting to discuss the cancellation of Active Living Plus, Active Living Basic, and Smart Passes that is taking affect this year. A group of us are pretty upset at the cost increase that will result when we are unable to buy a pass after our current ones run out.

I feel that this decision should be reconsidered.

Attached is a chart showing this impact.

Please let me know as soon as possible if I can be on the agenda for next Tuesday, January 10, 2012.

Thanks  
Leslie Snell

## YEARLY COSTS OF ALL INCLUSIVE FITNESS PASSES FOR SENIORS

(All prices include taxes)

All inclusive passes are for use of fitness room, land classes, aquafit classes, and lane/leisure swims.

GUELPH (2011) \$473.94

### GUELPH FEE CHANGES FOR 2012

In 2012 Guelph is discontinuing the use of the all inclusive pass. By doing away with these passes, those of us who use the facilities on a regular basis are finding the fees increasing enormously. The best prices for seniors who are frequent users of the facilities in 2012 are as follows:

Yearly Active Living Pass for fitness Room and Lane/Leisure Swims	\$ 368.62
Aquafit Punch Card (for 40 aquafit classes)	\$162.57.
Fitness Land Classes (approximate cost/1 class of 12 weeks duration)	\$127.19.

### IMPACT OF NEW COSTS

Below are some calculations for different types of users of City facilities.

AQUAFIT ONLY SWIMMERS who use the pool anywhere from 3 to 12 times/week.

For 5 times/week for 48 weeks (allowing for shut downs and holidays)	\$ 863.22 (+ 182%)
AQUAFIT AND FITNESS ROOM USERS	\$1,231.84 (+ 260%)
FITNESS CLASS ONLY USER (approximately 12 classes)	\$1,526.31(+ 322%)
FITNESS CLASS AND FITNESS ROOM USER	\$1,894.93 (+ 400%)
AQUAFIT, FITNESS CLASS AND FITNESS ROOM USERS	\$2,758.15 (+ 582%)

## COSTS FOR 2012 IN OTHER FACILITIES

Yearly all inclusive passes for seniors or best equivalent.

BARRIE	\$349.00
GUELPH YM/WCA	\$751.90 + \$90.00 Initiation Fee
GUELPH ATHLETICS CLUB	\$622.70 + \$125.00 (approximately) Initiation Fee
CAMBRIDGE	\$403.80 (everything except registered classes - drop-in classes both land and pool are included)
FERGUS	\$729.05 (includes \$465.05 for yearly aquafit classes + \$266.00 yearly land classes and fitness room use)
KITCHENER	\$170.00 (for 60 aquafit classes - no inclusive yearly pass) \$680.00/year (for 5 times/week for 48 weeks)
WATERLOO	\$127.19 (for 50 aquafit classes - no inclusive yearly pass) \$610.51/year (for 5 times/week for 48 weeks)

FINAL NOTE: Even those communities/facilities who do not offer an all inclusive pass are cheaper than Guelph. To discontinue these passes seems to be discouraging wellness and an active lifestyle which the City is supposed to promote. In the last Guelph Community Guide (Fall 2011 and Winter 2012) the Mayor and the Executive Director of Community and Social Services stated that the City offers "fun, *affordable* recreation activities". This can no longer be said as these prices have now become unaffordable.

Dear Councillors,

I would like to bring to your attention that these new fees for usage of the recreational centres are way out of line. I am a senior that has used the West End Rec Centre since it was built, and I each year have purchased the yearly Active Living Plus package. This package allowed the usage of all the facilities. The cost was **\$419.42** for one year. I attended the Town Hall meeting on Feb 1 at the West End Rec Centre to talk to some of the councillors that were able to come. Cam, Gloria, Andy were kind enough to hear some of my concerns, about were the city was headed with these new fees. The following is a list of how much it will cost me for the same activities that I was doing with the Active Living Plus package.

aquafit 3 times a week X 50 weeks = 150/year at \$162.72 per 40 visit = \$610.20	
fitness room 10 visit	= \$ 57.16
post rehab 10 visit	= \$ 48.61
public swim 10 visit	= \$ 32.50
<u>GrandTotal</u>	<u>= \$ 748.47</u>

As you can see this is \$329.05 more than what I was paying before or 78.5% more. I can understand raising the fees by the cost of living. But this increase is absurd and unmanageable to say the list, especially for somebody that is on fixed income. I would hope that you will address this issue in your next meeting, otherwise I will be forced to look at other options which may include discontinuing to attend the City Rec Centre.

Your cooperation on this matter would be greatly appreciate

Diane D'Angelo (ward 4)



**COMMUNITY & SOCIAL SERVICES COMMITTEE  
CONSENT AGENDA**

**February 14, 2012**

Members of the Community & Social Services Committee.

**SUMMARY OF REPORTS:**

The following resolutions have been prepared to facilitate the Committee's consideration of the various matters and are suggested for consideration. If the Committee wishes to address a specific report in isolation of the Consent Agenda, please identify the item. The item will be extracted and dealt with immediately. The balance of the Community & Social Services Consent Agenda will be approved in one resolution.

**A Reports from Administrative Staff**

<b>REPORT</b>	<b>DIRECTION</b>
<p><b>CSS-2012 A.1 RECREATION PROGRAM PASSES</b></p> <p>THAT the report dated February 9, 2012 and entitled 'Recreation Program Passes', be received for information.</p>	Receive
<p><b>CSS-2012 A.2 PROPOSED CHANGE TO THE NON-PRESCRIBED (DISCRETIONARY) SOCIAL SERVICE FUNERAL RATES</b></p> <p>THAT City funding for non-prescribed (discretionary) social services funeral rates be increased by 20% retroactively to January 1, 2012 to align with the County of Wellington's Funeral Directors Fees and to more closely reflect actual costs for funeral services;</p> <p>AND THAT the process for subsequent rate increases be negotiated as part of an agreement on social services between the City and County of Wellington as Consolidated Municipal Service Manager.</p>	Approve
<p><b>B Items for Direction of Committee</b></p>	
<p><b>C Items for Information</b></p>	

attach.

# INFORMATION REPORT



**TO** Guelph City Council

**SERVICE AREA** Community & Social Services Department  
Parks & Recreation Programs and Facilities

**DATE** February 9, 2012

**SUBJECT** Recreation Program Passes

**REPORT NUMBER** CSS-PRPF-1204

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## SUMMARY

The purpose of this report is to provide an overview of recent changes to the recreation passes offered at City facilities and to summarize the communications strategy to date.

## BACKGROUND

Affordable rates paid by users help to cover the costs of operating high quality recreation programs and facilities. Guelph continues to offer recreation passes, which provide affordable and flexible options for adults of all ages, abilities and interests.

Upon evaluating several recreation programs rates and fees, the City moved to discontinue its Active Living Basic, Active Living Plus and Smart Start recreation passes. The passes had relatively few users, did not cover program costs and posed certain security issues in the facilities. While these three passes are no longer being sold, existing passes will be honoured for the remainder of the year, until they expire.

## REPORT

Residents with Active Living Basic, Active Living Plus and Smart Start recreation passes purchased last year can now choose from new affordable and flexible options. The City now offers 10, 20, and 40-visit punch passes in an effort to improve uptake and cover costs. The Active Living Pass and the Active Living Rehab Pass are also still available.

For residents on fixed or low income, the City offers the confidential Fee Assistance in Recreation (F.A.I.R.) program. Individuals who qualify can receive discounted recreation programs, swim passes, or selected memberships. Applications are available at all recreation centres or online at [guelph.ca/recreation](http://guelph.ca/recreation).

Feedback has been received from a small number of existing pass-holders, and their comments have been mixed; depending on how they were previously using the pass and how often they were participating in programmed classes, some

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patrons have found that their costs have decreased under the new system. For other patrons, specifically those who were attending multiple classes each day and/or week, they have found that their costs have increased.

One of the primary distinguishing features of our recreation and community centres is that they are designed to be broad based in the services that they provide, and provide universality in access to our residents. Other athletics clubs or facilities function on a membership basis, where the only option is for people to buy an all inclusive membership pass – this can be very cost prohibitive for a large portion of our community. Instead, our facilities operate on the principle that users pay on a per program basis, enabling people to participate in the number and frequency of programs that best meets their needs. As such, it is not financially or operationally sustainable for us to continue offering broad based all inclusive passes.

