

NO: **R111**

COUNCIL DATE: **JUNE 15, 2015**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 8, 2015**

FROM: **General Manager, Parks, Recreation and Culture**

FILE: **4710-01**

SUBJECT: **Measuring Up - Strategies to Enhance Accessibility and Inclusion for People with Disabilities – 2013/2014 Progress Report**

RECOMMENDATION

The Parks, Recreation and Culture Department recommend that Council receive this report as information.

INTENT

The purpose of this report is to provide an update on the recent successes of Surrey's Measuring Up initiative.

BACKGROUND

In 2007, 2010 Legacies Now awarded grants to increase inclusion across the Province of British Columbia. The City of Surrey, in partnership with the Surrey Association for Community Living, was awarded \$25,000 through this funding initiative. In early 2008, the Surrey Association for Community Living and the Parks, Recreation and Culture Department formed a collaborative Measuring Up Committee to guide the process of making Surrey a more inclusive City.

In 2009, Measuring Up, with the assistance of the Social Planning and Research Council (SPARC) of BC, developed an Accessibility and Inclusiveness Assessment for the City of Surrey, and began work on 14 identified strategies to improve accessibility and inclusion. The strategy development process is attached for reference as **Appendix I**. In 2013, the group revisited the identified strategies to determine priorities for their future work together.

The purpose of the Measuring Up Committee is to support a comprehensive approach to making the City of Surrey more accessible and inclusive for people with disabilities. In particular, this Committee:

- Identifies issues and opportunities to improve accessibility and social inclusion in Surrey with a particular focus on inclusion of people with disabilities in the economic and social life of the community;
- Engages key stakeholders and the community at large in the processes of issue identification and developing solutions, and
- Implements strategies for making the City of Surrey a model community for accessibility and inclusiveness.

DISCUSSION

Measuring Up is a network of community leaders that have a commitment to increasing accessibility, employment, recreation, literacy and volunteerism for people with a disability. The Measuring Up Committee acts as a resource to community and business groups in Surrey that have a desire to be more inclusive and accessible. A list of the current members of the Committee is contained in **Appendix II**.

With the support and guidance of the Measuring Up Committee, many improvements to accessibility in Surrey have been implemented over the last five years including an increase in the following programs and services:

- adapted programs;
- inclusive and accessible recreation opportunities;
- employment and volunteer opportunities for individuals with disabilities, and
- accessibility of the built environment with a particular focus on public buildings.

Completed Actions 2013-2014

The following is a brief synopsis of Committee accomplishments over the past 2 years:

- Hosted the 1st Annual Mark Wafer Employer Workshop - The Benefits of Hiring Adults with Developmental Disabilities on October 1, 2013 at Eaglequest Golf Course;
- Hosted 3rd Annual Youth Transition Fair on September 28, 2013 at Chuck Bailey Recreation Centre;
- Hosted the 1st Annual Speaker Series "Navigating the Waters of Return to Work" featuring keynote Kathleen Fleming on June 12, 2013;
- Developed key focus areas for 2014-2018 which include inclusion training, providing resources and advocating for inclusive hiring practices;
- Hosted the 1st Annual Speaker Series "Supporting Disability Disclosures in the Workplace" featuring keynote Donovan Plomp on April 30, 2014; and
- Hosted the 1st Annual "Hiring People with Disabilities" - Innovative Labour Solutions Awards event on October 15, 2014 at Eaglequest Golf Course in partnership with the Surrey Board of Trade.

Future Action Plan 2015-2018

The following is a brief synopsis of Committee priorities for the next 2 years:

- Host the 2nd Annual "Hiring People with Disabilities"- Innovative Labour Solutions Awards event on October 1, 2015;
- Host the 3rd annual "Speaker Series" event in October 2015;
- Engage new community members/self-advocates on the Committee;
- Continue to support Surrey staff to enhance accessibility within recreational facilities and other public municipal buildings, and
- Educate community organizations and businesses on the importance of inclusive hiring strategies and practices.

The logic model and action plan is attached for reference as **Appendix III**.

SUSTAINABILITY CONSIDERATIONS

Prioritizing the above strategies as part of the Measuring Up Action Plan will assist in achieving the following Socio-Cultural Pillar action items in the City's Sustainability Charter:

SC7: Participation in Leisure Programs

- Increasing opportunities for access to leisure for persons with a disability, and
- Developing and updating guidelines for program accessibility.

