

South Simcoe

# Community Safety and Well-Being Plan

2025-2029





# Contents

A Shared Commitment .....	3
Land Acknowledgement .....	4
Introduction.....	5
Plan At a Glance .....	6
South Simcoe CSWB Plan Update Approach.....	9
Building on Experience .....	11
Understanding Our Communities .....	12
Community Insights .....	13
Key Data .....	16
Strategies .....	18
Safe and Supported: Strengthening Pathways Out of Homelessness... ..	19
Transitional-Aged Youth Services Network .....	20
South Simcoe CSWB Collaborative .....	21
Police and 211 e-Referral Pathway .....	22
Informing Action .....	23
Coordinating Action and Measuring Progress .....	24
Other Important Priorities Beyond this Plan .....	26
Building On What Exists.....	27
Appendix A: Organizations and Voices that Helped Inform the Plan .....	29
Appendix B: Helpful Acronyms and Terms.....	30
Appendix C: Community Safety and Well-Being Framework.....	31



# A Shared Commitment

Our 2025-2029 Community Safety and Well-Being (CSWB) Plan reflects the belief that meaningful progress is achieved when people and organizations work together with a common purpose. It is both a strategic document and a reflection of the shared commitment across South Simcoe to improve the conditions that support safety and well-being.

The insight and experience of many informed the development of this Plan. We thank the residents who shared their perspectives, the service providers and collaborative tables who offered their expertise, and the community organizations that continue to lead on the front lines of support. Their contributions were essential in identifying where coordinated action can have the greatest impact.

We are also grateful for the support and partnership of the South Simcoe Police Service, the County of Simcoe, and the municipal leadership and staff of the Towns of Bradford West Gwillimbury and Innisfil. Their continued engagement has helped to align this Plan with broader regional and local priorities.

The updated Plan outlines our shared priorities from 2025 to 2029, with a focus on three critical areas: housing and homelessness, mental health and addiction, and access to services and supports. This Plan builds on the foundation laid in previous years and charts a path forward that emphasizes prevention, early intervention, and stronger service coordination.

Through ongoing collaboration, we are committed to building safe, supported, and connected communities for our residents.



Geoff McKnight, CAO  
Town of Bradford West Gwillimbury



Oliver Jerschow, CAO  
Town of Innisfil



Chief John Van Dyke,  
South Simcoe Police Service



# Land Acknowledgement

We acknowledge and support the First Nations, Métis, Inuit, and Urban Indigenous communities, along with the organizations that work every day to enhance safety and well-being. In recognition of the longstanding history of the land on which we live and where this Plan will be carried out, we offer this land acknowledgment<sup>1</sup>:

**We acknowledge that the land on which our community safety and well-being planning will take place is the traditional land of the Anishinaabe People. The Anishinaabe include the Ojibwe, Odawa, and Potawatomi Nations, collectively known as the Three Fires Confederacy. It should be noted that the Wendat and the Haudenosaunee Nations have also walked on this territory over time. In times of great change, we recognize more than ever the importance of honouring Indigenous history and culture and are committed to moving forward in the spirit of reconciliation, respect and good health with all First Nation, Métis and Inuit People and our community as a whole.**

As part of our commitment to reconciliation, this Plan respects the right of Indigenous Peoples to self-determination and Indigenous-led planning. We acknowledge the ongoing impacts of colonialism and the need to repair fractured relationships.

We are committed to working in partnership with Indigenous communities and to learning from the knowledge and skills they bring, as we work together to enhance safety and well-being for all.

---

<sup>1</sup>Land Acknowledgement developed through the work of a working group of the Child Youth and Family Services Coalition of Simcoe County for use in regions served by the Barrie Area Native Advisory Council (BANAC)



# Introduction

Safety and well-being are built over time through strong relationships, access to services, and a shared commitment to community.

In Ontario, every municipality is required to develop, adopt, and implement a Community Safety and Well-Being Plan under the *Community Safety and Policing Act, 2019* ([Part XVI](#)). These plans follow a provincial framework that focuses on four key areas: social development, prevention, risk intervention, and emergency response. The goal is to work together, across sectors, to address issues early and create stronger outcomes for everyone.

There are six Community Safety and Well-Being (CSWB) Plans across Simcoe County, each tailored to local needs, yet they share common strategies and partners, reflecting the interconnected nature of our communities and the value of coordinated action.

Our refreshed South Simcoe CSWB Plan reflects what we have learned since the release of our first Plan (2021-2025), through local data, community input, and close collaboration with our partners. While two key priorities remain consistent, this refreshed Plan introduces a new area of focus and sharpens our approach to the strategies that can create meaningful impact.

We are taking a more connected approach, one that looks at how services and systems can work better together. By coordinating efforts across health, housing, policing, and social supports, we aim to make a meaningful difference in people's lives and strengthen our communities.



# Plan At a Glance

The 2025-2029 South Simcoe Community Safety and Well-Being (CSWB) Plan outlines Bradford West Gwillimbury and Innisfil's shared priorities to support safe and healthy communities. Priorities and strategies were developed by considering valuable insight from service providers and community partners, understanding how our communities' demographics and indicators have changed, and [building on experience](#) gained from the 2021-2025 South Simcoe CSWB Plan. This Plan highlights where we can have the most impact by working together on the issues that matter most. It is designed to be useful and adaptable. As our communities grow and we learn what makes the biggest impact, we will keep adjusting, always aiming to make South Simcoe communities safe, supported, and connected for everyone. A list of [helpful terms and acronyms](#) may be useful when reading this Plan.

