



# **Presentation to the Public Sector Service Delivery Council (PSSDC)**

## **Service Canada, Ontario Region Outreach to Vulnerable Communities**

February 22, 2023



# Overview

1. Ontario Region's Integrated Service Delivery
2. Demographic Profile of Ontario Region
3. Data and Evidence-Based Decision-Making
4. Community Connections
5. Strategic Partnerships
6. Moving Forward



# Integrated Service Delivery Network

Ontario Region has an integrated service delivery network vision inclusive of drivers, pillars and principles. This vision is anchored in designing and providing accessible and timely services, enabling a dynamic and agile organization with flexibility, anticipating future needs and delivering on the mandate to our clients, communities and stakeholders.

## Stakeholders and Partnerships

Collaboration with communities, partners, and stakeholders

## Integrated and Interoperable

Connected and effective collaboration across the organization.

## First Contact Resolution

Client issues are resolved at first contact

## Data Driven

Evidence-based and able to adjust based on available data

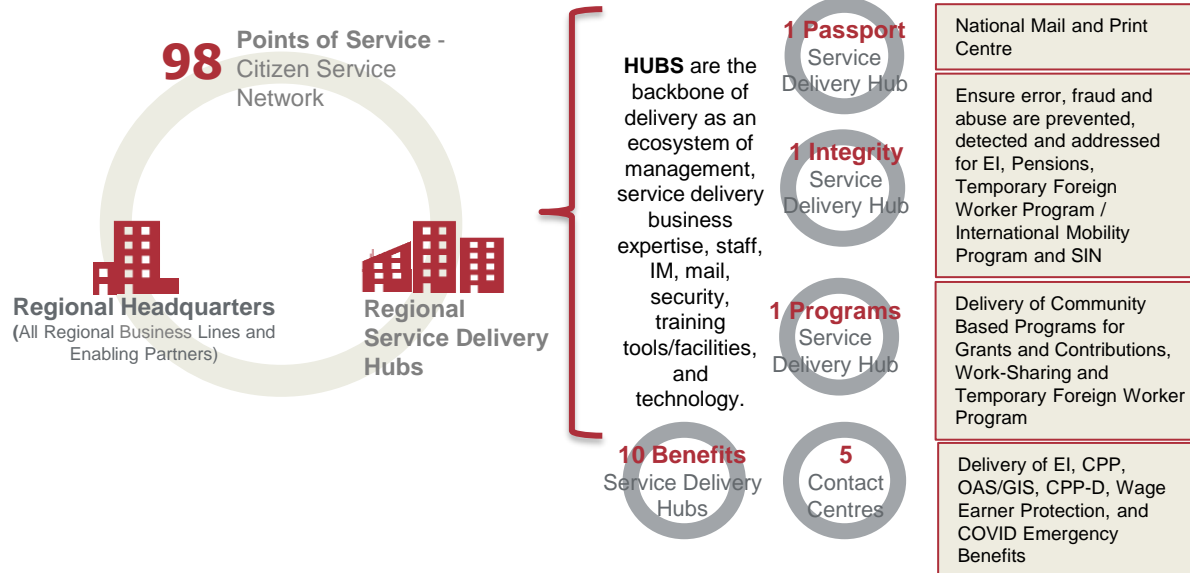
## Urban, Rural, Remote Strategy

Workforce, workplace and workload reflect clients and communities

## Service Officer

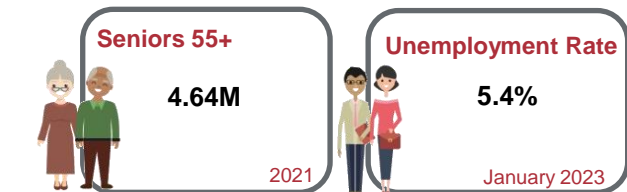
Redefined front-line roles with flexibility to work across channels

## Our Points of Presence



# Demographic Profile of Ontario

Service Canada, Ontario Region serves a multicultural clientele with diverse needs from newborns to seniors in urban, rural and remote areas.



## Diverse Population

- Over half of Canada's immigrants live in Ontario; 50.3% or 4.2M people
- Ontario has the largest number of visible minorities; 4.8M people

## Indigenous Peoples

- 140 First Nations; 215 Reserves/settlements; 16 Tribal Councils
- Approximately 19.5% of Ontario's Indigenous population live on reserve
- Indigenous populations exceed 406K; Ontario has the largest Indigenous population in Canada (29.0%)
- 45 First Nation communities in Ontario are below the national average community well-being scores (2016 Community Well Being Index)

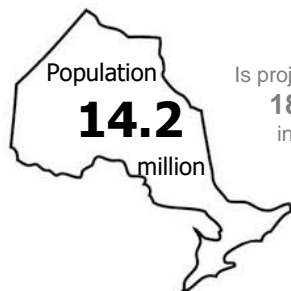
## Population Spread

- Approximately 13.3% of Ontario's population lives in a rural area, with an additional 10.1% living in a small population centre
- 76.6% live in medium (7.8%) and large (68.9%) population centres
- There are approximately 43,000 people living across 71 remote Ontario communities

## Employers and Unions

- There are 494K employer businesses in Ontario; 97.9% are small, 1.8% medium and 0.2% large employers
- About 1.7M workers or 26.8% of the Ontario workforce is covered by a union (2021)

## Demographics



**Seniors 65+**  
Is projected to increase from  
**18.5% → 22.5%**  
in 2021 in 2031

**Indigenous Population:**  
**2.9%**  
(2021 Census)

**Individuals aged 55+ in the working-age population**  
Is projected to increase from  
**38.8% → 40.0%**  
in 2021 in 2031

**Official-language minority community:**  
**4.1%**  
(2016 Census)

**Persons with Disabilities:**  
**24.1%**  
Aged 15 and over  
(2017 Canadian Survey on Disability)

**Youth (15-29)**  
Is projected to decline from  
**18.8% → 18.6%**  
in 2021 in 2031

**44% of Canada's Recent Immigrants**  
Reside in Ontario  
(2021 Census)

# Data and Evidence-Based Decision Making

Business decisions informed through collaboration with National colleagues, business intelligence and advancements in labour market and socio-economic products and tools, support an evidence-based approach to inform service delivery to our clients, communities, and labour market partners.



## Ontario Region Integrated Service Delivery Support Portal (ISDSP)

- A single data and knowledge gateway and one-stop location for quick access to information on Federal, Provincial and Municipal supports, active Grants and Contributions agreements, and Labour Market information.
- Supports knowledge of specific municipal, provincial and/or territorial supports, local labour market realities and community needs.

Labour Market and Socio-Economic tools and analysis support regional planning and ensure informed decision-making within Service Canada, Ontario Region. These base products drive innovation, inform targeted outreach to communities, clients and labour market partners and help facilitate the creation of partnerships with Provinces and Municipalities.

Wage Information

Outlooks: Sectoral and Occupational

Ontario Labour Market Bulletins

Weekly Labour Market News

Environmental Scans

Issue in Focus

Client Segment Profiles



Evidence-based decision making to support **points of presence** and **community outreach strategies**



**Community and workforce impact analysis** for major layoffs affecting Ontario communities



Labour market information and demographic analysis to support **program investments and delivery**



**Forecasting EI** and other **workload volumes**



Creation of **Geo-Spatial Maps** with interactive filters to support just in time decision making

# Reaching Vulnerable and Under-Served Clients: Community Outreach

Service Canada, Ontario Region is committed to serving Canadians through Community Outreach and Liaison Service to bridge gaps and break down access barriers.



## Community Outreach and Liaison Service (COLS)

- COLS bridges program and service access gaps due to barriers faced by Indigenous communities and vulnerable populations. COLS aims to reach clients who are not able to access our services through other channels (such as in-person, on-line or contact centres), to increase their awareness, access and uptake of the Service Canada programs and benefits to which they are entitled.
- To increase awareness, uptake of services and benefits the COLS teams facilitate clinics (i.e. Passport and SIN clinics) and information sessions (i.e. EI information sessions).
- Access to reliable high-speed internet remains a barrier in some rural and remote communities across the province. COLS aims to bridge this gap by traveling in-person to these areas to support access to government programs and services.
- Three satellite hubs will be available in Kenora, Sudbury and Thunder Bay for COLS employees to travel to remote communities in Northern Ontario.



# Reaching Vulnerable and Under-Served Clients: Virtual Outreach

Service Canada is enhancing outreach through virtual services to provide a multi-channel approach to provide critical support for the most vulnerable in our communities.

## Virtual Outreach Services

- The COVID-19 pandemic provided an opportunity for Service Canada to make adjustments to the ways in which services are delivered to the community to ensure that service remains accessible, consistent and readily available.
- As in-person outreach services gradually re-activate, alternative service delivery methods such as virtual services will continue as they have proven to be a safe, convenient, economical, effective and sustainable method of delivering outreach services
- COLS teams continue to support their communities by engaging with Service Delivery Partners via:



Virtual information sessions



Virtual clinics



Virtual liaison service

Ontario Region in partnership with Correctional Service Canada (CSC) utilizes Virtual Outreach Services to deliver services to federal offenders.



# Reaching Vulnerable and Under-Served Communities: Rural and Remote Communities

Service Canada, Ontario Region is committed to serving Canadians in rural and remote communities.

## **Service Canada Outreach Support Centre**

- The Outreach Support Centre (OSC) is a telephone service implemented to serve clients in Indigenous communities, clients in remote areas and other vulnerable client populations facing barriers to service access such as lack of internet or a computer.
- In addition to providing information on Service Canada programs and services, employees complete Employment Insurance applications and pre-fill pensions application for clients over the phone, enabling access to financial support for clients who are unable to apply online.

## **Scheduled Outreach Service**

- Scheduled Outreach Service expands Service Canada's service delivery footprint by providing relevant, efficient and uniform service to rural and remote communities across Ontario.
- Ontario Region's reactivated 54 Scheduled Outreach sites offer, on a scheduled basis, all the services available at a Service Canada Centre including Passport services in an effort to support rural and remote communities.





# Reaching Vulnerable and Under-Served Communities: Northern Ontario

Through development of community relationships Ontario Region is able to increase awareness and accessibility to Service Canada's programs and benefits in Northern Ontario communities.

## Northern Ontario Remote Community Access Initiative (NORCA)

- NORCA was implemented as part of Ontario Region's Northern Strategy and Indigenous Peoples' Service Strategy, it builds on Service Canada's important relationships with 28 Northern Indigenous communities.
- NORCA aims to maximize outcomes for Indigenous communities by hiring local community members who speak various Indigenous languages as Service Canada employees in remote Scheduled Outreach locations as an extension of the Northern Ontario COLS team to serve as onsite resources to help identify community needs and facilitate access to Service Canada programs and services, as well as those of government partners.
- NORCA takes a relationship-based service delivery approach and existing infrastructure to work together with Indigenous communities overcome cultural barriers to facilitate easier access to federal programs and services in various Indigenous languages.

WACHIYA! HELLO! BONJOUR!



# Strategic Collaboration with Our Partners

Ontario Region maintains dynamic and integrated relationships with federal, provincial, and municipal partners and stakeholders in the Region. We proactively leverage collaborative relationships to support seamless, whole-of-government services to Ontarians.



## Federal Partners

**Canada Border Services Agency (CBSA)**  
In partnership with **Canada Border Services Agency (CBSA)**, renewed the SIN at Landing initiative in December 2022 to provide newly landed permanent and temporary residents SINs at the Toronto Pearson International Airport proactively supporting newcomer settlement in Canada.

