Agenda – Executive Policy Committee – July 12, 2017

REPORTS

Item No. 1 Take Pride Snow Angels Program – Results of Winter 2016 / 2017 Pilot Program

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

That this report be received as information.

Agenda – Executive Policy Committee – July 12, 2017

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 10, 2017, the Executive Policy Committee laid over the matter for 60 days.

COUNCIL DECISION:

On December 13, 2016, Council concurred in the recommendation of the Executive Policy Committee, as amended, and adopted the following as part of the 2017 Operating Budget recommendations:

1. A. i. a. That the following increases in grants be offset by a reduction in corporate accounts:

(c) A one-time grant of $7,000 for Take Pride Winnipeg for the completion of the Snow Angels snow clearing pilot program (winter 2016/2017), and that the Winnipeg Public Service be requested to report to the Executive Policy Committee in May 2017, with the results of the pilot and to identify other opportunities for funding, including but not limited to sponsorship opportunities.

ADMINISTRATIVE REPORT

Title: Take Pride Snow Angels Program – Results of Winter 2016 / 2017 Pilot Program

Critical Path: Executive Policy Committee

AUTHORIZATION

Author	Department Head	CFO	CAO
J Honey	C Fernandes	n/a	D. McNeil

EXECUTIVE SUMMARY

The 2017 Council approved operating budget included a one-time grant of $7,000 to support the completion of Take Pride Winnipeg's 2016 / 2017 Snow Angels pilot program. The Snow Angels program offered sidewalk and driveway snow clearing services to seniors ("senior participants") in Winnipeg who needed assistance to ensure their walks and driveways were cleared of ice and snow. This report provides a summary of Snow Angels program operations for winter 2016 / 2017 and includes considerations for future program funding.

RECOMMENDATIONS

1. That this report be received as information.

REASON FOR THE REPORT

The Council decision dated December 13, 2016, requested that the Public Service report back to Executive Policy Committee with the results of the Snow Angels pilot program and identify other opportunities for funding, including but not limited to sponsorship opportunities. At the May 10 2017 meeting, the Executive Policy Committee granted a 60 day extension.

IMPLICATIONS OF THE RECOMMENDATIONS

There are no general, regulatory, environmental, human resource or technology implications associated with this recommendation.

HISTORY/DISCUSSION

In December 2016, and following the submission of an application for 2017 social grant funding, a one-time grant of $7,000 was approved by Council to Take Pride Winnipeg for the completion of the 2016 / 2017 Snow Angels snow clearing pilot program. The Snow Angels program was administered by Take Pride Winnipeg over the 2016 / 2017 winter season, and grant funding was utilized to cover operational and administrative expenses for the program through the months of January to April 2017.

Program Description

The Snow Angels program offered sidewalk and driveway snow clearing services to seniors ("senior participants") in Winnipeg who needed assistance to ensure their walks and driveways were cleared of ice and snow. Eligible seniors must be over the age of 60 and declared that they would otherwise be unable to afford snow clearing services. The program recruited middle and senior high school students ("student volunteers") to provide the snow clearing services. For students, the program offered the opportunity to give back to the community while at the same time receive high school credits for volunteering. The program was instituted as a City-wide initiative, with senior participants accepted from every community and student volunteer recruitment taking place in every high school.

Program Development

Prior to program implementation, Take Pride Winnipeg met with high school staff and administrators across Winnipeg to discuss the program's objectives and to design a plan for recruiting student volunteers. To further support the program's recruitment and participation goals, Take Pride Winnipeg distributed Snow Angels program posters, placed an ad in the Fall 2016 Leisure Guide, and made several on-air appeals for student recruitment and senior participation via radio and television mediums.

The organization noted that in general, teachers were excited about the opportunity to recruit students through promoting the combination of required physical education and volunteer hours. Ultimately, Take Pride Winnipeg was given the opportunity to present the program's objectives to hundreds of high school students, and was successful in recruiting **87** student volunteer slots (some school teachers had assigned multiple students on a rotating basis to an individual slot).