## Priorities

Housing and  
Homelessness

Mental Health and  
Addiction (MHA)

Access to Services  
and Supports

## Strategies

The Plan includes [five aligned strategies](#) informed by community insight, that will guide our next steps and collective efforts:



### Safe and Supported: Strengthening Pathways Out of Homelessness

Improves safety and stability through better housing access, outreach, and referral supports.



### Transitional-Aged Youth Services Network

Supports the coordination of youth mental health and addiction services across agencies as an initial area of focus.



### County-Wide Phased Data Approach

Builds a practical, collaborative foundation for sharing data to guide decisions and measure the progress of CSWB activities.



### South Simcoe CSWB Collaborative

Strengthens cross-sector coordination by bringing partners together to align efforts, share insights, and take joint action on shared priorities.

### Police and 211 e-Referral Pathway

Connects individuals with non-emergency needs to community services through a direct e-referral made by officers to 211.





## This Plan Was Informed By

- A review of the original CSWB Plan
- Targeted engagement process including presentations to collaborative tables with short online polls to gather preliminary insights from key stakeholders
- An online Resident CSWB Survey (April – May 2025) – 85 responses
- A Local South Simcoe Provider Session (March 2025) – 17 providers participated
- A County-Wide Provider Session (March 2025) – 27 providers participated
- An online Provider Survey (March-April 2025) – 35 responses
- Data Analysis (available local data)

## Actioning and Overseeing the Plan

Each strategy in this Plan has a lead agency and partners responsible for [moving the work forward and oversight](#). These groups will coordinate activities, track progress, and report regularly to the Local Geographic Municipal Coordinating Committee (GMCC), which is a committee that serves as a collaborative forum for guiding, monitoring, and supporting the implementation of the Plan. Additionally, updates will be shared with the county-wide CSWB Advisory/Steering Committee.

This Plan is designed to be useful and adaptable. As our communities grow and we learn what makes the biggest difference, we'll keep adjusting, always aiming to make South Simcoe safer, more supportive, and more connected for everyone.



# South Simcoe CSWB Plan Update Approach





# South Simcoe CSWB Plan Update Approach

## Momentum and Lessons Learned from the 2021-2025 South Simcoe CSWB Plan

Since launching our first CSWB Plan in 2021, we have implemented activities in several important areas.

### Housing and Homelessness

**Innisfil's Zoning Bylaw Amendment** (2021) allows up to two accessory dwelling units on certain properties. The aim is to increase affordable rental housing and provide more flexible living arrangements.

**Coordinated Access: Homelessness System** (2022) was successfully implemented across Simcoe County, aligning with the federal mandate under Reaching Home: Canada's Homelessness Strategy<sup>2</sup> to streamline and enhance access to housing and support services across the region.

**Innisfil's Housing Pledge** (2023) was endorsed and outlines the Town's commitment to meeting the target of 6300 units by 2031.

**Bradford West Gwillimbury's Housing Pledge** (2023) was endorsed and outlines the Town's commitment to meeting the target of 3,440 new units by 2031.

**Innisfil's Draft Affordable Housing Strategy** (2025) articulates strategic directions to address gaps in Innisfil's housing spectrum, including increasing the availability of affordable housing options for specific populations through government collaboration, and addressing the needs of individuals experiencing homelessness, mental and/or physical health challenges, and other vulnerabilities through wrap-around services.

**New Affordable Housing Rental Units in Bradford West Gwillimbury** (2024) is owned and operated by the Simcoe County Housing Corporation. The development features 50 affordable rental units for families and seniors, with one, two, and three-bedroom options. Designed with universal features, it ensures comfort, accessibility, and support for aging in place.

**Bradford West Gwillimbury's Growth Management Strategy** (under development) has set a proposed target to accommodate 44% of its housing growth through intensification within the built-up area by 2051.

---

<sup>2</sup> [Overview: Reaching Home](#)

## Income/Poverty

**Innisfil's Troy Scott Community Fridges** (2021) and **Bradford's Community Fridge** (2023) increase access to nutritious food for Innisfil and Bradford residents.

**Bradford West Gwillimbury's 'Groundwork' program** (2024) is a life stabilization program funded by the United Way Simcoe County, offered through a collaborative partnership between WOW Living and local partners. It is designed to support those 15 years of age and older dealing with financial insecurity by providing training, mental health supports, mentorship, safe employment options, and volunteer opportunities.

**Bradford West Gwillimbury's Anti-Poverty Summit** (2025) brings community members and organizations together to build bridges, highlight gaps and explore multi-sectoral strategies to reduce poverty through education and action.

## Mental Health and Addiction

**CFS Counselling + Well-Being** (2024) expanded their YouthCALL walk-in counselling clinic to Innisfil, offering consistent, free, and same-day access to mental health and service navigation support for youth ages 12 to 25.

**Innisfil's 'Speak Your Mind' events** (2024 and ongoing) have included youth mental health summits and workshops to create safe and supportive community spaces to talk about youth mental health and share resources and tools.

**CMHA's Virtual Peer Program** (ongoing) received funding from the Innisfil Community Foundation to increase access in Innisfil. This enabled 13 peer workers and 40 volunteers to receive training.

**Workplace Mental Health resource list** (2024) was developed in collaboration with the Innisfil ideaLAB & Library and Bradford West Gwillimbury Public Library to help local businesses support their employee's well-being.

**Workplace Wellness Programs** (ongoing) provided by mental health and addictions service providers have expanded in frequency to offer more opportunities for employers to learn ways to support their employees.

