A COMMUNITY OF SUPPORT
A community check-up for a healthier future

BARBARA JONES
Board President – Huronia Community Foundation

On behalf of the Huronia Community Foundation and its Board of Directors, I am pleased to present Simcoe Muskoka’s VitalSigns® – A Community of Support. The report highlights Who We Are, Arts & Culture, Health & Well-being, Housing & Homelessness, Poverty, Community Safety and Getting Around in our region.

VitalSigns® is a national program, led by local community foundations and coordinated by Community Foundations of Canada, that leverages local knowledge to measure the vitality of our communities and support action toward improving our collective quality of life.

One of the strategic initiatives of Huronia Community Foundation is to be a Champion for Issues that Matter. We are proud to partner with United Way Simcoe Muskoka to produce the 2016 VitalSigns® report. We know that the report will start conversations and identify trends encouraging us to act on local priorities; and trust that it will become a vital part of planning your organization’s work to build better communities across Simcoe Muskoka.

CATHERINE CAMPBELL
Board Chair – United Way Simcoe Muskoka

As a community-building catalyst that strives for a deep understanding of the people and communities across our region, United Way Simcoe Muskoka values the opportunity to partner once again with Huronia Community Foundation to publish a second local VitalSigns® report.

The development of this community report involved more than 30 local organizations contributing oversight, expertise, data and/or input. On behalf of the project team, I extend my sincere appreciation for the time and effort of everyone involved. We also send special thanks to those who also provided financial sponsorships – they are listed on the back cover of this report.

Our first VitalSigns® was a powerful tool for highlighting local research and trends; sparking conversations, strengthening engagement and informing funding decisions. Having learned from that initial experience, we look forward to employing this research to increase the support of our regional communities and residents. Your ongoing feedback [via www.SimcoeMuskokaVitalSigns.ca] is welcome and appreciated.

SIMCOE MUSKOKA’S VITALSIGNS® PROJECT TEAM

STEERING COMMITTEE Barrie Police Services + Chigamik Community Health Centre + City of Barrie + Conseil scolaire de district catholique Centre-Sud + County of Simcoe + District of Muskoka + Huronia Community Foundation + Muskoka Pride + North Simcoe Muskoka Local Health Integration Network + Ontario Provincial Police + Simcoe County District School Board + Simcoe Muskoka District Health Unit + Town of Midland + Town of Penetanguishene + United Way Simcoe Muskoka + YMCA of Simcoe/Muskoka

DATA PARTICIPANTS (in addition to Steering Committee members) Barrie Pride + Barrie Public Library + Canadian Hearing Society + Catholic Family Services of Simcoe County + Community Connections + CNIB + David Busby Street Centre + Fierté Simcoe Pride + Georgian College + Gilbert Centre + Helping Hands Orillia + Independent Living Services of Simcoe County & Area + Information Orillia + John Howard Society of Simcoe & Muskoka + Midland Police Service + Simcoe Muskoka Workforce Development Board + South Simcoe Police Service
Simcoe Muskoka’s VitalSigns® report is intended to be a community snapshot of our regional quality of life and our community vitality. This year we had a broad range of community members and organizations who contributed their time, skills and expertise to this project.

The report begins with a snapshot of our two larger regional communities of Muskoka and Simcoe County, and then leads into the six reporting domains for 2016.

Our goal is to help communities make cross-sector connections between issues and trends that are highlighted for our region, and to build community capacity through shared knowledge for improved decision-making.

**THE PROCESS**

The VitalSigns® project team is comprised of representatives from 35 different organizations who provided insight, guidance, recommendations and research to ensure this report is a simple yet data-rich and highly useful tool. A research consultant was hired to ensure all data collected was relevant and accurate.

**APPROACH**

Our research began with the national VitalSigns® database of the Community Foundations of Canada. The specially requested datasets and publicly available data were both taken into consideration. From there, our data participants assisted in collecting data.

