

**Subject: 2024 Pathway to Potential (P2P) Annual Impact Report Update**

**Reference:**

Date to Council: September 3, 2025  
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Clerk's File #:

**To:** Mayor and Members of City Council

**Recommendation:**

**THAT** the 2024 Pathway to Potential (P2P) Annual Impact Report to the community **BE RECEIVED** for information purposes.

**Background:**

In April 2024, City Council unanimously approved the adoption and implementation of the Pathway to Potential: Windsor-Essex Poverty Reduction Strategy 2024 - 2028 (CR 122/2024). The strategy's vision, which is "Windsor-Essex County is a thriving community, where residents have access to resources and opportunities to reach their full potential" is supported by 3 goals:

1. Strengthening Priority Neighbourhoods
2. Advancing Affordable Regional Programs
3. Measuring Regional Impact

Since its adoption, City Administration has been implementing activities on behalf of the City of Windsor and County of Essex to achieve the goals and priorities within the P2P strategy.

As an action item and deliverable within the P2P strategy, City Administration will:

- Develop and present Annual Impact Report for City and County Council approvals.

Attached is a copy of the 2024 P2P Annual Impact Report to be received for information purposes. This represents the first annual report, issued pursuant to the priorities within the P2P strategy.

## **Discussion:**

The attached report is intended to highlight various accomplishments and challenges faced through 2024, and to provide a framework for items to be addressed moving forward into 2025.

The 2024 P2P Annual Impact Report includes the following highlights:

- Development of a neighbourhood selection process to inform the identification of priority neighbourhoods within the Windsor-Essex region;
- Identification of five at-risk and priority Windsor-Essex neighbourhoods for P2P social investments between 2025 and 2028;
- Development of the Neighbourhoods Program framework;
- Launch of a RFP process to identify Service Providers to deliver the Neighbourhoods Program in identified at-risk and priority Windsor-Essex neighbourhoods;
- Increased demand and utilization for the Affordable Pass Program and 90% Recreation Discount throughout Windsor-Essex County.
- Established a new partnership with the Town of Amherstburg to deliver the Recreation Assistance Program and provide affordable recreation, cultural and artistic opportunities to Amherstburg residents living in low-income.
- Continued collaboration with municipal and community partners to advance affordable programs and services to Windsor-Essex residents living in low-income through the Recreation Assistance Program and Affordable Pass Program.

During the 2025 budget process, the increase in demand for Pathway to Potential's Affordable Pass Program was brought forward as a recommended budget issue (Budget Issue #2025-0187) and an increase of \$400,000 towards the Affordable Pass Program was approved through MD 08-2025. Amongst identified priorities for 2025, further investigation will be conducted on feasible solutions that advance affordable transportation for Windsor residents living in low-income households.

Priorities for 2025:

- Enter into a service agreement with each selected Service Provider for the Neighbourhoods Program.
- Launch the Neighbourhoods Program in the five identified at-risk and priority Windsor-Essex neighbourhoods;
- Develop and establish the Regional Neighbourhood Council;
- Expand the Affordable Pass Program in Windsor and throughout Essex County;
- Adopt the Market Basket Measure as the income-testing measure for the 90% Recreation Discount and Affordable Pass Program;

- Develop and implement coordinated access and common assessment tools for Windsor-Essex residents living in low-income to reduce barriers to accessing P2P services and programs;
- Explore the development of a regional Affordability Package in collaboration with the City of Windsor Information Technology Department, Windsor-Essex municipalities and other community stakeholders.
- Develop and launch Citizen Quality of Life Surveys.

**Risk Analysis:**

Risks were identified in the original report at the outset of projects. No further risks have been identified.

**Climate Change Risks**

**Climate Change Mitigation:**

N/A

**Climate Change Adaptation:**

N/A

**Financial Matters:**

All priorities within the Pathway to Potential strategy are funded within the approved municipal budget for the respective year. The total 2024 approved budget for programming and administration of the Pathway to Potential program was \$2,191,322 through discretionary contributions by the City and County as shown below:

<b>Municipality</b>	<b>2024 Pathway to Potential Budget</b>
City of Windsor	\$1,521,768
County of Essex	\$669,554
Total Funds	\$2,191,322

**Consultations:**

Jennifer House, Financial Planning Administrator

## Conclusion:

Poverty has no single cause and different groups face different barriers to economic self-sufficiency. The Pathway to Potential strategy is a focused effort that leverages community collaboration, focuses on citizens and adopts best practices for combating poverty. Between 2024 and 2028, Human & Health Services will dedicate efforts to delivering on the goals and initiatives outlined in the Pathway to Potential strategy including strengthening priority neighbourhoods, advancing affordable regional programs and measuring regional impact. Through a focused approach, Pathway to Potential is committed to improving the quality of life for those living with poverty in Windsor-Essex County.

## Planning Act Matters:

N/A

## Approvals:

Name	Title
Charmaine Valbuena	Coordinator Social Planning
Stephen Lynn	Manager Social Policy & Planning
Linda Higgins	Manager Intergovernmental Funding
Dana Paladino	Commissioner Human & Health Services
Janice Guthrie	City Treasurer
Ray Mensour	Chief Administrative Officer

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**Appendices:**

2024 Pathway to Potential Annual Impact Report