



NORTH SHORE
YOUNG CITIZENS

FORUM

PRESENTED BY  North Shore
Community
Resources  **CityHive**
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Executive Summary

The North Shore Young Citizens' Forum was designed to address the challenge of a lack of participation of younger people in policy and decision making, especially at the local government level. The goals of the Forum are:

1. To educate younger adults about local government and its importance;
2. To build capacity and skills for younger citizens to participate more in local civic affairs; and
3. To research and recommend to North Shore municipalities pathways to increase participation by younger citizens in local government.

The Forum held six sessions beginning in January 2019, including 3 workshops with municipal staff and Councillors in the City of North Vancouver, District of North Vancouver and District of West Vancouver. Forum members will present the recommendations in this report in May and June of 2019.

The Forum's 29 membership were chosen after a community wide invitation to encourage applicants including a kickoff session at Arc'teryx in November 2018. The Forum's members range in age from 19 to 39 with the most participants (10) in the 28 to 33 age range. Female participants slightly outnumbered male members. The group is very multicultural including some newer Canadians. The distribution across the three major municipalities is approximately equal based on the criteria that participants live, work or study in one of the three major North Shore municipalities.

Forum members have grouped their 16 recommendations to address 5 different thematic participation challenges faced by young people on the North Shore.

Summary of Recommendations

Theme 1: Improve face-to-face engagement

1. Enhance current in-person consultations by offering more diverse options and actively seeking out feedback from citizens under 40.
2. Have elected officials attend youth and community-oriented events in a non-partisan manner as a means of breaking down perceived barriers and encouraging a reciprocal participation effect.
3. Humanize elected officials through relevant and genuine social media strategies.
4. Enhancing current engagement events by providing food, childcare, transport voucher/subsidies, and more.

Theme 2: Deepen online engagement

5. Create an accessible introductory page on each municipality's website.
6. Prioritize creating digital content that is engaging, visually appealing and enhances public understanding of city functions.
7. Create a 'Civic Social Media Specialist'.

Theme 3: Increase young citizen representation on advisory committees

8. Form a Young Citizen Working Group (YCWG).
9. Form a Young Citizen Advisory Committee (YCAC).
10. Strengthen young citizen representation on existing Advisory Committees.

Theme 4: Young-citizen led informal engagement projects

11. Improve funding support for younger adult initiatives via a Young Citizens Fund.
12. Enhance accessibility of the Young Citizens Fund and ensure diversity of applicants and grantees.

Theme 5: City Council, Public Hearings & Formal Processes

13. Create a Young Citizen Civic Engagement Liaison.
14. Diversify Council meeting places to engage younger adults.
15. Leverage technological solutions for participation in Council.
16. Improve access to existing Council meetings.



北岸青年公民论坛报告

2019年春

EXECUTIVE SUMMARY | 报告摘要

北岸青年公民论坛旨在鼓励更多青年参与地方政府政策研讨和决策。

论坛目标如下：

1. 教育青年公民了解地方政府及其重要性；
2. 培养青年公民更多地参与当地公民事务的能力和技能；
3. 调研并建议北岸市政当局增加青年公民参与途径。

2019年1月论坛正式启动。论坛有6项内容，其中包括由北温市政府，北温区政府以及西温区政府工作人员及市议员主持的3堂研讨会。论坛青年参与者将分别于2019年5月和6月就提交报告内容向政府要员做汇报。

论坛动员会于2018年11月在Arc'teryx召开，在社区进行广泛甄选后，论坛精选出29位青年公民优秀代表。参与论坛的青年公民年龄跨度在19岁至39岁之间，其中28岁至33岁为主要比例年龄段（10人）。女性参与者略多于男性。这些青年公民具有多元文化背景，其中不乏新移民。他（她）们长期生活，工作或学习在北岸这三个美丽的城市。

论坛参与者针对5个不同的主题，对现状提出了共16条建议。

建议摘要：

主题1: 面对面沟通

1. 通过提供更多样化的沟通途径，积极寻求40岁以下青年公民的反馈，加强面对面沟通。
2. 建议当选官员以无党派的方式参加青年人及社区主导组织的活动，从而打破感知障碍，鼓励互惠参与。
3. 通过互动性强，诚信度高的社交媒体沟通，使当选官员更具亲和力，更人性化。
4. 通过提供食品，儿童保育，运输代金券/补贴等来鼓励青年公民参与政策研讨和决策的相关活动。

主题2: 深化在线参与

5. 在每一个市政府官方网站上设立在线参与介绍页面。
6. 优先创建具有参与感，可看性强的在线内容，以此加强公众对城市功能的全面了解。
7. 创建“公民社交媒体专家”团队。

主题3: 增加青年公民在顾问委员会中的席位

8. 设立青年公民工作小组。
9. 设立青年公民顾问委员会。
10. 强化青年公民在现有顾问委员会中的代表性。

主题4: 青年公民主导项目

11. 通过青年公民基金，提高对青年主导倡议活动的经费资助。
12. 增加青年公民基金的可及性，确保申请人和受助人的多样性。

主题5: 市议员，公众听证会和正式程序

13. 新增青年公民公共事务参与联络员一职。
14. 理事会会议选址多样化以吸引和鼓励年轻人参与。
15. 运用科技手段提升青年公民参与的积极性。
16. 改善现有理事会会议的准入条件从而提升青年公民的参与度。

گزارش انجمن شهروندان جوان نورتشور

بهار ۲۰۱۹

خلاصه اجرایی

انجمن شهروندان جوان نورتشور (North Shore) باهدف بررسی چالش عدم مشارکت جوانان در امور سیاسی و تصمیم‌گیری به‌ویژه در سطح دولت محلی، شکل گرفته است.

اهداف این انجمن عبارتند از:

- آموزش جوانان در مورد دولت محلی و اهمیت آن
- مهارت‌پروری و ظرفیت‌سازی میان جوانان در راستای مشارکت بیشتر در امور مدنی محلی و
- پژوهش و توصیه راهکارهایی به شهرداری‌های نورتشور برای افزایش مشارکت جوانان در دولت محلی

این انجمن از آغاز به کارش در ژانویه ۲۰۱۹، تعداد ۶ نشست شامل ۳ کارگاه با کارکنان شهرداری و اعضای شوراهای سه شهرداری نورت و نکوور (North Vancouver)، حوزه نورت و نکوور (District of North Vancouver) و حوزه وست و نکوور (District of West Vancouver) برگزار کرده است. اعضای انجمن، توصیه‌ها و راهکارهای پیشنهادی را در گزارش ماه می و جون ۲۰۱۹ ارائه خواهند داد.

تعداد ۲۹ عضو انجمن پس از یک فراخوان گسترده عمومی برای تشویق متقاضیان که شامل یک گروه‌همایی در نوامبر ۲۰۱۸ در Arcteryx بود، برگزیده شدند. این اعضا از گروه سنی ۱۹ تا ۳۹

سال که ۱۰ نفرشان بین ۲۸ تا ۳۳ سال دارند، انتخاب شده‌اند. تعداد اعضای زن انجمن اندکی بیشتر از اعضای مرد است. این گروه کاملاً چندفرهنگی است و تعدادی تازمه‌هاجر را نیز شامل می‌شود. با در نظر گرفتن شاخص محل زندگی، کار و تحصیل متقاضیان، پراکندگی اعضا بین سه منطقه شهرداری یادشده تقریباً مساوی است.

