“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

-Jane Jacobs
Mission

“To improve the quality of life for those of us living in the McQuesten Neighbourhood.”

Vision

“We, the residents of McQuesten, are proud of and engaged in our community. We believe in the assets and strengths of the people who live, work and play in our neighbourhood. Through building strong relationships, we work together to ensure our neighbourhood remains a safe and healthy place where everybody has equal access to supports, employment, food and the opportunities that improve our quality of life.”

Five Core Values

- Respect
- Inclusiveness
- Stewardship
- Caring
- Asset based on strengths of this community
We, the McQuesten Community Planning Team, chaired by Patricia Reid, developed this Neighbourhood Action Plan over the past 6 months of 2012. We were supported in the planning and implementation process by our Community Development Worker (David Derbyshire), the Neighbourhood Development Office (Suzanne Brown) and the Planning and Economic Development Department (Jocelyn Strutt) of the City of Hamilton.

We engaged our McQuesten Neighbourhood throughout this planning process in the following ways:

- An Asset Mapping Day attended by over 60 neighbours in March of 2012.
- An invitation to participate in the planning process was distributed to over 2000 homes in the McQuesten Neighbourhood through the McQuesten Connection, our local newsletter (zine).
- Our neighbourhood BBQ (the Crawl), where over 600 neighbours were afforded an opportunity to contribute to the plan.
- 4 McMaster School of Nursing students and 3 neighbours conducted a survey of over 300 homes in the neighbourhood.
- Neighbours will have an opportunity to review and approve the Plan at the 10th Annual Isabel Newstead Martha Movers Block Party on September 15th, 2012. We typically have approximately 800 neighbours attend this event.

This Plan is more than words on paper; it is intended to drive clear and feasible action by the McQuesten Community Planning Team, the City of Hamilton and the Hamilton Community Foundation. The goal is for the Plan to be used to inform City of Hamilton workplans and funding priorities, Hamilton Community Foundations Tackling Poverty Together II program, as well as the countless other funders who have lent their support to the work we are doing to help make the McQuesten neighbourhood a better place to live, work and raise our families. However, we understand that not all our actions may be feasible due to funding or other limited resources, but we will explore each option to its fullest.
1 Welcome to the McQuesten Neighbourhood
   1 McQuesten Resident Leadership
   3 Neighbourhood Profile
   7 The Governor General of Canada Comes to McQuesten
   8 Stories About the Neighbourhood
   11 Health in the Hubs

12 The Planning Process
   14 Meetings and Community Engagement Events
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McQuesten Resident Leadership
From the original Martha Movers to the McQuesten Planning Team

From its humble beginnings as two streets of homes just east of Parkdale that served as temporary housing for the air men and their families who first came to this area to learn how to fly fighter planes in World War 2, this neighbourhood has journeyed many miles to get to its present state. After the war, the need for an airfield disappeared so creative ways to use the land were explored. In a first tri-partied agreement in the early 50’s, Federal, Provincial and Municipal governments came together to build and operate a “geared to income” housing opportunity to accommodate a growing number of young families who were being employed in the thriving manufacturing sector that existed in Hamilton at the time.

A family oriented community of single and semi-detached homes emerged, with children in abundance. The community was a launching pad for families as they saved to pursue the dream of home ownership, which rapidly became a reality for many of the families but necessitated them moving from this community. In the mid sixties the single family and semi-detached homes were soon complemented by the large concentration of City Housing townhouses that are now evident at 1 & 2 Oriole Crescent; Lang & Hayes also emerged during this time period.

Fast forward 40 years and the economic base that employed many of the young families had disappeared, along with it the possibility of finding a living wage job that would help realize upward mobility. We had a neighbourhood that was better known for its challenges rather than assets. Crime, unemployment, lack of education became the standards by which the neighbourhood had come to be known throughout the city. How would we ever change this negative story about our neighbourhood?
In 2002 the Hamilton Community Foundation made a five year commitment to the McQuesten neighbourhood to provide Community Development support to engage the residents of the neighbourhood in an asset based exploration of how to make the neighbourhood a better place to live, work and raise a family. This was the beginning of a new and exciting story for our community. Their investment in the people of this neighbourhood was instrumental in informing the Foundation’s funding priorities and their Tackling Poverty Together initiative.

City Housing became more involved in the Community Development process about 5 years ago when Chris Murray, then Director of Housing, paid a visit to the community and was invited by the neighbours to work with them. Chris chose to listen to the residents and slowly but surely he began to make the changes the residents had identified as key to improvement. Some as simple as installing maps at the entrances to the town house complex to assist guests in finding their way through the maze. Others were much more complex and costly but they were the actions the residents had identified to Chris as the most important. This included installation of new lighting that rivals Mount Hope airport but it helped residents feel safe as they walked through their neighbourhood after dark.

Here we are, 5-10 years later and the Foundation is still playing a key role in providing support to this community and we see the accumulation of all the pieces of the puzzle that have come together to form the McQuesten Community Planning Team; the residents and our service provider partners, places of worship and institutions coming together to build on our strengths. Residents, whose capacities to lead were nurtured and developed through the countless small projects that they identified, implemented and evaluated have brought our community to where we are today. A committed, dedicated collaboration that represents our community and requests all who come to our community to bring their assets and share them.

Our Plan is a work in progress. We have identified what we see now across our community as the most pressing needs. It is not a final statement but an evolving road map for where we would like to go and an invitation to the larger Hamilton community to accompany us on this journey and to bring their assets, roll up their sleeves and work with us, not for us or to us. We truly believe we are “Better Together!”
Neighbourhood Profile

SPRC McQuesten

The Social Planning and Research Council of Hamilton developed statistical profiles for all the neighbourhoods in the Neighbourhood Action Strategy. You can find the complete document on the SPRC website at: http://www.sprc.hamilton.on.ca/Reports.php.

