

Measuring Up Fund**FINAL REPORT****Section One - General**

1. **Community Name: Powell River, BC**

2. **Primary contact information:**

Name:	Geraldine Braak, O.C., O.B.C	Organization:	Powell River Measuring Up Committee
Title:	Chairperson of the Powell River Measuring Up Committee/ President of the Powell River Model Community Project for Persons with Disabilities	Email:	gbraak@shaw.ca (Facilitator: Giovanni.mcp@gmail.com)
Phone:	604-485 5028	Fax:	604-485-2683
Address:	4527 Cook Avenue, Powell River BC	Postal Code:	V8A 3M1

3. **Attach a final summary of your initiative. Please include specific details about activities undertaken as a result of receiving a Measuring Up grant. (3-pages maximum)**

The grant we received was put toward several projects that have been completed, namely:

- Two information luncheons held in November 2007, and held at Westview Pizza in Powell River. The first luncheon was geared to employment program directors and unions, while the second was an informational session with the City of Powell River Councilors and labour representative/ human resources department. Discussions held during these two luncheons have led to our current short-term goal of holding a **Disabilities Employment/Career Fair** to be held in the October 2008.
- The spoken-word radio program dealing with disability issues entitled "inclusion Today" for which we received funds to hire a part-time radio programmer/producer/host is on the air on CJMP 90.1 FM in Powell River on Thursdays from 1:00 to 1:30. The producer of this program underwent a training period that included research and development of radio programming, as well as basic computer skills. Her employment hours were augmented through employment programs, and is currently employed at 20 hours per week. The program is available online through

jumpradio.ca (you may also visit the Jump logger at:
<http://24.108.230.249/> and choose the Thursday 1:00 slot to download)
The program is also a downloadable podcast at:
<http://www.podomatic.com/people/index/inclusiontoday>
Inclusion Today is featured (along with 2010, BC and Measuring Up logos) at
www.jumpradio.ca



- **The Powell River Business and Access Guide** (with new online presence and Accessible Tourism/Map inserts) was published in hard-copy format as well as online (see: www.praccess.ca). As stipulated in our grant request, part of the grant monies went to being able to print the Guide and offer it **free of charge** to the public for the first time.

The grant received also allowed us to hire a very competent part-time accessibility evaluator to update the guide's information and access levels as well as producing new diagrams for accessibility in the home and workplace, including parking, washroom, doorway design, etc. The grant also permitted us to hire a part-time employee to research and complete an **Accessible Tourism** section for the new guide, and a web designer to create the new website (www.praccess.ca).

The grant received also has a promotional component to the guide, and this is currently underway, and will be completed upon reception of the remaining 10% of the grant awarded (\$2,000). Planned are various campaigns including free distribution to local businesses/ organizations, and a promotional launch at the Powell River Public Library including promotional bookmarks and cross-linking between local websites like the City of Powell River, the Chamber of Commerce, and many seniors' and disability-related organizations' websites. Please see newspaper ad and bookmarks attached (the date is to be confirmed, however).

4. **Attach a list of the members of your Measuring Up Committee.**
 - Geraldine Braak (Chairwoman Measuring Up Committee, Model Community Project for Persons with Disabilities, President)
 - Patti Coburn (Recreation Complex)
 - Jill Ehgoetz (RBC/ PRREDS/ Rotary Club)

- Ted Rodonets (City of Powell River Councilor -- Tourism)
 - Joyce Carlson (Spirit of BC, Model Community Project for Persons with Disabilities Board Member, Peak publisher)
 - Theresa Verdiel (School District 47)
 - Don Kropf (City/ Unions representative)
 - Ron Koros (Vancouver Coastal Health)
 - Sam Sherman (Youth/ Youth Advisory Council representative)
 - Mike Lang (Model Community Project/ Jump radio)
 - Lilla Tipton (PRACL Executive Director)
 - Margaret Antolovich (Vancouver Coastal Health)
 - Chief Walter Paul (Sliammon First Nations representative)
 - Tanya Norman (PRACL representative)
 - Shirley Lee (Past President Powell River Senior Citizens' Association)
 - Mark Hierlihy (Brain Injury Society)
-

5. Did you hire people to help complete this initiative? **YES.**

Yes (please complete this section) No (please skip to Question 6)

How many people were hired? Three people were hired for four main tasks:

- **An Accessibility Evaluator,**
- **A radio program producer/host**
- **A researcher/writer for the Accessible Tourism section of the Access Guide.**
- **A web designer for the Access Guide online.**

Did any of the people hired have a disability?

