

Partnership toolkit



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Introduction and purpose

Welcome to the Partners Toolkit for Peel Housing Corporation (Peel Living), a numbered company operating as Peel Living and referred to as "Peel Living" throughout this document. This comprehensive toolkit is specifically tailored to support Peel Living and Peel Living partners in their efforts to enhance the well-being and community engagement of all tenants residing in Peel Living properties. By following the guidelines outlined in this document, Peel Living and Peel Living partners can play a vital role in fostering a supportive and inclusive environment for tenants.

How to use this toolkit

This toolkit is designed to be a practical resource for partners working with Peel Living. It includes key sections that cover onboarding and welcome information, relevant site details, contact information, communication guidelines, marketing and advertising strategies, and diversity, equity, inclusion, and accessibility best practices. Each section provides clear guidelines and tools to help partners effectively engage with tenants and deliver high-quality programs and services. Partners are encouraged to review each section thoroughly and utilize the templates and guidelines provided to enhance their initiatives and collaboration with Peel Living. Follow these points to make the most of the toolkit and ensure effective collaboration and tenant engagement:

• Start by reading through each section of the toolkit to understand the comprehensive resources available to you.

- Pay special attention to the introduction and purpose to grasp the overarching goals and objectives of the partnership.
- Review the onboarding information to understand the expectations and roles of your partnership with Peel Living.
- Utilize the contact list to know who to reach out to for various needs and support.
- Follow the guidelines for using common areas and event spaces to ensure smooth operations.
- Adhere to the communication guidelines to ensure clear, concise, and culturally sensitive messaging when engaging with tenants.
- Utilize the provided template for event promotions to maintain consistency and professionalism.
- Follow the best practices for ensuring your programs and services are accessible and inclusive to all tenants.
- Implement measures to accommodate diverse needs, including physical accessibility, neurodiversity, multilingual materials, and culturally sensitive programming.
- Review and comply with all relevant Peel Living policies and regulations related to tenant engagement, safety, and privacy.
- Use the provided templates and checklists to ensure adherence to these standards.
- Regularly seek feedback from tenants, Peel Living staff, and other stakeholders to assess the impact of your initiatives.
- Participate in the evaluation and feedback process to continuously improve your programs and services.
- Make use of the various tools and templates provided in the toolkit. Customize these tools to fit your specific needs while maintaining alignment with Peel Living's branding and communication standards.
- Maintain open lines of communication with your Peel Living contacts for ongoing support and collaboration.
- Attend regular check-ins and meetings to stay informed about updates, changes, and new opportunities within the partnership.

Onboarding and welcome information

Peel Living overview

Peel Housing Corporation, also known as Peel Living, was established in 1976 and operates as a not-for-profit housing provider owned by Peel Region. Peel Living provides safe, affordable housing options to low- and moderate-income earners in Peel. Peel Living is committed to fulfilling its vision and mission to support members of the community in their time of need. The Peel Living portfolio has 75 sites throughout Peel Region, including high- and low-rise apartments and townhouses. Peel Living also manages five Peel Region owned buildings, two transitional housing properties, four shelters for adults and one youth shelter. In total, Peel Living provides housing to more than 17,000 individuals, families and seniors.

Vision statement

Peel Living is a housing provider that contributes to healthy communities in Peel and fosters a sense of pride for those who live and work there.

Mission statement

Peel Living provides housing options that are affordable, sustainable, resilient, and well-maintained, as well as access to supports and services within the community.

Key contacts

Information about specific on-site key contacts and their roles and responsibilities will be provided to you during the email communication sent out at the launch of the partnership.

Community Initiatives Specialists

Contact the Community Initiatives Specialists via the email address below for any concerns related to program coordination and tenant engagement, and as your point of contact for submitting feedback or addressing concerns:

peellivingpartners@peelregion.ca

Property Manager and relevant on-site staff

Contact information and specific responsibilities related to property management and tenant interaction will be provided during the partner's on-site orientation.

Maintenance line

Call (905) 790-7335

Partner contacts

Please provide relevant contacts from your organization to ensure frontline staff have access to that information.

Emergency contacts

• Fire, Police, Ambulance: 911

• Poison Control: 1 (800) 268-9017

Non-Emergency Police: (905) 453-3311

Relevant Peel Living site information

Site Building Profiles will be shared with the partners during the onboarding stage.