اعضای انجمن، چالش مشارکت جوانان در شهرداری‌های سه منطقه نورث‌شور را در ۵ گروه موضوعی بررسی کرده و ۱۶ توصیه و راهکار را به شرح زیر دسته‌بندی کرده‌اند:

خلاصه توصیه‌ها

موضوع ۱: بهبود ارتباطات رودررو و مستقیم

۱. افزایش مشاوره‌های شخصی فعلی، با پیشنهاد گزینه‌های متنوع‌تر و تلاش جدی برای دریافت بازخورد از شهروندان زیر ۴۰ سال
۲. حضور مقامات منتخب به‌صورت بی‌طرفانه در رخداد‌های اجتماعی مربوط به جوانان برای شناسایی موانع، کمک به تجزیه و تحلیل آنها و تشویق مفهوم مشارکت متقابل
۳. رسمیت‌زدایی از مقامات منتخب، به‌منظور تعاملات صمیمانه‌تر با جوانان از طریق شبکه‌های اجتماعی مرتبط
۴. تحکیم روابط موجود با جوانان از طریق تأمین غذا، خدمات مراقبت از کودکان، کوپن/پارانه حمل‌ونقل و دیگر موارد.

موضوع ۲: تقویت ارتباطات آنلاین

۵. ایجاد یک صفحه معرفی قابل‌دسترس در وبسایت هر یک از شهرداری‌ها

۶. در اولویت قرار دادن تولید محتوای دیجیتالی جالب و از نظر بصری جذاب که درک عمومی از کارکردهای شهرداری را نیز ارتقا بخشد
۷. انتصاب یک متخصص شبکه‌های اجتماعی در حوزه امور مدنی

موضوع ۳: افزایش بکارگیری جوانان در کمیته‌های مشاوره

۸. تشکیل گروه پژوهش جوانان (YCWG)
۹. تشکیل کمیته مشاوره جوانان (YCAC)
۱۰. استفاده بیشتر از جوانان در کمیته‌های مشاوره فعلی

موضوع ۴: مشارکت دادن جوانان در پروژه‌های غیررسمی

۱۱. افزایش حمایت مالی از نوآوری‌ها و ابتکار عمل‌های جوانان از طریق راه‌اندازی صندوق شهروندان جوان (Young Citizens Fund)
۱۲. آسان‌سازی دسترسی به تسهیلات صندوق شهروندان جوان و تضمین حفظ تنوع منقاضیان و وام‌گیرندگان


موضوع ۵: شورای شهر، جلسات عمومی و فرایندهای رسمی

۱۳. انتصاب یک رابط برای هماهنگی جلسات با جوانان
۱۴. تنوع بخشی به محل برگزاری جلسات شورا برای ارتباط و دیدار با جوانان
۱۵. استفاده از قدرت راهکارهای فناورانه برای افزایش مشارکت در شوراها



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NORTH SHORE YOUNG CITIZENS' FORUM: GENESIS

There is a pervasive concern that younger adults are less civically engaged than older generations. Overall, young people do tend to vote less, participate less in public consultations, and are underrepresented at municipal council meetings. However, there is also plenty of evidence that younger people care about civic issues and want to influence decision making—they often just don't know how.

Two years ago, when North Shore Community Resources co-hosted a community forum on housing with the Economic Partnership of North Vancouver and Generation Squeeze, 62% of participants were under 45. They told us they had a real appetite for meaningful participation in civic affairs, but didn't necessarily have the information, skills or understanding of how they could be a part of the democratic conversation.

The North Shore Young Citizens' Forum (NSYCF or Forum) was created to respond to this challenge of generational participation. [North Shore Community Resources](#) (NSCR) raised funding for the project and retained [CityHive](#) to partner in the project design, facilitation and implementation. Murray Mollard, Executive Director of NSCR and Veronika Bylicki and Tesicca Truong, Co-Founders and Co-Directors of CityHive are the project team leaders.

We designed the Forum to engage more young adults in civic affairs, particularly at the local government level—where important decisions are made affecting young people and where there are more opportunities to have a direct influence in public policy and decision making.



The Forum's goals are:

1. To educate younger adults about local government and its importance;
2. To build capacity and skills for younger citizens to participate more in local civic affairs; and
3. To research and recommend to North Shore municipalities ways to increase participation by younger citizens in local government

With the goals of increasing young citizens' civic literacy, participation and leadership on the North Shore, the project team created a process that emphasizes participants' learning, skill development and real-life experience in research, writing and advocacy.

Forum members have benefited from the support and guidance provided by Councils and staff from the three North Shore municipalities. We would like to thank all who assisted in some way with the Forum's work. We'd also like to recognize municipal staff and Councillors who devoted extra time to assist Forum members and this process:

Councils:

Mayor Mary-Ann Booth and Councilor Marcus Wong, District of West Vancouver

Councilors Mathew Bond and Jordan Back, District of North Vancouver

Councilors Tina Hu, Don Bell and Jessica McIlroy, City of North Vancouver

Staff:

David Hawkins and Stina Hanson, District of West Vancouver

Brett Dwyer, Angele Clarke and Shazeen Tejani, District of North Vancouver

Sean Galloway and Heather Evans, City of North Vancouver



We, the project team, would especially like to thank the members of the North Shore Young Citizens' Forum for their time, commitment and inspiration for citizen participation.

Murray Mollard, Executive Director, North Shore Community Resources

Tesicca Truong, Co-Founder & Co-Director, CityHive

Veronika Bylicki, Co-Founder & Co-Director, CityHive



PROCESS

The North Shore Young Citizen's Forum consisted of eight hands-on sessions from January to June 2019 on Thursday evenings and one full Saturday. The sessions had different thematic focuses and were held across the North Shore.

- Session 1: Welcome & Community Building
- Session 2: Cities 101
- Session 3: Current Civic Engagement Practices
- Session 4: Community Planning & Development
- Session 5: Ideation & Workshop Day (full-day session)
- Session 6: Project Development Day
- Session 7: Presentations to City Council & Staff
- Session 8: Wrap-Up & Future of the Forum


Session 1: Welcome & Community Building

Thurs, Jan 17 6-9pm @ West Vancouver Memorial Library

The first session was an opportunity for the members of the NSYCF to get to know one another, the Forum team facilitators, and to be introduced to the program, its goals, and the process. Collectively, the cohort explored their personal and shared understanding of civic engagement, municipal governments, and their role as citizens.

Session 2: Cities 101

Thurs, Jan 31 6-9pm @ District of North Vancouver District Hall



This session provided NSYCF members an overview of cities, how they differ from other levels of government, and how cities are shaped over time through processes like Official Community Plans. Staff and elected officials from the District of North Vancouver shared their knowledge, wisdom, and particularly, their public engagement practices with the cohort.

