

# **Welland Safe Community Partnership**

## **Business Plan Year Two**

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

**Membership List**

Pat Chiocchio	Councillor, Ward 1, City of Welland
Rick Demers	Niagara College
Frank Adamson	Niagara Region Children's Safety Village
Bill Auchterlonie	United Way of South Niagara
Kevin Bailey	Welland Hydro
Tom Balint	Resident
Linda Beyer	Regional Niagara Public Health Department
Frank Binder	Inspector, CN Police
Tracy Cruise	Resident
Rhéal Demers	Conseil Scolaire de District Catholique Centre-Sud
Chiarina Ferrusi	Canadian Imperial Bank of Commerce
Bill Foote	Welland Community Policing
Mario Geremia	Niagara Catholic District School Board
Mary Ann Grimaldi	Councillor, Ward 4, City of Welland
Ann Groves	Niagara Regional Police Services
Frank Iannantuono	Niagara Catholic District School Board
Gary Lapierre	City of Welland ( <i>staff resource</i> )
Rob Levay	Regional Niagara Public Health Department
Greg O'Neil	Niagara Regional Police Services
Monique Martin	Resident
Chris McQueen	Regional Municipality of Niagara
Paul Olah	Welland Fire & Emergency Services
Sharon Peat	John Deere Welland Works
Phyllis Pelette	Regional Niagara Community Services – Seniors Programs
Patricia Renshaw	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
Laura Ip	Program Manager (contract) / Corporate Sponsor (in-kind)

**Project Name**

Welland Safe Community Partnership

**Mailing Address, telephone and fax**

Councillor Pat Chiocchio  
City of Welland  
60 East Main Street  
Welland, ON L3B 3X4

Phone: 905-788-3637  
Fax: 905-735-6588  
E-mail: pat.chiocchio@welland.ca

OR

Mr. Rick Demers  
Manager, Health, Safety and Security  
Niagara College of Applied Arts & Technology  
Welland Campus  
300 Woodlawn Road  
Welland, ON L3C 7L3

Phone: 905-735-2211, Ext. 7417  
Fax: 905-736-6040  
E-mail: rdemers@niagarac.on.ca

**Steering Committee**

Pat Chiocchio, Chair  
Rick Demers, Vice Chair  
Frank Adamson, Treasurer  
Bill Auchterlonie  
Karen Walsh  
Ann Groves  
Frank Iannantuono  
Mario Geremia  
Patricia Renshaw  
Marcel Turpin  
Sean Woodhead

Councillor, Ward 1, City of Welland  
Niagara College  
Children's Safety Village  
United Way  
*alternate for Bill Auchterlonie*  
Niagara Regional Police Services  
Niagara Catholic District School Board  
*alternate for Frank Iannantuono*  
Resident  
Welland/Pelham Chamber of Commerce  
Resident

**Treasurer**

Frank Adamson

**Funding Committee**

Pat Chiocchio

Rick Demers

Frank Adamson

## Executive Summary

Established in January 2004, 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 in December 2003, when 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.

The partnership developed a business plan and became a designated safe community in February 2005. Since that time, the steering and sub-committees have worked hard toward implementing the goals set out in the first year business plan.

While the WSCP has faced a number of challenges since its designation, the members of the steering committee and sub-committees remain committed to their goal of making Welland the safest place to live, learn, work and play.

## List of Major Employers

Organization	Employees
Canadian Tire Financial Services	1,388
Convergys Customer Management Canada	1,100
John Deere, Welland Works	980
Niagara Health System – Welland Hospital Site	800
GDX Automotive	650
District School Board of Niagara	595
Lakeside Steel	500
Regional Municipality of Niagara (Welland staff)	494
Niagara College of Applied Arts & Technology (Welland staff)	485
Corporation of the City of Welland	387
Niagara Catholic District School Board	300
Wal-Mart Canada	260
Laidlaw Transit Ltd.	205
Community Living – Welland/Pelham	200
Bosch Rexroth Canada Corp.	198
Vesuvius Canada Refractories Inc.	175
Zehr's Food Plus	152
Continental Promotion Group Canada	135
The Welland Tribune	125

