

Welland Safe Community Partnership

Business Plan

The Welland Safe Community Partnership will develop, promote, and support a community culture instilled with safety, education and commitment to injury prevention.

Membership List

Damian Goulbourne	Mayor, City of Welland
Pat Chiochio	Councillor, Ward 1, City of Welland
Mary Ann Grimaldi	Councillor, Ward 4, City of Welland
Frank Adamson	Niagara Region Children's Safety Village
Bill Auchterlonie	United Way of South Niagara
Kevin Bailey	Welland Hydro
Linda Beyer	Niagara Regional Public Health Department
Frank Binder	Inspector, CN Police
Brigitte Chiki	Niagara College
Tara Cox	Niagara Distress Centre
Rhéal Demers	Conseil Scolaire de District Catholique Centre-Sud
Rick Demers	Niagara College
Chiarina Ferrusi	Canadian Imperial Bank of Commerce
Russ Findlay	Resident
Mario Geremia	Niagara Catholic District School Board
Stephen Hanns	Welland Public Library
Lou Ann Hirons	Resident
Lynne Holloway	John Deere Welland Works
Frank Iannantuono	Niagara Catholic District School Board
Laura Ip	City of Welland (<i>staff resource</i>)
Gary Lapierre	City of Welland (<i>staff resource</i>)
Sylvin Lepine	Niagara Paramedic Association
Rob Levay	Niagara Region Public Health Department
Rick Lundy	Niagara Regional Police Services
Tracy MacDonald	Niagara Health System
Joanne MacLeod	Convergys
Monique Martin	Resident
Dave McConney	VitalLink Training Services
Chris McQueen	Regional Municipality of Niagara
Mary Mollica	Resident
Paul Olah	Welland Fire & Emergency Services
Sharon Peat	John Deere Welland Works
John Pellegrino	Niagara Health System - Greater Niagara General Site
Doug Rapelje	Resident
Rob Ruggieri	Resident
Chris Steele	Bujold Colburn Employee Benefits
Carla Stout	Resident
Pam Swick Janjac	Resident
Marcel Turpin	Welland/Pelham Chamber of Commerce
Gabriella Volpe	Resident
Karen Walsh	United Way of South Niagara
Wendy Ward	Resident
Sean Woodhead	Resident

Project Name

Welland Safe Community Partnership

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Steering Committee

Pat Chiocchio, Chair
Rick Demers, Vice Chair
Frank Adamson
Bill Auchterlonie
Karen Walsh
Brigitte Chiki
Frank Iannantuono
Mario Geremia
Tracy MacDonald
Joanne MacLeod
Paul Olah
Marcel Turpin
Sean Woodhead, Treasurer

Councillor, Ward 1, City of Welland
Niagara College
Children's Safety Village
United Way
alternate for Bill Auchterlonie
Niagara College
Niagara Catholic District School Board
alternate for Frank Iannantuono
Niagara Health System
Convergys
Welland Fire & Emergency Services
Welland/Pelham Chamber of Commerce
Resident

Treasurer

Sean Woodhead

Funding Committee

Carla Stout
Sean Woodhead
Pat Chiochio
Rick Demers

Executive Summary

The purpose of the Welland Safe Community Partnership (WSCP) is to “work together to make Welland the safest place...because we live, learn, work and play here”.

Community stakeholders from a variety of employment, education, government, and social agencies have come together in support of the partnership.

The Welland Safe Community Partnership got its start immediately after Mayor Damian Goulbourne took office in December 2003. A meeting of more than 30 community stakeholders took place to share the value of becoming a safe community.

The response from the stakeholders was very enthusiastic and meetings began taking place once a month to develop the partnership and each of the sub-committees. Because of a number of other commitments that Mayor Goulbourne has, he is not able to be a formal member of the steering committee. However, he is the WSCP’s biggest supporter and speaks about the importance of safe communities at every opportunity.

The partnership has developed a business plan that will lead them through 2005. Sub-committees have been formed and are working toward developing and implementing goals that support the overall objectives of the partnership.