**New Mental Health Hub (Bradford West Gwillimbury)** (TBD) is under development and is a collaborative initiative led by the Canadian Mental Health Association York Region and South Simcoe. It is scheduled to open in 2026.





An aerial photograph showing a long, straight road stretching from the foreground towards the horizon. The road is flanked by dense green and autumn-colored trees. In the foreground, the road curves slightly to the right, passing a green field and a baseball field. At the bottom of the frame, a small concrete pier or dock extends into a body of water. The sky is blue with scattered white clouds.

# Building on Experience

As we refresh the CSWB Plan, we recognize the value of reflecting on what we have learned from the 2021-2025 South Simcoe CSWB Plan. Through collaboration, experience, and community engagement, we have gained important insights alongside a clearer understanding of the implementation challenges and limitations that can impact progress.

As we move forward with our refreshed Plan, we recognize:

- CSWB initiatives are most successful when a lead agency is identified, and roles are clearly defined
- Data sharing remains an ongoing challenge that needs to be addressed
- Lived and direct service provider experience brings valuable insight
- Inter-sectoral collaboration needs dedicated support and infrastructure
- Starting with clear, doable steps creates progress
- CSWB makes us rethink how we define success when it may not always be visible in the short-term (e.g., prevented crises)
- Flexibility is essential for real-time learning and adjusting to emerging needs and opportunities
- The need for ongoing communication and consultation cannot be overstated



# Understanding Our Communities

The South Simcoe area, made up of the Town of Bradford West Gwillimbury and the Town of Innisfil, is one of the fastest growing regions in Simcoe County. Together, these communities are home to just over 93,000<sup>3</sup> residents (Innisfil: approximately 47,000; Bradford West Gwillimbury: approximately 46,000). Both municipalities are experiencing steady population growth due to their proximity to the Greater Toronto Area and access to major transportation corridors like Highway 400.

## Growing and Changing Population

South Simcoe has a younger population on average<sup>4</sup> than Simcoe County as a whole, with many families choosing to settle in the area. At the same time, both communities are seeing an increase in older adults. This highlights a growing need for services that support youth and seniors. Immigration is also contributing to population growth. Over 30% and 19% of residents in Bradford West Gwillimbury and Innisfil, respectively, were born outside of Canada<sup>4</sup>. This growing diversity brings valuable cultural strengths to the communities, while also highlighting the importance of culturally responsive services and support.

## Geography and Service Access

The geography of South Simcoe presents unique opportunities and challenges when it comes to safety and well-being. While the area is considered part of the broader urban-rural fringe of the Greater Golden Horseshoe, the area contains rural pockets and spread-out residential developments, particularly in Innisfil. This can make access to transportation, health care, and community services more difficult for some residents, especially those without a vehicle, seniors, or newcomers unfamiliar with available supports.

At the same time, both municipalities are investing in thoughtful urban design, municipal transit and service hubs to bring support closer to where people live. The planned Orbit development in Innisfil, for instance, aims to blend small-town living with smart city design near the proposed GO station<sup>5</sup> while Bradford West Gwillimbury continues to invest in infrastructure<sup>6</sup> to support its growing population.

---

<sup>3</sup> These are the most recent population figures as per the annual South Simcoe Police Service cost share calculations

<sup>4</sup> [Statistics Canada, Focus on Geography Series \(Bradford West Gwillimbury and Innisfil\)](#)

<sup>5</sup> [The Orbit, Innisfil](#)

<sup>6</sup> [Bradford West-Gwillimbury Growth Management Plan to 2051](#)





# Community Insights

## This Plan Was Informed By

- A review of the 2021-2025 South Simcoe CSWB Plan
- Key informant interviews
- A targeted engagement process including presentations to collaborative tables with short online polls to gather preliminary insights from key stakeholders
- An online Resident CSWB Survey (April – May 2025) – 85 responses
- A Local South Simcoe Provider Session (March 2025) - 17 participants
- A County-Wide Provider Session (March 2025) - 27 participants
- An online Provider Survey (March-April 2025) - 35 respondents
- Data Analysis (available local data)







## Insights From Resident Survey Respondents

As part of the refresh of the South Simcoe CSWB Plan, residents were invited to share their experiences and insights through a community survey. Several key themes emerged:

### **Accessing Information about Services**

Residents most commonly search online for information about community services, using search engines, followed by municipal website and social media. Libraries were also identified as an important source of service information, particularly for those without digital access.

### **Perceptions of Safety in the Community**

Most respondents (80%) reported feeling somewhat to very safe in their community. To further improve the sense of safety in public spaces, especially where homelessness is visible, respondents highlighted the need for more mental health and addiction (MHA) services, access to shelter and outreach support, and a stronger presence of support teams in public areas.

### **Mental Health and Addiction Supports for Youth**

There were mixed perceptions about the availability of MHA supports for youth. While some were unsure, more than half felt there were not enough local services. Awareness was cited as a key barrier, with many families uncertain about what supports exist or how to access them. Other challenges included long wait times, stigma, limited parental support, and difficulty accessing qualified professionals.

### **Improving Access to Youth and Family Supports**


Residents emphasized the importance of making services more accessible in everyday community spaces. The top three enablers identified were:

- Services located in community spaces (e.g., libraries, schools)
- More school-based programs
- A single, centralized point of access to services

### **Navigation and Service Coordination**

A significant number of respondents (76%) either didn't know or were unsure where to go for help with housing or MHA concerns. Many expressed strong support for a centralized service directory or app specific to South Simcoe. However, some comments underscored the importance of maintaining in-person navigation options, and cautioned that simply directing people to services with long wait times could be frustrating and counterproductive.