The following pages have been taken from the report.

KEY FINDINGS

Children are a large part of the McQuesten neighbourhood, with about 31% of the population younger than 20 years old.

There is a smaller proportion of seniors in McQuesten compared to the city (12% vs. 15%).

The profile of families with children in McQuesten is nearly opposite to the profile for the City of Hamilton. While two thirds of families with children in the city are married and almost one quarter are led by female lone parents, in McQuesten those categories are almost equal (43% are married, 43% are led by female lone parents). The proportion of single dads is almost double in McQuesten as compared to the city (9% vs. 5%).

There is double the proportion of residential who have Aboriginal ancestry in McQuesten.

More than one in five (22%) of McQuesten’s residents identify with a visible minority group, higher than the 14% rate for the city as a whole.

McQuesten has a higher than average rate of newcomers to Canada among its residents. 10% of McQuesten’s population arrived in Canada between 1996-2006, compared to 6% of Hamilton’s population.

Three in ten McQuesten residents live with an activity limitation.
NEIGHBOURHOOD PROFILE McQuesten

INCOME AND HOUSING

HOUSING AND MOBILITY

- Tenure type of dwelling:
  - Rental: 32%
  - Owner: 68%

- Dwelling type:
  - Apartment building with 5 or more stores: 26%
  - Others: 21%

- Affordability:
  - Renters spending 30% or more on shelter costs: 43%
  - Owners spending 30% or more on shelter costs: 45%

- Mobility:
  - Changed address in last year: 12%
  - Changed address in last 5 years: 37%

POVERTY RATES

- Total population: McQuesten 44%, City 18%
- Children under age 6: McQuesten 75%, City 28%
- Seniors: McQuesten 28%, City 17%

KEY FINDINGS

Almost six in ten homes in McQuesten are rental units. Home owners are a large group as well, representing 41% of McQuesten’s dwellings.

Housing affordability rates are almost exactly the same between McQuesten and the city as a whole. Affordability for renters is better in McQuesten than for the city, which is due in part to the social housing stock that forms a significant part of the neighbourhood.

Residents are slightly more likely to live in the same home as one year ago in McQuesten than the city as a whole. But a higher proportion of residents in McQuesten have moved after five years, as compared to the city (44% vs. 37%).

McQuesten’s child poverty rate is 75%, almost triple the rate for the city as a whole. The difference between the senior poverty rate in McQuesten and the city is much smaller; McQuesten’s senior poverty rate is 28% compared to 17% for the city as a whole.
**NEIGHBOURHOOD PROFILE**

**MCQUESTEN**

**EDUCATION**

**HIGHEST EDUCATION COMPLETED, PERSONS AGED 25-64**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>McQuesten</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>No certificate, diploma or degree</td>
<td>31%</td>
<td>16%</td>
</tr>
<tr>
<td>High school certificate or equivalent</td>
<td>32%</td>
<td>13%</td>
</tr>
<tr>
<td>Apprenticeship or trades certificate or diploma</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>College, CEGEP or other non-university certificate or diploma</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>University certificate, diploma or degree</td>
<td>24%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**KEY FINDINGS**

Among the population aged 25-64, 16% of Hamiltonians have less than high school education, whereas the rate is almost doubled in McQuesten (31% have no certificate, diploma or degree). In this same age group, one in five Hamiltonians has a university degree, but only one in 16 McQuesten residents has completed university education.

McQuesten’s rate of high school non-completion is more than 50% higher than the median for all of Hamilton’s census tracts, but slightly better the median for the lower city.
**NEIGHBOURHOOD PROFILE**

**McQuesten**

**HEALTH**

**AVERAGE AGE OF DEATH**

<table>
<thead>
<tr>
<th></th>
<th>McQuesten</th>
<th>Median of lower city census tracts</th>
<th>Median of Hamilton's census tracts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>72.8</td>
<td>74.2</td>
<td>75.2</td>
</tr>
</tbody>
</table>

**EMERGENCY ROOM VISITS PER 1,000 RESIDENTS PER YEAR**

<table>
<thead>
<tr>
<th></th>
<th>McQuesten</th>
<th>Median of lower city census tracts</th>
<th>Median of Hamilton's census tracts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>977.3</td>
<td>892.2</td>
<td>677.4</td>
</tr>
</tbody>
</table>

**PERCENTAGE OF ER VISITORS REPORTING NO FAMILY DOCTOR**

<table>
<thead>
<tr>
<th></th>
<th>McQuesten</th>
<th>Median of lower city census tracts</th>
<th>Median of Hamilton's census tracts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>7.9%</td>
<td>9.3%</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

**KEY FINDINGS**

The average age that McQuesten residents die is 72.8 years, 2.4 years less than the average age at which city of Hamilton residents die, and 1.4 years less than in the lower city.

On average, there are more than 300 additional emergency room visits per year by every 1,000 McQuesten residents, compared to the city as a whole.

