

Update on the Diversity Action Plan (DAP)

Human Resources

December 10, 2012



What makes a city great? Diversity.

All who have chosen Markham as their home have contributed their skills, their business networks, and their energy. We have all strengthened the fabric of our community, by sharing our cultures, our traditions and our values. Collectively, we all contribute to Markham's success.

**Mayor Frank Scarpitti,
Canada Day 2012**

Diversity is our strength, unity is our future

Agenda

- Overview of the Diversity Action Plan (DAP)
- Recent accomplishments by objectives
- Planned actions to the end of 2014

The Diversity Action Plan- A Vision of Belonging in Markham

- Markham is a municipality with a rich blend of diversity
 - In particular it is known to have the highest proportion of visible minorities (65%) in Canada as well as a high number of immigrants (56.5%) (2006 Census)
- Markham is one of a few cities in Canada recognized as a “majority-minority” community
- What unites our communities? Everyone wants a better future for themselves or their children, and we all share Markham as our home.
- The DAP is the City’s plan to make Markham work for everyone, to ensure everyone feels they belong

The Diversity Action Plan- Quick Overview

- The Diversity Action Plan was approved by Council in June 2010 and was launched in July 2010
- Theme - “Everyone Welcome”
- Highlights Markham’s history including Aboriginal Peoples, settlers and immigrants
- Shares many personal stories of Markham
- Developed through significant consultation
- A multi-year plan (2010-2019) with 68 recommendations, many of which will be ongoing
- Identifies four communities of focus (youth, seniors, persons with disabilities, visible minorities / new immigrants)
- Strong linkages with other strategic plans including the Integrated Leisure Master Plan and the Green Print

Diversity has become “What We Do”

- An example of cultural transformation at the City
 - Where diversity considerations are becoming embedded in regular processes - in our actions, thinking and planning
- All the organization’s departments are involved in the implementation of the DAP, having either a primary or supporting role
- Directors’ Forum 2012 - “Everyone wants to feel important”

Diversity Action Plan Objectives

- 1. Voices for all (engagement and partnership)**
- 2. Access for all (barrier free services)**
- 3. Places for all (sustainable and complete communities)**
- 4. A livelihood for all (employment)**
- 5. Communications for all**
- 6. Building internal capability for all**

Diversity Action Plan Status Update

- Over 66% of the DAP recommendations are underway (45/68), 24% (16/68) are complete and the balance of 10% are scheduled to be implemented during the 2015 to 2019 timeframe.
 - Many recommendations will have ongoing activity
- The City is viewed as a thought-leader within the GTA and nationally as inquiries are made into what we are doing
 - E.g. Maytree Foundation, a recognized immigrant inclusion advocate suggested Markham speak about their journey to diversity and inclusion at the Association of Ontario Municipalities (AMO) conference in Collingwood