Commisso's Food Terminal	125
Peninsula Security Services	120
Marusa Marketing	110
Rapelje Lodge	110
Canada Forgings Inc.	100
Welland Forge Division	100
Welland Packaging and Assembly	100

### Demographics

<i>Total Population</i>	<i>48,430</i>
Age 0 – 14	9,165
Age 15 – 24	6,480
Age 25 – 44	14,380
Age 45 – 64	10,595
Age 65 – 74	4,600
Age 75 and over	3,210

### Languages\*

English	76.1%
French	12.1%
Italian	4.1%

**\*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, a skateboard park 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 elementary level students. 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.

The Niagara Region Children's Safety Village teaches children in Grades 1, 3, 5 and 6 road and fire safety as well as emergency first aid (Gr. 6) for students from Welland schools in both official languages. In the 2004 – 2005 school year, 22,600 students from across the Niagara Region participated in classes. In 2005 – 2006, due to smaller class sizes, it is anticipated that 20,000 students will participate in safety training.

## **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	48,430
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, agencies, organizations 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.

## Safe Neighbourhoods Sub-Committee

### Sub-Committee Members:

Frank Adamson	Niagara Region Children's Safety Village
Tom Balint	Resident
Tracy Cruise	Resident
MaryAnn Grimaldi	Councillor, Ward 4, City of Welland
Chris McQueen	Regional Municipality of Niagara
Inspector Greg O'Neil	Niagara Regional Police Services
Patricia Renshaw	Resident

### Goal

To increase safety awareness through a variety of programs for school aged children and their families.

### Target Group:

All school-aged children in Welland and their families.

### Objectives

#### Short Term Objectives:

1. In 2006, in partnership with the City of Welland and the Town of Pelham, arrange for a Smart Risk presentation at one High School in Welland with one evening presentation open to the public.
2. In 2006, in partnership with the City of Welland, Welland Community Policing and Niagara College Police Foundations program, establish a Speed Watch program and operate the program at least once in each school zone within the City of Welland.
3. In Summer 2006, in partnership with Niagara Region Children's Safety Village, Niagara Regional Police Services, Welland Optimist Club and the District School Board of Niagara, host a bicycle rodeo, promoting bicycle safety to children.
4. In Fall 2006, work in partnership with Niagara Region Children's Safety Village, CAA Niagara, Niagara Regional Police Services, Niagara Paramedic Association and Laidlaw Bus Lines to host a school patroller's safety day for 300 students from across the Niagara Region.
5. In 2006, in partnership with MADD Canada, Welland Community Policing, Pelham Community Policing, Niagara College and the Niagara Region Children's Safety

Village, arrange for MADD's ACE and Mind Control programs to be presented to Welland and Pelham elementary school students.

### **Long Term Objectives:**

1. By 2008, encourage Welland City Council to adopt a by-law making it mandatory for skateboarders to wear safety gear, especially helmets, when using the City's skateboard park.
2. By 2008, encourage the Province of Ontario to adopt a law making it mandatory for adults to wear bicycle helmets while riding their bicycle helmets.
3. By 2008, work with local by-law enforcement and police services to ensure that safety laws are being enforced.

### **Strategies**

1. Work in close partnership with the Niagara Region Children's Safety Village to offer a variety of safety programs to school age children.
2. Work with Welland and Pelham Community Policing.
3. Seek out and work with other agencies providing safety- related training/services to ensure all avenues are utilized in providing important information to our target group.
4. Work with Welland City Councillors, councillors from surrounding municipalities, regional councillors and local MPPs to work toward safety laws and by-laws being passed.
5. Work with local law enforcement agencies to ensure that safety laws and by-laws are enforced.

### **Evaluation Statement**

For some presentations, we will target specific schools and track the number of participants.

If feasible, we will distribute surveys to the students to determine the value of the presentations.

We will track the number of participants in each of the programs that we offer.