## Insights From Providers (one-to-one consultations, targeted engagement, survey, and live sessions)

### **Supporting Youth Mental Health and Addiction Services**

Service providers across South Simcoe emphasized the growing need to improve access to mental health and addiction supports, especially for youth. As pressures on local services increase, there is a shared commitment to ensuring the well-being of future generations by addressing these gaps.

### **Strengthening Organizational Connections**

To support residents more effectively, providers highlighted the need to build stronger, more coordinated networks across organizations. Establishing formal partnerships and improving collaboration were seen as essential to delivering services more efficiently and with greater impact.

### **Addressing Housing Affordability and Instability**

Housing affordability and instability were identified as growing concerns affecting residents across South Simcoe. Providers stressed the need for more deeply affordable housing options and greater support for individuals at risk of losing their housing. Strengthening local responses to housing precarity was seen as a foundational step in improving overall well-being and service outcomes.

### **Welcoming and Inclusive Services**

Local organizations stressed the importance of making services more visible, accessible, and welcoming, particularly for newcomers. Ensuring that all residents are aware of available supports and how to access them was identified as a key priority.

### **Advancing Equity and Cultural Responsiveness**

With demographic shifts and a growing number of equity-deserving populations seeking support, providers identified the need for more cultural competency training, access to culturally affirming resources, and better data on populations facing systemic barriers.

### **Enhancing Collaboration and Data Sharing**

Stronger collaboration across sectors can be achieved through clearer shared goals, improved communication, and better ways to connect and share data. Providers recognized that working together more strategically is critical to meeting the evolving needs of the community.



## Key Data

Key data, provider, and local organization engagement are highlighted in the section below.

### Housing and Homelessness

6% of the 64 people surveyed in the 2024 Point-in-Time (PiT) Count<sup>7</sup> were from South Simcoe.

86% of people who find themselves experiencing homelessness in South Simcoe stay in South Simcoe and do not leave the area.

As of May 15, 2025, 68 people are identified in the Homeless Individuals and Families Information System (HIFIS)<sup>8</sup> as experiencing homelessness in South Simcoe. This number is subject to change as the HIFIS database is continuously updated with new and ongoing entries.

Fluctuating vacancy rates in the nearest local shelter<sup>9</sup> while people remain living unhoused.

Innisfil's 2025 Housing Needs Assessment<sup>10</sup> identified that there is a need for increasing Innisfil's affordable housing supply, supportive housing programs and wrap-around services for individuals experiencing homelessness, mental and/or physical health challenges, substance abuse, and other vulnerabilities. The assessment also found a need for targeted solutions for specific populations (i.e., Indigenous individuals, lone parents, and those escaping violence), more attainable housing options for middle-income and first-time homebuyers, and more innovative housing solutions across the housing spectrum.

---

<sup>7</sup> The Point-in-Time (PiT) Count is a snapshot of homelessness in a community, capturing the number and basic demographics of individuals experiencing homelessness on a single night

<sup>8</sup> HIFIS (Homeless Individuals and Families Information System) is a federally supported, real-time database used by service providers to track and coordinate homelessness-related data and services.

<sup>9</sup> [Shelter System Utilization](#)

<sup>10</sup> The [Innisfil Housing Needs Assessment](#) provides essential data on Innisfil's current and future housing needs. It's a tool that will help address gaps in housing supply, determine where and what types of homes should be built, and plan infrastructure to support community growth.





## Mental Health and Addiction

44.7% of elementary students reported feeling positive emotions like happiness and calm. This has decreased from 2019<sup>11</sup> (Simcoe Muskoka Catholic District School Board).

Less than 50% of secondary students said they feel comfortable expressing their emotions at school<sup>12</sup> (Simcoe County District School Board).

60% of provider survey respondents reported a 'significant change' in mental health concerns in people served.

52% of provider survey respondents reported 'a significant change' related to substance use/addiction of their clients served<sup>13</sup>.

Simcoe County has higher rates of Emergency Department visits and hospitalizations for self-harm and death by suicide compared to the provincial average<sup>14</sup>.

Resident survey respondents' top three biggest barriers to youth accessing mental health and or addiction support and services were long wait times, lack of awareness, and stigma.

## Access

65% increase in South Simcoe calls to 211 from 2019-2023. The top reasons for 211 calls during this period were housing, income, and mental health/health.

---

<sup>11</sup> Simcoe Muskoka Catholic District School Board, Elementary and Secondary Climate Reports, 2024

