



A  
Closer  
Look

# Community Needs Assessment for Georgina Communities

*A community-led consultation report of the most  
pressing social service needs in Georgina, Ontario*



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A Closer Look

[www.acloserlookgeorgina.ca](http://www.acloserlookgeorgina.ca)



This report was prepared and written by Eco-Ethonomics Inc., a management consulting company, committed to solving problems that matter to people and the planet through social innovation, ethical leadership, community mobilization and cross-sector collaboration. Eco-Ethonomics specializes in community-based research and stakeholder engagement in order to conduct robust needs assessments and develop strategies for impact.

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Georgina Community Food Pantry	The Salvation Army
Georgina Public Library	Vaughan Community Health Centre
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## 1 Project Background

### 1.1 Project Overview

A Closer Look is a two-year community development initiative to support Georgina residents and other stakeholders in building a strong community in Georgina. The project seeks to strengthen connections between residents and stakeholders to create vibrant neighbourhoods, where people feel a sense of belonging and agencies can support community enhancement. A Closer Look identifies opportunities to build upon the existing networks, skills and assets in Georgina and explores the reasons why people struggle to make ends meet.

The project is funded by United Way Greater Toronto (UWGT) and is a vital part of UWGT's Building Strong Neighbourhoods Strategy<sup>1</sup> which aims to close the growing gaps within priority neighbourhoods through targeted efforts, resident engagement and improved access to community focused tools for change.

The first part of the initiative was a community needs assessment to help better understand the needs of low-income residents of Georgina.

### 1.2 Lead Organizations

A Closer Look is led by a collaborative that includes:

Organization	Description
<i>Jericho Youth Services</i>	Jericho Youth Services is a Georgina based not-for-profit organization that has been serving the community for 36 years. Jericho's after school programs focus on improving the social and economic climate for youth vulnerable to the effects of crime, poor school performance and generational poverty.
<i>Routes Connecting Communities</i>	Routes Connecting Communities is a York Region community based not-for-profit organization dedicated to helping people get to where they need to go on their journey since 1989. Routes Connecting Communities provides people who are dealing with life challenges a way to get around; through timely, safe, affordable and compassionate transportation.
<i>Georgina Food Community Pantry</i>	The Georgina Community Food Pantry has been providing emergency food relief to economically disadvantaged residents of Georgina since 1986. Today, the Food Pantry provides emergency food service to more than 80 families a week.

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<sup>1</sup> United Way Toronto. (n.d.). Building strong neighbourhoods: closing gaps and creating opportunities in Toronto's inner suburbs.

## 2 Methodology

### 2.1 Research Process

The community needs assessment took place between April and December 2019 and used a participatory research approach, where the core research partners and many community organizations in Georgina participated in the collection of community data and participated, along with service users, in the interpretation of the data collected. The project was divided into four phases as outlined below.

#### Phase 1: Environmental Scan and Secondary Research

This phase started by gathering reports and information regarding the Georgina community including regional and sub-regional demographic and economic statistics on the local population, data about housing, health and access to health, poverty and transportation. Relevant data was combined into appendix 14 of the present report. A total of 24 reports and media articles were consulted. A list of references is available in Appendix 15.

#### Phase 2: Primary Research

Phase 2 focused on the collection of data and insights from two stakeholder groups: service providers who served the Georgina population, and service users living in Keswick, Sutton, Jackson's Point, Pefferlaw and smaller communities in Georgina.

**Service provider survey:** Service providers were asked to complete a 31-question survey including both open-ended and close-ended questions. A total of 19 participants responded to the survey, representing 18 different organizations in Georgina (see Appendix 2 for demographic information on survey respondents).

**Service user interviews:** Service users participated in interviews conducted by staff of the three lead organizations. They were recruited by Jericho Youth Services, the Georgina Community Food Pantry and Routes Connecting Communities. Participants were given the opportunity to complete the interview face-to-face, by phone or online. A total of 45 people participated in an interview, including 32 face-to-face interviews, 12 over the phone, and one online. Demographic data of participants was collected separately using a self-directed questionnaire to ensure confidentiality. People were assigned a participant ID in order to link interview responses with interview demographic data for further analysis. Interviews were conducted by nine frontline staff of the core partner organizations. Interviewers received training on interview techniques and data recording. (See Appendix 1 for demographic information on service users who participated in interviews)

#### Phase 3: Participatory Data Validation and Additional Community Input

This phase consisted of gathering community perspectives and input to help interpret and validate the findings that were prepared in the previous phase. The process started with the development of a preliminary report of all findings collected to date and the development of key takeaways that would benefit from further discussion. Two engagement methods were designed to interpret the results from the needs assessment and to define next steps for moving forward:

**Service providers' workshops:** Two workshops, one in Keswick and one in Sutton, were held with service providers to review and discuss the preliminary findings, develop a service providers' map and complete an analysis of the strengths, weaknesses, opportunities and threats (SWOT analysis) for each of the priority needs areas identified.

**Focus groups with community members:** Service users and volunteers were then engaged in four focus groups in Keswick (two groups), Sutton and Pefferlaw. The conversations provided essential context, perspective and feedback as to Georgina's priority needs (see Appendix 3 for a demographic profile of focus group participants).

Both workshops and focus groups represented a broad diversity of participants. In total 31 service providers, from 21 different organizations participated in the workshops, and 31 community members participated in the focus groups from across Georgina.

#### **Phase 4: Final Report Development**

In this phase, the preliminary report was edited and revised with all of the feedback and additional input gathered from Phase 3, in order to prepare this final report.

#### **Sample Size**

It is important to note, that the sample sizes of service providers and service users were chosen based on the project's capacity and do not form a representative sample of the studied populations. Understanding the profile of each population sample (see Appendices 1, 2 and 3) is useful to further interpret research data.

#### **Diversity**

Georgina has historically been a relatively homogenous community. With a growing population, comes increased diversity and service providers recognise that they must adapt in order to meet the needs of more diverse service users. Unfortunately, this community consultation was not able to fully capture the perspective of individuals from historically disadvantaged groups. While there was representation, the consultation would have needed to engage greater numbers of individuals from the First Nations, Inuit or Métis communities, from visible minority communities, from the LGBTQ2+ community or those with physical disabilities in order to confidently represent their unique needs in the results.

### 3 Findings

Georgina faces many of the same challenges as other communities in York Region, as well as other small communities across Ontario and Canada. A growing and aging population is placing increased demands on the social service infrastructure. The community is seeing increasing numbers of people who need health care, affordable housing, transportation and other social service supports.

Georgina also faces some unique challenges due to the large geographic area of the town. Georgina is really a collection of several smaller communities and large rural areas. The research found that no single community stood out as being more in need. However, it is clear that there is a need for the various communities and service providers to be better linked. While the proportion of individuals living below the low-income cut-off<sup>2</sup> in Georgina is lower than for the province overall<sup>3</sup>, Georgina's geography, limited transportation system and lack of local services means that many of those living on limited income really struggle to get their needs met.

*"The one thing that they [social service providers] really seem to have a problem dealing with is the fact that we are so spread out."*

*~Focus Group Participant*

The consultation found that service users on average were currently accessing or had accessed the services of four social service organizations. The Georgina Public Library and the Georgina Community Food Pantry were the most commonly cited organizations that people were accessing (see Appendix 6). Word-of-mouth is one of the primary ways service users find out about services. Key barriers to accessing services were accessibility (lack of transportation, inconvenient hours of operation, waiting lists), stigma/discrimination, and financial constraints (see Appendix 8).

Through the consultation process over 100 service providers were identified (see Appendix 4), working across a wide range of service areas, including: housing and homelessness prevention, health and long-term care, mental health and addiction, employment and entrepreneurship, seniors services, and transportation. Many service providers are active in more than one area (see Appendix 5 for service provider maps). It is also worth noting that many service providers are in Georgina through satellite programs, and often their only staff presence in the town is through front-line workers.

At various points in the consultation it was clear, particularly with regards to First Nations, Inuit or Métis people and those with physical disabilities, that the needs of individuals from historically disadvantaged groups were not being met.

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<sup>2</sup> The low-income cut-off is an income threshold below which a family will devote a much larger share of its income (20 percentage points or more) than the average family on the necessities of food, shelter, and clothing.

<sup>3</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.



### 3.1 Priority Needs Areas

There are many areas of need in Georgina, and the consultation process looked at housing, education, employment, poverty, health and mental health, transportation, and seniors services. These are all discussed at various points in the appendices, however this report has focused on describing the top 5 priority needs areas.

#### Housing and Homelessness Prevention Supports

The availability of affordable housing is a significant issue in Georgina. In fact, housing was identified throughout the consultation process as the most pressing need in the community (see Appendix 7). Housing costs for both rental and ownership continue to increase in the region, and 85% of service users reported that

*“I am going to be homeless in 3 weeks if I can’t find housing... I don’t have the income to pay more for housing.”*

*~Focus Group Participant*

rent or mortgage payments were their highest monthly expense. There is a real lack of rental housing (in particular smaller units suitable for individuals, or flat units suitable to seniors and individuals with disabilities). Almost all growth in rental units in recent years has been secondary suites<sup>4, 5</sup> and according to consultation participants many of the available units are in a state of disrepair.

Throughout the consultation, stakeholders reported that the waiting list for subsidized housing was extremely long, and that accessing supports required them to travel to Newmarket. The consultation also revealed that housing affordability was a key issue for seniors.

The consultation also heard that the system for accessing housing supports was particularly difficult to navigate, and that those consulted were not aware of any local agencies in place to provide the needed supports. The agencies that were identified as being located in Georgina that were active in the housing space, were seen to be primarily providers of emergency shelter. Among agencies active in the housing space, service providers felt that most connections between organizations were focused on referral relationships. There does not appear to be local coordinated service or advocacy around the need for more affordable housing in Georgina. The local housing and homelessness strategy is the responsibility of York Region<sup>6</sup> and while the Town of Georgina is a key player, most of the principal

*“If I need to talk to someone about housing, I have to go to Newmarket. I have a hard time getting around Georgina.”*

*~Focus Group Participant*

<sup>4</sup> York Region. (2017). Housing solutions: a place for everyone. York Region 10-year housing plan. 2017 progress report. Retrieved from: <https://www.york.ca/wps/wcm/connect/yorkpublic/e0328275-db8d-4d30-85dc-42aba135be98/Housing+Solutions+Progress+Report+2017.pdf?MOD=AJPERES&CVID=mu8H5qh> (accessed August 11, 2019)

<sup>5</sup> A secondary suite is a self-contained rental unit in a single-detached or semi-detached house where the homeowner is in residence

<sup>6</sup> York Region. (2014). Housing solutions: a place for everyone, York region 10-year housing plan. Retrieved from: <https://www.york.ca/wps/wcm/connect/yorkpublic/de657ddb-d3b6-4204-806c-249eeb9ed/Housing+Solutions+A+Place+for+Everyone+York+Region+Ten+Year+Plan.pdf?MOD=AJPERES>

organizations involved in addressing the need are not located in Georgina. None of the participants in the consultation were aware of any plans for new affordable housing units to be built.

### Transportation

*“Transportation is huge. If you have it, you can get a job, you can get a lot of things. If you don’t have it, you are cut off. It’s huge.”*

*~Service Provider*

Participants stated that people who have to rely on public transportation are poorly served in Georgina, particularly in the smaller community of Pefferlaw and rural areas of the town. Throughout the consultation transportation came up as a significant issue and was repeatedly mentioned as one of the primary barriers to being able to access other types of support. Service users were more likely to identify transportation as a community need than service providers. Through the consultation it became apparent that those who were able to rely on cars had very little knowledge of the transportation system and its challenges. While on the surface it appears that Georgina has the systems in place, particularly with York Region Transit’s (YRT) Mobility On-Request (MOR) Service, participants in the

consultation indicated a very different experience. Those who cannot drive (including youth, seniors, individuals with disabilities, and those living on low income who cannot afford cars), who rely on transportation services to get around feel it falls far short of meeting their needs.

The consultation heard that the MOR Service can have up to a 3-hour wait and cannot be pre-booked. Others spoke of cabs refusing to come out for what drivers considered to be short trips, which for one focus group participant meant she couldn’t get to the laundromat to do her laundry. Similarly, the MOR Paratransit service has been found to be insufficient due to its 45-minute windows, and the fact that the service is curb-to-curb, rather than door-to-door.

There were many recommendations for how the transportation system could be improved (new routes, longer hours, better geographic coverage). There were also calls to address issues of equity in terms of access to transportation. The new Presto cards have a base cost of \$6, payments are made online with a credit card (or in person at Shopper’s Drug Mart or the Keswick or Sutton Libraries). Accessing the bus schedule which is now posted at bus stops through a QR code requires a smart phone with a data plan. These services are simply out of reach to some of those on low income, or those living in areas without Internet. While YRT has put in place programs to help (e.g. providing service providers with free tickets for service users), the consultation heard that the administrative burden of running the program means that many service providers opt-out.

Services provided by Routes Connecting Communities and CHATS fill a gap, but eligibility requirements mean those services are not a solution for everyone. For seniors those services are a lifeline, and the consultation heard on more than one occasion from seniors who stated that if it weren’t for Routes Connecting Communities they wouldn’t be able to go anywhere. However, for those that are on low income the costs mount up quickly. Particularly if they are having to travel for medical care.

*“I know a story of a person who couldn’t get around and needed help. They couldn’t get to the doctor to get a referral to CCAC...”*

*~Focus Group Participant*

“If you’re up in Georgina, poor, with a transit system that is still growing and young, you’re stuck. The social infrastructure has not kept pace with the physical infrastructure.”<sup>1</sup>

~Daniele Zanotti in 2013, then  
CEO of York Region United Way

In addition to the need for more transportation options, one of the issues uncovered by the consultation is that people are unaware of how to access and use the services that exist; and in some cases, are unaware that the services exist at all. There is a need for more education about transportation options, as well as greater advocacy around the service needs in the community.

### Employment and Entrepreneurship

Service providers placed greater importance on employment and entrepreneurship supports than service users. There was general agreement that it is difficult to find work in Georgina, and this is corroborated by statistical data (see Appendix 14). There are few local jobs, and those that do exist are concentrated in retail, health care and social services, sectors that traditionally pay lower wages<sup>7</sup>.

Most Georgina residents (74.6% according to the 2016 census<sup>8</sup>), commute to jobs outside of Georgina, with almost a quarter of them commuting for more than one hour<sup>9</sup>.

Focus group participants spoke of the trade-offs they face when considering their employment options. For one it was a difference between a decent paying job with no benefits, or a lower paying job with benefits. For others without cars, the ability to get to work on public transportation was an important consideration. The challenges faced by youth looking to secure part-time employment without transportation was also raised at several points in the consultation. One single mother pointed to the high cost of child-care as having been a factor in her employment decision: “I had to switch jobs because I couldn’t afford day care. Now I earn less, but I have more at the end of the day as I am not paying for daycare.”

Not only do residents of Georgina have long commutes, but many are also employed in shift work. This means they often keep odd hours, or travel at off peak times. As a result, they are further impacted by a lack of after-hours health care, or 24-hour transportation options.

Most of the employment and entrepreneurship supports in Georgina are focused on job skills, and this is one area where service providers felt that organizations were well connected to each other. However, they saw a need for more life skills and soft skills programs (e.g. budgeting, interpersonal skills).

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<sup>7</sup> Workforce Planning Board. (2019). Workforce trends in York Region. p.36.

<sup>8</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

<sup>9</sup> ibid

## Health and Long-Term Care

It was widely recognized by consultation participants that there are not enough health care supports in Georgina, and that Georgina residents have to travel long distances to access the health care that they need. This was an area in which there were many service providers identified (See Appendix 5 for service provider map), however the majority operate in Georgina as satellite offices of organizations located elsewhere in York Region. Others are services which residents can only access if they leave town. While many partnerships (both formal and informal) were identified between organizations providing health and long-term care services, many service providers were unsure as to how individual service providers were actually connected to each other.

Some of the key issues around health and long-term care are the same as seen elsewhere in the province (lack of family doctors, lack of both hospital and long-term care beds, limited respite service, lack of staff, poor coordination of care, etc.); however, there were other issues that were more specific to Georgina. The lack of local services and the lack of after-hours care were frequently cited through the consultation process. One mother living in Sutton spoke of how when she needed to take her 10-year-old to the doctor, they had to go the walk-in-clinic in Keswick. This resulted in both an expensive (\$16 return) and long bus ride when not feeling well.

Transportation was identified as a key barrier to accessing health care. The consultation heard of people having to travel over an hour to Toronto or Newmarket to see a doctor. In one focus group participants spoke of cabs taking an hour to arrive, making the user late for their appointment, and then having the doctor refuse to see them as a result. Transportation issues also appear to be impacting the level of care, with one focus group participant reporting that while his doctor wanted him to travel to Newmarket three times a week for wound care, he could only afford to go twice a week, and his wound wasn't healing properly.

With regards to long-term care, the consultation heard that affordability was a key issue. Many participants felt that retirement and long-term care homes were unaffordable and expressed concerns about ending up on their own because they couldn't afford care.

The consultation also heard that there weren't enough Personal Support Workers (PSWs) to meet the need for home care and with an aging population this will be an ongoing concern. Stakeholders shared a feeling that workers didn't want to come to the area because they are not compensated for their travel time. Several focus group participants spoke of having their PSWs leave early or arrive late in order to accommodate travel distances.

*"My retirement income isn't covering housing – and won't cover long-term care. I'm 72, I don't have children, who is going to look after me?"*

*~Focus Group Participant*

## Mental Health and Addiction

As with other jurisdictions, access to mental health supports is difficult in Georgina. There is a high demand for services and long waiting lists as a result. While the consultation did not uncover statistical reporting specific to Georgina on the need for mental health and addictions services, service providers identified mental health supports as a top priority along with housing. Service users also saw a need for mental health supports, but placed priority on more immediate needs such as housing and transportation.

