

#### **Agenda**

- 1. Welcome
- 2. Approval of the Minutes: December 14, 2017
- 3. Approval of Agenda
- 4. Agenda Item
  - **4.1.** Strategic Plan Focus Areas Update
- 5. Business Arising Out Of the Minutes
- 6. New Business
  - **6.1.** Appointment of Chair and Vice-Chair
  - **6.2.** Council Presentation Feedback
  - **6.3.** The Duke of Edinburgh's Award
  - **6.4.** Bell Let's Talk Day (January 31, 2018)

- D. St. Jean/D. Graham/D. Armah
  - R. Westerson
  - R. Westerson

- 7. Review of Action Items
- 8. Roundtable
- 9. Next Meetings

9.1. Thursday February 15, 2018	Culver City Room	City Hall	5PM-7PM
9.2. Thursday March 15, 2018	Culver City Room	City Hall	5PM-7PM

#### 10. Adjournment

- Please send REGRETS to Ryan Westerson at: <a href="mailto:ryan.westerson@lethbridge.ca">ryan.westerson@lethbridge.ca</a> or 403-320-4741.
- For access to City Hall at meeting time, please contact Ryan Westerson at 403-393-2119.

#### 2.1 2018 YAC Meeting Schedule

YAC discussed the current meeting schedule and frequency. After discussion it was determined that YAC would transition to a once a month meeting frequency and begin utilizing Sub-committees as required in the interim time frames. It was determined that this structure would be much easier for all members to schedule, as well would focus YAC meetings on higher level work with the groundwork being completed by the subcommittees. Subcommittees would meet and book their own meeting times. Each subcommittee would appoint a chair who would develop a report to be provided/given at each YAC meeting as part of the monthly agenda.

#### 2.2 AUMA/Alberta Recreation & Parks Association YDRS

Item was postponed for discussion until C. Devoy could attend as it has parallels to the YAC Health Initiative out of the Strategic Plan.

#### 2.3 Strategic Plan Task Review

#### 2.3.1 Terms of Reference

R.Westerson provided an update to the TOR changes while L.Bendkowski is absent. Changes were presented to the committee. YAC favored showing the changes side by side for City Council's consideration.

#### 2.3.2 Email for City Council

D. Graham provided an update to the draft email she has created. YAC agreed that it would be beneficial to send soon to Councillors, especially considering the Christmas break and the Council presentation in January.

#### 2.3.3 Library Resources

#### 2.3.3.1 Book List

L.Charissage displayed the list of books he had received to date. He encouraged the remainder of YAC to respond to aide in developing a rich list of books. He indicated that he would provide the final list in DRAFT form for the January meeting of YAC where discussion could be held on how to best move forward with this.

#### 2.3.3.2 Free Youth Memberships

In L.Bendkowski 's absence, this item was postponed.

#### 2.3.4 YAC Standard Presentation

G. Forster and D. St. Jean have begun meeting to discuss how this presentation should be developed. YAC was asked for what key information should always be displayed. Consensus was reached that all forms of contact information should be presented, as well as a prominent and continued use of the YAC logo and supporting colouration. G. Forster and D. St. Jean will work with City Staff (R.Westerson) to submit the presentation for the City Council Presentation in January.

#### 2.3.5 Public Debate

D. Armah and D. Graham discussed some of the initial planning processes for this project. However, considering timeframe and season, it was determined that more work would be done on this in the New Year before rollout.

#### 2.3.6 YAC Health Initiative

Item postponed in absence of C. Devoy.

2.4	CSART
-----	-------

D. St. Jean indicated that he had been approached about bringing discussion of CSART to YAC be a former member of YAC. He indicated more information is needed before a formal presentation to YAC about CSART.

#### 3.0 Moving Forward

YAC members are encouraged to put January 8, 2018 into their calendars for attendance at the City Council presentation.

#### 4.0 Next Meetings

The next meetings for 2018 have been booked. However, with the change to monthly meetings these will require some readjustment. The next three meetings are schedule for:

January 18, 2018	5:00 PM - 7:00 PM	Culver City Room
February 15, 2018	5:00 PM - 7:00 PM	Culver City Room
March 15, 2018	5:00 PM - 7:00 PM	Culver City Room

#### 5.0 Adjournment



#### Why Sign up?!

- The Gold Award is the highest recognition a youth can receive in Canada, and is presented to you by a member of the Royal family!
- Achieving the Award enhances job, scholarship, and post-secondary school applications, giving recipients a unique edge in today's highly competitive environment.
- It's a great networking tool to meet new friends and get involved in activities and trips you never thought you could do!
- It's not a competition! Anyone can do it and it allows you to set personal goals for yourself in areas you are passionate about or would like to explore!

#### What is the Duke of Edinburgh's Award, and What do I have to do to achieve it?

Bronze	Silver	Gold
Age: 14 & up	Age: 15 years old & up	Age: 16 years old and up
How long does it take?: 6 months	How long does it take?: 6 or	How long does it take?: 12 or 18
	12 months +	months +

<sup>\*</sup>any of the three levels of the Award must be completed by your 25th birthday

#### Activities to be achieved at each level:

Service - Helping	Skill Development -	Physical Recreation -	Adventurous Journey -
others, volunteering	Developing personal,	Encouraging physical	An outdoor
000	cultural, and vocational	fitness and an active	experiential learning
ÖÖÖ	skills	lifestyle	expedition or 📝 🏅
UUU		9	exploration

\*\*\*Check out our website for more details and to register https://www.dukeofed.org/ab/division-home\*\*\*

#### The Duke of Edinburgh's International Award - Canada

The Duke of Edinburgh's Award for Southern Alberta concept is one of individual challenge to nurture inner pride and to empower young leaders. It is the highest recognition a youth can receive in Canada and encourages anyone between the ages of 14-25 to pursue a balance of extracurricular activities-encouraging personal discovery, growth, self-reliance, and perseverance. Young people challenge themselves by setting and working towards personal goals in four areas: Service to the community, Skill, Physical Fitness, and an Adventurous Journey. Completion of the Award enhances job, scholarship, and graduate school applications, giving recipients a unique edge in today's highly competitive environment.