Guidelines for using common areas and event spaces

It is important to understand that Peel Living buildings are residential sites and independent living homes for many tenants. Programs should respect the concept of independent living and aim to support a better quality of life for the tenants. You have been provided the Policy titled "Non-Residential Use of Space Policy — Community Agencies". Please review this thoroughly.



General guidelines for Peel Living partners

Obtaining approval

Obtain approval from Peel Living management before implementing any activities or events targeting tenants within Peel Living properties. This ensures that proposed initiatives align with Peel Living's mission, values, and operational guidelines.

Compliance with policies and regulations

Partners are expected to comply with all relevant Peel Living policies and regulations related to tenant engagement, safety, and privacy. This includes adhering to Peel Living's Code of Conduct, Facility Use Agreement, and Non-Residential Space Use Policy when conducting activities or events on Peel Living premises.

Tenant interaction guidelines

Partners must adhere to Peel Living's guidelines for tenant interaction when engaging with tenants. This includes treating all tenants with respect, dignity, and courtesy, and refraining from engaging in any behavior that may be perceived as discriminatory, harassing, or offensive.

Respect for privacy and confidentiality

Partners must respect the privacy and confidentiality of tenants at all times. This includes safeguarding sensitive personal information and refraining from sharing tenant information without explicit consent. Any partner application data should be kept confidential, stored securely, and not sold/shared.

Safety and security measures

Partners are responsible for ensuring the safety and security of tenants during the implementation of initiatives or events. This may involve implementing appropriate safety measures, such as providing adequate lighting, signage, and emergency exits, completing appropriate police checks and coordinating with Peel Living security personnel if necessary.

Communication and coordination

Partners should maintain open communication and coordination with Peel Living staff throughout the planning and execution of initiatives. This includes providing regular updates on project progress, addressing any concerns or issues that may arise, and collaborating with Peel Living staff to ensure the successful implementation of initiatives.

Evaluation and feedback

Partners are encouraged to participate in the evaluation and feedback process to assess the impact and effectiveness of initiatives. This may involve collecting feedback from tenants, Peel Living staff, and other stakeholders, and using this information to improve future initiatives and programs.

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Privacy and confidentiality best practices

Peel Living partners must prioritize the privacy and confidentiality of tenants when delivering programs and services. This includes handling sensitive information securely, obtaining consent from tenants before sharing personal information or stories for promotional purposes, and providing options for opting out of communications to ensure that tenants feel respected and empowered in their interactions with partners.

Handling sensitive information

Handle sensitive personal information of tenants with the utmost care and confidentiality. This includes storing and transmitting data securely, using encryption and password protection where necessary, and restricting access to authorized personnel only.

Obtaining consent

Obtain explicit consent from tenants before sharing any personal information or stories for promotional purposes. This ensures that tenants have control over how their information is used and gives them the opportunity to opt out if they so choose.



Respecting opt-out requests

Respect the privacy preferences of tenants and provide clear options for opting out of communications. This may include providing unsubscribe links in emails, offering opt-out checkboxes on forms, and honoring requests to be removed from mailing lists promptly.

Securing communication channels

Use secure communication channels when interacting with tenants, such as encrypted email services or secure messaging platforms. This helps to prevent unauthorized access to sensitive information and reduces the risk of data breaches.

Training and awareness

Provide training to staff and volunteers on the importance of privacy and confidentiality when working with tenants. This may include educating them on best practices for handling personal information, recognizing potential privacy risks, and understanding their obligations under relevant privacy laws and regulations.

Confidentiality agreements

Consider implementing confidentiality agreements with staff, volunteers, and third-party service providers to formalize commitments to protect tenants' privacy and confidentiality. These agreements should outline expectations for handling personal information and consequences for breaches of confidentiality.

Legislation and confidentiality

Partners must be aware of legislative requirements related to harm to self or others. While confidentiality is paramount, it may need to be breached if there is a risk of harm to the tenant or others. Staff should be trained on the legal obligations surrounding reporting and intervention while maintaining the trust and privacy of tenants whenever possible. Clear protocols should be in place for managing these situations with sensitivity and care.

Guidelines for effective communication and marketing

Communication guidelines

Effective communication is essential for ensuring that tenants are informed about available programs, events, and services within Peel Living properties. Peel Living and Peel Living partners should adhere to the following best practices to enhance communication and engagement with tenants:

Clear and concise messaging

- Ensure that communication materials are easy to understand and accessible to tenants with varying levels of literacy and language proficiency.
- Use plain language and avoid jargon or technical terms that may be unfamiliar to tenants.
- Key information such as event dates, times, locations, and contact details should stand out prominently in all communication materials.

Multiple communication channels

- Utilize a variety of communication channels (when applicable) to reach tenants, including newsletters, posters, flyers, emails, social media, and in-person announcements or events.
- Tailor communication methods to suit the preferences and accessibility needs of tenants, such as providing printed materials or hosting in-person information sessions for those with limited internet access.



Regular and consistent updates

- Maintain regular communication with tenants to keep them informed about upcoming events, activities, and program updates.
- Establish a communication schedule and commit to it, providing timely updates and reminders as needed to ensure that tenants are engaged and informed.

Engaging content and visuals

- Create visually appealing communication materials with engaging graphics, photographs, and/or illustrations to capture the attention of tenants.
- Include testimonials, success stories, and quotes from participants to demonstrate the value and impact of programs and services.
- Text should almost always sit on a white background area, to ensure best possible readability. If you must have text placed on a coloured background, make sure the background colour is 100% opaque and that your type is a heavier weight (i.e., medium, heavy, bold, or black) and set to white. This will ensure best possible readability.
- Avoid setting your text with too small a point size. For main body text use a minimum of 10 points for the text (depending on the font used), with a minimum of 12 points leading. Headings should be larger.

- When taking photos of people, always ensure that the focal point of the photo is the people. Ensure that the focal point of the photo is always in sharp focus and not soft or blurry, or too dark or in too much shadow.
- Any event posters created should have a line or two informing participants that photos will be taken during the event. Images taken during events should be broad, wide, group shots generally. Any close-up shots of an individual(s), or if children are involved, will require written consent of the subject(s), or of a parent/guardian in the case of children. If event tickets are sold, then it should also state on the tickets that photos of the event might be taken. Refer to the film and photo notice flyer in the 'accompanying tools' section that could also be used at an event to inform participants that photos and videos may be taken.

Interactive communication platforms

- Foster two-way communication by providing opportunities for tenants to provide feedback, ask questions, and share their thoughts and experiences.
- Encourage participation through surveys, suggestion boxes, community meetings, and focus groups to ensure that tenants feel heard and valued.

Cultural sensitivity and inclusivity

- Respect the cultural diversity of tenants by incorporating culturally relevant content, images, and language into communication materials.
- Provide translation services and multilingual materials to accommodate linguistic diversity among tenants, ensuring that communication is inclusive and accessible to all.

Marketing and advertising your on-site activities

Effective promotion of your programs and on-site activities is crucial for ensuring high tenant engagement. This section provides streamlined strategies and best practices to help you reach your audience effectively, considering resource constraints.

Traditional promotion methods

- **Posters and flyers:** Design visually appealing posters and flyers to be displayed in common areas, notice boards, and community centres within Peel Living properties. Utilize the event poster template in the 'accompanying tools' section.
- **Direct mail:** Send printed materials directly to tenants' homes, especially for those who may have limited internet access.

Digital promotion methods

• **Email campaigns:** Utilize email newsletters and announcements to reach tenants quickly and efficiently. Ensure emails are mobile-friendly and contain clear calls to action.



 Website updates: Regularly update your website with new information about programs and events. Ensure that the site is user-friendly and accessible.

Leverage tenant testimonials and success stories

- **Collect testimonials:** Gather positive feedback and success stories from tenants who have benefited from your programs. These can be powerful tools for building credibility and trust.
- Use marketing materials: Feature these testimonials in newsletters, posters, flyers, and other marketing materials to highlight the impact of your initiatives.

Content scheduling and coordination

- Plan ahead: Organize and schedule your promotional activities to ensure consistent communication and timely promotion of events.
- **Balance content types:** Include a mix of content types, such as event announcements, tenant stories, and informational updates.

Privacy and compliance

 Tenant consent: If you take any photos, ensure that tenants are aware and obtain their approval. Ensuring tenant privacy is critical, whilst ensuring all communications adhere to Peel Region guidelines.