The issue of loneliness and isolation was a recurring theme throughout the consultation, with the majority of service users expressing that they experienced feelings of isolation. The fact that one of the weekly church dinners reportedly hosts 150 people every Thursday for dinner, is likely a good indicator that local residents are looking for ways to feel more connected to others. Service providers highlighted how social isolation is a compounding issue, in that it can lead to depression and mental illness, which in turn affects ability and willingness to access help.

Service providers identified that local mental health services were often provided by social workers, rather than psychologists; and that there were very few psychologists practicing in Georgina. Most residents have to travel to Newmarket or Aurora to access care. As a result of a lack of local services, coupled with the stigma associated with mental illness, many stakeholders find they are unable to access supports until they are in crisis.

*"I lost my licence a year ago  
and it is the worst thing to  
happen to me in my life.  
It is so isolating."*

*~Focus Group Participant*

*"There is a depression support group – on Thursdays – I know about it because I was hospitalized. There is no way to know about it until you go through the hospital. I still don't know of anything in Georgina. You have to go to Newmarket or Aurora."*

*~Focus Group Participant*





## **3.2 Systemic Issues**

### **Dedicated but Unconnected Service Providers**

At various stages in the consultation process, the research team gathered the information needed to develop a picture of the existing community assets, networks and collaborations in Georgina. Stakeholders were able to identify over 100 organizations and programs (this number excludes schools, colleges, long-term care homes, housing co-operatives, churches and faith communities) operating in the community. However, what became clear as the project moved forward was that there is a lack of cohesion among service providers in Georgina. There are examples of groups that are working collaboratively (see Appendix 9 & 10), these examples appear to be primarily focused on hosting satellite offices of other organizations or referral partnerships, along with some joint program delivery. Service Providers were able to identify a number of networks that they were aware of in Georgina (see Appendix 11), however when asked as part of a group exercise to describe what the networks were doing or which organizations were a part of them, they were hard-pressed to do so. Similarly, individual service providers were unaware of many of the various community assets (meeting, event and programming space) that is available in Georgina (see Appendix 12).

The consultation found that many of the groups operating in Georgina are operating as satellite locations for organizations that are headquartered outside of Georgina (see Appendix 5). This means that many of the staff, are front line, service delivery staff, who do not typically have a broader mandate to network in the community. This coupled with the physical distance between the different communities in Georgina, means that many service providers do not interact. In fact, many who attended the service provider workshops were meeting other area service providers for the first time.

The result of this is a disjointed service offering that leaves service users struggling to navigate the system. Further, this disconnection means that service providers are not in a position to come together to address broader systemic issues rather, they are focused on meeting immediate needs. This is particularly challenging as so many of the issues are interrelated and require system wide co-ordination to be able to address.





### Service Users Lack Knowledge about Existing Services

The consultation found that service providers are unsure as to the best way to communicate with service users. When asked about what communications methods they found most effective, there was minimal consensus. They are employing a huge diversity of tactics (see Appendix 13), and service users report both accessing information through a wide variety of sources and being confused about where to go for information.

Throughout the consultation service users expressed that they found out about the services available to them through word-of-mouth. The local Tim Horton's was mentioned on several occasions as a place to go to find out where to get help. Other places people found information on supports was online, the Library, and the Georgina Community Food Pantry. Many spoke of the fact that they felt that they had to be "in the system" or "in crisis" in order to get information on supports, that it was really hard to know who to go to, and that they sometimes found services by accident. Service users spoke of receiving misinformation, of having to keep asking the same questions over and over again, as "service providers didn't know how to help them". It was clear that service users needed somewhere to go to get informed advice on where they can access the support services they need. Further research will be needed to determine if what is needed is a single location or information source, or multiple points of support.

*"We don't know what services are available. We don't even know what to ask for."*

*~Focus Group Participant*



## 4 Recommendations for Future Focus

While there are many areas of need in Georgina and depending on an individual's life stage and perspective the most pressing needs are different, the consultation identified three priority areas of focus where Georgina could benefit from a collective response.

1. **Affordable Housing** – The lack of affordable housing options in Georgina is a growing and pressing need. It impacts on individuals at all life stages and is typically high up on an individual's hierarchy of needs. Service providers were able to identify more organizations involved or interested in housing than other needs areas (see Appendix 5). However, many of the organizations identified are headquartered outside of Georgina, and there is a perceived lack of coordination around both service delivery and advocacy at the local level. This is an issue where a collective response has the potential to raise awareness, and increase knowledge and coordination in a way that will have an important impact on the state of affordable housing in Georgina.
2. **Transportation** – The lack of affordable transportation options came up as an issue in every needs area identified. For those who rely on transportation services, there is a need to improve the current system. While there are some important local transportation options, like Routes Connecting Communities that are helping to fill the gaps, they simply are not enough and cannot meet the full need. Improving the transportation service in Georgina would have wide-spread benefits by reducing one of the primary barriers to accessing other types of supports and reducing isolation in the community. A first step in this process might be to bring together representatives from the Town, YRT and agencies providing transportation supports such as Routes, and CHATS, to discuss how the various services could better work together to address the issue of transportation in Georgina.
3. **Strengthening Connections and Information Sharing** – Perhaps the greatest systemic issue in Georgina is the lack of connection between service providers. There are many reasons for this lack of cohesion (e.g. geographic distance, remote decision makers), but the end result is that service providers are often unaware of what other service providers are doing. This results in a lack of coordination in service delivery and makes it very difficult for service users to access information on the services that they need. There is a need to improve the mechanism for organizations to come together to learn about the services available in the community. Linking Georgina is an existing network that could be leveraged to better engage with organizations that are operating in the community. It will also be important to better engage with those organizations operating in Georgina through satellite locations, and ideally to support organizations in working together to more effectively coordinate service delivery for greater impact. There is a further need to collectively identify how to create a space for service users to find the information and advice they need about the services they need and how to navigate the system to access those services.

While the consultation did identify other needs areas such as employment & entrepreneurship supports, food security supports and seniors services, these areas were not as highly prioritized by consultation participants. In the case of employment, this could be due to the demographics of those who participated in the consultation.



Employment may not have been prioritized as many of the consultation participants either (a) were retired or (b) did not consider employment a possibility given their personal circumstances. In the case of food security, many consultation participants did express using the services of the Georgina Community Food Pantry, as well as attending community meals, making it clear that many participants did need support to meet their nutritional needs. Finally, while there were certainly calls among seniors for services for seniors throughout the consultation, it was also clear that the biggest issue facing seniors was transportation.

The consultation clearly identified that the people of Georgina, including both the service providers and service users are interested in working together to facilitate positive change in their community. It will be important for the A Closer Look team to ensure that they continue to engage the community. The consultation heard on several occasions, that similar needs assessment work has been carried out in the past, but that nothing came of it. Despite this, people engaged in the consultation process because they care deeply about their community. There is a tremendous opportunity to build on current momentum and build a network of actors who can work together for greater impact.

# Appendix

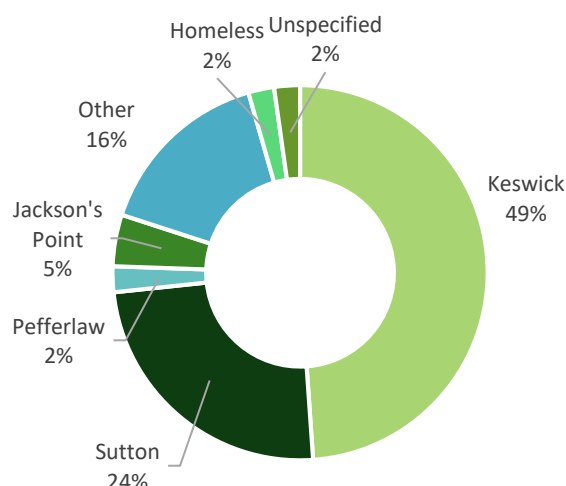
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<b><i>Appendix 11: Identified networks and coalitions</i></b>	<b><i>A - 37</i></b>
<b><i>Appendix 12: Identified community assets in Georgina</i></b>	<b><i>A - 39</i></b>
<b><i>Appendix 13: Service Awareness and Communication</i></b>	<b><i>A - 41</i></b>
<b><i>Appendix 14: A profile of Georgina: summary of secondary research</i></b>	<b><i>A - 46</i></b>
<b><i>Appendix 15: References</i></b>	<b><i>A - 57</i></b>

# Appendix 1

## Profile of the service users who participated in interviews

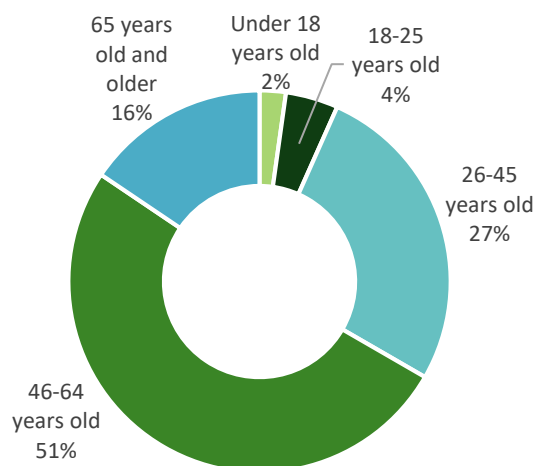
The community needs assessment included the interview of 45 service users who were recruited through the networks of Jericho Youth Services, Routes Connecting Communities, and the Georgina Community Food Pantry. While the sample size is limited, and was not intended to provide a representative sample of the population of Georgina; it does provide qualitative evidence of community needs and how individuals interact with social services in Georgina. The following profile describes a group 45 interview participants.

### Respondent's place of residence



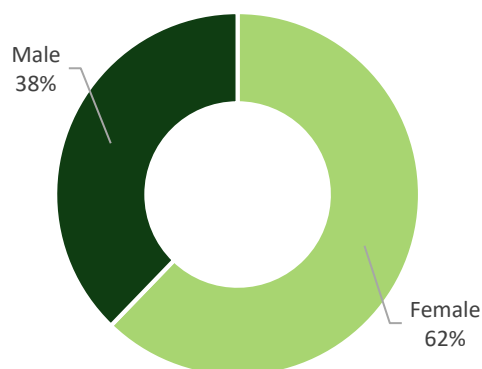
The majority of respondents lived in Keswick (22 respondents) and Sutton (11 respondents). One respondent lived in Pfefferlaw and two lived in Jackson's Point. Seven respondents lived in other communities such as Willow Beach, Udora, Baldwin and Island Grove.

### Respondent age groups



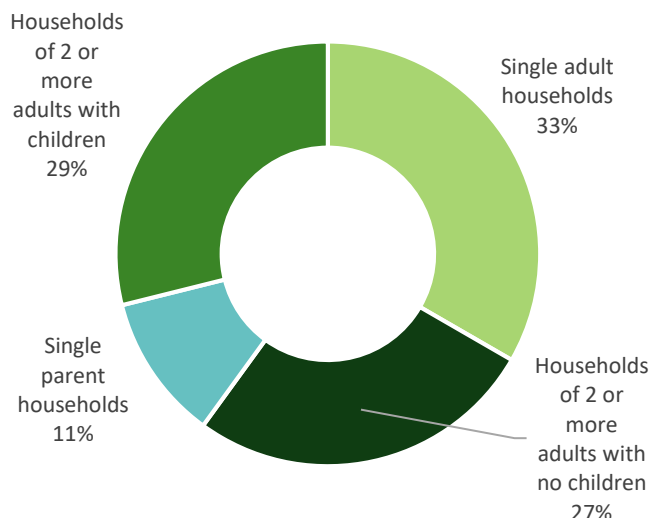
Most respondents (51%) were between 46 and 64 years old, and 27% were between 26 and 45 years old.

### Gender of respondents



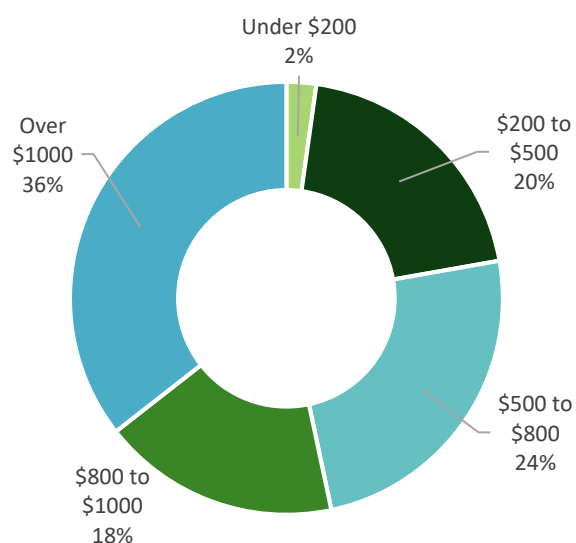
62% of respondents were female, and 38% were male. No one identified as non-binary.

### Household composition of respondents



Among the 45 respondents, the average household size was 2.7 people. There were 18 (40%) households with children, including five single parent households. More than half of the households had no children, including 15 (33%) single adult households.

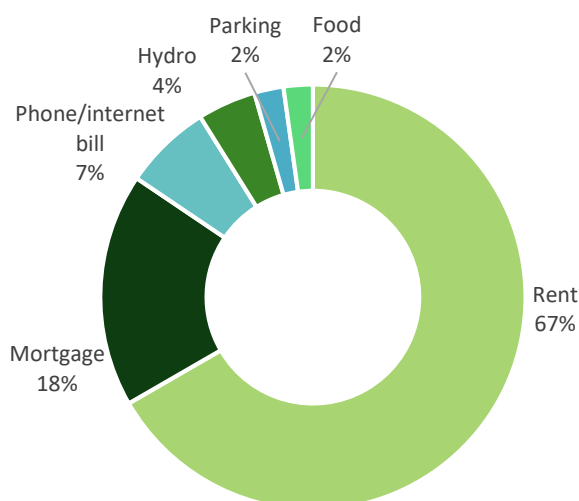
### Value of the highest monthly expense of respondents



A total of 16 households (36%) had their highest monthly expense reach over \$1,000. Among this group, five respondents were on social assistance.

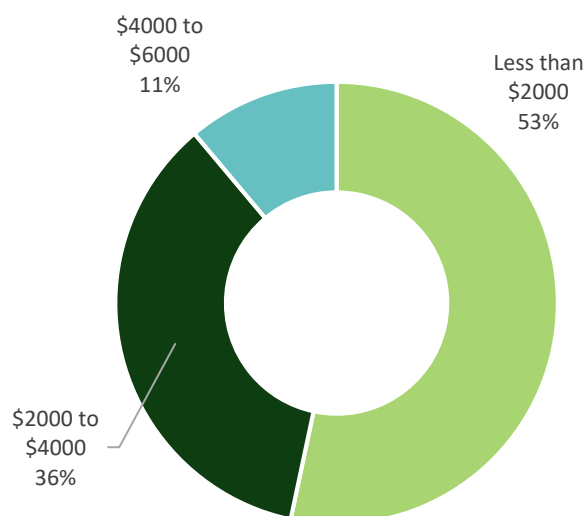
Eight respondents had their highest monthly expense reach between \$800 and \$1000, and 11 respondents had their highest monthly expense reach \$500 to \$800. Among the 45 respondents, 28 (62%) households were on social assistance.

### Purpose of the highest monthly expense of the respondents



Housing (i.e. rent, mortgage) was most commonly cited as the highest monthly expense, followed by phone internet bills and hydro.

## Average household monthly income of respondents



A total of 22 participants (49%) have been late on a bill payment in the past 3 months.

More than half (24/53%) of respondents had an average income of less than \$2,000 per month.

When monthly income was compared with the household size, we noted that the majority of single adult households had less than \$2,000 per month to live, and the majority of households with children has between \$2,000 and \$4,000 per month. Three families earned less than \$2,000 per month.

Monthly household income	Less than \$2,000	\$2,000 to \$4,000	\$4,000 to \$6,000	Total
Single adult households	14	1	0	15
Households of 2 or more adults with no children	7	3	2	12
Single parent households	0	5	0	5
Households of 2 or more adults with children	3	7	3	13
All households	24	16	5	45

## Group Identification

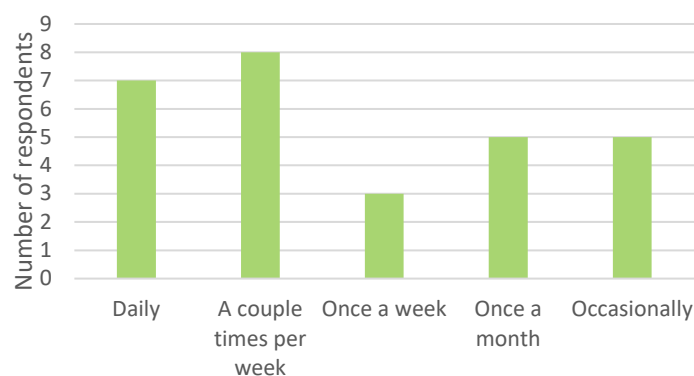
In total, 10 respondents (22%) identified as being from a historically disadvantaged group. While many respondents are low income, two respondents identified (unprompted) as “poor” when asked about whether they identified with a disadvantaged group.

Identified as...	Respondent Count
First Nations, Inuit, Métis	3
Visible minority	4
LGBTQ2+	2
Physical disability	1

## Social Isolation and Mental Health

28 participants (62%) experienced feelings of isolation, and 18 participants (40%) had these feelings at least once a week.