SC12: Adapting to Demographic Change

- Promoting Universal Adaptable Design, which involves consideration of the needs of people of all ages and abilities when designing public buildings and amenities in the public realm.

SC 13: Create a Fully Accessible City

- Systematically reducing barriers to mobility, including visual and perceptual barriers, through initiatives such as "Measuring Up"; and
- Promoting accessibility in building codes and other mechanisms for achieving accessible buildings.

CONCLUSION

Based on the above discussion, it is recommended that Council receive this report as information. The Measuring Up Committee continues to educate, raise awareness, and identify and address gaps in relation to accessibility and inclusion in the City of Surrey. The Committee will continue to establish and strengthen interdisciplinary community agency relationships and partnerships. The progress toward implementing the strategies in the Measuring Up Plan to date is substantial and Surrey staff remain committed to offering fully inclusive and accessible environments and opportunities for all residents of Surrey.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix I – Measuring Up Strategy Development Process
Appendix II – Measuring Up Committee Members
Appendix III – Measuring Up Logic Model and Action Plan 2013-2018

Measuring Up Strategy Development Process



Measuring Up Strategy Development Process

This planning process was facilitated and documented by Team Play Consulting Inc.

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Executive Summary

In 2007, 2010 Legacies Now awarded grants to increase inclusion across the province of BC. The City of Surrey, in partnership with the Surrey Association for Community Living, was awarded \$25,000 under this funding initiative. In early 2008, the Surrey Association for Community Living and the Parks, Recreation and Culture Department formed a collaborative Measuring Up Committee to guide this process.

In 2009, Measuring Up with the assistance of SPARC BC developed an Accessibility and Inclusiveness Assessment for the Community of Surrey, and began work on 14 identified strategies to improve accessibility and inclusion in Surrey. In 2013, the group revisited the identified strategies to determine priorities for their future work together. They worked together to develop this strategic plan that will guide their work for the next 3-5 years.

Acknowledgments

Community based initiatives, like Measuring Up require countless hours of dedication, coordination and a vision for the future that embraces all people with a range of abilities. Without the effort of the committee members the completion of the planning process and the work beyond it would not have been possible.

I would like to thank these members of Measuring Up for their input into the plan:

Stan Leyenhorst	Rick Hansen Foundation
Kim Rose	Kwantlen Polytechnic University/Surrey Now
Coreen Windbiel	Surrey Association for Community Living
Andrew Block	Business owner
Tariq Mehboob	Community Living BC
Sheri Keller	Fraser Health
Janice Huber	Avia Employment Services
Anu Pala	Surrey Community member
Linda Weber	Surrey community member
Ken Inaba	Avia Employment Services
Tara Cleave	City of Surrey

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Unique Purpose of Measuring Up

Measuring Up is a network of community leaders that have a commitment to increasing accessibility, employment, recreation, literacy and volunteerism for people with a disability. The group is recognized by Mayor and Council of the City of Surrey for the important work accomplished to

date. The group intends to act a resource to community and business groups that have a desire to be more inclusive and accessible in Surrey.

Ultimately inclusion and accessibility will be the new norm. It will be the way we do things around here.

The committee is responsible for many improvements and changes to accessibility in Surrey over the last five years. These changes include:

- an increase in programs;
- an increase in recreation opportunities;
- an increase in employment opportunities, and
- an increase in the accessibility of community buildings.

They desire a community design that meets the needs of all people and imagine that the need for the committee will disappear as these needs are met by people living in the community of Surrey. They envision that Surrey will be noted for its ability to be accessible and inclusive in the future. This way of the future will be “just the way things are done here”. Ultimately, the committee sees its role branching out to become an indispensable community resource to employer’s and community groups that desire to achieve this end.

The Value of Measuring Up to Stakeholders

Measuring Up participants believe that all people should be treated with respect and dignity. The groups sees themselves as role models who are critically reflective about their own practice and help others in the community to stretch their own values, attitudes and behaviours and aspire towards universal accessibility and inclusion (including embracing invisible or hidden disabilities). They wish to challenge all of us to find commonalities in our differences and create the right fit for everyone across our community.

Mission and Vision

Our Mission

Making Surrey the most accessible and inclusive community by embracing all abilities.

