

Priorities
Committee
Agenda

to be held on
Wednesday, May 28th, 2003
at
7:00 p.m.

**Deputy Mayor
Dave Courtemanche
Chair**



**Councillor
Gerry McIntaggart
Vice-Chair**





Priorities Committee AGENDA

**SIXTEENTH MEETING OF THE PRIORITIES COMMITTEE
TO BE HELD ON WEDNESDAY, 2003-05-28
AT 7:00 P.M. IN THE COUNCIL CHAMBER,
TOM DAVIES SQUARE, 200 BRADY STREET, SUDBURY**

(PLEASE ENSURE CELL PHONES AND PAGERS ARE TURNED OFF)

The Council Chamber of Tom Davies Square is Wheel Chair accessible. Please speak to the City Clerk prior to the meeting if you require a hearing amplification device. Persons requiring assistance are requested to contact the City Clerk's Office at least 24 hours in advance of the meeting if special arrangements are required. Please call (705) 671-2489, extension 2475. Telecommunications Device for the Deaf (TTY) (705) 688-3919. Copies of Agendas can be viewed on the City's web site at www.city.greatersudbury.on.ca.

DEPUTY MAYOR DAVE COURTEMANCHE, IN THE CHAIR

1. Declarations of Pecuniary Interest

ANY ITEMS NOT DEALT WITH BY THE ADJOURNMENT HOUR OF 10:00 P.M. WILL BE CARRIED OVER TO THE WEDNESDAY, JUNE 11th, 2003 MEETING OF THE PRIORITIES COMMITTEE.

PRESENTATIONS/DELEGATIONS (FOR INFORMATION ONLY)

- 2. Greater Sudbury Police Service: Elder Abuse Presentation
 - Const. Nicky Lekun, Seniors Liaison Officer, Greater Sudbury Police Service
(POWER POINT PRESENTATION)

- 3. Letter dated 2003-02-05 from Judy Courtemanche, Canadian Mental Health Association regarding Presentation: "We All Belong". **1**
 - Ms. Marion Quigley, Executive Director
 - Ms. Reggie Caverson
 - Ms. Pierrette Desmormeaux
 - Mr. Robert Gauthier
 - (POWER POINT PRESENTATION)**

(This Delegation has requested additional time for its presentation. The Rules of Procedure require Delegations seeking an excess of ten minutes for its presentation require the Committee's consensus to do so.)

- 4. Report dated 2003-05-21 from the General Manager of Public Works regarding EarthCare Sudbury Implementation Plan. **2-3**
 - Dr. David Pearson
 - (POWER POINT PRESENTATION)**

- 5. Report dated 2003-05-20 from the General Manager of Health & Social Services regarding City of Greater Sudbury Ontario Works Employment Assistance - Accomplishments for 2002 and Objectives for 2003. **4-15**

The report will provide information with regard to the Employment Assistance activities of Ontario Works participants in 2002, the funding mechanism for these activities and program and funding objectives for 2003.

 - Ms. Deborah Tincombe, Manager of Employment Support Services
 - Mr. Harold Duff, Director of Social Services
 - (POWER POINT PRESENTATION)**

MANAGERS' REPORTS

6. Report dated 2003-05-20 from the General Manager of Citizen & Leisure Services regarding Building, Property & Park Name Policy.

16-21

RECOMMENDATION:

THAT the Council of the City of Greater Sudbury adopt the Building, Property and Parks Naming policy as presented.

CORRESPONDENCE - INFORMATION ONLY

ADJOURNMENT (10:00 P.M.) (RESOLUTION PREPARED)

{MAJORITY REQUIRED TO PROCEED PAST 10:00 P.M.}

2003-05-23

**DEPUTY MAYOR DAVE COURTEMANCHE,
CHAIR**

**GLORIA WARD
COUNCIL SECRETARY**

Presentations and Delegations

February 5, 2003

Mr. Tom Mowry, Clerk
City of Greater Sudbury
200 Brady St.
Sudbury, Ontario

Dear Tom:

I am a volunteer with the Sudbury branch of the Canadian Mental Health Association and have been given the task of booking presentations with key organizations in Sudbury and area.

The presentation is called We All Belong and is part a public education program which is attempting to reduce the stigma attached to mental illness while at the same time, assisting those who come into contact with individuals suffering with mental illnesses, to deal with them in a dignified manner.

The presentation would be made by someone working in the mental health field along with a mental health survivor. It usually takes about one half hour which includes time for questions.

We would like to arrange to make this presentation to City Council and would appreciate your help in making arrangements to do so. I can be reached at 674-9553. I will be away from Feb. 21 to April 4th so if you need to speak to someone in that time frame, please call the Executive Director of the local branch of the Canadian Mental Health Association, Marion Quigley at 675-7252.