The business plan provides an avenue for continued review of injury data and programs from our local employers and other sources, thereby ensuring delivery of prevention programs that meet the ongoing needs of our community.

The Welland Safe Community Partnership was established in January 2004.

List of Major Employers

Organization	Employees
Canadian Tire Financial Services	1,388
Convergys Customer Management Canada	1,100
John Deere, Welland Works	916
GDX Automotive	850
Niagara Health System – Welland Hospital Site	800
District School Board of Niagara	595
Regional Municipality of Niagara (Welland staff)	494
Stelpipe	450
Corporation of the City of Welland	431
Niagara Catholic District School Board	426
Nucomm International	400
Niagara College of Applied Arts & Technology (Welland staff)	302
Wal-Mart Canada	277
Community Living – Welland/Pelham	200

Bosch Rexroth Canada Corp.	180
Vesuvius Canada Refractories Inc.	175
Zehr's Food Plus	172
Continental Promotion Group Canada	135
The Welland Tribune	125
Commisso's Food Terminal	125
Peninsula Security Services	120
Welland Forge Division	100

Demographics

<i>Total Population</i>	48,405
Age 0 – 14	8,570
Age 15 – 24	6,070
Age 25 – 44	13,470
Age 45 – 64	12,095
Age 65 – 74	4,190
Age 75 and over	4,010

Languages*

English	73.8%
French	13.1%
Italian	4.5%

***Note:** Percentages above do not add to 100%, because they indicate "first languages". There are small percentages of the population with first languages other the ones mentioned above.

Community Profile

The City of Welland is located on the Welland Ship Canal, almost midway between Lakes Ontario and Erie. It is served by the Toronto, Hamilton & Buffalo; Norfolk and Western; Canadian National and Consolidated Rail Corporation Railroads. It also has an excellent dockage facility on the Welland Canal.

With existing transportation facilities, together with availability of electrical power, Welland is a manufacturing centre of note with large iron and steel, textile, rubber and electrical equipment industries. With miles of paved streets, fine business sections, parks and well-organized education facilities, including the Niagara College of Applied Arts & Technology, its advantages for the visitor are numerous and attractive.

Welland is located in the heart of the Niagara District, whose fruit orchards, vineyards and vegetable gardens have given the area the title of "Garden of Canada". There are 350 acres of fine parks and one of the finest Rose Gardens in the Province. This garden with others privately-owned, has earned for Welland the appellation of "Rose City" a title officially confirmed by resolution of City Council on October 18, 1921.

For recreation to go with its parks, Welland has public and private tennis courts, three outdoor swimming pools, one YMCA indoor pool, five wading/splash pools, lighted and unlighted baseball grounds, two artificial ice arenas with a main arena capacity of 4,200 and a seating capacity of 2,400, an 18-hole golf course, 8-sheet artificial ice curling rink and seven motion picture theaters.

In 1990, the City constructed the Rose City Seniors Centre which brought together into one modern facility various senior organizations for common pursuits. With program assistance from the City's Recreation Department this facility is a constant bustle of activity and the envy of many communities.

1993 saw an anchor attraction come to downtown Welland when the City constructed the Welland Transit Terminal. This facility is the connecting focus for local, regional and transcontinental public transportation. The success of this facility was immediate as links between Niagara College and Brock University emerged; as well, major transcontinental public transit carriers began using Welland as a transfer point.

Economic resurgence continued throughout the mid 1990's both in the private and public sector as Welland's strength and resources in the emerging technology of call centres brought a competitive edge to the City for enticing new businesses to Welland. By 1998, there were seven (7) major call centres located within the City, creating with them a total of 640 new jobs. As well, there are state of the art training labs at local high schools and Niagara College to provide employment training.

Meanwhile, in the public sector in 1998, Niagara College opened a 117 unit student residence complex at its Welland Campus. The Welland Arena also saw major renovations adding administrative offices and meeting room facilities to the front of the Welland Arena.

The Niagara Region Children's Safety Village, located on land provided by Niagara College on their Welland Campus provides safety education for children in kindergarten to grade 6. Four school boards in the Niagara Region, plus Christian schools participate. Uniformed police officers, fire prevention officers and paramedics provide safety training related to their profession.