Among McQuesten residents who visit a hospital emergency room, 7.9% do not have a family doctor. While this is higher than the median rate among the city’s census tracts (6.2%), the McQuesten rate is much lower than the median rate for census tracts in the lower city alone which is 9.3%.
The Governor General of Canada Comes to McQuesten

On April 19th, 2012 the McQuesten neighbourhood had the honour and privilege of hosting a “Community Conversation” with his Excellency David Johnston the Governor General of Canada. His Excellency was greeted at the front doors of the East Kiwanis Community Centre by a group of pre-schoolers from the St. Helen’s Child Care Centre and he took the time to chat with each child. After the pomp and ceremonial formal entrance to the room where the large contingent of neighbours awaited, he quickly made us feel like we were talking to an old friend as he listened carefully to our stories, praised our resiliency and commitment to making our neighbourhood a better place and even shared some personal stories of his grandchildren. His support of the work we are doing in McQuesten will serve as an inspiration to all of us as we continue our journey to make McQuesten a better place to live, work and raise our families.

His Excellency David Johnston Governor General of Canada and his McQuesten Friends
April 2012
Stories About the Neighbourhood

The biggest, most valuable assets that exist in our neighbourhood are the men, women and children who call McQuesten home. Here are some of our stories and pictures.

Ruth a Long Time Resident. “My husband and I and our 3 sons moved into this Hamilton Housing Project in 1965. My hubby was a Bus Operator with the HSR and I was a stay at home mom as were most other mothers in the area.”

“The houses had been built on old airport property to help low income families to get ahead. We were given a booklet telling us how to keep house, how often to sweep the floors and other basics of housekeeping. We had to have permission from the Hamilton Housing to have overnight guests. Every five years the houses were painted inside and out.”

“There were no fences around any of the properties and the children played anywhere they cared to. Often in the winter there were large ice surfaces made for the children to skate and play hockey and in the summer they could play baseball or other games. There were the expected childhood fights, but mostly they got along well.”

“Our children attended Hillcrest School, learned to swim at Sir Winston Churchill Pool, spent summers with the “Soupie” at St Helen School, played baseball at Mahoney Park, attended Scouts at St. David Church and attended Navy League Cadets at Star down at the harbour. Although by times it was and still is a tough area, all went on to be successful adults.”

“In 1971 the houses were offered to the tenants for sale and we were among the first to buy. We paid $17,000 for the house which was a high amount for the time and were the first on the street to erect a fence.”

“We are still here 46 years later. We are both now retired and happy to find a senior center close by at the East Kiwanis Community Centre.”
Naseer Malik. “I live on Colbert Street and have lived here for 5 years. I am from Pakistan. I think this is a wonderful country. My children were born here. I am involved with the Planning Team as I like to work with the people. I saw not much cricket going on and seeing the kids just playing in the parking lot and there is a need for them to do something. I asked the City to give us some land to play cricket.”

Marion Buttars. “I live on Bernard Street and have lived here since 1969. I have seen a lot of changes for the good. People are buying the houses here and fixing them up. It is good to see a lot of activities for the children at the Community Centre.”

Casey Eaton. “I have lived here 3 years. I am involved with the Planning Team, the Community Garden, the baseball, the school and the job club. There are a lot of things happening for the kids here and lots of stuff happening all over.”

Bibi Kitenge. “I am from the Republic of the Congo. I have lived in Canada for 21 years. I originally lived in Montreal, Que. I have lived in Oriole Crescent for 12 years. When I first came here it was a rough neighbourhood but now it is much nicer and friendlier. We need something for the teenagers for playing games and getting work.”
Began in 2003 it was the communities response to a high crime rate in the neighbourhood. They reasoned that crime thrives on anonymity and so they wanted a way to get to know who lived in the neighbourhood. What better way than a street party where 800 of your closest neighbours can get together, share some food, fun and build a better place to live work and raise a family.

The McQuesten neighbourhood was visited in 2008 and 2011 by Anne Makhoul Principal Project Officer from the Caledon Institute; below you will find links to two stories which she wrote that captures the “Can Do” spirit of the community.

“McQuesten Elements of a Successful Neighbourhood”
http://www.caledoninst.org/Publications/PDF/935ENG.pdf

Hamilton’s McQuesten Neighbourhood
“What a difference 90 days can make”
http://www.caledoninst.org/Publications/PDF/718ENG.pdf

The McQuesten Vision Statement signed by members of the community at the 10th Annual Isabel Newstead Martha Movers Block Party, September 2012
Health in the Hubs
McMaster School of Nursing and McQuesten Community Planning Team (Learning Together)

Health in the Hubs is an ongoing partnership between McMaster University, School of Nursing (SON) and three Local Community Planning Teams (LPT) McQuesten, Crown Point, and South Sherman. The partnership is not a time limited project. Rather it is an ongoing contribution of the SON to the work initiated and driven by local residents and assisted by service providers to make their neighbourhoods a healthy and safe place to live, work, play and raise a family.

The SON began its commitment to local neighbourhoods in 2009 by assigning faculty to work with the McQuesten CPT in order to learn about the assets based, resident centered approach, to build relationships with the community and to determine where the School could add value to the local planning process. Building relationships and making the commitment to being a member of the CPT is a key value to the partnership. Through this process, opportunities for the School to contribute to the community by bringing resources to the table have emerged.
Over the past 10 years we have been building on our strengths and relationships. We tended to respond to issues identified by the small segments of the community as they happened. We recognized that this was a reactive as opposed to an innovative approach that looked beyond the immediate need. Taking the time to consult with the community as a whole and identifying the priorities of a broader cross section of our community allowed us to focus on strategies to address broader issues across the neighbourhood and not just the concerns of a small group. It will provide us with a road map that will help show us where we are; where we are going and how we will get there.

It is also a vehicle for allowing the City of Hamilton and the Hamilton Community Foundation to begin to lend more of their assets to our community and assist us to further our Mission, Vision & Values.

