



Committee of the Whole Report For the Meeting of January 4, 2017

To: Committee of the Whole **Date:** December 27, 2017
From: Bill Eisenhauer, Head of Engagement
Subject: Victoria Youth Strategy Implementation Mid-Term Update

RECOMMENDATION

That Council receive this report for information.

EXECUTIVE SUMMARY

The City's Youth Strategy (see Attachment A), adopted in February 2017, provides high-level guidance for how the City can build stronger relationships and points of connection with youth. In June 2017, the City hired a part-time Youth Strategy Assistant to support the implementation of the plan.

In the past six months, 80% of the Year 1 initiatives and 42% of Year 2 and Year 3 initiatives have been launched. The Youth Strategy Assistant has also provided support to numerous planning initiatives including neighbourhood planning, the Crystal Pool and Wellness Centre Replacement Project and engagement on the 2018 budget.

Highlights of 2017 initiatives include:

- Development of a Youth Hiring Strategy
- Needs Assessment Started for Youth Space
- Partnership forged with School District 61 for activities to launch in 2018
- Collaboration with City of Victoria Youth Council
- Pilot youth engagement techniques in neighbourhood planning
- Involvement in the Create Victoria Arts and Culture Master Plan
- A Youth Engagement Checklist for use by City staff to plan youth engagement

Projects identified in Year 2 of the Youth Strategy to be implemented in 2018 include:

- Complete youth space needs assessment on functional considerations
- Work with the engagement team to build youth engagement activities into City engagement plans
- Train engagement staff on planning for youth engagement, including outreach, techniques, budget considerations and measurement
- Identify opportunities for Council to engage with youth through the Ask-a-Youth model
- Implement School District pilot programs on a variety of initiatives of interest, including neighbourhood planning and climate change
- Continue implementation of Youth Hiring Strategy

- Work on a strategy to strengthen relationships with youth outreach workers and youth service providers to better understand the challenges and needs of marginalized youth

Year 3 budget items and on-going support for youth initiatives will be requested through the future budget process.

PURPOSE

The purpose of this report is to provide an update on the implementation of the Victoria Youth Strategy.

BACKGROUND

In February 2017, Council approved the Victoria Youth Strategy developed by a team of 10 youth over the course of seven months. The Strategy provides a roadmap for the City to better engage youth, focusing on organizational change to strengthen the City's culture and practices in relation to youth, such as hiring more youth at the City and involving youth in decision making. The Strategy identifies more than 20 initiatives to be undertaken over a three-year period, including how the City can better support youth with services, such as establishing a space for youth designed by youth, and creating a list of youth services and programming in the City.

Youth Strategy 2017 accomplishments

- Youth Strategy assistant hired: June 2017
- Youth Hiring Strategy: A youth hiring strategy was created to increase the number of people working at the City under the age of 25 in order to create a more diverse and inclusive staff, train future leaders and integrate youth perspectives in City operations and initiatives. Most of the 10 initiatives in the hiring strategy focus on recruiting for summer jobs and career opportunities, including a "Getting Hired at the City" brochure series that promotes youth-friendly jobs at the City. The brochures will be distributed at schools and will be available at career fairs, the Crystal Pool and other locations frequented by youth.
- Needs Assessment: Youth space
 - 12 youth participated in a series of three workshops to determine what youth want to see in a meet up space in the City. The focus group identified services, as well as operational and location considerations. This feedback was used to create a survey to engage more broadly with youth throughout the City.
 - Youth survey: 96 youth responded to the online survey about the youth space. The surveys are being analyzed and the data will help inform next steps.
 - Research was also conducted on youth spaces provided by other municipalities.
- Partnership with School District 61: The City and School District have agreed to partner on a series of pilot programs to roll out in spring 2018. The purpose is to provide children and youth with a better understanding of what the City does and how they can participate in shaping the future of the City. The pilot programs are currently under development, but may include:
 - workshops on planning initiatives (such as charrettes or walkshops for neighbourhood planning)

- joint projects (such as a mural project with youth artists)
- model Council meetings
- Partnership with City of Victoria Youth Council: The City and the Youth Council are collaborating on the following initiatives
 - Neighbourhood planning: The City has provided training to the Youth Council on public participation principles and approaches. The Youth Council will support the City's efforts to engage more youth in neighbourhood planning
 - Youth Council is refreshing the youth services website (youthcore.ca) and assessing other tools needed for communicating youth services in the City
 - Youth Council hosted a 2018 Budget Viewing Party
- Engagement techniques piloted:
 - Neighbourhood planning engagement
 - Margaret Jenkins school workshop
 - Skate Park Pop-up
 - Ask a Youth Focus groups – bringing together groups of youth to have two-way dialogues on issues
 - Educational presentations and resources for teaching youth about the City of Victoria (5 presentations to more than 100 youth)
- Youth Arts and Culture strategies were drafted and have been integrated into the Create Victoria Arts and Culture Master Plan, including:
 - Increasing opportunities for all-ages concerts and events
 - Professional development opportunities for young artists
- Youth Engagement Checklist: A checklist has been developed has been developed for use by City staff to plan youth engagement

