Thursday, November 24, 2016
Regular Meeting - 7:00 PM

Boardroom WT-2C and WT-2D
2nd Floor – West Tower

Members: Gurratan Singh (Chair)
         Joe Pimentel (Vice-Chair)
         Amaleethan Xavier (Vice-Chair)
         Louis Adams
         Richard Emode
         Gurwinder Gill
         Joanne Leslie
         Cherian Manathara
         Bob Pesant
         Duke Pratt
         Rajinder Saini
         Roop Sandhu
         Hemant Tailor
         Daisy Wright
         Kris Noakes – Peel Aboriginal Network
         Priyanka Sheth – LGBQT Community
         Jeanette Schepp – Canada Mental Health Association – Peel
         Regional Councillor Elaine Moore – Wards 1 and 5
         City Councillor Martin Medeiros – Wards 3 and 4
         City Councillor Gurpreet Dhillon – Wards 9 and 10

For inquiries about this agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required),
Please contact: Chandra Urquhart, Legislative Coordinator,
Telephone (905) 874-2114, TTY (905) 874-2130

Note: Some meeting information may also be available in alternate formats upon request.
Please ensure all cell phones, personal digital assistants (PDAs) and other electronic devices are turned off or placed on non-audible mode during the meeting.

1. **Approval of Agenda**

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Previous Minutes**
   3.1. Minutes - *Inclusion and Equity - September 29, 2016*

   The minutes of the Inclusion and Equity Committee Meeting of September 29, 2016 are pending Council approval on November 23, 2016. The minutes are provided for Committee’s information.

4. **Delegations / Presentations**
   4.1. Presentation: *City of Brampton Inclusion and Equity Initiatives Update*

   4.2. Presentation: *Strategic Initiatives Priorities – Sub-Committee Teams*

5. **Reports / Updates**

6. **Other/ New Business**
   6.1. Inclusion and Equity Committee - *2017 Schedule of Meetings*

7. **Inclusion and Equity Ideas**

8. **Correspondence**
   8.1. Correspondence from the Regional Diversity Roundtable dated October 21, 2016, re: *Request for Collaboration with City of Brampton Recreation and Culture.*
9. **Question Period**

10. **Public Question Period**

11. **Adjournment**

    Next Regular Meeting: February 23, 2017
Thursday, September 29, 2016

Boardroom WT-2C and WT-2D
2nd Floor – West Tower

Members:  Gurratan Singh (Chair)
           Joe Pimentel (Vice-Chair)
           Joanne Leslie
           Cherian Manathara
           Bob Pesant
           Roop Sandhu
           Hemant Tailor
           Daisy Wright
           Kris Noakes – Peel Aboriginal Network
           Jeanette Schepp – Canada Mental Health Association – Peel
           City Councillor Martin Medeiros – Wards 3 and 4

Members Absent:  Amaleethan Xavier (Vice-Chair – regrets)
                 Louis Adams (regrets)
                 Richard Emode (regrets)
                 Gurwinder Gill (regrets)
                 Duke Pratt (regrets)
                 Rajinder Saini
                 Priyanka Sheth – LGBQT Community (regrets)
                 Regional Councillor Elaine Moore – Wards 1 and 5 (regrets)
                 City Councillor Gurpreet Dhillon – Wards 9 and 10 (regrets)

Staff Present:  Public Services, Recreation and Culture
               Mary Held, Acting Manager, Central Services
               Michelle Robinson, Recreation Supervisor, Community Development
               Corporate Services Department
               Peter Fay, City Clerk
               Chandra Urquhart, Legislative Coordinator
The meeting was called to order at 7:00 p.m. and adjourned at 8:49 p.m.

1. **Approval of Agenda**

IEC010-2016 That the agenda for the Inclusion and Equity Committee Meeting of September 29, 2016 be approved, as printed and circulated.

Carried

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Previous Minutes**

3.1. Minutes - **Inclusion and Equity - March 31, 2016**

The subject minutes were approved by Council on May 25, 2016 and provided for Committee’s information.

3.2. Inclusion and Equity - **Note to File - June 23, 2016**

The subject notes were provided for Committee’s information.

4. **Delegations / Presentations**

4.1. Presentation dated June 23, 2016, re: **Inclusion and Equity Facilitator Session Workshop**.

Peter Fay, City Clerk, provided an overview of the discussion with the members who were in attendance on June 23, 2016 regarding a vision statement for the Committee. Priorities, engagement, awareness and responsiveness were discussed. Two draft vision statements resulted and are presented for consideration by Committee in Item 4.2.

The following motion was considered:

IEC011-2016 That the presentation to the Inclusion and Equity Committee meeting of September 29, 2016, re: **Inclusion and Equity Facilitator Session Workshop** be received.

Carried
4.2. Presentation, re: Strategic Plan Finalization - September 29, 2016

Peter Fay, City Clerk, explained that the intent of the presentation was to finalize the draft strategic plan and establish an action plan. A decision on a vision statement, priorities, goals and initiatives was vital to establishing an action plan.

The two versions of the draft vision statements were presented:

1. Brampton – a reflective, inclusive and equitable community
2. To fearlessly promote the development of a reflective, inclusive, equitable and just community

Committee discussed the statements and commented as follows:
- Pursuit of fairness, equity and inclusion
- Just and fairness is the ultimate goal
- Balanced vision is needed
- Pursue instead of promote
- Challenge the status quo
- Not being afraid of uncomfortable discussions
- Statement should be bold
- Fearless notes bravery
- Delivering a positive message

Committee agreed on the following as the vision statement:
- To fearlessly pursue a reflective, inclusive, equitable and just community.

Discussion continued regarding the strategic goals and initiatives with the focus on three priorities: responsiveness, engagement and awareness as outlined in the chart included in the presentation. Comments were provided as follows:
- Benchmarking and educating staff
- Understanding partnerships with different groups
- Raising community awareness
- Undertaking a SWOT (strengths, weaknesses, opportunities, threats) analysis
- Recognizing areas that are under resourced
- Viewing inclusion and equity from all angles including social and political
- Connecting with youth to participate and champion discussions on these issues through an Equity Ambassador program – staff advised that the City leads a youth a program
- Engaging the community to bring awareness
- Recognizing that completion of strategic initiatives requires time, commitment and possibly financial resources
- Delivery of services and a communication strategy that maximizes technology i.e. social media
- Acknowledging celebration of different cultures, such as Carabram
- Notifying the Committee about events at the City for different cultures, such as flag raising ceremonies
- Persons with disabilities are not reflected in the City’s hierarchy
- Demonstrating a vision of inclusiveness and diversity
- Creating a policy that brings more diversity to the City
- Public education campaign that includes diversity
- Deletion of reference regarding diversity celebration in strategic initiative under priority #3 awareness
- Acknowledging that the Committee is responsible for promoting diversity and bringing awareness to the public
  - recognizing what the City has accomplished, focus should not only be on what the City has not done
- Establishing subcommittees
  - to discuss and make decision on priorities
  - to move initiatives forward
- Timelines for completion of priorities

Mr. Fay advised that the changes requested by Committee will be reflected in the chart which will be sent to Members. It was suggested that Members work on the chart independently and submit findings before the next meeting on the following three questions:

1) Your interest in participating on one or more of three subcommittees focused on the goal streams of responsiveness, engagement and awareness
2) What each of the initiatives mean to you
3) What do you want to accomplish for each initiative this term and beyond

Mr. Fay advised that the responses received from Committee will assist in moving forward to the next steps which are to establish subcommittees and set the action plans and work to be completed.

The following motion was considered:

IEC012-2016

1. That the presentation to the Inclusion and Equity Committee meeting of September 29, 2016, re: Strategic Plan Finalization - September 29, 2016 be received; and,  

2. That the following statement be approved as the Vision Statement for the Inclusion and Equity Committee Work Plan:

‘To fearlessly pursue a reflective, inclusive, equitable and just community’; and
3. That the Strategic Goals & Initiatives chart be amended such that Priority #3 Strategic Initiatives - Awareness #2 reads as follows:
   'Develop and implement public education campaigns'; and

4. That the following three comments/questions be incorporated in the Strategic Goals & Initiatives chart for Priorities #1, #2 and #3 and forwarded to Members for completion:
   1) Your interest in participating on one or more of three sub-committees focused on the goal streams of responsiveness, engagement and awareness
   2) What each of the initiatives mean to you
   3) What you want to accomplish for each initiative this term and beyond

5. That staff compile and present Members responses at the next meeting of the Committee.
   Carried

5. **Reports / Updates**

6. **Other/ New Business**


   The recommendations in the subject report were approved by Council on June 22, 2016 and provided for Committee’s information.