Thank you.

Sincerely,



Judy Courtemanche

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Request for Recommendation Priorities Committee



Type of Decision

Meeting Date	May 28, 2003				Report Date	May 21, 2003			
Recommendation	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	Priority	<input checked="" type="checkbox"/>	High	<input type="checkbox"/>	Low
	Direction Only				Type of Meeting	<input checked="" type="checkbox"/>	Open	<input type="checkbox"/>	Closed

Report Title

EarthCare Sudbury Implementation Plan

Policy Implications + Budget Impact

This report and recommendation(s) have been reviewed by the Finance Division and the funding source has been identified

Background attached

Recommendation

That Council support the initiatives outlined in the EarthCare Local Action Plan;

And further that the Organizational Elements of the Proposed Implementation Strategy will be evaluated during "The Organization for Tomorrow" process.

Recommendation attached

Recommended by the General Manager

D. Bélisle
General Manager of Public Works

Recommended by the C.A.O.

M. Mieto
Chief Administrative Officer

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Date: May 21, 2003

Report Authored By

J. P. Graham, P.Eng.
Plants Engineer

Division Review

EarthCare Sudbury is a community based plan to enhance the quality of life and improve the economic well-being of Sudbury. We are now finalizing the plan which is a culmination of approximately three years of work with individuals representing some 60 organizations within the community. A final Public Consultation will occur at Science North Cavern in the evening of June 4, leading to launch of the plan on September 18, 2003.

One of Council's current priorities is to "pursue new environmental and alternative energy opportunities" identified in EarthCare Sudbury's forthcoming Local Action Plan and the Community Energy Plan. Similarly, Engine 5 in our current economic development planning strategies includes the opportunities arising from renewal energy and eco-industrial development.

Dr. David Pearson, Chair of the EarthCare Sudbury Steering Committee will present the elements of the plan and discuss the City's leadership role in the sustainable implement of this plan.

The City is embarking into "The Organization of Tomorrow" initiative, and EarthCare's Organizational Elements of the Proposed Implementation Strategy will be evaluated during this process.

Request for Recommendation Priorities Committee



Type of Decision										
Meeting Date	Wednesday May 28, 2003				Report Date	Wednesday May 21, 2003				
Recommendation		Yes	<input checked="" type="checkbox"/>	No	Priority	<input checked="" type="checkbox"/>	High		Low	
	Direction Only				Type of Meeting	<input checked="" type="checkbox"/>	Open		Closed	

Report Title

**Employment Assistance Component of Ontario Works
Accomplishments for 2002 and Objectives for 2003**

Policy Implications + Budget Impact

This report and recommendation(s) have been reviewed by the Finance Division and the funding source has been identified

This report has no financial requirements.


Background attached

Recommendation


This report is for information.

Recommendation attached

Recommended by the General Manager


**Catherine Sandblom, General Manager
Health and Social Services**

Recommended by the C.A.O.


**Mark Mieto
Chief Administrative Officer**

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Report Authored By

Deborah Tincombe
Manager, Employment Support Services Section

Division Review

Harold Duff, Director, Social Services Division

The Social Services Division (SSD) delivers the Ontario Works program with additional supports provided by the Employment Support Services Section (ESSS). The Division and the Section of the City's Health and Social Services Department provides employment assistance to people who meet the requirements as directed by the Province of Ontario through the Ministry of Community, Family and Children's Services (MCFCS).

This report provides information about the Employment Assistance component of the program, its accomplishments in 2002 and objectives for 2003.

1. Caseload Composition – 2002

During 2002, an average of 4,084 cases representing 7,687 individuals – 3,103 of whom were children – received financial assistance from City of Greater Sudbury Ontario Works.

The highest monthly caseload was 4,378 in the month of May, typically the month when post-secondary students complete their yearly studies and are searching for summer employment. The lowest monthly caseload was 3,742 in October.

Single persons comprised fifty-one percent (51%) of the caseload, forty percent (40%) were single parent families and the remaining nine percent (9%) was comprised of two-parent families.

2. City of Greater Sudbury Labour Market – 2002

The Sudbury Human Resource Centre of Canada Labour Market Bulletin dated December 2002 reported that labour market conditions in Greater Sudbury continued to show signs of weakening. The labour force had lost 2,600 individuals from the previous year and, during that same time period, 1,300 fewer individuals were employed. The unemployment rate dropped to 7.1% in December since the numbers of individuals who withdrew from the labour force were greater than the decrease in the numbers employed.

Over the year, the annual unemployment rate for Greater Sudbury in 2002 increased to 9.1% from 8.5% in 2001 and 8.2% in 2000. The Province's annual unemployment rate for 2002 was 7.1%.