Plan Development

The McQuesten Neighbourhood has a long history of neighbourhood community involvement. In order to support existing planning processes within the neighbourhood, the Neighbourhood Action Planning Team was established in April 2012. Prior to meeting with the Planning Team, a community visioning and asset identification event was held in March, where residents came together to refine the Vision for the Action Plan and to identify and rediscover the neighborhood’s many assets. Once the neighbourhood assets were identified, the Planning Team approved the Vision and began work on identifying goals and objectives that would help achieve this vision.

In May, the Planning Team finalized the Plan’s Goals and Objectives and identified a number of potential Action items in advance of the neighbourhood BBQ (Block Party) on May 15, 2012. Approximately 600 residents attended the party and provided their comment and feedback on what the priority goals for the plan should be. Subsequent Planning Team meetings focused on identifying and prioritizing the Actions required to implement the Plan as well as finalizing the Work Plan details. Planning Team members were then asked to sign-up for those actions which they felt passionate about championing. The purpose of the final meeting in August was to present the completed Work Plan to the MCPT for endorsement.
In total, seven Planning Team meetings were held between March 2012 and August 2012, in which the Vision, Goals, Objectives and Actions were identified, refined and prioritized. The end result is a Neighbourhood Action Plan that addresses the needs of the McQuesten Neighbourhood and seeks to achieve the Vision by building on the strengths of the neighbourhood to create a safe and healthy community for all residents.
Meetings and Community Engagement Events

Meeting 1: March 24, 2012 (Purpose: Visioning exercise and Asset Mapping identification)

Meeting 2: April 10, 2012 (Purpose: Results of the Asset Mapping and next steps)

Meeting 3: April 17, 2012 (Purpose: Confirm the Vision, discussion of the neighbourhood profile and identification of Plan Objectives)

Meeting 4: May 3, 2012 (Purpose: Discussion and Prioritization of Plan Goals and Objectives and identification of Plan Actions)

May 15, 2012 (Purpose: Community Engagement Day) Approximately 600 neighbours identified resident priorities

Meeting 5: June 11, 2012 (Purpose: Prioritization of the Actions)

Meeting 6: July 12, 2012 (Purpose: Prioritization of Short-term Actions and Action Item Sign-up)

Meeting 7: August 13, 2012 (Purpose: Presentation and endorsement of the final plan)

September 15, 2012 (Purpose: Presentation of Plan to McQuesten Neighbourhood) an anticipated 800 + neighbours will have opportunity to review and endorse The Plan.

September 24, 2012: Presentation of the McQuesten Neighbourhood Action Plan to Hamilton’s General Issue Committee (GIC) for endorsement.
Terms of Reference
McQuesten Community Planning Team

Mission:
“To improve the quality of life for those of us living in the McQuesten Neighbourhood.”

Five Core Values
• Respect
• Inclusiveness
• Stewardship
• Caring
• Asset based on strengths of this community
McQuesten Neighbourhood

Vision Statement

“We, the residents of McQuesten, are proud of and engaged in our community. We believe in the assets and strengths of the people who live, work and play in our neighbourhood. Through building strong relationships, we work together to ensure our neighbourhood remains a safe and healthy place where everybody has equal access to supports, opportunities, employment, food and the capacity to build a healthy life.”
Asset Map

What is a community asset?
A community asset is anything that improves the quality of community life.

Individual Assets
1. Pat Reid
2. Nasir and Summa Malik
3. Karim Morton
4. Daniel Derbshiire
5. Erin Virb
6. Eunice Savoie
7. Irene and Barbie
8. Rose Lawrence
9. Casey and Tammy Eaton
10. Judy O’Pra and family
11. Sylvia Thurston

McQuesten Neighbourhood Action Plan

Institutions/Associations
1. Ontario Works Office
2. CAW Office
3. Head Start Program
4. Pat Quinn Arena
5. McQuesten Neighbourhood Centre
6. Creation National Home
7. Mosse Lodge
8. St. Vincent de Paul
9. McQuesten Neighbourhood Council
10. Early Years Centre - Hillcrest Elementary School
11. Healthy Babies, Healthy Children Program
12. Library Bus Stop
13. St. Mary’s Community Centre
14. Hamilton East Kiwanis Business Centre
15. Education Advisor Association
16. Food Bank
17. Faith Baptist Church
18. Victory International Church
19. St. Nicholas Ukrainian Church
20. St. Mary’s Coptic Orthodox Church
21. Presbyterian Church
22. Greek Orthodox Church
23. Firehall
24. Newnham Aboriginal Education Programs, Early Learning and Child Care Centre
25. Park and Basketball Court
26. Red Hill Valley
27. Community Gardens
28. Park (at St. Helen’s site)
29. St. Eugene’s Church
30. St. Peter Yu Roman Catholic Church