Diversity, equity, inclusion and accessibility (DEIA) guidelines and best practices

When designing and implementing programs and services within Peel Living properties, partners must prioritize diversity, equity, inclusion and accessibility (DEIA) to ensure that all tenants feel respected, valued, and included. The following considerations and best practices aim to guide partners in creating accessible, culturally sensitive, and diverse environments for tenants. You may also refer to the 'accompanying tools' section to view the DEIA checklist, which provides a checklist to ensure your programs and services align with best practices for diversity, equity, inclusion, and accessibility.

Accessibility

Ensuring that facilities and event spaces are accessible to tenants with disabilities is crucial. This includes making sure there are ramps, elevators, and accessible restrooms available. Offering transportation assistance when needed is also important to help tenants access programs and services. Additionally, providing materials in multiple languages can accommodate linguistic diversity and ensure that all tenants can fully participate.

Neurodiverse communities

Accessibility must extend beyond physical spaces to include cognitive and sensory accessibility for neurodiverse tenants. This includes creating quiet



spaces, offering sensory-friendly events, and providing clear, structured communication. Training staff and volunteers in neurodiversity awareness ensures that neurodiverse tenants feel understood and supported. Programs should be flexible and allow for different forms of engagement and participation.

Health equity

Health equity is vital to ensure all tenants have access to the same opportunities for health and well-being. Addressing social determinants of health, such as access to nutritious food, healthcare, and safe living conditions, ensures tenants from all backgrounds can achieve equitable health outcomes. Programs should identify and address barriers that disproportionately affect marginalized communities, including systemic racism, economic inequality, and mental health stigma.

Cultural sensitivity

Respecting the diverse cultural backgrounds of tenants is essential for creating an inclusive environment. Training staff and volunteers in cultural competency helps ensure effective communication and engagement with tenants from various cultural backgrounds. Collaborating with local cultural organizations to design and deliver programs can make the offerings more relevant and inclusive. Offering diverse programming options, such as cultural activities and workshops, caters to the varied interests of tenants and promotes intercultural understanding.

Diversity representation

Ensuring diversity in leadership, staff, and volunteers involved in designing and delivering programs is vital for fostering an inclusive environment. Actively engaging with diverse communities helps understand their unique needs and preferences, enabling the creation of more relevant programs. Celebrating cultural diversity with events and initiatives that highlight different traditions and contributions further enhances the sense of inclusion and community.

Inclusive language and communication

Using inclusive and respectful language in all written and verbal communications ensures that all tenants feel valued. Using gender-inclusive terminology helps avoid assumptions about gender identity, fostering a more inclusive environment. Providing materials in accessible formats, such as large print or braille, accommodates different needs and ensures that all tenants can access information and participate fully in programs and services.

Cultural connectedness

Fostering cultural connectedness ensures that all tenants feel a sense of belonging within their community. Engaging in partnerships with cultural and community groups to deliver programs that resonate with tenants' cultural identities can promote stronger community bonds. Tenants should have opportunities to celebrate and share their cultural heritage, which can promote mutual respect and cross-cultural understanding.

Data collection and measurement

Peel Living is interested in learning more about the programs and services delivered through our partnerships. Collecting data is an important part of understanding the programs and services provided. It allows us to demonstrate the value of our partnerships and the reach of the wide range of services offered at Peel Living locations to stakeholders, including funding bodies and the community at large. It also allows us to make informed decisions about services and support the improvement of services for our tenants.

Starting in 2024, Peel Living is collecting key performance measures from our partners to capture the services delivered through our partners at Peel Living locations. The intention is to collect key performance measures that you are already collecting as an organization.

These measures are aimed at understanding information about the different types of services offered, the number of sessions/visits completed, and participation within services at Peel Living sites in a standard and consistent process. Data will be collected for each service that you run on a **building-level basis**. This data collection will help us paint a comprehensive picture of the services provided and their reach, enabling us to continue to improve and support the needs of our tenants effectively.

Programs and events will require collecting and reporting on participation data **per month**.

In-unit services will require collecting and reporting on total clients and in-unit visits **per month**. Please note that in-unit supports can include, but are not limited to, PSW support or meal deliveries.