   IEC013-2016 That the article from the Globe and Mail dated July 13, 2016, to the Inclusion and Equity Committee meeting of September 29, 2016, re: *Vancouver Embraces Inclusive Transgender Policy* be received.
   Carried
7. **Inclusion and Equity Ideas**

The following ideas were put forward by the Committee:

a. Inclusion of wording in City Communication to the public that would promote and bring awareness of the Committee.

b. Flag raising events be made public and the presence of more Councillors and staff at such events.

c. Providing comments/information to Council about Inclusion and Equity, e.g., presentations/reports were provided to Council on the ethnic media program, sponsorship program and Parks and Recreation Master Plan.

8. **Correspondence**

9. **Question Period**

10. **Public Question Period**

11. **Adjournment**

IEC014-2016 That the Inclusion and Equity Committee do now adjourn to meet again on Thursday, November 24, 2016 at 7:00 p.m. or at the call of the Chair.

Carried

______________________________
Gurratan Singh (Chair)
City of Brampton Inclusion and Equity Initiatives Update

Inclusion and Equity Committee Meeting
November 24, 2016
Outline

- Reminder - Committee’s Strategic Goals & Initiatives
- City successes and opportunities
- Proposed next steps
- Attachment - City programs, initiatives & services inventory
## Committee’s Strategic Goals & Initiatives

<table>
<thead>
<tr>
<th>PRIORITIES</th>
<th>RESPONSIVENESS</th>
<th>ENGAGEMENT</th>
<th>AWARENESS</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
<td>Facilitate changes in City policies, procedures and services that result in greater accountability, transparency and equity for all</td>
<td>Increase communication and outreach directly with community stakeholders in the places they gather, live, work and play to promote and facilitate discussion about equity and inclusion</td>
<td>Raise awareness about diversity by creating opportunities focused on removing barriers to inclusive change</td>
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<tr>
<td><strong>Strategic Initiatives</strong></td>
<td>Develop a comprehensive inventory of City services and programs and undertake a SWOT analysis to assess weaknesses, strengths, opportunities and threats regarding equity and inclusion</td>
<td>Develop new outreach engagement strategies such as surveys and town-halls to more accurately identify and understand the needs of Brampton’s diverse community</td>
<td>Develop and implement public education campaigns that celebrate diversity and promote the celebration of different cultures through cultural events</td>
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<td>Conduct a jurisdictional benchmarking scan to assess and create an inventory of best practices for the incorporation of equity and inclusion into everything that the City does</td>
<td>Develop and implement an Equity Ambassador Program to promote diversity, equity and inclusion throughout the community</td>
<td>Develop new communication strategies and plans to increase community awareness about equity and inclusion</td>
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<td></td>
<td>Develop staff education strategy to embed equity, accessibility and inclusion in the delivery of services, development of programs, policies, procedures and strategies</td>
<td>Develop strategic partnerships with different community groups in Brampton to leverage resources to achieve shared community outcomes</td>
<td>Develop an inclusive advertising campaign to promote Brampton’s diversity and facilitate awareness about City services and community initiatives</td>
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</tbody>
</table>
Build on Successes and Opportunities

- City program/service successes, opportunities and risks
- Community outreach/engagement re needs
- Jurisdictional best practices benchmarking
- Continue fostering strategic community partnerships
- City staff education and awareness programs
- Community awareness campaigns
Inclusion and Equity - City Programs, Initiatives & Services Snapshot

Communication

Staff Resources

Customer Service

Infrastructure Design

Programs and Services

Please see attached detailed inventory of initiatives
Proposed Next Steps

City Staff will:

- Initiate SWOT analysis for Committee feedback
- Benchmark jurisdictional best practices
  - identify possible future Committee delegation(s), e.g. Region of Peel
- Draft 2017–2018 work plan
  - in alignment with City’s Strategic Plan & Committee’s Strategic Goals & Priorities
<table>
<thead>
<tr>
<th>Focus Area</th>
<th>COMMUNICATION</th>
<th>STAFF RESOURCES</th>
<th>CUSTOMER SERVICE</th>
<th>INFRASTRUCTURE DESIGN</th>
<th>PROGRAMS AND SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initiatives</td>
<td>City materials translated into top 4 languages in Brampton (Punjabi, Urdu, Portuguese, French)</td>
<td>Inclusive Customer Service Training</td>
<td>Telephone Language Interpretation Service</td>
<td>Inclusive urban design criteria for development of public spaces</td>
<td>Multi-partnership initiatives</td>
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<tr>
<td>Examples</td>
<td>- Online information (available to print in up to 8 more languages)  - Preparing for Emergencies &amp; Using 911  - Strategic Plan, Tax Information  - Snow Clearing Operations  - Traffic Safety around Schools &amp; Playgrounds  - Online Fire Safety Information (English and Punjabi)  - Media Releases, Service and Information Updates (transit route changes, snow storm information, tax information etc.)  - Matte Stories (featured articles such as profiles about local entrepreneurs who received City funding etc.)  - Online Council newsletters (bi-annually)  - Transit and Presto materials (available in 8 more languages)</td>
<td>- Mandatory training for Service Brampton and Recreation staff  - Mandatory training for City vendors doing business with or for the City  - Online training module accessible for all staff</td>
<td>- Inexpensive, on-demand access to over 3,000 global interpreters who speak 170 languages  - 311 Service, Service Brampton Centre and other front-line customer service desks equipped with dedicated phone line to access to a 3rd party bonded interpretation service  - Interpreters assist staff members with phone calls through a 3-way conference call with customer  - 300 logged calls in 2015 with Punjabi being most used language (142 calls)</td>
<td>- Flexible spaces to accommodate a variety of uses and changing demographics (i.e. spaces for large cultural gatherings)  - Inclusive design principles to be included in next update of the City’s Official Plan  - Integrated and dense urban developments to encourage multi-uses, community and inclusiveness (i.e. Mount Pleasant Village)</td>
<td>- Newcomer Bus Tours delivered through partnership with Transit, Recreation and the Brampton Library  - Emergency Services (Police, Fire &amp; EMS) Introduction for Newcomers to Canada (ESINC)  - Cultural Access Pass Program in partnership with the Institute for Canadian Citizenship to provide newcomers with access to Canadian cultural attractions  - Region of Peel Diversity Roundtable partnership (Fire)</td>
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<td>Initiatives</td>
<td>Enhanced targeted public education campaigns to diverse stakeholder groups</td>
<td>Case Study Team Training</td>
<td>Expedited Burial Permit service</td>
<td>AODA Accessible Building Design</td>
<td>Cultural-based events (City-run and sponsored)</td>
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<td>Examples</td>
<td>- Fire safety  - By-law information (i.e. secondary unit registrations)  - Annual Budget  - Community Grant Program</td>
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<td>Initiatives</td>
<td>Accessibility-based (AODA) Formats</td>
<td>Multilingual front-line staff (service assets)</td>
<td>Contracted Interpretation Services</td>
<td>Multi-faith Amenities</td>
<td>Cultural-based recreation programming</td>
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<tr>
<td>Examples</td>
<td>- All City communications available in alternate formats such as braille or enhanced font upon request  - Major public education campaign in collaboration with Accessibility Committee to educate public about accessible parking spaces in Brampton (i.e. it is not a perk)</td>
<td>- 311 Service, Clerk’s Office, POA and customer service desks  - Transit terminals  - City events including volunteers</td>
<td>- Translators are contracted on an as needed basis to assist customers involved in legal proceedings with the City including dedicated resources at the POA Court  - Interpreters contracted to facilitate more inclusive stakeholder engagement for high profile public meetings such as a controversial residential development, LRT etc.</td>
<td>- New City buildings include multi-faith rooms to accommodate religious and cultural needs (i.e. prayer rooms at City Hall etc.)</td>
<td>- Bhangra dance classes  - Kabaddi Fields and Programs  - Cricket Fields and Programs  - Latin dance classes</td>
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<td>Focus Area</td>
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<td>Initiatives</td>
<td>Advertisements in ethnic/speciality media</td>
<td>Cultural Sensitivity Training</td>
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<td>Gender-neutral and accessible washrooms</td>
<td>Specialized Assistance Programs</td>
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<td>Examples</td>
<td>By-law related information</td>
<td>Mandatory training for Recreation, Fire, Transit and Brampton Library staff on facilitating communication with different cultural groups</td>
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<td>Proposal on how to introduce or integrate gender-neutral and accessible washrooms under development</td>
<td>ActiveAssist Program to provide fee subsidies to low income and other marginalized groups</td>
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<td>Budget</td>
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<td>CAS – In Care program in partnership with CAS (Children’s Aid Society) to include any children who are in need of recreation including the “In Care” program that places CAS youth in volunteer positions</td>
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<td>Fire Department notices</td>
