



Staff Report for Special Council Meeting

Date of Meeting: February 28, 2023

Report Number: SRCM.23.02

Department: Office of the City Manager
Division: Strategy and Transformation

Subject: **SRCM.23.02 - Richmond Hill Diversity, Equity and Inclusion (DEI) Strategy and Action Plan Development**

Purpose:

The purpose of this report is to provide background on the development of the City of Richmond Hill's Diversity, Equity and Inclusion (DEI) Strategy and Action Plan, and to present initial findings and recommendations for feedback prior to the March 22, 2023 Committee of the Whole meeting where the final report will be presented.

Recommendation(s):

- a) That all comments on the draft DEI Strategy and Action Plan be referred back to staff;
- b) That the final DEI Strategy and Action Plan be brought forward to the March 22, 2023 Committee of the Whole meeting for consideration.

Contact Person:

Manpreet Abrol – Coordinator, Strategy and Government Relations

Lise Conde – Manager, Strategy and Government Relations

Report Approval:

Submitted by: Anthony Iannucci, Chief Transformation Officer

Approved by: Darlene Joslin, City Manager

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Background:

In November 2020, Council approved four Strategic Priorities, these are Balancing Growth and Green; Fiscal Responsibility; a Strong Sense of Belonging; and Getting Around the City.

As part of the Strong Sense of Belonging priority, Council identified the creation of a Diversity, Equity and Inclusion (DEI) Initiative and approved the business case for the DEI Strategy and Action Plan as a part of the 2022 operating budget. Through the City's standardized competitive procurement process, Kindness, Justice and Inclusion (KJI)/Creative Momentum Consulting were contracted to undertake this initiative in August 2022.

The purpose of this project is to provide prioritized goals and actions to increase and support DEI for the City and its residents. The strategy and action plan will provide a vision statement and focus both internally as an organization and externally for the Richmond Hill community. Actions and recommendations proposed in the strategy and action plan include those which aim to better inform delivery of the City's services, policy, community engagement, and outreach.

The purpose of the Special Council meeting on February 28, 2023 is to gather feedback from Council on the initial findings and recommendations so that the final DEI Strategy and Action Plan can be presented to Council at the March 22, 2023 Committee of the Whole meeting.

Process in Developing the Strategy and Action Plan

To ensure a holistic overview of the City's current state, both internal and external reviews were conducted.

Internally, a comprehensive document analysis was performed which included an examination of:

- Current policies and plans, including those under Human Resources, Facilities, Recreation and Culture, and other areas;
- Current Master Plans;
- Updates of plans which are currently underway (i.e. Transportation Master Plan, Secondary Plan), as well as Official Plan Update documents;
- The 2009 Strategic Plan and the 2020-2022 Council Strategic Priorities; and
- The 2021 Internal Workforce Census.

Additionally, meetings were held with Managers and Directors in different service areas across the organization to understand how diversity, equity and inclusion are considered when it comes to decision-making, execution of policies, and the delivery of services provided to the residents of Richmond Hill.

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Community Engagement Details

To ensure effective and inclusive community engagement for this project, 2021 Statistics Canada Census Data was analyzed to understand the diverse population of Richmond Hill. This was conducted by reviewing ward-specific demographics, socio-economic data, and other metrics to effectively assess the best approach to engaging with the community. Based on the analysis, the City launched a community-wide survey which was open to the public from November 16, 2022 until December 8, 2022, a virtual workshop which took place on November 29, 2022, and an in-person workshop hosted at Elgin Barrow Arena on December 8, 2022. To promote these outreach activities, the following methods were used:

- a) Dedicated webpage (RichmondHill.ca/Diversity);
- b) Website homepage banner;
- c) Public service announcement;
- d) Twitter;
- e) Facebook posts, and the periodic promotion of them;
- f) Curbex (mobile) signs in each ward to promote the survey and workshops;
- g) Print advertisements in the Liberal;
- h) Both English and multilingual digital advertisement through York Region Media Group;
- i) Printed posters with QR codes in community centres across the City;
- j) A digital sign in the lobby of the main municipal offices;
- k) An email sent to those subscribed on the Economic Development Newsletter;
- l) An email sent to those subscribed on the 55+ mailing list;
- m) An email sent to those subscribed on the corporate e-newsletter.

In addition, three focus groups were held to ensure those who are traditionally underrepresented in civic engagement had a platform to voice their feedback, thereby offering opportunities for participation for the City's diverse demographic communities.

Finally, members of Council were interviewed as a part of the engagement process to gain a better understanding of issues impacting their constituents, as well as matters they believe to be integral to assist in the development of priorities and actions towards a more diverse, equitable and inclusive community.

February 28 Special Council meeting and Next Steps

Based on the community consultations, as well as what was heard from staff and Council, KJI/Creative Momentum will be presenting the findings, analysis and initial recommendations at the February 28, 2023 Special Council meeting to gather further feedback. Comments received on the draft report will be incorporated into the final

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report which is scheduled to be presented to Committee of the Whole on March 22, 2023.

Financial/Staffing/Other Implications:

As part of the Strong Sense of Belonging priority, Council identified the creation of a Diversity, Equity and Inclusion (DEI) Initiative and approved the business case for the DEI Strategy and Action Plan as a part of the 2022 operating budget.

Staff are currently working to understand the resource requirements related to the recommendations of the Strategy and Action Plan, with more information to be provided at the March 22, 2023 Committee of the Whole meeting when the final version of the DEI Strategy and Action Plan will be presented.

Relationship to Council’s Strategic Priorities 2020-2022:

The Richmond Hill Diversity, Equity and Inclusion (DEI) Strategy and Action Plan aligns with the 2020-2022 Council Strategic Priority of a “Strong Sense of Belonging.”

Climate Change Considerations:

Climate change considerations are not applicable to this staff report.

Conclusion:

As the City works to complete its first DEI Strategy and Action Plan, this is an important opportunity to provide Council with an update on the milestones achieved, the progress made since the inception of the project, and gather input from Members of Council. Feedback received will be incorporated into the DEI Strategy and Action Plan with the final version being presented to Council on March 22, 2023 at the Committee of the Whole.

Attachments:

None.

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Report Approval Details

Document Title:	SRCM.23.02 Richmond Hill Diversity, Equity and Inclusion (DEI) Strategy and Action Plan Development.docx
Attachments:	
Final Approval Date:	Feb 20, 2023

This report and all of its attachments were approved and signed as outlined below:

Anthony Iannucci - Feb 17, 2023 - 11:00 AM

Darlene Joslin - Feb 20, 2023 - 1:46 PM