

# Niagara Poverty Reduction Strategy

City of Port Colborne Council Meeting  
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# Agenda

- Poverty in Niagara
- How the Strategy was Created
- Recommendations
- Implementation
- Niagara Prosperity Initiative Grant

# Poverty in Niagara

## In Niagara

- 10.4% of people live in poverty (49,030 people)
- 12.5% of children 0-17 live in poverty (10,710 children)

Annual	Poverty Line
Single	\$22,170
Single 1 child	\$31,353
Couple 2 children	\$44,340

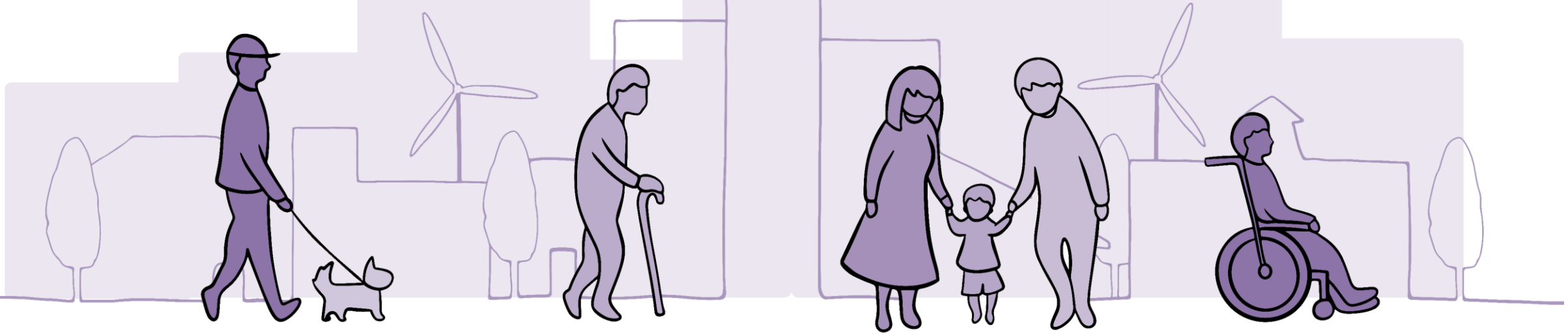
# Port Colborne data

Measure	Ontario	Niagara	Port Colborne
Median age	41	45	50
Live in poverty (ages 18-64)	9%	10%	11%
Participate in the labour force (age 15+)	63%	59%	54%
Have post secondary education (ages 25-64)	68%	62%	55%

Source: [Niagara Well-Being Tool](#), Stats Canada 2021

# How we got here

- **Community voice** -- 1000+ residents engaged
- **Best Practices**
- **Validation** -- 100+ content experts



# Growing Better Together



## Council Strategic Priorities - Equitable Region

Economic Development Strategy	Children's Services Service System Plan	Consolidated Housing Master Plan	Community Safety and Well-Being Plan	Poverty Reduction Strategy
Niagara Prosperity Initiative	Transportation Master Plan	Housing and Homelessness Action Plan	Indigenous Action Plan	Diversity, Equity and Inclusion Action Plan

# Poverty Reduction Strategy - Working together to prevent and end poverty and increase well-being in Niagara



# Recommendations

- **Indigenous Well-Being:** Indigenous community to develop a strategy for Indigenous specific poverty reduction initiatives.
- **Housing:** Provide housing stability services for people living in poverty to maintain their current housing, prevent eviction, improve social inclusion, and access income through periods of financial instability.



# Recommendations (continued 2)

- **Income:** Increase opportunities for living wage employment in Niagara and advocate for adequate, livable rates from government income assistance programs.
- **Employment:** Promote and develop decent work opportunities that provide fair wages and benefits and foster stable, consistent, and safe employment.

# Recommendations (continued 3)

- **Food Security:** Improve access to fresh, culturally appropriate, affordable and nutritious foods through income-based solutions to food insecurity.
- **Early Child Development:** Improve access to affordable, high-quality child care for families living in poverty or at risk of poverty.

# Recommendations (continued 4)

- **Transportation:** Continue the work of Niagara Region Transit to achieve affordable and equitable access to services across municipalities.
- **Mental Health and Addiction:** Enhance core service capacity and offer a choice of timely, early recovery interventions and treatments for people who are living in poverty or at risk of poverty.

# How to create change

- Service Access, Coordination and Capacity
- Diversity, Equity and Inclusion
- Leveraging Voices of Lived Expertise
- Changing Mindsets
- Advocacy
- Funding

# Measuring Change

## Measuring change

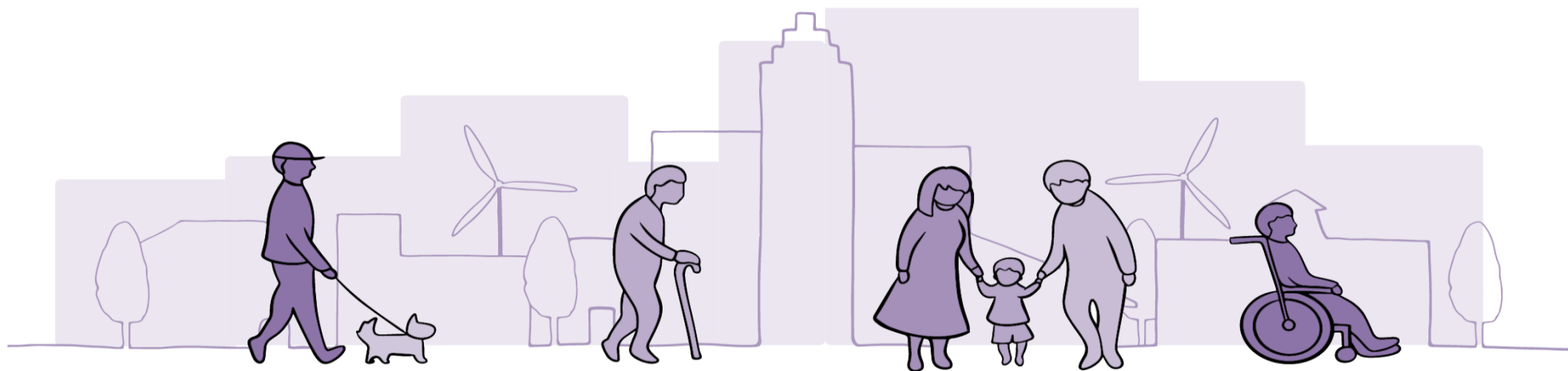
Working together to increase local capacity to implement community work, policies and practices.



Working together to decrease the number of people living in poverty, including those who are working but still struggle financially.



Equals an Equitable Region that ends poverty by responding to community needs.



# Niagara Prosperity Initiative 2025-27

- Six areas targeted for investment **to help implement the Niagara Poverty Reduction Strategy**
- Grant applications open until October 31
- Three- year contracts expected to be in place early 2025 (pending Niagara Region Council budget approvals)

# Strategy in motion



Council Strategic Priorities - Equitable Region

Get involved, email [endpoverty@niagararegion.ca](mailto:endpoverty@niagararegion.ca)

Visit [niagararegion.ca/community-safety/poverty-reduction-strategy](https://niagararegion.ca/community-safety/poverty-reduction-strategy)