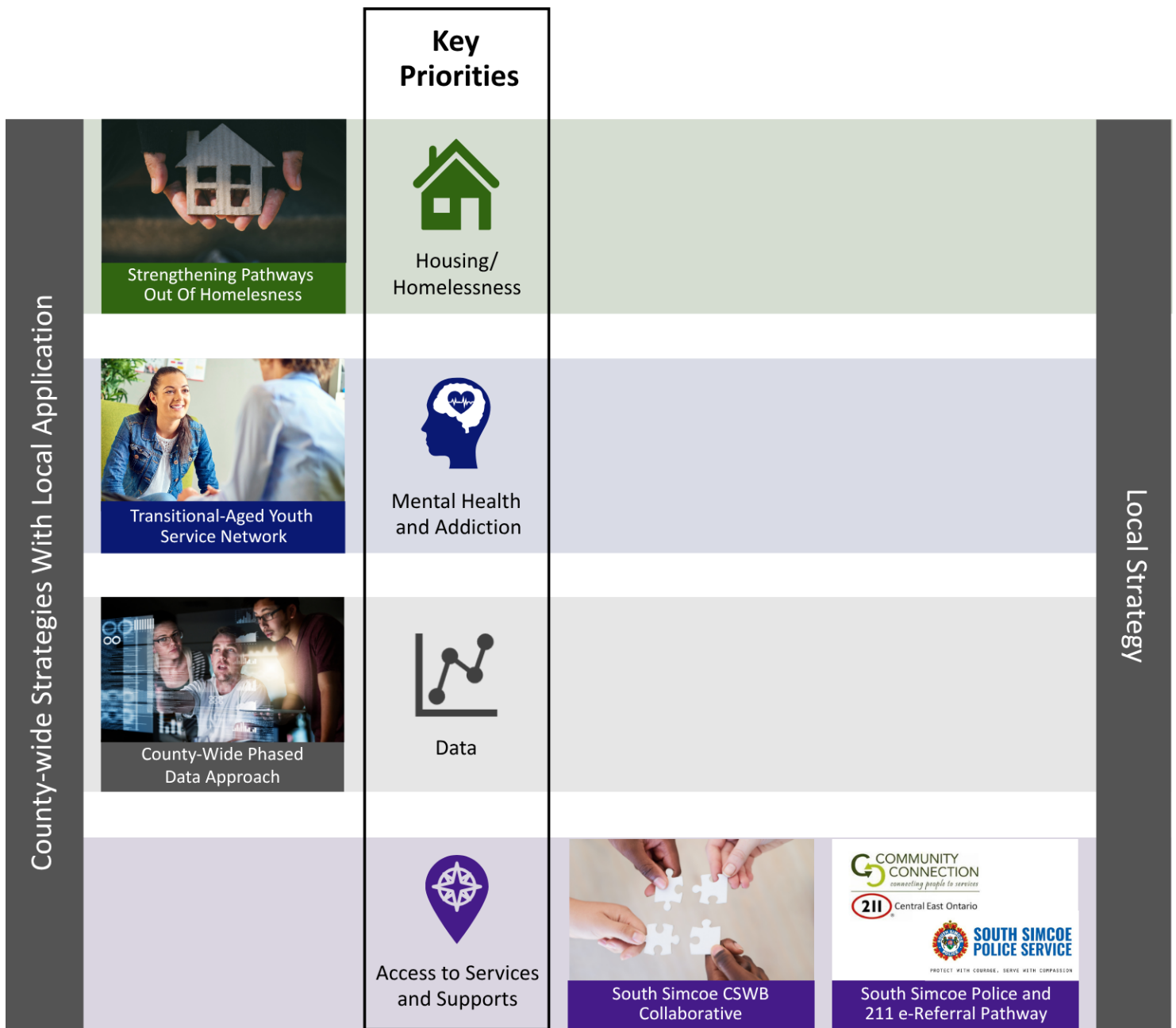
<sup>12</sup> Simcoe County District School Board's (SCDSB) School 2023-24 Climate Survey

<sup>13</sup> CSWB Provider Survey, 2025

<sup>14</sup> [Health Stats Dashboard, SMDHU 2020-2023](#)

# Strategies

## South Simcoe CSWB Plan 2025-2029



The principles of equity, diversity and inclusion will underpin our approach



## Safe and Supported: Strengthening Pathways Out of Homelessness

(County-wide strategy)

Everyone deserves to feel safe in their community. For people experiencing homelessness, the lack of stable housing can lead to increased vulnerability and involvement in high-risk situations. At the same time, some residents who are not experiencing homelessness may feel uncertain, particularly in parks or downtown areas where visible homelessness is more common. This strategy focuses on improving safety for everyone by strengthening connections to housing, outreach, support services, and ways to mitigate safety-related concerns for all residents.



## Social Development

### Risk Intervention

#### Lead Agency

County of Simcoe

#### Partners:

Homeless System providers and appropriate Health System providers

#### Goal

Improve perceptions of safety of the community and safety related to critical incidents for those experiencing homelessness

#### Objective

Enhance coordinated access to housing and social supports to reduce housing-related safety incidents for those experiencing homelessness

#### Action

Strengthen referral pathways to prevention supports and reduction strategies for homelessness through:

- Centralized Outreach
- Shelter/Supportive Housing
- Case Conferencing/Navigation Tables

#### Exploratory Measures to Consider

- Perceptions of safety (housed and unhoused residents in the community)
- Safety related to critical incidents
- Housing-focused outcomes

## Transitional-Aged Youth Services Network

(County-wide strategy)

Young people aged 12 to 25 (transitional-aged) face growing mental health and addiction challenges. Currently, services can be hard to access and are often disconnected, leaving youth and their families unsure where to turn for help. This strategy supports the current development of an Integrated Youth Services Network that brings agencies together to make services easier to access, more connected, and better tailored to the needs of youth.

Creating a single-entry point (the networked system of providers) and encouraging collaboration between service providers will help reduce gaps in support, respond to the needs of a growing and changing population, and ensure services are appropriate for each stage of youth development. When youth and their families get the right help, they feel better and do better.