Yes

Was money from the Measuring Up grant used to pay the people you hired?

Yes

6. Attach copies of any media coverage related to your initiative. (see appendix)

Section Two - Financial Information

Please provide final budget information for your initiative in the format below: (a detailed account Excel spreadsheet without the in-kind aspects is also attached).

Powell River Measuring Up Committee Final Report: May, 2008.

		IN-KIND RESOURCES		MEASURING UP FUND
Expenditures	AMOUNT	Amount	Source	Amount
Inclusion Today radio producer/ production costs/training	\$5,168	\$500	Powell River Model Community Project for Persons with Disabilities	\$4,668.00
Access Guide Accessibility evaluator/ designer of diagrams/ researcher	\$3,275 (incl. \$400 mileage)			\$3,275
Guide printing costs	\$4,240			\$4,240
Business & Access Guide website design/ Tourism section research + writing/ hosting & domain name costs	\$5,575	\$400	Powell River Model Community Project for Persons with Disabilities	\$5,175.00
Two Luncheon costs (Nov/ Dec 2007) + snacks for Guide Launch	\$325.00+ \$205			\$530.00
Access Guide Launch/ promotions	\$1,000			\$1,000
Photocopying/Printing/ phone/ stationery	\$250			\$250
General office supplies	\$250			\$250
*Business Guide website update is scheduled for Late 2008:	*\$575			*\$575
Totals:	\$20,863	\$900		\$19,963

* This amount of \$575 is earmarked for the Business & Access Guide update in December 2008.

Section Three - Measuring Up Guide

1) Attach a summary of any comments, thoughts, or suggestions you have for changes to the Measuring Up Guide. Please be specific. (1-page maximum)

2) Did you develop additional tools to supplement your use of the Measuring Up Guide?

Yes (please complete this section)

No (please skip to Section Four)

Attach copies of these tools along with comments about why and how these tools were developed. (1-page maximum)

Section Four - Other Information

Attach any other information, stories or comments you would like to include that reflect on your initiative.

The grant we received was put to great use by producing actual projects that will continue to profile our Measuring Up efforts for years to come, through print and radio and the internet. This also allowed us to train and hire our radio producer, Annie, who also continues to be an enthusiastic volunteer at CJMP (Jump) Community Radio, operated by The Powell River Model Community Project (MCP). Through the MCP's Employment Program for Persons with Disabilities, and Service Canada, the MCP was able to increase her hours per week to 20. This has allowed Annie—who had no formal education or experience in media, and had only basic computer skills – to learn and produce her own program with the support of the Jump radio team. We are happy to announce that Annie's program Inclusion Today, is online as a freely available and downloadable podcast at:

<http://inclusiontoday.podomatic.com/>

As Inclusion Today's podcast web page description reads:

“[Inclusion Today] is a new spoken-word program focusing primarily on people with disabilities, and issues of access and inclusion: access to activities, services and opportunities that everyone should be able to benefit from in our society, with the dignity of being included in all aspects of daily life. Our mandate is to inform and create a dialog between the general public, businesses, governments, and various organizations that work with individuals with disabilities.

Inclusion Today is partially funded by 2010 Legacies Now's 'Measuring Up' Access & Inclusion Fund.

Powell River Measuring Up Committee Final Report: May, 2008.

Annie has gained in confidence and is well on her way to becoming an expert interviewer/producer.

In addition, the newly updated and revamped **Powell River Business & Access Guide** will be out in its spiral-bound (for easier access) and free version by the end of May. The accessible website version of this guide - also with an Accessible Tourism and Maps section is online now at: www.praccess.ca

We look forward to the launch event slated for late May or early June, pursuant to the receiving the final installment of the grant we were awarded.

Section Five - Report Declaration

I certify that:

- To the best of my knowledge all the information contained in this Report and any attachments is true and complete.
- Measuring Up, 2010 Legacies Now and the Province of BC were given appropriate recognition as a funding partner as per the Guidelines provided in the Contribution Agreement.
- I have submitted the Final Report in accordance to the approved deadline.