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<td>A.D.A.P.T. (Adults Developing Abilities and Participating Together) Program</td>
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<td>Community Grant Program information</td>
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<td>Initiatives</td>
<td>Election Information Campaign</td>
<td>In-house training documents</td>
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<td>Multi-lingual Library Collections</td>
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<td>Examples</td>
<td>All election related materials released in the ten top languages in Brampton</td>
<td>“Understanding Our Community: an introduction to the cultures and religions of the residents of Brampton” diversity handbook developed and used by the Fire Department to train and educate staff which includes a quiz to assess awareness (mandatory training)</td>
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<td>Growing collections of books, DVDs and periodicals in multiple languages</td>
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<td>Providing election ballots in different languages or the use of a translated overlay to assist voters with little or no English skills (under development for 2018)</td>
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<td>Ongoing project to catalogue multi-lingual collections to provide residents with more equitable access to these types of materials</td>
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<td>Initiatives</td>
<td>Multi-lingual Public Education Multimedia</td>
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<td>Newcomer specific Programming</td>
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<td>Examples</td>
<td>Fireworks safety videos produced in English, Punjabi, Hindi and Gujarati</td>
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<td>English Conversation Circles</td>
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<td>Multicultural Book Clubs</td>
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<td>Newcomer Seniors Group</td>
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<td>Newcomer Women’s Circle</td>
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<td>Newcomer Monthly Programs (financial literacy, starting your life in Canada etc.)</td>
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<td>Initiatives</td>
<td>Enhanced City website features</td>
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<td>Community Grant Program</td>
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<td>Examples</td>
<td>All City webpages can be translated into 103 different languages</td>
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<td>Provides funding and in-kind assistance to non-profit groups in 4 program streams with the overall goal of developing projects focused on the principles of inclusiveness, diversity, culture and community participation</td>
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<td>City website and content is designed in accordance with W3C guidelines for accessible design such as larger font, text descriptions of pictures etc.</td>
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<td>Increasing use of QR Codes for more information and alternate formats</td>
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<td>Initiatives</td>
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<td>Lighthouse Program</td>
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<td>Examples</td>
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<td>Initiative under development through the Emergency Management Office to engage religious and cultural community leaders/groups to identify vulnerable populations and facilitate better communication in declared emergencies</td>
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<td>PRIORITY #1</td>
<td>RESPONSIVENESS</td>
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<td><strong>Goal</strong></td>
<td>Facilitate changes in City policies, procedures and services that result in greater accountability, transparency and equity for all</td>
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<td><strong>Sub-Committee Members</strong></td>
<td>Gurwinder Gill, Cherian Manathara, Roop Sandhu</td>
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<td><strong>Strategic Initiatives</strong></td>
<td>Develop a comprehensive inventory of City services and programs and undertake a SWOT analysis to assess weaknesses, strengths, opportunities and threats regarding equity and inclusion</td>
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<td><strong>Purpose</strong></td>
<td>Conduct a jurisdictional benchmarking scan to assess and create an inventory of best practices for the incorporation of equity and inclusion into everything that the City does</td>
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<td><strong>Short Term Deliverables</strong></td>
<td>Develop staff education strategy to embed equity, accessibility and inclusion in the delivery of services, development of programs, policies, procedures and strategies</td>
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<td><strong>Long Term Deliverables</strong></td>
<td>Develop staff education strategy to embed equity, accessibility and inclusion in the delivery of services, development of programs, policies, procedures and strategies</td>
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**Short Term Deliverables**
- Assess City’s programs/services’ strengths and opportunities regarding equity and inclusion
- Collection of current data including an environmental scan to determine current state of Diversity initiatives
- Find out what the City has been doing so far and how it has been working, suggest areas of improvement
- Conduction of a literature search to identify best practices in other Cities. Benchmark our practices with others
- Gleaning best practices from similar sized Municipalities with a view to inform Action Items applicable for City of Brampton
- Compare the programs offered by the city of Brampton with those offered by the top 10 cities in the world
- Interact with the City of Brampton staff and learn how the programs are working to look for ways of improving the services