Frequency in which feelings of isolation or loneliness are experienced



### **Lived experiences**

Respondents represented a diversity of situations and needs. On average, they were currently accessing or had accessed the services of four organizations (throughout Georgina). Several participants expressed how hard their situation was, as they are caught in a cycle of poverty. Some examples of situations are listed below:

- High medical expenses that are not covered by government programs.
- A child with behavioural issues that require significant time from the caregiver and that need to be further diagnosed.
- Significant obstacles trying to apply for Ontario Works.
- Embarrassment around using social services, thinking that others are worse off.
- Lack of available daycare nearby, requiring driving long distances.
- An individual experiencing loneliness, including, when living with other people.
- A single dad on disability.
- A parent being unable to pay the rent and who was recently informed that they will have to leave their rental unit.
- Cost of swimming lessons have increased from \$63 in 2016 to \$97 in 2019.
- Someone who works very hard at minimum wage.
- Someone who has worked for the same company for 25 years and makes \$20/hour.
- Someone who found themselves in crisis before learning about services available to them.
- Someone who has a mental disability with poor mobility and no family in the area.
- Lack of affordable transportation options. One person had to walk from Southlake Regional Health Centre to Sutton. The person left Southlake at 11:30pm and arrived in Sutton around 6:30am.
- Senior person facing complications when applying for Old Age Security, GAINS, GIS.

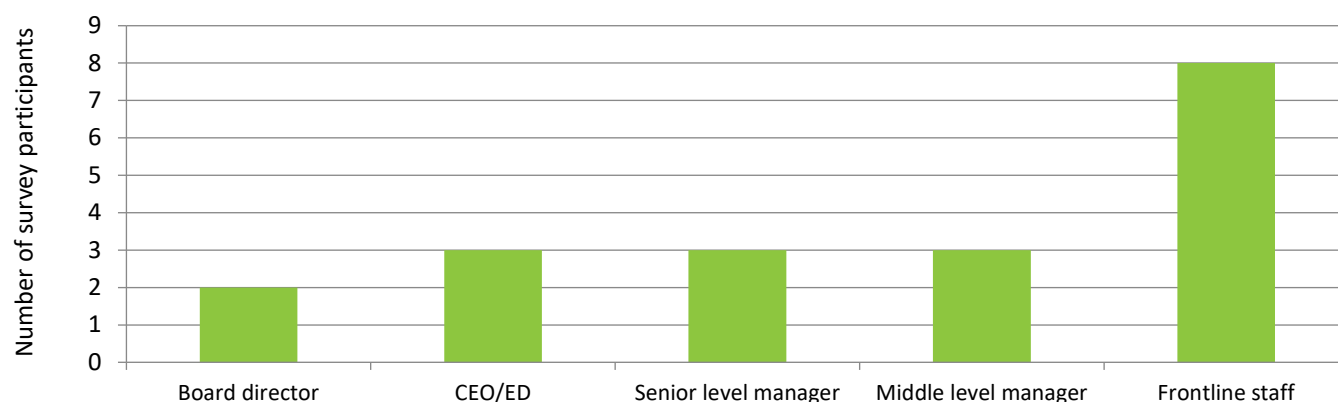
Several respondents mentioned volunteering with organizations (e.g. Girls Inc, Keswick Baptist Church, the Gathering Place)

# Appendix 2

## Description of a sample of 19 service providers

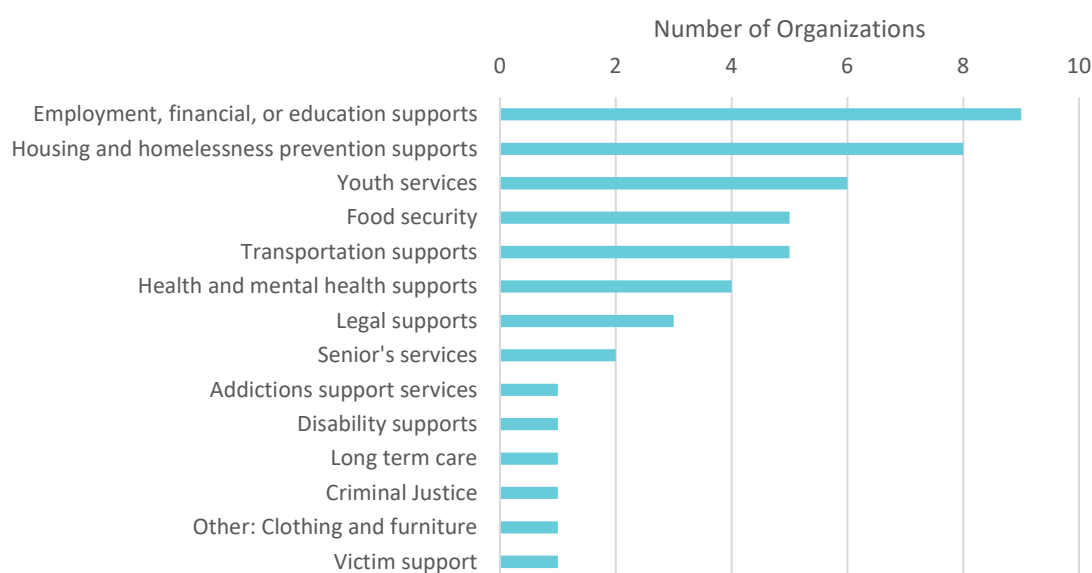
The community needs assessment collected metrics and opinions from 19 service providers, representing 18 organizations serving the residents of Georgina. Staff who responded to the survey were primarily frontline staff, and also included senior and middle managers, CEO or executive directors and board directors, as described in Figure 1.

Figure 1: Position of service providers who participated in the survey (19 participants)



The organizations offer a variety of core services described in Figure 2. They serve a diversity of vulnerable and at-risk individuals, including those experiencing poverty, individuals with complex needs, and individuals needing targeted supports such as employment supports, financial support, health supports and transportation. This section describes the collective profile of the participating organizations.

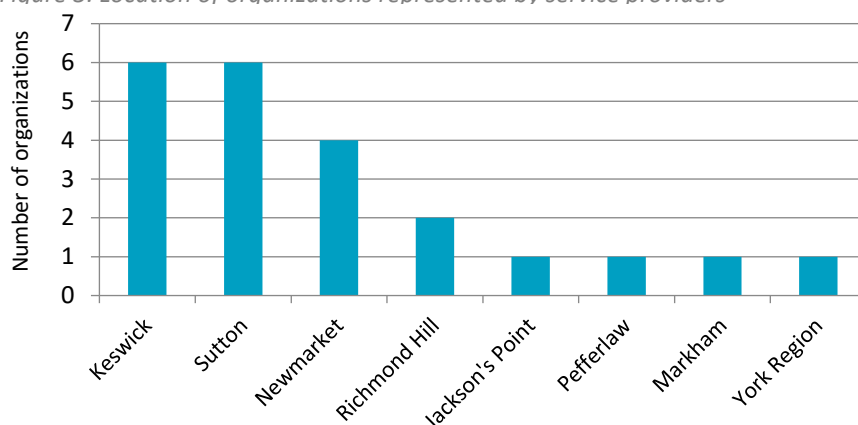
Figure 2: Core services of a sample of 18 organizations (19 respondents)



### Services Location

Six organizations had head or satellite office locations in Keswick, six were located in Sutton, one was located in Jackson's Point, and one was located in Pefferlaw. This count includes one organization that had its head office in Sutton and satellite sites in Keswick and Pefferlaw. Other locations outside of Georgina included Newmarket (4), Richmond Hill (2), Markham (1) or across York Region (1)

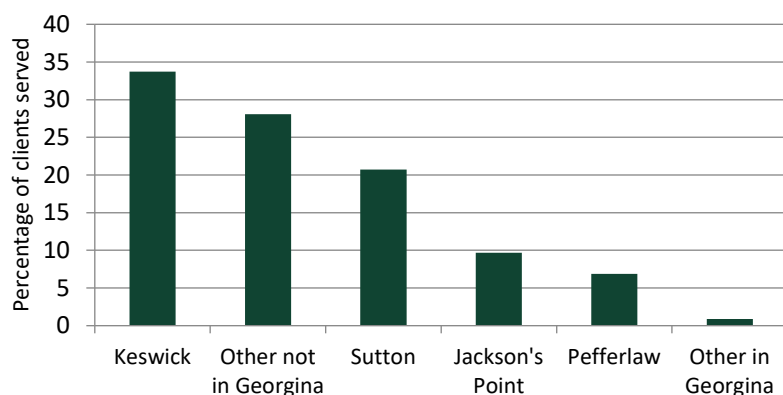
Figure 3: Location of organizations represented by service providers



### Residence of Clients Services

Service providers were asked to indicate the percentage of clients served by place of residence. Clients served by the sample of 19 service providers were primarily living in Keswick (34%) and Sutton (21%), 10% lived in Jackson's Point and 7% lived in Pefferlaw. In addition, 28% of clients served were outside of Georgina.

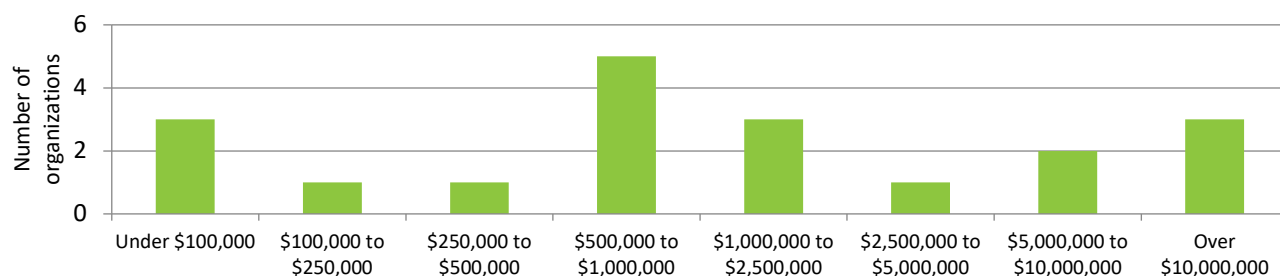
Figure 4: Percentage of client served by 19 organizations, by place of residence



### Organizational size

Service providers responded on behalf of organizations of various sizes, as shown in Figure 5.

Figure 5: Annual budget of organizations represented in the service provider survey (19 respondents)



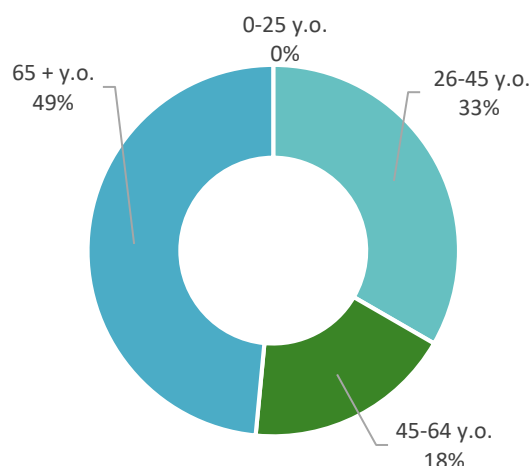


## Appendix 3

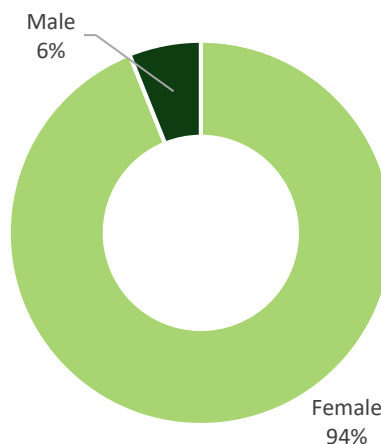
### *Demographic data for a sample of 31 focus group participants*

In comparison to the sample of service users who responded to interviews, the sample participants who participated in the focus group represented a larger proportion of women, and a larger proportion of people who are 65 years old and older, as shown in the following diagram.

#### Respondent age groups

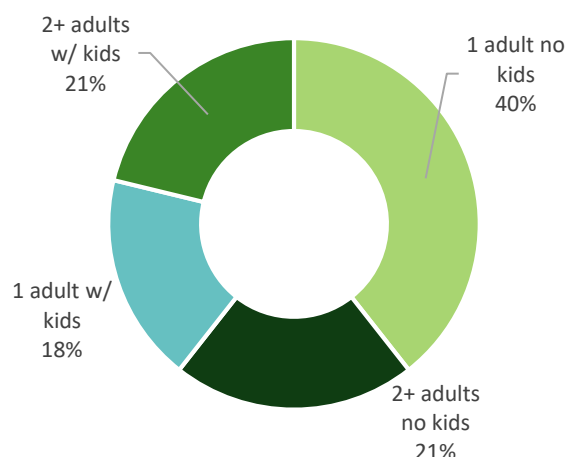


#### Gender of respondents

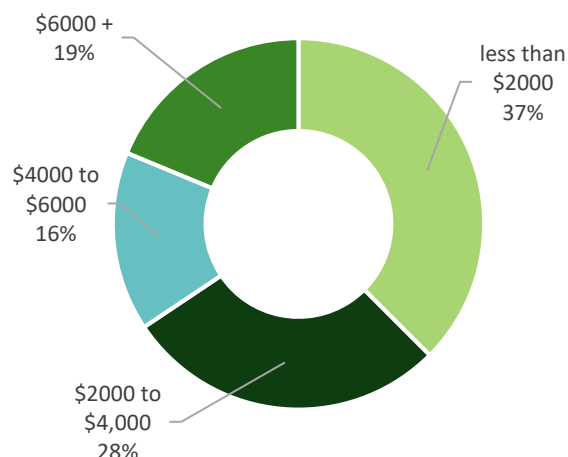


The sample represented a diversity of household compositions, in a proportion that was more or less similar to the sample of service users who participated in interviews. However, the proportion of higher household income was higher in the focus groups, compared with the sample of service user interviews.

#### Household composition of participants



#### Average monthly household income of participants



In total, seven participants identified as having a physical disability, two identified as a visible minority, one identified as LGBTQ2+, and one identified as Indigenous.

# Appendix 4

## *List of service providers identified as servicing the Georgina population*

The following list of community organizations was collected through a series of questions that asked service providers about the partners they work with, and service users about the organizations they use. A total of 111 organizations and programs were identified, to which can be added schools and colleges, long term care homes, housing coops, and churches/faith communities. Some of the organizations are not located in Georgina, but may be involved directly or indirectly with the services provided to the residents of Georgina. In total, participants were able to identify 45 more organizations serving residents of Georgina than originally identified by the project's lead organizations. Organizations originally identified are bolded in the list below, while organizations identified through the research are not.

12 Step Groups (AA, NA)

360° Kids

**Addiction Services York Region**

**AIDS Committee of York Region**

Alzheimer Society of York Region

Aurora Public Library

Belinda's Place

Black Creek Community Health Centre

Blue Doors Shelter – Leeder Place

**Blue Hills Child and Family Center**

**Canadian Mental Health Association, York Region**

**Cancer Recovery Foundation of Canada**

Catholic Community Services of York Region

Centre for Addiction and Mental Health (CAMH)

Chamber of Commerce

**CHATS Senior Services**

Children's Aid Society

Churches & Faith Communities

City of Richmond Hill

City of Vaughan

Club 55 (Town of Georgina)

Colleges

**Community Legal Clinic of York Region**

**Community Living Georgina**

Community Paramedicine

**Contact North**

Crosslinks Outreach Services Network

**EarlyON Child and Family Centre, York North**

**Family Services of York Region**

Georgina Chamber of Commerce

**Georgina Community Food Pantry**

Georgina Community Health Care Council

Georgina Island Health Centre

**Georgina Public Library**

**Georgina Trades Training Inc. - The Training Centre**

**Girls Incorporated of York Region**

Habitat for Humanity

**Hospice Georgina**

Housing Cooperatives

Housing York Inc.

Inn From the Cold

**Jericho Youth Services**

Job Skills Employment Services

**John Howard Society York Region**

JVS Toronto

**Kerry's Place Autism Services**

Keswick Job Skills

Kevin's Place

Kinark Child and Family Services

**Learning Centre for Georgina**

Learning Disability of York Region

Legal Aid Clinic

Linking Georgina Committee

Local Health Integration Network

Local Residences (Fairpark, Halsey Lodge, Victoria

House and Hilltop Manor)

**Loft/Crosslinks Housing Support Services**

Long-term Care Homes

March of Dimes Canada

Metrolinx

Ministry of Children and Youth Services

Ministry of Community and Social Services

Ministry of Tourism, Culture & Sport

MOBYSS Youth Mobile Walk in Clinic

Newmarket Public Library

Nurse Practitioner Led Clinics

Ontario Addiction Treatment Centres

Ontario Disability Support Program

Ontario Public Guardian and Trustee office

Ontario Works

Parkview Simcoe Bus Line

Physicians of the community

Pipe & Slipper Homes Residents Line

RNC Employment Services

**Rose of Sharon Services for Young Mothers**

**Routes Connecting Communities**

**The Salvation Army**

**Sandgate Women's Shelter of York Region**

Schools

Service Clubs

Society of St. Vincent de Paul, Immaculate

Conception Conference

Senior Housing

Southlake Community Futures

Southlake Regional Health Centre

**Street Outreach**

St. Andrews Presbyterian Church

Sutton Youth Shelter

**The Children's Treatment Network Simcoe York**

The Optimist Club of Keswick

Toronto Bail Program

Town of Georgina

United Way of Greater Toronto

Vaughan Community Health Centre

VPI Working Solutions

**Welcome Centre Immigrant Services**

Welcome Centre Markham North

Women Council of York Region

**Women's Centre of York Region**

Women's Support Network of York Region

Workforce Planning Board of York Region

Yellow Brick House

YMCA

York Region Catholic School Board

York Region Centre for Community Safety

York Region Community & Social Services

York Region District School Board

York Region Food Network

York Region Police

York Region Public Health

York Region Public Housing

York Region Transit

**York Support Services Network**

**Yorkworks Employment Services, Stouffville and  
Sutton**

## Appendix 5

### *Service providers' map and SWOT analysis for six service areas*

The following service providers' maps and SWOT analysis were developed by the service providers who participated in two consultative workshops. They reflect the opinions of service providers present at the time of the consultation and may not fully reflect the current situation in Georgina. They do however provide valuable information to be used in further action planning.