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Following is a chart identifying the unemployment rate from 2000 to 2002:

Year	Unemployment Rate	
	Sudbury	Ontario
2000	8.2%	5.7%
2001	8.5%	6.3%
2002	9.1%	7.1%

As 2002 drew to a close, positive predictions were being made for Sudbury's economy in 2003. Mining exploration activity and improved prices for nickel and palladium group metals are a base for growth in the community and, in the longer term, the mining supply and service cluster has further potential to create thousands more jobs.

The continued efforts of the City's business and public sector have positioned Greater Sudbury as a retail and tourism destination and the medical referral centre of northeastern Ontario. Technology and telecommunications have created new business opportunities in recent years. As a result, the Services-Producing Sector, which includes Health Care, Education, Government, Call Centres, Tourism, Retail and Transportation, employs the majority of labour force participants in Greater Sudbury. The forecast for continued industrial, commercial and residential construction activity also remain positive.

Combined with the supports that are available through the Employment Assistance component of Ontario Works, Greater Sudbury's economic renaissance provides enormous potential for social assistance recipients to find employment in the City's labour market.

3. Funding of the Employment Assistance component of Ontario Works

The Ministry of Community, Family and Children's Services (MCFCS) provides performance-based funding up to negotiated targets for the Employment Assistance component of Ontario Works. The involvement of Ontario Works Participants in Employment Assistance activities generates the funding.

Employment assistance services are grouped in one of three services levels; Level 1 – Basic, Level 2 – Intermediate and Level 3 – Intensive. Following is a chart which identifies each level and the maximum revenue received for each participant:

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Funding Level	Employment Related Activities	Revenue Received
Level 1	Independent job search, attendance at job search related workshops and seminars.	\$250 / participant / year \$20.83 / participant / month
Level 2	Volunteer Community Placements less than 30 hours per month; Basic Education programs such as secondary school, alternative school, literacy assessment and instruction; Job Oriented Life Skills programs; Job Specific Skills Training and Employment Placement without Incentives (i.e. training subsidies not provided to Employers).	\$1,000 / participant / year \$83.33 / participant / month
Level 3	Volunteer Community Placements 30 hours or 70 hours per month; Employment Placement with incentives (i.e. training subsidies provided to Employers); Self-employment Development and LEAP – the Learning, Earning and Parenting Program which focuses on parents between the ages of 16 and 21.	\$2,500 / participant / year \$208.33 / participant / month

A Service Plan is developed for each year of operation and targets are set for each level of service. The Ministry of Community, Family and Children Services provides funding for a maximum of 60% of Participants in Level 1 services; the remaining 40% of funding is generated from Level 2 and 3 activities. A reduction in the percentage of Participants involved in Level 1 services provides enhanced opportunities to generate additional revenue as increased percentages of Participants access Level 2 and 3 activities.

4. Process by Which Participants with Requirements Become Involved in Employment Assistance Activities

After completion of the Verification Interview when a final determination of eligibility for Ontario Works Financial Assistance is made, Participants with participation requirements must become involved in Employment Assistance activities. Participants may be deferred from participating for medical reasons or if they are sole support parents with children who have not attained school age.

During January and February, Participants with participation requirements attended an Employment Information Session. Delivered by the Employment Support Services Section Employment Counsellors, these sessions provided information to applicants regarding the range of employment assistance activities that are available to them through the Employment Support Services Section, the Social Services Division and in the community. Five hundred and seventy four (574) Participants attended Employment Information Sessions, a Level 1 activity. By March 2002, the Employment Information Session was revamped, and, by shifting the responsibility of addressing the mandatory sections of the Employment Information Session to the Caseworker as part of the Verification Interview, the Employment Counsellors were able to focus on job-oriented life skills. The new session called, "First Step to Employment" became a Level 2 activity.

While attending the session, Participants complete the Employment Questionnaire and mandatory Literacy Screening test. On April 1st, 2002 the Province of Ontario introduced mandatory literacy screening for all participants who did not have Grade 12 diplomas. Prior to the Provincial directive, the Employment Questionnaire contained a literacy screening test that was developed in collaboration with the Mid-North Network for the Co-ordination and Development of Adult Learning.

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Finally, Participants select the Employment Assistance activities in which they are interested in participating. If appropriate, the Employment Counsellors have Participants sign Participation Agreements that provide details of these activities and refer Participants to the appropriate programs and services. The Employment Questionnaires are forwarded to Caseworkers who review them and provide one-to-one follow-up with those individuals who require further assistance with the development of their Participation Agreement.