The program encourages young people to follow their passions and a desire to improve their skills and give back to the community. The Award is also referred to as a marathon, not a sprint, since it is the hope of the award that those involved in the program will work on their goals at their own pace over a long period of time. It can be a great tool to be used by community groups to engage and reward youth volunteers.

For additional information, you can visit this link: <a href="https://www.dukeofed.org/about">https://www.dukeofed.org/about</a>.

FROM Website:

#### WHO WE ARE

The Duke of Edinburgh's International Award is a global program with the goal of challenging, empowering and recognizing young people between the ages of 14 and 24. From coast to coast to coast since 1963, we have helped motivate young Canadians to set goals and challenge themselves to take control of their lives and futures. The classroom is not the only place to nurture the potential of one of our country's greatest natural resources — our youth. We strive to reach young Canadians in communities across the country and provide a platform that helps them chart their individual lives and equips them with important life skills.

Today, The Duke of Edinburgh's International Award - Canada can be found right across the country, engaging over 51,000 young people and over 2,700 Award Leaders annually. Our program is run in cities, rural and remote areas, through government and independent schools, universities and colleges, and a wide range of organizations such as Cadets, Scouts, Girl Guides, Indigenous youth groups, new immigrant support programs, sports clubs, employers, youth detention centres and community youth organizations.

#### WHAT DRIVES US

Our Award program challenges young Canadians to develop skills and tools to improve themselves and their communities by encouraging them to go beyond their comfort zone. Many young people, through lack of confidence, opportunity or education, feel incapable of

affecting real change in their communities. Our unique program is designed to help them discover that they are more capable and powerful than they ever dreamed.

#### **OUR MISSION**

To give Canadians aged 14-24 a supportive, non-competitive youth development platform that deepens self-awareness, builds confidence and broadens skills and experience to further their growth as active, responsible citizens.

#### **OUR VISION**

To inspire and promote lifelong improvement for all young Canadians by encouraging personal development and achievement.

#### **OUR PHILOSOPHY**

The Duke of Ed is about individual challenge and developing a sense of commitment. With guidance from Award Leaders, Assessors or other Award volunteers, each young person is encouraged to examine themselves, their interests, abilities, and ambitions, then set challenges in the four different sections of the Award. These challenges become the goals young people aspire to reach and require persistence and determination to overcome.

Potential Meeting Dates:

March  $22^{th}$ April  $19^{th}$  – (falls on a YAC Meeting). May  $17^{th}$ 

# YOUTH ADVISORY COUNCIL Youth Advisory Council CITY OF LETHBRIDGE YOUTH ADVISORY COUNCIL STRATEGIC PLAN



2018 - 2022

The Youth Advisory Council exists to foster a relationship between Lethbridge City Council and the Youth of the City of Lethbridge.

We will accomplish this through:
Advocacy,
Education, and
Engagement.

## Youth Advisory Council 2018 - 2022

#### Contents

Participants:	3
Attendees:	3
Background	3
Strategic Planning Agenda	4
History Since 2007	5
Notable Accomplishments	5
Current Context	6
Strengths, Problems, Opportunities And Threats	
Focus Areas	8
Identified Opportunities	8
Increase Outreach	8
Improve Internal Processes	8
Increase Awareness	8
Focus Areas — Short Term	9
Focus Areas — Long Term	10
Closing Statement	11

## Youth Advisory Council

#### **Participants:**

#### Attendees:

Luke Bendkowski
Dominique Charles
Liberty Charrissage
Chloe Devoy
Grace Forster
Dorothy Graham
Darren Nii Martey Armah
Conner Peta
Sean Sander
Alysha Smith
Derek St. Jean

#### **Background**

The Youth Advisory Council (YAC) was created in 2007 out of the Lethbridge Youth Summit to address issues and initiatives affecting the daily lives of youth in Lethbridge. Through advocacy and engagement with City Council, City Administration and the community as a whole, YAC was tasked with providing the youth voice to decision making.

This mandate has seen YAC address issues across the community on topics such as: Hazing, Community Safety, Bullying Prevention, Curbside Recycling and Urban Fracking. YAC has also served as a focus group for City of Lethbridge departments, covering topics such as: Transit, Planning and Development, Community and Social Development, and Recreation and Culture.

In June 2017 support for YAC was transferred from the Community and Social Development Department to the Offices of the City Clerk and City Manager.

#### **Strategic Planning Agenda**

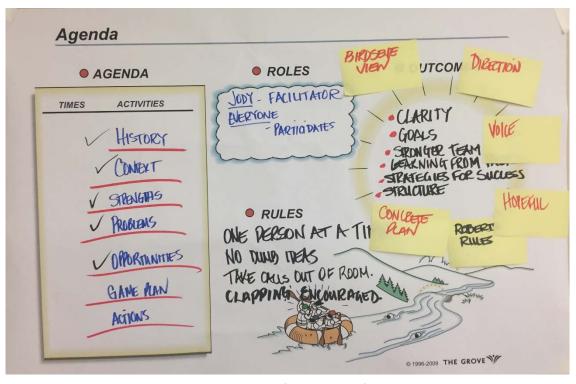


Figure 1: Strategic Planning Agenda

In light of the June 2017 transition of administrative support, and the Municipal Election, the Youth Advisory Council (YAC) determined there was a need to revisit their current strategic plan.

YAC members were asked to identify the context through which youth issues surrounding them were being viewed. Members were also tasked with categorizing their individual purposes for joining YAC. These purposes were found to be directly correlated to the context that the Youth Advisory Council are operating within.

Members worked to create a SPOT (Strengths, Problems, Opportunities and Threats) Matrix to address where YAC is currently working on youth issues and determine where to concentrate their activities moving forward. Through this process, YAC members identified a need to create an actionable plan for their initiatives. With this plan, YAC members were able to identify how and when they were going to fulfil their mission and advisory role with City Council over the next four years.

#### **History Since 2007**

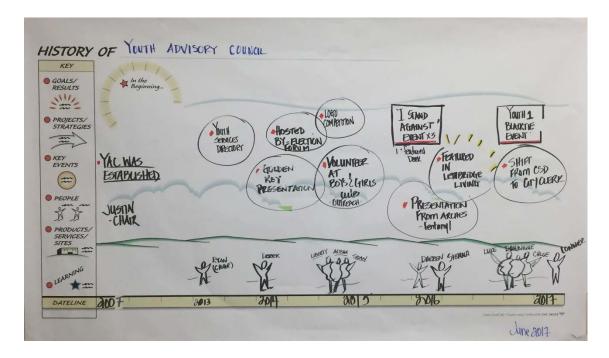


Figure 2: History Map

#### **Notable Accomplishments**

#### 2013

 Created a Youth Services Directory in partnership with Community and Social Development.

#### 2014

- Hosted a Municipal By-Election Forum.
- Initiated a community logo design competition.
- Took a stance against the proposed Golden Key Oil exploration in West Lethbridge.

#### 2015

Began an ongoing volunteer role with Boys and Girls Club of Lethbridge.

#### 2016

• Featured in a Lethbridge Living article.

#### 2017

- Hosted a Municipal Election All-Candidates Forum in partnership with the University of Lethbridge Students Union.
- Completed the development of a four year strategic plan.
- Prepared a revised Terms of Reference.

#### **Current Context**

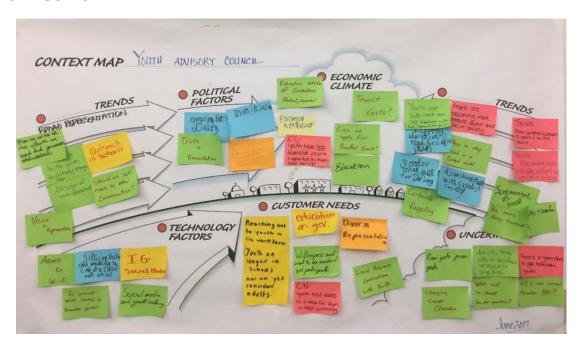


Figure 3: Context Map

The process of creating a context map is to identify the many different factors and issues that influence how youth in the community are portrayed and supported.

#### **Broadly Represented Trends**

- The need to ensure the voices of youth are heard and represented
- Outreach geared towards engagement with youth (schools and community)

#### **Political Factors**

- Increased calls for inclusion
- Truth and Reconciliation

#### **Technology Factors**

- Access to WiFi
- Youth and social media impact

#### **Customer Needs**

- Youth in between school and adulthood
- Education on government
- Connection to local business

#### **Uncertainties**

- Poor job prospects
- Changing career climate
- What will be inherited from others

#### **Economic Climate**

- Transit costs
- Educational costs
- Youth have less disposable income

#### **Trends**

- Youth are both more and less involved with their community and government
- People are becoming more passive about their role in society
- Most communication is short and to the point

## SPOT MATRIX JOUTH ADVISORY **STRENGT** OUTREACH IN COMPTUM GRAGEROOTS WE ARE INVITED TO SIT ON COMMUNICE CURRENT/INTERNAL of ideas PROBLEMS urrorero THREATS Mombushu

#### Strengths, Problems, Opportunities And Threats

Figure 4: SPOT Matrix Map

The SPOT Matrix exercise was conducted to assess the Strengths, Problems, Opportunities and Threats in the areas that YAC operates. These four categories help to build an identifiable map to where YAC is currently achieving its mandate, where YAC could be attaining more success, and where YAC needs to work on improving its advocacy role Opportunities

#### Strengths

- Outreach in community is grassroots
- Invited to sit on other committees
- Awareness
- Honest
- We are youth too
- Relationship with City Staff and Council
- Identify youth issues in the community
- Connected
- Diverse
- Optimistic
- Educated and experienced

#### **Problems**

- Ability to see a project through
- Trying to do too much
- Confusion over who we represent
- Unclear direction, purpose and place
- **Busy schedules**
- Time and resources
- Outreach and ability to get things done
- Not enough budget

- Mentorship with Staff and Council
- Easy access to networking
- Creating interest
- Increasing YAC membership
- Involvement in Elections
- Surveys
- Terms of Reference
- Recruitment strategy
- **Guest Presentations**
- Getting Focused
- Better Attendance
- Disseminate information to youth
- Better relationship with City Council

#### **Threats**

- Similar college based towns
- Not much keeping youth here
- Turnover of membership
- Changes in orders of government

#### Focus Areas

#### Identified Opportunities

Through the strategic planning process YAC members have identified the following list of opportunities and the subsequent supporting projects.

#### Increase Outreach

- Educate Youth about the resources offered at the Public Library
- Develop a YAC Health Initiative
- Coordinate a Youth Conference
- Host a YAC Open House
- Increase engagement with schools on local government
- Engage with students about their passions
- Share and celebrate local First Nations, Métis, and Inuit Culture to reduce racism and stigma

#### **Improve Internal Processes**

- Review the current Terms of Reference
- Increase engagement with City Council
- Create a New Member Orientation (Onboarding and Off-boarding process)
- Create engagement with City Administration
- Development of a clear and concise Mission Statement
- Practice good governance

#### Increase Awareness

- Create a standard presentation that can be used at community events and speaking engagements
- Organize a public debate on youth issues
- Ensure youth in the community can easily contact YAC
- Reach out to high schools to provide education about YAC
- Provide speaking engagements at Post-Secondary Clubs and other Youth Organizations
- Collaborate with High School Student Unions to support their initiatives
- Create posters and information bulletins for distribution
- Actively recruit new members from high schools and post-secondary
- Attend more youth orientated community events
- Create a YAC website

#### Focus Areas — Short Term

Initiative	Description	
Educate youth about the resources offered at the Public Library	A project focused on ensuring youth in the community understand and have access to the many resources offered by the Public Library.	
Develop a YAC Health Initiative	Work towards building an understanding of a healthy mental and physical lifestyle for youth in the community.	
Review the current Terms of Reference	A review of the current terms of reference to determine if they currently support the purpose and direction of the Youth Advisory Council.	
Create a New Member Orientation (Onboarding and Off-boarding process)	Creation of a template for welcoming new members to YAC, identifying key information and materials crucial to their participation. As well, include a process for departing members.	
Create a standard presentation that can be used at community events and speaking engagements	Creation of a template presentation that supports the purpose of the Youth Advisory Council and can be utilized across many different events with minimal additions. In place for future YAC members to encourage continuity.	
Ensure youth in the community can easily contact YAC	Creating a central location where youth can easily find information on and contact YAC.	

