



# Youth Strategy

2017 – 2020



In April of 2016, the Youth Team was formed to develop a strategy for the City of Victoria.

We are a team of 10 youth between the ages of 12 and 25. Our job was to find ways for the City to strengthen relationships and points of connection with youth.

Over the course of seven months, we surveyed hundreds of youth, bounced ideas off educators, youth workers, and community members and workshopped for hours to build a plan. The Youth Strategy is a painting made with the brushstrokes from local youth from all walks of life, adults who work closely with youth, City staff, Council and us. It is the result of our best efforts to build a better city for all youth in Victoria!

As much as we are proud of the work that we have done, we know that this strategy is only as good as the effort that goes in to making it happen. We are dependent on City Council, City staff, youth service providers and citizens to work with youth to achieve the strategy.

We are counting on you!



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**What is this  
document?**



# A roadmap to get more youth involved in the City of Victoria

A large green circle containing the word "Vision" in white text.

# Vision

We envision a City that works together with all youth in order to build a welcoming, open-minded and lively City where all youth feel that they have a voice

A large green circle containing the word "Mission" in white text.

# Mission

To get all local youth involved in the City of Victoria



## The City should do this by

- Working with youth from different backgrounds
- Making it easy for everyone to get involved
- Using new, fun and creative ways to reach youth
- Listening and being honest
- Learning from youth
- Providing a variety of opportunities for youth to participate in the City



A large orange circle is centered on the page, containing the text 'Focus Areas' in white. The circle is solid and has a slight shadow effect on the white background.

# Focus Areas



1

Openness and Inclusivity

2

Communication  
and Education

3

Opportunities  
and Support

Focus  
Area

1

# Openness and Inclusivity



The City should work  
with youth from all  
backgrounds and  
with youth groups  
in order to build  
a community that  
involves everyone



### In order to do this, the City should

- Get youth involved in projects and initiatives by:
  - Targeting youth for engagement
  - Creating a checklist for “how to” connect with youth
  - Taking more time to connect with youth
  - Setting aside money for youth involvement
- Be open and non-selective when engaging youth
- Provide a list of youth support services and programming and connect youth with non-profits
- Ask a Youth: bring groups of youth together to have two-way dialogue with Council on issues
- Support the City of Victoria Youth Council through a review of its purpose
- Provide grants for youth-led projects
- Review City policies and bylaws to ensure they support and do not discriminate against youth
- Prioritize accessibility in building design





- Youth feel that their voices are being heard, and that their words have impact and importance
- Marginalized youth are targeted and actively participate in City events and resources
- City Council has a stronger understanding of a variety of youth perspectives
- The City understands more complex youth needs
- Marginalized/minority youth feel more included and are more included in City decisions that impact their livelihood

**Focus  
Area**

**2**

# **Communication and Education**



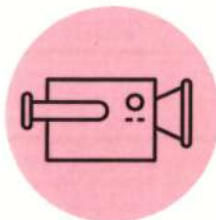
The City  
should increase  
communication  
with youth and  
provide more  
education and  
awareness about  
the City





### In order to do this, the City should

- Use youth-friendly language in Council reports and documents and other materials coming from the City
- Partner with schools and the school district to create a learning tool for children and youth that:
  - gets kids involved at a young age
  - is sensitive to different learning styles
  - gets kids to participate (not just sit in a classroom)
  - includes tours, informational videos, urban planning lessons, job shadowing
- Create a youth website/webpage
- Reach youth in youth places such as bus stops and on buses, schools and community centres to let them know about City events and initiatives





- Youth are more willing to communicate with the City
- Youth participate in more City events and activities
- Youth are informed about what's happening at the City
- The City communicates regularly with youth
- The City is staying current with what's important to youth in the City

Focus  
Area

3

# Opportunities and Support



The City should  
provide support  
and opportunities  
for youth and  
advocate on  
youth issues



### In order to do this, the City should

- Launch a Youth Hub in partnership with a youth-serving organization. The Youth Hub is a space that is for youth and run by youth. It is a hub for youth to:
  - get information about programs and activities
  - share ideas
  - find out about employment and volunteer positions
  - seek support and contacts for youth serving organizations
- Hire more youth
- Make entry-level job postings youth-friendly by:
  - Advertising through youth media
  - Using youth-friendly language
- Increase communication and provide better support for organizations responsible for youth outreach and addictions support
- Push for affordable housing for youth and families
- Push for affordable rates for youth bus passes
- Create City mentorship or job shadowing programs
- Program fun stuff for youth not just educational
- Ensure transportation aligns with programs



- There are more jobs for youth in the City
- Youth are more prepared to be active citizens
- Opportunities are more accessible
- There is two-way dialogue between youth and the City





# Contact Information

[victoria.ca/youth](http://victoria.ca/youth)





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