Whenever possible, combined data for Simcoe Muskoka were used. Given the unique and distinct characteristics of Muskoka and Simcoe County, we separated the data for particular indicators. In addition to the Who We Are sections, you will also find this separated data in the Housing & Homelessness and Poverty sections.

Most of the datasets were large enough to allow us to compare two time periods (often 2011 and 2015). Adjustments in the comparative years were made where information was unavailable. Numbers were rounded to the nearest whole for all infographics.

The analysis was mainly statistical, with some content analysis of existing reports, presentations, websites, or media stories.

WHO WE ARE

Focus on Muskoka
Natural beauty abounds; so do economic challenges

Muskoka, spanning 3,816 km², is recognized as one of Canada’s premier four-season vacation and tourism destinations. The District Municipality of Muskoka forms the upper-tier government, working closely with six lower-tier municipalities including three towns and three townships, each with its own vibrant and unique community; and two First Nations reserves.

In contrast to the tremendous beauty that draws visitors and cottagers each year, Muskoka’s permanent residents face significant demographic and economic challenges. Twelve per cent of its residents live in poverty, and the average employment income is 17 per cent lower than the provincial average. Muskoka recently had the highest growth rate in Ontario Works and Ontario Disability Support Program cases in Ontario, with caseloads higher than the provincial average. Youth experience particular economic challenges, representing a significant percentage of Ontario Works recipients. Muskoka must also adapt to serve an aging population, with the proportion of seniors (65+) expected to increase substantially by 2041.

Despite the challenges facing Muskoka, several unique programs have been developed to serve and meet the needs of the vulnerable population. The resiliency of its residents continues to shine through as new partnerships are formed to meet the challenges of today and into the future.

PHOTO ESSAY

The photos in this report are part of the Visibly Unseen exhibition, a joint artistic project designed to share an intimate glimpse into the lives of individuals who are as unique as their journey.

Continued on page 5
Muskoka Population

<table>
<thead>
<tr>
<th>MUSKOKA POPULATION</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOUTH (15-24)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>ADULTS (25-64)</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>SENIOR (65+)</td>
<td>67%</td>
<td>67%</td>
</tr>
</tbody>
</table>

Generations

41% of Muskoka’s population is 55 and over. By 2041, that population is expected to increase to 50%.

Population Diversity

7% of the population are immigrants

- 5% of the immigrant population arrived between 2006-2011
- 53% of the immigrant population arrived before 1971

2% of the population are of visible minority compared to 26% in Ontario

84% of the population are of European ethnic origin

2% of the population is Francophone

3% of the population identified as Aboriginal

- 68% First Nation (North American Indian)
- 28% Métis
- 4% Inuk (Inuit), & Aboriginal identities not included elsewhere

Income

67% of Muskoka’s economic base is supported by tourists, second-home owners, and retirees.

Median After-Tax Household Income Levels

2011

- One Person Household: $24,935
- 2+ Person Household: $65,009

2015

- One Person Household: $24,935
- 2+ Person Household: $65,009

How you can help

- Support the !MPACT Café in Gravenhurst that, in turn, supports the nutritional, social and employment needs of Muskoka’s most vulnerable citizens
- Donate to the Gateway Program, a home-ownership program for families in need
- Volunteer or sign up for the Fresh Food Basket Program that’s available in eight communities across Muskoka

SimcoeMuskokaVitalSigns.ca // SIMCOE MUSKOKA’S VITALSIGNS® REPORT
WHO WE ARE

Focus on Simcoe County
Realizing access in a large urban/rural geography

Simcoe County, covering 4,840 km², has a population of more than 468,088 residents across two First Nation reserves, two cities, seven towns and nine townships. The county’s average population density is 91 people/km², but it reaches as high as 1,753 people/km² in the City of Barrie, and as low as 22 people/km² in the Townships of Ramara and Severn.

Just over half of the population (57 per cent) resides in an urban core. The remaining 43 per cent of rural residents are dispersed over 80 per cent of Simcoe County’s land area. Many health and social services, education, and employment opportunities are located in the urban core areas in Simcoe County, requiring rural residents to travel outside their own communities to access them. This can pose significant challenges to equitable service delivery.

