

Options for Developing a Youth Engagement Strategy



Purpose

To increase participation of young residents of Victoria in the design, planning and decision making in their community.



Youth in Victoria

- Victoria has one high school, one middle school and attracts youth from surrounding municipalities to participate in events, programs and services
- The University of Victoria and Camosun College draw young people from all over
- Over 15 percent of Victoria's total population is comprised of people aged 12 - 24



Options for Developing a Youth Engagement Strategy

How We Currently Engage Youth

The City's main form of engaging youth has been through youth programming offered at the seven City-owned community centres and the Crystal Pool and Fitness Centre.



Step Up Youth
Leadership Crew



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How We Currently Engage Youth

Community Centre programming and events



Want to Work But Don't Know Where to Start?

Quadra Village
Community Centre's
The Crew Youth Work
Experience Group



Options for Developing a Youth Engagement Strategy

City of Victoria Youth Council

Developed in 2005, the group hosts projects and events to make Victoria more youth-friendly and to meet the needs of youth in creative ways.



Options for Developing a Youth Engagement Strategy

New Approaches



UVIC students engaged youth in the Official Community Plan



Social media tools make it easier for the City to reach youth



Youth led event for the Burnside Local Area Plan



Idea boards used to collect feedback at parks



What Others Are Doing

Common areas of focus include:

- Create opportunities for personal growth and skill development
- Foster strong relationships with youth service providers and educators
- Establish youth councils and youth advisory committees
- Create designated spaces for youth
- Use social media and online platforms to engage youth and to solicit feedback
- Create opportunities for youth leadership and empowerment



What Others Are Doing Brisbane, Australia

Engaged youth, teachers, service providers and guardians to understand their experiences of Brisbane and identify the role of local government in responding to the trends and issues being raised.



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What Others Are Doing Brisbane, Australia

- Free wi-fi access in 22 parks and public spaces across the city
- City Colours program that transforms rundown and uninviting public spaces into vibrant displays of public art and murals that celebrate the city, people and history.
- Support youth led initiatives to improve health and well-being



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What Others Are Doing Toronto, ON

How do we make Toronto the most engaged city in North America on planning issues?



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What Others Are Doing Toronto, ON

- Develop a “Planners in Classrooms” (PiCS) educational outreach program to increase awareness of planning issues and concepts among youth
- Develop a City Planning Division Youtube Series / podcast
- Promote engagement in new physical spaces like coffee shops, transit shelters, and libraries
- Implement an “Office Hours” program in local libraries to make Community Planners more accessible
- Use engaging media such as videos, infographics or interactive e-books to communicate the outcomes of planning processes to youth
- Create a “30+U” Youth Engagement Specialist internship(s) to help implement the Youth Engagement Strategy



Options for Developing a Youth Engagement Strategy

What Others Are Doing Saanich, BC

- Currently engaging on their five year youth development strategy.
- Working with School District 63 to do more leadership programming at high schools
- Community youth grant program to allow young people/youth groups to apply for grants



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What Others Are Doing Halton Hills, ON

- New Youth Taxi Scrip program enabling registered youth to access taxis for half the price so that they can have more access to events and programs going on in the city.
- Developed a Mayor's Youth Action Committee (similar to Youth Council) to aid in the promotion of youth services and advocacy for youth issues.



**ACTON SKATEPARK
SUMMER TRIPS**

FREE
for youth

Looking for something fun to do this summer?
Meet us at the Acton Skate Park and jump on the bus to head out to The Beach in Canada. Bring your board or scooter and come check out the awesome indoor skate park! Sign up and come out for an unreal weekend.

Cost: **FREE** for youth
Ages: 12-17 years
Date: 12-20 - 4:00 PM
Days:
1) Thursday July 17, Code **90401**
2) Sunday July 20, Code **90402**
3) Thursday August 14, Code **90403**
4) Sunday August 23, Code **90404**

Registration: Online at www.haltonhills.ca/summertrips. If you prefer old school, call us at 905-873-1498, and if you're in the dark sign for 905-873-1587. We can also help you get registered at the Acton Community Centre, Town of Halton Hills Civic Centre or South Community Centre. *Tickets are required for the skate park.

For more information please contact:
Jennifer Adams
Town of Halton Hills
Phone: 905-873-2007 ext. 2385
Email: jadams@haltonhills.ca

YOUTH MATTER!
HH
HALTON HILLS



Options for Developing a Youth Engagement Strategy

Developing the Strategy

What a Youth Engagement Strategy can do:

- Create designated spaces for youth
- Strengthen relationships in the community with youth service providers and schools
- Increase participation in planning to place-making
- Develop ways to connect youth with others in our city
- Create opportunities for youth to engage with our municipality early on to foster meaningful and sustainable participation in civic issues
- Make City services, staff and information more accessible to youth
- Utilize technology and tools to further engage young residents



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Developing the Strategy

- **Brisbane, Australia:** Staff engaged the community, consolidated feedback and shared it with the Youth Strategy Reference Group, comprised of 20 youth representatives.
- **Toronto:** Hired a consultant to work with a Youth Research Team. Each researcher was responsible for engaging 30-50 of their peers, whose ideas were used to develop the final strategy.
- **Whitby, Ontario:** Research and engagement done by youth council members with guidance from key staff. Feedback compiled by staff.



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Developing the Strategy

- **Nanaimo:** Hired a consultant who teamed up with a Youth Research Team to perform the engagement, and subsequently the consultant wrote the strategy with input from key staff and a steering committee made up of staff and community stakeholders.
- **Richmond:** Four staff worked with not for profit groups and an independent consultant to research and engage youth.
- **Halton Hills:** The report was tasked to two consultant groups.



Options

Option 1

Hire youth to engage the community and develop recommendations with staff support where needed. (recommended)

Option 2

Hire an outside agency to complete the youth engagement strategy.

Option 3

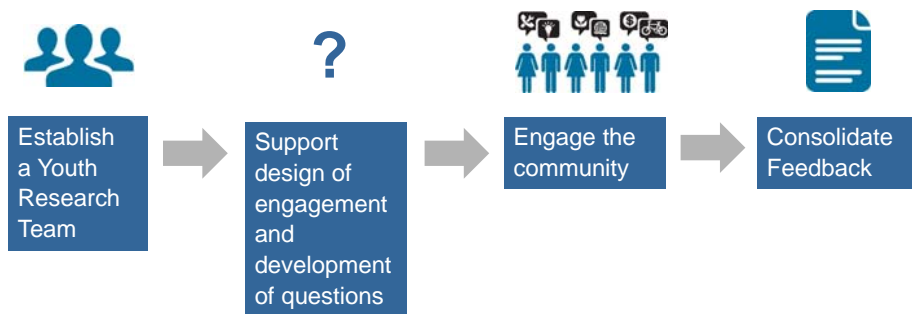
Hire youth to engage the community and retain a consultant to write the youth engagement strategy based on their findings.

Option 4

Partner with a local not-for-profit youth service provider to develop the strategy.



Developing the Strategy



Timeline

- Preparation: Quarter Four, 2015
- Kick off: January 2016
- Complete by: June 2016



Recommendation

That Council direct staff to:

Engage up to 10 youth (aged 12 - 24) including Youth Council representatives, Victoria High School youth leadership students, representatives from youth serving agencies, and youth-at-large to engage the community and assist staff in the development of a “designed by youth, for youth” strategy.