### Lead Agency

CFS Counselling and Wellbeing through the work of the Integrated Youth Services Network

Partners: Youth Hubs, Justice, School Boards, Indigenous Services, Child Welfare, Ontario Health Teams (OHTs), Child Youth & Family Services Coalition of Simcoe County (CY&FSCSC), Youth

### Goal

Improved mental health and well-being outcomes for youth aged 12-25

### Objective

Enhance coordinated, accessible, and developmentally appropriate mental health and addiction (MHA) services for youth

### Action

Support the development and expansion of the emerging Integrated Youth Services Network that will prioritize:

- Creating a single access point into the system
- Expanding collaborative and integrated programs
- Adapting services to population growth and diversity
- Identifying service barriers and gaps

### Exploratory Measures to Consider:

- Collaboration
- Service-related outcomes for youth
- Youth and caregiver satisfaction results



## South Simcoe CSWB Collaborative

(Local strategy)

Many people in our communities struggle to find and access the help they need, whether it is for mental health, addiction, housing, or other supports. Services often work separately, which can make knowing how to gain access confusing and lead to people falling through the cracks. This strategy brings local service providers, community groups, and municipalities together to form a South Simcoe CSWB Collaborative. By working as a team, this group can share information, coordinate services, and make it easier for residents to know what is available and how to get help. While the Collaborative will focus on the key priorities outlined in this Plan, it will also build the foundation, through stronger relationships and a shared forum, for addressing other emerging community needs and opportunities in the future.



### Lead Agency

Town of Innisfil

### Partners:

Town of Bradford West Gwillimbury, Health, MHA, Housing/Homelessness, Police, Education, BIA/Chamber/Board of Trade, Faith Communities, Community Services, Local Charities/Non-Profit Organizations

### Goal

To improve community safety and well-being through a coordinated and collaborative approach that connects service providers, streamlines access to supports, and enhances awareness of available resources.

### Objective

Establish a formal CSWB Collaborative that brings together local service providers to improve access, coordination, and communication related to mental health, addictions, housing, and other core social supports.

### Action

Form the CSWB Collaborative by identifying and inviting key local service providers and stakeholders to participate and prioritize action around:

- Developing shared protocols for referrals, navigation, and information sharing
- Exploring a centralized directory or digital “one-stop shop” for services
- Reviewing service pathways to identify barriers and improve access
- Holding regular meetings to identify and address local needs and explore joint actions
- Including child and youth service providers to align efforts and fill gaps

### Exploratory Measures to Consider

- Coordination and integration
- Access and navigation
- Collaborative engagement and responsiveness

## Police and 211 e-Referral Pathway

(Local strategy)

Police are often the first point of contact for people facing challenges like homelessness, mental health issues, or financial hardship, but these situations do not always require a police response. This strategy helps bridge the gap by creating a simple referral process between the South Simcoe Police and 211, a trusted service that connects people to local supports. When officers come across someone who needs help beyond what police can provide, they can send a quick e-referral to 211, ensuring that person gets a follow-up call and help navigating the system. It is a practical way to connect people to the right support at the right time, while making use of community resources and potentially reducing future calls to the police if the person is connected to the supports and services that they need.

### Co-Leads

South Simcoe Police Service (SSPS)

Community Connection/211

### Goal

People who come into contact with police and need non-emergency support are connected to the right services, at the right time, through stronger partnerships and referral pathways.

### Objective

Create a simple and effective e-referral process between police and 211 so that individuals with social or health needs can receive follow-up support and help navigating services.

### Action

SSPS will pilot a new referral process with Community Connection/211. When officers engage with someone who could benefit from community services, such as housing, mental health supports, income assistance, and other services, they will send an e-referral to 211.

### Exploratory Measures to Consider

- Access and reach
- Needs and navigation
- Outcomes and system impact





## Informing Action

(County-wide strategy)

Access to consistent, meaningful data was a key challenge during the first CSWB Plan. Many partners used different systems, tracked different indicators, and had limited capacity to share data, making it difficult to assess progress or respond to emerging issues.

This strategy takes a more practical and collaborative approach. By starting with an inventory of existing datasets and exploring shared indicators tied to plan priorities, the County can build a stronger foundation for future data work. This phased model emphasizes learning, trust-building, and achievable steps rather than overcommitting to complex systems too early.

Aligned with the provincial CSWB framework, this strategy supports *collaboration, risk prevention, and information sharing* by helping partners better understand what drives safety and well-being across communities. It also responds directly to lessons learned from the first plan: start small, focus on alignment, and use what's already available to guide smarter decisions moving forward.



## Social Development

### Prevention

### Risk Intervention

#### Lead Agency

County of Simcoe

#### Partners:

Police Services, Simcoe Muskoka District Health Unit, Community Connection, other relevant partners

#### Goal

To support municipalities and community partners in better understanding and responding to community safety and well-being issues through practical, collaborative data initiatives

#### Objective

Begin with achievable steps to map, access, and use shared data to support CSWB planning, decision-making, and ongoing learning

#### Action

The County of Simcoe will lead this work by:

- Hiring a summer student to map available datasets across CSWB-related organizations and assess potential for sharing
- Exploring key indicators with partners that align with the priorities in the Plan(s)
- Identifying current data gaps and exploring potential sources of supplementary data (e.g., Environics Analytics), recognizing any cost limitations
- Exploring safe and practical ways to share data in the future
- Using lessons learned from this phase to inform future data-related collaborations

#### Exploratory Measures to Consider

- Data and inventory
- Partner engagement
- Capacity-building and relationship development
- Innovation and learning

# Coordinating Action and Measuring Progress

## Governance and Advisory Support

The following three groups play key roles in the development, monitoring, and alignment of the CSWB Plan:

**The South Simcoe Geographical Municipal Coordinating Committee (GMCC)** – This group is responsible for oversight and governance of the CSWB Plan. The GMCC will provide oversight to create space for shared learning, reflection, and alignment across strategies, not day-to-day management, nor the operationalization of the strategies.

**CSWB Local Table** – The local table serves as a subject matter advisory group that monitors progress on the CSWB Plan and provides input on the local application of both county-wide and locally developed strategies. A subset (executive group) from the local table will report back to the GMCC and to the Simcoe County CSWB Advisory Body.