We are committed to continuously evaluating our program offerings to ensure that we are being responsive to user feedback. Staff will continue to monitor feedback received from our client base, and will take that feedback into consideration when planning future programming and/or pricing and pass options for our recreation facilities.

As part of the 2012 work-plan, staff will be undertaking a broad review of all the rates and fees within the Community and Social Services department, and the feedback that we've received on our recreation pass structure will form an integral part of this review.

## **CORPORATE STRATEGIC PLAN**

Goal 2: A healthy and safe community where life can be lived to the fullest

Goal 5: A community-focused, responsive and accountable government

## **FINANCIAL IMPLICATIONS**

The 2012 budget projections included a 3% increase to all overall recreation revenues. The expectation was that any loss in revenue from the elimination of the passes would be offset by an increase in revenue through new users attracted to the increased flexibility provided by the punch passes.

## **DEPARTMENTAL CONSULTATION/CONCURRENCE**

Corporate Communications

## **COMMUNICATIONS**

A comprehensive communications strategy was put in place to ensure all pass holders were informed about the changes. Notices were posted in all recreation centres, all existing pass holders were sent letters informing them of the change, the information is available on the City's website, and pass holders will continue to be informed and updated of the changes if they opt to purchase a new pass when their existing pass expires.

A broad communications campaign will be rolled out in the coming months to market the new punch passes to those residents for whom the previous passes

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were not meeting their needs, and to promote the new more flexible punch passes. Through this marketing effort, we expect to reach a broader number of residents and increase the number of clients using our recreation facilities and programs.

**ATTACHMENTS**

N/A



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**Recommended By:**

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# COMMITTEE REPORT



TO **Community & Social Services Committee**

SERVICE AREA Community & Social Services Department  
Community Engagement and Social Services Liaison

DATE February 14, 2012

**SUBJECT Proposed Change to Non-Prescribed (Discretionary)  
Social Service Funeral Rates**

REPORT NUMBER CSS-CESS-1202

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## SUMMARY

### **Purpose of Report:**

To update Council on the request for an increase in current funeral service rates for social assistance recipients and low income individuals paid on behalf of the City by the County as the Consolidated Municipal Service Manager for Social Services.

### **Committee Action:**

To approve the recommendation that 2012 funeral service rates paid for social assistance recipients and low income residents be increased by 20% to align with the 2012 County of Wellington Funeral Directors Fee Schedule and to more closely reflect actual costs for funeral services.

## RECOMMENDATION

THAT City funding for non-prescribed (discretionary) social service funeral rates be increased by 20% retroactively to January 1, 2012 to align with the County of Wellington's Funeral Directors Fees and to more closely reflect actual costs for funeral services;

AND THAT the process for subsequent rate increases be negotiated as part of an agreement on social services between the City and County of Wellington as Consolidated Municipal Service Manager.

## BACKGROUND

Wellington County, as Consolidated Municipal Service Manager (CMSM) for social services (i.e. Ontario Works, social housing and child care), administers a number of non-prescribed (discretionary) social service programs which are not mandated

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by provincial legislation. Some non-prescribed programs receive provincial and/or federal subsidies, some are funded jointly by the City and County, and others are funded solely by either the City or the County. The City and Wellington County are currently in negotiations on the delivery of all non-prescribed social services by the County in their capacity as CMSM. These negotiations are outlined in report # CSS-CESS-1139.

Funeral services are one of the non-prescribed programs. These services are provided for social assistance recipients and low income individuals. The cost for social assistance recipients is cost shared with the province (82.8% covered by the province, 17.2% by the municipality). Costs for low income residents are 100% funded by the City. In both circumstances, the County pursues all possible reimbursements from the deceased person's estate (e.g. bank accounts, CPP Death Benefits, etc.).