**Long Term Deliverables**
- Thoughtful collection of information
-Compiling a SWOT analysis (assessments of risks and opportunities)
- Identifying potential surveyors
- Sending the SWOT analysis to surveyors
- Taking stock of the different programs in the city and look for ways of improvement
- Comprehensive benchmarking exercise
- Identification of comparable Municipalities; Identification of best practices
- Compare and suggest improvements continuously
- Inclusion and embedding of health equity in everything that is provided/delivered/conducted by City staff

**Vision:** To fearlessly pursue a reflective, inclusive, equitable and just community.
**Vision:** To fearlessly pursue a reflective, inclusive, equitable and just community.

<table>
<thead>
<tr>
<th>PRIORITY #2</th>
<th>ENGAGEMENT</th>
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<tr>
<td><strong>Goal</strong></td>
<td>Increase communication and outreach directly with community stakeholders in the places they gather, live, work and play to promote and facilitate discussion about equity and inclusion</td>
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<td><strong>Sub-Committee Members</strong></td>
<td>Hemant Tailor, Jeannette Schepp (second choice), Cherian Manathara (alternate choice)</td>
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<tr>
<td><strong>Strategic Initiatives</strong></td>
<td>Develop new outreach engagement strategies such as surveys and town-halls to more accurately identify and understand the needs of Brampton’s diverse community</td>
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<td><strong>Purpose</strong></td>
<td>Develop and implement an Equity Ambassador Program to promote diversity, equity and inclusion throughout the community</td>
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<td>Develop strategic partnerships with different community groups in Brampton to leverage resources to achieve shared community outcomes</td>
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<td><strong>Short Term Deliverables</strong></td>
<td>Collection of current community groups to determine what is currently done well and what areas of improvement exist</td>
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<td>Determine future demographic growth and plans to assess potential gaps in future outreach needs.</td>
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<td>Improve data and information about the different communities, their perspectives and view</td>
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<td>To confirm we are on the right path, asking the correct questions, being proactive, avoiding “tokenism” and discovering the community message</td>
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<td><strong>Long Term Deliverables</strong></td>
<td>Not quite sure – what this role responsibilities are vis-à-vis the Diversity &amp; Inclusion Committee-need further clarity before I can speak to accomplishments for term</td>
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<td>Develop a program that can be applied to various companies/industries to promote diversity</td>
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<td>Demonstrates Council is very serious about this</td>
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<td>Engaging community partners to utilize print, video and social media resources to build knowledge of community specifics and demonstrate positive interaction between respective community groups and the City</td>
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<td></td>
<td>Work with various agencies to achieve community goals</td>
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<tr>
<td></td>
<td>Spreading our message by osmosis in order to get Brampton on board with our vision</td>
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<td></td>
<td>Help with promotion of various programs</td>
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<td></td>
<td>Program as a filter for best practices as understood by the community and Council</td>
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<td></td>
<td>Work with selected community agencies</td>
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<tr>
<td></td>
<td>List of Community Resources</td>
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<td></td>
<td>Partnership arrangements within the term</td>
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<tr>
<td></td>
<td>Identify partnership and parameters</td>
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<tr>
<td></td>
<td>Unknown thereafter</td>
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<td></td>
<td>Set and activate partnerships</td>
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</table>
**Vision:** To fearlessly pursue a reflective, inclusive, equitable and just community.