Simcoe County is an area of significant population growth. From 2001 to 2011, the population increased by 18.3 per cent, outpacing the provincial’s growth of 12.6 per cent over the same period. The Greater Golden Horseshoe’s Growth Plan forecasts Simcoe County’s population will grow by 50 per cent from 2011 to 2031. Of particular note is the substantial growth expected within the 60+ age cohort.
Generations

Simcoe County Population

31% of Simcoe’s population is 55 and over. By 2041, that population is expected to increase to 41%.

Population Diversity

12% of the population are immigrants

- 7% of the immigrant population arrived between 2006-2011
- 45% of the immigrant population arrived before 1971

5% of the population are of visible minority compared to 26% in Ontario

80% of the population are of European ethnic origin.

3% of the population is Francophone

4% of the population identified as Aboriginal

- 51% First Nations (North American Indian) single identity
- 47% Métis single identity
- 3% Inuk (Inuit) single identity, Multiple Aboriginal identities, Aboriginal identities not included elsewhere.

Income

Median After-Tax Household Income Levels

<table>
<thead>
<tr>
<th>One Person Household</th>
<th>2+ Person Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>$29,742</td>
<td>$69,732</td>
</tr>
</tbody>
</table>

MEDIAN AFTER-TAX HOUSEHOLD INCOME LEVELS

Less than $20,000: 10%
$20,000 to $49,999: 30%
$50,000 to $99,999: 41%
Greater than $99,999: 19%

25% of the labour force in Simcoe works in Sales & Service.

Community Pulse

In the works...

Current inter-municipal transit links across Simcoe County are: Barrie–Angus–CFB Borden; Collingwood–Wasaga Beach; Collingwood–Blue Mountains; and Midland–Penetanguishene.

County of Simcoe is looking at additional inter-municipal transit links through its transit study, with fares, transit routes, and scheduling options.

How you can help

- Attend & speak up at local public engagement sessions
- Volunteer and make a difference in someone’s life
- Learn about local First Nations, Métis and Inuit populations and cultures
- Know where to direct new Canadians for support: www.simcoe.ca/sclip
- Prepare meals with local ingredients
Focus on Fierté
Simcoe County’s LGBT pride group is now bilingual

Fierté Simcoe Pride (FSP) is a growing organization that celebrated its fifth annual festival from July 27 to August 6, 2016. The festival drew more than 1,000 people from Simcoe County, throughout Ontario, and international attendees. FSP coordinates community events throughout the year that attract more than 2,500 attendees.

FSP recognizes 22 communities within Simcoe County, including two First Nations reserves and Canadian Forces Base Borden.

FSP strives to create inclusion for everyone. This year, FSP became a bilingual organization – launching a French website, publishing a bilingual festival guide, and producing bilingual events. The organization worked with Trans-identified community members to host Simcoe County’s first Trans Pride March in Orillia on August 4, 2016.

Since being founded in 2012, it has developed active relationships with more than 60 partners, including local municipalities, non-profit organizations, post-secondary institutions and businesses. FSP is a member of Fierté Canada Pride and InterPride, where it serves on an International LGBT Human Rights Committee. This year, FSP received an Arts, Culture & Heritage Grant from the County of Simcoe to support its annual festival celebrating local diversity.
Arts & Culture

LIBRARIES

There are 24 libraries in Simcoe County.

There are 12 libraries in Muskoka.

SIMCOE COUNTY

TOTAL CIRCULATIONS

Total circulation of library material
2012 - 111,735  2013 - 155,533

67% of total circulation was for e-media

TABLE OF ARTISTS/ARTISANS IN SIMCOE MUSKOKA

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Painters, sculptors &amp; other visual artists</td>
<td>241</td>
<td>329</td>
</tr>
<tr>
<td>Artisans &amp; craftspersons</td>
<td>187</td>
<td>110</td>
</tr>
<tr>
<td>TOTAL</td>
<td>428</td>
<td>439</td>
</tr>
</tbody>
</table>

60% of the employment in arts, culture, entertainment and recreation in Simcoe Muskoka, is seasonal and part-time.