Physical/Institutional Assets
1. Red Hill Trail
2. McQuesten Community Centre / East Kino’wia Community Centre
3. Sheen Museum
4. Mosque
5. Roxborough Park – Elementary School
6. Hillcrest Elementary School
7. Parkdale Elementary School
8. Sir Winston Churchill Secondary School
9. Roxborough Park
10. Parkdale Park
11. Hillcrest Green Space
12. Woodward Park & School
13. Leap/Horse Play Area
14. School Play Gym
15. Ela Biler Islam Centre
16. Faith Church of Jesus Christ
17. St. Mark’s Syrian Orthodox Church
18. Faith Baptist Church / Victory International Church
19. St. Nicholas Ukrainian Church
20. St. Mary’s Coptic Orthodox Church
21. Presbyterian Church
22. Greek Orthodox Church
23. Firehall
24. Newnham Aboriginal Education Programs, Early Learning and Child Care Centre
25. Park and Basketball Court
26. Red Hill Valley
27. Community Gardens
28. Park (at St. Helen’s site)
29. St. Eugene’s Church
30. St. Peter Yu Roman Catholic Church
31. Carney Cleaners
32. Daddy’s Subs
33. Big Bear Convenience Store
34. Go Go Pizza and Subs
35. Mike Convenience Store
36. Park’s Circle – Metropolitan Store
37. St. Vincent de Paul Retail Outlet
38. Green Byte Computer Retail Outlet
39. Dell Pharmacy
40. K C Convenience Store
41. Elenor Morton
42. David Derbyshire
43. Erin Hrab
44. St. Vincent de Paul Retail Outlet
45. Green Byte Computer Retail Outlet
46. Pete’s Variety
47. Imran and Rhani
48. Rose Laws
49. Casey and Tammy Eaton
50. Sylvia Thurston

Asset Outside of Neighbourhood
1. 7 Eleven Convenience Store
2. Peter’s Variety
3. Queenston Dental
4. Rossdale Medical Clinic / Family Doctor Office
5. Bedrock Bistro
6. Dari Cuisine Pakistan/Indian
7. Korean Food Store
8. Volan Village
9. Bowling – Reis’ Groome
10. Bowling – Reis’ Lanes
11. CRC Bank
12. SWAG Bank
13. Parkdale Fish and Chips
14. Bahen Auto Centre
15. Lococo’s
16. Little Caesars Pizza
17. Queenston Dental
18. United Family Martial Arts & Steps Performing Arts Centre
19. Fitness Instructor
20. Samsung Neighbourhood
21. Fitness Instructor
22. Samsung Neighbourhood
23. Samsung Neighbourhood
24. Samsung Neighbourhood
25. Samsung Neighbourhood
26. Samsung Neighbourhood
27. Samsung Neighbourhood
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46. Samsung Neighbourhood
47. Samsung Neighbourhood
48. Samsung Neighbourhood
49. Samsung Neighbourhood
50. Samsung Neighbourhood

Legend
- Railway
- Alleys
- Views and Visitors
- Red Hill Trail
- Parks and Open Space
- Neighbourhood Boundary
- Asset Outside of Neighbourhood
- Schools
- Green Space
- Playground
- Car Dealerships
- Community Garden
- Sports Opportunity

Map Not To Scale
Goals and Objectives

Goal 1: Increase Neighbourhood Safety and Security
Objective 1: Enhance and Promote Neighbourhood Safety
Objective 2: Improve the Perception of the Neighbourhood

Goal 2: Strengthen Economic Opportunities and Investment
Objective 1: Increase Employment, Career and Professional Development Opportunities
Objective 2: Promote Economic Development in the Neighbourhood

Goal 3: Enhance Community Health and Well-Being
Objective 1: Ensure Food Security for the Neighbourhood
Objective 2: Promote Healthy Living and Healthy Lifestyles for All Residents

Goal 4: Strengthen Neighbourhood Pride and Promote Community Beautification
Objective 1: Support and Promote Neighbourhood Beautification
Objective 2: Support and Strengthen Resident Quality of Life

Goal 5: Promote, Strengthen and Encourage Education Opportunities
Objective 1: Promote Education and Skills Training
Evidence

McQuesten Plan Literature Review

Goal 1: Increase Neighbourhood Safety and Security

Priority action areas: community engagement, waste management, programming for families and children.

Lack of sense of safety in one’s daily environment is detrimental to health and well being. Studies have shown that residents who report feeling unsafe in their neighbourhoods also report higher rates of mental illness and lower levels of physical activity (Coen and Ross, 2006; Loukaitou-Sideris, 2006; Hawthorne, 1989). The presence of garbage is another factor that decreases resident’s desire for outdoor exercise. Garbage issues consistently rank the highest in all types of by-law complaints made in Hamilton. Signs of disorder, such as litter, trash and graffiti are reminders of soft crimes which heighten residents’ perception of neighbourhood risk (Sampson and Raudenbush, 1999).

However, these effects can be mediated through strengthening social bonds with one’s neighbours (Dassopoulos and Monnat, 2011). Strong social relationships enable individuals to develop effective coping mechanisms which can buffer adverse life events, such as the death of a loved one or job loss. Participating in community networks also heighten self-esteem, which is a component of mental health (Bowling et al, 2006). After-school programming is especially important for the physical, mental and emotional development of at-risk youths. Research shows that immigrant children and children from low-income families often experience alienation in schools. Community programs offer an important space for youth to find their own peer group, foster a sense of belonging, and receive needed academic support not available in the classroom setting (Lee and Hawkins, 2008; Hall et al, 2003).

Goal 2: Strengthen economic opportunities and investment

Priority action area: local hiring practices,

Economic development, the “increase in local economy’s capacity to create wealth for local residents”, is an integral part of any community development initiative (Bartik, 2003). Such development requires policies that foster more effective use of land and labour, and the creation of better jobs. For many individuals, work is important not only in providing income but also in promoting psychological and physical health (Anderson and Winefield, 2011). Unemployment and underemployment (working below one’s pay expectation and skill level) is associated with a decrease in self-esteem and higher rates of alcoholism and depression (Dooley and Catalano, 2003).
Many policy papers have highlighted the benefits to individuals and to the community when businesses hire locally (Bartik, 2003). American studies have shown that an employment increase of 10 percent in a metropolitan area increases average real earnings in households by 4 percent per person (Bartik, 2003). Businesses get better employees because long term residents are more attached to their neighbourhood and therefore more likely to stay in a position. Increase in wages helps to build the tax base and support local markets.