The specific costs and historic funding arrangements for funeral services are outlined in the County of Wellington Social Services Committee Report dated October 13, 2010. The County's report responded to a request from Funeral Directors for a 20% increase in funeral rates for 2011 and 2012 respectively. In this report, the Special Services Manager noted that "funeral rates were increased significantly in the early 1990's. Since that time the yearly increases have been minimal and have not accommodated the increases experienced by the funeral homes." Cemetery costs, currently capped at \$1,000, are in addition to the negotiated funeral service rates.

Prior to the request for a rate increase, the County paid \$3,321 per funeral service. According to information submitted by local Funeral Directors, the average public rate for funeral services is \$5,303. The difference between social assistance and public rates is \$1,982.

## **REPORT**

Following the County of Wellington's October 13, 2010 Social Services Committee Report, County Council approved a 20% increase in funeral rates for 2011 and an additional 20% increase for 2012. In a letter dated November 3, 2010, the County formally requested that the City "determine the extent to which the City is prepared to fund the cost of discretionary funeral services on an ongoing basis".

In report # CSS-CESS-1115 (dated May 10, 2011), staff recommended to maintain the rates at status quo. On June 27, 2011, City Council directed staff:

"THAT Report # CSS-CESS-1115 "Discretionary Social Services Funeral Directors Fees Update", dated May 10, 2011 be received;

AND THAT the City funding for 100% municipally-funded discretionary funeral services be increased by 20% to align with the County of Wellington's Funeral Directors Fees funding with the funding be retroactive to the beginning of 2011."

Council's resolution increased funeral rates by \$664 per service to a total of \$3,985 effective January 1, 2011.

In 2011, the total cost of funeral services was \$47,135. Thirty-one funerals were covered at an 81.2/18.8 cost share for the amount of \$23,225 and six were 100% municipally funded for a cost of \$23,910.

It should be noted that the Ontario Works' basic financial assistance costs will be uploaded to the Ministry, effective in 2018. This upload includes the cost of funeral services for social assistance recipients. Originally, the cost of this benefit was shared 80/20 with the province. In 2012, the cost-sharing ratio has been amended to an 82.8/17.2 split. Municipalities will continue to fund 100% of funeral services costs for low income individuals not receiving any form of assistance.

Staff recommends that funeral service rates be increased by 20% effective January 1, 2012 to align with the County contribution. The requested increase is \$797 per service for a total cost of \$4,782. This increase will reduce the difference between social service and 2010 public funeral rates to \$521.

## CORPORATE STRATEGIC PLAN

Goal 5: A community-focused, responsive and accountable government

## FINANCIAL IMPLICATIONS

The 2012 provincial cost sharing rate of funeral services for social assistance recipients is 82.8/17.2. Municipalities fund 100% of funeral service costs for low income residents.

**Table 1: Total Number of Clients assisted with Funeral/Burial Services (2008-2011)<sup>1</sup>**

MUNICIPALITY	BENEFIT RECIPIENT	COST CATEGORY	2007	2008	2009	2010	2011
County	Social Assistance Recipients	Cost Share with Province	8	4	9	11	9
County	Low Income Residents	100% Municipal Cost	8	11	5	9	9
City of Guelph	Social Assistance Recipients	Cost Share with Province	19	22	15	28	31
City of Guelph	Low Income Residents	100% Municipal Cost	9	14	9	14	6

<sup>1</sup> Statistics based on the date of death

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If the rate increase is approved, based on 2011 data, the City's estimated funeral service costs for 2012 are:

Cost shared:	31 funerals x \$4,782 x 17.2%	= \$25,498
100% municipal:	6 funerals x \$4,782	= <u>\$28,692</u>
		<b>\$54,190 (total)</b>

The total financial impact resulting from a 20% increase for 2012 funeral service rates is \$9,032. This amount was included in the approved 2012 City budget. The County's preliminary 2012 social services budget, which was presented to Council on November 17, 2011, included the increased rate.

## **DEPARTMENTAL CONSULTATION**

The Finance Department has reviewed the report.

## **COMMUNICATIONS**

A Funeral Director representative has been advised of this report and the process to attend Committee/Council meetings as a delegation.

The County of Wellington has been advised of this report.

## **ATTACHMENTS**

N/A

### **Prepared By:**

Karen Kawakami  
Social Services Policy and Program Liaison



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