CULTURAL EVENTS

3 PRIDE FESTIVALS  25 FARMERS’ MARKETS
30 MUSEUMS  16 CULTURE & HERITAGE CLUBS/ASSOCIATIONS
15 HISTORICAL SOCIETIES/ASSOCIATIONS  66 FESTIVALS/EVENTS – INCLUDING 3 POW WOWS

PRIDE EVENTS

11,000 PARTICIPATED IN MUSKOKA PRIDE, BARRIE PRIDE, AND FIERTÉ SIMCOE PRIDE EVENTS IN 2016

BURL’S CREEK WAYHOME MUSIC FESTIVAL

ESTIMATED ATTENDANCE 2015: 35,000  / 2016: 40,000

COMMUNITY PULSE

In the works...

Seniors Making ART (SMART) – for the last two years, low-cost introductory classes introduced clay, drawing, printmaking, watercolour and acrylic painting to seniors at Midland’s registered charity Quest Art School + Gallery. The goal of the well-received SMART program is to improve well-being and promote an active lifestyle.

How you can help

• Apply for Muskoka’s Pay It Forward grant of up to $2,500 to build a stronger community
• Form a Dragon Boat team to support a local organization
• Visit Sainte-Marie Among the Hurons to learn about 17th century European & Native culture
• Attend a concert/play to support your local theatre and music groups

COMMUNITY ARTS

Burl's Creek WayHome music festival
Focus on Mental Health
Supports and services are ramping up across the region

In 2015, affordable walk-in counselling sessions for individuals, couples and families became available in Bracebridge through Catholic Family Services of Simcoe County through new funding from North Simcoe Muskoka’s Local Health Integration Network (NSM LHIN). The NSM LHIN also supports clinics in Barrie, Collingwood, Midland and Barrie. United Way Simcoe Muskoka (UWSM) funds additional clinic hours in Barrie, as well as the clinics in Alliston and Bradford.

With UWSM support, Canadian Mental Health Association expanded its youth mental health workshops, and individual and group counselling into South Simcoe and Orillia.

Ontario’s four-ministry partnership recently rolled out its Moving on Mental Health framework and announced the local agencies taking the lead to improve access to service, and to build awareness and capacity within communities: Muskoka’s Hands (TheFamilyHelpNetwork.ca), and New Path Youth and Family Counselling Services of Simcoe County.

Since 2007, the number of days that area children and youth have spent in the region’s hospitals with mental health issues has tripled. Royal Victoria Regional Health Centre is planning a new inpatient unit for children and youth with outpatient and crisis support, to minimize the need to travel to Toronto.
Health & Well-being

COMMUNITY HEALTH

OVERALL HEALTH

SIMCOE MUSKOKA (12+ YEARS)

<table>
<thead>
<tr>
<th>1 - Perceived health, very good or excellent</th>
<th>2011</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simcoe Muskoka</td>
<td>60%</td>
<td>55%</td>
</tr>
<tr>
<td>Ontario</td>
<td>91%</td>
<td>92%</td>
</tr>
<tr>
<td>2 - Life satisfaction, satisfied or very satisfied</td>
<td>75%</td>
<td>70%</td>
</tr>
<tr>
<td>3 - Perceived mental health, very good or excellent</td>
<td>60%</td>
<td>63%</td>
</tr>
<tr>
<td>4 - Body Mass Index (18+), overweight or obese</td>
<td>61%</td>
<td>56%</td>
</tr>
<tr>
<td>5 - Physical activity during leisure time, moderately active or active</td>
<td>60%</td>
<td>55%</td>
</tr>
</tbody>
</table>

HEALTH CARE

ER WAIT TIMES (hrs) 2014-15

ONTARIO 3 hrs

NORTH SIMCOE MUSKOKA LHIN 3 hrs

Note: Number for South Simcoe not reported.

% OF POPULATION (12+) WHO HAS A REGULAR DOCTOR

<table>
<thead>
<tr>
<th>2011</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simcoe Muskoka</td>
<td>94%</td>
</tr>
<tr>
<td>Ontario</td>
<td>91%</td>
</tr>
</tbody>
</table>

COMMUNITY PULSE

In the works...
The new Student Nutrition Program Guidelines 2016 help schools/communities provide nutritious meals and snacks to children and youth to support learning and healthy development. Learn more at www.children.gov.on.ca.

How you can help
• Volunteer to drive a senior to an appointment or to buy groceries
• Ensure your business is legally accessible - www.ontario.ca/page/accessibility-laws
• Join your local school’s Eat Well to Excel team to provide kids with healthy meals & snacks – www.eatwelltoexcel.ca
• Support your local food system: farmers’ markets, food box or non-profit food co-ops

SUBSTANCE ABUSE

ALCOHOL USE

2013-2014

In 2013/2014, 22% of Simcoe Muskoka population ages 19+ reported engaging in heavy drinking.

IN 2015, NEARLY HALF OF SIMCOE MUSKOKA STUDENTS (GRADES 7-12) REPORT DRINKING ALCOHOL.

Rate of cocaine/crack (8%) and hallucinogens, PCP or LSD (9%) use in persons 19+ is significantly higher than Ontario rate.

MENTAL HEALTH

LGBT YOUTH ARE VERBALLY HARASSED

51%

LGBT YOUTH EXPERIENCE ANXIETY, DEPRESSION AND SELF-HARM

33%

LGBT YOUTH DO NOT HAVE PARENTAL/FAMILY ACCEPTANCE

42%
Focus on Affordable Housing: Simcoe Muskoka

Year 2 - Housing and Homelessness Plan 2014-2024

Both Muskoka and Simcoe County are in Year 2 of 10-year plans to embrace Ontario’s Long-Term Affordable Housing Strategy (LTAHS) goal that “every person has an affordable, suitable and adequate home to provide the foundation to secure employment, raise a family and build strong communities.”

The Muskoka Homelessness Sharing Table, meeting about four times/year, gathers a broad range of community individuals and organizations to discuss and develop “made in Muskoka” initiatives and approaches. In 2015, the Muskoka Affordable Housing Initiative Program (MAHIP) generated 110 rent supplements, 10 retirement home fee assistance and 26 new units. Another 60 rent supplements and 20 new units are to be available in 2016.

In Simcoe County, a cross-sector partnership has been engaged through a combination of municipal deputations and focus groups, as well as monthly meetings of the Affordable Housing Advisory Committee. New municipally-funded rent subsidy and secondary suite programs were introduced that build on the successes of federal/provincial funding. In 2014/15, 207 affordable units were created, and 112 households received home repairs/accessibility modifications.

Housing & Homelessness

SHELTER USAGE MUSKOKA

3 SHELTERS IN MUSKOKA

EMERGENCY SHELTER CAPACITY IN MUSKOKA

- 25 BEds
- 30 BEds

SIMCOE COUNTY 20,000 HOMES CAMPAIGN | 292 surveys completed

43% EXPERIENCE CHRONIC HOMELESSNESS

22% Self-identified as Aboriginal or having Aboriginal ancestry

AGE OF PARTICIPANTS (YRS)

- 17% 16-24
- 48% 25-49
- 30% 50-64
- 5% 65+

35% scored with HIGH acuity, recommending an assessment for Housing First/Permanent Supportive Housing

SHELTER USAGE SIMCOE COUNTY

12 SHELTERS IN SIMCOE COUNTY

EMERGENCY SHELTER CAPACITY IN SIMCOE COUNTY

- 86 BEds
- 104 BEds
- 50 BEds

Emergency shelter use

Simcoe County

Reason for Shelter Use/2015

- Eviction - 33%
- Homelessness - 18%
- Transient - 17%
- Other - 30%
- Unknown - 2%

Number of Individuals Who Used Emergency Shelter 2013 | 2015

- 2561
- 2199

Emergency Shelter Use Demographics 2015

- 58% ... were male
- 42% ... were female
- 90% ... did not have children
- 29% ... were between the ages of 16 & 24

COMMUNITY PULSE

In the works...

Orillia’s Building Hope shelter project gains support: www.orillialighthouse.ca.

Simcoe County expects 200+ new affordable units in 2016.

Browse Muskoka Affordable Housing Initiatives Program supports at www.muskoka.on.ca. (Search: MAHIP)

How you can help

- Collect/donate socks, hats, gloves & scarves to shelters
- Attend a local housing symposium
- Take advantage of second suite & rent supplement incentives offered by local government to provide an affordable housing option
- Sign up for the Homeless Hub newsletter to learn more – www.homelesshub.ca
- Know your rights (Residential Tenancies Act) - www.mah.gov.on.ca/Page137.aspx
Focus on David Busby Street Centre
“Helping others help themselves” – and others

Driven by a philosophy of empowerment, David Busby Street Centre is a community not-for-profit organization working from a non-judgmental approach to advocate and improve conditions for individuals and families who are homeless or at risk of homelessness.

The centre welcomes 150 participants each day, for 38,000 visits in a year. Once a participant, Nick Robinson is now the centre’s Peer Advocate.

“How 4 years ago I fell heavily into our social service system after an unforeseeable personal event rendered me homeless and helpless. It took about six months for me to get myself out of a state of crisis, and settled into a basic structured routine with some sense of stability.

“Within the first few months of navigating my way through our social service system, I realized that there were many social and systemic issues that were complicating and impeding my ability to get back out of the system. This compelled me to get directly involved within my community, and to focus on the policies and procedures that were hampering my ability, as well as too many others, to become self-sufficient and self-sustaining.”
### Poverty

#### SOCIAL HOUSING

#### SIMCOE MUSKOKA SOCIAL HOUSING WAIT LIST

<table>
<thead>
<tr>
<th># Of People</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muskoka</td>
<td>556</td>
<td>690</td>
</tr>
<tr>
<td>Simcoe</td>
<td>2482</td>
<td>3087</td>
</tr>
</tbody>
</table>

#### % OF PERSONS/FAMILIES ON SOCIAL HOUSING WAIT LIST 2012

<table>
<thead>
<tr>
<th></th>
<th>Seniors</th>
<th>Single Adults</th>
<th>Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muskoka</td>
<td>20%</td>
<td>58%</td>
<td>22%</td>
</tr>
<tr>
<td>Simcoe</td>
<td>40%</td>
<td>35%</td>
<td>25%</td>
</tr>
</tbody>
</table>

#### AVG TIME ON WAIT LIST FOR SOCIAL HOUSING IN MUSKOKA 3-6YRS

<table>
<thead>
<tr>
<th></th>
<th>3-6yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muskoka</td>
<td>11%</td>
</tr>
<tr>
<td>Simcoe</td>
<td>16%</td>
</tr>
</tbody>
</table>

#### AVG TIME ON WAIT LIST FOR SOCIAL HOUSING IN SIMCOE COUNTY 3-6YRS

<table>
<thead>
<tr>
<th></th>
<th>3-6yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muskoka</td>
<td>20%</td>
</tr>
<tr>
<td>Simcoe</td>
<td>25%</td>
</tr>
</tbody>
</table>

### POVERTY

#### 2011 SPENDING 30% OR MORE OF HOUSEHOLD TOTAL INCOME ON SHELTER COSTS

<table>
<thead>
<tr>
<th></th>
<th>Simcoe</th>
<th>Muskoka</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td></td>
<td>29%</td>
</tr>
</tbody>
</table>

#### SIMCOE MUSKOKA

- 11% of population is living in low income.
- 16% of children (<18yrs) live in low income.
- 3% of seniors (65+yrs) live in low income.