RECOMMENDATIONS

LEAD DEPARTMENTS	RECOMMENDATIONS	TIMING
TO BETTER SERVE EVERYBODY, WE WILL:		
Economic Development	01 Develop a broad knowledge of outreach programs to help for all in the rapidly changing world.	2015-2019
Economic Development	02 Work with post-secondary institutions to identify specific opportunities for building and nurturing our talent pool, including a diversity course, entrepreneurship and skills of successful entrepreneurs.	2010-2019+
Economic Development	03 Leverage the multicultural and multilingual character of Markham's population to attract international talents and new opportunities for economic development.	2010-2019+
Development Services	04 Provide for a diversified housing stock to serve the growing needs of our diverse population.	2019+
Development Services	05 Support the further expansion of sustainable community design, transit investment, infrastructure improvement, and provide a mix of housing and job opportunities of improved life and work options.	2019+
Sustainability	06 Partnering with York Food Network to design a culture and food guide to support community to find culturally appropriate food.	2010-2019
Sustainability	07 Develop interactive civic courses for citizens unfamiliar with municipal processes and research potential of a youth shadow council.	2010-2019+
Contact Centre	08 Identify and incorporate the needs of newcomers and visible minorities, seniors, youth and persons with disabilities into Markham's customer services strategy.	2010-2014
Communication and Community Relations	09 Develop clear language guidelines for all forms of Markham's program publicity, and public policies.	2015-2019
Human Resources	10 Develop a Markham strategy for advertising/branding employment opportunities to newcomers, visible minorities, and persons with disabilities.	2010-2019
Human Resources	11 Develop, update and align diversity and inclusion vision statement and policy and incorporate them into all job postings. Monitor employees' awareness of diversity policies through engagement surveys.	2010-2014
Human Resources	12 Management proactively incorporating into the performance management process commencing with management including Diversity competence training, create a leadership and accountability framework and ensure that diversity report along with an employee demographic survey.	2010-2019+
Recreation, Human Resources	13 Develop a corporation-wide public engagement strategy, focusing on newcomers and visible minorities, seniors, youth, and persons with disabilities in relevant outreach opportunities, low cost programs and services that are accessible to all residents.	2010-2019+
Recreation	14 Undertake to ensure residents used Markham facilities meet provincial accessibility requirements.	2010-2014
Asset Management	15 Provide the availability of Markham staff that can offer help in the form of a language interpreter and provide the use of Markham's existing multi-language line.	2010-2014
Human Resources, Communication and Community Relations	16 Develop a corporate policy on making Markham information and applications available in multiple formats.	2010-2014
Accessibility Office and Human Resources	17 Ensure Markham proactively to be a role model of inclusive and accessible services to be accessible to all residents.	2010-2014
Human Resources	18 Develop a diversity resource in Markham's staff manual providing tools for easy access to information.	2010-2014
Culture	20 Develop strategic plans for Markham Museums, Theatre and The Variety Art Gallery and present plans to newcomers and visible minorities, seniors, youth and persons with disabilities.	2010-2014
Culture	21 Establish a stronger presence for Markham Theatres, Markham Museum and the Variety Art Gallery by taking offerings to the seniors, seniors, youth and persons with disabilities.	2010-2014
Culture	22 Enhance the use of social networks to gain feedback on cultural offerings.	2010-2014
Culture, Recreation, Human Resources	23 Obtain more current data on neighbourhood changes through partnerships with school boards and other community partners.	2010-2014
TO BETTER SERVE SENIORS, WE WILL:		
Recreation	24 Develop programs, which include specialized programming for seniors, develop a communications strategy specifically designed for seniors' needs.	2010-2014
Community Services, Human Resources, Recreation	25 Encourage outreach and understanding of how to find and engage isolated individuals in the community.	2010-2014
Recreation	26 Encourage targeted outreach in neighbourhoods where seniors' programs are already located.	2010-2014
Recreation	27 Seek out volunteers who speak the languages of newcomers and persons with disabilities to assist in delivering programs to newcomer seniors.	2010-2014
Recreation	28 Inform seniors about subsidies they are entitled to by bringing them or applications to them instead of asking seniors to figure it out for themselves.	2010-2014
Recreation	29 Promote programs that allow seniors to stay in the community if it suits for themselves.	2010-2014
TO BETTER SERVE YOUTH, WE WILL:		
Recreation	30 Develop new events and programs that suit all youth in the cultural youth groups.	2010-2019
Community Services, Human Resources, Recreation	31 Pilot a project in underserved south east Markham using integrated services delivery and community engagement to address the needs of youth.	2010-2018
Recreation	32 Track achievement of available youth recreational opportunities and satisfaction ratings on an annual basis.	2010-2018
Library	33 Develop learning plans programs for teens and augment learning place programs for children focusing on literacy and life skills.	2010-2014

LEAD DEPARTMENTS	RECOMMENDATIONS	TIMING
Recreation	34 Promote Markham's Language Line to newly arrived youth.	2010-2014
Recreation	35 Build youth leadership opportunities in existing workshops and programs to increase the number of activities active in our Healthy School Initiative.	2010-2014
Recreation	36 Enhance Markham's annual youth week celebration by developing new events and programs in partnerships with existing youth groups and newcomers cultural groups.	2010-2014
Communication and Community Relations	37 Develop youth communications strategy incorporating the use of social media.	2010-2014
Recreation	38 Increase the number of programs and workshops held in neighbourhood schools to decrease the need for youth to pay for transportation to get to programs.	2010-2014
Recreation	39 Provide free youth leadership training for low income youth, including training on leadership, communication, and public speaking.	2010-2014
Library	40 Introduce specialized library programs which focus on teen programs at all library branches and create new dedicated teen spaces as the library's are retrofitted/renovated.	2010-2019+
Library	41 Launch a parent child workshops to help teen parents develop self-esteem and confidence.	2010-2014
Library	42 Seek out partnerships with organizations that serve at-risk teens, such as York Region Health Services, to connect with teen parents and promote early literacy through story times, outreach and other programs.	2010-2014
All Departments	43 Enhance opportunities to engage youth at events, to which Markham is already committed.	2010-2019+
Development Services	44 Provide for a diversified housing stock to serve the growing populations including international at appropriate locations.	2019+
Recreation	45 Ensure all community centres have dedicated spaces for youth's exclusive use.	2010-2019
TO BETTER SERVE NEWCOMERS, WE WILL:		
Recreation	46 Provide diverse recreational opportunities appropriate to the needs of new Markham residents.	2010-2014
Communication and Community Relations	47 Develop new strategies to lift language barriers preventing newcomers from participation by offering recreation, culture and library information in multiple languages.	2010-2014
Communication and Community Relations	48 Increase translation services offered in local community centres.	2010-2014
Library	49 Support the settlement services of not-for-profit and government agencies and develop additional services for newcomers to improve their understanding of the settlement process and the role of the library.	2010-2014
Development Services	50 Advocate for a better risk of holding to achieve better income-to-housing cost ratios, enabling newcomers to live and work in Markham.	2010-2019+
Recreation	51 Build sustainable partnerships with emerging cultural groups, local clubs and groups helping to plan and deliver programs for newcomers. This will include the use of the 30-hour funding we offer to help create innovative programs and services for newcomers.	2010-2014
Recreation	52 Provide cultural sensitivity training to full-time and part-time recreation, library and culture staff building greater capacity to respond to newcomers' needs in Markham facilities.	2010-2014
Culture	53 Tell stories of newcomers from pioneer days to contemporary times at Markham Museum to tell our community's story as it is included.	2010-2014
Library	54 Expand literacy programming in languages other than English through partnerships with community organizations.	2010-2014
All Departments	55 Ensure Markham continues to be a role model of inclusive policies and procedures.	2010-2019+
Human Resources	56 Enhance the recruitment process within our HR department.	2010-2014
Human Resources	57 As a member of the Coalition of Municipality Against Racism evaluate and report on activities already being undertaken by the municipality to ensure that it is in line with the best practices in the community.	2010-2019
Human Resources	58 Create a leadership and supervisory checklist for bias free recruitment and selection.	2010-2014
Human Resources	59 Publish an annual diversity report that includes an employee demographic survey.	2010-2014
TO BETTER SERVE PERSONS WITH DISABILITIES, WE WILL:		
Development Services	60 Markham will continue to work with organizations to Markham's business and parks address the needs of persons with disabilities.	2010-2019+
Development Services	61 Continue to advocate for the development of more assisted housing.	2010-2019+
Library, Communication and Community Relations	62 With the help of the Accessibility Committee.	2010-2014
Corporate Communication and Community Relations	63 Design and install accessibility features on the website.	2010-2014
Library	64 Acquire funding to buy additional keyboard units for all library services.	2010-2019+
Accessibility Office	65 Increase staff awareness and training regarding the province's new fire code standard.	2010-2014
Human Resources	67 Create more partnerships with community services providers to ensure that all residents have access to services to persons with disabilities.	2010-2014
Accessibility Office	68 Explore developing accessible interactive maps.	2010-2014