Our Vision

We promote accessibility and inclusion options for Surrey residents by:

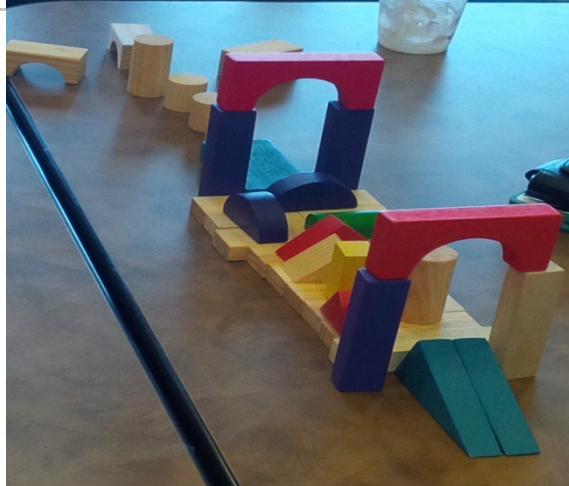
- Providing a virtual hub of resources and support
- Providing consulting services
- Facilitating accessibility and inclusion thinking and actions in decision makers
- Acting as role models in Surrey and demonstrating what is possible
- Planning for succession

Measuring Up Values

Core Values

- **Innovation**
- **Inclusion**
- **Realistic**
- **Teamwork**
- **Honour the mission**

The members created a structure that described their key successes and from this image emerged the defined values.



Strategic Assets, Opportunities, Aspirations and Results (SOAR)

This appreciative inquiry exercise focused on identifying the strategic assets, opportunities, aspirations and results that have led the group to where they are now.

Strengths	Opportunities
Willing and approachable members	Strong community
Growth in new members	Solid foundation
Flexible and understanding	A lot of great programs
Goal Oriented	Dedication
Passionate and motivated	City is growing (City of Surrey itself and the population)
Strategic	Support and recognition of Mayor and Council
Genuine	A lot of ground work has been completed
Accomplish a lot while having fun	Has validity and the support of the provincial government
Respect each other	Ideas
Marketers	Donations from Chamber for conference

Personal Experiences	Free advertising
Maintain a sense of humour	Each member is linked to a supporting organization
Community connections	
Determination	
Accommodating	
Diversity	
Knowledge of each committee member	
We have "it" meaning an understanding of diversity and inclusion	

Aspirations	Results
Internal and external accountability	Sense of satisfaction in our results
Bringing people on with our approach	Depth and breadth of connections is good (these connections are alive)
Connecting with agencies, schools and advocacy	Measure attitudinal changes (pre and post)
Creating education and awareness	Measuring Up has a high profile and is known for getting things done
Solid mission and direction	We are sought out as consultants (businesses and community groups)
Identify funding sources to help reach our goals sooner	The number of hits on our virtual hub or app
Build capacity in communities and organizations so they have tools to move ahead	How often are we asked for input or information
Outreach and seek new connections	Have we achieved inclusion in work, volunteer and recreation
Set and complete goals (conferences etc.)	
Employers and communities use us as a resource	
Stay connected	

Appreciative Interview Questions

The group was asked to meet in teams of three to four people to ask one another these questions and together we synthesized the results. These results are intended to point to future directions for the group. The most important characteristics are highlighted below.

1. What unique individual strengths and opportunities do you bring to Measuring Up?
2. What unique challenges do you face as a participant of Measuring Up and what unique challenges does Measuring Up face as a group?

Positives-What is working well? What should you continue to do?	Critical Directions
Being Action Oriented	We have strong group attributes
Strong Group (resourceful, flexible, knowledgeable, hard workers, good follow through, teamwork, have fun, diversity)	We are action oriented.
Having a passion for inclusion and being an inclusive community	Our passion for inclusion guides us
Innovative Ideas	Use our innovation to our advantage
Concerns—What is not working? What problems are you are having?	
Not addressing the time commitment/constraints of members	We need a clear Terms of Reference developed.
Not addressing member commitment	We need to address and develop a funding structure that addresses marketing, conferences and workshops and also operational costs.
Not creating as much community awareness (especially related to mental health issues) as needed.	We need to continue business and community awareness activities.

Interesting insights— AHAs, things to think about, realizations, etc.

We need diversity in our members.
We are community leaders.
We can make the greatest difference by educating and consulting with others.
Everyone benefits when everyone participates.
We need employer/community attachments to the committee.

