

# **INFORMATION ITEMS**

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**Week Ending September 27, 2013**

## **REPORTS**

1. Community Wellbeing Initiative: Project Update

## **CORRESPONDENCE**

1. Bancroft & Hastings Highlands Disaster Relief Committee – Request for donations
2. Fair Trade Guelph – Notice of efforts to gain Fair Trade Town status

## **BOARDS & COMMITTEES**

1. None

## **ITEMS AVAILABLE IN THE CLERK'S OFFICE**

1. None

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TO City Council

SERVICE AREA Community and Social Services  
Community Engagement and Social Services

DATE September 26, 2013

**SUBJECT Community Wellbeing Initiative: Project Update**

REPORT NUMBER CSS-CESS-1344

## EXECUTIVE SUMMARY

### SUMMARY OF REPORT

The Community Wellbeing Initiative (CWI) is a multiphase initiative, comprised of a community focus and a corporate focus. The community focus is based on the eight domains of the Canadian Index of Wellbeing. The corporate focus is based on the development and implementation of a Community Engagement Framework. This report will highlight the work completed from February to September 2013.

### KEY FINDINGS

Highlights from February to September 2013:

1. Following the approval of Community Engagement Framework and Policy by Council, training and evaluation materials are in development
2. There is increasing interest from other municipalities and cities on the work of the CWI.
3. The Engagement Phase of the CWI has expanded to include a Design Team that has developed domain specific goals and actions. The Community Wellbeing Leadership Group is refining the program framework and the identification of shared outcomes and indicators.

### FINANCIAL IMPLICATIONS

There are no financial implications at this time. The Community Wellbeing Initiative is funded as an initiative of the Corporate Strategic Plan. Funding is \$440,000 for 2012-2014.

## BACKGROUND

The Community Wellbeing Initiative has citizens at the centre - how to engage them, how to serve them better and how to improve the wellbeing of this community. The anticipated outcomes include:

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- A Community Wellbeing Plan that complements the City's Strategic Plan and Official Plan;
- An engaged community working to achieve the vision of the Community Wellbeing Plan;
- A stronger relationship between the City and the community, developed through a new community engagement framework
- City and community services that are delivered in an efficient and effective manner;
- A tool for proactive advocacy with the provincial and federal governments; and
- New collaborative partnerships to achieve positive results through innovation.

At the April 29, 2013 meeting, Council approved the Community Engagement Framework and Policy and Procedure (CSS-2013.11).

## **REPORT:**

This report provides an update of the progress of the Community Wellbeing Initiative from February 2013 to September 2013.

## **City Focus**

*Community Engagement Framework (CEF):*

The community engagement team has continued to pilot the CEF mentoring 15 more project teams since May, for a total of 35 pilot projects across the Corporation since October 2012. The scope of these projects has varied widely from: by-law revisions, to on-street parking reviews, to park master planning, to master plan reviews. In August a new engagement tool, "Mindmixer," was launched for the Jubilee Park Master Plan project. Other City projects will be able to use this tool during the four month pilot period.

In May 2013, the CEF tools and resources became available to all staff on the City's intranet (ERNIE) at:

<http://ernie/ServiceAreas/css/cef/Pages/CommunityEngagement.aspx> .

Between July and October 2013, the community engagement team will meet with over 30 work teams across the corporation to introduce the CEF. Brief training on the CEF during Corporate Orientation Training for new employees has begun. Regular training opportunities for staff to learn how to develop a Community Engagement Plan, and how to select and implement effective engagement strategies will start in October 2013.

Evaluation tools and performance indicators for community engagement activities and the CEF are being developed. The community engagement team is collecting completed engagement plans and evaluations from project teams to identify successful techniques, learn how to better respond to challenging issues, and revise the Framework annually to reflect this corporate learning.

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## **Community Focus**

*Interest from other municipalities and cities and speaking engagements:*

Kingston, Calgary, Woodstock, and Fort McMurray have all expressed interested in how we used the Canadian Index of Wellbeing, and in learning more about our ongoing implementation and exploring opportunities for collaboration.