Program Implementation

Throughout the 2016 / 2017 winter season, Take Pride Winnipeg was successful in providing Snow Angels services to **154** senior participants. Areas with the highest number of student volunteers included North, Northeast and Central Winnipeg (mainly attributed to active involvement of school teaching staff to communicate the program's objectives and volunteering opportunities). The following table presents the number of student volunteers recruited *by school* for the program's 2016 / 2017 winter season:

School	Student Volunteers
Transcona Collegiate	3
River East Collegiate	2
College Jeanne Sauve	6
Maples Collegiate	2
Garden City Collegiate	19
St. John's Collegiate	1
Daniel McIntyre Collegiate	8
Grant Park Collegiate	1
Shaftesbury Collegiate	1
Vincent Massey Collegiate	8
College Beliveau	2
Hedges Middle School	2
Ecole Regent Park	12
Tec-Voc High School	2
St. John Brebeuf School	1
Unidentified school(s)	17
TOTAL	87

Program Challenges

Take Pride Winnipeg identified two major challenges with development and implementation of the 2016 / 2017 Snow Angels program:

- *Coordinating senior participants with student volunteers*: The organization noted that the biggest challenge facing the Snow Angels program implementation was the coordination of senior participants with the availability of student volunteers. Student volunteer intake did not meet the demand of the program's need.
- *Weekend snowfall*s: Snowfall on weekends left senior participants without a means to clear snow via the Snow Angels program, as Take Pride Winnipeg was not staffed with program administrators on Saturdays or Sundays.

Program Success / Volunteer Recognition

Overall, Take Pride Winnipeg has recognized the 2016 / 2017 Snow Angels program as a successful initiative that offered a vital service to Winnipeg's seniors while at the same time promoted the benefits of volunteerism to Winnipeg's youth. To celebrate this success, Take Pride Winnipeg held a volunteer recognition event at Red River College on May 16th for student volunteers that were involved in the program.

2017 Grant Funding

The Snow Angels program operated the 2016 / 2017 winter season on a total budget of $13,990, which included the $7,000 grant provided by the City of Winnipeg. The balance of program funding not supported by the City of Winnipeg was provided by Take Pride Winnipeg funds. Grant funding from the City was utilized to support program marketing and administrative costs. This included managing the recruitment of student volunteers, intake of senior participants, and the scheduling of snow clearing activities.

Future Program Funding

Future Snow Angels program funding opportunities could include government grants, corporate sponsorship and / or other subsidy sources. Sponsorship could provide name recognition opportunities, program launch and volunteer recognition event opportunities as well as a distribution channel to market that sponsor's own programs and services to the public.

Take Pride Winnipeg is actively pursuing sponsorship for the 2017 / 2018 winter season, as well as other program funding opportunities to assist with continuing the Snow Angels program, but have not declared any confirmed 2017 / 2018 funding sources as of the date of this report. The organization is estimating a total program cost of approximately $14,000 - $20,000 to cover the entire 2017 / 2018 winter season. The Community Services Department does not have mill rate support funds available to fund this program for the 2017 / 2018 season.

FINANCIAL IMPACT

Financial Impact Statement Date: May 30, 2017

Project Name:

Take Pride Snow Angels Program – Results of Winter 2017 Pilot Program

COMMENTS:

There are no financial implications with respect to this report as it is being received as information.

Original signed by K. Lemoine

Kelly Lemoine, CPA, CA
Manager of Finance & Administration
Community Services Department

CONSULTATION

This Report has been prepared in consultation with:

- Take Pride Winnipeg

OURWINNIPEG POLICY ALIGNMENT

03 - Quality of Life - Direction 7: Recognize and support the essential role that volunteers and volunteerism play in building a healthy and vibrant Winnipeg.

SUBMITTED BY

Department: Community Services Department
Division: Strategic Management and Business Support Services Division
Prepared by: Jeff Honey
Date: June 7, 2017
File No:

Attachments: