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# The Regional Municipality of Durham Report

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To: Health and Social Services Committee  
From: Commissioner of Social Services  
Report: #2024-SS-8  
Date: September 5, 2024

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**Subject:**

Naming of the new 200-bed Long-Term Care Home Located in Seaton

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**Recommendation:**

That the Health and Social Services Committee recommends to Regional Council:

A) That approval be given to name the new 200-bed Long-Term Care Home located in Seaton, "Seaton Village".

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**Report:**

**1. Purpose**

1.1 To advise on the community engagement framework for the naming process of the new Seaton Long-Term Care Home (LTCH), including the results of the online poll, and to seek approval to name the LTCH "Seaton Village".

**2. Background**

2.1 The Seaton Community is progressing to become one of Pickering's largest combined residential and employment developments. To support this growth, the Region is investing in a new LTCH as part of our overall commitment to building complete communities.

2.2 Groundbreaking of the Seaton LTCH took place on March 15, 2024 and is projected to open in the fall of 2026.

2.3 A name needs to be selected for the new LTCH.

### 3. Naming Process

3.1 Region staff hosted a focus group inviting community members and businesses located in Pickering to create a shortlist of potential names for the future LTCH located in Seaton. The names included:

- Seaton Village
- Seaton Reflective Living
- Seaton Serenity Village
- Greenwood Trails
- Seaton Graceful Living

3.2 The Region sought input from Pickering residents through an online poll in July 2024, via [Your Durham](#), to assist in naming the Region's future 200 bed LTCH.

3.3 The community engagement results are as follows:

- Close to 500 residents participated in the online poll.
- 6 social media posts received 11,821 impressions, 533 engagements and 113 link clicks.
- 1 social media ad on Facebook, targeted to City of Pickering residents 18-65+. Statistics from the ad:
  - 18,802 reach
  - 1,018 engagements
  - 905 link clicks
  - 67 post reactions
  - 27 comments

3.4 The name "Seaton Village" received 42.7 per cent of the vote.

3.5 Subject to approval of Regional Council, the results of the online poll and the name, "Seaton Village", will be share with the community members and businesses of the City of Pickering and Durham Region over the coming weeks through:

- Your Voice Durham
- Social media post content
- Poster
- Graphics
- E-newsletter content.

### 4. Relationship to Strategic Plan

4.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Goal #2 – Community Vitality
  - Support a high quality of life for all through human services delivery.
- b. Goal #5 – Service Excellence
  - Optimize resources and partnerships to deliver exceptional quality services and value.
  - Collaborate for a seamless service experience.
  - Drive organizational success through innovation, and skilled workforce, and modernized services.

## 5. Conclusion

- 5.1 Region staff sought community input for the naming on the future 200-bed Seaton LTCH through community engagement.
- 5.2 The online poll, via Your Durham, resulted with the name “Seaton Village” for the future LTCH.
- 5.3 It is recommended that the name “Seaton Village” be approved by Regional Council as the name for the future 200-bed LTCH in Seaton.

Respectfully submitted,

Original signed by

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Stella Danos-Papaconstantinou  
Commissioner of Social Services

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer