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<i>COUNCIL AGENDA</i>	
Date: <u>November 22, 2021</u>	Item: <u>14.4</u>



DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

14.4

COUNCIL REPORT

Date:	November 1, 2021
From:	Alison Gelz, Youth Services & Community Recreation Manager
Subject:	Inclusive Decal Initiative
File:	2100-01

RECOMMENDATION

THAT the Inclusive Decal Initiative be approved and the proposed inclusive decal be posted at the entry points to all District of West Vancouver facilities.

1.0 Purpose

The purpose of this report is to obtain Council’s approval to post inclusive decals at entry points to all District of West Vancouver (District) facilities. The proposed Inclusive Decal Initiative is an effort to be as inclusive as possible at all District facilities through acknowledging and welcoming the diversity of sexual orientations and gender identities of West Vancouver residents, visitors, and staff.

2.0 Legislation/Bylaw/Policy

The District’s 2017 Blueprint for Social Responsibility & Change (**Appendix A**) contains social action plans and strategies to advance community connections and well-being and to help ensure that resources distributed through the District are meaningful and relevant to West Vancouver residents of all ages. The following strategies support community inclusion:

- Strategy 7: Promote relationship-building and ongoing dialogue amongst residents.
- Strategy 8: Ensure that municipal services are provided in a manner that respects the diversity of all residents.
- Strategy 17: Encourage, facilitate and accommodate activities organized by residents as a means to foster a sense of belonging to the community and support diversity

3.0 Council Strategic Objective(s)/Official Community Plan

Council Strategic Plan

This report reflects Council’s Strategic Objectives through the following objectives:

- 5.3: Continuing to pursue excellence in community engagement, consultation and communication, leveraging technology

6.0: Enhance the social well-being of our community

Official Community Plan

The proposed Inclusive Decal Initiative supports the District's 2018 Official Community Plan through the following policies:

- 2.8.1: Anticipate and meet community needs as demographic changes occur, through short and long-term strategies for the delivery of services.
- 2.8.5: Provide services, programs and facilities to support children, youth and families in meeting their diverse needs and foster their sense of belonging.
- 2.8.13 Use placemaking strategies to promote social connections, public space animation, enhancement and management.
- 2.8.16: Work with local schools and community groups to coordinate the use of public space and facilities.
- 2.8.17: Engage the community in planning for services, programs, and facilities, and municipal decision-making.
- 2.8.19: Enhance information sharing and meaningful participation in civic affairs through accessible communication considerations (e.g., universal access and multilingual considerations).

4.0 Financial Implications

Upon approval of this initiative, a grant opportunity will be sought to cover the costs of the decals. If unsuccessful in receiving the grant, the District will cover the costs through the Community Services' operating budget. The total cost to print and install the decals is approximately \$100.

5.0 Background

The District is committed to building an inclusive community by valuing the diversity of all residents, visitors, and staff. This is accomplished by working together to create welcoming and inclusive facilities, programs, and services for all. The District takes great pride in recognizing cultural diversities and now wants to provide more recognition for the Two-Spirit, lesbian, gay, bisexual, transgender, queer, intersex, asexual, plus other ways individuals express themselves (2SLGBTQIA+) community through this Inclusive Decal Initiative.

5.1 History

For the last 35 years, the District has provided dedicated safe spaces and interactions for youth in Grades 6-12 to connect with their peers and staff.

Youth Services has supported the growth and development of programs and initiatives that support diversity for the last 8.5 years. Opportunities for the 2SLGBTQIA+ community to access programs and services and to connect with their peers and staff in safe spaces began in 2014.

The programs and services offered by the Youth Services team include:

- a weekly free drop-in for 2SLGBTQIA+ youth and their allies
- the annual Proud2Be conference since 2014, connecting professionals, parents, youth, and children around sexual orientation and gender identity, developed in partnership with Family Services of the North Shore
- participation and attendance at the North Shore pride week events and supporting youth to attend the week's events
- an experiential outdoor program to provide opportunities for access and participation in outdoor activities in a safe and inclusive way, offered in collaboration with Power To Be
- an after-hours All Bodies Rec Nights for youth to enjoy time together participating in skating, swimming, and gymnastics with their peers, offered through funding from Enhance West Van
- a casual Whatever Facilitator staff position was created who acts as a positive role model for 2SLGBTQIA+ youth, supervising them in District youth spaces during the drop-in and engaging them in meaningful discussions

The Youth Services team currently supports a variety of youth committees that represent the diverse cultures and experiences of young people in West Vancouver. The Whatever Youth Committee (Whatever) was developed to support the 2SLGBTQIA+ youth population.

Whatever is for students in Grades 8–12 and was formed in 2014. This committee is comprised of 2SLGBTQIA+ youth and their allies and their goals are to create inclusive and safe spaces for youth in West Vancouver; plan and promote activities and events; and help raise community awareness.

In August 2020, the District formally introduced the option for staff to include their preferred pronouns in their email signature. This new better practice helps minimize misgendering and is an important strategy towards inclusivity.

6.0 Analysis

6.1 Discussion

Placing inclusive decals at the entry points to all District facilities will continue to build community awareness and acknowledge the diversity of sexual orientations and gender identities of West Vancouver residents, visitors, and staff.

In September 2021, staff received a request from a community member to discuss ways to further support the 2SLGBTQIA+ community in West Vancouver. Through conversations, an idea was generated to install inclusive decals at entry points to all District facilities as another way to show support and raise community awareness. Staff shared the information with the Youth Services team and Whatever in order to gather feedback. Youth Services staff and Whatever strongly support the installation of decals as another way to demonstrate that the District is an inclusive and welcoming community to all. There is also broad support for this initiative across District departments.

The following is an image of the proposed decal that would be installed at entry points to all District facilities:



7.0 Options

7.1 Recommended Option

THAT the Inclusive Decal Initiative be approved and the proposed inclusive decal be posted at the entry points to all District of West Vancouver Facilities.

7.2 Considered Options

Council may request further information in addition to receiving this report.

8.0 Conclusion

The purpose of this report is to obtain Council's approval to post inclusive decals at entry points to all District of West Vancouver facilities. The proposed Inclusive Decal Initiative is an effort to be as inclusive as possible at all District facilities by acknowledging and welcoming the diversity of sexual orientations and gender identities of West Vancouver residents, visitors, and staff.

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Author:

Alison Gelz, Youth Services & Community Recreation Manager



Concurrence:

Arleta Beckett, Acting Senior Manager, Community Services

Appendix A: Blueprint for Social Responsibility & Change (2017)

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BLUEPRINT FOR SOCIAL RESPONSIBILITY & CHANGE

FRAMEWORK FOR A SOCIAL ACTION PLAN FOR WEST VANCOUVER

District of West Vancouver Community Grants Committee (2017)

west vancouver

VISION | ADVANCE COMMUNITY CONNECTIONS AND WELL-BEING
IN WEST VANCOUVER THROUGH INNOVATIVE LEADERSHIP,
SUSTAINABILITY OF SOCIAL RESPONSIBILITY, AND INCLUSION

GUIDING PRINCIPLES

First introduced in 2008, the West Vancouver Blueprint for Social Responsibility and Change is a long-range strategic planning tool to address issues fundamental to the health and well-being of a vibrant community, such as equity, health, quality of life and social inclusion. The Blueprint helps to guide decisions and resource allocations on social matters to help create positive community change. Through this, many successful collaborative initiatives have advanced connections and well-being in West Vancouver.

The 2017 Blueprint for Social Responsibility and Change contains revised strategies that reflect current community needs and the District's commitment to ensuring that social issues are considered as an integral part of long-term planning and community sustainability.

- Imbed the importance of community social services in the District's culture
- Anticipate and meet community needs as demographic changes occur, through short and long term strategies for the delivery of social services
- Respond to and identify new directions and challenges through a social services delivery model that is both innovative and flexible
- Ensure a purposeful and accountable response to community needs by measuring, evaluating and monitoring progress
- Embrace the values of diversity, access, social inclusion, safety and adaptability in all District initiatives
- Proactively address social challenges by taking actions that ensure equal treatment of all citizens



1 RECOGNIZE THE DELIVERY OF COMMUNITY SOCIAL SERVICES AS A VITAL MUNICIPAL PRIORITY

STRATEGY 1

Apply a 'social' lens to development and policy planning to ensure that the social priorities of the community are considered in municipal planning and processes.

STRATEGY 2

Ensure the municipal budget cycle is informed of social services needs.

STRATEGY 3

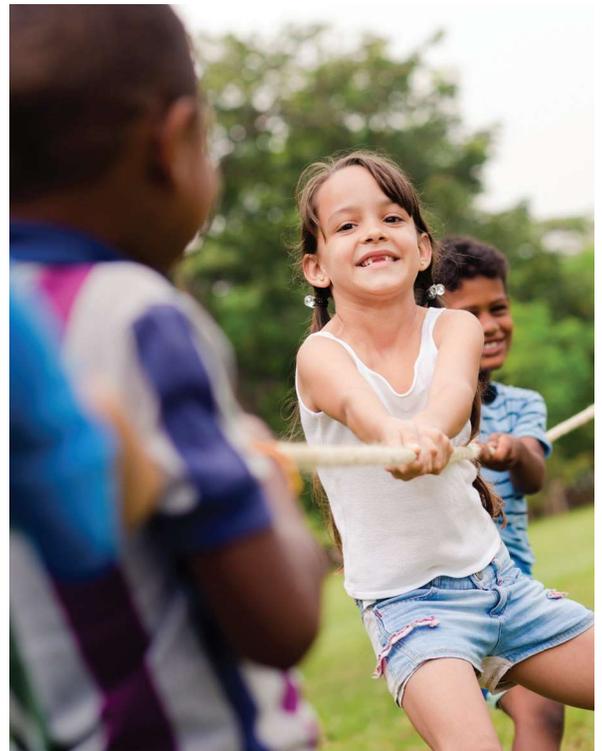
Provide training around awareness of barriers and accessibility for District staff.

STRATEGY 4

Continue support of recreation and leisure opportunities for the marginalized individuals through the District's Recreation Financial Assistance Program, and like programs available through not-for-profit organizations.

STRATEGY 5

Promote and support community skills-based training in intercultural competency, conflict resolution, human rights and anti-racism.



RECONCILIATION | We call upon federal, provincial, territorial, and municipal governments to provide education to public servants on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal-Crown relations. This will require skills based training in intercultural competency, conflict resolution, human rights, and anti-racism.

Call to Action #57

Truth and Reconciliation Commission of Canada: Calls to Action (2015)

2 ENSURE THE RESOURCES DISTRIBUTED THROUGH THE DISTRICT ARE MEANINGFUL AND RELEVANT TO WEST VANCOUVER RESIDENTS OF ALL AGES

STRATEGY 6

Ensure that the Community Grants process supports organizations that meet the needs of, and are accessible to, West Vancouver residents.

STRATEGY 7

Promote relationship-building and ongoing dialogue amongst residents.

STRATEGY 8

Ensure that municipal services are provided in a manner that respects the diversity of all residents.

STRATEGY 9

Continue to support and enhance child and youth engagement processes so that young people have an ongoing and meaningful role in providing input to District services and related policy development.

STRATEGY 10

Explore the potential for neighbourhood hubs based on community partnerships.



VULNERABILITY | People in West Vancouver are not always aware that challenges such as poverty, disability, and mental health issues exist here. We need to do more to reach out to those who are “invisible” and vulnerable in our community.

Vital Signs (2017)

West Vancouver Community Foundation

3 COLLABORATE AND MAINTAIN DIALOGUE WITH ORGANIZATIONS IN THE COMMUNITY THAT FILL SOCIAL NEEDS AND GAPS AND THAT FOSTER A SENSE OF RESPONSIBILITY FOR COMMUNITY WELL-BEING

STRATEGY 11

Conduct open forums with local service providers to discuss emerging issues and opportunities for collaboration.

STRATEGY 12

Liaise with community agencies, funders and businesses to identify opportunities for collaboration.

STRATEGY 13

Work with the Squamish Nation to find ways to collaborate to meet social service needs.

STRATEGY 14

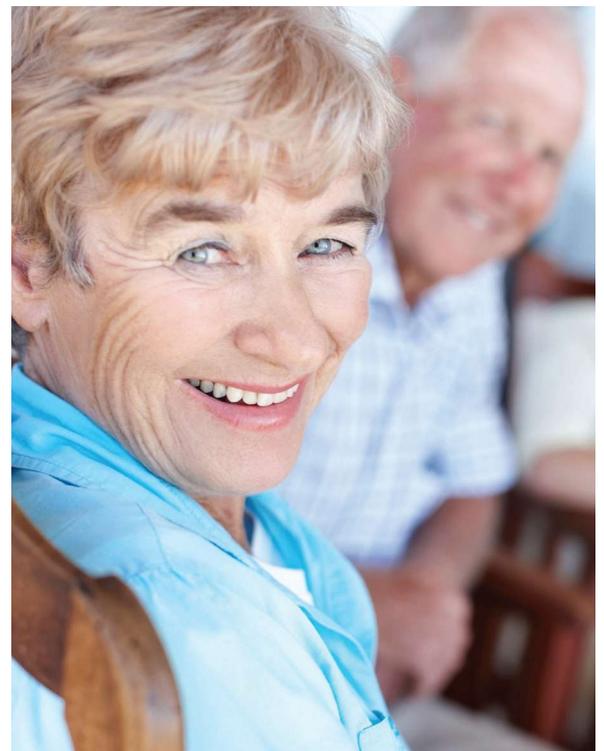
Maintain and develop partnerships with local community groups and networks.