Participants who present with language barriers or those who are unable to attend group sessions due to medical issues are able to receive the same information through a one-on-one session with an Employment Counsellor from the Social Services Division.

Case management of each Participant's involvement in the Ontario Works Program is the responsibility of a Caseworker. Additional supports are available from Employment Counsellors in the Social Services Division and Employment Support Services Section to assist Participants with developing individualized employment plans and accessing Employment Assistance activities.

Ongoing monitoring, which includes one-on-one dialogue with each Participant while involved in Employment Assistance activities, is also the responsibility of the Caseworker. The Ministry of Community, Family and Children's Services sets provincial criteria to establish the length of time between updates of Participation Agreements and the amount of time a Participant can be involved in certain activities. Employment Counsellors in the Social Services Division have two key duties that are different from the Employment Counsellors in the Employment Support Services Section. The first is the responsibility to review and approve requests by Participants to access funds required to attend training, the second is to assist Caseworkers with helping Participants who have been identified as having significant barriers access Employment Assistance activities.

Participants have available to them child care and financial assistance to help offset the costs of expenses they will have related to their participation in Employment Assistance activities. In addition, Participants can be referred to accredited counselling services where substance abuse, personal problems, financial difficulties and other employment barriers can be addressed.

5. Employment Assistance Activities Available to Ontario Works Participants

5.1 Level 1 Activities

Monthly reporting to Caseworkers of job searching activities remains the primary activity for Participants to demonstrate how they are accessing services, programs and available supports. Examples of supports follow.

5.1.1 Employment Resource Centre

The Employment Support Services Section provides the following services to Ontario Works participants in the Employment Resource Centre:

- Computers and printers for the preparation of résumés and cover letters;
- Internet access to employment related web sites;

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Resource library containing information regarding résumé and cover letter preparation and job search techniques;
Job postings;
Volunteer Community Placement postings.

An Employment Counsellor is available Monday through Friday to assist participants with the preparation of their résumés and cover letters.

5.1.2 Youth Job Search Activities at YMCA Employment and Career Services

YMCA Employment and Career Services provides job search assistance to youth between the ages of 16 and 24. Participants can meet with youth Employment Counsellors and be referred to Job Connect at Cambrian College and Collège Boréal. They are also able to access the services at the YMCA Employment and Career Services Employment Resource Centre.

During 2002, five hundred and four (504) youth participated.

5.2 Level 2 Activities

5.2.1 First Step to Employment

Early in 2002, the former Ontario Works Employment Information Session was revamped and updated to include a job-oriented life skills component thereby elevating it from a Level 1 to a Level 2 activity. From March 1 to December 31, 2,233 Participants attended these sessions.

5.2.2 Literacy Assessments

Literacy Assessments for Ontario Works participants are provided through a purchase of service agreement with the Mid-North Network for the Co-ordination and Development of Adult Learning. Funds for this service were made available from the earnings generated through the Community Placement Target Fund from April 1, 2000 to March 31, 2002.

Caseworkers and Employment Counsellors refer participants with literacy difficulties to an on-site Literacy Assessor who determines their literacy levels and refers them to the appropriate community literacy service provider. The Literacy Assessor is available one day per week for appointments with Participants and follows up with the providers to ensure that Participants have accessed their services. Eighty-eight (88) participants received literacy assessments in 2002.

5.2.3 Literacy Training and Basic Education / Secondary School and Alternative School Programs

Employment and training opportunities are limited to individuals who have not completed their secondary school education. For this reason, Ontario Works Participants are encouraged to complete their secondary school education to enable them to access further training opportunities and find employment.

There is a wide range of literacy and educational programs available in the City of Greater Sudbury community which attempt to meet the needs of all types of learners. Boards of Education and the two

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colleges provide literacy, basic education and secondary school opportunities in a variety of settings. Community-based literacy service providers are also an important element in the community's educational infrastructure.

Caseworkers are responsible to deliver the Ontario Works Program to participants who are enrolled in Literacy or Basic education opportunities. The Caseworkers spend time in the schools monitoring progress and working with school staff strengthening supports for Participants. In 2002, an average of three hundred and twenty-six (326) participants were involved in these activities each month.

5.2.4 Pre-Employment Preparation Program (PEP)

The Employment Support Services Section offers the Pre-Employment Program (PEP) to Ontario Works Participants who are 25 years of age and over. PEP is a comprehensive two week, half-day program designed to help participants re-enter the job market. The program provides Participants with the tools, information, and knowledge needed to compete in today's job market. Participants complete hands-on, practical exercises and a detailed action plan outlining steps to achieve both short-term and long-term goals. Graduates from the program are normally referred for an Employment Placement or a volunteer Community Placement with a non-profit or public sector organization.

During 2002, one hundred thirty-two (132) individuals attended the program.

5.2.5 Career Planning for Women

The Employment Support Services Section offers this program to women who need some assistance with developing their career goals. During the two-week session, each Participant identifies her strengths and talents, develops career possibilities and prepares an employment action plan to achieve her goals. Graduates from Career Planning for Women go on to complete their education, access further training or participate in a volunteer Community Placement with a non-profit or public sector organization.

During 2002, one hundred seven (107) Participants attended the program.

5.2.6 Job Specific Skills Training

Participants are provided the opportunity to receive training when they can demonstrate that employment opportunities exist and that they have the ability to participate in training that will provide them with the skills that they need to successfully obtain employment. After attending a workshop designed to provide the instruction and tools necessary to research the labour market, a formal request for training and/or funding is submitted to the Social Services Division Employment Counsellors. The formal request is reviewed, directives are examined and opportunities of other funding sources are eliminated before training and/or funding is approved.

In 2002, two hundred sixty-two (262) Participants completed job specific skills training programs. An additional two hundred sixty-eight (268) individuals completed on-line WHMIS training through Employment Support Services.

Successes include eight (8) Participants who completed their AZ licences found employment while another Participant who received training in ayurvedic massage and yoga is now self-employed and operates his

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own business.

In February of 2002, the Employment Support Services Section held a Health Care Spotlight where employers in this field provided valuable labour market information to Participants and training institutions talked about their programs. A total of forty-nine (49) individuals participants attended.

Subsequently, fourteen (14) participants were sponsored in the Personal Support Worker training program at Cambrian College. Eleven (11) completed the program in October. As of December, three (3) were employed full-time and four (4) were employed part-time.

5.2.7 Community Placements – under 30 hours per month

Community Placements provide Ontario Works participants with opportunities to learn new skills, gain work experience and develop a network of employment contacts by volunteering with public sector and non-profit community organizations. Participants provide much needed service to the community while enhancing their job-related skills.

YMCA Employment and Career Services and March of Dimes are contracted to placed Ontario Works Participants in Community Placements.

During 2002, an average of ninety (90) Participants per month were involved in Community Placements for up to thirty hours per month. A total of 15,070 volunteer hours were contributed to the community by these Participants.

5.2.8 Employment Placements without Incentives

YMCA Employment and Career Services and March of Dimes are contracted to place Ontario Works Participants directly in competitive jobs with Employers. During 2002, fifty (50) Participants were placed through the efforts of these agencies.

In addition, the Job Connect Program offered by YMCA Employment and Career Services, Cambrian College and Collège Boréal placed an additional seventy-nine (79) youth between the ages of sixteen and twenty-four in employment.

5.3 Level 3 Activities

Level 3 activities are considered to be advanced services, the intent of which is to provide opportunities that reflect what would be expected from individuals who are employed. A unique opportunity exists at this level to include supports for young parents.

5.3.1 LEAP – Learning, Earning and Parenting Program

The Social Services Division offers the Learning, Earning and Parenting (LEAP) program to young parents so that they can complete their high school education, learn effective parenting skills and secure employment. LEAP is mandatory for 16 and 17 year-old parents receiving Ontario Works financial assistance who have not completed high school. Parents aged 18 to 21 who have not completed high school may also participate in LEAP. This program is monitored by a Caseworker, who works with

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community partners to identify gaps in service and provide alternatives to effectively reduce barriers faced by young parents.

During 2002, seventy-three (73) individuals participated in LEAP. Twenty-one (21) of them completed their high school education and thirteen (13) of them went on to accept the challenge of applying for and attending a post-secondary program.

5.3.2 Community Placements – 30 to 70 hours per month

Community Placements in which Participants volunteer between thirty and seventy hours per month are considered to be Level 3 activities.

During 2002, an average of two hundred and sixty-five (265) Participants each month volunteered in Level 3 Community Placements. These individuals contributed a total of 197,972 volunteer hours to the community.

5.3.3 Employment Placement with Incentives

YMCA Employment and Career Services and March of Dimes are also contracted to encourage Employers to hire Ontario Works Participants by providing a subsidy when the Participant is learning his/her new job.

During 2002, fifty-nine (59) Participants were placed with Employers who received the Employment Training Subsidy.

5.3.4 Self Employment Development

Ontario Works Participants who have business ideas can receive the support they need to determine the feasibility of their ideas, develop their business plans and receive consulting support for the business start-up. Learning Initiative, Les Entreprises Boréal and the Sudbury Vocational Resource Centre are contracted to provide Participants with the support and encouragement they need to get their businesses started.

A Caseworker has the responsibility of providing additional time and support to Participants in Self Employment Development to ensure that their unique eligibility requirements under Ontario Works are consistently maintained.

