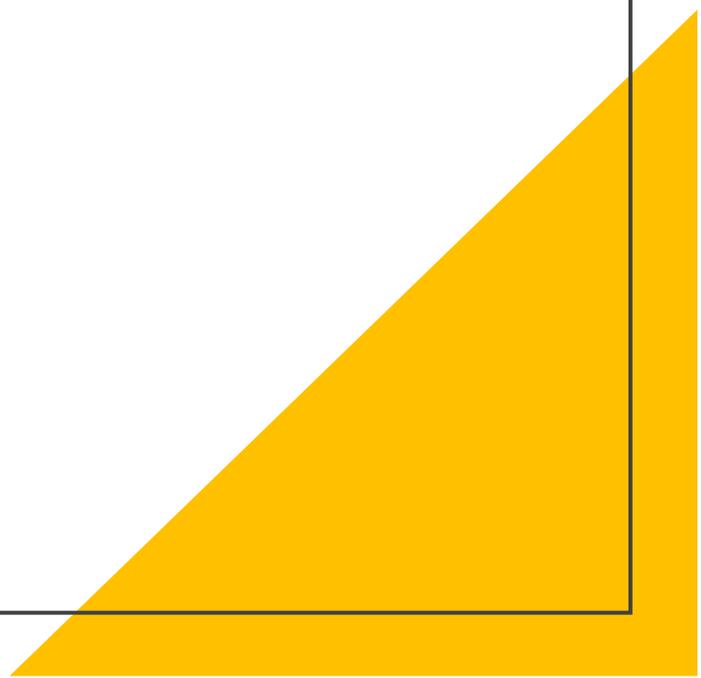




Welcoming Streets and Neighborhoods Pilot Project

November 6, 2023



Background

In 2022 Council approved \$10,000 in the Operating Budget and in the 2023 Operating Budget, Municipal Council Approved \$25,000 to support a program to assist with in options for outreach support service towards the Town's Homelessness Response for a total of **\$35,000**.

Moved By Deputy Mayor Nicole Beatty (2023 Budget)

THAT Account #6100943 Opioid Crisis be increased from \$10,000 to \$25,000 to be recovered from the contingency reserve fund; and

FURTHER THAT Council direct staff to use these funds to explore options for outreach support service towards the Town's Homeless response.

Carried

Pilot Initiative - Introduction and Purpose

Welcoming Streets and Neighborhoods Pilot Program

The Welcoming Streets and Neighborhoods Pilot is designed to support DBIA businesses, resident, visitors, and vulnerable individuals simultaneously by addressing business concerns and providing direct systems navigation support in the Town of Cobourg.

The purpose and goal of the program is to have a trained outreach worker respond to situations that do not require police intervention, with a longer-term vision to achieve an increased sense of safety and inclusion in the downtown core.

Pilot Initiative - Objectives

Welcoming Streets and Neighborhoods Pilot Program

PRIMARY OBJECTIVE:

The primary objective of the Welcoming Street and Neighborhoods outreach worker will be to establish genuine and positive relationships with business owners, residents, and visitors in the downtown core, as well as community members who are experiencing homelessness or facing mental health and/or addiction challenges.

NOTE:

The program would not address the root causes of homelessness and mental health problems in the community and it isn't going to solve the housing crisis that Cobourg, Ontario and Canada are dealing with. This program is intended to support businesses and the Town within their operations in the Downtown and waterfront core.

Plans and Program Alignments

Welcoming Streets and Neighborhoods Pilot Program

Community Safety and Well-Being Plan

The goal of this plan is for residents and local agencies to collectively develop and implement actions that will address the root causes of crime and complex social issues within the community. Through this collaboration, a plan has been developed that focuses local efforts and investments towards the long-term benefits of social development, prevention, and—in the short-term—mitigating risk factors. Emphasis is on prevention measures designed to improve quality of life for all.

Town of Cobourg Economic Development Strategy and Action Plan

Top Feedback - Building up Cobourg: Revitalizing Downtown Vibrant and successful downtowns are economic drivers. Downtowns are the historic core and heart of the community. They are the centres for business, culture, heritage, tourism, and government services. The success of a downtown depends on the cooperation and planning between Town Hall, individuals, developers, employers, and institutions

Plans and Program Alignments

Welcoming Streets and Neighborhoods Pilot Program

Town of Cobourg Draft Council Strategic Plan 2023-2027

Thriving Community – Promotion of Community-Well-being

Downtown Action Plan – Cobourg Police Services

a written action plan that will strategically focus on enhancing the perception of safety and invest in the quality-of-life issues in downtown Cobourg.

Downtown Revitalization Plan

established and was put to work to create an action plan to revitalize the central downtown business *district*.

Town of Cobourg Encampment Response (Municipally Owned Property)

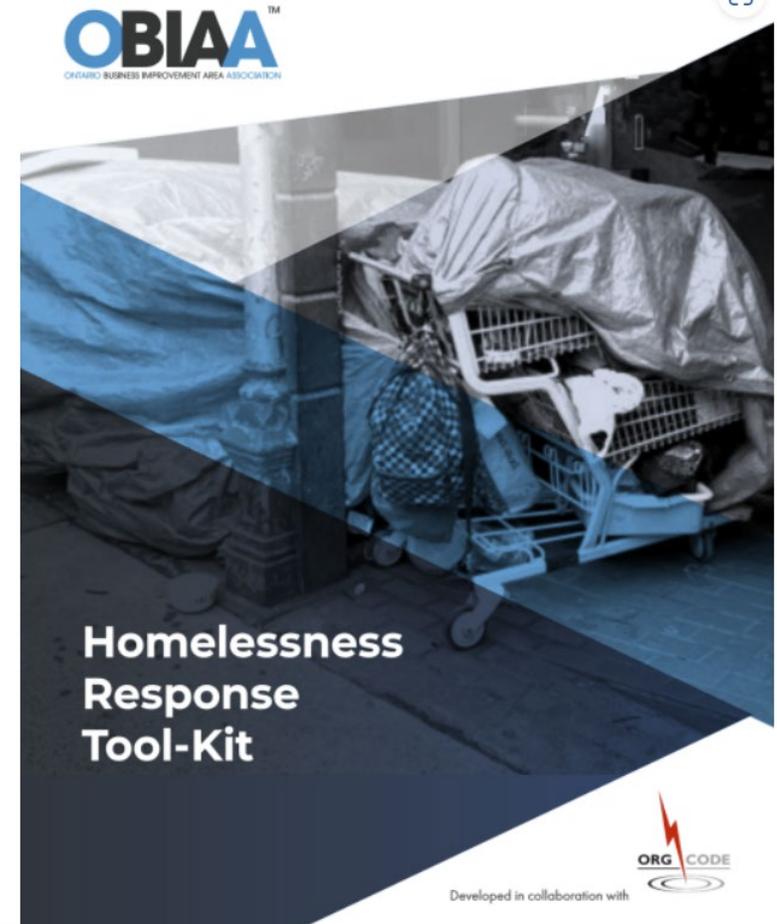
Response to those living rough in municipal parks to move individuals on from public spaces.

Plans and Program Alignments

Welcoming Streets and Neighborhoods Pilot Program

Developed in collaboration with Iain De Jong from OrgCode, this toolkit outlines considerations and practical strategies for best responding to homelessness and related issues in the DBIA. From people sleeping in doorways to partnering on advocacy, this toolkit helps equip DBIAs with more knowledge and approaches to homelessness.

[Homelessness Response Toolkit for BIAs - OBIAA](#)





Pilot Design Goals to Outcomes

Initiative Purpose - GOALS

Cobourg and DBIA specific Goals:

1. To establish & foster positive relationships
2. To support with systems navigation & connection to services
3. To increase community education and prevention planning
4. To offer de-escalation support
5. To assist in enhancing community safety

Initiative Purpose - OUTCOMES

Cobourg and DBIA specific Goals:

1. Preventing unnecessary police and by-law involvement;
2. Facilitating positive relationships between business owners and vulnerable individuals,
3. Ensuring that street involved individuals are linked with the services they need.
4. Lead to less disruptions and occurrences in the Downtown.
5. To promote a safe and welcoming downtown

Welcoming Streets and Neighborhoods Pilot

Intended Specific Business Community Outcomes:

- Better engagement between business and community services
- Increased skills and knowledge to enable more positive interactions
- More positive interactions with people
- Co-designed, agreed upon community 'boundaries'
- Greater understanding of the lives and realities of street-involved people living downtown
- Greater understanding/belief/acceptance/support (?) of harm reduction strategies and how they apply.