Mayor Farbridge presented with the Canadian Index of Wellbeing in June 2013 at the annual conference of the Association of Ontario Health Centres where this group adopted the CWI as the basis for their work. In October, Mayor Farbridge will also be presenting with the Canadian Index of Wellbeing in Chicago, at the International Community Indicators Conference. Barbara Powell was invited by the Wood Buffalo Social Prosperity Project, hosted by the University of Waterloo to present to staff of the municipality of Wood Buffalo, Alberta on using the CWI as the basis for their indicator project.

The Woodstock Community Health Centre, in introducing their community to the CWI, has invited Louise Daw, Councillor Dennis and two Leadership group members – Guelph Police Chief Bryan Larkin and Ross Kirkconnell of the Guelph Family Health Team – to present as part of a panel discussion at the end of September. Staff will also be delivering a presentation at the Healthy Communities Link conference in Toronto in November 2103.

Additionally, interest in how the CWI relates to the Health Links Provincial Pilots Initiative has resulted in the Mayor speaking at the Health Quality Ontario conference in Toronto in November 2013.

The work of the CWI and Guelph in particular was highlighted in a presentation by The Governor General of Canada in a speech he delivered in June 2013.

<http://www.gg.ca/document.aspx?id=15181>

## **Community Engagement – Eight Design Teams:**

Following the Community Engagement report of January 2013, design teams involved over 125 people representing various community organizations. Leadership Group members and interested residents developed goals and actions for each of the Canadian Index of Wellbeing domains. The Environment, Healthy Populations (and Community Vitality), Leisure and Culture, and Democratic Engagement Design Teams continue to meet on an ongoing basis to determine how to enact some of the goals set.

## **G Wellbeing Day: September 22: Anytime/Anywhere/Any way:**

The Healthy Populations, and Populations/Community Vitality Design Teams joined forces to establish September 22 as G Wellbeing Day, where residents can capture what they did for their own personal wellbeing by taking a photo, writing a story, or posting a video to our Facebook page. Prizes will be randomly drawn for each

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category. <https://www.facebook.com/pages/Guelph-Community-Wellbeing/128026774039531> and on twitter: #guelphwellbeing.

## **Guelph Community Profile:**

The Guelph Community Profile provides a snapshot of wellbeing in Guelph drawing on existing data. The report describes each of the eight domains and outlines three to four indicators per domain. This work is a springboard for discussion on the indicators that will form the focus of the Initiative's implementation plan. The full report can be viewed online at: <http://guelphwellbeing.ca/document/community-wellbeing-initiative-community-profile-february-2013>

## **CORPORATE STRATEGIC PLAN**

### Organizational Excellence

1.3 Build robust systems, structures and frameworks aligned to strategy.

### Innovation in Local Government

2.3 Ensure accountability, transparency and engagement.

### City Building

3.1 Ensure a well designed, safe, inclusive, appealing and sustainable City.

3.3 Strengthen citizen and stakeholder engagement and communications.

## **COMMUNICATIONS**

Participants in any of the activities of the CWI, through design teams or interested residents, are alerted for meetings, events and news through our database list serve, our website <http://guelphwellbeing.ca> and through our community Facebook page. <https://www.facebook.com/pages/Guelph-Community-Wellbeing/128026774039531>

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### **Approved By**

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# Bancroft & Hastings Highlands Disaster Relief Committee



Hastings Highlands Municipal Office  
33011 Hwy 62 North, Maynooth, On K0L 2S0



September 2013

Dear Council Head and Members of Council

On May 16, 2013, the Minister of Municipal Affairs and Housing, in response to local council motions, declared the Town of Bancroft and the Municipality of Hastings Highlands as disaster areas for the purpose of the Ontario Disaster Relief Assistance Program (ODRAP)

The Town of Bancroft and the Municipality of Hastings Highlands experienced flood conditions during the last weekend of April, caused by heavy rain falls in addition to the spring thaw. This flood led to severe infrastructure damage to homes and small businesses, as well as the temporary closure of schools and businesses in both municipalities.

