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## Report 2025-099

**Report Title:** 310 Division Street, Cobourg Data Update – May Data

**Committee Name:** Social Services

**Committee Meeting Date:** May 7, 2025

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Community and Social Services

**Reviewed by:** Glenn Dees  
Director, Health and Human Services  
Community and Social Services

**Approved by:** Jennifer Moore, CAO

**Council Meeting Date:** May 21, 2025

**Strategic Plan Priorities:** ☐ Innovate for Service Excellence  
☐ Ignite Economic Opportunity  
☒ Foster a Thriving Community  
☐ Propel Sustainable Growth  
☐ Champion a Vibrant Future

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### Information Report

**“That** the Social Services Committee receive Report 2025-099 ‘310 Division Street, Cobourg - Data Update – May 2025’ for information; and

**Further That** the Committee recommend that County Council receive this report for information.”

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### Purpose

The purpose of this report is to provide updated data to Council on 310 Division Street, Cobourg.

## **Background**

County staff collect data from service delivery partners and contractors to support the successful delivery of sheltering services and ensure compliance with the Town of Cobourg's Emergency Care Establishment (ECE) By-law.

Data is received from Transition House and Integrity Investigative Solutions (security provider) and are received in various formats. This data is then consolidated, analyzed and cleaned by the Homelessness Data Analysis Coordinator.

## **Consultations**

Consultations are ongoing with the Town of Cobourg in data sharing possibilities, County Legal Counsel and the external sources of data.

## **Legislative Authority / Risk Considerations**

All privacy legislation is adhered to in the collection and distribution of data.

Risk has been considered through the collection and analysis of data to identify early usage and trends at 310 Division Street and the surrounding community. Northumberland County is actively working with the Town of Cobourg staff to identify opportunities for data sharing and analysis.

This data collection also supports the County's compliance with the ECE by-law through an understanding of reported concerns and response from the County's security contractors in addressing concerns as required.

## **Discussion / Options**

County staff are working with the Town of Cobourg staff to move toward a data sharing process that would allow for the Town to share data with the County to include this in the data collection as well. At the time of writing this report, staff at the Town are considering proposed consent language to ensure that the data that is provided to the County has enough detail to be able to ensure that there are not duplicate counts between datasets.

The data presented in Attachment 1 is an update to the data provided at the April 2, 2025 Social Services Committee meeting. At the time of writing, four preliminary metrics are set to be added to the County's public Key Performance Indicator Dashboard. These include three new metrics (Mobile Security Response Time, Mobile Security Calls Received, and Average Daily Visits at the Hub), and one existing metric presented on a more frequent update schedule (Emergency Shelter Occupancy). These metrics will be updated monthly, and additional indicators are currently in development. Once the data points online sufficiently meet community needs, it is proposed that data reporting to Council shift to quarterly.

The collection of qualitative data is being investigated. The establishment of effective measures for the quality and essence of types of interactions, experiences and outcomes is under development. This data will begin to be collected once measures are established and as operations of 310 Division Street have become more solidified and clients and staff have become more acclimated to the new shelter environment.

Specifically, County staff are pursuing a partnership with a local academic institution that has expertise in community-based research and a focus on the social determinants of health. It is

anticipated that this partnership will allow for a more nuanced and detailed exploration of the experiences of several groups of stakeholders, including but not limited to, 310 Division clients, staff, neighbours, and surrounding businesses, given constraints surrounding County Staff availability and workloads.

All data has inherent limitations which narrows how they can be used. For example, data collected from a specific area or population reduces the generalizability of the data to other areas or groups. In the context of 310 Division Street, the data contained in the “310 Hub Report” section of the Data Update are only collected from individuals experiencing homelessness who access Hub services, and therefore cannot be generalized to all individuals experiencing homelessness in Northumberland County; this is because individuals experiencing homelessness that do not use the Hub may differ in a meaningful way from those who do. Another common type of limitation concerns data collection methods, for example, when data is self-reported by respondents. Such measures rely on a respondent’s recall of information, understanding of the question, and willingness to provide this information to the surveyor/collector, limiting how and when this type of data can be used. The limitations of a data source should always be considered with the data itself, to ensure an accurate understanding. Additional details regarding the specific limitations of the data sources included in the Data Update have been added to the narrative sections of the report.

The original context and purpose of a data source should also be considered during interpretation. This is because the original design of collection tools and the context in which they were used may limit how that data can be utilized to answer further questions. For example, in the Data Update, the item assessing 310 Hub client location affiliation was designed to provide a high-level understanding of whether Hub services were being accessed primarily by individuals from Northumberland County. This question was not intended to seek clarity on individuals full housing history, for example, someone may have resided in Cobourg for the last decade for a relationship or work but still consider the location of their childhood residence as the place that they are from. The source of data for this question is the Hub intake tool, which was not designed for this level of analysis; furthermore, the context in which this data is collected (e.g., a client’s first visit to a 24/7 drop-in program at an Emergency Shelter) is not conducive to collecting this level of detail.

To reduce the impact of limitations, and ensure that timely, relevant data sources are available to help inform program planning at the required level of detail, data should be collected with varying methods, across different populations and periods of time, providing converging measures that accurately represent the topic(s) at hand. County staff are continuously working towards this goal to ensure we are positioned to best meet the needs of our community.

### **Financial Impact**

N/A

### **Member Municipality Impacts**

N/A

### **Conclusion / Outcomes**

It is recommended that the Social Services Committee and County Council receive this report for information.

## **Attachments**

- 1) Report 2025-099 ATTACH 1 '310 Division Street Data Update – May 2025'