



# Corporate Report

NO: R041

COUNCIL DATE: MARCH 12, 2007

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## REGULAR COUNCIL

TO: Mayor & Council DATE: March 12, 2007  
FROM: General Manager, Finance, Technology & HR FILE: 2630-01/0410-01  
SUBJECT: *10 by 10 Challenge – Recruiting and Retaining Persons with Disabilities in BC*

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## RECOMMENDATION

The Human Resources Department recommends that Council:

1. Accept the *10 by 10 Challenge* from the ‘Minister’s Council of Employment for Persons with Disabilities’, and
2. Adopt the resolution regarding the *10 by 10 Challenge* that is attached as *Appendix A*.

## INTENT

The intention of this report is to inform Council of the *10 by 10 Challenge* from the ‘Minister’s Council of Employment for Persons with Disabilities’. The Challenge is for businesses throughout the Province to employ an additional 10% of persons with disabilities by 2010 and to recommend that Council support participation by the City of Surrey in this challenge.

## BACKGROUND

At the recent Union of BC Municipalities (UBCM) Convention, City of Vancouver Mayor Sam Sullivan and the Minister of Employment and Income Assistance, Claude Richmond, issued a *10 by 10 Challenge* to every municipality in British Columbia.

The Honourable Claude Richmond and Mayor Sam Sullivan co-chair the ‘Minister’s Council on Employment for Persons with Disabilities’. The 10 by 10 initiative challenges communities across the Province to increase employment for persons with disabilities by 10% by 2010.

The Minister’s Council has determined based on employment in the City of Surrey that businesses within the City of Surrey should employ an additional 881 persons with disabilities by 2010 in order to meet the challenge. To assist in achieving this goal, the Minister’s Council has provided a toolkit for distribution to businesses that provides guidance to employers regarding the steps required to meet this challenge.

## DISCUSSION

It is estimated that there are almost 300,000 employable persons with disabilities living in British Columbia. This represents a major source of human capital that is currently being largely overlooked. This is often due to misunderstandings about the capabilities and potential of persons with disabilities.

As indicated in the documentation provided in the toolkit, the 10 top reasons to hire persons with disabilities include:

1. British Columbia employers are facing increasing challenges to find and keep skilled workers in a globally competitive market;
2. British Columbians with disabilities provide a talent pool of 300,000 working age persons;
3. Persons with disabilities represent \$25 billion in spending power in Canada;
4. British Columbians with disabilities have virtually the same educational achievements as those without disabilities;
5. The job performance of persons with disabilities has proven to meet or exceed that of employees without disabilities;
6. The cost of most workplace accommodations for persons with disabilities is minimal;
7. Disability management and return-to-work programs are proactive, cost effective measures;
8. The reluctance to hire persons with disabilities is often based on myths, attitudes and a lack of information;
9. A diverse network of agencies and service providers are ready, willing and able to assist in hiring and retaining persons with disabilities, and
10. When persons with disabilities are hired, they assist in building an inclusive, effective and productive work environment.

Should City Council choose to accept the challenge, the first step is to declare the intent through a resolution, a sample of which is attached as *Appendix A*. This would be followed by a media release to the public.

The next step is to register our community, which includes the identification of a community champion. The Surrey Board of Trade will act as the champion for this initiative since it represents businesses across the City. It is recommended that the City of Surrey participate in the challenge, being one of the largest employers in the City.

### **Target for the City of Surrey**

It is estimated that there are approximately 135,000 jobs located within the City's boundaries, of which approximately 1,500 jobs are within the corporate structure of the City of Surrey. The challenge to our community is for businesses within Surrey to employ an additional 881 persons with disabilities by 2010. Based on these numbers, the City of Surrey will need to hire an additional 10 persons with disabilities over the next three to four years as its proportionate share of the total target.

If Council chooses to accept the challenge as is recommended, staff will incorporate this target into the human resource strategic plan and will provide reports to Council on progress toward this target periodically.

## **CONCLUSION**

At the recent UBCM Convention, Mayor Sam Sullivan and Honourable Claude Richmond issued a *10 by 10 Challenge* to every municipality in British Columbia, to increase employment for persons with disabilities by 10% by 2010.

It is recommended that Council accept the challenge from the 'Minister's Council of Employment for Persons with Disabilities' by adopting the resolution attached as *Appendix A*.

Vivienne Wilke, CGA  
General Manager, Finance,  
Technology & HR

## RESOLUTION

### *10 BY 10 CHALLENGE*

- Whereas*** Persons with disabilities are under-represented in our workforce and in our community life;
- Whereas*** Individuals with disabilities represent an untapped resource with the ability and desire to fully participate in their community and economies;
- Whereas*** The 2010 Winter Olympic and Paralympic games should benefit all British Columbians and provide long-term legacies;
- Whereas*** Our economy is the strongest it has been in decades and it is more important than ever for British Columbian businesses to access skilled workers;
- Whereas*** The citizens of British Columbia support the ideal that:
- Our communities are inclusive and accessible to all citizens, including persons with disabilities;
  - All citizens have equal opportunity to share fully and equally in the life and prosperity of the community, and
  - British Columbia leads the way in providing supports and opportunities for people with disabilities.
- Therefore*** we, members of Council, hereby resolve to take up the 10 by 10 challenge to increase employment for persons with disabilities by 10% by the year 2010.