- 19% of the Aboriginal population are living in low income in Simcoe Muskoka.
- 15% of the population with activity limitations/difficulties are living in low income in Simcoe Muskoka.

#### How you can help

- Invest in your child’s future with a Canada Learning Bond – [www.startmyresp.ca/possibility](http://www.startmyresp.ca/possibility)
- Volunteer to serve a meal at a local shelter
- Contribute your experience to a regional poverty-reduction roundtable or group
- Attend a Bridges out of Poverty education session to understand the cultural barriers facing those working toward less precarious situations - [www.ywcamuskoka.com/womens-programs/bridges-out-of-poverty](http://www.ywcamuskoka.com/womens-programs/bridges-out-of-poverty)

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**COMMUNITY PULSE**

**In the works...**

Planning for an expansion of Ontario Early Years Centres across Muskoka is underway.

Calculations for local living wage minimums are being released this year. Muskoka Brewery partnered with Poverty Reduction of Muskoka Planning Team (PROMPT) to become Canada’s first living wage certified brewery.
Focus on Community Safety

Collaboration on complex individual cases reduces local risk

Collaborate Barrie, North Simcoe Situation Table, and the Orillia Community Action Network (OCAN) are currently operational situation tables (or HUBS) that are based upon collaborative risk-driven intervention – all part of the provincial Mobilization & Engagement Model of Community Policing initiative. Another HUB is currently in development in South Simcoe.

The goal of situation tables is to improve community safety and well-being by facilitating the identification of rapid migration to acutely elevated risk. Situation tables involve the collaboration of community safety and well-being partners to assist people in crisis to access the resources that will help them.

Mental health issues, housing, poverty, violence, unemployment and parenting are a few of issues that are addressed.

Collaborate Barrie has been in operation for just over one year and has seen 118 cases brought to the situation table in 2015. OCAN was established in Fall 2015 as one of nine original Ontario Provincial Police. These were the first HUBS to get underway in the region. The program continues to develop locally.

An explanatory Community Policing Wheel diagram is available for viewing and download at www.SimcoeMuskokaVitalSigns.ca.
Community Safety

**TOTAL NUMBER OF POLICE OFFICERS**

<table>
<thead>
<tr>
<th>2015</th>
<th>Simcoe County</th>
<th>Muskeoka</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPP</td>
<td>388</td>
<td>108</td>
</tr>
<tr>
<td>BPS</td>
<td>237</td>
<td></td>
</tr>
<tr>
<td>SSPS</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>MPS</td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>

**AUXILIARY OFFICERS: VOLUNTEER HOURS**

<table>
<thead>
<tr>
<th>2015</th>
<th>Barrie Police Service</th>
<th>4,115 hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Simcoe Police Service</td>
<td>4,888 hrs</td>
<td></td>
</tr>
<tr>
<td>Midland Police Service</td>
<td>3,740 hrs</td>
<td></td>
</tr>
</tbody>
</table>

Note: Number for OPP not reported.

**SIMCOE MUSKOKA NON-FATAL ROAD INJURY DUE TO:**

<table>
<thead>
<tr>
<th>Inattentive Driver</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons with no-seatbelt</td>
<td>115%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**How you can help**

- Submit your tips on crimes to the confidential Crime Stoppers program – 1-800-222-TIPS (8477)
- Know when to call 9-1-1 (and when NOT to): visit your local police website
- Learn about 2-1-1 – a free, 24/7 telephone helpline providing referrals to local community services
- Join a local police auxiliary program

In 2015, John Howard Society of Simcoe Muskoka **8,277** volunteer hours were given back to the community by individuals in the Community Service Order program.