Welcoming Streets and Neighborhoods Pilot

Making Connections with our Local Businesses

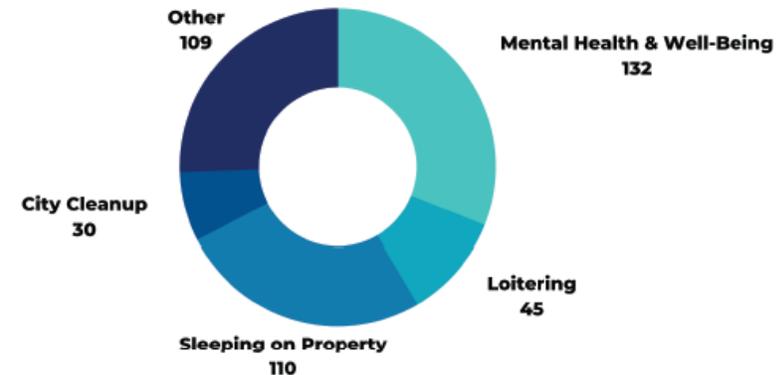
**Belleville Welcoming Streets
Business Top Calls and Business
Testimonial.**



TESTIMONIAL

"Welcoming Streets is already proving to be an integral addition to our Downtown Belleville community's toolbox. Sara's one on one conflict resolution guidance has already helped us with some event-related aspects of our business that helps us as owners feel more prepared to provide an even better experience for our customers." - *Stacey Kerr, Scalliwag Toys*

Top four Calls for Service:



Assistance provided by Welcoming Streets Steward addressing most common concerns

Welcoming Streets and Neighborhoods Pilot

- To further support downtown businesses and individuals experiencing homelessness, Welcoming Streets and Neighborhoods will offer community education in partnership with other social service agencies to promote inclusivity, empathy, and positive interactions.
- Welcoming Streets and Neighborhoods should also serve to create and support relationships with other organizations to offer a more cohesive and collaborative approach to care.

Welcoming Streets and Neighborhoods Pilot

Community Building: Foundation for Sustainability:

- Stronger partnerships/alignment between agencies with respect to people living and working in downtown Cobourg;
- More data is available to inform broader community conversations;
- Articulated community values related to people with Addictions and Mental Health, and Homelessness challenges Open discussion on harm reduction, addictions and mental health
- Potential to begin developing a more robust strategy for the Town of Cobourg and the importance of a vibrant and collaborative caring Downtown.



Proposed Pilot Program

Pilot Program Details

Potential Approach

1. Hire 1.0 FTE on a six (6) month contract with funding through Town of Cobourg (position hired by Town -\$35,000) and DBIA (funding TBA)
2. Connect with others in similar positions in the agency to create an approach and share resources and assist with relationship building to link the Downtown
3. Work downtown weekdays, weekends with hours flex (day, mid-day, evening)
4. 80% Downtown Outreach on foot throughout the core and DBIA including waterfront area. 20% in office setting preparing/preforming training and materials and corresponding with agencies and partners.

Budget Proposal

Expenses	Totals
Salaries	\$51,000 (6 Months – 910 hours 35hrs a week)
Cellphone	\$1,800
Staff Development	\$2,000
Marketing /Resources	\$2,500
Total Expense	<u>\$57,300</u>
Cobourg Contribution	<u>\$35,000</u>

May be an opportunity to reduce to PT hours depending on the need in the Community (24hrs/week)

Remaining Amount unfunded
\$22,300



DBIA and Town Partnership

That the Downtown Business Improvement Area Board partner and collaborate on the hiring, training and employment of 1 full-time Support/Outreach Worker for the Six (6) Month year pilot project called the Welcoming Streets and Neighborhoods Pilot Program, based on Guelph's, Belleville, Sudbury and Kingston's business model:

- Partnership would include funding in the amount of \$23,000 to support the underfunding of the program or providing a matching of funding in the amount of \$35,000 from the DBIA to support the program and its intended purpose and to provide a letter of support for the application to the Federal Government Substance Use and Addictions Program Grant.