**Goal 3: Enhance community health and well-being**

Priority action areas: continuum of food security, community garden, physical activity.

Lack of nutritious food and an inactive lifestyle are two main health threats found in industrialized countries. According to recent report, Canada continues to face a significant challenge in eliminating household hunger (UN on Human Rights, 2012). Many experts call for a food security continuum approach to address this problem (Dietitians of Canada, 2007; McCullum et al, 2005). This involves both short-term, institutionalized responses, such as food banks, as well as increasingly more innovative and systemic responses such as community gardens and food policy change. Community gardens especially have demonstrated capacity to both improve diet and foster community spirit (Wakefield et al, 2007). Lastly, inadequate physical exercise contributes to a significant portion of disease and disability in our society. Recent survey results show that Canadians at all ages are heavier, weaker and less fit than they were a generation ago (Tremblay et al, 2010b). Only 15% of Canadians and 7% of youths reach the recommended level of exercise in their day (Colley et al, 2011a; Colley et al, 2011b). Promoting physical fitness must be a priority for any neighbourhood.

**Goal 4: Strengthen neighbourhood pride and promote community beautification**

Priority action areas: holistic support for needy individuals

Canada has one of the highest poverty rates among wealthy, industrialized countries. Poverty not only creates economic burden on society, it is also the strongest determinant of health and wellbeing on an individual level (Raphael, 2007). More and more, experts are recognizing that in order to help families escape the cycle of poverty and attain high earning jobs, a holistic approach is needed to remove employment barriers. The concept of a holistic approach to solving social problems was first championed by the Ottawa Charter of Health Promotion, which states “the prerequisites for health being: peace, shelter, education, food, income...” (WHO, 1986).
Similarly, individuals who are welfare reliant or chronically underemployed often have many needs not met through traditional government assistance. Community offers the best space to support these individuals and families in a holistic, nonjudgmental manner.

**Goal 5: Promote, strengthen and encourage education opportunities**

**Keywords:** promote community centers as the heart of the neighbourhood

A community centre is an important vehicle in fostering social cohesion and developing social capital, qualities that are related to positive health outcomes *(Dassopoulos & Monnat, 2011)*. A community centres programs and services bring different people together across generations; class and race divide *(Hassenfeld and Schimid, 1989)*. A systematic review of 66 studies in the last two decades have found that community resources are critical in helping low-income families support their children’s academic achievement. Parents who have knowledge and access to a rich network of community programming are more involved in their children’s education and yield better results *(Henderson & Bella, 1994)*.
Next Steps

Our plan will be submitted to the Hamilton Community Foundation’s Tackling Poverty Together Funding for the upcoming year, on September 7, 2012. After that, our Plan will be presented to General Issues Committee of Council on September 24, 2012 for consideration of funding and instrumental support from the City of Hamilton. The Plan is now the seminal focus of the work that we, the residents of McQuesten, and our partners will do over the next 5 years. The McQuesten Community Planning Team will schedule regular progress updates at our monthly meetings of actions currently in progress. Goals, objectives and actions will be reviewed quarterly by the McQuesten Community Planning Team. This process of regular reviews will be included in the McQuesten Community Planning Team’s Terms of Reference.
Evaluation of Plans

To ensure the ongoing success of the Neighbourhood Action Strategy, a comprehensive evaluation has been taking place alongside the implementation process. This evaluation identifies both the successes and challenges faced by Neighbourhood Action Planning, and will help us to learn from our experiences and build on them as we move forward.

The four components of this evaluation are:
1. a longitudinal survey conducted by McMaster University that will ask residents at regular intervals about the health and well-being of their neighbourhoods;
2. the use of quantitative neighbourhood-level indicators to measure other neighbourhood changes over time;
3. outcome evaluation to assess the effectiveness of the implementation of community plans; and
4. a developmental evaluation that measures the impact generated by the community development workers supporting the neighbourhoods.

At this point, it is still too early in the process to provide results from most of this work. However, early results show that despite facing time constraints, workload pressures, and other challenges, community development workers are essential to building the capacities and relationships in neighbourhoods that will underpin the sustainable implementation of their Plans.
Acknowledgements

The McQuesten Neighbourhood Action Plan was made possible by the efforts of the hundreds of neighbours who identified their concerns about the neighbourhood and the committed group of 25 to 30 who reviewed these concerns and identified the priorities of their community. Resident leaders are stepping forward and championing a priority and will work with our McQuesten Community Planning Team partners, the agencies who have been here for years and those who are stepping forward for the first time to address these needs.

Thank you to the City of Hamilton for making available the services of the Planning and Economic Development Department and the Neighbourhood Development Office, whose support and leadership in this process has been invaluable. We would also like to thank the Hamilton Community Foundation for their long standing leadership and commitment to our neighbourhood.