Session 3: Community Planning & Development and Housing

Thurs, Feb 7 6-9pm @ District of West Vancouver Municipal Hall

District of West Vancouver city staff hosted this session and shared about planning and development processes, current strategic initiatives and housing projects, and public engagement processes. The cohort also reviewed the District of West Vancouver's new digital engagement platform, engaged on several current public engagement activities, and provided feedback.

Session 4: Social Planning


Thurs, Feb 21 6-9pm @ City of North Vancouver City Hall

This fourth session was hosted by City of North Vancouver staff who shared their vision and current projects for creating livable cities for all generations that promote social well-being. Cohort members learned more public space projects, their civic education program, and future plans for community engagement, and engaged in hands-on activities regarding public space and planning.

Session 5: Ideation and Workshop Day

Sat, March 2 9:30-4:30pm @ Kiwanis Cypress Complex

Building on their learnings from the first four sessions and their research on innovative civic engagement projects and processes from other local governments, the cohort



embarked on a mission to co-develop recommendations for youth civic engagement practices. They brainstormed on five different civic engagement categories and self-selected into teams to start further workshoping their recommendations. The five categories of civic engagement were existing city council processes, face-to-face city engagement, online engagement, grassroots informal engagement, and young citizen advisory council. They were joined by Councillors, staff and community leaders who provided thought leadership and guidance to ensure their recommendations were relevant.

Session 6: Project Development

Thurs, March 7 6-9pm @ Capilano University

During this workshop session, Forum members had time to work with their team and finalize their recommendations with opportunities for feedback from fellow cohort members and mentors.

Session 7: Presentation to City Council & Staff


May 2019 @ All Three City Halls

Each group's recommendations are compiled into a final report which will be presented to each of the three municipalities' City Council meetings.

Session 8: Wrap Up & Reflection

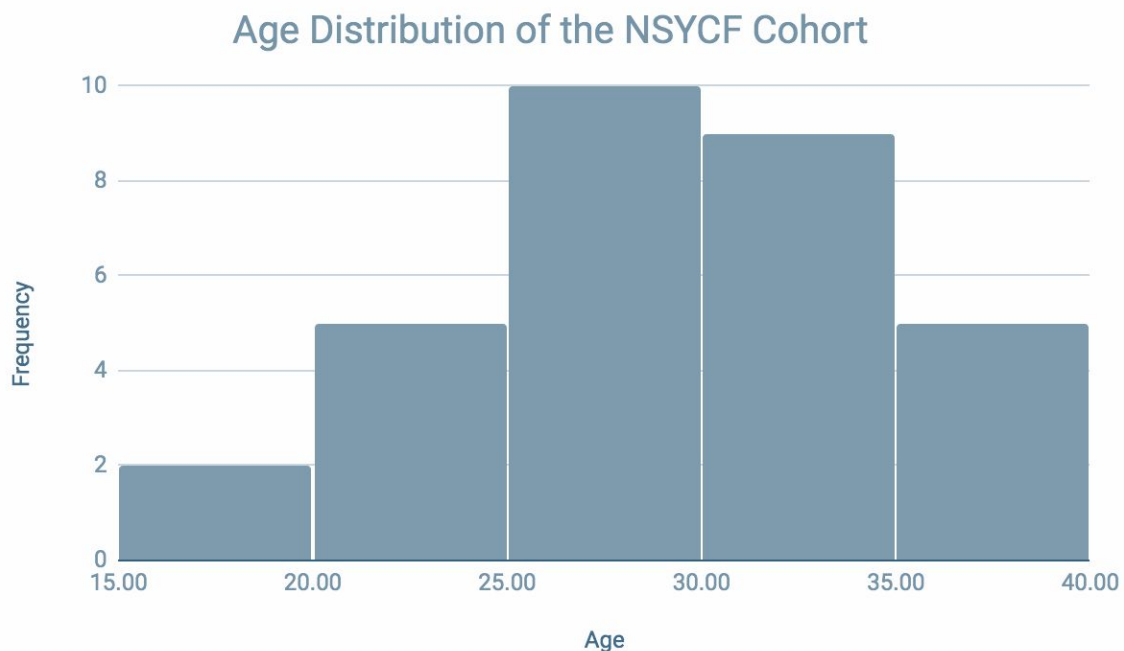
June 2019

After all the presentations to council have taken place, the cohort will gather to assess next steps, debrief their projects and experiences as part of the Forum, and celebrate their accomplishments.



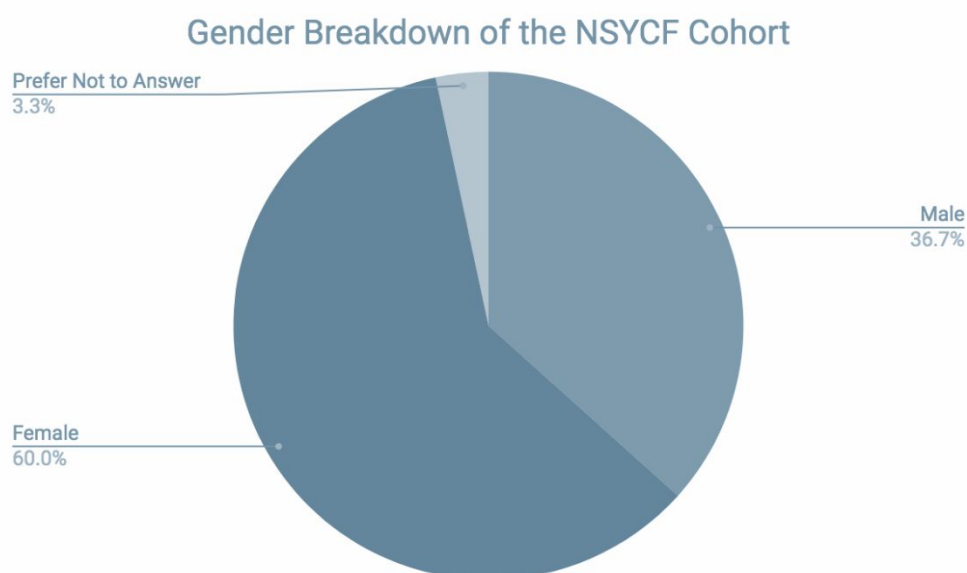
PARTICIPANTS

The program was designed for younger adults aged 18-39 who live, work, or study on the North Shore. We chose this age range to recognize that there are many younger adults who would not be considered “youth” (upper age limit of 30) who face participation challenges. Our intention was to include adults who may have launched their careers or who have young families and would like to participate more in local government initiatives and conversations but find it challenging to do so.



Many adults aged 25 to 39 are in a stage of life in which they are deciding where to live and create meaningful connections with their neighbours and community, a key aspect in building vibrant communities. As such, their voices are critical in local decision making. Given the ages of our Forum members, we have limited the use of the term “youth” to recognize the range of ages of our cohort.

We had over 60 applications and selected 30 young citizens to be part of the program. Although there were significantly more applications from the City and District of North Vancouver, we selected participants so that about a third of the total cohort either worked, lived, or studied in each of the 3 municipalities. We also considered gender balance, age, education, ethnicity and other socio-economic factors in the selection.