#### Focus Areas – Long Term

Initiative	Description
Develop a YAC Health Initiative	Partner with community organizations, businesses and schools to create a community approach to healthy living for youth.
Coordinate a Youth Conference	Coordinating and hosting a conference geared towards celebrating and encouraging the youth of Lethbridge.
Increase engagement with City Council	Actively work alongside City Council to understand the bylaw and policy development process, Council agenda development and daily interactions of City Councillors.
Organize a public debate on youth issues	An event to increase dialogue on issues affecting youth in Lethbridge, providing YAC with a public forum to gather input.

#### **Closing Statement**

Throughout the Strategic Planning process, members of this council echoed the need to create a working relationship with City Council, while also working to increase our profile and interaction within the community. The ideas and work that have been put into the development of this document will guide us in this role.

We are thankful for the support and contributions of all our members in developing this document. Each member has worked to ensure we maintain our focus – the youth of Lethbridge. We would also like to thank the Community and Social Development Department for their long-term contributions and support. Looking forward, we are excited for the opportunity to work with both the Offices of the City Clerk and City Manager.

Finally, working to accomplish this plan will require that we are actively engaged with City Council. We look forward to providing City Council with this document, as well as a sustained voice on those issues and decisions that affect our demographic. We look to build upon the foundation for which we exist as a council – advocate, educate and engage Lethbridge's youth.

The Youth Advisory Council is ready to continue its role as a voice for Lethbridge's youth.

Our work has just begun.

D. St. Jean



#### **Agenda**

_					
1.	۱۸.	$\sim$	co	m	^
	v				_

2. Approval of the Minutes: January 18, 2018

3. Approval of Agenda

#### 4. Agenda Item

- **4.1.** Review of City Council Agenda/Minutes
- 4.2. Strategic Plan Focus Areas Update

#### 5. Business Arising Out Of the Minutes

#### 6. New Business

<b>6.1.</b> Edit and production of Updated Youth Services Directory	R. Westerson/D. Graham
<b>6.2.</b> Input to City Council's 2018-2022 Strategic Plan	D. Graham
<b>6.3.</b> 2018 Municipal Census	R. Westerson
<b>6.4.</b> Ministers Youth Council	R. Westerson

7. Review of Action Items

6.5. I Stand Against

#### 8. Roundtable

9. Next Meeting

9.1. Thursday March 15, 2018 Culver City Room City Hall 5PM-7PM

#### 10. Adjournment

- Please send REGRETS to Ryan Westerson at: <a href="mailto:ryan.westerson@lethbridge.ca">ryan.westerson@lethbridge.ca</a> or 403-320-4741.
- For access to City Hall at meeting time, please contact Ryan Westerson at 403-393-2119.

Minutes of the **Youth Advisory Council** held on **January 18**, **2018** in the **Culver City Room** at 5:00 P.M. with the following attendance:

**PRESENT:** Member, Chair D. St. Jean

A. Sander Member Member C. Devoy C. Harbin Member Member D. Armah Member D. Graham Member G. Forster Member L. Charissage Member S. Siever

OTHERS: Legislative Services Assistant R. Westerson

City Clerk

Director of City Manager's Office

City Councillor

A. Neufeld

J. Meli

R. Miyashiro

City Councillor R. Miyashiro
City Councillor B. Crowson

ABSENT: University of Lethbridge Students Union Representative C. Peta

- 1. Welcome
- 2. Approval of Minutes
- L. CHARISSAGE

THAT the minutes of December 14, 2017 be approved.

----- CARRIED

- 3. Approval of Agenda
- D. St. Jean, Chair, proposed the following amendment to the agenda:
  - Item 6.1 move to item 9.0.
  - C. DEVOY

THAT the agenda as amended be approved.

----- CARRIED

- 4. Agenda Item
  - 4.1. Strategic Plan Focus Areas Update

Members provided updates on their specific initiatives.

L. Charissage indicated that the book list is almost complete. He will recirculate to YAC one last time to capture the input of new members. Once complete, the list will be designed into a pamphlet for distribution as both a hard and digital document. Contact will be made with Paige at the Public Library about hosting this at their facility as well as on YAC website and social media.

ACTION:	L. Charissage to recirculate book list for input and contact Paige at
	Lethbridge Public Library.

......

C. Devoy discussed hosting a Health Blog on the YAC website (once in operation) to showcase information about physical and mental health to the community. General discussion was also held about potentially engaging with Recreation & Culture Staff who may be in attendance at the Alberta Recreation and Parks Association Youth Development through Recreation Services Symposium.

ACTION:	C. Devoy to meet with J. Meli to discuss getting the YAC website operational
	to host a blog.
	C. Devoy to connect with R. Westerson about potential YAC engagement with
	Recreation & Culture Staff.

General discussion was held with regards to the new on-boarding binders. Consensus was that these were a great starting point for all members of YAC, and something to be used and updated on an ongoing basis. A question arose about having a Meeting Procedure document enclosed. R. Westerson indicated that it will be forwarded via email for members to put into their binders. D. St. Jean indicated his interest in working with Staff to create an off-boarding process for members who either age-out or resign from YAC.

	ACTION:	R. Westerson to forward Meeting Procedure document to YAC.
		D. St. Jean to contact R. Westerson to discuss off-boarding process.
•		

.....

Discussion arose about use of YAC Social Media and best practices. J. Meli indicated potential for staff from Corporate Communications to provide some tips and tricks to successful Social Media use, especially with multiple platforms. C. Harbin volunteered to monitor the YAC Twitter account. Discussion also covered using all Social Media platforms to poll youth in the community for their suggestions for topics to discuss. Councillor R. Miyashiro asked if YAC had ever considered utilizing LinkedIn as an alternative Social Media account to reach out to different groups/individuals. It was determined that a LinkedIn page should be created.

