



Staff Report for Committee of the Whole Meeting

Date of Meeting: March 22, 2023

Report Number: SRCM.23.03

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

Subject: **SRCM.23.03 Richmond Hill Diversity, Equity and Inclusion (DEI) Strategy and Action Plan**

Purpose:

The purpose of this report is to present Council with the City of Richmond Hill's Diversity, Equity and Inclusion (DEI) Strategy and Action Plan, including a list of short-, medium and long-term recommendations that have been developed in consultation with staff, Members of Council, and the broader Richmond Hill community.

Recommendation(s):

- a) That the City of Richmond Hill's Diversity, Equity and Inclusion (DEI) Strategy and Action Plan, attached in Appendix A to SRCM.23.03, be approved.

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

All reports are electronically reviewed and/or approved by the Division Director, Treasurer (as required), City Solicitor (as required), Commissioner, and City Manager. Details of the reports approval are attached.

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Background:

In November 2020, Council approved four Strategic Priorities; 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 that aim to better inform delivery of the City's services, policy, community engagement, and outreach.

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 presently 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.

Meetings were also 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.

Finally, two consultation sessions were conducted with members of the City's Executive Leadership team (ELT) and Directors to gather their input and feedback to help develop the vision for the strategy and prioritize short, medium, and long-term actions for the City to implement.

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The draft report was presented to Council at the Special Council meeting on February 28, 2023 where feedback was gathered on the initial findings and recommendations, which have been incorporated into the DEI Strategy and Action Plan. Specifically, Council was asked to provide input on the preliminary version of the DEI vision, desired outcome of the strategy, and overall feedback on the plan that was proposed. The changes Council directed at that meeting have been made in the final report, attached as Appendix A.

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) A number of Tweets;
- 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

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they believe to be integral to assist in the development of priorities and actions towards a more diverse, equitable and inclusive community.

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.

In the 2023 operating budget process, Council has approved the hiring of a contract DEI professional to support the implementation of this DEI Strategy and Action Plan.

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:

Although the report itself does not have any climate change considerations, some of the recommended actions in the Strategy may have impacts to sustainability and climate change as it relates to DEI.

Conclusion:

As part of the Strong Sense of Belonging priority, Council identified the creation of a Diversity, Equity and Inclusion (DEI) Initiative. Since August 2022, staff have been working with KJI/Creative Momentum Consulting to develop Richmond Hill's DEI Strategy and Action Plan in consultation with the community, Members of Council, and staff.

The DEI Strategy and Action Plan encompasses a vision, along with various prioritized actions which range from short, medium, and long-term, including those that aim to better inform delivery of the City's services, policy, community engagement, and outreach.

Attachments:

- Appendix A: City of Richmond Hill's Diversity, Equity and Inclusion (DEI) Strategy and Action Plan.

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Report Approval Details

Document Title:	SRCM.23.03 Richmond Hill Diversity, Equity and Inclusion (DEI) Strategy and Action Plan.docx
Attachments:	- City of Richmond Hill's Diversity, Equity and Inclusion (DEI) Strategy and Action Plan.pdf
Final Approval Date:	Mar 9, 2023

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

Lise Conde - Mar 8, 2023 - 1:13 PM

Anthony Iannucci - Mar 8, 2023 - 1:22 PM

Darlene Joslin - Mar 9, 2023 - 9:12 AM