Ultimately, the cohort was composed of 15 who lived in the City of North Vancouver, 12 who lived in the District of North Vancouver, and 5 from the District of West Vancouver. Six Forum members worked in the District of West Vancouver, 6 worked in the District of North Vancouver, 2 worked in the City of North Vancouver, and the rest worked off the North Shore. Two members studied in the District of West Vancouver and 3 of them studied in the District of North Vancouver, with the rest of the students studying outside of the North Shore. The cohort included individuals who have lived on the North Shore their entire lives, are new Canadians, have recently moved to the North Shore and everything in between. For more information on individual participants, please visit: <http://nscr.bc.ca/wordpress/bio/>

RECOMMENDATIONS

Our Forum members have grouped our 16 recommendations that address 5 different thematic challenges faced by young people on the North Shore. We should emphasize that the recommendations are those of the Forum's members. While the Forum's members have received advice and suggestions from a variety of sources including the project team, municipal Councilors and staff as well as others, the Forum's members have been responsible for the research and drafting of their own recommendations.


RECOMMENDATIONS BY THEME

Theme 1. Face-to-face engagement

The Problem

A lack of robust involvement by the youth demographic within civic government is a central challenge being faced by municipal governments across the North Shore. The limited inclusion of these voices within the decision making process is significant, since intergenerational differences in perspectives and experiences manifest in alternative preferences within key policy matters such as transit use, housing, the environment and urban planning. Therefore, limiting the participation of young people in the civic process is also limiting the effectiveness and relevance of these decisions across various demographics within the community.

From a long term planning perspective, comprehensive inclusion of these voices is imperative, since they represent changes in foundational assumptions with regard to urban planning and city creation. Failure to incorporate a younger adult demographic




within the municipal decision-making process also reinforces a tradition of disconnect and bolsters an intergenerational power gap which can only serve to weaken a holistic and inclusive democratic culture. This environment in turn fosters malaise around local governance and municipal matters, and omits the perspectives of those who will be the eventual inheritors of long term decisions on community building.

The recommendations enclosed specifically focus on improving face-to-face interactions between municipal decision makers and young people. Suggestions are also informed and supported by precedents and studies that have identified a correlation between youth-led civic initiatives and increased levels of trust and civic participation.

Recommendation 1: Offer more diverse consultation options and actively seek out feedback specifically from citizens under 40.

Our first recommendation focuses on how consultations are often structured. In-person consultations often involve what we have termed “inreach”: they are held at a set place and time, and the onus is for citizens to put in the effort to show up in order to be able to participate and give their feedback. This is especially challenging for younger people to attend, as they may be juggling work, school or raising a young family with limited time to participate in the democratic process.

We are proposing that each consultation effort that follows the “inreach” model, also be coupled with an “outreach” component as well. We are not prescriptive as to what form it should take, but as a general principle it should involve going out into the community to actively solicit feedback.




One example of this in practice, that appears to have been successful, are “pop-up” booths in central locations. Some Forum members also lauded the District of West Vancouver’s launch of their new “westvancouverITE” online platform, coupled with outreach efforts at the West Vancouver Memorial library to reach young parents, such as those attending story time with their children.

While some municipalities may at present already do this on occasion, we are recommending that it become a standardized element to all consultation efforts in order to increase accessibility and regularize civic participation among groups that are underrepresented in the current practices.

Recommendation 2: Have elected officials attend youth, younger adult and community oriented events in a non-partisan manner as a means of breaking down perceived barriers and encouraging a reciprocal participation effect.

The central premise here is that community already exists on the North Shore as a vibrant, full and robust entity. Successful strategies from municipal governments therefore should seek to uncover and tap into these existing networks rather than reinvent channels of interaction, which may appear formal and disconnected to a younger audience. This can be achieved through elected officials attending cultural, youth and community events in a manner that is not overtly partisan, but instead geared toward accessibility, relevance and community building. In particular for marginalized youth groups and cultural groups who are not well represented within Municipal institutions, these direct interactions serve to break down perceived barriers on both sides and provide legitimacy to participation. The function of this recommendation is a deeper and more accessible connection which can serve to create a reciprocal effect, as younger adults will recognize the relevance and accessibility of these institutions and thus participate more civically.



The positive effects of increased civic participation have been observable over the short, medium and long term. This is evidenced for example in the ‘Cast Your Voice’ campaign in Berlin where local government connected directly with existing marginalized youth groups, equipping them with skills to participate effectively, and a robust reciprocal effect was observed.¹ This forum underscores the principle of strengthening the youth voices already existing within community, which in turn deepens civic participation.

Another example is the ‘Mayor Walks’ in Huntington, Virginia which connects the Mayor with residents in the community on a health initiative while increasing connection and relevance.² The city of Boston has also seen tremendous reciprocal effect by connecting officials to the youth community in a relatable and collaborative manner.³

Within the North Shore Young Citizens Forum, anecdotal evidence suggests that participants were glad to have met elected officials and staff at the recent North Shore Forum Youth launch event at the headquarter of Arc’teryx, as well as other Forum events. It has given some Forum member confidence to reach out to elected officials in the future.

Recommendation 3: Humanize elected officials through relevant and current social media strategies

The underlying premise here is that social media strategies should be relatable rather than rote, and can serve as a springboard to encourage face to face interaction

¹https://cast-your-voice.de/site/wp-content/uploads/2018/10/CAST-YOUR-VOICE_Interim-Report-and-Prolongation-Request-Oct-2018.pdf

²<http://www.cityofhuntington.com/news/view/walk-with-the-mayor-returns-march-18>

³<https://www.cityofboston.gov/news/Default.aspx?id=20140>




between young people and elected officials. Councilors should seek to tap directly into social media spaces that younger adults are using. Effective interaction on these social platforms has the potential to rapidly reduce the ‘relevancy gap’ that is cited frequently as the main barrier to robust participation. The traditional perception of separateness around municipal government can be replaced by a sense of connectedness as issues appear increasingly local and relatable.

North Vancouver MLA Bowinn Ma is cited as an effective example of social media savviness, due to the frequency of her posting across media, and the relevance of these posts to her audience and the platform. Her use of images is particularly effective, as they are connected to her political mandate, but reflect an inclusive and community oriented message. Her language is also informal, yet concise, culminating in a format that is engaging yet relevant to a younger audience, and was not outsourced to a communications department. Ma avoids the trap of seeming to pander to a youth audience by being genuine and unforced in her approach. An effective social media strategy is largely cost-effective to implement, yet can bear results over the short term, medium and long term.

Recommendation 4: Enhance the accessibility of current Council events by offering food, childcare, and transportation vouchers


Providing food and water, childcare, and transportation vouchers could make Municipal events more enticing and accessible for a younger audience. Dependent on the time and day of the Council events, a barrier to attendance could be the need for food post-work. This could pose a barrier to many hard-working young citizens throughout the year but also pose a specific barrier in the annual month of Ramadan where Muslims observe fasting (abstaining from food and drink from sunrise to sunset, daily for a month, to empathize with the needy and hungry).