A Disaster Relief Committee has been appointed in accordance with the requirements of ODRAP in order to coordinate both fund-raising efforts and to adjudicate claims from private residents, farmers and small businesses that were impacted by the flood.

The Committee has set a financial goal of \$87,500 and is making measurable gains towards meeting it by the fundraising campaign deadline of October 31, 2013. This \$87,500 goal was established following preliminary assessments by the Provincial Disaster Assessment Team. Under ODRAP, the province will top up funds raised to the amount that is needed to pay eligible claims at 90 per cent up to a maximum of \$2:\$1 ratio. Claims for financial support will continue to be submitted until August 30, 2013.

The Bancroft and Hastings Highlands area is predominately rural in nature and is not densely populated. For that reason, we know that the \$87,500 goal is a challenging one but we are working extremely hard towards that end and are confident we can reach it. Our fundraising campaign began less than a month ago and early results are encouraging. For your information, I am enclosing a copy of our brochure which is a living document and will evolve as events are completed and new initiatives roll out.

On behalf of the Bancroft and Hastings Highlands Disaster Relief Committee, I am asking municipal councils across the province to support our fundraising efforts by making a donation to this worthy cause. Contributions in any amount will be gratefully received.

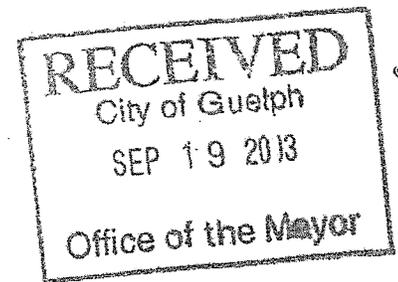
Cheques should be made out to Bancroft and Hastings Highlands Disaster Relief Committee and mailed to the Municipality of Hastings Highlands at 33011 Highway 62 N, PO Box 130, Maynooth, ON K0L 2S0.

Yours truly

*Dennis Purcell*

Dennis Purcell  
DRC Chair

September 19, 2013



Dear Mayor Farbridge,

There is a world wide initiative to increase awareness about the importance and value of fair trade. This initiative supports the principles of fair trade, including fair price for goods, respect for labour standards, environmental sustainability and more direct and equitable trade. Fair trade helps improve the livelihoods of farmers and workers in the developing world by forming long term relationships, more consistent income, and premiums which each community can use to build hospitals, schools, or whatever they feel is most needed.

The Fair Trade Guelph (FTG) working group is in the process of working towards the designation of Fair Trade Town status by Fair trade Canada. In order for this to happen, the criteria below need to met.

One of the criteria is political support of City Council. We have begun conversations with June Hofland and Peter Cartwright to lay the ground work, to bring this to council, hopefully in early 2014.

We wanted to bring this to your attention and hope you will have time to peruse this magazine. If you are curious, Fair Trade Canada's website is [www.fairtrade.ca](http://www.fairtrade.ca)  
If you have any questions, please feel free to email me at: [sfmrtn@gmail.com](mailto:sfmrtn@gmail.com) or follow us on Facebook at [facebook.com/fairtradeguelph](https://www.facebook.com/fairtradeguelph)

Thank you.

*Sarah Martin*

Sarah Martin

On Behalf of Fair Trade Guelph

**Political Support:** The local council uses Fairtrade certified products and supports the Fair Trade Towns campaign

**Availability of Products:** A required number of stores & restaurants that serve Fairtrade certified products must be documented.

**Community Support:** Workplaces, faith groups, & schools use and promote Fairtrade certified products (University of Guelph is already a Fair Trade Campus.)

**Public Education:** Public awareness events and media coverage held on Fairtrade and the campaign

**Fair Trade Town Committee:** A steering group created for continued commitment (This is already achieved)

**Keep the Momentum:** Fair Trade Guelph partners with other ethical and sustainable initiatives within the community.