ACTION:	J. Meli to discuss with her staff about Social Media Tips and Tricks for YAC.
	R. Westerson to forward Twitter login information to C. Harbin.
	C. Devoy to create a YAC LinkedIn account.

#### 5. Business Arising Out Of The Minutes

No business was arising out of the minutes.

2

#### 6. New Business

6.1. Council Presentation Feedback: Derek St. Jean, Chair of Youth Advisory Council, Dorothy Graham, Member of Youth Advisory Council, and Darren Armah, Member of Youth Advisory Council.

D. St. Jean, D. Graham and D. Armah reported the following:

The presentation to City Council on Monday January 8, 2018 was successful. The proposed edits to the Terms of Reference were unanimously approved. The new four year strategic plan was also presented to City Council, showcasing the efforts of YAC in creating long term plan for engagement on youth issues and topics in the community.

City Councillors provided feedback and requests to YAC about presenting the youth opinion on issues at City Council meetings in the coming months.

## 6.2. The Duke of Edinburgh's Award: Ryan Westerson, Legislative Services Assistant.

YAC was presented with the question about hosting a presentation from staff at The Duke of Edinburgh's Award.

This award is available to all 14-24 year olds and is the world's leading youth achievement award. The award is a personal challenge and not a competition; pushing young people to their personal limits and recognizing their achievements.

The award is broken into three levels with four sections: Service, Skills, Physical Recreation and Adventurous Journey. The Gold Level also requires the completion of a Residential Project.

YAC reviewed the proposed dates for presentation, and determined that the May 17, 2018 meeting of YAC should include this presentation.

ACTION: R. Westerson to contact The Duke of Edinburgh's International Award regarding presenting to YAC at the May 17, 2018 meeting.

#### 6.3. Bell Let's Talk Day: Ryan Westerson, Legislative Services Assistant.

R.Westerson presented the following information:

Wednesday January 31st, 2018 is Bell Let's Talk Day. This initiative focuses on raising awareness about mental health in all of society. It focuses on four pillars: Anti-stigma, Care & Access, Research and Workplace Health. Bell donates 5 cents for every applicable text, call, tweet, social media video view and use of their Facebook frame or Snapchat filter.

As YAC is working on a Health Imitative that includes education and awareness about mental health, Bell Let's Talk Day is a great initiative for YAC to support. Members discussed how to utilize all available YAC social media to support this initiative. Social Media members will work together to achieve this.

ACTION: C. Harbin, C. Devoy, D. St. Jean, and D. Graham to coordinate posts on various social media, and including links to appropriate local resources. Also to include articles and information relevant to youth mental health awareness. All to be ready for January 31, 2018.

The following motion was presented:

#### C. HARBIN/D.GRAHAM

THAT the Youth Advisory Council strike a Social Media Subcommittee.

----- CARRIED

The Social Media Subcommittee will have the following membership:

- D. Graham
- C. Harbin
- D. St. Jean
- C. Devoy

C. Devoy will meet with J. Meli to review Social Media best practices and website operations.

ACTION: C. Devoy to report back to YAC and Social-Media Subcommittee with information about website and best practices.

.....

#### 7. Review of Action Items

#### 8. Roundtable

General conversation about YAC participation at the 'I Stand Against' event on February 21, 2018. YAC has a long history of supporting this event, which focuses on standing against bullying in our community. This year's theme is focused on Mental Stigmas. Participation would involve members of YAC volunteering their time to attend the event and hosting an information booth with an interactive portion. Time commitment would be approx.. 2.5 hours. S. Siever indicated she will contact the project coordinator for 'I Stand Against' and get YAC committed. An Ad Hoc Subcommittee of YAC will plan, arrange and participate in this event. Ad Hoc Subcommittee members:

- D. St. Jean
- S. Siever
- D. Graham
- D. Armah.

ACTION: Ad Hoc Subcommittee to meet and set plan for participation in I Stand Against Event.

S. Siever to contact Project Coordinator to commit YAC to event.

.....

Councillor R. Miyashiro discussed City Council's Strategic Planning Process and the development of a new plan for the new term of Council. Requested that YAC review the current Strategic Plan document determine overarching themes/ideas that YAC would like to see City Council focus on for the next four years. YAC would be encouraged to submit these via written submission to Council in advance of the February 21, 22, 23 City Council planning workshop.

**ACTION:** R. Westerson to forward current City Council Strategic Plan to YAC for review. YAC to develop ideas into input for the February 15, 2018 YAC meeting.

#### 9. Appointment of Chair and Vice-Chair

D. Graham was appointed Chair of the Youth Advisory Council, by acclamation, for the term January 18, 2018 – January 17, 2019.

An election for Vice-Chair was required. The following candidates put their names forward:

- C. Devoy
- C. Harbin
- G. Forster
- G. Forster was elected Vice-Chair of the Youth Advisory Council, for the term January 18, 2018 January 17, 2019.

#### 10. Next Meetings

Thursday, February 15, 2018 5:00 P.M. – 7:00 P.M.

Culver City Room

#### 11. Adjournment

#### C. HARBIN

THAT we do now adjourn this meeting at 7:12 P.M.