[As an example, the month of Ramadan shifts gradually annually, in 2019 Ramadan occurs during the first week of May, where sunset increases during the month from 8pm and closer towards 9pm. Muslims 'break the fast' by drinking water, and then dates, followed by a light meal. Where sunset occurs later in the spring and summer months, the need to 'break the fast' on water and food, such as during a Council event, could be a barrier to attendance of events during the month and a further barrier if neither water nor food is permitted at Council or considered and provided for in order to 'break the fast' on.]

Addressing the intergenerational gaps in power and wealth (Zeldin et al., 2015) is necessary to encourage civic youth participation over the short term. Feasibility in terms of cost of childcare, parking, or transit may be one of the initially perceived barriers. Pilot efforts may be tested as an incentive for younger audiences to attend more frequently, and to determine what will be most cost effective over the long term.

As an example, the City of London in Ontario are running a 12-month pilot project starting in Summer 2019 where they will provide childcare services to parents of young children attending public participation meetings at city hall that happen inside any of the City's five standing committees (Civic Works, Community and Protective Services, Corporate Services, Planning and Environment and Strategic Planning and Priorities). The children will be supervised by employees of a third-party service provider, who will come with games and toys to keep the children entertained while their parents attend the meeting.



Theme 2. Online Engagement

The Problem:

A majority of North Shore Young Citizen Forum (NSYCF) members voiced that they found it challenging to effectively engage in local government as they did not have knowledge on how local government operates, its jurisdiction, its powers, its services etc. When looking into online content about this subject matter presented by the North Shore municipalities, we found that related current information is minimal, frequently text-heavy, and challenging to locate.

This problem is not just a localized one, Apathy is Boring (a Canadian Youth Organization) found that one of the Top 10 Challenges to Millennial Youth Engagement was that there is a “lack of readily accessible resources such as How-to guides, procedural information and online professional development training opportunities for youth looking to further their knowledge about the city.”⁴

Recommendation 5: Create an introductory page on each municipality’s website that is inviting to younger adults and citizens who are less familiar with government operations.

The Introduction to Municipal Government page should employ various forms of media to describe how local government operates and how citizens can engage in issues. Multi-lingual versions should be available as well.

⁴ Apathy is Boring, ‘Municipal Youth Engagement Best Practices Report’, 2017, Page 9, https://d3n8a8pro7vhmx.cloudfront.net/apathyisboring/pages/136/attachments/original/1529461330/Municipal_Youth_Engagement_Best_Practices_Report.pdf?1529461330

Within a year, we propose that the page is created and linked from the municipality's home page. On the page we recommend having creative content (infographics/ videos/ FAQs) about local government operations, interesting key info about the municipality, and how to have your voice heard. On the page it should be clear how to email, call, message via social media, or set-up a meeting in person with councilors and city staff. Also, this content could include introductory modules for and by younger adults as recommended in the 'Municipal Youth Engagement Best Practices Report' by Apathy is Boring.⁵

It is useful to note that as this NSYCF was composed of and discussed issues in relation to 'young adults' (19 - 39) and not the typical definition of 'youth' (preteen to early 20s), we feel based upon our own online usage that curating content on a website would be impactful. If we were making recommendations to engage the typical definition of 'youth', then content on a web page may not be as impactful.

A web page is a good place to host content that can then be shared and linked to on multiple different social media platforms (depending on what platform is currently trendy). In this way the Introduction to Municipal Government content can have a permanent home and be accessible to citizens of all ages whether it be youth, young adults, established adults, or seniors. Overall, the proposed Introduction to Municipal Government web page would not just be beneficial for young citizens but for citizens of all ages to learn how to engage with their community.

⁵ Apathy is Boring, 'Municipal Youth Engagement Best Practices Report', 2017, Page 10, https://d3n8a8pro7vhmx.cloudfront.net/apathyisboring/pages/136/attachments/original/1529461330/Municipal_Youth_Engagement_Best_Practices_Report.pdf?1529461330

Recommendation 6: Prioritize creating digital content that is engaging, visually appealing and enhances public understanding of city functions.

Many NSYCF members voiced that they find it hard to engage and be involved in community issues that they

- a) do not know about;
- b) may have heard about but don't feel they are knowledgeable enough to bring forward an opinion; and/or
- c) have no time to read long reports about in order to form an educated opinion.

Many North Shore young citizens expressed that they have limited time to search out reliable non-biased information on civic subjects. Working long hours, commuting, and looking after their families rarely allows them to look deeply into issues that impact them. Therefore, we recommend that municipal Communications Strategies prioritize the creation of online and social media content for the public that is easily understandable and visually appealing. (We realize that the municipalities may already have this as part of their strategies but think it is important to make sure they continue to allocate resources to it.)

Municipalities should ensure that communications teams have the capacity and skills to create engaging common language content (infographics, videos, multi-lingual versions) and that it is shared on social media platforms that appeal to young citizens (Twitter, Instagram, Snap-chat, LinkedIn). Much of this content could be used on the new webpage proposed in Recommendation #5. Research suggests that youth and young citizens are willing to engage if the issues are meaningful to them, and so presenting issues in a clear appealing way on social media will help involve them in our democratic processes.⁶

⁶ Roman Gerodimos, *New Media, New Citizens -- The Terms and Conditions of Online Youth Civic Engagement*: https://www.academia.edu/31010534/New_Media_New_Citizens

Recommendation 7: Create a position within the municipal government communications team for a 'Civic Social Media Specialist'.

To support the previous Online Engagement Theme recommendations, we also recommend that the municipalities create a position within the communications team for a 'Civic Social Media Specialist'. To start out the position could be a part-time pilot (e.g. student co-op position). This position would focus solely on 'translating' complex civic issues and presenting them in a jargon free way, with the target audience being young citizens

The Civic Social Media Specialist responsibilities could include, but would not be limited to:

- Create a young citizen oriented social media engagement strategy with the goal of enhancing civic engagement
- Help train elected officials on how to use social media effectively
- Create awareness of Council Updates such as create videos for Snapchat (eg. profile events that councilors are at and show that they are a lot more accessible than you would think)
- Write blog posts
- Curate photos that are relevant to local issues
- Mentor students or volunteers looking to gain communications/ marketing experience and have them produce engaging civic content for the municipality's social media (or help train members on the new Young Citizen Advisory Committees proposed in Recommendation #9 to do it).
- Promote and optimize existing online platforms:
 - Post consistently
 - Gain followers by running Photo Competitions on Social Media. Get users to post a photo following a theme determined by the municipality and to enter the competition the user must also 'Like' or 'Follow' the municipality's page.

Theme 3. Young Citizen Representation on Municipal Committees


The Problem:

Young citizens are underrepresented across civic processes. As the cohort most significantly impacted by the future results of current policy decisions, having young citizens engaged and participating in policy formation is integral to effective policy and decision making. Ensuring a diversity of perspectives and ideas are heard ultimately strengthens and improves the communities we live in.

Recommendation 8: Form a Young Citizen Working Group (YCWG)

We recommend that each municipality form a Young Citizen Working Group (YCWG) within one year. The YCWG will be tasked with exploring and making recommendations to advance young citizen engagement within the municipality, and to support the implementation of a Young Citizen Advisory Committee. The working group will prepare the terms of reference, Selection Criteria and documentation required to present a staff report to Council re: creation of a Young Citizen Advisory Committee (YCAC). The working group will also identify creative avenues to reach young citizens beyond “the usual suspects” and to raise awareness of engagement opportunities with municipalities among young citizens.