**COMMUNITY PULSE**

**In the works...**

Via UWSM grants, John Howard Society of Simcoe Muskoka offers two new programs to support community re-engagement after Correctional Service involvement. Details about The Preventative Measures Program (for all genders, aged 12+) and Finding Employment with a Criminal Record Program (all adults welcome): www.johnhoward.on.ca.
GETTING AROUND

Improved Transit Networks
Gap-filling pilot projects get underway

Pilot projects in both Simcoe County and Muskoka are among 22 community projects to receive funding from a $2 million provincial grant initiative to improve access to transportation across the province. The Ministry of Transportation’s goal is to support affordable and accessible transportation for Ontarians of all ages and abilities to reach essential services and amenities, as well as the cultural and social activities offered in their communities.

Muskoka Extended Transit (The MET), in association with Hammond Transportation, is running school buses outside the daily school route to provide eight new rural routes to connect residents to the main towns of Bracebridge, Gravenhurst and Huntsville one day per week. Questions? Call 1-844-440-6387.

With support from the County of Simcoe and the Ministry of Transportation, the Community Transportation Link (CT Link) is a network of community-based transportation service providers that has developed a web-based portal to pool transportation resources between agencies. The CT Link’s development team includes Barrie Area Native Advisory Circle, Canadian Red Cross (Simcoe Muskoka Branch), Community Reach North Simcoe and Helping Hands Orillia.

OUTREACH SERVICES

The David Busby Street Centre’s new home is on Barrie’s Mulcaster Street, but recognizes the mobility challenges of many it serves. An outreach van goes where it’s needed at night to support dozens more.
Active Transportation

**SIMCOE HAS**
110 km of TransCanada Trail
529 km of multi-use trails
1,235 km of cycling trails
Over 270 km of hiking trails (not including those found in Provincial Parks)
100 km of mountain biking trails

**MUSKOKA HAS**
131 km of TransCanada Trail
Over 600 km of multi-use trails
250 km of cross country ski trails
Over 250 km of mountain biking trails

**MODE OF TRANSPORTATION FROM HOME TO WORK (MUSKOKA/2011)**

90% of workers use a car, truck, or van, as a driver or passenger
8% walked
less than 1% use public transit
less than 1% use a bicycle
1% use other methods

**MODE OF TRANSPORTATION FROM HOME TO WORK (SIMCOE COUNTY/2011)**

91% of workers use a car, truck, or van, as a driver or passenger
4% walked
3% use public transit
1% use a bicycle
1% use other methods

**Increase in Muskoka transportation ridership Jan-April 2015 compared to Jan-April 2014.**

**COMMUNITY PULSE**

*In the works...*
Bracebridge is introducing a fully accessible transit bus with a fold-out ramp, 20 seats and two wheelchair spaces that travels the urban core, including hospitals, schools and shopping centres. Details: 705-645-8444.

For community-based volunteer transportation services, call the free 24/7 helpline 2-1-1.

**How you can help**
- Carpool or cycle to work
- Get involved with the Healthy Kids Community Challenges and walk, run or bike to school
- Leave the car at home and support local transit systems
- Commute via the GO system or the Corridor 11 Bus between Huntsville and Barrie
58% of the 2012 workplaces in Simcoe Muskoka had 1-19 employees. Most of those were part-time or seasonal workers.

In 2015, programs offered at Georgian College related to health, community services, engineering technology and business had the highest enrolment of first-year registrants and reflect the needs of the labour market in Simcoe Muskoka.

1 out of 4 adult Canadians report having some hearing loss. 10% of Canadians identify themselves as culturally Deaf, oral deaf, deafened, or hard of hearing. Over 62,000 adults in Ontario have a developmental disability.

Of the registered CNIB clients in Simcoe Muskoka:
- 69% are 66+
- 25% are 18 to 65
- 5% are under 17
- 1% unknown

People Living With Disabilities

Five agencies in Simcoe County, Muskoka and Parry Sound are receiving funding from Ontario to promote inclusive employment and improve services and supports for people with developmental disabilities.

- Simcoe Community Services
- Camphill Communities Ontario
- Community Living Association of South Simcoe
- E3 Community Services
- Community Living Parry Sound

Ontario is investing more than $310,000 through these five programs in this region.

Simcoe Muskoka’s Vital Signs

SimcoeMuskokaVitalSigns.ca
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