Last year, the Children's Safety Village presented 711 classes to 19,197 students. In the 2004-2005 school year, it is anticipated that 30,000 students will attend classes.

Community Location

The City of Welland is located in the centre of the Niagara Region, "where rails and water meet".

The city is served by multiple modes of transportation, including road, rail, water and air. We are located minutes away from the QEW and Highways 406, 140 and 3, providing easy access to major markets, such as Toronto and Buffalo.

In addition to having two community colleges located in Welland, Brock University is also a short drive away. With more than 16,000 students, Brock is a liberal arts university with graduate programs in business and education. A sizeable portion of Brock University students reside with their families in Welland.

Community Data

Population	48,405
Regular Market Draw (pop)	300,000+
City Area	86.039 sq. km. (33.219 sq. mi.)
Local Bus Service	Welland Transit, Handi Trans
Railway	CN – cargo
Financial Institutions	11 financial institutions with numerous branches located throughout the city
Newspapers	Welland Tribune (daily), Welland News (weekly), Niagara this Week (weekly), Le Regional (French weekly)
Schools	4 School Boards providing French and English Education, 2 Community Colleges (1 English, 1 French)
Library	Main Library and branch
Hospital	Niagara Health System, Welland Site with 24-hour Emergency Care
Nursing Homes	4 homes
Retirement Homes	1 home
Hotels/Motels	5 for a total of 200+ rooms, there are also 5 bed and breakfast establishments
Hydro	Welland Hydro Electric System Corp.
Radio Stations	1 FM Station
Shopping	Downtown shopping areas, shopping plazas and one shopping mall
Arenas	2 Arenas
Parks	57 community parks, including the Welland Recreational waterway and canal lands

MISSION STATEMENT

The Welland Safe Community Partnership will develop, promote, and support a community culture instilled with safety, education and commitment to injury prevention.

Purpose: To work together to make Welland the safest place...because we live, learn, work and play here.

Goals

1. Identify, support, and promote existing injury prevention initiatives in our community, in partnership with members and community resources.
2. To reduce fatal and non-fatal occupational and non-occupational injuries.
3. Develop and implement a plan to become self-sufficient and sustainable within three years.
4. Through available resources, monitor injuries.

5. Monitor the activities and progress of the Welland Safe Community Partnership.

Role of Partnership Members

- ◆ participate on sub-committees
- ◆ attend meetings
- ◆ share information with other members
- ◆ implement the business plan
- ◆ collect data and participate in fund raising
- ◆ in first year of being designated as a safe community provide a financial report at the 6 month period and year end
- ◆ provide an annual report to the Safe Communities Foundation (SCF)

Role of Chair and Vice-Chair

- ◆ act as spokespersons for the WSCP
- ◆ answer inquiries from residents, business owners, etc.
- ◆ participate on steering committee and lead steering committee meetings

Role of Steering Committee

- ◆ share information with the community and other individuals who have an interest
- ◆ partner in the distribution of work that is related to reaching the objectives
- ◆ identify concerns/issues, which are of interest to the committee
- ◆ voting members
- ◆ the preferred decision making method is by consensus
- ◆ term of service - 3 years
- ◆ Steering Committee roles will be reviewed annually

Role of Executive Assistant (Recording Secretary)

- ◆ meeting minutes and distribution to all members
- ◆ communication to absent members/copies to any community members upon request
- ◆ share in responsibility of the committee
- ◆ research information

Role of Treasurer

- ◆ oversee all aspects of finance
- ◆ working with fundraising

Role of Co-ordinator

- ◆ act as the communication channel
- ◆ co-ordinate the planning of program activities in areas of injury prevention
- ◆ plan and attend all Welland Safe Community Partnership meetings
- ◆ assist with the role of fundraising

Terms of Reference

- ◆ Membership-voluntary
 - Representatives from business, government and general public

- ◆ Reporting-including Annual Report
- ◆ Meeting frequency-Steering Committee, every month to update larger group
- ◆ Decision making i.e. preferably consensus
- ◆ Sub-Committee responsibilities
 - identify what is happening and what gaps exist
 - sub-committee co-chairs responsible for reporting back to steering committee and/or partnership re: activities occurring in those areas
- ◆ Funding - Treasurer
 - budget request
 - managing funds
 - in first year of being designated as a safe community provide a financial report at the 6 month period and year end to SCF
 - provide an annual report to the SCF

Community Support

Ongoing community input and support is encouraged and continues to grow. In addition to several newspaper articles and letters of support from Mayor Damian Goulbourne and our local Member of Parliament, John Maloney, we have letters of support from a number of organizations, including:

- ◆ CAA Niagara
- ◆ Convergys
- ◆ Niagara Catholic District School Board
- ◆ Niagara College
- ◆ Niagara Health System
- ◆ Niagara Region Children's Safety Village
- ◆ Niagara Regional Police Service
- ◆ Regional Niagara Public Health
- ◆ United Way of South Niagara
- ◆ Welland Fire and Emergency Services
- ◆ Welland/Pelham Chamber of Commerce
- ◆ Workplace Safety and Insurance Board

We will gather further support as we expand, and establish partnerships throughout our community to ensure that we achieve the goals of the WSCP.

Workplace Safety Sub-Committee

Sub-Committee Partners

Bill Auchterlonie	United Way South Niagara
Kevin Bailey	Welland Hydro
Lynne Holloway	John Deere – Welland Works
Gary Lapierre	City of Welland
Sharon Peat	John Deere – Welland Works
Karen Walsh	United Way South Niagara

Goal

To reduce work related injuries and illnesses in Welland workplaces.

Target Group

1. Workers in small to medium sized businesses and senior high school students.
2. Present SCIP to all eligible workplaces in Welland.
3. Promote Passport to Safety in senior high school classes in Welland.
4. Promote Safety Groups for all SCIP graduates.
5. Increase workplace safety awareness throughout the community.

Objectives

Short term Objectives:

1. In 2005, recruit and train 10-15 of the 156 eligible workplaces in SCIP.
2. In 2005, develop a community resource for information on programmes being offered throughout the community, and promote and distribute these materials on the City of Welland website.

Long term Objectives:

1. By 2008, recruit and train 35 of the 156 eligible workplaces in SCIP.
2. Speak to all four school boards about making the Passport to Safety program available to all Grade 11 students by 2008.

Strategies

We will develop an agenda and timelines required to develop, administer and implement the SCIP programme in Welland.

We will liaise with WSIB, Safety Associations and the Ministry of Labour.

We will provide ongoing support through participation and evaluation of existing programmes.

We will continue to target businesses in Welland that qualify to participate in SCIP or who may serve as a business partner to workplace safety.

We will promote SCIP.

We will work to register businesses in SCIP.

We will work to train SCIP volunteer trainers.

We will collect evaluation data from participants.

We will review data and assess needs and costs.

Evaluation Statement

1. We will monitor the number of SCIP participants on an ongoing basis.
2. We will monitor the number of Passport to Safety graduates.
3. We will monitor workplace injuries at the Welland Hospital ER through the Niagara District Health Council.

Statistical Data

Welland statistics gathered from WSIB for the year 2003, show that there were 178 instances of Lost Time Injuries and 497 instances of No Lost Time injuries.

Wellness & Prevention Sub-Committee

Sub-Committee Partners:

Joanne MacLeod, Chair	Convergys (CMC)
Tara Cox	Distress Centre Niagara
Lou Anne Hiron	Resident
Pam Swick Janjac	Resident
Rob Levay	Regional Niagara Public Health Department
Monique Martin	Resident
John Pellegrino	Niagara Health System (GNGH Site)
Rob Ruggieri	Resident
Chris Steele	Bujold Colburn Employee Benefits
Gabriela Volpe	Resident

Goal

To raise the level of awareness on Wellness and Prevention in the community.

Target Group

- ◆ Target small businesses in the community with less than 19 employees
- ◆ Target local high school students

Objectives

- ◆ In 2005, promote and provide 3 information sessions to high school students and small businesses
- ◆ In 2005, see that 6 of Welland's small businesses submit nominations to the Healthy Living Workplace Award Program

Strategies

- ◆ Conduct a Needs Assessment Survey of small businesses with less than 19 employees and high school students
- ◆ We will develop timelines required to develop, administer and implement Wellness and Prevention Information sessions.
- ◆ Identify existing resources to support and promote wellness and prevention initiatives in the workplace and community.
- ◆ Encourage small businesses that qualify to participate in the Healthy Living Workplace Awards Program.
- ◆ Invite Community Partners, Wellness & Prevention Resources to Information Sessions to promote Wellness and Prevention

Evaluation Statements

- ◆ Number of small businesses participating in the Healthy Living Workplace Awards Program will be monitored
- ◆ Organize Wellness and Prevention Information/Resource Sessions for small businesses and maintain a record of participation at each session
- ◆ Organize information Wellness and Prevention sessions for high school students

Statistical Data

To date, it would seem that the Welland Safe Community Partnership is the only Safe Communities initiative in Canada with a Wellness & Prevention sub-committee. When compared to the other topics of safety, wellness and prevention is a relatively new concept. Because of this, there is little community-specific statistical data available.

The first activity of the Wellness & Prevention sub-committee will be to carry out a telephone survey of small businesses in the community to gather this data. From that point, they will focus on ensuring that all businesses are aware of the Wellness & Prevention resources that are available to them.

The sub-committee intends to carry out similar activities to gather data about the Wellness & Prevention knowledge of area high school students.

- ◆ % of small businesses who do not have Wellness & Prevention Information/Resources – to be determined.
- ◆ % of high school students who are not aware of Wellness & Prevention Information/Resources available to them in the community – to be determined.

Seniors Safety Sub-Committee

Sub-Committee Partners:

Dave McConney	VitalLink Training Services
Mary Mollica	Resident
Russ Findlay	Resident / Chair, Welland Accessibility Advisory Committee
Doug Rapelje	Resident

Target Group: Seniors living independently or alone.

To date, the Seniors Safety sub-committee has held meetings in an effort to drum up community support for their initiative. While there is some interest in the community, they are still working on creating goals and objectives that reflect the concerns of Welland's senior citizens.

At this time, it is our expectation that the sub-committee will continue to gain support, determine goals and objectives and launch their activities at the time of Welland's designation as a Safe Community. This, in itself, will create a great deal more excitement about the seniors' initiative.

Safe Neighbourhoods Sub-Committee

Sub-Committee Members:

Brigitte Chiki	Niagara College
Linda Beyer	Niagara Regional Public Health Department
Chiarina Ferrusi	Canadian Imperial Bank of Commerce
MaryAnn Grimaldi	Councillor, Ward 4, City of Welland
Rick Lundy	Niagara Regional Police Services
Wendy Ward	Resident
5 residents at large	

Goal

To reduce transportation-related injuries, where speed is a factor, by 10% over a one-year period.

Target Group:

All drivers within the City of Welland.

Action Plan:

Short Term:

1. In 2005, develop three partnerships with existing community organizations linked to traffic safety
2. In 2005, through the local media, run two campaigns to increase awareness and to reduce traffic-related injuries by 10%.
3. In 2005, increase awareness through 3 in-school educational programs (students in secondary schools & college; parents at the elementary school level)
4. In 2005, work with three driving-related private organizations, such as CAA and driving schools, to increase awareness and promote campaign among new and current clients.

Long Term:

1. By 2007, develop a database (benchmark) of traffic-related injuries for City of Welland spanning recent years
2. Monitor statistics with strategies in place
3. Research other communities' best practices
4. Evaluate actions implemented and need for additional strategies
5. By 2007, solicit promotional and financial support from three appropriate sources

Action Plan

Action	Short term/ Long term	Responsibility	Timeline
Place, through purchase or loan, electronic street message boards on City of Welland streets	Short term + Long term	- Safe Communities Committee (acquisition) - City of Welland (placement & maintenance)	Once acquired, ongoing throughout the year
Promote city-wide Traffic Safety Day initiative (first day of school each year)	Short term + Long term	- Safe Neighbourhoods Committee (promotion) - Niagara Regional Police Services (service & enforcement)	First week of September each year
Increase police enforcement of traffic violations targeting high collision street locations	Short term by location	- Niagara Regional Police Services (service and enforcement)	As determined by NRPS

Strategies & Available Resources:

Currently, within the City of Welland, there are a number of initiatives available or already in place that relate to traffic safety and the reduction of injuries resulting from traffic collisions. They include, but are not limited to:

- ◆ **Community Hospitals Against Trauma** – Region of Niagara Public Health Unit's Secondary School Safety Program
- ◆ **Operation Off-Road** – Niagara Regional Police Services Recreational Areas Safety Project
- ◆ **Off Campus Student Housing Committee** – joint partnership between City, College, Police and Fire officials
- ◆ **Traffic Safety Day Program** – Niagara Regional Police Service
- ◆ **Bicycle Patrols** – Niagara Regional Police Service program
- ◆ **Child Safety Initiatives** – Public Health Unit, NRPS, Children's Safety Village
- ◆ **BACCHUS** – National program that promotes alcohol awareness and safe use of alcohol.
- ◆ **Alcohol Awareness Week** – Niagara College Student Administrative Council
- ◆ **RIDE** – Niagara Regional Police Service traffic program to reduce alcohol-related driving offenses

Research/reference data to support initiative:

Motor vehicle collisions are the cause of more than 2,800 deaths in Ontario (Economic Burden of Injuries in Ontario, 1999).

Motor vehicle collisions are a leading cause of death among children (Smartrisk, Economic Burden of Injuries in Ontario).

Province of Ontario Road Safety Annual Report (ORSAR) 2001 Place of Collision – lists the Niagara Region as 3rd highest among 9 regions assessed – 8,071 total collisions, resulting in:

- ◆ 39 fatal collisions (44 persons killed)
- ◆ 1,710 collisions involving personal injury to 2,524 individuals
- ◆ 6,322 property damage collisions.

Of the 9 regions assessed for collisions, Niagara ranked highest for number of fatalities.

In 2001, the City of Welland experienced 7 traffic-related fatalities, the highest number among the 13 Niagara areas identified (tied with the number of provincial highway fatalities that year.)

Niagara Regional Police Survey conducted during 2003 indicated that 50% of respondents reported feeling “not safe” in downtown core, at nighttime or in city’s parks with top safety issues noted as drugs/alcohol, impaired driving, and youth crime.

Marketing Sub-Committee

Sub-Committee Partners:

Carla Stout, Chair	Resident
Sean Woodhead	Resident

Goals

The Marketing Sub-Committee's goal is to secure funds to sponsor the programs and initiatives of the WSCP through local area businesses and business people, federal and provincial funding initiatives, and interested non-profit organization (NPOs) and for profit organizations.

Target Group

- ◆ Larger corporate entities (Partners) within Welland
- ◆ Small businesses in the community through organizations such as the Welland Chamber of Commerce, area BIAs etc.
- ◆ Provincial and federal grant programs available for WSCP programs underway and programs initiated by other SubCommittee groups

Objectives

- ◆ In 2005, promote and provide information on the WSCP to ten interested "partner" organizations
- ◆ In 2005, promote WSCP awareness through two media and three public education campaigns

Strategies

- ◆ Develop and deliver letters of introduction outlining the scope and merits of becoming a WSCP "partner" to larger corporate "partners"
- ◆ Provide presentations on the WSCP and its programs to corporate "partners", Chamber membership and open houses to interested organizations
- ◆ Develop and implement an ongoing media campaign (after designation) to include media kits for "partners" on programs upcoming and general media presence at upcoming program launches, etc.

Evaluation Strategy

- ◆ Number of points of presence within the media
- ◆ Establish a target Budget for 2005 after WSCP designation