The reporting template allows for programs and services delivered at multiple Peel Living building locations to be captured in one document. Each partner will have to submit only one reporting document for each reporting period.

Reporting process

Partners will be reporting data for programs/services to Peel Living on a **quarterly** basis. Quarterly reports are due at the end of the following month. If the end of the month falls on a weekend or holiday, it would be due on the next business day.

Existing partners will be required to begin submitting data for Quarter 4 (October, November, December) 2024 onwards. Data for Quarter 4 2024 will be due by January 31st, 2025.

Partners will be required to report data using the CPP reporting template available in Excel via the link provided to partners during onboarding.

Please email completed quarterly reports to: peellivingpartners@peelregion.ca

For additional clarity, refer to the appendix for screenshots of the reporting templates. Note that the reporting template also contains a sheet with instructions to provide direction and clarity.

The following table outlines the key performance measures that Peel Living is collecting to capture the services delivered through our partnerships. The data collected will help us assess the reach of our programs and identify opportunities for improvement.

Please refer to the table on the next few pages for detailed definitions of each measure:

Table 1: Key performance measures – Program and events

Program and events		
Measure	Definition	
 Peel Living building name 	List the name of the Peel Living building. A list of building names and addresses are captured in the reporting template for reference.	
2. Name of program/event	Identify the name of the program or event that was delivered.	
3. Type: program or event	Identify whether it was a program (excluding in-unit services) or an event.	
4. Primary target population	Identify the primary target population. Select the category that best fits: children (under 14 years), youth (15-24 years), adults (25-64 years), seniors (65 years and older), families or all ages.	
5. Topic	Provide the topic for the program or event.	
6. Month	Indicate the month that is being reported. Note: The following participation counts will reflect the total number within this month at the specified Peel Living building.	
7. Sessions	Indicate the total number of program/event sessions completed for the program/event at the Peel Living building and month indicated. For example, if you have a program that runs once a week, it could have four sessions within a month.	

Program and events		
Measure	Definition	
8. Number of participants	Indicate the total of number of participants for all the program or event sessions in the month indicated. This number is not unique. This includes participants that are Peel Living tenants and participants that are not tenants. Calculation: If you had multiple sessions at one building within the month reported, add the number of participants from each session. For example, if you had four sessions with 10 participants in the first two sessions and nine participants in the last two sessions, your total would be 38 participants even if it is the	
9. Number of tenant participants	Indicate the total of number of tenant participants for all the program or event sessions in the month indicated. This number is not unique. This only includes participants that are Peel Living tenants. It excludes the number of participants that are not Peel Living tenants. Calculation: If you had multiple sessions at one building within the month reported, add the number of tenant participants from each session. For example, if you had four sessions with 10 participants in each session, but only six of them are Peel Living tenants, your total would be 18 participants even if it is the same individuals attending the sessions.	
10. Total number of unique participants per month (optional)	If you have this information readily available, please indicate the number of unique participants that attended the program/event at the Peel Living building and month specified. Unique clients served means that the client is counted only once for the program/event per month. If this information is not available, please leave the field blank.	

Program and events				
Measure	Definition			
11. Total number of unique tenant participants per month (optional)	If you have this information readily available, please indicate the number of unique tenant participants that attended the program/event at the Peel Living building and month specified. Unique clients served means that the client is counted only once for the program/event per month. If this information is not available, please leave the field blank.			

Table 2: Key performance measures – In-unit services

In-unit services		
Measure	Definition	
 Peel Living building name 	List the name of the Peel Living building. A list of building names and addresses are captured below for reference.	
2. Month	Indicate the name of the month within the quarter.	
3. Program name (or type)	Indicate the name of the program providing in-unit services and supports. If there is no formal program name, briefly describe the type of services.	
4. Number of unique clients served (total for month)	Indicate the total of number of unique clients served per month in the reported quarter at the Peel Living building. For example, if you deliver services at two Peel Living buildings, it will have six rows (three rows per building for each month of the quarter) capturing the total number of unique clients served per building. Unique clients served means that the client is counted only once per month.	