## **Seniors Safety Sub-Committee**

### **Sub-Committee Members:**

Ann Groves	Niagara Regional Police Services
Bill Foote	Welland Community Policing
Phyllis Pelette	Regional Niagara Community Services – Seniors Programs

### **Goal**

To establish the fact that seniors in Welland are part of a thriving community and are not forgotten, while making them aware of all of the services that are available to them.

### **Target Group**

Seniors living independently or alone.

### **Objectives**

#### **Short term Objectives:**

1. In 2006, increase access to emergency information for seniors living independently.
2. In 2006, raise awareness of programs/agencies that provide information/assistance to seniors.

#### **Long term Objectives:**

1. By 2008, establish WRAP (Wandering Registry of All Persons) program for the citizens of Welland.

### **Strategies**

1. In 2006, provide all seniors living independently or alone with stickers for their phones, which will include telephone numbers for Seniors Services at Public Health, Senior's Co-ordinator for Niagara Regional Police, and emergency numbers (fire, police, ambulance, 911, etc.).
2. In 2006, provide at least two presentations to seniors to make them aware of advocacy groups that are available to them within the community.
3. Work with Seniors Services at Regional Niagara Public Health Department.
4. Work with Welland Community Policing

5. Seek out and work with other agencies providing services to seniors to ensure all avenues are utilized in providing important information to our target group.

### **Evaluation Statements**

1. We will track the number of participants at presentations.
2. We will work with other agencies to determine the distribution of the telephone stickers.
3. We will create and review database entries to track the number of residents whose information has been added to the WRAP program in comparison to demographic information for the City of Welland.

### **Statistical Data**

According to demographics, provided by the City of Welland, there are 7,810 individuals over the age of 65 living in the city. It has yet to be determined how many of these individuals live independently or alone.

## **Workplace Safety Sub-Committee**

### **Sub-Committee Partners**

Bill Auchterlonie	United Way South Niagara
Kevin Bailey	Welland Hydro
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 2006, recruit and train another 10-15 of the 156 eligible workplaces in SCIP.
2. In 2006, run phase 2 of SCIP training for the 17 organizations that participated in October 2005.
3. In 2006, develop a community resource for information on programs 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 program 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 programs.

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 2005, show that there were 218 instances of Lost Time Injuries and 483 instances of No Lost Time injuries.



## **Marketing Sub-Committee**

### **Sub-Committee Partners:**

Laura Ip                                      Program Manager/Corporate Sponsor (in-kind)  
Steering Committee members, as required

### **Goals**

To secure funds to sponsor the programs and initiatives of the WSCP, while also increasing awareness of the WSCP within the community.

### **Target Group**

1. Businesses (large and small) in the City of Welland.
2. Provincial and federal grant programs available for WSCP programs underway and programs initiated by other Sub-Committee groups.
3. Residents of the City of Welland and surrounding communities.

### **Objectives**

1. In 2006, promote and provide information on the WSCP to ten potential corporate sponsors.
2. In 2006, provide information to all local branches of national sponsors.
3. In 2006, promote WSCP awareness in partnership with local media.
4. In 2006, in partnership with the Welland Tribune, develop and distribute a colouring book with safety messages.
5. In 2006, hire a program co-ordinator to work in partnership with contract Program Manager.

### **Strategies**

1. Develop recognition program for sponsors, based on level of sponsorship.
2. Develop and deliver letters of introduction outlining the scope and merits of becoming a WSCP “partner” to large and small businesses operating within the City of Welland.
3. Provide presentations on the WSCP and its programs to corporate “partners”, Chamber membership and open houses to interested organizations

4. Develop and implement an ongoing media campaign to include editorial and advertising presence in local newspapers.
5. In partnership with local daily newspaper, develop and distribute WSCP colouring book for elementary school children.
6. Develop and launch a WSCP website, providing basic and event information about the WSCP.
7. Submit grant application to HRSDC requesting funding for program co-ordinator position.
8. Seek out and submit other grant applications, as applicable to WSCP sub-committee objectives.

### **Evaluation Strategy**

1. Number of points of presence within the media
2. Number of hits on WSCP website
3. Total funds and in-kind services provided by sponsors