----- CARRIED

## DIRECTORY





(PLEASE NOTE: blue titles are links)

Emergency Help: 911 (Fire, Police,

Ambulance)

**24 Hour Distress Line**: (888) 787-2880

Bullying Hotline: (888) 456-2323

Child Abuse Hotline: (800) 387-KIDS (5437)

Chinook Regional Hospital:

(403) 388-6111

**Emergency Youth Shelter** (Wood's):

(403) 317-1777

Family Violence Info Line:

(403) 310-1818

Kids Help Phone: 1-800-668-6868

Police: (403) 328-4444, or 911 (if an

emergency)

Victim/Witness Services Unit:

(403) 330-5023

For more information & referrals to services available in Lethbridge, visit Community

Links: (403) 328-LINK (5465)

Alberta Health Services - Find a

Physician Search

Alberta Health Services - Mental Health

Services: (403) 338-6244

**Birthright**: (403) 320-1003)

**Canadian Mental Health Association:** 

(403) 329-4775

To find a clinic: Chinook Primary Care

Network (403) 388-6510

**HEALTHLink Alberta**:

1-866-408-LINK (5465)

HIV Connection: (403) 328-8186

Lethbridge Health Unit: (403) 388-6666

McMan (FASD): (403) 328-2488 x 223

PDD (Persons with Developmental Disabilities):

**18**+: (403) 381-5777

**Under 18** (Family Supports & Assistance for Children with Disabilities): (403) 382-4275

Sexual Health (including Parenthood

Planning): (403) 320-0110

Needle Exchange Locations: PHARMASAVE Draffin's Pharmacv:

(403) 327-3364

Norbridge Pharmacy: (403) 329-1211

Boys and Girls Club:

Teen Homework Club: (403) 327-6423

Teen Stuff Drop-in Program:

(403) 327-6423

Big Brothers Big Sisters:

(403) 328-9355

KidSport Lethbridge & Taber:

(403) 381-8331

Lethbridge Public Library:

Main Branch: (403) 380-7310 Crossings Branch: (403) 320-4037

Opokaa'sin Youth Programs:

(403) 380-2569

**TRAC** (To Reach and Connect):

(403) 308-6633

YMCA: (403) 327-9622

YWCA: (403) 329-0088

YWCA GirlSpace: (403) 329-0088

Counseling Services (subsidy available): Addictions Counseling: (403) 381-5183

(866) 332-2322

**Associates Counseling Services Inc:** 

(403) 381-6000

Crossroads Counseling: (403) 327-7080

Family Centre: (403) 320-4232 Lethbridge Family Services -Counseling: (403) 327-5724

Couriseing: (403) 327-5724

Lethbridge College Pride:

lethbridgecollegepride@gmail.com

PFLAG Canada – Lethbridge Chapter:

lethbridgeab@pflagcanada.ca

ULSU (University of Lethbridge Students Union) PRIDE Centre: www.ulsupride.ca

Youth OUTreach Program:

(403) 308-2893

5th on 5th: (403) 329-3555

Assisted Learning Environment Response Team "Making Connections":

(403) 380-5320

Lethbridge Alternative Schools and

Programs: (403) 327-3945

Lethbridge College Students Association: (403) 320-3373

713300iution: (103) 320 3373

Lethbridge College Student Services:

(403) 320-3200

University of Lethbridge Student

**Services**: (403) 320-5700

**University of Lethbridge Students Union:** 

(403) 329-2222

Alberta Employment and Immigration - Income Supports: (403) 380-2272

income Supports. (403) 300-2272

Alberta Supports: (877) 644-9992

Child and Family Service Authorities:

(Site links to many services) (403) 381-5555

Community Resource Sergeant (LRPS):

(403) 330-5035

Crime Stoppers: 1-800-222-TIPS (8477)

Families First and First Steps:

(403) 388-6351

Legal Aid Alberta: (403) 381-5194

Legal Guidance: (403) 380-6338

Lethbridge Family Services - Immigrant

Services: (403) 320-1589

Lethbridge Food Bank Society:

(403) 320-1879





We view this plan as a living document that incorporates emerging issues and/or initiatives. We commit to reviewing this plan periodically and updating it as necessary.





### INTRODUCTION

Lethbridge City Council was elected in October 2013. It is the first City Council to serve a four-year term. Although much of the effort of City Council is focused on day-to-day, week-to-week governance matters, this Council also recognizes the equally important responsibility to set direction for the community of the future. With the future of the City's citizens and businesses in mind, City Council has prepared this strategic plan.

City Council has utilized the framework of the City's Integrated Community Sustainability Plan/Municipal Development Plan (ICSP/MDP) to establish strategic priorities for the next four years. These priorities will assist the community in realizing the hopes and ideas of Lethbridge residents that were captured in the comprehensive community consultation that drove the contents of the plan.

Although this strategic plan is for our fouryear term on Council, we view it as a living document that may incorporate emerging issues or initiatives. We commit to reviewing this plan and updating it as necessary.

## CITY COUNCIL







#### Back Row (L-R):

Councillor Liz Iwaskiw; Councillor Joe Mauro; Councillor Bridget Mearns; Councillor Rob Miyashiro.

#### Front Row (L-R):

Councillor Jeff Coffman; Councillor Jeff Carlson; Mayor Chris Spearman; Councillor Blaine Hyggen; Councillor Ryan Parker.





## TABLE OF CONTENTS

Introduction	Page 1
City Council	Page 2
<b>Our Community Vision</b>	Page 4
Our Mission	Page 4
Our Values	Page 5
Strategic Framework	Page 6
The Strategic Plan	Page 7
Our Strategic Goals	Page 8
Strategic Goal #1	Page 8
Strategic Goal #2	Page 12
Strategic Goal #3	Page 13
Strategic Goal #4	Page 16
Strategic Goal #5	Page 18
Strategic Goal #6	Page 20



## **OUR COMMUNITY VISION\***

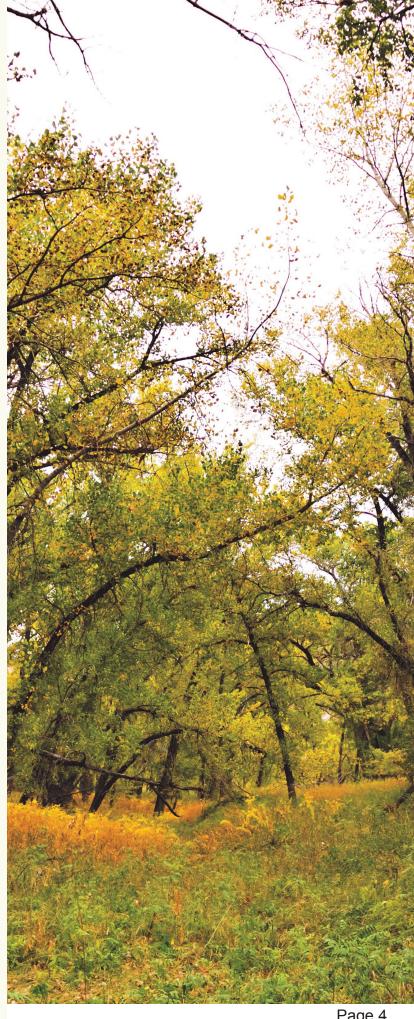
We will continue to work together to ensure that Lethbridge demonstrates active leadership in environmental stewardship and innovation and is recognized as being a safe, healthy, vibrant, prosperous, economically viable place where all people can fully participate in community life.