In 2002, seven (7) Participants pursued their dreams of becoming self-employed.

6. Community Placement Target Fund

During the time period of April 1, 1999 to March 31, 2002, the combined efforts of staff in the Social Services Division, the Employment Support Services Section, contractors and Participants who volunteered in the community and were placed in employment, earned a total of \$2.9 million through the Provincially funded Community Placement Target Fund. The funds earned have been, and will continue to be re-invested, in accordance with the Province's guidelines, in programs and services for OW Participants that increase the revenue earned in Levels 2 and 3 and provide other support services for those who are

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most in need. In October 2002, City of Greater Sudbury Council approved the expenditure of the Community Placement Target Fund for a variety of employment assistance activities.

During 2002, these funds were utilized to pay for the cost of Literacy Assessments and Skills Training, which are detailed in Sections 5.2.2 and 5.2.6 of this report. Two other initiatives that were funded by the Community Placement Target Fund were the Community Helpers Program and Personal Need Kits.

6.1 Community Helpers Program

YMCA Employment and Career Services has operated the Community Helpers Program for seniors and non-profit community organizations since July 2000. This program provides seniors with yard maintenance and snow shovelling services and assists non-profit organizations with interior and exterior maintenance services. The program also provides assistance to non-profit organizations with the hosting of community special events and festivals. Ontario Works Participants volunteer in this worthwhile Community Placement activity.

A total of one hundred forty-two (142) seniors and thirty-five (35) non-profit organizations benefitted from the services provided by one hundred fifty (150) Ontario Works participants who volunteered in the Community Helpers Program in 2002.

6.2 Personal Needs Kits

Personal Needs Kits containing items such as shampoo, shaving supplies and toothbrushes were purchased for Ontario Works Participants who will be starting Community Placements and jobs in 2003. A survey of Ontario Works Participants was conducted in the fall of 2002 to determine what types of items would be of most use in a Personal Needs Kit. Based on this information, supplies were purchased for the kits that will be assembled and distributed to Participants in 2003.

7.0 Community Resources / Partners

The provision of Employment Assistance services to Ontario Works Participants would not be possible without the contributions of partners in the community.

Agencies and organizations that provide educational, training and employment services to Ontario Works Participants include:

- Mid-North Network for the Co-ordination and Development of Adult Learning;
- Community-based Literacy Providers;
- Rainbow District School Board;
- Sudbury Catholic District School Board;
- Le Conseil scolaire de district catholique du Nouvel-Ontario;
- Conseil scolaire du district du Grand Nord de l'Ontario;
- Cambrian College;
- Collège Boréal and Les Entreprises Boréal;
- Human Resources Development Canada;
- Learning Initiative;

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Private training schools;
Employers who provide training and jobs;
YMCA Employment and Career Services;
Ontario March of Dimes;
Sudbury Vocational Resource Centre;
N'Swakamok Native Friendship Centre.

8. Employment Assistance Targets and Accomplishments for 2002

Following are the goals that were set for levels of service in 2002 and the actual results that were achieved:

	Goal	Actual
Level 1	58 %	58 %
Level 2	29 %	30 %
Level 3	13 %	12 %

Total revenues earned in 2002 for Employment Assistance was \$3.3 million. Employment Assistance is a component of the overall Social Services Division budget. Revenue generated by Employment Assistance offsets all areas of the Social Services Division budget as employment supports are delivered by Caseworkers and Employment Counsellors from the Division and Section.

9. Employment Assistance Targets for 2003

Early in 2003, changes to the Employment Assistance funding formula were announced by MCFCS.

There is potential to earn between \$2.7 million and \$3.3 million if three criteria are met:

- 1) No more than 60 % of Participants active in Level 1;
- 2) 30% of Participants placed in Employment and/or Community Placements;
- 3) No more than 60% of Participants in Level 3 involved in Community Placements.

Monitoring the percentages of Participants in these activities will require increased attention to the monthly and quarterly activity rates to ensure maximization of the revised funding formula.

The following goals have been set for levels of service in 2003:

Level 1	59 %
Level 2	30 %
Level 3	11 %

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10. Strategies for 2003

A number of strategies will be pursued in 2003 to facilitate the achievement of the service level and budget targets that have been set.

10.1 Continued dialogue with MCFCS to recognize Level 2 activities

Some of the Level 1 employment assistance activities that are currently offered to Participants have the potential to be classified as Level 2 activities. Staff will continue to bring forward to Ministry representatives their recommendations for the classification of activities in the appropriate levels of service.

