



The Corporation of the Town of Tecumseh

Chief Administrative Officer

To: Mayor and Members of Council

From: Margaret Misek-Evans, Chief Administrative Officer

Date to Council: September 14, 2021

Report Number: CAO- 2021-14

Subject: Town of Tecumseh Contributions to WEVaxtoWin

Recommendations

It is recommended:

That Report CAO-2021-14, Town of Tecumseh Contributions to WEVaxtoWin **be received**;

And that Council **approve** to the contributions to the WEVaxtoWin contest set out in Attachment 1 of Report CAO-2021-14, on behalf of the Town of Tecumseh.

Background

As Council is aware, the City of Windsor and the County of Essex have joined forces to offer an incentive/reward program for area residents who have been fully vaccinated against COVID-19. The program is available to bona fide residents of Windsor and Essex County. Contestants under 18 years of age require the consent of a parent or guardian. Prizes are of considerable value and have been arranged through the initial proceeds of the City and County (\$200,000 each) as well as through partners including Windsor Regional Hospital, the University of Windsor and St. Clair College. Contributions from others are welcome. Details on the program are available at <https://www.wevaxtowin.ca/>.

The purpose of this report is to request Council's favourable consideration to contributing to the program with the items and services set out in Attachment 1.

Comments

Prize draws commence as of October 1, 2021 with subsequent bi-weekly draws until all prizes are awarded. The program website is updated as new prizes are contributed. Some prizes are available to the entire population of the County and City, regardless of residency, whilst others

are specific to a municipality. It is intended that the prizes offered in Attachment 1 would be specific to Town of Tecumseh residents.

The option also exists to target a specific demographic for the prizes, if for example there is a need to encourage one or more cohorts toward vaccination. Administration has not recommended any age-specific limitations on the award of the prizes set out in Attachment 1, with the exception of the bus pass, which if awarded to a Student has a value of \$300, versus \$400 for an adult.

As the contest is available to all residents who have stepped up to be fully vaccinated since vaccinations have been available to the public, it is viewed as a positive reward for taking proactive measures to end the pandemic. As noted in the August 25th joint news release on the WEVaxtoWin contest (<https://www.citywindsor.ca/Newsroom/Pages/City-and-County-Partner-on-WEVaxToWin.aspx>):

“Vaccines are universally believed to be the best defence against COVID-19, offering greater protection against severe illness and death and helping to prevent our health care system from being overwhelmed. Hundreds of thousands of Windsor-Essex residents have already done their part, but our area is falling behind the provincial average when it comes to the number of people fully vaccinated.”

This motivated Administration to advance the made-in-Tecumseh contributions to the contest, as set out in Attachment 1, for Council's approval.

Consultations

All Departments

Financial Implications

The prizes outlined in Attachment 1 are of modest value and can be absorbed into the 2021 or 2022 (depending on draw date) operating budgets.

Link to Strategic Priorities

| Applicable | 2019-22 Strategic Priorities |
|--------------------------|---|
| <input type="checkbox"/> | Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers. |
| <input type="checkbox"/> | Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making. |
| X | Integrate the principles of health and wellness into all of Tecumseh's plans and priorities. |
| <input type="checkbox"/> | Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses. |
| X | Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals. |

Communications

Not applicable X

Website ☐ Social Media ☐ News Release ☐ Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

| Attachment Number | Attachment Name |
|--------------------------|--------------------------------------|
| 1 | WEVaxtoWin Prizes – Town of Tecumseh |