\*(Community Vision from the Integrated Community Sustainability Plan/ Municipal Development Plan)

## **OUR MISSION**

Respecting the framework of the Community Vision, City Council will serve and inspire the community through:

- Strong leadership
- **Decisiveness**
- Measureable actions



### **OUR VALUES**

Values are the enduring principles or beliefs that guide individual and collective behaviour and relationships. These are the norms that guide the actions of City Council. These principles are essential to how Council members interact with each other, with administration and with the community.

#### Respect:

- We respect individual differences as well as citizens' rights and responsibilities
- We respect the Offices of Mayor and Councillor as well as the collective role of City Council in the community
- We respect the democratic processes and decisions of City Council

#### Citizen Focused:

- We encourage citizen participation
- · We support diversity
- We are empathetic

#### **Open and Accessible:**

- We are open minded
- We are inclusive
- We make ourselves available to citizens
- We make information easily accessible

#### Accountable:

- We take responsibility for our words and actions
- We develop well-considered policy

#### Leadership

- · We are responsible, innovative and decisive
- We are ethical stewards

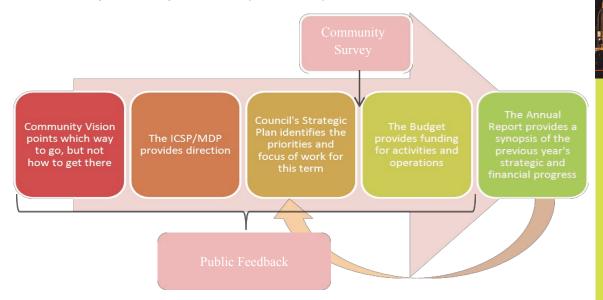
If we live by these values, we build a foundation of integrity and trust.



### STRATEGIC FRAMEWORK



There is a predictable framework that City Council follows when setting the policies that guide the operations, programs and activities of the City. It begins with the creation of a **Community Vision**. The vision for Lethbridge was developed by the community through public engagement and participation and adopted by City Council in 2010 in the process of the development of the Integrated Community Sustainability Plan/Municipal Development Plan (ICSP/MDP).



The Integrated Community Sustainability Plan/Municipal Development Plan (ICSP/MDP) is an umbrella document that describes the overall community values, vision, direction and focus. It helps City Council and citizens manage future growth and change in our community. This **Strategic Plan** is built on the principles outlined in the ICSP/MDP.

**Budget** approval provides the funding for ongoing operations of the City.

At each stage in the cycle, Council welcomes public input. In addition, and to ensure that Lethbridge is moving in the right direction, community surveys are conducted at regular intervals.

The **Annual Report** is the method in which the City provides information to residents on the financial activity and progress made towards the objectives.

## THE STRATEGIC PLAN

The following pages outline six strategic priorities that were identified by City Council. These priorities were determined through several meetings where we sought to identify and articulate the strategies that were most important to us collectively as City Council. All strategies are of equal importance and are described in a way that assists the reader by providing context.

We identify actions and decisions that have happened in the past that have set the foundation for us to move forward with each of the priorities. We describe those as statements about "**Today**".

"Considerations" are important to identify as they assist in describing the current circumstances or challenges that we face as we look to strengthen our community.

"And So City Council Will" are statements that guide us in our decision making to ensure that we stay on track and work towards achieving the goals that we have jointly set out to accomplish.



## OUR STRATEGIC GOALS



## Strategic Goal #1

City Council embraces its role as government leaders of the corporation by strengthening the process of governance.

1.1 City Council demonstrates governance excellence through leadership and setting clear direction

#### Today

- We have a foundation of policies and have established a review process
- We have established committee structures
- We have established procedures that support decision making

#### Considerations

- Differing levels of knowledge and experience specific to municipal government between Council members
- Public's limited understanding of municipal governance
- Accessibility of information to the public
- Differing perspectives of Council members
- Current public mistrust of orders of government

#### And so City Council will:

- 1) Encourage the learning and development of all members in the roles of City Council
  - a) Review and revise City Council orientation
  - b) Review the opportunities for professional development of Council members including but not limited to governance roles, financial literacy, and the programs and services under Council's jurisdiction

## OUR STRATEGIC GOALS





## 1.1 City Council demonstrates governance excellence through leadership and setting clear direction (con't)

- 2) Strengthen Council's role in policy and procedure guidance
  - a) Review the existing policy bank (including bylaws) to ensure policies reflect the current view of Council and the community
  - b) Conduct a review of the Procedure Bylaw to ensure that meetings of City Council enhance the governance responsibilities of Council (including regular meetings of Council, Community Issues Committee, and Finance Committee)
  - c) Undertake a review and revision of the Code of Conduct for City Council
- 3) Build on City Council's provincial reputation as a leader in governance innovation by seeking new ways of approaching issues that come before Council
- 4) Review internal processes to maximize value to citizens
  - a) Initiate a review of service level provision in key areas
  - b) Review and revise the budget process in accordance with the new four-year term of City Council
  - c) Examine the merits of moving from part-time to full-time Councillor role
- 5) Develop and implement a City Council workplan
- 6) Encourage robust public debate





# 1.2 City Council encourages and enhances citizen engagement

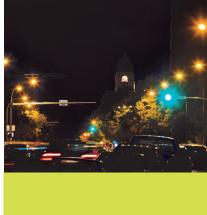
#### Today

- We have strong focus on providing information to the community
- · We use multiple channels to inform the community
- We provide opportunities for public input on projects and issues
- We encourage citizen involvement on Council committees
- We have established the Community Issues Committee as a forum for open dialogue with City Council

