



MANAGEMENT REPORT

Date: September 10, 2024
To: Social Services Sub-committee
From: Kim McElroy, Director of Social Services
Report Number: SOC24-010
Attachments: Infographics – Social Housing Report (July 2024), Ontario Works Report (June 2024), Children’s Services Report (July 2024), and Homelessness Report (July 2024)

Title: Introduction to Quarterly Infographics

Objective: To inform Council and the public of the Social Services Department’s initiative to create quarterly infographics that will visually represent key statistics related to the Housing, Homelessness, Children Services and Ontario Works divisions reflective of the City of Stratford Consolidated Municipal Service Management (CMSM) area.

Background: The City of Stratford CMSM strives to base its service delivery on evidence-based approaches to best serve our clients’ needs. This approach ensures that decisions are grounded in empirical evidence and current data. Utilizing the data we can proactively attempt to predict trends and mobilize our programming, service delivery and resource allocations accordingly.

Analysis: Staff have compiled some of the key statistics and were able to transform the statistics into easily digestible infographic formats, enabling the public to quickly comprehend the information. These reports will be updated internally, monthly, with variances reviewed quarterly. By presenting data over time, the infographics allow for the identification of trends in Housing and Homelessness as well as Children’s Services and Ontario Works. It is hoped this initiative enhances data accessibility, improves understanding of trends and enhances community engagement and awareness regarding social issues, fostering a more informed public dialogue around these critical areas. The infographics will be distributed quarterly to council as part of the Social Services sub-committee updates, as well as made available to the public through the City of Stratford website.

Financial Implications:

Financial impact to current year operating budget:

This initiative is being performed within our current staff resources, with no impact on the operating budget.

Financial impact on future year operating budget:

The initiative itself does not have impact on future operating budgets, the findings of the initiative may impact future programming, service delivery and resource allocations.

Alignment with Strategic Priorities:

Work Together For Greater Impact

This report aligns with this priority as it allows for identification of trends, enhances community engagement and awareness regarding social issues.

Intentionally Change to Support the Future

This report aligns with this priority as it is a proactive attempt to predict trends and mobilize programming, service delivery and resource allocations accordingly.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Equity and Local Economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Culture and Community

Nurturing local identity and heritage, empowering communities, and promoting a culture of sustainable living.

Staff Recommendation: THAT the report titled, "Introduction to Quarterly Infographics" (SOC24-010), be received for information.

Prepared by: Kim McElroy, Director of Social Services
Recommended by: Kim McElroy, Director of Social Services
Joan Thomson, Chief Administrative Officer