10.2 Increase the number of voluntary LEAP participants 18-21 years of age – Level 3

The Learning, Earning and Parenting Program (LEAP) is a mandatory program for young parents under the age of eighteen who have not completed their secondary school education. During 2003, young parents between the ages of 18 and 21 will be encouraged to become involved the program.

10.3 Extend WSIB / insurance coverage and new training incentives to employers – Level 3

YMCA Employment and Career Services and March of Dimes will be able to provide additional incentives when they approach employers to hire Participants. In addition to an Employment Training Subsidy, Brokers will be able to offer coverage of WSIB for any claims made for the first six months of a Participant's employment. Other training costs that Employers incur related to hiring new employees may also be eligible for reimbursement.

10.4 Encourage self employment – Level 3

This component of the Ontario Works program offers potential for Participants to become self-employed. Increased marketing of this component should result in greater numbers of Participants starting their own businesses.

10.5 Management of the number of Community Placements – Level 3

Dialogue will take place with staff and community partners to ensure that the number of participants active in Level 3 Community Placements does not exceed 256 in any given month.

Managers' Reports

Request for Recommendation Priorities Committee



Type of Decision										
Meeting Date	May 28, 2003				Report Date	May 20, 2003				
Recommendation	<input checked="" type="checkbox"/>	Yes		No	Priority	<input checked="" type="checkbox"/>	High		Low	
	Direction Only				Type of Meeting	<input checked="" type="checkbox"/>	Open		Closed	

Report Title

Building Naming Policy

Policy Implications + Budget Impact

<input checked="" type="checkbox"/>	This report and recommendation(s) have been reviewed by the Finance Division and the funding source has been identified
No funding implications	
<input checked="" type="checkbox"/>	Background attached

Recommendation

That the Council of the City of Greater Sudbury adopt the Building, Property and Parks Naming Policy as presented.

<input type="checkbox"/>	Recommendation attached
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Recommended by the General Manager

Caroline Mallsworth

Name and Title	Caroline Mallsworth General Manager of Citizen and Leisure Services
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Recommended by the C.A.O.

Mark Mieto

Name and Title	Mark Mieto Chief Administrative Officer
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Date: May 20, 2003

Report Authored By

Name Caroline Hallsworth
and Title General Manager of Citizen and Leisure Services

Division Review

Name
and Title

EXECUTIVE SUMMARY:

At the Priorities Committee Meeting of December 11, 2002, Council directed staff to draft a Building Naming Policy for their consideration. The recommended policy reflects our traditions of celebrating our unique heritage, history and geography in the naming of municipal buildings, property and parks while at the same time allowing for the introduction of new names that reflect and respect the community as a whole.

BACKGROUND REPORT:

In drafting the proposed Building, Property and Parks Naming Policy, the policies and practices of a number of other communities, including our predecessor municipalities were considered. The policy that has been drafted allows for considerable flexibility in naming buildings, properties and park while ensuring that there is community support for and understanding of any proposed name changes.

While naming of a building, property or park after an individual or organization is one mechanism for recognizing contributions to community, there are other recognition programs and process which provide appropriate alternatives to naming of a building. Once such example is the Mayor and Council's Award for Volunteerism which recognizes exceptional volunteers for their work within the community. Requests to name municipal properties after founders and to recognize those who have made financial contributions to the community or facility can be accommodated through founder or donor recognition programs that can include plaques or portraits and in cases of significant donations or contributions may include naming of an interior space or component of the building, property or park.

There are a number of issues associated with naming or renaming of a building, property or park after an individual or organization. One consideration that must be made is the status of the name in the event that the property is disposed of or used for alternative purposes. For example, the New Sudbury Branch of the Sudbury Public Library was constructed to replace the Clarence B. Sinclair Branch located within the New Sudbury Shopping Centre. In this case, the name Clarence B. Sinclair was retained by naming the meeting room in the new branch in honour of Mr. Sinclair who was a long serving member of the Library Board. Another issue that can arise is the receipt of a subsequent request for re-naming of the building or park after a different individual or organization. Muskego, Wisconsin addresses this issue by stating that once a facility is named after an individual, that name can not be changed for a period of 100 years.

Date: May 20, 2003

Specific requirements would apply with regards to names of any buildings which are regulated by senior levels of government. For example, Transport Canada approval would be required to rename the Airport and there are a number of safety and location issues associated with airport naming that would have to be addressed prior to any such approval being granted.

Attached for Council's consideration is a proposed Building, Property and Parks Naming Policy which takes into account these considerations.