**Leveraging the eSIN collaborative process involving the Canada Border Services Agency for newcomers:**  
Working collaboratively with **Immigration, Refugee and Citizenship Canada (IRCC)**, **Canada Revenue Agency (CRA)** and many other government agencies and service provider organizations to help Afghan newcomers adjust and support their seamless integration to life in Canada.

**Canada Revenue Agency (CRA)**  
Joint Outreach with CRA to increase awareness of the Canada Child Benefit (CCB) and other CRA programs and services in First Nation communities.

Offering SIN clinics and Community Volunteer Income Tax Program (CVITP) clinics while conducting CCB sessions.

**Assisting Ukrainian Newcomers**  
Working collaboratively with **IRCC** and other government agencies and service provider organizations to support these newcomers during their time in Canada, Ontario Region assisted Ukrainian newcomers arriving under the Canada-Ukraine Authorization for Emergency Travel (CUAET).



## Provincial Partners

Through our **Joint Rapid Response Action Plan (JRRAP)** developed with **Ministry of Labour, Immigration, Training and Skills Development (MLITSD)** Plans are developed and tailored to the unique labour market and socio-economic conditions of regions, inclusive of provincial/territorial specific service delivery

- Workers and employers experience seamless service delivery.

Developed a pilot project with the Ontario's **Workplace Safety and Insurance Board (WSIB)** to share information regarding the repayment of EI benefits while in receipt of WSIB benefits.

**Temporary Foreign Worker (TFW) Collaboration**  
Working in partnership with **OMAFRA** and **MLITSD** to identify, recommend and implement collaborative measures in support of TFWs working in Canada's Seasonal Agricultural Worker Program (SAWP) stream or Agriculture (AG) stream.



## Strategic Networks

**Seniors Advisory Committee (SAC):**  
Strengthens the delivery of programs and services to seniors through consultation with senior's serving organizations.

**Local Workforce Planning Boards**  
Actively participating in 26 Workforce Planning Boards across Ontario, enabling a wider reach into communities to promote programs and services and allowing for real-time intelligence on economic and labour market impacts on local businesses, workers and services.

Membership includes local employment agencies, Indigenous groups, private sector employers and federal, provincial and municipal representatives.

# Reaching Vulnerable and Under-Served Communities: Service Delivery Partners

Through strategic collaboration with local partners, associations, and labour market partners, Ontario Region rapidly responds to local labour market realities and community needs, advancing innovative program and service delivery.

## **Drive Test**

- In collaboration with the Ministry of Transportation (MTO) to support the implementation of the G1 Driver's Licence testing in 30 remote, fly-in Indigenous Ontario communities targeted at youth and the general public.

## **Aboriginal Birth Registration Initiative (ABRI)**

- Ontario Region utilized Service Canada's existing outreach network in collaboration with ServiceOntario to provide Birth Registration and Birth Certificate services.
- ABRI assisted in approximately 15,000 Indigenous birth certificate applications and the registration of over 500 delayed birth registrations, many of which were for adults.

## **Social Assistance To Pensions Client Transition**

- Working collaboratively with the Ministry of Children, Community and Social Services (MCCSS) to facilitate the timely completion and submission of integrated OAS/GIS pre-populated applications for clients requiring social assistance (11 months prior to turning 65).