Service providers' maps and SWOT analysis were developed for six service areas identified as the predominant needs in the early phase of the research project (service provider survey and service user interviews): Housing, transportation, health and long-term care, mental health and addiction supports, seniors services and employment & entrepreneurship.

The service providers' maps are composed of four circles representing an organizations' level of involvement in the different areas of need: core, involved, supportive, interested. Service providers were asked to place organizations active in Georgina on the bullseye according their understanding of the service provider's level of engagement. Organizations were then colour coded according to the location of their head office. In black are organizations with their head office in Georgina, in blue are organizations with a satellite location in Georgina, and in green are organizations with offices outside of Georgina.

The SWOT diagrams represent a list of strengths, weaknesses, opportunities and threats identified by service providers at the time of the consultation.

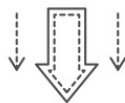
## HOUSING



## HOUSING

### Strength

- Larger homes can accommodate more than one family
- Increasing focus on housing as identified priority
- Increased focus on “Housing First” opportunities
- Homelessness prevention program
- Special priority housing for women fleeing domestic violence



### Weaknesses

- Waiting list
- State of housing/rooming house
- Cottagers taking over affordable housing
- Mismatch between what is available and needs. Lack of bachelor and single units
- Cost of housing
- Although there may be space to build more houses, there may be limited resources to support these new communities (i.e. in Sutton, they have stopped building due to limited water access)
- Lack of affordable and safe housing
- Lack of subsidize housing units
- Lack of housing for seniors

### Opportunities

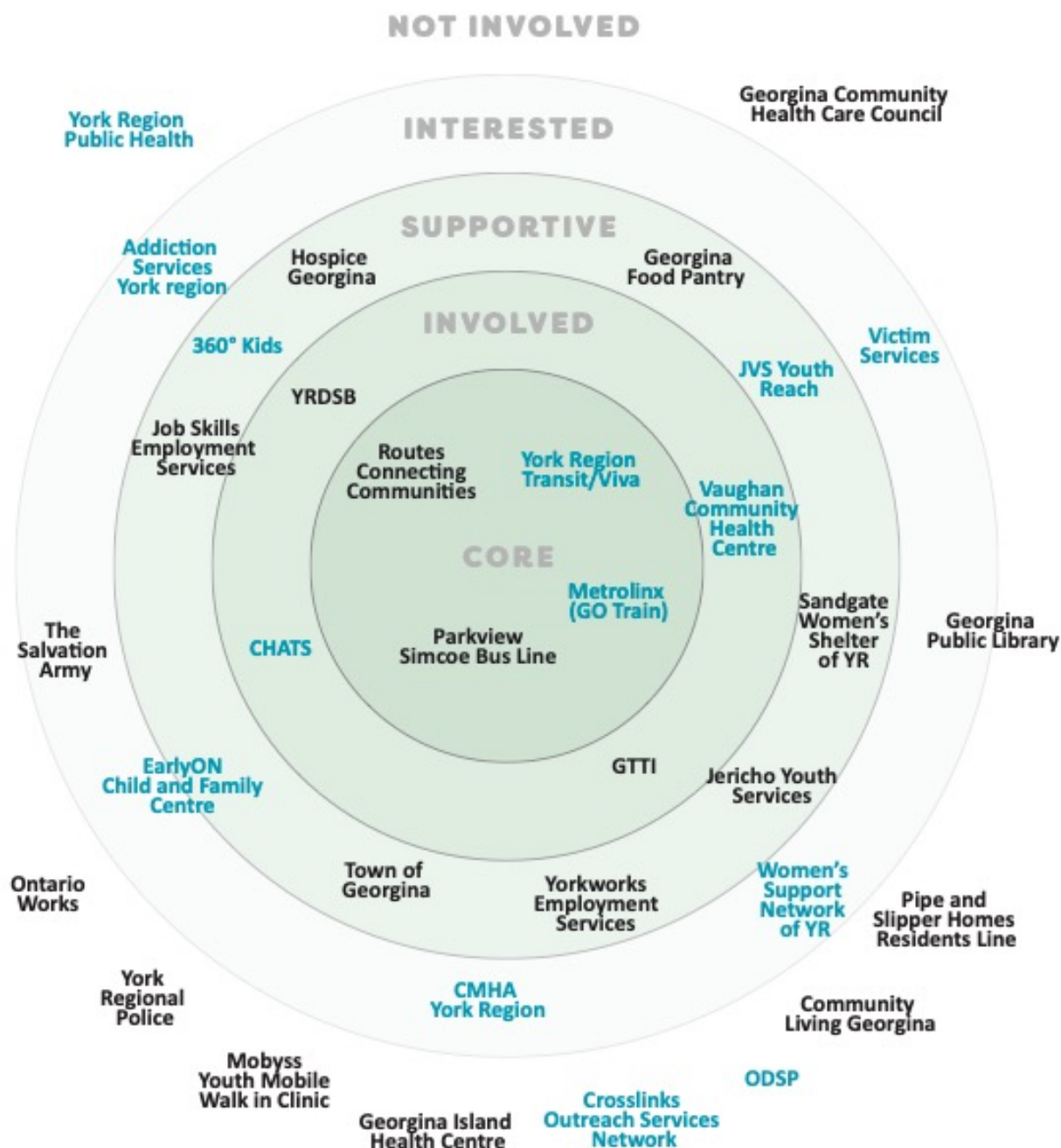
- Space to develop more housing
- 3D housing using 3D printers to build houses in a short amount of time
- Trendiness of tiny homes
- Government to regulate vacant houses
- Encourage high density buildings
- Advocacy was MPs and MPP's



### Threats

- Growing population and lack of affordable housing /attainable housing
- Living arrangements with friends. Conflict can lead to losing housing
- Precarious housing
- Pre-carious jobs/part time employment
- The way addiction and mental health impact housing
- AirbBnb
- Rising housing costs
- Medical issues with no income support

## TRANSPORTATION



### Legend

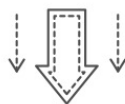
Black font: with Head Office in Georgina

Blue font: with a satellite programs in Georgina

## TRANSPORTATION

### Strength

- Routes = great connections
- York Region Transit public transportation available Mobility On-Request.
- York Region Transit and Routes are safe and reliable
- All Georgina is served
- Funding available to access transportation
- Mobile app
- Travel training
- All are accessible
- Service providers providing transit tickets subsidy program
- Fully subsidized rides to the Georgina Food Pantry and to community dinners



### Weaknesses

- Fee for Routes (other than to the Georgina Food Pantry and community dinners and for people who qualify for fee subsidy assistance)
- Public transit with MOR is still limited to transfer to and from bus route
- Presto as a base cost of \$6, payment on Internet with credit card
- Limited funding for the low income
- Large rural geographic area is not well served
- Need access to a phone to call for service (need smart phone to track pickup time)
- MOR Paratransit is curb-to-curb rather than door-to-door

### Opportunities

- York Region Transit more responsive to community needs
- Ride share
- Car share
- Incorporate needs around shift work
- Higher locally from and within the community
- Access training to accommodate this



### Threats

- Funding for Routes
- No transportation = no services. Those more at risk lack opportunities like jobs and work experience
- Personal safety when having to wait
- The service needs to be used. It can be lost if it is not used
- Cost increase. May be less affordable
- Lack of a public awareness



## HEALTH & LONG-TERM CARE



### Legend

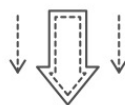
Black font: with Head Office in Georgina

Blue font: with a satellite programs in Georgina

## HEALTH & LONG-TERM CARE

### Strength

- Community connection, word-of-mouth
- Services for diverse age groups
- Free services (i.e. VCHC)
- Central LHIN identifying need for services results in increasing services in the area
- Multi-disciplinary services
- Skilled service providers
- More public health's direct service in Georgina coming
- School health programs
- Service providers to Georgina island
- Rural living opportunities i.e. outdoor health



### Weaknesses

- Waitlist, criteria, eligibility
- Lack of long-term programs
- Transient clients
- Unskilled service providers
- Lack of collaboration awareness of providers in Georgina
- Access to services (transportation)
- Lack of urgent care services
- Low retention of providers staying in community
- Limited number of sessions to meet needs
- Limited after hours medical care (i.e. walk-in clinics)
- Decrease in long-term care beds, increased wait time
- Need more HCP in Pefferlaw
- Funding

### Opportunities

- Funding
- Community involvement
- Ontario health team (collaboration opportunities)
- Continuous promotion
- Networks / coalitions
- Seniors strategy/ regional government vision / strategic plan
- More HCP
- Long-term care investments
- Increasing population and demand for services



### Threats

- Funding
- Uncertainty around move to Ontario Health Teams
- Sustainability of programs because of precarious funding
- Shortage of Health Care Professionals
- Ageing population
- Decreasing funding

## MENTAL HEALTH & ADDICTION SUPPORTS



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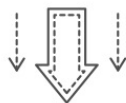
Blue font: with a satellite programs in Georgina

## MENTAL HEALTH & ADDICTION SUPPORTS

### Strength



- Social groups as a means to reduce social isolation
- Skilled service providers
- Harm reduction services and programs
- Many satellite locations from agencies serving mental health and addiction
- More awareness than before
- There are core services
- There is more coordination between agencies



### Weaknesses

- Few psychologists in Georgina, many in Newmarket
- Shame to talk about addiction issues. Resistance to attend group sessions. Feeling of safety. Stigma attached
- Lack of services to support smoking cessation
- Unskilled service providers
- Lack of urgent/crisis response
- Transient client difficult to get connection with
- Difficult to collaborate with the town of Georgina
- Coordinating access to services
- Difficulty accessing/working with schools
- Availability to access (waitlist)
- Unemployment

### Opportunities

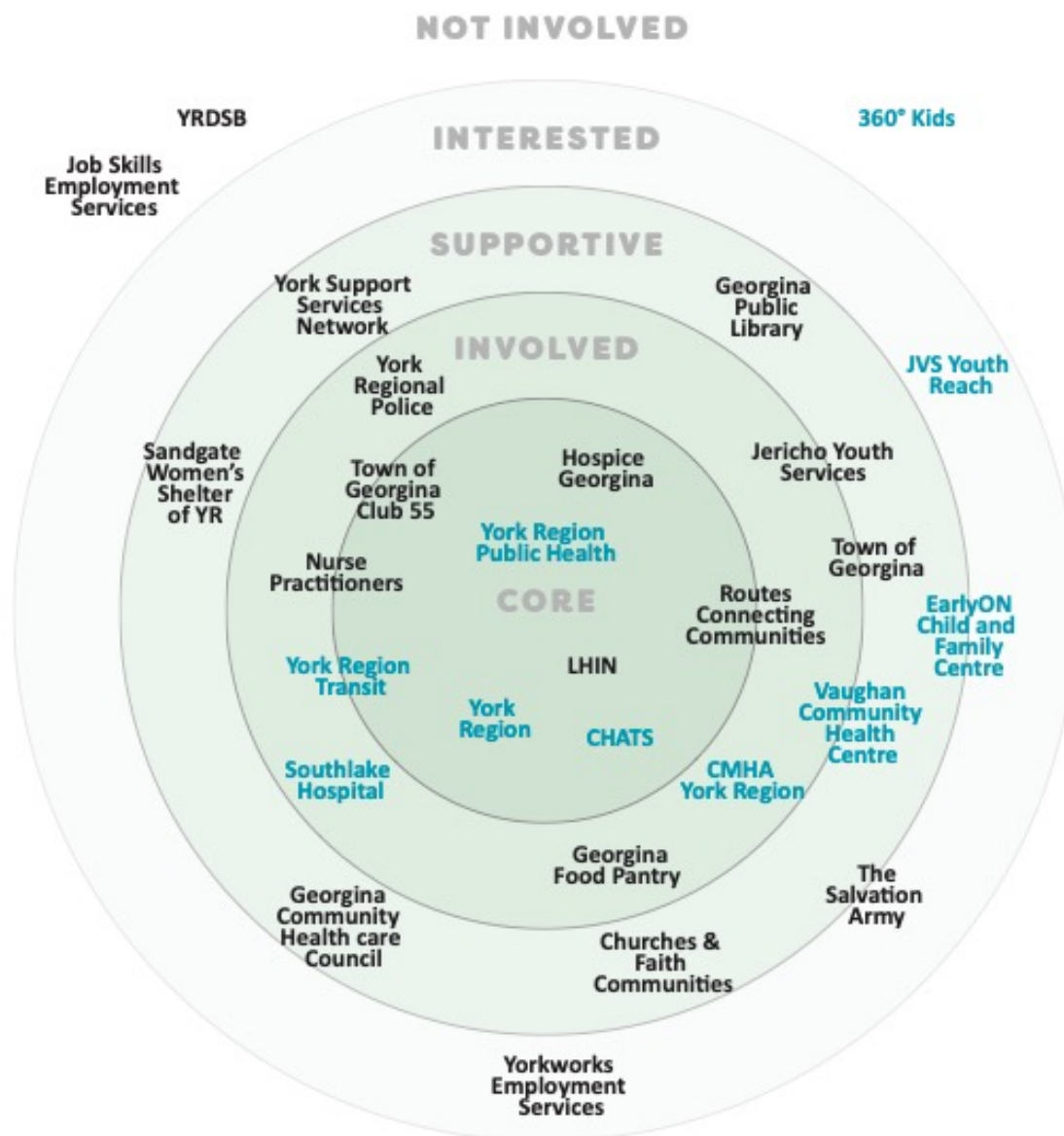
- Funding
- Ontario health teams
- Increasing demand. Opportunity to expand services
- Collaborative networks
- Potential for formal partnerships
- Large corporate sponsors on mental health and addiction crisis hub (CMHA)
- Community involvement
- Government recognizes the need and implement more dollars
- Integrated streamline services
- Detox centres (rehabilitation centres)



### Threats

- Funding
- Uncertainty around move to Ontario Health Teams
- Stigma to access the services
- Lack of knowledge on mental health
- Longevity sustaining programs and services
- Ability to communicate with agencies
- Homelessness

## SENIORS SERVICES



### Legend

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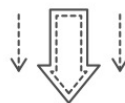
Blue font: with a satellite programs in Georgina

## SENIORS SERVICES

### Strength



- Strong presence of Town programs (Club 55) and service clubs
- Strong social connections can help get information out via word-of-mouth
- The Link is a great space for hosting programs
- Variety of providers
- Good collaboration between providers
- Some specific transportation via Routes
- Diagnostic testing



### Weaknesses

- Limited/fixed income
- Limited access to transportation
- Possible hesitation to try new things
- Large geographic area
- Affordable transportation
- Affordable housing
- Appropriate housing for retirement homes

### Opportunities

- Partnership between seniors and youth, mentoring
- Georgina Post: seniors tend to read it, so they could have a senior targeted section
- Could have a senior centre somewhere
- Rogers TV could highlight seniors services
- New HCP walk in clinic, specialists (OTN)
- More seamless services

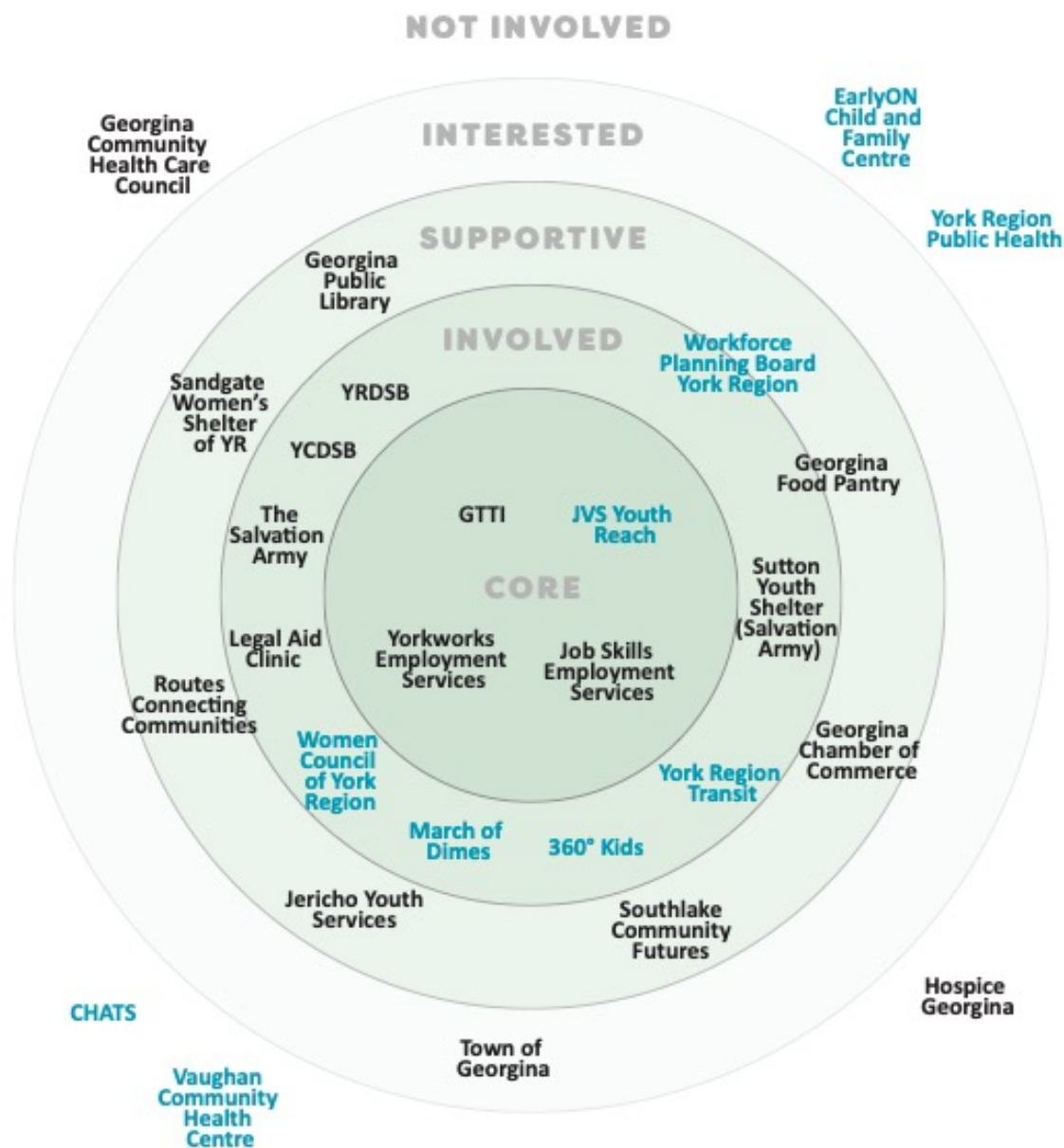


### Threats

- More towards technology/Internet can be a barrier
- Social isolation can lead to depression and other mental illness, which in turn affects their ability willingness to access help
- More demand for services with growing seniors population
- Ageing population
- Lack of information
- Funding