The YCWG will be allotted a modest operational budget by the municipality and will comprised of either five or seven voting members (to ensure quorum), plus one municipal staff liaison. Voting members must be under the age of 40 years old and should reflect a diverse cross-section of the population within the municipality.



Members will be selected by the municipal staff liaison, following an application process similar to that used currently for municipal Advisory Committees.

Recommendation 9: Form a Young Citizen Advisory Committee (YCAC)

We recommend that each municipality form a Young Citizen Advisory Committee within one to three years. The YCAC will be comprised of either seven, nine or eleven voting members (to ensure quorum), one municipal staff liaison, one municipal staff clerk and one municipal Councillor. Voting members must be under the age of 40 years old and should reflect a diverse cross-section of the population within the municipality. Members will be appointed by Council via blind vote or as per current municipal selection process for appointing Advisory Committee members.

Should adjustments to the municipality's selection process and terms of reference be required to facilitate, these can be reviewed by the YCWG and presented to Council for adoption. The terms of reference for the YCAC will be reviewed and developed by the YCWG, but generally focused on "issues of critical importance to young citizens". See Appendix A.

The YCAC should be flexible in its scope, so municipal staff have an advisory body available to refer items for review, should they feel young citizens have historically been under-represented in previous or ongoing associated engagement efforts. The YCAC will prepare and submit recommendations and draft formal resolutions and for Council's consideration and action. If committees have the authority to create resolutions for Council, this status is desired for this committee.

See Appendix A - Young Citizen Advisory Committee - Draft Terms of Reference



Recommendation 10: Strengthen Young Citizen Representation on Existing Advisory Committees

We recommend that each municipality adopt a specific policy ensuring diversity on advisory committees, or, that revisions are made to the existing terms of reference for advisory committees to include equitable representation of young citizens under the age of 40 years old, within one to three years.

For example, in the City of Victoria, their Music Advisory Committee ensures one of their members will be a “Youth representative” of the community.⁷

See Appendix B - Example of Diversity on Advisory Bodies Policy (COV)

⁷<https://www.victoria.ca/EN/main/city/other-boards-committees/music-advisory-committee.html>

Theme 4. Young-citizen led informal engagement projects

The Problem:

There is currently a lack of dedicated funding that is accessible for young citizen-led informal engagement initiatives. Although funding channels exist, the eligibility requirements vary and often cut off at age 25. This causes confusion for young people on whether they are eligible, and limits the funding available for a broader group of “young citizens” who want to run events or projects. Accessibility barriers also exist for young citizens who feel like they don’t know how to engage with these funding programs. This is causing a lack of diversity in the voices that are being heard through informal channels.

In order to increase the diversity in the younger adult voices being heard by the municipality, it is important that funding exists to facilitate programs run by and for young citizens, that the application and evaluation processes are accessible, and that the funding is well-promoted to the target group.

Recommendation 11: Improve Funding Support for young citizen initiatives by creating a ‘Young Citizens Fund’

Our main recommendation is the creation of a \$20,000 fund specifically for young citizen informal engagement projects (the “Young Citizens Fund” or the “Fund”). To improve accessibility to funding in the short and medium term, municipalities should:

- (a) create a master online list of all available youth funding; and
- (b) modify age restrictions on existing youth funds to include applicants age 18-40.

There is no single source or reference document on youth civic engagement funding. The federal Youth Take Charge Program, the provincial government's Economic Development Funding and Grants, and municipal-specific grants - such as the District of West Vancouver's Local to Global Youth Initiative - are available but may be challenging to find, since information on each fund is located on separate websites.⁸ Some private funding is also available.⁹ The North Shore lacks a master list of available youth funding, making existing funding difficult to locate and access.

Many of the available municipal grants recognize youth as individuals under the age of 25. The District of West Vancouver restricts their [Local to Global Youth Initiatives Grant](#) to those under 25, the City of North Vancouver Child and Youth initiatives is restricted to those under 21 years, and the District of North Vancouver's provides no designated funding for youth initiatives. Young citizens aged 25-40 are forced to apply for federal funding if they are under the age of 30, or must apply through a regular Community Grant program. We argue that those from 18-40, a group that is less likely to be civically engaged, would benefit from accessible, dedicated civic engagement funding, sponsored by the three North Shore municipalities.¹⁰

Recommendation 12: Enhance Accessibility of the Young Citizens Fund and ensure diversity of applicants and grantees

A) Once the Young Citizens Fund is established, the municipalities should facilitate mentorship between recipients of the Young Citizens Fund and council members

⁸Youth Take Charge Program

<https://www.canada.ca/en/canadian-heritage/services/funding/youth-take-charge/application-guidelines.html#a1>

⁹ See for example: Vancouver Foundation Level Youth Grant

<https://www.vancouverfoundation.ca/grants/level-youth-granting>; Small Neighbourhood Grants

<http://neighbourhoodsmallgrants.ca/>

¹⁰ See, for example Youth Voter Turnout in Canada 2016 Paper, Section 2

https://bdp.parl.ca/sites/PublicWebsite/default/en_CA/ResearchPublications/2016104E#a2

and/or municipality staff. The long-term goal would be for recipients of the Fund to become a self-sustaining mentorship program, resulting in long term connections.

A short presentation event led by recipients of the Fund to present their informal engagement projects to the community would facilitate connections between projects, citizens and stakeholders.

A mentorship program associated with the Young Citizens Fund would establish an ecosystem for young citizens' civic engagement on the North Shore, and allow for cross-pollination of ideas between municipalities. Several grant programs exemplify the benefits of associating mentorship with funding. This is a common model in startup programs such as AC Jumpstart and the entrepreneurship@UBC Seed Accelerator which provide start-up businesses with both seed funding and mentorship to ensure project success.¹¹ Indigenous groups have also emphasized the importance of mentorship, including New Relationship Trust BC First Nations Youth Grant, which grants \$2,000 funding to projects that can include mentorship programs for indigenous youth.¹²

A Pecha Kucha-style event would be highly effective in presenting informal engagement projects to the community. Pecha Kucha events involve speakers with concise presentations in the format of "20x20" - 20 images, each shown for 20 seconds.¹³ These events often feature many speakers and give participants the opportunity to meet others with similar interests, network, and present their work to each other. The events have proved popular with a younger demographic. In November 2018, the UBC Sauder School of Business and Peter A. Allard School of Law presented "Hollywood, Eh?" an event which featured 8 different presenters from the

¹¹ AC Jumpstart Website <http://acceleratorcentre.com/acjumpstart/> and entrepreneurship@UBC Seed Accelerator <http://www.bcic.ca/programs/entrepreneurshipubc-seed-accelerator-fund>

¹² NRT BC First Nations Youth Grant <http://www.newrelationshiptrust.ca/initiatives/elders-youth/>

¹³ Pecha Kucha Website <https://www.pechakucha.com/faq>

entertainment industry.¹⁴ A Pecha Kucha license can be purchased online in order to host an event.¹⁵

B) The Young Citizens Fund should involve and engage diverse community groups and recipients of the Fund should be decided by a group of diverse young citizen leaders.