STRATEGY 15

Promote integrated school and community collaborations.

STRATEGY 16

Explore ways to foster citizen engagement.



COMMUNITY RESILIENCY | Supportive communities provide environments in which people are able to make decisions to improve their health and engage in healthy behaviors.

District of West Vancouver and Lions Bay Community Health Profile

My Health My Community survey

4 MAKE FAIR USE OF RESOURCES TO SUPPORT AND ENCOURAGE THE LONG-TERM INDEPENDENCE AND SUSTAINABILITY OF COMMUNITY SOCIAL SERVICES

STRATEGY 17

Encourage, facilitate and accommodate activities organized by residents as a means to foster a sense of belonging to the community and support diversity.

STRATEGY 18

Review and make recommendations on the allocation of municipal resources to social services to determine if budget allocations adequately address community needs.

STRATEGY 19

Encourage volunteerism in West Vancouver.

STRATEGY 20

Conduct an annual review of the Community Grants budget to determine if budget allocations adequately address community needs and values.



VOLUNTEERISM | Service clubs and volunteer work should be encouraged. They do good for many in and around our community.

Participant, Phase 2 District of West Vancouver Official Community Plan Review (October 2017)

5 WORK WITH COMMUNITY ORGANIZATIONS DELIVERING SERVICES TO WEST VANCOUVER RESIDENTS TO ADDRESS EMERGING COMMUNITY SOCIAL SERVICE NEEDS

STRATEGY 21

Continue to build partnership arrangements with West Vancouver School District around the use of public facilities to ensure effective use of all facilities and maximize community benefits.

STRATEGY 22

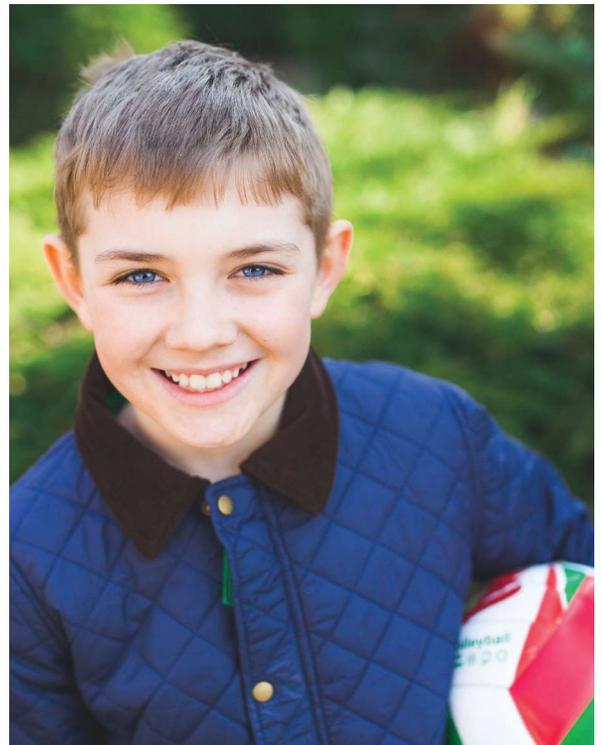
Strengthen relationships and communication with Coast Salish Peoples and provincial and federal government departments in areas where there are shared interests or overlapping jurisdiction.

STRATEGY 23

Participate in regional and tri-municipal planning tables and joint funding initiatives to share knowledge and implement sustainable strategies for addressing priority issues.

STRATEGY 24

Continue with and annually update the Healthy Communities Partnership agreement with Vancouver Coastal Health.



DIVERSITY | Diversity needs diversity. Diverse people want to live in diverse cities with culture, arts and sports that reflect such dynamic backgrounds, but also serve to unify through shared experiences.

Diversity Dividend: Canada's Global Advantage, Centre for International Governance Innovation, 2017

6 WORK WITH COMMUNITY ORGANIZATIONS TO IDENTIFY WAYS OF BETTER LONG-TERM FINANCIAL SUSTAINABILITY SO THEY CAN DELIVER SERVICES RELIABLY

STRATEGY 25

Examine the Community Grants application processes on a regular basis to ensure service review, evaluation and adjustment meet municipal and community needs.

STRATEGY 26

Examine the permissive tax exemption application process on a regular basis to ensure service review, evaluation and adjustment meet municipal and community needs.



MUNICIPAL ROLE IN SOCIAL CONNECTEDNESS | Socially connected communities support strong citizen engagement and enhance the health and well-being of residents. Local governments can play a role in improving social connectedness and helping communities thrive by creating strong social environments and resilient neighbourhoods.
BC Healthy Communities (2017)