



Administrative Report

Office of the Chief Administrative Officer

To: Warden MacDonald and Members of Essex County Council

From: Sandra Zwiers, MAcc, CPA, CA
Chief Administrative Officer

Date: Wednesday, April 17, 2024

Subject: Pathway to Potential (P2P) Windsor-Essex Poverty Reduction Strategy 2024-2028

Report #: 2024-0417-CAO-R06-SZ

Purpose

To provide County Council with background information relating to the participation by the County of Essex in the development of the updated P2P Strategy 2024-2028.

Background

As a regional strategy, Windsor City Council and the County of Essex Council approved the creation of a comprehensive 9-point plan called Pathway to Potential (P2P). The P2P plan is intended to focus on essential social investments in residents, neighbourhoods and the larger community. The plan builds on existing and new resources and supports initiatives led by the City of Windsor, County of Essex and community partners with a goal to make a difference in the lives of all residents.

Through this roadmap, P2P provides funding for programming to agencies across Windsor-Essex that support vulnerable youth and families; works with municipal departments to remove accessibility and financial barriers; and collaborates with community leaders toward a shared vision of community prosperity.

The City of Windsor, as our Regional Service Provider, administers the P2P program. In 2024, the County of Essex is contributing approximately \$670,000 and the City is contributing approximately \$1,522,000 to this program.

Discussion

In April 2023, work commenced to update the County of Essex and City of Windsor poverty reduction strategy Pathway to Potential (P2P). The goal was to modernize the P2P framework and ensure it aligns with the evolving needs of residents facing poverty across Windsor and Essex County.

County Administration was involved at critical points throughout the process, working with City Administration, beginning with the selection process for a consultant through the Request for Proposal (RFP) process. StrategyCorp was the successful proponent and began work in Spring 2023.

In July 2023, an extensive community engagement initiative began while data and existing anti-poverty endeavours were assessed and analyzed. Once again, County Administration participated in multiple strategic engagement sessions and assisted with county-specific components of the consultation process, including locations for in-person focus groups and the dissemination of online public surveys.

In December 2023, StrategyCorp and City Administration staff presented a progress update of the Pathway to Potential Strategy renewal to the County of Essex Council. The presentation included findings from the community consultations process and an early draft of the renewed framework.

Between December 2023 and February 2024, the Pathway to Potential Strategy was further refined based on feedback from City and County Councils, administrative bodies, stakeholders, and community members.

The new P2P plan includes an updated vision, mission, values, and three goals that will guide Pathway to Potential's work over the next four years: Strengthening Priority Neighbourhoods, Advancing Affordable Regional Programs, and Measuring Regional Impact. Under the three goals, there are 10 initiatives, 29 action items, and 26 deliverables.

Attached to this report as Appendix A is the staff report presented to the City of Windsor. This report contains further details of the strategy renewal process and the results of consultations.

Financial Implications

The strategy renewal is anticipated to be executed within the existing budget envelope.

Consultations

Jeanie Diamond-Francis, Manager of Community Services

Recommendation

That Essex County Council receive report 2024-0417-CAO-R06-SZ Pathway to Potential (P2P) Windsor-Essex Poverty Reduction Strategy 2024-2028 for information.

Approvals

Respectfully Submitted,

Sandra Zwiers

Sandra Zwiers, MAcc, CPA, CA, Chief Administrative Officer

Appendix	Title
A	City of Windsor Staff Report – S29/2024