

BRIEFING NOTE HS14-22

For Information or For Approval

Date: March 23, 2022

Purpose: Update to Gateway Campus Name Change

Prepared by: Stacey Cyopeck, Director, Housing Services

Reviewed by: Justin Avery, Manager of Finance

Approved by: Catherine Matheson, Chief Administrative Officer

Alignment with Strategic Plan: Healthy, Sustainable Communities

Maximize Impact Remove Barriers Seamless Access Learn & Grow

RECOMMENDATION:

That the District of Nipissing Social Services Administration Board (DNSSAB) receive the HS14-22 report Update to Gateway Campus Name Change recommending “Northern Pines” for approval.

BACKGROUND:

In January 2022, it was identified that the Gateway Campus name was already associated with a housing cooperative in North Bay, creating confusion and potential access barriers for residents seeking service.

At the DNSSAB meeting on February 23, 2022, the Board voted to accept the name change of “Northern Pines” once Staff had investigated further and verified that the name would not conflict with other sites in the District.

CURRENT STATUS/STEPS TAKEN TO DATE:

After investigation, it has been established that the name “Northern Pines” is used by a camp and golf course and dental office in Ontario, but is not used in reference to any housing sites or programs. In addition, the name “The Pines Senior Apartments” is used by a seniors’ housing site in Powassan and “Whispering Pines Native Non-Profit Homes Inc.” is located in Mattawa. Since neither of these sites are located within North Bay, it was felt that confusion would be minimal.

Also investigated:

“Evergreen Campus”: has a direct conflict with “Evergreen Lodge” which is part of the Mental Health and Addiction Regional Campus of the North Bay Regional Health Centre.

“Pathways”: several conflicts were found online that were tied to housing, support or health services in North Bay that could lead to confusion.

The operator engaged with tenants and guests of the on-site services, and the majority supported the tree themed name.

RESOURCES REQUIRED:

Once the new name is chosen, a communication plan will be implemented, which will include notification to the Ministry of Municipal Affairs and Housing and to community partners. New signage will be created and posted on site and resource lists such as 211.ca and the Nipissing Service Navigation Guide will be updated.

RISK IDENTIFICATION AND MITIGATION:

The name change should be undertaken as soon as possible in an effort to ensure the name is in place before the official announcement of the Chippewa Street model and opening of the housing programs to mitigate costs for signage and confusion.

CONCLUSION:

Northern Pines will provide a recognizable and unique identity within the community, allowing for seamless service delivery, and reducing barriers to access.