**Simcoe County CSWB Advisory Body** (formerly referred to as the CSWB Steering Committee in the 2021-2025 Plan) - The advisory body, comprised of subject matter experts across areas of risk, plays a key role in matters of county-wide interest or application as well as aligning CSWB planning with broader system planning through joint strategic efforts that support the collective advancement of local and regional CSWB strategies.







## Actioning the Strategies

**Strategy Leads** - Each strategy in the Plan will be led by a designated Lead agency with partner support. Strategy implementation will be phased to encourage collaboration, learning, and adaptation.

Strategy leads (designated agencies) will prioritize:

- Clarifying roles
- Exploring early measures of success
- Identifying key performance indicators
- Setting baselines and data-sharing methods
- Launching activities toward goals

Strategy leads will report back initially at the six-month mark and then annually thereafter, sharing updates, lessons learned, and performance measures. If needed, the GMCC and/or the Simcoe County CSWB Advisory Body may also help remove barriers, build connections, or advocate for broader system change.

This approach follows the CSWB Framework's focus on proactive planning, shared accountability, and continuous improvement, using local data and lived experience to keep strategies flexible and responsive.

# Other Important Priorities Beyond this Plan

During the service provider and local organization engagement, we heard many thoughtful and meaningful ideas. While not all are reflected in this version of the Plan, they remain important. Some are already underway, some need more time or resources, and some may inform future planning.

These priorities are included here, so they are not forgotten. They may guide future work, support others in shaping initiatives, or be part of a future Plan update.

- **Pathways to safety for victims of intimate partner and gender-based violence** – the absence of an articulated strategy in the refreshed Plan does not diminish the keen awareness that we need to work with community partners to improve access and outcomes for those at risk and victims.
- **Continuous Engagement** – recognizing that some voices and demographics may have been underrepresented in the initial engagement process, the implementation of this Plan will include a commitment to ongoing and responsive engagement, exploring methods beyond traditional approaches as needed to better reflect the diversity of perspectives in the community.
- **Expanding access to Human Service Navigators in Library settings** – while some municipalities currently have this role, not all municipalities do. Municipalities that do not have this role will continue to advocate for this valued service if they feel it would benefit their residents.
- **Additional resources and supports for children and youth** – some of the strategies in this refreshed CSWB Plan will advance supports and services for children and youth, recognizing that this population is reliant on support to thrive.
- **Access to local healthcare** - primary and specialist care, mental health supports, and timely services remains an important priority. Health system partners continue to work toward improving access and equity across the region, and their efforts are key to supporting overall community well-being.

As this work moves forward, the principles of equity, diversity, and inclusion will remain essential to ensuring a wide range of voices and experiences are reflected.





# Building On What Exists

The South Simcoe CSWB Plan was developed in the context of a wide range of ongoing work across the Towns of Bradford West Gwillimbury and Innisfil, Simcoe County, and the communities. The Plan strategies are intended to align with and support these broader efforts. Where possible, actions in this Plan build on work already underway or amplify it through collaboration.

## Housing / Homelessness

Plan / Strategy Name	Lead	How it Aligns
<a href="#">Innisfil Affordable Housing Strategy (Draft)</a>	Town of Innisfil	Articulates how access to safe, stable, and affordable housing for residents will be improved.
Bradford West Gwillimbury Official Plan <a href="#">Housing Section</a> and <a href="#">Growth Management Plan To 2051</a>	Town of Bradford West Gwillimbury	Outlines future growth considerations that may influence housing development and residential land use.
<a href="#">10-Year Affordable Housing and Homelessness Prevention Strategy</a> And the <a href="#">10-point homelessness prevention strategy</a>	County of Simcoe	Outlines steps for the development and implementation of creative solutions for increasing affordable housing.
<b>Also Aligned:</b> the work of the Simcoe County Alliance To End Homelessness, Coordinated Access for Homelessness, the Municipal Liaison Group		

## Mental Health and Addiction

Plan / Strategy Name	Lead	How it Aligns
<a href="#">SCDSB Mental Health Strategy and Action Plan</a>	Simcoe County District School Board	Guides priorities for advancing school mental health.
<a href="#">SMCDSB Mental Health and Well-Being Strategic Priorities and Action Plan</a>	Simcoe Muskoka Catholic District School Board	Guides priorities for advancing school mental health.
<b>Also Aligned:</b> Barrie and Area Ontario Health Team Mental Health Working Group, Simcoe Muskoka Drug Strategy (SMDS)		

## Data

Plan / Strategy Name	Lead	How it Aligns
<a href="#">County of Simcoe Interactive Map (GIS)</a>	County of Simcoe	Provides interactive maps and spatial data that help identify community needs, plan services, and support evidence-based decision-making for community safety and well-being
<a href="#">County Of Simcoe Data Portal</a>	County of Simcoe	The online portal supports Simcoe County and its partners in identifying community needs through data
<a href="#">Health Stats Simcoe Muskoka</a>	Simcoe Muskoka District Health Unit	Provides information and data about the health status of Simcoe and Muskoka people and communities
Local Immigration Partnership (LIP) Diversity Hub Contact: <a href="mailto:sclip@simcoe.ca">sclip@simcoe.ca</a>	Simcoe County Local Immigration Partnership	To connect stakeholders and provide local access to resources that support inclusion, diversity, equity, and accessibility for vulnerable populations in Simcoe County
<b>Also Aligned:</b> Simcoe County Data Consortium		



