



Corporate Report

NO: R252

COUNCIL DATE: DECEMBER 3, 2007

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 29, 2007**

FROM: **Laurie Cavan, General Manager
Parks, Recreation & Culture**

FILE: **0811-02**

SUBJECT: ***Measuring Up Initiative***

RECOMMENDATION

The Parks, Recreation and Culture Department recommend that Council:

1. Receive this report for information;
2. Support the implementation of the '*Measuring Up*' Guide (attached as Appendix "A") and the process to assess and increase accessibility and inclusion for people with disabilities; and
3. Endorse a partnership with Surrey Association for Community Living to support the *Measuring Up Initiative*.

BACKGROUND

In April 2007, the Province announced their investment of \$2 million to support community projects aimed at increasing accessibility and inclusion for persons with disabilities. The "Measuring Up Accessibility and Inclusion Fund" managed by 2010 Legacies Now, awarded approximately 70 grants of up to \$25,000 to successful applicants.

The City of Surrey in partnership with Surrey Association for Community Living was awarded \$25,000 in support of community projects that are aligned with the Measuring Up initiative and the *10 by 10 Challenge* contained in the "*Measuring Up*" Guide. The *10 by 10 Challenge* was supported by Council on March 12, 2007 (Corporate Report 041 – attached as Appendix B).

The purpose of this funding is to design and implement a comprehensive and meaningful plan that addresses inclusion and accessibility. A committee will be developed that will bring together representatives from disability support services, business, economic and community leaders. Their initiative will be to ascertain the degree to which people with disabilities are active participants in community life and to support the development of programs designed to make improvements where necessary.

The “*Measuring Up*” Guide, through the process of community consultation, was created to “encourage communities to evaluate, with participation from community members, how accessible and inclusive their community is now and work together to set goals for improvement”. The City of Surrey is encouraged to use the Guide as a reference point in determining the extent to which citizens with disabilities are actively participating in community life in the areas of support services, access to information, economic participation, and community contribution.

As the 2010 Olympics and Para-Olympics are rapidly approaching, this is an opportune time for the City of Surrey to “measure up” and to engage the community and increase accessibility and inclusivity within our City.

CONCLUSION

Surrey is enriched by the diversity of its community members, and takes pride in having an inclusive and supportive community. The City is committed to ensuring that a broad range of social programs, cultural activities, and recreational opportunities are reasonably accessible to all citizens, and that no one group is unduly burdened by negative economic, environmental or social impacts, especially for those community members that are more vulnerable.

Participating in implementing the ‘Measuring-up’ Guide and process ensures that the important steps already taken by the City of Surrey and community organizations are recognized. It is also an opportunity to highlight priorities and partnerships for further improvements. The documentation of the ‘Measuring-Up’ assessment process is also of value for future funding applications and programs that come as a result of this important Provincial initiative.