KEY ACTIONS TAKEN- Voices for All (Objective 1)

- **Seniors**

- Recreation partnerships providing programs to seniors include Social Services Network (South Asian Seniors), CHATS (Chinese seniors), Victorian Order of Nurses
- Library CareFirst partnership offers workshops to seniors in Mandarin on topics such as access to government services and benefits
- Theatre has 3 discounted senior matinees per program year
- Fire and Emergency Services started a Senior's Ambassador program in 2012, where 30 Seniors increased their awareness of Fire Risks and Safety

Voices for All

- **New Immigrants, Visible Minorities**
 - Cross organization committee partners with the Welcome Centres which have served over 5000 clients since the 2010 opening
 - Library Settlement Partners provide assistance related to settlement services
 - Library book clubs in languages other than English
 - Fire and Emergency Services promotes Fire and Life Safety monthly in Cantonese on Fairchild Radio, will be exploring Tamil radio as well in 2013
 - Museum mentorship program for new immigrant youth funded by Immigration Canada (39 participants since 2011)
 - The Theatre aligns its programming with community interest, partners with the publication Today's Commercial News, to promote shows, and showcases productions in the community

Voices for All

- **Youth**

- The libraries have created 6 Community Librarian positions who will be focused on reaching out and hearing from the broader community to ensure a greater awareness of library services
- Recreation has Healthy School partnerships with York Region District School Board schools
- Youth Week in May 2012 - Recreation provided free services for youth, extended drop in programs, and more events such as Amazing Race, Markham Expo and Street Fest
- Library involves youth in delivery of summer reading clubs
- Markham Youth Task Force (MYTF) provides a voice for youth as it relates to City initiatives and is well connected to share information with their demographic

Voices for All

- **Persons with Disabilities**
 - Recreation and Museum camps have Inclusion Counsellors who provide support to children with disabilities
 - Varley Art Gallery offers art therapy programs
 - An Accessibility Fair was held in 2012
 - 20 Accessibility for Ontarians with Disabilities Act (AODA) presentations conducted for new employees since 2010
 - Fire and Emergency Services supports a CADET program for students with developmental delays - students come in one day a week for 18 weeks to learn about competencies such as: professionalism, respect, teamwork, safety, chain of command
 - A variety of departments have committed resources to work with persons with disabilities as volunteers or as employees

Voices for All

- **Coalition of Municipalities against Racism and Discrimination (CMARD)**



- The City is a member municipality of CMARD and advances its commitment through a variety of initiatives
- Annual Many Faces of Markham event acknowledges the International Day to Eliminate Racial Discrimination
- 2012 Diversity Media Event discussed racism in the media
- Markham contributed to the CMARD Toolkit now on line, which shares best practices from member municipalities
- Markham partners with York Regional Police to promote understanding of diversity by supporting the Places of Worship tour and to speak about hate crimes

- **General Outreach-** More than 85 educational and cultural events a year



KEY ACTIONS TAKEN: Access for All (Objective 2)

- Building retrofits that meet or exceed provincial accessibility guidelines
- Interpretation services - Contact Centre language line, staff interpreter list on Intranet
- Service enhancements - Civic Centre counter hours extended, Access Markham, on line service delivery through portal, Council Chambers handrails, accessibility equipment for persons with hearing and visual impairments
- Portal - Google translate, text size, contrast options, audio streaming and additional accessibility enhancements in early 2013
- Cornell Community Centre has a multi-sensory room, therapeutic pool, and rehearsal hall for community based performance groups