The Young Citizens Fund must be:

- i. accessible in multiple languages and incorporate GLBTQI2S inclusive language; and
- ii. be publicized to diverse community groups and engaged local leaders to encourage young citizens to apply.

Limited sources of private funding identified for this report exist to support some diverse young citizens. For example, the Vancouver Foundation LEVEL Youth Grant grants up to \$50,000 to engage Indigenous, racialized immigrant, or young people in staff leaderships. However, a Canadian Subsidy Directory search revealed that no funding for diverse younger adults aged 25-40 exists.¹⁶


The North Shore Young Citizens' Forum feels strongly that outreach to diverse groups could be improved with regards to citizen-led informal engagement projects. Diverse groups can include, but are not limited to, youth from diverse backgrounds, Aboriginal youth and communities, Deaf and youth with hearing problems, newcomers, youth in government care, LGBTQ2S+ communities, youth with special needs, young parents, homeless youth and youth in custody.¹⁷

¹⁴ Link to Hollywood Eh Pecha Kucha Event https://www.sauder.ubc.ca/News/2018/Event_I_Hollywood_eh

¹⁵ Pecha Kucha Licensing <https://www.pechakucha.com/pages/licensing>


¹⁶ ChiChi Wang and Ali Farsi reviewed the Canadian Subsidy Directory at <http://www.grantscanada.org/>

¹⁷ As categorized by the Ministry of Children and Family Development of British Columbia



A variety of diverse groups may be available to provide assistance in ensuring that the Young Citizens Fund is inclusive to diverse groups. Qmunity and the North Shore Neighbourhood House LGBTQI2S Group provide excellent resources regarding inclusivity for all sexual orientations and genders.¹⁸

¹⁸ See Qmunity Resource <https://qmunity.ca/>; or North Shore Neighbourhood House LGBTQI2S Group <https://www.nsnh.bc.ca/youth/activities/>



Theme 5. Municipal Council, Public Hearings & Formal Processes

The Problem:

Young citizens (ages 18 to 39) on the North Shore have been identified as a group noticeably absent from municipal council meetings, hearings, and committees, which traditionally serve as a consultative opportunity for residents to provide their perspectives, input and feedback on key issues and priorities.

Recommendation 13: Create a Young Citizen Civic Engagement Liaison

We recommend the municipality hire a liaison specifically to work on engaging young citizens in the community. Their roles and responsibilities, could be, but not limited to:

- a. **Engage with young citizens on social media** - Moving beyond one-way communication on social media, we recommend municipalities have a contact person, that can be a liaison with youth groups and individuals. By having a young person engage with young people on social media about what's happening at Municipal Council meetings, it may create awareness and education on what happens at Council in a timely, engaging and shareable manner. This will give young citizens a better idea of what happens at Council and how they can engage with the municipality when a relevant issue comes up for them.
- b. **Provide coaching** - This person can offer tailored approach, training and coaching on how young citizens groups and individuals can participate in Council Meetings.

For example, this person could also:

- Host a mock council meeting in which youth are the elected officials

- Partner with organizations to organize mock municipal committees
- Invite young people to debate on municipal issues
- Invite youth & Capilano University students to observe Council in session

c. **Develop Civic Education Resources** - Educates people about municipal Council procedures, rules, etc. For example the City of Vancouver has a 2:46 minute Youtube video that advises people on how to “Speak at a City Council meeting about an agenda item”. Furthermore they provide upcoming agenda items and their instructions are also translated into other languages.¹⁹

Recommendation 14: Engage with young citizens where they spend time

We recommend that the municipality offer public engagement/town hall meetings in different community spaces with all of Council and the Mayor -- taking Council away from Council Chambers and into the community. It is the hope that these meetings would attract new audiences who don't generally make it to municipal hall and encourage more interaction between Council and citizens by giving them the opportunity to ask questions of Councilors and the Mayor. These meetings could be facilitated by the Mayor or by a young citizen from the community.

We recommend spaces which would be large but also spaces where the public already congregates such as:

- City of North Vancouver: Lonsdale Pier/Quay; Shipyards; City Library; Harry Jerome Community Centre; Secondary Schools.
- District of North Vancouver: Lynn Valley Centre; Libraries; Community Centres; Churches.

¹⁹<https://vancouver.ca/your-government/speak-at-city-council-meetings.aspx>

- District of West Vancouver: Park Royal; Gleneagles/West Van Community Centre; Memorial Library.

We recommend that municipalities implement a single meeting as a trial with the hope that they continue on a semi-yearly basis.

We also recommend supporting programs such as the North Shore Young Citizens' Forum to continue to educate and engage young citizens annually.

Recommendation 15: Leverage Technological Solutions for Participation in Council

We recommend that Council explore the viability of an option to provide opportunities to participate during regular Council meetings. Recognizing this recommendation may be subject to legislation and technology, we strongly encourage Council to work to find a solution, as it will continue to expand and increase accessibility for many people.

While there may not be many precedents for this approach, we feel North Shore municipalities can be a leader in this across Canada and serve as a role model on how to engage with citizens. We recommend that, at minimum, municipalities allow persons to make statements during the public statement period via online submission. This would make Council more accessible to many traditionally marginalized groups (the elderly, the infirm, those with disabilities, those who work during meeting times, etc.) and to residents in general.

Some participation examples for municipalities to consider include:

- Nanaimo, BC: Each year, as a part of their annual budgeting process, Nanaimo has a Town Hall where questions to council can be submitted via the city website, Facebook, Twitter, phone and in-person in the council chamber.²⁰
- Bollnas, Sweden: In a town of 25,000 inhabitants, “City Council meetings are broadcast live on the West and citizens can send questions via email during the break halfway through the meeting, which are answered after the break.”
- City of Vancouver: CoV has a webpage that shows upcoming council meetings, public hearings and provide ways to engage for citizens (Request to speak button).²¹

Recommendation 16: Improve Access to Existing Council Meetings

We encourage Councils to increase young adult participation at Council meetings by:

- Offering food at meetings
- Offering child care²²
- Change meeting time on-off, for example a Saturday afternoon if feasible
- Have a Meet & Greet prior or after the Council meeting
- Have a Young Citizen Liaison advise on what to look out for; i.e. provide preview training
- Have a Young Citizen Liaison specifically invite younger adults to the Council Meeting, but provide training beforehand on what to expect. Organizations to reach out to could include:
 - Capilano University student groups and organizations

²⁰<https://www.nanaimo.ca/your-government/city-council/council-meetings/etown-hall-meetings>

²¹<https://vancouver.ca/your-government/speak-at-city-council-meetings.aspx>

²² The City of Brampton Ontario are considering offering child care at Council meetings:

<https://www.thestar.com/news/gta/2019/02/07/brampton-council-considers-offering-child-care-to-encourage-parents-to-attend-meetings.html>

- Foundry North Shore
- Ambleside Youth Centre
- North Shore Multicultural Society - Young Adults aged 15-30
- Canadian Mental Health Association - Older Youth - Age 19-29
- North Vancouver Constituency Youth Council
- Parent Advisory Councils (PACs) through Elementary Schools
- Members of North Shore Chamber of Commerce
- The Hive (Bouldering Gym)

THANKS TO OUR FUNDERS

The North Shore Young Citizens' Forum thanks our funders for providing financial support for this project. There are very few funding sources for projects that seek to nurture democratic engagement like the North Shore Young Citizens' Forum. That is partly why it took nearly two years to secure the funding needed to undertake this project.