Mandate

EDUCATE THE COMMUNITY BY USING OUR COMMITTEE'S DIVERSITY AND RESOURCES TO CREATE INCLUSIVE ENVIRONMENTS, REMOVE BARRIERS, DEVELOP RELATIONSHIPS AND PROMOTE ACCESSIBILITY AND INCLUSION.

Potential Collaborators

- Surrey Board of Trade (Social Policy Committee)
- Toastmasters
- Faith Groups (network, educate, act as a resource)
- Political connections (municipal and provincial)
- Service Clubs (funding)
- Family/Support Groups
- Provincial and Federal Government (funding, resources, education and policy)
- Stewart Family (Doers in Surrey)
- Media- local, global and social media for increasing awareness and advertising events
- Educational Institutions (Kwantlen Polytechnic University, SFU, Private Colleges)
- Community Connections – (Special Interest Groups/non-profit groups with mutual interests/Service Clubs, Volunteer Organizations)

A potential challenge is that some of these groups may be focused on specific mandates related to accessibility and may exclude others.

Strategic Directions

The group agreed that much of the work ahead requires addressing mindsets and beliefs in the community. These issues were highlighted:

- a. Education about universal design
- b. Stories about people so you come to know people as people first
- c. Focus on abilities
- d. Address and debunk myths
- e. Clients' need to describe possibilities not limitations
- f. Work as a team
- g. Eliminate "I Can't" and replace it with "How can I"
- h. Address the transition from youth to adulthood and the world of work. Address the creation of dependencies
- j. Decide on appropriate disclosure (when, how to and what to disclose)

Measuring Up Committee

Stan Leyenhorst
Kim Rose
Coreen Windbiel
Andrew Block
Tariq Mehboob
Sheri Keller
Janice Huber
Anu Pala
Linda Weber
Ken Inaba
Tara Roberts

Rick Hansen Foundation
Kwantlen Polytechnic University/Surrey Now
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Appendix III

Inputs	Outputs		Outcomes		
	Ongoing Activities	Numbers Reached	Short Term	Medium Term	Long Term
Allocate time to conference development	Develop key messaging and create content for marketing materials.	Key messaging is developed prior to contact with 10 key community leaders.	Increase the profile of inclusion and accessibility through relationship development and key messaging. Results include enhanced relationships and willingness to support the efforts of Measuring Up (2013-2016).	Establish a greater presence with the SBOT and other identified organizations to enhance the profile of Measuring Up by 2016.	Community leaders are more engaged in promoting inclusion through participation in Measuring Up. This will be determined through the number and quality of interactions with Measuring Up through the website, e-mail and personal contacts by 2016.
	Develop pre and post surveys to measure relationship development.	Enhanced relationships are measured through pre and post surveys.			
Identify committee members that will develop relationships with key community leaders.	Develop a process for stages of contact.	10 key collaborative relationships with community leaders are identified and people on the committee share development of these relationships.	Invite key leaders to help attract and sponsor annual conferences resulting in improved attendance and awareness (2013-2016).	Other identified organizations support the work of increasing accessibility and inclusion through marketing and sponsorship by 2016.	
	Decide on key contact for conferences.				
	Develop relationships with key leaders.				

Appendix III

Inputs	Outputs		Outcomes		
	Ongoing Activities	Numbers Reached	Short Term	Medium Term	Long Term
Time allocated to research and review of literature.	Present research results on BC, Ontario and Canada.	Research and review of existing Disability Act resulting in bringing forward promising practices for BC.	Research and develop guidelines appropriate for the BC context based on the ON Disability Act. Resulting in an Act and guidelines appropriate for increasing inclusion and accessibility in BC (2013-2016).		Achieve a provincial Disability Act in BC. The new Act will be in place by 2018.
	Decide on promising practices to include in guidelines for Council.	160,000 people in Surrey are impacted by the Surrey Council adoption of guidelines.			
	Identify process for gaining support for the Disability Act in ON.	Key relationships with provincial advocate's and policy maker's increases.			
Explore resources for the development of an advocacy strategy	Access support of key media resources.	Increase in media releases and App usage.		Gain approval of the City for implementation of the guidelines at the municipal level by 2016.	
	Develop Guidelines for presentation to Surrey City Council.	An increase in distribution mechanisms (PosAbilities, City Speaks, etc.).		City adopts the inclusion guidelines and publishes support of the work of Measuring Up by 2016.	