KEY ACTIONS TAKEN: Access for All



- Recreation consulting with Accessibility Committee about program offerings for persons with disabilities
- Universal design principles used in the planning of parks and play areas where design based on needs of the broadest possible audience
- Bike lanes continually being developed
- Board and Committee Appointment Policy had 81% response rate to demographic survey
- Library has more than 90,000 multilingual print and audio visual items, which is 11% of total collection
- Clear language writing approach

KEY ACTIONS TAKEN: Places for All (Objective 3)



- Draft Official Plan supports sustainable community design and the creation of complete communities incorporating a mix of users and improved access for all
- Partnered with York Region in the development of food guides that provide information about local sources of South Asian and Asian food
- The Leitchcroft Pebble Park won a Markham Excellence Award for Customer Satisfaction (Local Improvement).

KEY ACTIONS TAKEN: A Livelihood for All (Objective 4)

- Economic Development and City delegation activities to market Markham as a business destination
- Part-time employee survey compiled demographic information to increase understanding of part time workforce
- Facilitating employment workshops for Welcome Centres
- Strong supporter of Career Edge internships, hiring more than 60 internationally trained professionals, new graduates and Persons with Disabilities
- Local job search and career resources on City website

KEY ACTIONS TAKEN: A Livelihood for All

- Use of Equitek to promote City job postings and the use of World Education Services (WES) an international accreditation assessment service
- Recreation community information sessions about how to effectively apply to summer camp positions to be initiated in 2012
- Economic Development has made more than 30 presentations made to high school students about business plan competitions and starting a summer company
- The Engineering Department partnered with Toronto Region Immigrant Employment Council (TRIEC) to mentor internationally trained engineers
- Broad promotion of Fire Fighter recruitment campaign

KEY ACTIONS TAKEN: Communications for All (Objective 5)



- Increased use of visual communications versus words
- Diversity site on Intranet - resources and tools for staff
- Council approved social media policy in 2011
- Diversity messages regularly embedded in internal and external speeches
- Fire and Emergency Services staff created educational videos in Tamil, English, Chinese, Farsi and Greek on Internet
- Culture uses Twitter and Facebook to communicate broadly about its programs
- Interpretation services and portal accessibility tools

KEY ACTIONS TAKEN: Building Internal Capability for All (Objective 6)

- Leadership diversity workshop attended by Directors and above (2012)
- Full roll out of Respect in the Workplace policy and related training (2011/12)
- Developed diversity Intranet site providing tools for staff (2010)
- AODA customer service training embedded in new staff training processes (since 2010)
- “Quiet room” in place in Civic Centre
- Places of worship with York Regional Police (YRP), since 2009

Building for the future

Community Centre, Library & Park in Southeast Markham



Planned Actions to the end of 2014

- Partner with the Welcome Centres to develop and implement a civic engagement program for new immigrants wishing to learn more about the workings of a municipality
- Provide a status update to initial community group stakeholders
- Develop a Recreation program pricing strategy which will include a subsidy component
- Embed organization's commitment to diversity in procurement materials

Planned Actions to the end of 2014

- Develop a strategy for using the Corporate Social Media policy to reach all with a specific focus on youth
- Develop an Inclusive Play Space policy
- Roll out diversity training to staff with a customer service as well as diversity related lunch and learn session to increase knowledge and understanding
- Complete a diversity related communications plan
- Develop an employment program for persons with disabilities
- Embed a community engagement component into the corporations communications strategy

Concluding Thoughts

- The City is on a journey of cultural transformation where diversity considerations are being embedded in the thinking, planning and actions of the City
- The City is becoming a recognized leader and example of “making diversity work”
- The recommendations of the Diversity Action Plan will continue to evolve

Implementation Team

- Asset Management
- CAO's Office
- Culture
- Corporate Communications & Community Engagement
- Economic Development
- Fire and Emergency Services
- Human Resources
- Legislatives Services (including the Contact Centre)
- Markham Public Libraries
- Planning and Urban design
- Recreation
- Sustainability (including Accessibility)