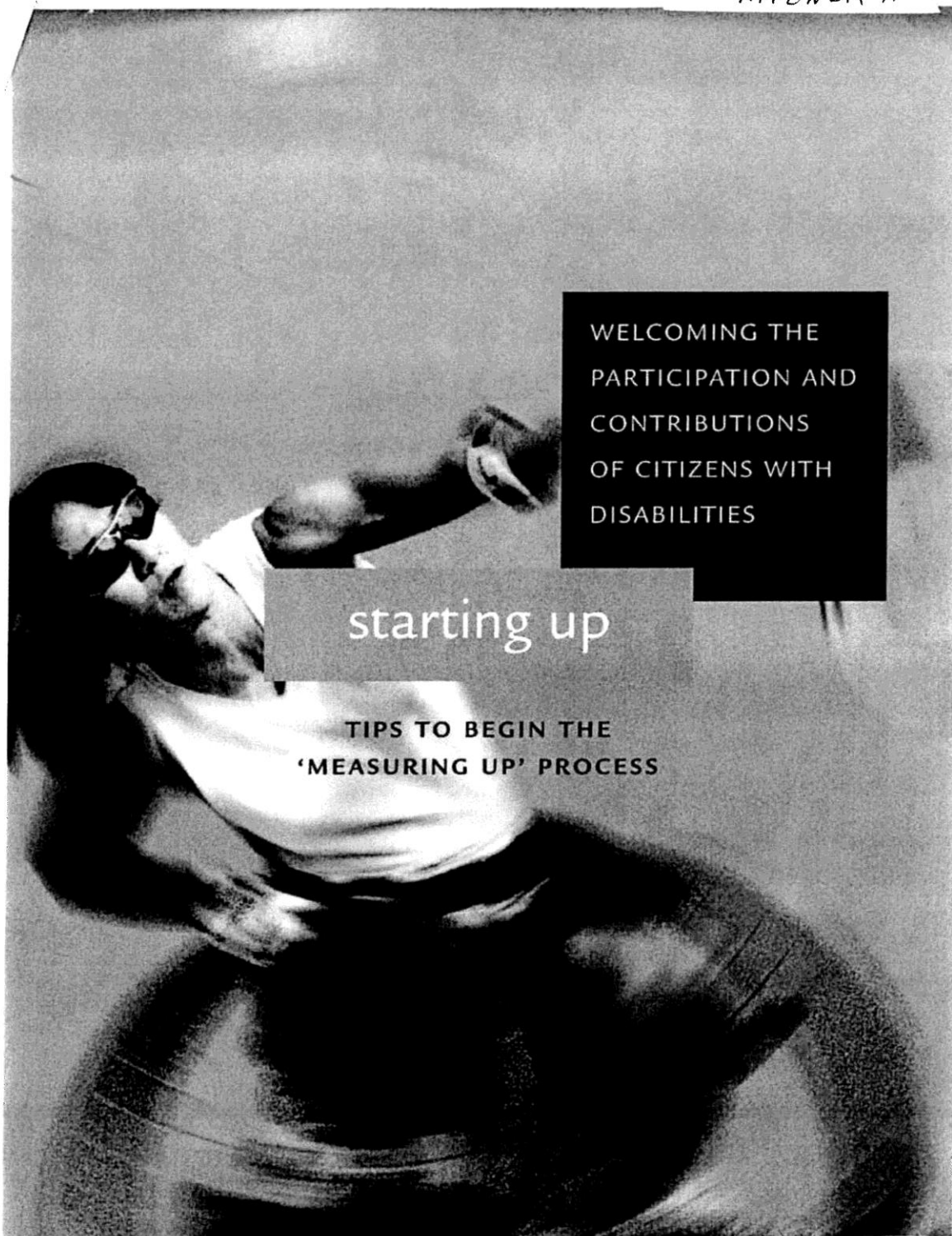
Laurie Cavan
G.M. Parks, Recreation & Culture

LC/LW/lls

Attachment:

APPENDIX A: Measuring Up Guide

APPEXDIX B: Corporate Report R041



WELCOMING THE
PARTICIPATION AND
CONTRIBUTIONS
OF CITIZENS WITH
DISABILITIES

starting up

TIPS TO BEGIN THE
'MEASURING UP' PROCESS

Starting Up is a companion document to Measuring Up: Communities of Accessibility and Inclusion, a guide that helps municipalities determine how they can make their communities more accessible and inclusive for people with disabilities. Starting Up offers tips used by municipalities who have begun to implement Measuring Up and is designed to help municipalities identify and remove barriers faced by people with disabilities, seniors and others.

What is Measuring Up?

Measuring Up assists municipalities and communities assess the degree to which their citizens with disabilities are active participants in community life.

Active Participation has two dimensions:

Accessibility - removing barriers to ensure people with disabilities can be present in communities.

Inclusion - the degree to which people with disabilities are welcomed, engaged and contributing to community life.

Key features of Measuring Up

Self Motivated - Each community can design its own plan using Measuring Up as a guide.

Practical - Fosters local solutions and learning from each other.

Inclusive - Involves ALL people with disabilities - those with visible and invisible disabilities.

Collaborative - Engages municipal, business, community and disability leaders in conversation about accessibility and inclusion.

What does Measuring Up measure?

Measuring Up assesses four elements of accessibility and inclusion at the community level:

1. **Disability support services** - transportation, housing, emergency preparedness, personal supports, and fully accessible environments.
2. **Access to information** - universal signage, plain language, multiple formats (large print, Braille, sign language).
3. **Economic participation** - business and skills development, jobs and labour supply, disability market and consumer spending, niche markets such as accessible tourism.
4. **Community contribution** - bringing new energy and talent to social, recreational, sports and cultural life of communities.

Creating the conditions for everyone to contribute

People with disabilities want to be active citizens. They want to contribute their talents and perform at their best. Whether through employment, tourism, business, taxation, volunteerism or other means, people with disabilities represent a sizable portion of local social and financial resources. The aging population, expected to double by 2020, further extends the imperative for communities to become accessible and inclusive. When communities encourage the full potential of all citizens, they become places where people choose to live, recreate, work, purchase goods, and contribute. Everyone benefits!