Our plan is another shining example of how we as a neighbourhood can be “Better Together”
McQuesten Community Planning Team

McQuesten Residents

Ontario Early Years Centre

Roxborough Park School

Parkdale Avenue School

McQuesten Community Centre

YEAH

A.B.E

YMCA
Boys and Girls club
St. Matthews House
Rox Park Seniors
Ontario Works
HARRRP
City Housing Hamilton

Mohawk College

Environment Hamilton

Best Start
Boys and Girls Club

U of T

FHT MOH

Good Shepherd

McMaster School of Nursing

City of Hamilton

City Kidz

McMaster School
of Nursing

Boys and Girls Club
Black's Equine Centre
Hamilton Thunderbirds

Wesley Urban Ministries
NIWASSA
ASCY
YWHA
Hamilton Public Library

Wesley Neighbourhood Centre

Ontario Early Years Centre

McQuesten Community Centre

Parkdale Avenue School

McQuesten Residents

NEIGHBOURHOOD ACTION PLAN
## Goal A: Increase Neighbourhood Safety and Security

### Objective 1: Enhance and Promote Neighbourhood Safety

<table>
<thead>
<tr>
<th>Action A.1.1:</th>
<th>Develop an anti-drug campaign for neighbourhood children to:</th>
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<tbody>
<tr>
<td></td>
<td>• Avoid taking drugs</td>
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<td></td>
<td>• Avoid selling drugs</td>
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<td></td>
<td>• Avoid child recruitment into drug selling/movement</td>
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<td></td>
<td>• Educate parents and children about drugs</td>
</tr>
<tr>
<td>Team Rep</td>
<td>Yvonne Huneault, Heather</td>
</tr>
<tr>
<td>Primary Org.</td>
<td>ST X ST X ST X</td>
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</table>

### Objective 2: Improve the Perception of the Neighbourhood

<table>
<thead>
<tr>
<th>Action A.1.2:</th>
<th>Support parents in supervising their children to keep them safe by providing assistance to lone-parent families with multiple children and facilitate transportation to and from activities.</th>
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<tbody>
<tr>
<td>Team Rep</td>
<td>ST X ST X ST X</td>
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<td>Primary Org.</td>
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<thead>
<tr>
<th>Action A.1.3:</th>
<th>Develop strategies to slow traffic through the interior of the neighbourhood for the safety of families and children (prevent cut-through traffic).</th>
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<td>Team Rep</td>
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<td>Primary Org.</td>
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<tr>
<th>Action A.1.4:</th>
<th>Work with schools and parents to ensure that the children take safe routes to school and to after-school activity locations.</th>
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<tr>
<th>Action A.2.1:</th>
<th>Enhance community engagement by planning and communicating more community events and neighbourhood building activities by distributing community flyers and information in multiple languages to help make the neighbourhood more inclusive.</th>
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<tbody>
<tr>
<td>Team Rep</td>
<td>Rose Laws, Casey, Aileen, Cindy.</td>
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<td>Primary Org.</td>
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<tr>
<th>Action A.2.2:</th>
<th>Hold community educational forums on waste management measures to inform residents on waste management practices in order to avoid:</th>
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<tr>
<td>Team Rep</td>
<td>Yvonne Huneault</td>
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<td>Primary Org.</td>
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<tr>
<th>Action A.2.3:</th>
<th>Improve programming for families and children, including:</th>
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<td>Team Rep</td>
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<td>Primary Org.</td>
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## McQuesten Neighbourhood Action Workplan 2012-2017

### GOAL A: Increase Neighbourhood Safety and Security

#### Objective 2: Improve the Perception of the Neighbourhood

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<tr>
<td>A.2.4</td>
<td>Develop a coffee house for neighbourhood residents to meet, discuss and interact. Promotion of social capital within the neighbourhood.</td>
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<td>A.2.5</td>
<td>Improve HSR service to the neighbourhood with opportunity to have a bus go through the neighbourhood.</td>
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<td>A.2.6</td>
<td>Graffiti clean-up and prevention</td>
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<td>A.2.7</td>
<td>Enhance community gathering spaces.</td>
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<td>A.2.8</td>
<td>Market the McQuesten neighbourhood as a good place to live.</td>
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</table>
### McQuesten Neighbourhood Action Workplan 2012-2017

**GOAL B: Strengthen Economic Opportunities and Investment**

<table>
<thead>
<tr>
<th>Objective 1: Increase Employment, Career and Professional Development Opportunities</th>
</tr>
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<tbody>
<tr>
<td><strong>Action B.1.1:</strong> Develop apprenticeship programs</td>
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</tbody>
</table>
| **Action B.1.2:** Identification and/or development of leadership and mentoring programs, opportunities and support for local residents and neighbourhood youth, including:  
  - Program aimed at fostering pride in the neighbourhood and involvement in making a change  
  - Teaches skills for community engagement, communication and activism. | |
| **Action B.1.3:** Enhance employment opportunities for youth and adults, including how to search for employment, how to write a resume, and improving interview skills. | |
| **Action B.1.4:** Host discussions and develop opportunities for youth and adults to volunteer, including:  
  - How to get a volunteer job  
  - Benefits of volunteering for employment, including:  
    - Transferring skills  
    - Networking  
    - Resume building  
    - Experiencing different careers  
    - Develop and market volunteer opportunities | |
| **Action B.1.4:** Provide opportunities for youth employment (15+ years of age), including:  
  - Develop and promote skills  
  - Provide assistance with resume writing and interview skills | |
| **Action B.1.5:** Provide information on starting and supporting a Small Business enterprise, including:  
  - How-to  
  - Financing  
  - Micro-loans for business start-up  
  - Motivation  
  - Resources available to start a small business and focus to an opportunity to start a business yard (i.e. interest in maintenance/landscaping, vehicle repair, etc.) | |
## McQuesten Neighbourhood Action Workplan 2012-2017