Matching of Funds would bring the program to \$70,000, which may allow for the program to be lengthened by two (2) months.

DBIA and Town Partnership

DBIA should create a **Welcoming Streets and Neighborhoods Pilot Program Working Group** reporting to the Downtown Business Improvement Area Board of Management consisting of a mix of board members and business owners with the Outreach Worker to:

1. work collaboratively to work out operational components of project – focused work over the program months;
2. Establish and confirm goals / intended outcomes of pilot – and more long-term, sustainable outcomes.
3. Receive feedback on the program and provide reporting on statistics and deliverables of the pilot to the Board and Council
4. Engage other community partners to support the initiative of a welcoming and vibrant downtown.

Proposed Timelines – Six Month Pilot

Recruitment

December to January 2023

Program
Launch

February 2024

Pilot
Program
Delivery

February to July 2024



Program Risks and Challenges

Program Risks and Challenges

- **Recruitment issues in the job force** – there may be difficulty finding the right individual for the unique job opportunity, potential for turnover (*maybe look at engaging a local organization to provide the support*)
- **Safety Concerns** – could be times when worker could be in a compromised situation working *alone* (*maybe looking at two individuals – One FT and One PT – Part-time to only attend street outreach*)
- **Communications** – potential for comments and criticism of program with lack of information (*maybe have a prepared comms plan with ToFC comms and DBIA coordinator*)
- **Resourceless** – Not being accepted and seen as an additional support in the community and being part of larger community outreach conversations (*Value in having the person connected to resources such as County Social Services relationships and NHH - multiple partners are needed and the person/team needs to be a good connector.*)

How is this different from other Initiatives

- *DBIA and Town partnership to provide another tool in the community directly supporting the Downtown and businesses.*
- *Alternative to police and by-law involvement* The intent of the program is to give DBIA members the freedom to not call the police for issues that likely aren't police issues." Program to work closely with HARP.
- It is a non-confrontational and non-institutional approach to serving area businesses, as well as the vulnerable population that spends their time downtown.
- Direct connection with Town to clean up garbage, respond to sharps, and
- *Direct training to business – ex: De-Escalation and Anti-Stigma Training offered to all businesses*



Federal Grant Opportunity

Substance Use and Addictions Program

- Funding for community-led projects focusing on use prevention, harm reduction, and treatment that are:
 - **Evidence-informed**
 - **Involve people with lived and living experience (PWLLE)**
 - **Non-stigmatizing**
 - **Collaborative and inclusive**
 - **Culturally safe**
 - **Gender, diversity, and trauma-informed**
- For multi-year projects operating between June 1, 2024, and March 31, 2028.
- Funding envelop is \$144 million with no max per project.
- Deadline: November 22, 2023, at 2 p.m.

Funding Priorities

- Supporting and enhancing the role of PWLLE to address substance use across the care continuum
- Services and programs that target post treatment aftercare and transition back into the community
- Addressing alcohol use disorder
- Addressing adult tobacco cessation

Program Partnerships

- **DBIA**
- HKPR District Health Unit
 - Clean supply
 - Equipment
- Cobourg Police Service
 - Homeless Addiction Resource Project (HARP)
- Northumberland Hills Hospital
 - Rapid Access Addiction Medicine (RAAM) Clinic
- Northumberland County
 - Social Services Department



Next Steps

Next Steps:

- Following the Special DBIA Meeting (if supported and endorsed), finalize the Welcoming Streets and Neighborhoods Pilot Program Staff Report to Council:
 - *Committee of the Whole Meeting – November 27th, 2023*
 - *Regular Council Meeting – December 4th 2023*
- Finalize Program Application for the Substance Use and Addictions Federal Grant Program with an endorsement letter from the DBIA and other partner agencies.
 - *Grant submission date – November 22, 2023*
- Starting planning and implementing program January 2023.
 - Partnership local and joint press release.



THANK YOU
