

INFORMATION REPORT

TO:	Chair and Members Emergency & Community Services Committee
COMMITTEE DATE:	August 16, 2017
SUBJECT/REPORT NO:	2016/2017 Snow Angels Program (CES14041(c)) (City Wide)
WARD(S) AFFECTED:	City Wide
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SIGNATURE:	

Council Direction:

Not applicable.

Information:

The Snow Angels Program is a volunteer-based snow removal service that matches local volunteers with eligible low-income seniors and persons with disabilities. In existence since 2005, this program recruits volunteers to shovel the sidewalk, a pathway to the front entrance and the window of the client home within 24 hours of a minimum three centimetre snow accumulation.

In 2015, the Snow Angels program was brought into the City of Hamilton to be delivered by staff in the Neighbourhood Action Strategy and connected to the youth utilizing the Xperience Annex. The program has not seen the anticipated uptake by youth wanting to complete their volunteer hour requirement to graduate from secondary school and thus has not been a good fit with the Xperience Annex program.

The 2016/2017 Snow Angels recruitment process was initiated in October 2016 and continued through April 2017. Enhanced communications and the support of two staff resulted in a successful recruitment of volunteers to support 79% of clients currently registered in the Snow Angels program. This year's snow season was mild with only three events of snow accumulation greater than three centimetres.

2016/2017 Statistics:

- Out of 296 eligible clients, 236 were matched with a Snow Angel volunteer
- Many volunteers chose to shovel snow at more than one residence

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

- Although 225 volunteers were recruited, 60 volunteers went unmatched because they resided in areas where there were minimal numbers of Snow Angels clients 33 clients from 2015/2016 were removed from the database either by attrition or personal choice

Client Match Rate 2008-2017

2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
37%	41%	41%	46%	35%	68%	43%	79%	79%

2016/2017 Volunteer Recruitment:

Volunteer recruitment efforts were robust, utilizing a variety of tactics to ensure widespread coverage and access. Not only did staff focus on recruiting engaged volunteers from across the City, City of Hamilton employees were also recruited throughout the season.

Volunteer recruitment in Wards 3, 4, 5 and 6 was low, where the largest number of clients reside.

As in the past few years, new clients were not accepted into the program this year as there were not enough volunteers recruited from the neighbourhoods where more clients reside.

2017/18 Season:

Utilizing the same resources as the past year, it is anticipated that the methods of the Snow Angels program will remain the same. Client lists will be updated beginning in late summer and volunteer recruitment will begin in September. A variety of volunteer recruitment efforts will be utilized again this year as described in Appendix A to Report CES14041.

It is unknown at this time if new clients will be added to the Snow Angels program this year, since not all current clients were matched to a volunteer last year. However, in the event staff do receive a higher volume of volunteers this program will be offered to additional clients. Staff will carefully monitor this program during the 2017/18 season, and will continue to look for other opportunities to support and/or expand the existing program, and report back to committee in Q3 of 2018.

APPENDICES AND SCHEDULES ATTACHED

Appendix A to Report CES14041: 2016/17 Snow Angel Program Volunteer Recruitment Efforts