Authorized Representative:

Name (please print): Geraldine Braak O.C., O.B.C

Position: Chairperson of the Powell River Measuring Up Committee

Signature: X  Date: May 29 2008

Mail completed AND signed Final Reports to:

Measuring Up Fund

2010 Legacies Now

400 - 1095 West Pender

Vancouver, British Columbia V6E 2M6 Phone: 778-327-5123

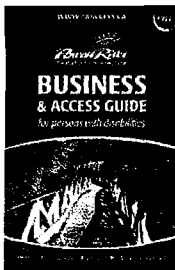


Above is the logo/calling card for Inclusion Today. See its web presence at www.jumpradio.ca and at: <http://inclusiontoday.podomatic.com/>

(see proposed poster/ad for access guide launch and promotional bookmarks below). Please recall that the access guide web site is now online at www.praccess.ca. A hard copy version will be mailed to you as soon as it becomes available. Thank you.

The Business & Access Guide for persons with disabilities


- Newly updated & FREE!
- New web site www.praccess.ca
- New accessible tourism section
- New accessibility diagrams & tips
- Still spiral-bound & easy to use




www.praccess.ca

your business & access guide, online.

Another Powell River Model Community Project for Persons with Disabilities

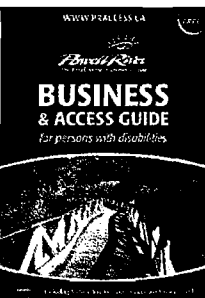


Information: 604.485.2688



The Powell River Model Community Project for Persons with Disabilities (MCP) & The Powell River 'Measuring Up' Committee are proud to present the new issue of...

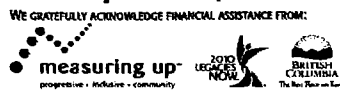
The Business & Access Guide for persons with disabilities



- Newly updated & FREE!
- New web site www.praccess.ca
- New accessible tourism section
- New accessibility diagrams & tips
- Still spiral-bound & easy to use

Available around town & at the MCP offices (4476A Marine Ave. above the bowling alley). Info: 604.485.2688 www.praccess.ca

Join us for our official launch on:
Thursday May 26, 2008
5:30 pm - 7 pm
Powell River Community Resource Centre
4752 Joyce Ave. (snacks & drinks provided)



Proposed newspaper ad (at right) and bookmarks (left) prepared for the Powell River Business & Access Guide launch.

The website version of the Guide is online now at www.praccess.ca

Powell River Measuring Up Committee Final Report: May, 2008.

Measuring Up Fund Final Report			In \$ Cnd.
Phase I			
11/29/07	Westview Pizza	Strategy Meeting/Luncheon	175.00
12/5/07	Westview Pizza	Strategy meeting/Luncheon	150.00
TOTAL PHASE I			325.00
Phase II			
12/10/07	aloffii	Accessibility Evaluator	2,818.75
3/31/08	aloffii	Accessibility Evaluator	456.25
	Graffiki	Printing Costs	4,240.00
5/5/08	Giovanni Spezzacatena	Webmaster	4,500.00
TOTAL PHASE II			12,015
Phase III			
12/07-12/08	Nelly Swistak	Wages	2,760.00
	CJMP	Radio Airtime Costs	1,908.00
TOTAL PHASE III			4,668.00
OTHER RELATED EXPENSES			
11/20/07	Model Community	Office Expenses/Supplies	250.00
11/20/07	CJMP Radio	Office Expenses/Supplies	250.00
			500.00
TOTAL COSTS			17,508.00
TOTAL GRANT RECEIVED TO DATE			18,000.00
TOTAL LEFT IN ACCOUNT			492.00
FUNDS TO BE USED FOR LAUNCH			
	Access Guide Launch	Promotions	1,000.00
	15% from Phase II	MERC's not used	675.00
	Giovanni Spezzacatena	Part-time Contractor	500.00
	15% from Phase II	MERC's not used	75.00
	Strategy Meetings	Luncheon Costs left	205.00
			2,455.00
Extra Funds (Grant Paid out at \$20,000 not \$19,963)			37.00
TOTAL REMAINING			\$2,492.00

JOB POSTING



Powell River Model Community Project for
Persons with Disabilities
4476A MARINE AVENUE
POWELL RIVER BC V8A 2K2
Fax: 604.485.2683
Email: dgm_mcp@shawcable.com
The Model Community Project is an equal
opportunity employer.