## EMPLOYMENT & ENTREPRENEURSHIP



### Legend

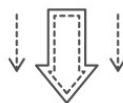
Black font: with Head Office in Georgina

Blue font: with a satellite programs in Georgina

## EMPLOYMENT AND ENTREPRENEURSHIP

### Strength

- GTTI provides trades training
- JobSkills Youth Entrepreneurship Program (YEP)
- Itinerant program JVS
- York works partnerships with Women's Centre of York Region and March of Dimes
- Grant can be accessed. Example for women in non-traditional (Service Ontario)
- Library online training Lynda.com
- Tons of opportunities for young people/part time
- Good resources to support employment with GTTI, learning centres, York Works JobSkills
- Offer apprenticeship but no local employers available



### Weaknesses

- Lack of employment opportunities for full-time
- Having to travel to work
- Issue of transportation
- Gap in mentorship
- Gap in skills for jobs
- Lots of jobs are entry-level
- Minimal wage jobs
- Pefferlaw is not locally serviced
- Lack of Internet access throughout the region

### Opportunities

- Mentorship at GTTI with Seniors and Youth
- Getting more people into trades
- Population growth/new businesses and industry
- Green economy
- GTTI could offer seasonal snow removal
- Town to provide incentive for larger employers to come up and open shop in Georgina
- Builders to hire % within community, hire % apprentice within in community
- Economic development to attract builders to work with community as benefits



### Threats

- Addiction and mental health
- Rules about money earned example while ODSP or OW
- Possible economic downturn
- Childcare
- Adults are taking youth jobs
- Minimum-wage growth has become more difficult to hire students for the summer
- No seasonal employment and community
- High percentage of parents work outside of York Region, and leave children unattended from 5:30am to 6:30pm



# Appendix 6

## Service usage

Service users were asked about their usage of 32 organizations. It is important to understand however that participants to the survey were recruited through the networks of Jericho Youth Services, Routes Connecting Communities and the Georgina Community Food Pantry. As a result, the users of the recruiting organization might be over-represented compared to the services used by all residents in need of services in Georgina.

Among participants, 24 were clients of the Georgina Community Food Pantry, 17 were clients of Routes Connecting Communities, and 12 were clients of Jericho Youth Services. A total of 14 participants were clients of 2 of the 3 partnering organizations, and 8 participants were not using the services of the three leading organizations.

Respondents have used or are using the services of four organizations on average, among the 32 organizations suggested. The most used services are those of the Georgina Public Library. Indeed 71% of respondents have used the Library on a weekly or monthly basis. Other organizations visited by several respondents included the Salvation Army (18), Addiction Services of York Region (11), the Canadian Mental Health Association (10), Family Services of York Region (9) and Sandgate Women's Shelter of York Region (8).

Table 1: Services used by respondents

Organization	Number users
Georgina Public Library	32
Georgina Community Food Pantry	24
Salvation Army	18
Routes Connecting Communities	17
Jericho Youth Services	12
Addiction Services of York Region	11
Canadian Mental Health Association	10
Family Services of York Region	9
Sandgate Women's Shelter of York Region	8
Community Legal Clinic of York Region	5
Georgina Trades and Training Inc. (GTTI)	5
Learning Centre for Georgina	5
Street Outreach	5
Blue Hills Child and Family Center	4
CHATS	4
Ontario Early Years, York North	4
John Howard Society of York Region	3

Organization	Number users
Women's Centre of York Region	3
York Support Service Network	3
360 Kids	2
Contact North	2
Girls Incorporated of York Region	2
Cancer Recovery Foundation of Canada	1
Community Living	1
Hospice Georgina	1
Loft/Crosslinks Housing Support Services	1
Rose of Sharon Services for Young Mothers	1
AIDS Committee of York Region	0
Kerry's Place Autism Services	0
The Children's Treatment Network Simcoe York	0
Welcome Centre Immigrant Services	0
Yorkworks Employment Services	0

## Usage of Specific Services

The information below provide details of service usage for organization described by more than five users.

### **Georgina Public Library (32 responses)**

<b>Usage</b>	The majority of service users (24 out of 32 respondents) visited the library bi-weekly or monthly, and the rest of respondents used library services a few times a year and had used services in the past.
<b>Supports received</b>	Users visit the library to borrow books, games and movies, and to use computers, the Internet, printers and fax. Other services received include parking passes for the beach, pick up of new recycling bins, free events or workshops (e.g. reading club for children).
<b>Introduction</b>	Most participants were aware of the existence of the library and did not recall being introduced by any a third party. A minority of participants were referred by Routes, word-of-mouth and via a school flyer.

### **Georgina Community Food Pantry (24 responses)**

<b>Usage</b>	A total of 13 service users who participated in the study reported visiting the Georgina Community Food Pantry 1-3 times per month for food and program participation. Two reported that they used the Georgina Community Food Pantry a few times a year, while eight reported that they had used the services in the past.
<b>Supports received</b>	The supports received included food, the use of a community kitchen, cooking workshops, gleaning activities, social engagement, participation in community gardening, and for some “a sense of belonging”.
<b>Introduction</b>	People originally found out about the Georgina Community Food Pantry by word of mouth (e.g. from neighbours, friend), by walking past the building, by coming to The Link, through the St Andrews Church, through Routes, through the Keswick Christian Church and through Family Services of York Region.

### **Salvation Army (18 responses)**

<b>Usage</b>	Ten services user who participated in the study indicated that they had visited the Salvation Army in the past, seven indicated that they visit the organization several (1-6) times a year, and one is visiting the organization biweekly.
<b>Supports received</b>	Supports received included housing supports, food and food vouchers, supports to find employment, furniture vouchers, grocery vouchers, emotional support, emergency housing, gift cards at Christmas, and participation in a homelessness prevention program.
<b>Introduction</b>	Many people didn’t need an introduction to the organization, as they believe everyone knows about it. Other people were introduced by word-of-mouth, the Georgina Community Food Pantry or Belinda’s Place.

### **Routes Connecting Communities (17 responses)**

<b>Usage</b>	A total of five respondents used the services offered by Routes 1-5 times a week, five respondents used services 1-3 times a month, and the remaining seven respondents indicated that they use the service a few times a year or had used the service in the past.
<b>Supports received</b>	Transportation services
<b>Introduction</b>	Users were introduced to Routes via the Georgina Community Food Pantry, The Region Municipality of York, York Works, Ontario Works, word-of mouth, the Internet, the Salvation Army or by passing by Routes.

### **Jericho Youth Services (12 responses)**

<b>Usage</b>	Seven service users who participated in the study visited Jericho Youth Services weekly or daily. One person used the service 1-3 times a month and two used the service 1-4 times a year. The remaining four participants had used the services in the past.
<b>Supports received</b>	The supports received include after-school programs, Canadian Tire Jumpstart program, daycare, summer camp, crafts & games, dance and martial arts.
<b>Introduction</b>	People originally found out about the organization through their school (newsletter and flyer), the York Region building, through the Jumpstart program, or word-of-mouth.

### **Addiction Services of York Region (11 responses)**

<b>Usage</b>	Respondents of the study who are users of the Addiction Services of York Region used the services at different frequency. Some were visiting the organization weekly or by-weekly, other were visiting 1-3 times a month, and others had used the service in the past.
<b>Supports received</b>	Supports received included counseling, marriage counseling, acupuncture, addiction supports, methadone injection.
<b>Introduction</b>	Users were introduced to the service through their doctor, the hospital, court, referral, Inn for the Cold, a housing worker at CAMH hospital, a pamphlet at the men's shelter or the library.

### **Canadian Mental Health Association (10 responses)**

<b>Usage</b>	Users of the CMHA reported using services at different frequencies. Some used it weekly, others 1-4 times a year, and others had used services in the past.
<b>Supports received</b>	Supports received included mental health support, programs to help with depression, casework support, cognitive behaviour therapy, counselling, and workshops.
<b>Introduction</b>	People were introduced to the services by a doctor, word-of-mouth, the Internet, court, the hospital, Georgina Nurse Practitioner Led Clinic, Streamline Access (a mental health help line).

**Family Services of York Region (9 responses)**

<b>Usage</b>	Most interview participants have used services of the Family Services of York Region in the past, but only one was currently a user of the services (visiting twice a month).
<b>Supports received</b>	Supports received included counselling, group counseling for children, counseling for girls, supports to access independent living services
<b>Introduction</b>	People were introduced to the service through a lawyer, a guidance counsellor in high school, the Internet, or through Job Skills.

**Sandgate Women's Shelter of York Region (8 responses)**

<b>Usage</b>	Six respondents to the study had used the service of Sandgate Women's Shelter in the past, and two were current users, one for one month, and one for a couple times.
<b>Supports received</b>	Supports received included housing, supports to find housing and transitional housing and provision of clothes.
<b>Introduction</b>	People were introduced to the service by ODSP workers, word-of-mouth, the police, the newspaper or the phone book.

# Appendix 7

## Qualitative measure of community needs

Stakeholders were asked about their perceptions of the most pressing community needs at four different times during the research. Four qualitative measures of one to five stars are summarized in columns A, B C and D of Table 2 and were developed as follow:

- **Measure A:** During the survey, service providers were asked to rank the top five most pressing needs in Georgina, based on their understanding of the service users they serve. The combined ranking of each service area was converted to a score of one to five stars.
- **Measure B:** During one-on-one interviews, service users were asked to think of the unmet needs for them, their family and their friends. The number of mentions per service area was converted to a score of one to five stars.
- **Measure C:** During focus groups, service users and program volunteers were asked to rank the top five most pressing needs in Georgina. The combined ranking of each service area was converted to a score of one to five stars.
- **Measure D:** During focus groups, service users and program volunteers were each given a budget of “monopoly dollars” before being asked to choose how they would spend their budget “if they were in charge”. The combined money spent on each service area was converted to a score of one to five stars.

It is important to note, that the sample size of participants is not statistically representative of the population of Georgina. A total of 45 service users responded to interviews, which is a fraction of the low-income population in Georgina (4.6% of the 16,820 households in Georgina were below the low-income cut-off, or 774 households). Interpretation of this table should be directional rather than definitive.

Table 2: Four qualitative measures of priority needs in Georgina

	Measure A	Measure B	Measure C	Measure D
Service area	Needs perceived by 19 service providers <sup>a</sup>	Needs perceived by 45 service users <sup>b</sup>	Needs perceived by 31 focus group participants <sup>c</sup>	Needs perceived by 31 focus group participants <sup>d</sup>
Health	*	*	**	***
Housing	***	*****	***	*****
Homelessness Prevention/Supports	**	*	**	*
Childcare	*	**	*	*
Youth Services	*	*	*	*
Access to Food/ Nutrition	**	*	**	*
Employment/Entrepreneurship Support	**	*	*	*
Addiction Support Services	**	–	*	*
Mental Health	***	**	**	**
Financial Literacy and Life Skills	*	–	*	*

	Measure A	Measure B	Measure C	Measure D
Senior Services	*	*	*	**
Transportation Services	*	****	**	***
Education	*	*	*	*
Long-term Care	*	-	*	*
Adult Recreation	*	**	*	*
Pre/Post-natal Supports	-	-	-	-
Children Services	-	*	*	*

<sup>a</sup> Scoring from 1 to 5 stars, based on Top 5 of most needed services for 19 service providers who participated in the survey (\* = score of 0.1-1, \*\* = score of 1-2, \*\*\* = score of 2-3, \*\*\*\* = score of 3-4, \*\*\*\*\* = score of 4-5).

<sup>b</sup> Scoring from 1 to 5 stars based on the most mentioned needs (unprompted) by 45 service users who participated in the interviews (- = no votes, \* = 1 to 5 votes, 2\* = 6-10, 3\* = 11-15 votes, 4\* = 16-20 votes, 5\* = 21 votes and more).

<sup>c</sup> Scoring from 1 to 5 stars, based on the Top 5 of most needed services for 31 community members (service users and volunteers) who participated in the focus groups (\* = score of 0.1-1, \*\* = score of 1-2, \*\*\* = score of 2-3, \*\*\*\* = score of 3-4, \*\*\*\*\* = score of 4-5)

<sup>d</sup> Score based on the value spent by 31 community members (including service users) who participated in the focus groups (\* = spent 1-5% of budget, \*\* = spent 6-10%, \*\*\* = spent 11-15%, \*\*\*\* = spent 16-20%, \*\*\*\*\* = spent 21-25%)

# Appendix 8

## Barriers to accessing services

Service users were asked to identify the main barriers in accessing services. In their opinion, the most mentioned barrier to accessing services is the lack of service accessibility (Table 3). Nearly half of respondents could not access services due to factors such as lack of transportation, ineligibility to services, wait time or lack of resources. The second most mentioned barrier was the perceived stigma and discrimination. One third of participants shared how difficult it is to ask for help, and how they often don't have a good experience when they do ask for help. Other barriers mentioned had to do with overall lack of information/awareness, financial constraints and technological barriers.

It is also important to note that 12 people (27%) indicated that they had experienced no barriers to accessing services. Of the 12 people reporting that they experienced no barriers to accessing services, four were no longer struggling to make ends meet, two were on social assistance and five indicated experiencing feelings of isolation and loneliness.

Table 3: Barriers to accessing services identified by 45 service users.

Lack of Accessibility	23
Lack of transportation	6
Ineligible for service (e.g. earn too much, not sick enough, being a client of one service prevented from qualifying for another)	4
Wait time	3
Lack of availability (e.g. Dentist for people on ODSP or CPP, seminars on how to make a will, how to access services, nature, sewing, free wellness walks)	3
Lack of resources (e.g. there don't seem to be enough people working, they don't have the time)	2
Incompatible service schedules	2
Lack of recommendation by a professional	1
Lack of independence (e.g. I have a hard time dealing with things without my case worker)	1
Online prenatal class instead of face to face (not interested)	1
Perceived Stigma/Discrimination	15
Stigma, pride, feeling overwhelmed, embarrassment, feeling that other people need it more	7
Unhelpful staff (e.g. OW worker fishing for info instead of answering questions, people who don't do their job. When you call, you have to wait, when you show up, they tell you that you have to call. They expect you to do all the research and calling. Don't know who you should talk to)	5
Lack of confidentiality when going to services	1
Lack of human voice when phoning	1
Discrimination/Social supports not equitable	1
Financial Constraints	10
Cost of transportation	4
Cost of program/service	3
No internet access (e.g. have to go to Tim Hortons to get free internet)	2
No phone	1

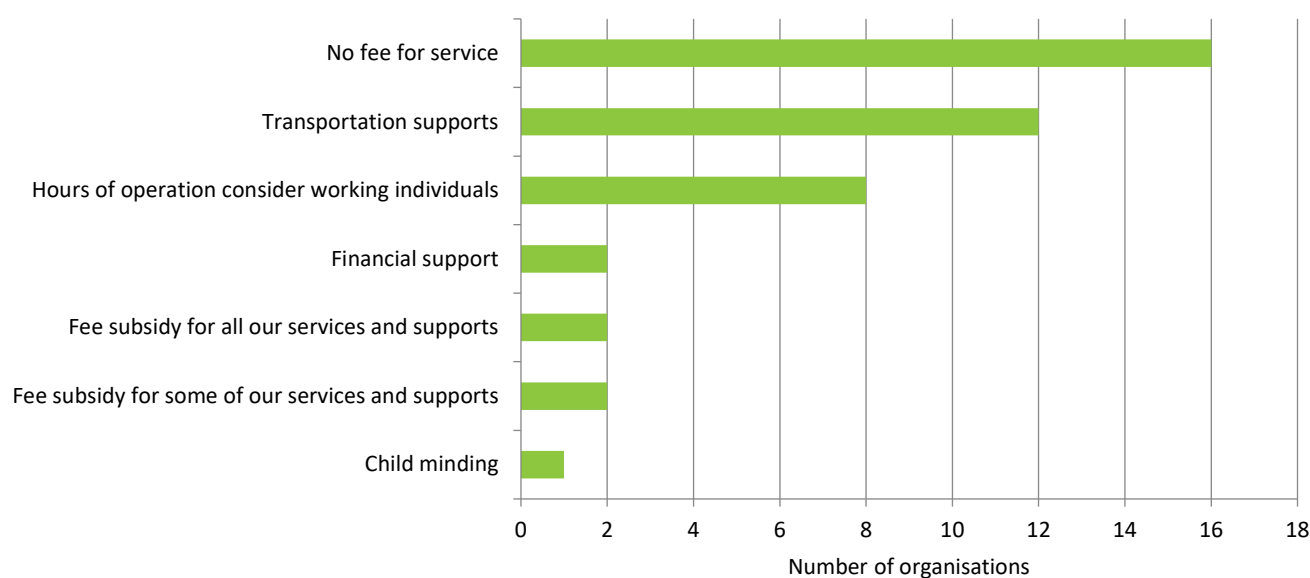
Lack of Information/Awareness	9
Unaware of what is available	8
Information board not updated	1
Technological barriers	4
Confusing website, difficulty navigating the Internet (i.e. lacking user friendliness)	3
Not being a computer person	1
No barriers	12

For service providers, the biggest barriers included geography, density and limited access to transportation as well, as however their opinion focussed rather on the lack of resources and the inadequate income of service users. Other barriers that were not mentioned by the sample of 45 service users included mental health issues, addiction issues and language barriers. Five of the 18 organizations represented by service providers who participated in the study reported having a waitlist. The organizations included GTTI, Jericho Youth Services, John Howard Society York Region, Women's Centre of York Region, Women's Support Network of York Region.