### GOAL B: Strengthen Economic Opportunities and Investment

<table>
<thead>
<tr>
<th>Objective 2: Promote Economic Development in the Neighbourhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action B.2.1: Encourage businesses to advertise and hire locally (&quot;Hire from our neighbourhood first&quot;) and job fairs with local businesses and/or temp agencies.</td>
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<tr>
<td>Action B.2.2: Develop an economic development centre that promotes the neighbourhood as an investment opportunity for various types of commercial uses that meet the needs of the neighbourhood, including an extended hour pharmacy, grocery store, financial institution and theater.</td>
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<tr>
<td>Action B.2.3: Develop local craft market for McQuesten residents to sell and buy products.</td>
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<tr>
<td>Action B.2.4: Highlight the benefits/assets of the neighbourhood as a marketing tool to promote economic development.</td>
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</table>
### McQuesten Neighbourhood Action Workplan 2012-2017

**GOAL C: Enhance Community Health and Well-Being**

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<tr>
<td>Action C.1.1: Develop an integrated food services system and a food centre that brings together a continuum of food programs, including:</td>
<td>Pat Reid, Aileen, Beverley (sub-involvement)</td>
<td>LT X</td>
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<td>• Food bank with culturally appropriate and quality health choices</td>
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<td>• Food pantry (could be located in the same centre as the food bank)</td>
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<td>• Community garden</td>
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<td>• Urban agriculture</td>
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<td>• Community kitchen</td>
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<td>• Grocery store voucher program for dairy and fresh produce</td>
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<td>• Local sustainable food choices in grocery stores</td>
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<td>• Access to local grocery stores (transportation)</td>
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<tr>
<td>Action C.1.2: Enhance, expand and improve community gardens by involving the neighbourhood in growing, maintaining and sharing in the success of the community garden/urban agriculture project.</td>
<td>Pat Reid, Rose Laws</td>
<td>ST X</td>
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### Objective 2: Promote Healthy Living and Healthy Lifestyles for All Residents

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<tr>
<td>Action C.1.3: Promote physical activity through:</td>
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<tr>
<td>• Educational Forums</td>
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<tr>
<td>• Opportunities for physical activity for youth, families and seniors. May include fitness classes, provision of squash and tennis courts, cricket pitches, swimming pools and walking groups</td>
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<td>• Transportation to activities</td>
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<tr>
<td>Action C.1.4: Improve access to primary health care providers (i.e. nurse practitioner) within or close to the neighbourhood.</td>
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<td>Action C.1.5: Provide life skills training opportunities to neighbourhood youth, including:</td>
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<td>• Cooking</td>
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## McQuesten Neighbourhood Action Workplan 2012–2017

### GOAL D: Strengthen Neighbourhood Pride and Promote Community Beautification

#### Objective 1: Support and Promote Neighbourhood Beautification

|--------------|-----------------------------------------------------------------------------|--------------------|----------------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Action D.1.2: | Promote the repair and maintenance of existing sport spaces, including the repair of existing assets (i.e. basketball nets) and installation of new assets (i.e. soccer nets)  
| Action D.1.3: | Graffiti clean-up and prevention | Planning Team Rep | Primary Organization | Jan-Jun 2017 |
| Action D.1.4: | Educate residents on effective methods and the need to control the pet population within the neighbourhood, including spay and neutering animals. | Planning Team Rep | Primary Organization | Jan-Jun 2017 |

#### Objective 2: Support and Strengthen Resident Quality of Life

| Action D.2.1: | Support families and individuals who have limited financial resources, including:  
- Food  
- Clothing (develop a clothing exchange program or donation store)  
- Transportation  
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<tbody>
<tr>
<td>Action D.2.2:</td>
<td>Initiate improvements to Oriole Park and other residential areas of the neighbourhood that require updates or repairs.</td>
<td>Sylvia Thurston</td>
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### McQuesten Neighbourhood Action Workplan 2012-2017

**GOAL E : Promote, Strengthen and Encourage Education Opportunities**

<table>
<thead>
<tr>
<th>Objective 1: Promote Education and Skills Training</th>
</tr>
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</table>
| **Action E.1.1:** Support the East Kiwanis and Wesley Neighbourhood Community Centre as a resource within the McQuesten Neighbourhood that provides programming for residents, supports healthy living, community engagement, local economic development and life skills training, including:  
  - Community kitchen  
  - Community gardens  
  - Food centre  
  - Economic development centre and job bank | Planning Team | Primary Organization |
| | Casey | LT | X | LT | X | LT | X | LT | X | LT | X | LT | X |

| **Action E.1.2:** Skills development for both adults and youth, including computer training | Planning Team | Primary Organization |
| | MT | X | MT | X | MT | X | MT | X | MT | X |

| **Action E.1.3:** Work with School Boards to provide support for families with kids in school:  
  - Help understanding child’s curriculum  
  - Assistance with developing a homework routine for home  
  - Understanding how to be a strong advocate for their child in the school system  
  - Information on testing, school programs, EA support  
  - Establish homework clubs in different languages  
  - Identify funding opportunities for post-secondary education | Planning Team | Primary Organization |
| | MT | X | MT | X | MT | X | MT | X | MT | X |

| **Action E.1.4:** Re-instate and support accessible ESL (English as a Second Language) classes for residents and to help recent immigrants | Planning Team | Primary Organization |
| | MT | X | MT | X | MT | X | MT | X |

| **Action E.1.5:** Identify and develop programs to help kids stay in school, including:  
  - Before and after school programs  
  - In-school activities  
  - Evening activities and support (i.e. homework club)  
  - Transportation to programs | Planning Team | Primary Organization |
| | MT | X | MT | X | MT | X | MT | X |
References


Hall, G., Yohalem, N., Tolman, J., & Wilson, A. (2003). How afterschool programs can most effectively promote positive youth development as a support to academic achievement: A report commissioned by the Boston After-School for All Partnership.