2018 Priorities – Youth Strategy:

- Complete youth space assessment on functional considerations: operations, insurance, explore potential locations.
- Ensure youth engagement activities are planned into all City engagement plans
- Train staff on planning for youth engagement, including outreach, techniques, budget considerations and measurement
- Continue implementation of the Youth Hiring Strategy.
- Work with staff to improve and increase fun, accessible programming for youth
- Identify opportunities for Council to engage with youth through the Ask a Youth model – bringing together a focus group of youth around particular matters.
- Implement School District pilot programs on a variety of initiatives which may include:
 - Neighbourhood planning
 - Intro to City Hall
 - Plastic bag reduction

- Climate change initiatives
- Arts and culture initiatives
- Explore opportunities to partner with Camosun College's social marketing class on a City initiative.
- Explore the development of youth volunteer opportunities at the City. This program would provide youth, middle and high school students with structured volunteer opportunities throughout the City. Upon completion of the program, youth would receive a certificate of completion and job reference. Volunteer hours could also count towards school credit where such programs exist.
- Co-operative education programs for youth: With the successful negotiation of the collective agreement, the City will now work on developing a structured program for co-operative education.
- The youth team felt it was very important that marginalized youth are supported and have the opportunity to engage in City initiatives and decision-making. Staff are working on a strategy to strengthen relationships with youth outreach workers and youth service providers in order to better understand the challenges and needs of marginalized youth.
- The Youth Strategy included an action to review City policies and bylaws to ensure they support and do not discriminate against youth. A complete review of all City bylaws is not possible within existing resources; however, Council's inclusivity motion and other policy reviews identified in the Create Victoria Arts and Culture Master Plan will also address some youth-related issues. Staff are exploring cost-effective alternatives to identify ways in which to implement a more comprehensive review of City policy as it relates to youth and will report back to Council with options.
- Refine metrics for youth engagement and evaluation of youth participation in a range of City initiatives.
- Conduct annual Youth Strategy evaluation and reporting.

Update on Victoria Youth Council

The City provides a \$26,000 annual grant to the BC Healthy Communities Society to administer the Victoria Youth Council. The group currently meets on a weekly basis at the Dock on Cormorant Street.

This year's City of Victoria Youth Council includes a diverse group of young people aged 14-24. The Council is committed to forming a group that represents the diversity of youth in Victoria and actively encourages applications from youth of colour, youth with disabilities, young mothers, Indigenous youth, LGBTQ2+ youth and youth from all socio-economic and ethnic backgrounds. The group includes new members who are currently in grade nine, as well as others who attend high school, post-secondary institutions and some who have finished school and work in their respective sectors.

This year, Youth Council has been tasked with carrying out some of the strategic objectives outlined in the City's Youth Engagement Strategy and has aligned some of their priorities with that of Council's Strategic Plan.

These are some of the current community action projects being explored:

1. Placemaking and temporary public installations
2. Addressing Victoria's shrinking tree canopy
3. Facilitating a heritage of displacement tour in the Greater Victoria region

The Youth Council is currently being administered by BC Healthy Communities until the end of June 2018. BC Healthy Communities has indicated that at the end of this year's program, they will no longer be involved in administering the Youth Council. Prior to this date, City staff will evaluate options and bring a recommendation forward for Council decision on how to proceed with administering the 2018-2019 Youth Council program.

Accessibility Impact Statement

Youth identified accessibility as a priority. This will be factored into all Youth Strategy initiatives, particularly the design and operation of the future space for youth.

2015 – 2018 Strategic Plan

Implementation of the Victoria Youth Strategy is an outcome of Council's strategic objective, "Engage and Empower the Community."

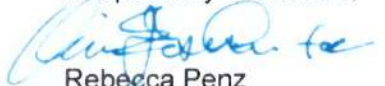
Impacts to Financial Plan

Council is considering a supplementary budget request of \$30,000 as part of the 2018 Financial Plan process for implementation of Year 2 initiatives of the three-year Victoria Youth Strategy.

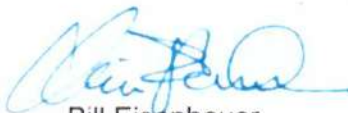
CONCLUSIONS

The implementation of the Victoria Youth Strategy continues to progress on schedule with some potential exciting developments in the next few years including a youth space, an on-going partnership with the School District, co-op education opportunities and a structured volunteer program. As the City establishes services and programs for youth, on-going funding, staffing and resourcing will be required. This will be considered through a future budget process.

Respectfully submitted,



Rebecca Penz
Engagement Advisor
Engagement Department



Bill Eisenhauer
Head
Engagement Department

Report accepted and recommended by the City Manager:



Date:

December 27, 2017

List of Attachments

- Attachment A: Victoria Youth Strategy