

YORK REGION COLD WEATHER RESPONSE PLAN

Communications Toolkit

We have prepared this information for you to promote awareness of York Region's Cold Weather Response Plan that will provide safe and welcoming spaces for residents experiencing homelessness during the cold weather season. The 2021-2022 Plan has been modified to mitigate risks associated with COVID-19. While the COVID-19 pandemic continues to present challenges for all residents in York Region, it has had a disproportionate impact on vulnerable populations, including people experiencing homelessness.

York Region will issue a Cold Weather Alert when temperatures are forecast to be -15°C or colder, with or without wind chill, for any local municipality in the Region.

All individuals and couples without children seeking shelter during a Cold Weather Alert are asked to contact the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or email TransitionalShelter.Line@york.ca. The Transitional Shelter Intake Line will be answered by Salvation Army Transitional Shelter staff 24/7.

All families with children seeking shelter during a Cold Weather Alert are asked to contact Leeder Place Family Shelter at 1-888-554-5525, which is answered by Blue Door staff.

For a list of emergency housing locations please visit york.ca/emergencyhousing. More information about cold weather and tips to keep you and your family safe are available at york.ca/extremecold

If you require more information or resources for your communications, please contact Theresa.DeRose@york.ca

York Region Cold Weather Response Plan

1-877-464-9675
TTY 1-866-512-6228
york.ca/extremecold



KEY MESSAGES

Cold Weather Alerts

- Cold Weather Alerts are issued by the Regional Municipality of York when temperatures are forecast to reach -15°C or colder, with or without wind chill, for any local municipality in the Region
- York Region funds emergency housing facilities and seasonal shelter programs that provide a safe place for residents to stay when they experience homelessness
- To align with Public Health Guidelines and further support residents, York Region partnered with Kingbridge Conference Centre and Hotel and the Salvation Army York Housing and Support Service to provide a temporary transitional shelter for residents experiencing homelessness
- All programs have been modified to align with Public Health Guidelines regarding COVID-19
- In the event that the Transitional Shelter, Leeder Place Family Shelter, seasonal shelter programs, and hotels exceed overflow capacity, York Region can activate additional services so that no one is left out in the cold this winter
- Residents experiencing homelessness will not be turned away without being offered assistance during Cold Weather Alerts
- York Region's Outreach Workers connect with people living outside and are largely successful in getting them to come into the Transitional Shelter or a seasonal shelter during Cold Weather Alerts
- For a list of emergency housing locations please see below or visit york.ca/emergencyhousing.
NOTE: Individuals who need to stay at one of York Region's Emergency Housing Facilities will need to first self-isolate at the Transitional Shelter and have a negative COVID test
- If you know of someone who is experiencing homelessness, contact the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or TransitionalShelter.Line@york.ca, Access York at 1-877-464-9675 or Leeder Place (for Families with children) 905-898-1015 Toll Free: 1-888-554-5525
- Visit york.ca/extremecold for information and tips about how to keep you and your family safe

Street Outreach

- York Region funds a street outreach van (operated by LOFT/Crosslinks) that provides mobile services for residents experiencing homelessness or are street involved at no cost

- The van is equipped with:
 - Food
 - Clothing and shoes
 - Sleeping bags, tents, tarps and blankets
 - Harm reduction supplies
- The van operates seven days a week from 2:00 p.m. to 9:00 p.m., excluding holidays
- To schedule a meeting place and time with the Street Outreach Van, call 1-866-553-4053

E-BLAST BLURB

Active Cold Weather Alert

Cold Weather Alert in York Region

The Regional Municipality of York is issuing a Cold Weather Alert for (insert date/s).

All individuals or couples experiencing homelessness in York Region who are looking for shelter during a Cold Weather Alert are asked to call the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or email TransitionalShelter.Line@york.ca. You can also contact one of the seasonal shelter providers listed on york.ca/emergencyhousing

Families with children seeking shelter during Cold Weather Alerts should contact Leeder Place Family Shelter by calling Blue Door at 1-888-554-5525.

Visit york.ca/extremecold for information and tips about how to keep you and your family safe.

Cold Weather Season

It's cold outside!

What to do when temperatures drop

York Region funds emergency housing facilities and seasonal shelters that provide a safe place for residents to stay when they experience homelessness. All single adults, youth, or couples seeking shelter during Cold Weather Alerts can contact the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or email TransitionalShelter.Line@york.ca. Families with children experiencing homelessness should contact the Family Shelter at Leeder Place by calling Blue Door at 1-888-554-5525.

You can also visit york.ca/extremecold for information and tips about how to keep you and your family safe.

WEB CONTENT

Active Cold Weather Alert

Cold Weather Alert in York Region

Having reviewed the Environment Canada forecast, the Regional Municipality of York is issuing a Cold Weather Alert for (insert date/s).

York Region will issue a Cold Weather Alert when temperatures are forecast to be -15°C or colder, with or without wind chill, for any local municipality in the Region during the next 24 hours.

All individuals or couples experiencing homelessness in York Region who are looking for shelter during a Cold Weather Alert are asked to call the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or email TransitionalShelter.Line@york.ca or contact one of the seasonal shelter providers listed on york.ca/emergencyhousing

Families with children seeking shelter during Cold Weather Alerts should contact Leeder Place Family Shelter by calling Blue Door at 1-888-554-5525.

Transportation will be offered to help York Region residents experiencing homelessness access a safe space during cold weather. Residents will not be turned away without being offered assistance.

Cold Weather Season

What to do when temperatures drop

York Region will issue a Cold Weather Alert when temperatures are forecasted to be -15°C or colder, with or without wind chill, for any local municipality in the Region. During a Cold Weather Alert, individuals experiencing homelessness can contact the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140, or email TransitionalShelter.Line@york.ca or contact one of the seasonal shelter providers listed on york.ca/emergencyhousing

Families with children experiencing homelessness should contact Leeder Place Family Shelter by calling Blue Door at 1-888-554-5525

Transportation is offered to help York Region residents experiencing homelessness access a safe space during cold weather. Residents will not be turned away without being offered assistance.

You can also visit york.ca/extremecold for information and tips about how to keep you and your family safe.

SOCIAL MEDIA

Municipal communications teams: *You are encouraged to share this messaging with Members of Council to post on their social media platforms.*

Active Cold Weather Alert

Twitter

- #YorkRegion has issued a Cold Weather Alert. If you or someone you know is in need of shelter, contact the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or

TransitionalShelter.Line@york.ca. To contact a seasonal shelter provider, visit york.ca/emergencyhousing

- #YorkRegion has issued a Cold Weather Alert for (insert date/s). If a family with children is outside and in need of shelter, please contact Leeder Place Family Shelter by calling Blue Door at 1-888-554-5525 or visit york.ca/emergencyhousing
- Extreme cold weather is expected this week. If someone is in need of shelter, contact the Transitional shelter Intake Line at 1-877-464-9675 ext. 76140 or TransitionalShelter.Line@york.ca. You can also contact a seasonal shelter provider listed on york.ca/emergencyhousing

Facebook

- York Region has issued a Cold Weather Alert for (insert date/s). If you or someone you know is in need of shelter, contact the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or email TransitionalShelter.Line@york.ca or contact one of the seasonal shelter providers listed on york.ca/emergencyhousing

If a family with children is outside and in need of shelter, please contact Leeder Place Family Shelter by calling Blue Door at 1-888-554-5525.

Cold Weather Season

Twitter

- York Region's 2021-2022 Cold Weather Response Plan includes safe, temporary housing and support for individuals or families with no alternative housing options this winter. For more information, visit york.ca/emergencyhousing
- York Region is working with emergency housing, seasonal shelters and community organizations to ensure people are kept warm when it is cold outside. To learn more, visit york.ca/emergencyhousing
- If you or someone you know is in need of shelter, contact the Transitional Shelter Intake Line at 1-877-464-9675 ext. 76140 or email TransitionalShelter.Line@york.ca. You can also contact one of the seasonal shelter providers listed on york.ca/emergencyhousing

Facebook

- York Region is working with emergency housing, seasonal shelters and community organizations to ensure people are kept safe and warm when it is cold outside. Visit york.ca/emergencyhousing to learn what you can do if you or someone you know needs a place to stay warm.

Warming Centres

Twitter

- (Newmarket): #YorkRegion has issued a Cold Weather Alert. If you or someone you know needs a safe place to get warm in #Newmarket, please visit [@TownofNewmarket](http://york.ca/emergencyhousing) [@InnFromTheCold1](https://twitter.com/InnFromTheCold1)
- (Markham/Richmond Hill): #YorkRegion has issued a Cold Weather Alert. If you or someone you know needs a safe place to get warm in ([@Markham](https://twitter.com/Markham) / [@RichmondHill](https://twitter.com/RichmondHill)), please visit [@BlueDoorSupport](http://york.ca/emergencyhousing) [@cityofmarkham](https://twitter.com/cityofmarkham) [@myRichmondHill](https://twitter.com/myRichmondHill)

Facebook

- (Newmarket): York Region has issued a Cold Weather Alert. If you or someone you know needs a safe place to get warm in #Newmarket, please visit [@TownofNewmarket](http://york.ca/emergencyhousing) [@InnFromtheColdNewmarket](https://twitter.com/InnFromtheColdNewmarket)
- (Markham/Richmond Hill): #YorkRegion has issued a Cold Weather Alert. If you or someone you know needs a safe place to get warm in ([@Markham](https://twitter.com/Markham) / [@RichmondHill](https://twitter.com/RichmondHill)), please visit [@BlueDoorSupport](http://york.ca/emergencyhousing) [@cityofmarkham](https://twitter.com/cityofmarkham) [@myRichmondHill](https://twitter.com/myRichmondHill)

Drop-By Programs

Twitter

- (Youth): #YorkRegion has issued a Cold Weather Alert. For youth in need of a safe place to get warm in, please visit [@360kids_york](http://york.ca/emergencyhousing) [@InnFromtheColdNewmarket](https://twitter.com/InnFromtheColdNewmarket) [@belindasplace](https://twitter.com/belindasplace) [@KrasmanCentre](https://twitter.com/KrasmanCentre)
- (Women): #YorkRegion has issued a Cold Weather Alert. For women in need of a safe place to get warm in, please visit [@belindasplace](http://york.ca/emergencyhousing)

Facebook

- (Youth): #YorkRegion has issued a Cold Weather Alert. For youth in need of a safe place to get warm in, please visit [@360kids_york](http://york.ca/emergencyhousing) [@InnFromtheColdNewmarket](https://twitter.com/InnFromtheColdNewmarket) [@belindasplace](https://twitter.com/belindasplace) [@KrasmanCentre](https://twitter.com/KrasmanCentre)
- (Women): #YorkRegion has issued a Cold Weather Alert. For women in need of a safe place to get warm in, please visit [@belindasplace](http://york.ca/emergencyhousing)

Twitter



Facebook