### Equity of Services

Service providers were asked about the ways their agency supported equitable access to services and support. Figure 6 showed that 16 services offered services at no fees and 12 offered transportation supports. Eight organizations had hours of operations that considered working individuals, and four organizations offered free subsidies some or all of their services. Finally, two agency provided financial support, including to cover training costs and work equipment. Only one organization offered child minding to its clients.

Figure 6: Number of organizations who provide service features that promote equitable access to services and supports

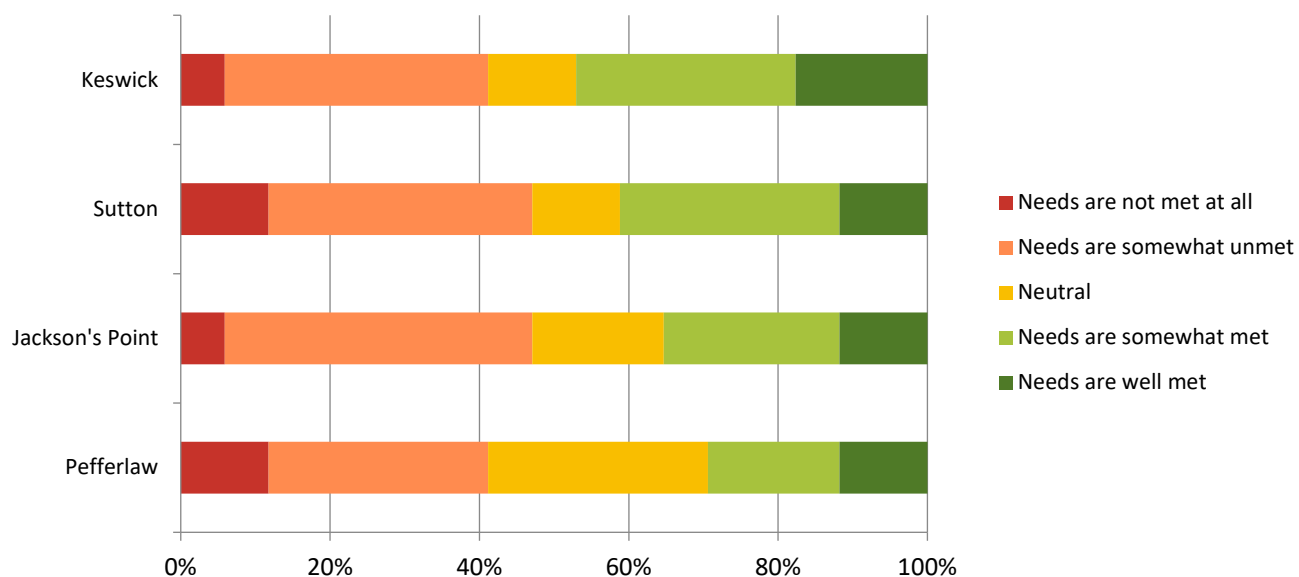




## Needs by Community

Service providers were also asked how well needs were met by location in Georgina. Figure 9 shows that the needs of residents were slightly better met in Keswick (47% of needs were somewhat or well met) and Sutton (41% respectively) however there didn't seem to be a community that was more in needs of services. All four communities had comparable results, however the community of Pepperlaw and Jackson's Point collected more neutral results, possibly because service providers were less aware of the needs in those community.

Figure 7: Opinion of 17 service providers about how well needs are met by location



# Appendix 9

## *Collaborative linkages between organizations*

Service providers were asked to share the names of organizations they work closely with. The 17 service providers who responded to the survey were able to list 67 organizations engaged in at least one collaboration with another organization. Please note that the following list cannot be considered exhaustive and may not reflect all connections that organizations have.

The organizations working most collaboratively according to survey respondents were Georgina Trades Training Inc. – The Training Centre, and JVS Toronto, with 13 reported partnerships each. Routes Connection Communities had 12 identified collaborations, Georgina Community Food Pantry has 11 and Women’s Centre of York Region has 10 identified collaborations.

Table 4: List of organizations with at least one partner organization, as reported by 17 service providers.

Organization Name	# reported partnerships		
Georgina Trades Training Inc. - The Training Centre	13	Society of St. Vincent de Paul, Immaculate Conception Conference	2
JVS Toronto	13	Town of Georgina	2
Routes Connecting Communities	12	York Region District School Board	2
Georgina Community Food Pantry	11	Aurora Public Library	1
Women's Centre of York Region	10	Blue Door Shelter	1
York Region Public Health	8	Catholic Community Services of York Region	1
Community Legal Clinic of York Region	7	Chamber of Commerce	1
Women's Support Network of York Region	7	CHATS Senior Services	1
The Salvation Army	6	Colleges	1
Vaughan Community Health Centre	6	Georgina Island Health Centre	1
Addiction Services York Region	5	Housing York Inc.	1
York Region	5	John Howard Society York Region	1
Community Living Georgina	4	Keswick Job Skills	1
Job Skills	4	Kevin's Place	1
Yorkworks Stouffville and Sutton	4	Learning Centre for Georgina	1
360 Kids	3	Local Residences like Fairpark, Halsey Lodge, Victoria House and Hilltop Manor	1
Canadian Mental Health Association	3	Ministry of Children and Youth Services	1
Jericho Youth Services	3	Ministry of Community and Social Services	1
Sandgate Women Shelter	3	Ministry of Tourism, Culture & Sport	1
Sutton Youth Shelter	3	Newmarket Public Library	1
Belinda’s Place	2	Non-profit clinic	1
Family Services York Region	2	ODSP	1
Hospice Georgina	2	Ontario Addition Treatment Centres	1
Linking Georgina Committee	2		

Ontario Public Guardian and Trustee office	1
Ontario Works	1
Physicians of the community	1
RNC Employment Services	1
Rose of Sharon	1
Schools	1
Southlake Community Futures	1
St. Andrews Presbyterian Church	1
Toronto Bail Program	1
United Way	1

Vaughan and Richmond Hill	1
VPI Working Solutions	1
Welcome Centre Markham North	1
Workforce Planning Board of York Region	1
Yellow Brick House	1
YMCA	1
York Region Catholic School Board	1
York Region Housing	1
York Support Services Network	1
The Optimist Club of Keswick	0

# Appendix 10

## *Identified collaborative initiatives in Georgina*

*“We have a great network of non-profit organizations doing their best” – Service Provider*

Through the survey service providers were asked to identify the organizations that they felt were taking a leadership role in supporting the needs of the Georgina community. They identified a wider variety of organizations, with one or multiple leaders in each area of service (e.g. violence against women, mental health and addiction, health services, children's services, transportation). Below is a list of collaborative initiatives Identified by 17 service providers.

### **A Closer Look – Community Needs Assessment**

**Academic upgrading for pre-apprenticeships** - GTTI partners with the Learning Centre on creating these programs.

**Advocacy** - The Community Legal Clinic of York Region collaborates on housing, immigration, employment and social assistance advocacy.

**Art Therapy** - Women's Support Network of York Region collaborates with Belinda's Place to facilitate art therapy groups.

**Cooking Demo & Food Sampling** – The Food Pantry partners with the Registered Nurse Practitioner Led Clinic. Each month the clinic's dietitian prepares nutritious food samples for Food Pantry clients.

**Community and Food Transportation** – The Food Pantry partners with CHATS which provides services to seniors and offer food hampers delivery for house bound seniors. The Food Pantry also partnership with Routes. The Food Pantry has had a long-standing partnership with Routes in which Routes provides free transportation for Food Pantry clients to pick up their food at the Food Pantry.

**Community Connection Desk** – Currently the Food Pantry invites other organizations to the Food Pantry to promote their services during food distribution days.

**Community Transportation** – Partnership involving GTTI, Routes, Chamber of Commerce and the Town of Georgina

**Community Kitchen Programming** – The Food Pantry partners with the Keswick site of the Vaughan Community Health Centre to provide community kitchen services to Food Pantry clients and others. Health Center staff help guide clients through healthy meal preparation and provide an educational component to the sessions that focus on healthy eating.

**Health Education** - Vaughan Community Health Centre partners with organizations to provide social programs and presentations. These programs provide health education with the objective of targeting the social determinants of health. We also collaborate with physicians and other health care providers as we rely on their referrals to access our health services.

**Seniors Mentorship Program** - GTTI partners with York Region Police, and the York Region District School Board and Seniors facilities to offer the program.

**Smoking Cessation** - The Food Pantry partners with York Region Public Health to offer smoking cessation services. The Food Pantry helps to identify participants and offers space at the Pantry for Public Health to conduct the smoking cessation services.

**Reading Buddy Program** - Jericho Youth Services is working with the Georgina Library on a Reading Buddy program at After-School programs. The Reading buddy programs are initiatives where volunteers, parents, or older students participate in a paired reading activity with younger students. The idea is to offer students one-on-one guided reading time to improve their reading and comprehension skills and by extension their vocabulary.

**Yoga/meditation** - Jericho Youth Services is offering Yoga/meditation (Instructor) at our After-School programs. Yoga is a fantastic choice of exercise for kids of all ages because it has so many benefits and can be done almost anywhere. Through yoga, kids can learn to live in the moment and focus on what they are doing at that moment.

# Appendix 11

## *Identified networks and coalitions impacting residents in Georgina*

Service providers identified 13 networks and coalitions when responding to the service providers survey. The list was further discussed during service providers workshop, however participants had little information about the coalitions and networks impacting residents of Georgina. More research will be needed in the action planning phase to clarify the mandate, membership and area served by each coalition.

*Table 5: Networks and coalitions identified by service providers*

Name of Network or Coalition	Description	Member organizations	Area served
Beavered people, Blue Christmas	Children treatment network for parents		
Collective Impact on Youth Homelessness	New project in York region	360° Kids	York Region
Community Partners Alliance to Stop Trafficking			
Community Resiliency Table	Looking at trends within communities		
Connecting Georgina Facebook group	Online neighbourhood network		
Faith Alliance in Georgina	Meeting once a month at Sunset Grill		
Farmers Network	Informal network		
Food Network		Food Pantry	
Georgina Tobacco Advisory Group	Increase tobacco quit attempts in Georgina	York Region Public Health, Healthcare providers, service providers	Georgina
Harm reduction coalition			
Human Resource Professional Association			
Jackson Point BIA			Jackson point

Labour Force Market	Labour Market Information (LMI) articles		
Linking Georgina Table	Community planning table	50+ people, 24 organizations	Georgina
Mom and Tot Facebook page			
SLCF	Employment, entrepreneurial small business loans		
Tanya's group for small business			
York Region Violence Against Women Coordinating Committee		Sandgate	
York Support Services Network	Service delivery		
YorkNetLink			
Youth Resiliency Table			



# Appendix 12

## Identified community assets in Georgina

Service providers identified a number of physical assets that they are currently leveraging for the delivery of their programs, meetings and events (Table 6).

Table 6: Community assets in Georgina

Organization	Meeting space	Event/Gathering space	Programming Space
Georgina Trade Training Inc.	Meeting space	Event space	Computer lab Classrooms Shop space Welding bays Teaching kitchen
Georgina Community Food Pantry	Meeting space with community space		Community garden
The Link	Meeting spaces in common lobby (for informal meetings)	Event hall	Community kitchen
Police station		Community room	
York Region District School Board	Free meeting space in schools, for evening meetings		Gym Sutton public school (free permits on weekends)
York Region	Meeting space	Event space	
Physician's offices (Vaughan Health)	Meeting space		
Georgina Island Community Centre			Library Playground
Georgina Health Centre			Social program space
Georgina Public Library	Meeting space (with cost)		
Georgina Chamber of Commerce	Meeting space (capacity: 15 ppl)		

Organization	Meeting space	Event/Gathering space	Programming Space
Job Skills/Yorkworks			Classroom
Vaughan Community Health Centre, Keswick Site	Common room		
Churches (multiple)	Meeting space	Event space	
Salvation Army Church	Meeting space	Event space	
Town of Georgina ROC			Winter sports
Curling Club Legion			Curling Club

# Appendix 13

## Service awareness and communication

### Comparison of information sources of services users and service providers

Service users relied on a wide variety of information sources to look for information about available services (Table 7). 45 respondents listed 36 means of communication. More than 80% of respondents look online to search for services and supports. 47% of respondents were directing their questions community organizations, including Georgina Food Pantry, York Works, Jericho Youth Services and Routes, which were mentioned more than once. Respondents looked to a lesser extent to public services and word of mouth, while some respondents relied on traditional media for information about service and supports. Four respondents mentioned in comments that they don't have Internet.

In comparison, service providers were asked which information sources they used to reach out to the community about their resources and services. The opinion of 17 service providers is outlined in Table 8. The comparison of the two tables show some alignment between the information sources for service providers and users in terms of the frequency at which each source was mentioned.

*Table 7: Responses of 45 service users to the question: "Where do you go for information on the services and supports available to you?"*

	# of responses
Online	37
Internet/google search	26
Facebook	5
Connecting in Georgina Facebook group (8,450 members)	2
Town of Georgina (website)	2
211.ca	1
Social Media	1
Community organizations	18
Georgina Food Pantry	6
Jericho Youth Services	2
Routes	2
Legion	1
Chippewas of Georgina Island	1
Family Services in Belhaven	1
York Supports Services Network (Aurora)	1
CMHA (Aurora)	1
OARC (Ontario Addiction Research Centre)	1

*Table 8: Responses of 17 service providers about the information sources users to reach residents.*

	# of responses
Online	14
Social media	7
Email/Newsletters	3
Internet	3
Town website	1
Community outreach	9
Outreach brochures/Flyers/Poster in community locations	5
Community referrals	2
Community presentations	1
Workshops	1
Community Events	1
School fair	1
Lunch & Learns	1
Past client referral	1

Lawyer	1
Doctor's office	1
Public services	12
York works	3
Service Canada	2
Ontario Works	2
Library	2
ODSP Social Worker	1
York Region Housing and Community Services	1
Chamber of commerce	1
Town of Georgina (call)	1
Town of Georgina (reception)	1
Word of mouth (Family, friends, neighbours)	7
Traditional media	5
4Local newspaper	2
Radio	1
Georgina Pages	1
680 News (ads)	1
Community groups	2
Buy/sell groups	1
Help groups	1
Community events	2
Home Show	1
Speaker at exercise club	1
Print advertising	2
Pamphlets (e.g. doctor, routes)	2
Nowhere/Don't know	4
Note: Don't Have Internet	4

Public and community services	6
Education program	2
Client intake process (by volunteer and staff)	1
Face to face meeting	1
Phone conversation	1
Court, Probation & Parole	1
Word of mouth (Family, friends, neighbours)	6
Traditional media	4
Local newspaper	3
Mailing	1
Co-location of services	1

### **Challenges in Communicating with Service Users and Eligible Non-Users**

Service providers identified 14 challenges in communicating with service users and eligible non-users.

The most mentioned challenge was to identify the most effective marketing strategy, given the communications resources available. The cost of advertisement was mentioned several times as a barrier. One service provider mentioned the outreach needed would require the creation of a full-time position, which would necessitate additional financial resources. Other service providers reported low conversion rate from mailing advertising, and the difficulty to get referrals from other organizations on social media.

Another challenge was users' and eligible non-users' limited finances, preventing them from contacting or accessing services. The lack of finances impacts the access to phone, computer and transportation. Other barriers included the lack of computer literacy, and the transient behaviours of users.

Finally, a few service providers discussed the challenges in getting service providers to make referrals (e.g. probation officers) and the lack of opportunities to educating other service providers about services available.

### **Most Effective Communication Methods to Share Services with Other Organizations**

Service Providers listed 18 communication methods that are effective at communicating their services and supports to other organizations. The number of methods used indicates a lack of consensus on the most effective ones. Methods identified are listed.

- Networking events
- Outreach flyers
- Face to face meetings
- Emailing/Calling
- Word of mouth
- Referral
- Community presentation
- Community table
- Planning table
- Social media
- Website/Internet
- Phone and email
- Education
- Community network group
- Newsletter
- Marketing campaigns
- Public appearance
- Georgina Chamber of Commerce

### **Recommendations of Service Users for Raising Awareness About Available Supports**

Service users had very diverse preferences when it comes to receiving information. None of the different communication methods were mentioned by more than a quarter of respondents, which indicates that any communication strategy would need to be multi-pronged to be most effective at reaching a diversity of people. People indicated preferred format, of which flyer/pamphlet, online, advertisement, posters and referrals were mentioned more than once. They also indicated places where they expected each communication format to be available. Places includes doorsteps, schools, library, info boards, social media, local media, and in public spaces.