"We need to flip the whole notion of disability on its head and show the economic and other advantages for everyone of dealing with this." -- Municipal Manager, City of Vancouver

Tips for getting started

Although each community might use Measuring Up in a slightly different way, the common feature is the desire to engage your citizens with disabilities in a conversation about accessibility and inclusion. Based on the experiences of the Measuring Up pilot communities, we offer the following tips for getting started.

1. **Pass a Council Resolution** - Formalize your community's commitment to accessibility and inclusion. Sample resolutions can be found on our website at www.2010LegaciesNow.com.
2. **Establish a Measuring Up Implementation Committee** - If you have an existing Disability Advisory Committee, consider adding the implementation of Measuring Up to their mandate. Try to include a cross section of business and community leaders, as well as a cross section of people with disabilities.
3. **Appoint a Measuring Up Coordinator** - This could be a member of Council, municipal staff or volunteer. Their job is to keep the process on track.
4. **Identify your Accomplishments** - Conduct an inventory of what your community has already achieved in the area of accessibility and inclusion. List what you are most proud of. This will give you a baseline to compare from year to year.
5. **Establish a Measuring Up Assessment Plan** - Use the four elements of Accessibility and Inclusion in Measuring Up as a guide to assess disability supports, access to information, economic participation, and community contribution in your community. Establish a reasonable deadline to complete the assessment.
6. **Set your Targets** - Once your assessment is complete you will set new priorities. Make them manageable and bite-sized. It is better to get started with the right people and achievable targets than to try and do everything at once.
7. **Start Again** - Begin a second round of assessment. We envision municipalities going through several rounds of assessment, each time deepening your commitment to accessibility and inclusion.

TWO STAGES OF MEASURING UP

At some point your community may be ready to move from the stage of self - assessment to retaining an independent evaluation team. The outcome of this stage is a formal rigorous assessment based on objective comparable standards. Contact 2010 Legacies Now for more information.

Who to involve in your Measuring Up process

From your disability community...

- People with vision, hearing, physical, mental, developmental, learning, emotional disabilities, chronic health and age related impairments along with their family members.

From the broad community...

- Employers and business organizations; seniors and youth; religious, aboriginal and multi-cultural groups; local Spirit of BC Community Committee; Community Foundations; education and health services providers; media, and others as you feel appropriate in your community.

About 2010 Legacies Now

2010 Legacies Now is working to ensure the 2010 Olympic and Paralympic Winter Games benefit all British Columbians. A not-for-profit organization created by the Province of B.C. and the Vancouver 2010 Bid Corporation, 2010 Legacies Now develops innovative programs and partnerships to strengthen communities across B.C.

One of the primary goals of 2010 Legacies Now is to ensure that communities throughout B.C. create sustainable legacies for the future. 2010 Legacies Now works with communities, government, corporations and non-governmental organizations to create social and economic opportunities for British Columbians regardless of background, income, ability, or location.

How 2010 Legacies Now can help

2010 Legacies Now wants to help your municipality build a legacy of an accessible and inclusive community and can facilitate local dialogue that supports your success. At each stage of the Measuring Up process, 2010 Legacies Now can help you by:

- Connecting you with local and provincial disability organizations and their members in your area;
- Recommending steps in your community's unique process;
- Referring you to potential funding and other resources;
- Sharing information, tools and best practices from other communities; and
- Linking you to other municipalities with circumstances common to yours.

Resources

2010 Legacies Now – www.2010LegaciesNow.com

The Minister's Council on Employment for Persons with Disabilities - www.eia.gov.bc.ca/epwd

Spirit of BC Community Committees – www.SpiritofBC.com

Union of British Columbia Municipalities - www.civicnet.bc.ca

Vancouver Foundation and Community Foundations of B.C. - www.vancouverfoundation.bc.ca

For an electronic version of Measuring Up and for more information, please visit www.2010LegaciesNow.com.

Acknowledgements

2010 Legacies Now would like to thank the following municipalities for sharing their experiences, suggestions and plans with us: Abbotsford, Kamloops, Kimberley, Merritt, Powell River, Prince George, Salmon Arm, Vancouver, and Whistler.

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Appendix B



Corporate Report

NO: R041

COUNCIL DATE: March 12/07

REGULAR COUNCIL

TO: Mayor & Council DATE: March 3, 2007 *all DLT*
 FROM: General Manager, Finance, Technology & HR FILE: 2630-01/0410-01
 SUBJECT: *10 by 10 Challenge – Recruiting and Retaining Persons with Disabilities in BC*

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.

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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.

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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

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APPENDIX A

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.

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