# Appendix A: Organizations and Voices that Helped Inform the Plan

Addictions Services of Central Ontario

Barrie and Area Ontario Health Team  
(participating members)

Barrie Area Native Advisory Circle/  
Mamaway Wiidokdaadwin

Barrie Native Friendship Centre

Bradford West Gwillimbury Residents  
(survey respondents)

Biminaawzogin Regional Aboriginal  
Women's Circle (BRAWC)

Bradford West Gwillimbury Library

Canadian Mental Health Association  
Simcoe County

Canadian Mental Health Association York  
Region and South Simcoe

Catulpa Community Support Services

Child Youth & Family Services Coalition of  
Simcoe County

CFS Counselling + Well-Being

Community Connection

Contact Community Services

County of Simcoe – Health and  
Emergency Services

County of Simcoe – Housing and  
Community Social Services

Elizabeth Fry Society Simcoe Muskoka

Family Connexions

Huron Transition Homes

Innisfil Community Church

Innisfil Residents (survey respondents)

John Howard Society of Simcoe &  
Muskoka

Krasman Centre

LOFT Community Services

New Path Youth and Family Services

North Simcoe Muskoka Specialized  
Geriatric Services

S.H.I.F.T (Support and Hope For  
Individuals and Families Today)

Simcoe County District School Board

Simcoe Muskoka Catholic District School  
Board

Simcoe Muskoka District Health Unit

South Simcoe Police Service

The Gilbert Centre

The Salvation Army

Town of Bradford West Gwillimbury

Town of Innisfil

United Way Simcoe County

Waypoint Centre for Mental Health

Women and Children's Shelter Barrie

# Appendix B: Helpful Acronyms and Terms

## Acronyms

- **BAOHT** – Barrie and Area Ontario Health Team
- **CMHA** – Canadian Mental Health Association
- **CSWB** – Community Safety and Well-Being
- **GMCC** – Geographic Municipal Coordinating Committee
- **MHA** – Mental Health and Addiction
- **OHT** – Ontario Health Team
- **PiT Count** – Point in Time
- **SCATEH** – Simcoe County Alliance To End Homelessness
- **SMDHU** – Simcoe Muskoka District Health Unit

## Terms

- **Case Conferencing/Navigation Tables** – Regular meetings where service providers collaboratively coordinate care and support for individuals with complex needs.
- **Coordinated Access** – A streamlined process where individuals are matched to services through a shared intake and referral system across agencies.
- **Equity-Deserving Groups** – Communities who experience systemic barriers to access, opportunities, and resources, such as racialized people, Indigenous populations, 2SLGBTQIA+ individuals, and others.
- **Integrated Youth Services Network** – A group of service providers working together to improve access, coordination, and quality of services for youth.
- **Navigation/Navigators** – People or services that help individuals understand and access the right support systems.
- **Outreach Services** – Services delivered directly to people in the community (rather than in a fixed location), often targeting individuals who face barriers to accessing traditional services.
- **Risk Intervention** – Targeted actions to support people facing escalating challenges before a crisis occurs.



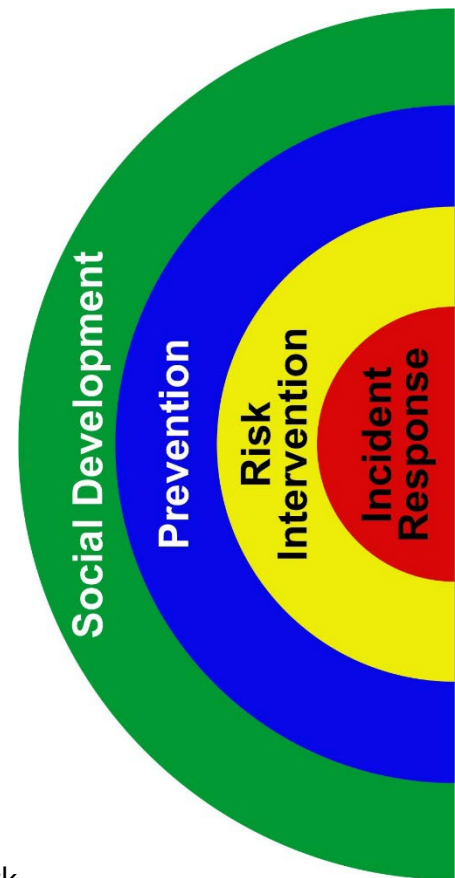
# Appendix C: Community Safety and Well-Being Framework

The Community Safety and Well-Being Framework is a way for communities across Ontario to work together to make life better and safer for everyone. It helps us look at the big picture, what people need to live well, and focus on preventing problems before they become emergencies.

The Province of Ontario created a model to guide how communities do this work. It resembles a bullseye with four layers, or “areas of focus.” Each layer shows a different way we can support people in our community, from long-term planning (green) to immediate help in a crisis (red).

## The Four Areas of Focus

- **Social Development**  
Improving housing, education, mental health, and employment over time creates stronger communities and reduces future risks.
- **Prevention**  
Early action through programs and outreach helps address issues before they become serious.
- **Risk Intervention**  
Coordinated support is provided to individuals or families showing signs of serious challenges to prevent crises.
- **Incident Response**  
Emergency services address urgent situations, with a long-term goal of reducing the need for crisis intervention.



## How We Work Together

- **Collaboration**  
Bringing together partners from various sectors and services to work towards more effective and coordinated solutions.
- **Information Sharing**  
Sharing de-identified data helps partners understand emerging needs and risks, leading to better-informed and unified responses.
- **Measuring Progress**  
Tracking results shows what is working and where.