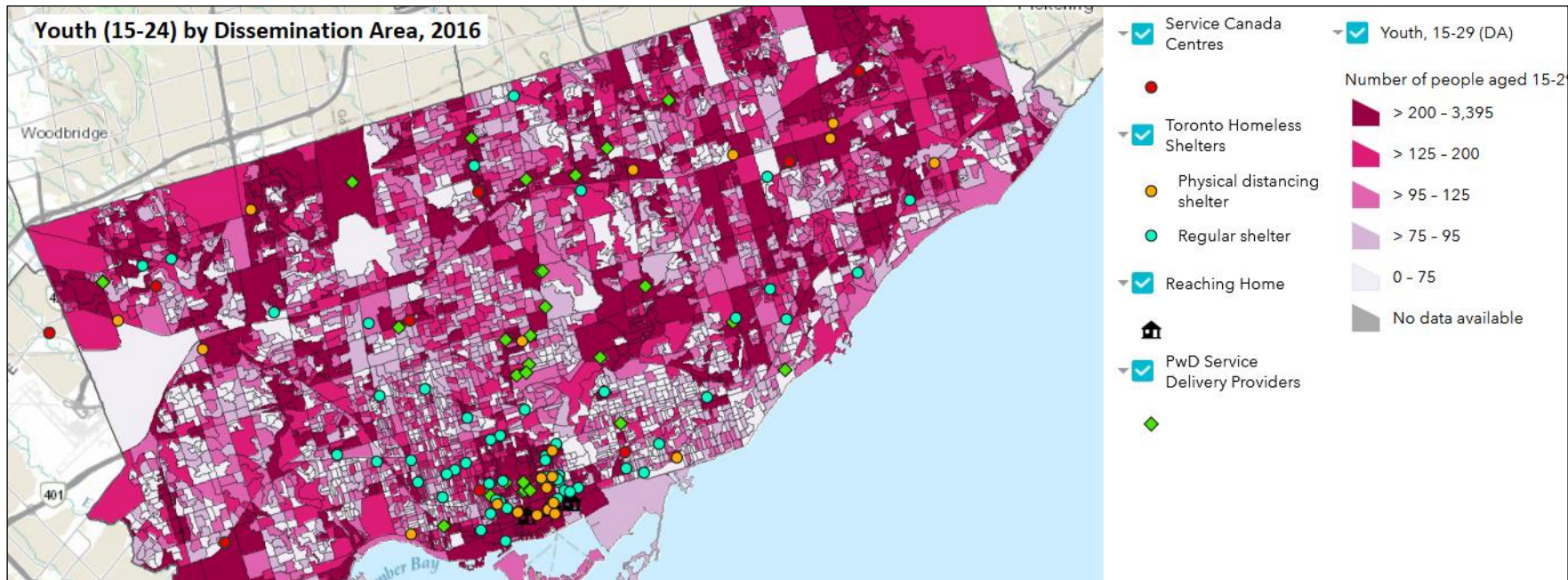
## **Reaching All Canadians (RAC)**

- RAC is an innovative approach to implement direct outreach and awareness by partnering with local community-based organizations that are well positioned to help Service Canada connect with hard-to-reach audiences and link them with Service Canada for information and awareness.
- RAC's targeted outreach enables an ongoing connection with clients who cannot access some service channels (i.e. in-person centres, Call Centres, Canada.ca).
- In support of the RAC initiative, Service Canada Ontario Region launched a Community Partnership Access Initiative Client Referral Service aimed at reducing barriers to accessing Government of Canada benefits and increasing benefits uptake. A client referral intake process and supporting tool was developed and local service delivery providers were engaged to provide referral services for their clients.
- Work continues to expand the pilot geographically and demographically in Ontario by collaborating with new community partners. Engagement will continue in Northern Ontario with Indigenous communities. Since the inception of the service referral initiative in June 2021, Ontario has served 147 clients.



# Informed Targeted Support to Clients and Communities

- The **Reaching All Canadians** mapping analysis visualises the distribution of key client segments across the City of Toronto, in conjunction with select service delivery providers. Mapping both of these variables improves targeted outreach to support at-risk populations.
- Other variables mapped for this analysis include: Workers (Age 25-54), Seniors (Age 65+), Indigenous persons, immigrants, people who did not complete high school and low-income households.



# Moving Forward

- Proven relationship based service delivery model that meets unique labour market and socio-economic needs that could be applied to other regions.
- Contributing to the advancement of world class community outreach and liaison services.
- Advancing new opportunities for wrap around services that proactively meet the diverse needs of our vulnerable communities.