Spoken-Word Radio Program Producer

CJMP "Sunshine Community Radio" 90.1 FM/ 90.9 Shaw Cable in Powell River, B.C. is seeking a part-time radio producer on a contractual basis, for an upcoming 2 hours/month new spoken-word radio program dealing with disability issues called "Inclusion Today!" The producer is responsible for controlling the output of radio programs, from generating and documenting program ideas, to editing and presenting, and will be involved in the entire process of broadcasting content for radio. Contract duration will be approximately one year, beginning in December 2007.*

Researcher/ Accessibility Evaluator

The Powell River Measuring Up Committee is seeking to fill a temporary part-time position of Researcher/ Accessibility Evaluator: (20 hrs/week for 4 weeks in October-November 2007). This contract position involves research and updating of the current accessibility evaluation criteria in "The Powell River Business and Access Guide" to assure compliance with universal design standards. The successful applicant will personally visit new businesses and organizations from Saltery Bay to Lund B.C., to evaluate and record their level of access, as well as perform random spot-checks. The position requires excellent general data-entry and computer skills (Start date: October 29, 2007).*

*For more detailed information on either position, please contact The Powell River Model Community Project for Persons with Disabilities (MCP) in person at 4476A Marine Avenue (8:30 AM- 3:30 PM Mon-Thurs), email: dgm_mcp@shawcable.com, or visit our website: www.modelcommunityproject.ca/employmentops.html

Please e-mail, fax or drop off your résumé and cover letter at MCP offices.

No phone calls, please.



These two positions have been funded through a grant from 2010 Legacies Now.

Sept. 19, 2007

THE POWELL RIVER PEAK

N E W S

Powell River given accessibility money

LEE MACKENZIE
PEAK CONTRIBUTOR

A cheque for \$20,000 is on its way to Powell River's Model Community Project. It's part of a funding announcement made Tuesday, September 18 by 2010 Legacies Now.

2010 Legacies Now is a not-for-profit society committed to creating sustainable legacies as a result of hosting the 2010 Olympic and Paralympic Games.

Geraldine Braak, president of the Powell River Model Community for Persons with Disabilities Society, and chairwoman of the Measuring Up Committee, said the funding will be used in three ways. "First, we will use it to help us get the message to city department managers, unions and schools about who we are and what we are doing," she said. "We want to encourage them to participate in improving and maintaining Powell River's

accessibility. We need all members of the community to appreciate the abilities of people with disabilities and give them a fair chance of employment."

The second focus for the funding will be radio interview programs. "Probably four half-hour programs," said Braak. "They'll be geared to different disabilities. Our idea is to let various organizations bring out the different aspects of what they do and the people they support."

The third target for the funding is the Powell River Access and Business Guide. "We are trying to do a two-year version and have it online as well," said Braak. "People coming into the city use the guide to find which businesses are accessible to the disabled."

Two million dollars was put aside to be distributed by 2010 Legacies Now to communities applying for funding for accessibility

projects. A total of \$580,000 in grants was distributed to 30 BC communities in Tuesday's announcement. The amounts awarded were between \$15,000 and \$20,000, based on population.

The funds will be released immediately. There may be further funding for communities already awarded grants. The next round of applications will be accepted December 31. 2010 Legacies Now is hoping more communities will apply and focus on improving accessibility for disabled people in their part of the province.

"I know Powell River's committee will put this grant to good use and their efforts will go a long way," said Claude Richmond, BC's minister of employment and income assistance. "But

that doesn't mean there won't be money available for communities like Powell River if they apply again," he said. "It's too early to say that just yet. We will see how far we can make this \$2 million go."

Carla Qualtrough is the director of inclusion initiatives for 2010 Legacies Now.

"Definitely, Powell River is at the forefront of our community engagement," she said. "They've been with us from the start. And I mean demonstrating and doing, not just talking about it."

"This funding announcement is very encouraging," said Braak. Then she laughed. "Actually, they sent us \$37 more than we asked for. Our application was for \$19,963.00, and they're sending us \$20,000. I kind of chuckled."

OPEN HOUSE