<table>
<thead>
<tr>
<th>PRIORITY #3</th>
<th><strong>AWARENESS</strong></th>
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<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Raise awareness about diversity by creating opportunities focused on removing barriers to inclusive change</td>
</tr>
<tr>
<td><strong>Sub-Committee Members</strong></td>
<td>Jeannette Schepp (first choice) Cherian Manathara (alternate choice)</td>
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</tbody>
</table>

**Strategic Initiatives**

**Purpose**

<table>
<thead>
<tr>
<th>Short Term Deliverables</th>
<th>Develop and implement public education campaigns</th>
<th>Develop new communication strategies and plans to increase community awareness about equity and inclusion</th>
<th>Develop an inclusive advertising campaign to promote Brampton’s diversity and facilitate awareness about City services and community initiatives</th>
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<tbody>
<tr>
<td>• Develop and implement various programs to encourage and develop diversity right from schools and colleges</td>
<td>• Work with LINC centres or other community agencies to increase awareness regarding diversity and inclusion</td>
<td>• Increase awareness about Brampton’s diversity, increase awareness about the city providing such services proactively</td>
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<td>• Share current state, and future state for building diversity awareness. Identify what we do well and areas to improve knowledge and awareness</td>
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<td>• Demonstrate the financial and positive community value of living and working in Brampton</td>
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<tr>
<td>• Interact with schools/colleges on the above action item</td>
<td>• Work with various agencies</td>
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<tr>
<td>• Build pride in the diversity of Brampton</td>
<td></td>
<td>• Work with partner agencies to increase awareness</td>
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<td></td>
<td></td>
<td>• Integration of key messages across advertising campaigns, communication strategies and public education programs to ensure sustainability of outreach and education programs</td>
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</table>

**Long Term Deliverables**
Inclusion and Equity Committee

2017 Schedule of Meetings
All meetings commence at 7:00 p.m. and are held in the Boardroom WT-2C and WT-2D – West Tower

<table>
<thead>
<tr>
<th>Meeting Dates</th>
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<tbody>
<tr>
<td>Thursday, February 23, 2017</td>
</tr>
<tr>
<td>Thursday, April 27, 2017</td>
</tr>
<tr>
<td>Thursday, June 22, 2017</td>
</tr>
<tr>
<td>Thursday, September 28, 2017</td>
</tr>
<tr>
<td>Thursday, November 23, 2017</td>
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</tbody>
</table>

**Members:** If you are unable to attend a meeting, please contact Chandra Urquhart, Legislative Coordinator, at (905) 874-2114 or via email at chandra.urquhart@brampton.ca at your earliest possible convenience.
Michelle McCollum  
Director, Recreation and Culture  
City of Brampton

Dear Ms. Michelle McCollum, 

On behalf of the Regional Diversity Roundtable (RDR), a non-profit charitable organization that works to build diversity, equity and inclusion competence within the public and human services sectors in Peel Region, a 2016 recipient of an Ontario Trillium Foundation Grow Grant, and the organization spearheading the Diversity & Inclusion (D&I) Charter of Peel, we are writing to request a formal collaboration with the City of Brampton Department of Recreation and Culture.

RDR was approved for a Grow Grant in May 2016 to continue the successful work of its Diversity & Inclusion Charter of Peel Initiative. Since April 2013, RDR has been leading the work to implement the D&I Charter of Peel within organizations and communities across the region. Furthermore, the City of Brampton officially endorsed the D&I Charter on June 22, 2016. Over the next 19 months, RDR will be engaging with 12 diverse and multilingual communities in Peel Region and bringing the Charter to life at the local level. This new phase of the project is titled the D&I Charter Community Engagement and Leadership Initiative.

From now until February 2017, we are holding community consultations with Peel residents from the following communities: Tamil, Arab, Chinese, Gujarati, Hindi, Latin American, Polish, Punjabi, Tagalog, Urdu, people with accessibility needs, and the African and Caribbean community. Given the City of Brampton’s numerous community connections through the Department of Recreation and Culture, we hope to expand our reach through a formal collaboration. Similarly, by participating in this initiative, the Department of Recreation and Culture may attract and retain more diverse participants from any outreach conducted. So far, all community consultations in Brampton are being held in community centres across the city.

Any collaboration between RDR and the City of Brampton around the D&I Charter Community Engagement and Leadership Initiative is mutually beneficial; indeed, this is an opportunity for the Department of Recreation and Culture to highlight the City’s commitment to a diverse and inclusive community, and to act upon its official endorsement of the D&I Charter of Peel.

We hope that you consider this invitation to collaborate with RDR on this important initiative. We are happy to organize an in-person meeting to discuss further and clarify any outstanding questions. Please contact our Project Lead at amrita@regionaldiversityroundtable.org or at 905-232-7371 to arrange a conversation.

Sincerely,

[Signature]

Varsha Naik  
Chair, Regional Diversity Roundtable