#### **How people would like to receive information about available supports**

Communication method	# of time suggested
Flyers/Pamphlet	11
at resident doors (e.g. door handle, mail)	5
at school	3
at the library	2
on info/community board	2
in food hamper (from food bank)	1
at grocery stores	1
at the OW office	1
in health clinics	1
at playgrounds (e.g. Ice palace)	1

in school report card	1
in tax bill (e.g. list of services)	1
in senior buildings	1
at the Chamber of Commerce	1
as a flyer listing all organization and what they do in lay terms	3
as a booklet of all services	1
<b>Online</b>	<b>9</b>
Social media posts	4
Urban Pantry Information bulletin (assumed online)	2
Emails	2
Facebook	1
Food Pantry Facebook page	1
Dedicated website with info of all services	1
211.ca	1
Video	1
Online need assessment linking to all available services	1
Connecting in Georgina Facebook page	1
<b>Advertisement</b>	<b>6</b>
in local newspaper/newsletter (e.g. snapd, Advocate, Georgina Post)	3
in local radio station	2
on local TV station (e.g. Rogers TV bulletin board)	1
Facebook ads	1
<b>Posters</b>	<b>4</b>
on billboard (one person requests bigger print)	2
at food bank	1
on school bulletin board	1
at the library	1
<b>Referral by service providers</b>	<b>4</b>
<b>Call to 211</b>	<b>1</b>
<b>Signage</b>	<b>1</b>
better signage around municipal building	1
<b>Seminar explaining all services</b>	<b>1</b>
<b>Phone calls</b>	<b>1</b>
<b>Not needed/already aware</b>	<b>6</b>
<b>Unsure/Don't know/did not answer</b>	<b>8</b>

### **Improvements Recommended by Service Providers**

Service providers had many suggestions for improving the outreach to service users and eligible non-users. Several respondents mentioned the opportunity to increase outreach to diverse, rural & marginalized communities, possibly by meeting more clients where they are in the community. Other opportunities exist in making communication more accessible by improving messages in flyers to adapt them to low level of literacy.

Several service providers pointed to the need to adjust the language used in communication, mentioning that service users did not always use the same language as service providers.

Several service providers mentioned the opportunity for cross-promotion of services. For example, the Food Pantry invites other organizations to promote their services during food distribution days or at their Community Connections Desk. Another cross-promotion method would be to hand out flyers and brochures by service providers. While this method is currently used by service providers, it could be more systematic and more up to date. Some service providers recommend a one-stop communication platform or the coordination between service providers to ensure that communication material is up-to-date.

*“It is important to keep up to date and in constant communication with other organizations. I think by making it known that they are able to send us their information at any time this can improve our communication.”* – service provider

Overall, many service providers believed that improving outreach to service users is best achieved as a collaborative effort. They saw opportunity to leverage organizations that were working at the core of certain issues to help disseminate information (referring to organizations that were at the core of the service provider maps (see bullseye diagrams in Appendix 5). They also saw opportunities in reaching out to people where they are, such as at community events - particularly those that offer food - or Tim Hortons). Many also recommended the use of Facebook groups such as *Connecting in Georgina*. These recommended strategies were also perceived as the likely most effective way to recruit participants for the action planning phase of A Closer Look project.



# Appendix 14

## *A profile of Georgina: summary of secondary research*

The information contained in this appendix represents a summary of the secondary research conducted by the consultant team. The team reviewed a total of 24 reports and media articles (see Appendix 15) for list of references), to gain an understanding of the Georgina community with regards to regional and sub-regional demographic and economic statistics on the local population, data on housing, economic activity and employment, health and access to health, poverty, transportation, and Diversity, Equity and Inclusion.

### *1.1 Georgina Demographic Overview*

The Town of Georgina is one of the smaller municipalities within York Region. According to the 2016 census, Georgina has a population of **45,418**<sup>1</sup> residents. The population of Georgina is disbursed among several different communities of which Keswick (population 26,757<sup>2</sup> represents more than half of Georgina's total population), the remaining population is concentrated among (in descending order of population) Sutton (population 7,531<sup>3</sup>), Pefferlaw, and Jackson's Point, and the many smaller communities that make up Georgina<sup>4</sup>. The population of Georgina is growing; it increased 7.25% between 2006 and 2016 and the Town of Georgina estimates that its population will reach 57,900 by 2021 and grow to 70,300 people by 2031<sup>5</sup>.

Georgina has become increasingly popular as a tourist and vacation destination, with wealthier households from surrounding areas owing cottage properties along the lakeshore, which causes the local population to increase during the summer months.

According to 2016 Census /data, 68% (31,235/45,415) of Georgina's residents are between the ages 15 and 64 years of age, and 14.7% are over the age of 65 (6,685/45,415), just slightly below the provincial rate of 16.7%. Overall the population of Georgina is aging. The population between the ages of 40 and 49 (prime working ages) decreased significantly between 2011 and 2016<sup>6</sup>. The majority of residents identify as having European origins (75%; 34,010/45,415) or (non-Aboriginal) North American origins (36.5%; 16,580/45,415). While the population is becoming more diverse, only 8% of the Georgina population (3,685/45,415) identifies as visible minorities, with 2.6% (1,225/45,415) identify as Aboriginal.

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<sup>1</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

<sup>2</sup> Ibid

<sup>3</sup> Ibid

<sup>4</sup> Georgina's smaller communities include: Willow Beach, Port Bolster, Island Grove, Belhaven, Baldwin, Virginia, and Udora

<sup>5</sup> Town of Georgina. (2016). Economic Development Strategy and Action Plan.

<sup>6</sup> Workforce Planning Board. (2019). Workforce trends in York Region. p. 34.

Table 9 - Demographic and Economic Snapshot of Georgina's 3 Largest Communities

		Smallest Population		Largest Population
	<b>Georgina</b>	<b>Pefferlaw*</b>	<b>Sutton</b>	<b>Keswick</b>
Population	45,418	3,000	7,531	26,757
Dwellings	16,821		3,451	9,918
Average Age	40.7		44.1	38.6
Average Family Size	2.9		2.8	3.2
Average Monthly Shelter Costs for Rented Dwellings	\$1,122		\$953	\$1,151
Average Monthly Shelter Costs for Owned Dwellings	\$1,504		\$1,515	\$1,543
Average Home Value	\$473,467		\$466,223	\$476,081
Average Total Yearly Income (individual)	\$43,842		\$42,695	\$44,057
Average Total Yearly Income (household)	\$92,903		\$84,871	\$95,451
Unemployment Rate	6.3%		5.8%	6.6%

Source: Statistics Canada, 2016 Census of Population.

\*Approximate population; 2005 estimate [https://en.wikipedia.org/wiki/Pefferlaw,\\_Ontario](https://en.wikipedia.org/wiki/Pefferlaw,_Ontario), Other data unavailable

## 1.2 Affordable Housing

Housing affordability is a key issue in Georgina, as it is in the rest of York Region and the province as a whole. 82% of all dwellings in Georgina are single detached. Of all the dwellings in Georgina 16% are rentals, and there is an overall vacancy rate of 1.7% (3% is considered to be a healthy level<sup>7</sup>). 24% of owner households and 49% of renter households in Georgina spend more than 30% of their income on housing costs (this compares to 46% of owner households and 20% of renter households in the province as a whole and 28% of owner households and 52% of renter households in York Region<sup>8</sup>), indicating that housing affordability is a significant issue, particularly for renters in Georgina<sup>9</sup>, much as it is elsewhere in the province.

Average rents in the Town of Georgina have risen over the past years, with rents on 2 bedroom units increasing at a slightly faster rate than one bedroom units (see Figure 7). Similarly, the 2017 Progress Report for York Region's 10-Year Housing and Homelessness Plan reports that between 2007 and 2017 the average re-sale price for a house rose by 154%. Average family income only rose by 14% during the same period<sup>10</sup>.

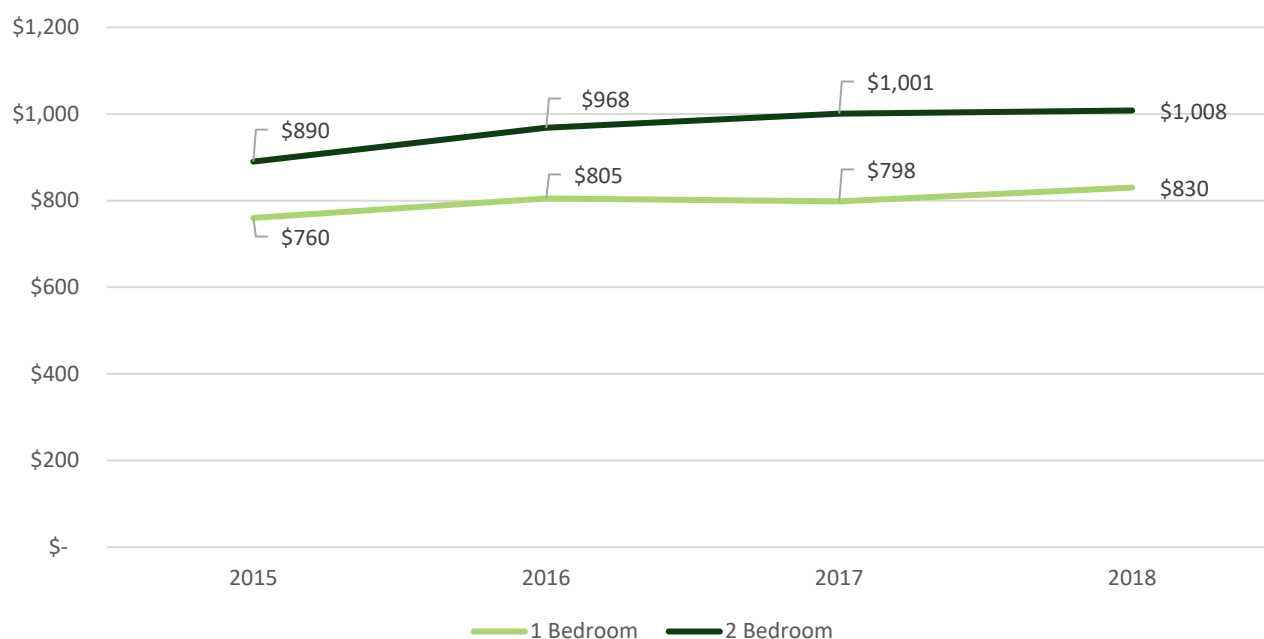
<sup>7</sup> York Region. (2014). Housing solutions: a place for everyone, York region 10-year housing plan. p.4

<sup>8</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

<sup>9</sup> Town of Georgina. (2019). Georgina Housing Strategy.

<sup>10</sup> York Region. (2017). Housing solutions: a place for everyone, York Region 10-year housing plan. 2017 progress report. p.4.

Figure 8 - Average Rents Town of Georgina



When compared to York Region and the province as a whole, we see that monthly shelter costs are higher than those for the province as a whole, but below the average for York Region. There is also a higher percentage of tenants in rental units that in subsidized housing than both York region and the province as a whole (see Table 10).

Table 10 - Monthly Shelter Costs

	Georgina	York Region	Ontario
Average monthly shelter costs for owned dwellings	\$1,504	\$1,746	\$1,463
Average monthly shelter costs for rented dwellings	\$1,122	\$1,417	\$1,109
% of tenant households in subsidized housing	18.4%	12.5%	15%

Source: Statistics Canada, 2016 Census of Population.

The number of new affordable housing units in Georgina has not increased significantly in the past three years, particularly when looking at the number of rental units (Table 11). Between 2015 and 2018 no new private apartment units were constructed in Georgina, the only new rental units were *second suites*, self-contained rental unit in a single-detached or semi-detached house where the homeowner is in residence.

Table 11 - New Affordable Housing Units in Georgina 2015 - 2017

		2017	2016	2015
New Ownership Units by year	Total Units	163	334	157
	Affordable Units	15 (9%)	16 (5%)	28 (18%)
New Rental Units* by year	Total Units	24	33	32
	Affordable Units	24	33	32
Total Units by year	Total Units	187	367	189
	Affordable Units	39 (21%)	49 (13%)	60 (32%)

Source: York Region Housing and Homelessness Plan, Progress Reports of 2015, 2016, 2017

\* Note that all new rental units were classified as Second Suites (i.e. basement apartments, in-law suites).

The stock of Private Apartment Units is primarily larger units (units that are two bedrooms or greater account for 68% of apartments, while bachelor units account for just over 3%) , further limiting the affordability, particularly for single people on low-income (see Table 12). The average rent for a 1-bedroom apartment in Georgina is \$830/month (see Figure 7) – roughly 25% of the average monthly income for the town. When one considers that renters are likely to have lower than average monthly incomes, we start to see why so many find housing affordability to be a significant issue in Georgina.

Table 12 - Number of Private Apartment Units - Town of Georgina

	As at October 2018
Bachelor	9
1 Bedroom	78
2 Bedroom	140
3 Bedroom +	46
Total	273

### 1.3 Economic Activity and Employment

Between 2008 and 2018, the town of Georgina added over 1,300 jobs to its employment base (with Education Services accounting for 390 new jobs), experiencing a 1.1% annual employment growth (average) and 3% annual business growth (average).<sup>16</sup> Between 2017 and 2018, Georgina experienced 4% employment growth, adding 300 jobs to its employment base, with real estate and educational services as top growth sectors<sup>17</sup>.

A contributing factor to this growth is the recent (2014) Highway 404 extension, which now travels north from Green Lane in East Gwillimbury to Woodbine and Ravenshoe – Georgina’s southern border<sup>18</sup>. Another contributor to Georgina’s economic growth is predicted to be the development of the Keswick Business Park.

#### Keswick Business Park

In 2008 the Town of Georgina designated over 500 acres for the Keswick Business Park (KBP) and in 2016 approved applications to permit an industrial plan of subdivision within the north portion of the Park<sup>11</sup>. The Town is assuming that nearly 80% of all the new jobs created in the next 15 years will be located in the KBP, which suggests about 900+ new jobs in the KBP every year from now to 2031<sup>12</sup>.

Development of the Keswick Business Park lands was stalled due to high infrastructure costs for several years<sup>13</sup> though as of August 2018 Council has approved an application to begin earthworks on the property<sup>14</sup>. The Park is expected to contribute immediately to the economy. It is said that “on completion the park is estimated to provide 7,500 jobs”, significantly increasing local employment so that “*more Georgina residents can live near where they work – and spend less time commuting south*”<sup>15</sup>.

<sup>11</sup> Town of Georgina. (n.d.) Keswick Business Park. [Website].

<sup>12</sup> Town of Georgina. (2016). Economic Development Strategy and Action Plan.

<sup>13</sup> Heidi Riedner. (2017). Infrastructure costs continue to stall Georgina’s Business Park. *York Region.com*.

<sup>14</sup> Town of Georgina. (n.d.) Keswick Business Park. [Website].

<sup>15</sup> “York Profile: Town of Georgina”. (n.d). York Profile: Town of Georgina. The Hamilton Spectator.

<sup>16</sup> York Region. (2018). 2018 employment survey results: Georgina. Summary Sheet.

<sup>17</sup> York Region. (2018). 2018 employment survey results: Georgina. Summary Sheet.

<sup>18</sup> “York Profile: Town of Georgina”. (n.d). York Profile: Town of Georgina. *The Hamilton Spectator*.

Further inland Georgina is known for its farms, some of which have given way in recent years to new home subdivisions and shopping plazas<sup>19</sup>. Georgina's location on the southeast shores of Lake Simcoe have made it a destination for some tourists and cottagers, and the 2016 Economic Development Strategy and Action Plan for Georgina sees an opportunity to capitalize on the tourism-related opportunities provided by Lake Simcoe<sup>20</sup>. However, opportunities may be somewhat limited due to lack of access to the lake.

Georgina offers a multitude of business development supports to emerging and established businesses, including local business associations (BIAs) in Sutton, Jackson's Point and Uptown Keswick. Businesses also have access to other supports such as the Georgina Chamber of Commerce, the Workforce Planning Board of York Region and Bradford West Gwillimbury, Georgina Trades Training Inc - The Training Center (GTTI), VentureLAB and other agencies and networks.<sup>21</sup> However, Georgina also faces several challenges in attracting and retaining businesses. First and foremost is the fact that the town has no reputation as a business location within the greater Toronto area, and outsiders are unlikely to be drawn to the community as a home for their business<sup>22</sup>. The Investment Strategy for the Town of Georgina identifies that there are limited potential business locations, for non-retail/service businesses, with a particular lack of industrial lands. This leads to challenges both in terms of attracting new businesses and retaining existing businesses who are looking to expand<sup>23</sup>.

### **Education and Employment**

The population of Georgina, aged 25 to 64, with a university degree is just 13.8%, well below the provincial rate of 32%. The number of individuals with no certificate, diploma or degree at 13.7% is just over the provincial rate of 10.4%. The population with apprenticeships, trades certificates or diplomas is also above the provincial rate 10.5% in Georgina vs. 6% for Ontario as a whole, this corresponds to the higher percentage of residents employed in the trades<sup>24</sup>.

It is interesting to note, while for women 17% of those who are employed have a university degree, and 23% of those who are employed work in a job that requires a university degree; for men this is a mismatch, with men with lower levels of education much more commonly employed in jobs that require higher levels of education (see Figure 8). A similar, but less pronounced pattern plays out between visible minorities and non-visible minorities<sup>25</sup>.

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<sup>19</sup> Ibid.

<sup>20</sup> Town of Georgina. (2016). Economic Development Strategy and Action Plan.

<sup>21</sup> Town of Georgina, Economic Development Office. (2019). Invest in Georgina: Business Support.