We would also like to emphasize that our funders played no part in the design or delivery of the Forum, other than providing financial support. Thus, North Shore Community Resources and CityHive have been able to maintain complete independence to design, facilitate and guide the project in a way that we think best meets the project's goals. Likewise, the Forum's members were free to research the issues and make recommendations as they determined are appropriate. We are very grateful for our funders' support for the freedom to design and facilitate the Forum according to our own needs and goals. In addition to the funders recognized below, we'd like to thank Arc'teryx and Stong's for their in-kind contributions for our kick off event in November 2018 and Kiwanis North Shore Housing Society for working space.



CONCLUSION

The North Shore Young Citizens' Forum is a unique and inspiring project. The participation of over 30 younger adults in the North Shore Young Citizens' Forum over a process of several months demonstrates that younger adults care deeply about civic engagement and their community. As members of the community, we have devoted considerable time and effort to learn, study, deliberate and share their perspectives on the process for engaging more younger adults in important public policy questions and decision making at the local government level.

Our hope now is that their participation will inspire local governments on the North Shore to act on their recommendations.

We need our local governments to not only study their recommendations.

We need our local governments to take positive steps to *implement* those recommendations, in whole or adapted to best meet their needs, in order to make a meaningful difference to improving the number of young citizens who participate in public policy and decision making at the local level.

We look forward to continuing to work with North Shore Councils and staff and to hearing about how these recommendations can help shape and influence the enhanced engagement of younger adults and others in the future.

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APPENDICES

Appendix A

Draft Terms of Reference for Young Citizens Advisory Committee

Role of Advisory Bodies

The primary role of all advisory bodies is to provide input to Council and / or staff on issues of concern related to their unique mandates. Furthermore, an advisory body:

Considers matters which may be referred to it by Council or staff;

May take positions on policy initiatives from other levels of government as they relate to its mandate;

Works cooperatively with other advisory bodies as appropriate;

Acts as a resource for staff in public engagement processes and / or civic events; and

Exchanges information with the public on issues of interest.

Authority

The Young Citizens' Advisory Committee is established by Council resolution under authority of the Local Government Act.

Mandate

Advises Council and staff on enhancing access and inclusion for Young Citizens to fully participate in municipal engagement, services, policy input and civic life

Monitors municipal programs to ensure that the needs of young citizens and their families are considered in policy decision making

Example of subjects referred to and reviewed by YCAC. Including, but not limited to:

- Affordable housing,

- Transportation and public transit
- Employment and economic development
- Environmental and climate change action
- Child care and family services
- Cultural diversity and inclusion
- Public spaces, recreation and municipal amenities

Reporting and Accountability

The Young Citizens' Advisory Committee reports to Council, provides input to Council and City staff and undertakes the following reporting activities:

- Joint meetings with other advisory bodies:
- The Chair and staff liaison work collaboratively with counterparts from other advisory bodies to identify opportunities for quarterly joint-briefing sessions on overlapping issues of interest.
- Collaboration with the public and external agencies:
- Works cooperatively with external agencies whose activities affect constituent communities;
- Exchanges information with the constituent communities and the general public about relevant programs and issues of interest;
- Engages in outreach to disseminate information and encourage participation from constituent communities.

Annual reporting activities:

- Produces an annual work plan with specific objectives by April of each year, in consultation with Council and staff liaisons, for distribution to Council and civic departments for information;
- Presents accomplishments and progress to date at the annual Council of Councils event; and

- Submits an annual report to Council describing its accomplishments for the year, including reference to each objective set out in the work plan and any arising issues to which the committee has responded.

All advisory bodies should conduct their activities in accordance to the Guidelines for Advisory Bodies which set out the roles and responsibilities for advisory body members, chairs/co-chairs, staff and Council liaisons.

Terms and Membership Composition

Persons appointed to an advisory body shall meet the following essential criteria:

Not be employed by the municipality (DNV, CNV or DWV)

Live or work in the municipality, or have significant body of experience with issues in the municipality

Be able to demonstrate relevant experience or knowledge, abilities and skills related to the mandate of the advisory body.

Be under the age of 40 years old at the age of appointment.

Composition:

9 or 11 members of the public (5 or 6 for quorum)

1 non-voting Council liaison

1 non-voting staff liaison

The appointment of civic members to each advisory committee shall meet the composition of objectives set out in the Diversity on Advisory Committees Policy.

Length of Term:

Committee members are appointed for 3-year terms.

No member of the public shall serve for more than two consecutive terms on the same advisory committee. A former member is eligible for reappointment if no other candidate can be found.



Remuneration

Advisory body members shall serve without remuneration.

Meeting and Administrative Procedures

The Young Citizens Advisory Committee holds nine regular meetings per year, in addition to occasional working sessions, generally scheduled per availability, when required. A member who is absent from more than three consecutive formal meetings without a leave of absence is deemed to have resigned.

Related Guidelines and/or Policies

Guidelines for Advisory Bodies

Code of Conduct Policy

Diversity on Advisory Body Policy

Procedure By-law



Appendix B

Diversity on Advisory Bodies Policy (City of Vancouver)

Purpose

The municipality is committed to a fair and equitable advisory body appointment process that achieves representation reflective of the diversity of the municipality. The purpose of this policy is to establish targets to achieve diverse demographic composition on advisory bodies.

Scope

This policy applies to appointments to advisory bodies established by Council.

Definitions

Equity-seeking groups means communities that face significant collective challenges in participating in society as a result of barriers to equal access, opportunities and resources due to disadvantage and discrimination, marginalization that could be created by attitudinal, historic, social and environmental barriers based on the intersections of age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status, etc.

Visible minorities means persons, other than Indigenous peoples, who are on Caucasian in race or non-white in colour. The visible minority population includes but is not limited to: South Asian, Chinese, Black, Filipino, Latin American, Arab, Southeast Asian, West Asian, Korean and Japanese people.

Policy Statements

Appointments to advisory bodies

Each advisory body shall be comprised of a membership of fifty percent (50%) or greater of people from equity-seeking groups.

Each advisory body shall be comprised of a membership of fifty percent (50%) or greater of people who self-identify as women.

Additional recruitment objectives specific to individual advisory bodies will be provided in the respective Terms of Reference.

Despite sections 1.1, 1.2 and 3.1, the municipality will aspire, but is not required, to achieve the established composition objectives in the appointment of members to advisory bodies which provide technical advice to staff.

Recruitment and Outreach

To assist efforts in achieving the objectives set out in this policy, applications will include optional self-identified information.

Vacancy

In the event where during the appointment process Council cannot meet the membership objectives set out in this policy, due to lack of sufficient applicants or for another reason, a temporary appointment of one year or less may be used to fill a vacancy.