Attachment

POLICY: BUILDING, PROPERTY AND PARKS NAMING POLICY

May 2003

The City of Greater Sudbury is located in a unique geographic setting and has a rich community history which has, over the past 120 years been a source for many of the names used for community landmarks. Junction Creek derives its name from Sudbury Junction, the original name of the railroad camp that evolved into the City of Greater Sudbury. Azilda was named in 1891 by Joseph Belanger in honour of his wife. Bell Park was named after lumber magnate William J. Bell who donated 110 acres of land to the City of Sudbury for use as "a public park and recreation ground" while Centennial Park in Whitefish was named in honour of Canada's centennial. Many of our names reflect the aboriginal heritage of our community including Onaping which derives from a Cree word meaning "red paint" or "Vermillion Place".

The City of Greater Sudbury wishes to retain our traditions of celebrating our unique heritage, history and geography in the naming of municipal buildings, property and parks while at the same time allowing for the introduction of new names that reflect and respect the community as a whole. The City of Greater Sudbury believes that existing names have an historical significance and are an important component of place recognition within the community and as such should not be changed except in exceptional circumstances when it can be proven that the majority of the community is in support of the name change. Examples of exceptional circumstances could include re-naming of a recreational facility as a requirement to attract an event of national or international significance.

It is a matter of policy that all naming and re-naming of municipal buildings, properties and parks and of elements of buildings and parks will require Council approval and that such naming will be governed by the considerations set-out below. The only exception to this practice shall be for new neighborhood parks created as part of the subdivision development process, which if named based on geographical location, would not require Council approval.

1. NAMING PRINCIPLES:

- ▶ Names shall be unique and distinctive. Names shall assist in emergency response situations by avoiding duplication and by avoiding the use of similar sounding names and by ensuring consistency between building and geographical naming conventions.
- ▶ Names should convey a sense of place and community and should celebrate the distinguishing characteristics of the City of Greater Sudbury.
- ▶ Names should be understandable, recognizable and explainable to the citizens of the community and should respect the values of all members of our community.

POLICY: BUILDING, PROPERTY AND PARKS NAMING POLICY

May 2003

- ▶ Naming requests must come from community groups or organizations, rather than from individuals. Individual request for naming may be more appropriately addressed in commemorative programs or through founder or donor recognition programs.

2. NAMING PRIORITIES:

In naming buildings, properties and parks, consideration will be given to the following elements in order of priority:

- ▶ Names that place the building, property or park in its geographic context, so as to assist the community in locating the named facility. Names of this type include names that reflect significant ecological or natural resources features of the area.
- ▶ Names that reflect the purpose or use of the building, property or park.
- ▶ Names that reflect and respect the history, heritage and culture of the community.
- ▶ Names that reflect the particular contributions of community groups or organizations.
- ▶ Names that reflect an individual's significant contributions to public life in general and to the City of Greater Sudbury in particular and that are appropriate to the specific building, property or park so named.

When naming a building, property or park after an organization or individual, every care will be taken to ensure that the name selected reflects an individual of such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternative names. Furthermore, the community will be consulted to ensure that there is community support for the proposed name. In the event that a naming request is proposed as a result of a significant financial donation towards the acquisition, construction or redevelopment of a property, consideration will be given to the value of the donation relative to the overall value of the project, the construction costs and operating costs. Consideration will be given to using a donor's name in conjunction with a community name as well as to having a specific sunset clause on a donor name which is associated with support that is finite in time or amount. Wherever possible, naming of an interior space or portion of a building, property or park will be preferred to naming of an entire building after an individual or organization. Where an individual or organization name is used, permission must be obtained from the individual, their family or the organization to be named, prior to selection of the name.

POLICY: BUILDING, PROPERTY AND PARKS NAMING POLICY

May 2003

3. NAMING PROCESS

- ▶ All requests shall be submitted in writing and shall include the rationale for the proposed name. In the case of a proposal to honor an organization or individual, documentation of the individual or groups' record of achievements, is required. Letters of support from appropriate organizations and individuals which provide evidence of substantial community support for the proposed name are required.
- ▶ All requests will be forwarded to the appropriate department for review within the framework of this policy. As part of the review, staff will ensure that the contributions of an organization or individual are well documented and broadly acknowledged within the community.
- ▶ All requests for naming will be circulated to stakeholder groups, including all emergency responders, for their comments.
- ▶ Where the naming request is substantiated and has been documented to be supported by the community, it will be brought forward in an option package for City Council's consideration. Such an options package may include alternatives to the original request which could include naming an interior space or portion of a building, property or park rather than the entire facility.
- ▶ Where a request for naming or renaming has been initiated by a community group or organization and approved by Council, all costs associated with the naming or renaming of the building, property or park will be paid by the originators of the naming request. This requirement may be waived by the Council of the City of Greater Sudbury at Council's discretion.

Correspondence and Information

CORRESPONDENCE - INFORMATION ONLY

NO ITEMS FOR THIS AGENDA