

BRIEFING NOTE HS10-22

For Information or For Approval

Date: February 23, 2022

Purpose: Gateway Campus Name Change Options

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 HS10-22 report Gateway Campus Name Change Options, recommending Option ____, 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 citizens seeking service. .

CURRENT STATUS/STEPS TAKEN TO DATE:

Discussions between DNSSAB staff and the operators at the Chippewa site resulted in the following options for re-naming the Campus:

Option1: Northern Pines Campus

The Crisis Centre North Bay, as the operator, also operates the Four Elms Shelter. The Chippewa site has a number of large pine trees at the location. Option 1 would name the Campus “Northern Pines Campus” with the individual housing phases and sites of the Campus being called, for example, “Red Pine” “Jack Pine” and “White Pine”.

Option 2: Chippewa Street Campus

This option would be tied to the actual address of the campus with the individual housing phases and sites being called “Chippewa House 1”, “Chippewa House 2” and “Chippewa House 3”.

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 Campus model and opening of the housing programs to mitigate costs for signage and confusion.

CONCLUSION:

Whichever option is chosen, the name change for the Chippewa Campus will provide a recognizable and unique identity within the community, allowing for seamless service delivery, and reducing barriers to access.