In-unit services			
Measure	Definition		
5. Number of in-unit visits (total for month)	Indicate the total of number of in-unit visits per month in the reported quarter at the Peel Living building. One visit means a single visit to a tenant. You may complete several visits in one day.		
	For example, if you completed a total of 20 visits in Peel Living building X and 28 visits in Peel Living building Y each month between January-March, you would have six rows capturing the number of visits for each building per month.		

Table 3: Key performance measures – Additional notes

Additional notes		
Measure	Definition	
1. Successes	Optional question and opportunity to highlight any successes you would like to share from this quarter.	
 Challenges and improvement opportunities 	Optional question and opportunity to highlight any challenges you experienced this quarter, as well as potential opportunities to improve our partnership and collaboration for service delivery.	
3. Reporting notes	If applicable, a space to share any reporting notes to provide additional clarity or details.	

Additional notes

These measures are focused on increasing an understanding of the types of services delivered and participation. They do not capture outcomes. To be able to better understand the impact for participants, it is suggested that agencies find opportunities to measure areas of improvement in knowledge, connectedness, and overall satisfaction (e.g., through surveys, observations, or other approaches).

Peel Living may also invite you to complete a survey to understand your perspective on the strengths of partnerships with Peel Living and opportunities for improvement.

Accompanying tools

Event promotion template for activities

This template serves as a valuable resource for partners seeking to promote events and activities for tenants. It has been provided in an editable Word document format which is easily customizable by the partner.

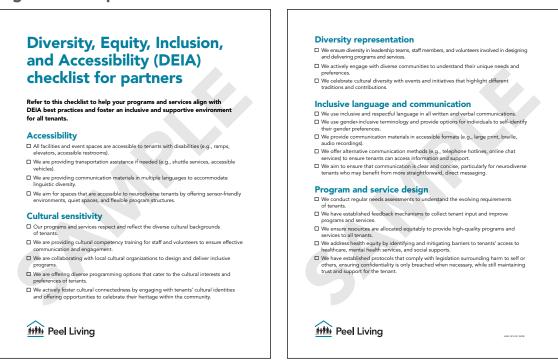
Figure 1: Sample event promotion flyer template



Diversity, Equity, Inclusion, and Accessibility (DEIA) checklist for partners

Refer to this checklist to help your programs and services align with DEIA best practices and foster an inclusive and supportive environment for all tenants. This PDF has been built with interactive checkboxes. The checkboxes can be "checked" within the PDF, or the PDF can be printed out and the checkboxes can be "checked" manually by hand.

Figure 2: Sample DEIA checklist



Film and photo notice flyer

This flyer can be printed and displayed at events to notify tenants and participants that photographs and videos will be taken and potentially published on social media, online, or through printed materials.

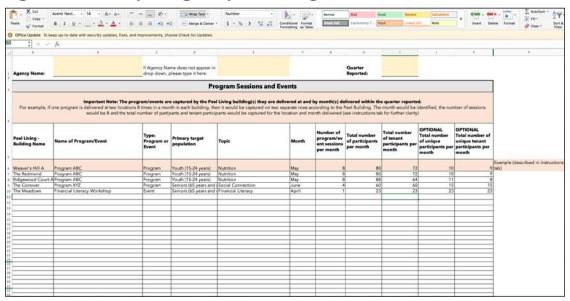
Figure 3: Sample film and photo notice flyer



Data reporting template – Program and events tab

The following figure shows an example of a partner reporting on (i) Program ABC delivered twice a week at two sites (Redmond and Ridgewood Court A), (ii) Program XYZ delivered once a week at one site, and (iii) one event that occurred just once during the reporting period.

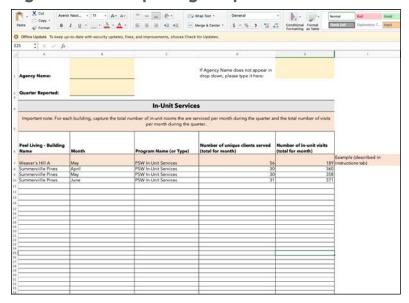
Figure 4: Data reporting template - Program and events tab



Data reporting template – In-unit services tab

The following figure shows an example of a partner reporting on in-unit services delivered at one Peel Living building location during the reporting period.

Figure 5: Data reporting template - In-unit services tab



Data reporting template – Additional questions tab

The following figure shows an example of the additional questions tab.

Figure 6: Data reporting template - Additional questions tab