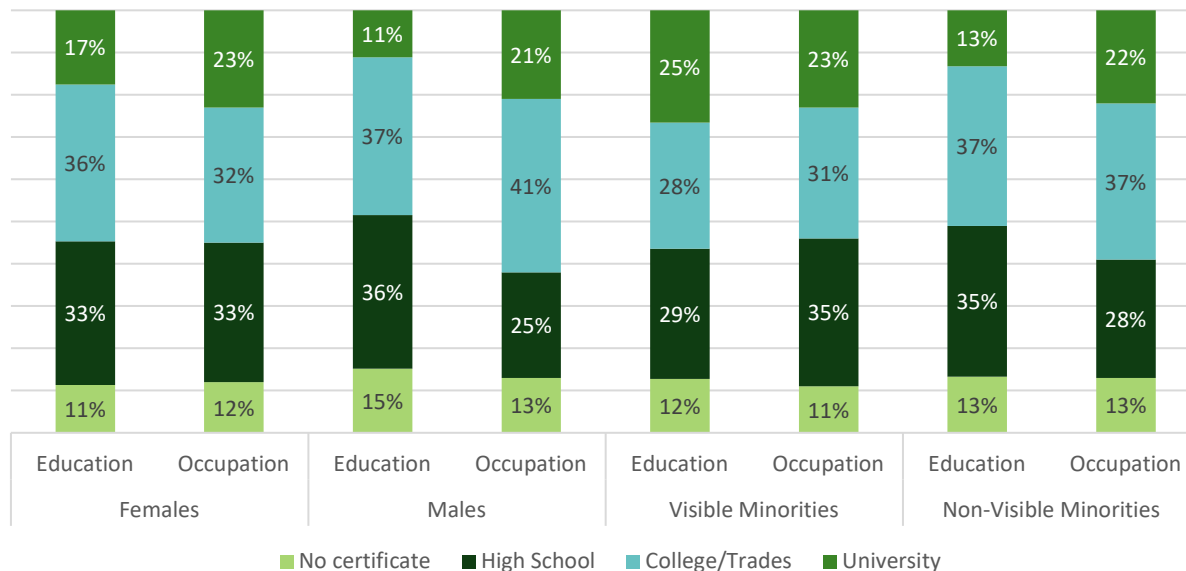
<sup>22</sup> Town of Georgina. (2017). An investment attraction strategy update for the Town of Georgina.

<sup>23</sup> Town of Georgina. (2017). An investment attraction strategy update for the Town of Georgina.

<sup>24</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

<sup>25</sup> Workforce Planning Board. (2019). Workforce trends in York Region. p. 37

Figure 9 - Education Levels and Skill Levels of Occupations of Employed Residents, 2016



Source: Workforce Planning Board. (2019). Workforce trends in York Region. p. 37.

### Employment Trends

Today there are over 3,400 businesses operating within Georgina, the majority of these businesses (73%) are owner operated and have no employees. Of the 928 businesses with employees, the overwhelming majority (82%) have less than nine employees<sup>26</sup>. In 2018, there were 718 job postings in Georgina<sup>27</sup>.

According to the 2016 Census, 23,980 Georgina residents were employed. A significant portion 17% had no fixed workplace (primarily those working in construction). A further 7% worked from home<sup>28</sup>. Construction is the largest source of employment, followed by retail, and health care and social services<sup>29</sup>. Two sectors that show promise for growth are tourism and manufacturing (which is specialized, and export oriented in Georgina)<sup>30</sup>. Overall, in terms of occupation the Georgina workforce is very similar to the overall Ontario workforce, with the exception of a higher concentration of males employed in the trades, and as transport and equipment operators and related occupations (36% of the workforce in Georgina vs. 24% of the workforce in the province as a whole)<sup>31</sup>. The majority of jobs located in Georgina are concentrated in retail, health care and social services, traditionally lower paying sectors<sup>32</sup>.

<sup>26</sup> Town of Georgina. (2016). Economic Development Strategy and Action Plan. p.2.

<sup>27</sup> Workforce Planning Board. (2019). Workforce trends in York Region. p.18.

<sup>28</sup> Workforce Planning Board. (2019). Workforce trends in York Region. p.35.

<sup>29</sup> Workforce Planning Board. (2019). Workforce trends in York Region. p.38.

<sup>30</sup> Social Planning Toronto. (2010). York-Simcoe: action on poverty profile.

<sup>31</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

<sup>32</sup> Workforce Planning Board. (2019). Workforce trends in York Region. p.36.

The majority of residents of Georgina (74.6% according to the 2016 census<sup>33</sup>), commute to jobs outside of Georgina (24.6% commute for more than one hour<sup>34</sup>). The primary destinations for their commutes are detailed in Table 13. Some 6,000 individuals commute to Georgina for work.

Table 13 - Commuting Patterns between Georgina and Top 5 Neighbouring Regions

Commuting from Georgina to			Commuting to Georgina from		
	Number	%	%	Number	
<b>Total</b>	<b>13,415</b>			<b>6,335</b>	<b>Total</b>
Newmarket	3,285	24%	5%	295	Brock
Toronto	2,655	20%	4%	255	East Gwillimbury
Markham	1,430	11%	4%	245	Newmarket
Aurora	1,315	10%	2%	135	Kawartha Lakes
East Gwillimbury	950	7%	2%	130	Toronto

Source: Workforce Planning Board. (2019). *Workforce trends in York Region*. p. 38.

## Unemployment

A report from Social Planning Toronto states that residents of Georgina and East Gwillimbury (York-Simcoe Region) face some of the highest unemployment rates in the Region and that transportation is a significant challenge for people living in Georgina. With fewer opportunities for employment in Georgina, residents are forced to travel elsewhere – often traveling considerable distances. The Indigenous community, the Chippewas of Georgina Island First Nation, experience high unemployment and are faced with additional barriers and costs in terms of accessing food and other essentials due to limited access to the mainland.<sup>35</sup>

### 1.4 Poverty

Though parts of York Region are highly affluent, a rise in precarious employment, soaring house prices and an influx of immigrants settling directly in York Region who struggle to find jobs commensurate with their skills, have contributed to a growing number of residents who struggle to make ends meet. In 2013, Daniele Zanotti, CEO of York Region United Way said *“If you’re up in Georgina, poor, with a transit system that is still growing and young, you’re stuck. The social infrastructure has not kept pace with the physical infrastructure.”*<sup>36</sup>

2016 Census data regarding income per household/dwelling show that of Georgina’s 16,820 households, 365 (2%) earn less than 10,000/year and 1945 (12%) earn between \$10,000 - \$29,000, as seen in Figure 9.<sup>37</sup> Statistics Canada data shows that 4.6% of Georgina residents live below the low-income cut-off after tax (compared to 9.8% of residents of the province overall)<sup>38</sup>.

<sup>33</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

<sup>34</sup> ibid

<sup>35</sup> Social Planning Toronto. (2010). York-Simcoe: action on poverty profile.

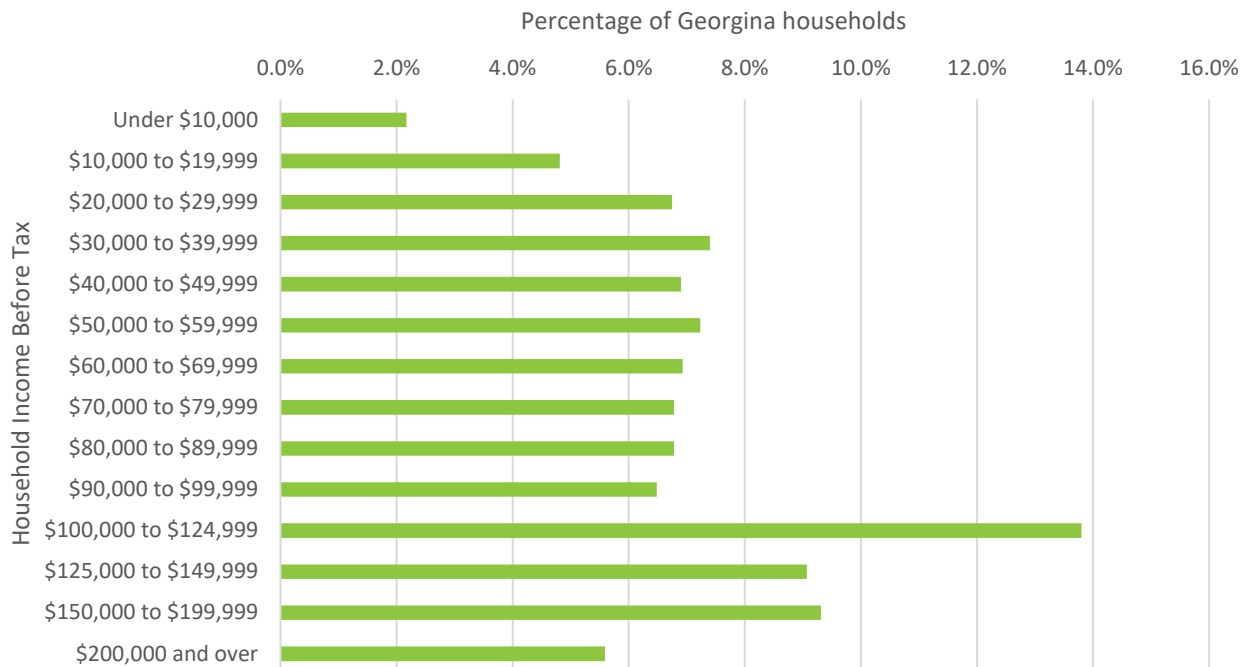
<sup>36</sup> Rachel Mendleson. (2013). York Region seeing rising affluence and deepening poverty. *Toronto Star* (June 28, 2013).

<sup>37</sup> York Region. (2016). 2016 census release report: income.

<sup>38</sup> Statistics Canada. (2017). Georgina, T [Census subdivision], Ontario and Ontario [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.



Figure 10: Income of Georgina households



Source: Statistics Canada, 2016 Census of Population.

### 1.5 Health and Access to Health Services

Access to health services is lacking in Georgina, particularly in the northern part of the municipality. There is a nurse practitioner clinic in Sutton and the Georgina Health Centre in Keswick offers a family practices and a walk-in clinic. To access specialized care or hospital services residents must travel to Newmarket<sup>39</sup>. Community health services are concentrated in Keswick at the offices of the Regional Municipality of York's Community and Health Services Department. For residents of some parts of Georgina (in particular Port Bolster, 29km from Keswick), it is more convenient to access health services through Durham Region Public Health.

The Community and Health Services Department currently offers several Community and Health Services programs (including a number of social services programs, vaccination and breastfeeding clinics and the Healthy Babies Healthy Children program) from their Keswick office located at 24262 Woodbine Avenue.

The Breastfeeding Clinic in Keswick has only one public health nurse providing service due to clinic space<sup>40</sup>, and as a result many travel to Newmarket. Additionally, higher percentages of Georgina mothers also indicate having mental health concerns during pregnancy (with the 15 – 25% of mothers experiencing mental health challenges during pregnancy in certain areas of Georgina)<sup>41</sup>.

<sup>39</sup> Persico, A. (2019, July 22). The Doctor is out: Georgina medical office closes walk-in clinic. YorkRegion.com.

<sup>40</sup> Julia Roitenberg. (2016). The Link advisory committee report.

<sup>41</sup> York Region Public Health. (2016). Using data to support a vibrant Georgina. [Presentation].

There is also low uptake for dental programming from Georgina residents and appointments in Newmarket for these families have high cancellation rates. A lot of these families do not have dental insurance and don't access preventative care, accessing only for urgent dental needs<sup>42</sup>.

There is currently no fixed needle exchange site in Georgina and, as a result, 37% of all needles distributed to injection drug users through the York Community and Health Services Department Street Outreach Van between January to June 2016 were in the Georgina area. In this same time period there were also nearly 200 requests to the street outreach van from clients in Georgina for condoms and/or sexual health services. Since there is currently no community sexual health clinic in Georgina (sexual health clinics are only offered one day a week from September to June at the high schools in Keswick and Sutton), clients requiring sexual health clinic services must be referred to the clinic in Newmarket. In addition, over the past several years, Georgina has consistently had higher rates of sexually transmitted infections compared to the rest of York Region and in 2012 had an adolescent pregnancy rate over three times higher than the York Region average<sup>43</sup>.

## 1.6 Transportation Services

There are significant transportation barriers that prevent residents of Georgina, particularly those on low income, from accessing services in other parts of the Municipality. While there are a variety of services, public transportation routes are infrequent and difficult to access from more rural areas, and other options are either expensive or require extensive pre-planning<sup>44</sup>. The 2011 Vital Signs report for York Region identifies that only 26% of the residents of York Region find that their destinations were accessible by public transit<sup>45</sup>, it is safe to assume that this percentage would be even less in Georgina.

Transportation options in Georgina include the following services:

### Public Transport – Bus

There are two primary bus routes in Georgina. The 51 – Keswick Local – which runs on weekdays during the morning and afternoon commutes. And the 50 – Queensway – which runs from early morning to late evening and follows an approximately 1.5 hour route from Sutton/Keswick to the Newmarket Go station and vice versa. Buses on Route 50 come about every hour, every day, including weekends (4:00am – 11:50pm on weekdays, and 6:00am – 11:40pm on weekends and holidays). Route 50 does extend once daily into Pefferlaw – with a 6am departure, and a midnight arrival as the only options (meaning a resident of Pefferlaw looking to go to South Lake Hospital by bus must leave at 6am (arrive in Newmarket around 7:30 am, and then return to Pefferlaw close to midnight). There is also a third bus route the 424 which primarily serves Keswick High School with one morning and afternoon trip on weekdays

The Georgina GO Bus operates a commuter service mornings and evenings during the week. The route starts at the Park & Ride at Woodbine and 404 and follows the 404 down into North York with stops at Yonge and Sheppard and Yonge and Finch.

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<sup>42</sup> *ibid*

<sup>43</sup> York Region, Community and Health Services Department. (2016). Tenant Solicitation for the Link (core and itinerant tenants) Expression of Interest #RC2016-068

<sup>44</sup> Julia Roitenberg. (2016). The Link advisory committee report.

<sup>45</sup> The York Region Community Foundation. (2011). York Region's VitalSigns. p.12.

### **Mobility on Request (formerly Dial-a-Ride Service)**

Those living in more rural areas of Georgina, make use of the relatively new Mobility on Request (MOR) service, which is a shared-ride service that operates for regular York Region Transit (YRT) fares that will pick you up and any address in the service area and drop you off at one of the designated stops (along the YRT bus route). This shared service must be scheduled an hour before service is needed. The MOR service schedule is different depending on where you live in Georgina. While YRT does give a pickup window of just 20 minutes, the wait can be a few hours. Riders need to be ready to go when the MOR vehicle arrives as drivers will not wait, call people or knock on doors.

### **Mobility Plus/Paratransit**

Mobility Plus is a curb-to-curb, shared service for individuals with physical or cognitive disabilities. To access the service you must meet eligibility requirements and be approved through an application process. The service must be prearranged and riders will receive a confirmed time two hours before their trip. There is a 45 minute scheduling window.

### **Taxi / Uber**

Taxis are another option (and there is some limited availability of Uber), however because of the distances covered affordability is a significant concern, particularly for those who are already struggling to make ends meet. A one-way taxi trip from Pefferlaw to Southlake is a flat \$75.

### **Routes Connecting Communities**

Routes provides transportation services to residents of York Region who cannot, because of their financial, physical or mental challenges, travel by conventional transit or taxi. Eligibility for Routes services are assessed during an intake; and clients need to demonstrate that transportation disadvantage prevents them from accessing important services and that they need help to best navigate the many social programs and other regularly-encountered issues of everyday life. All rates include a return trip, a two-hour wait time and a maximum of three stops. Rates for rides are based on \$0.47 per kilometer. A return trip from Pefferlaw to Southlake is \$51 (significantly cheaper than a taxi). Either the client reimburses the driver for the mileage or the office bills a third-party organization (e.g. ODSP, an insurance company or another community organization). Routes also provides fee subsidy assistance to clients who are in financial need.<sup>46</sup>

### **CHATS (Community & Home Assistance to Seniors)**

CHATS provides transportation services to seniors (55+), and adults over the age of 18 who have physical or cognitive conditions, who find it difficult to use taxis or are ineligible for municipal accessible transit. The service operates Monday through Friday with the first pick-up at 7:30am and the last drop-off at 6:00pm. Service users are charged a flat-fee for local trips, longer trips are charged based on distance. Service users are responsible for covering any parking costs. CHATS does not provide services for wheelchair dependent users, or those using mobility scooters.

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<sup>46</sup> Julia Roitenberg. (2016). The Link advisory committee report.

## 1.7 Equity, Diversity and Inclusion

Over the years, Georgina has received sporadic media attention due to a handful of high-profile incidents considered by some to be racially charged. As a relatively homogeneous community, opinions differ on the prevalence of racism and discrimination in Georgina, with some residents considering incidents to be isolated and others considering them to be indicative of a more prolific issue in the community<sup>47</sup>.

### Indigenous Rights

There is a current (March 2019) ongoing conversation between the Chippewas of Georgina Island First Nation and Georgina Council regarding the region's Upper York Sewage Solution. If approved, the \$685-million project would dump more than 40 million liters of treated wastewater per day into the Lake Simcoe Watershed. The Chief of the Chippewas First Nation states that "starting the project would infringe upon Georgina Island's hunting and fishing rights and harm the environment and already vulnerable drinking water" and that duty-to-consult has been "inadequately executed."<sup>48</sup>

The drinking water of the Chippewas of Georgina Island First Nation is of significant importance, as the First Nation has only recently (2017) received a 2.6M dollar investment from the federal government into a water treatment plant after a long-standing water boil advisory<sup>49</sup>.

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<sup>47</sup> Amy Dempsey. (2014). Does Georgina have a racial problem? *The Toronto Star* (May 12, 2014)

<sup>48</sup> Heidi Riedner. (2019). Chippewas Chief presses Georgina for stance on upper York sewage solution. *YorkRegion.com* (May 6, 2019)

<sup>49</sup> Heidi Riedner. (2017). Feds pump 2.6M into Chippewas water treatment plant. *YorkRegion.com* (August 16, 2017)

# Appendix 15

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