#### Considerations

- Creating a comfortable forum for citizens to raise issues
- Improving citizen-to-City Council communication
- Differing levels of understanding in the community of city services, processes and policies
- Multiple perspectives on issues and challenges
- Not all citizens want to get involved

- 1) Engage with citizens early and often using a variety of engagement tools and resources
- 2) Improve clarity and access to information for citizens
  - a) Focus on simplified, clear messaging
  - b) Host information forums through a variety of mediums town halls, virtual town halls, online conversation groups
  - c) Provide easier access to information on municipal governance processes
  - d) Provide timely responses to inquiries
- 3) Encourage citizens to get involved in opportunities that make a better community (for example: citizen panels on specific issues)
- 4) Identify and engage stakeholders in the decisions of City Council, and encourage active participation





#### 1.3 We advocate on behalf of our community

#### Today

- We have relationships established with political representatives in both the federal and provincial governments
- · We network with other municipal leaders throughout the province
- We have procedures to gather the views of citizens on key issues

#### Considerations

- Potential changes in federal and/or provincial representation
- Federal or provincial strategies and programs don't always meet our community's needs
- Authority and responsibilities of municipalities are legislated by the provincial government under the Municipal Government Act (MGA)

- 1) Maintain positive relationships with federal and provincial representatives to ensure that the concerns of Lethbridge citizens are raised and understood as issues emerge
- 2) Leverage intergovernmental relationships to expand the community's capacity to address evolving priorities in areas such as:
  - a) Seniors
  - b) Accessible housing
  - c) Social programs
  - d) Family and Child Social Services (FCSS)
  - e) Capital projects
- Seek appointments to provincial and national bodies where the City's interest can be promoted
- 4) Foster alliances with other municipalities on issues of mutual interest
- 5) Pursue dialogue with the Alberta government to increase authority and autonomy for municipalities in the MGA



### Strategic Goal #2

### City Council demonstrates financial stewardship

#### Today

- We are seen as leaders in the province on processes, policies and practices
- We have an effective audit committee
- Our planning and budget processes are coordinated with the terms of City Council
- We consult with the community about their priorities
- Our fiscal practices and policies positions us financially to manage and maintain our community capital assets

#### Considerations

- Public perception of City Council control of finances
- Difficult to articulate service levels
- Municipal finance information is complex
- Council needs a full understanding of the finances to communicate them to the community in a concise and understandable way
- The community's tolerance for tax and fee increases

- 1. Budget to achieve the current and future priorities of our community by
  - a) Balancing resources with needs
  - b) Exploring the strategic risks and benefits of alternative funding options
  - c) Promoting financial best practices to achieve economic sustainability
  - d) Reviewing the policy framework around municipal finances and utilities
- 2. Review service levels to maximize community value
- 3. Increase frequency of financial reports
- 4. Develop and monitor performance measures
- 5. Participate in provincial benchmarking initiatives
- 6. Provide opportunity for the community to better understand the value proposition in taxes, service fees and utility rates





### Strategic Goal #3

### City Council stewards Lethbridge toward a welldesigned city by ensuring quality urban design

# 3.1 We strive for a well-designed city through proactive planning

#### Today

- We have well established planning practices
- We have a long-term plan for future growth
- We have well defined planning standards
- The market provides a variety of housing options in Lethbridge
- Planning in newer areas encourages diverse housing choices
- We collaborate with industry partners

#### Considerations

- Development standards and processes are based on different time periods
- Gaps in neighbourhood connectivity
- Managing growth expectations of private sector interests
- Accommodating neighbourhood renewal initiatives within established neighbourhoods
- Housing access and affordability remains challenging for some residents

- 1) Create attractive parks, plazas and streets that foster community interaction
- 2) Establish a strategic approach to neighbourhood renewal that balances neighbourhood vision with infrastructure renewal
- 3) Proactively ensure land-use rules and processes continue to reflect the evolving community
- 4) Direct changes to the Land Use Bylaw to support diverse housing types
- 5) Ensure development processes are streamlined
- Examine international initiatives for sustainability and liveability standards that address diverse needs
- 7) Continue to seek federal and provincial support for affordable, accessible housing
- 8) Create policies and design standards to ensure physical access to all city facilities and public spaces







#### Today

- We have increased investment in public transit by purchasing new buses and by expanding routes to include most areas of the city
- We have defined services levels for public transit
- We offer public transit that is mobility accessible
- We have a stable customer base for public transit
- We have an extensive off-road pathway system that accommodates recreational cyclists

#### Considerations

- The public transit system design is not customer-centric
- Council needs to gain understanding of the barriers to public transit use
- Public transit may be unaffordable for some residents with differing needs

- 1) Evaluate the efficiency of the public transit system to balance funding between users and taxpayers
- 2) Examine public transit service levels and route designs
- 3) Consider strategies that better accommodate commuter cyclists







# 3.3 We enhance the vibrancy and liveability of our downtown

#### Today

- We have a foundation of planning for the downtown (Heart of Our City Master Plan)
- We have an active and engaged downtown community
- Key decisions and investments have been made in downtown:
  - ♦ Galt Gardens
  - ♦ CASA
  - ♦ Station #1 Fire Headquarters
  - ♦ Southern Alberta Art Gallery (SAAG)
  - ♦ Public Art
  - Initiative to streetscape 3rd Avenue downtown
- Downtown is clean and safe

#### Considerations

- Still a perception of an unsafe environment
- Competition of suburban market forces
- · Age of infrastructure and buildings
- · Perception of parking scarcity

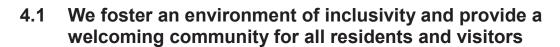
- 1) Make decisions that identify downtown as a "people" place
- 2) Work with developers to increase the residential component of the downtown
  - a) Explore incentives to housing development
  - b) Remove barriers to downtown activities through bylaw and policy review
- 3) Support strategies that encourage more diverse ways to access and move in downtown
- 4) Encourage more festivals and events making maximum use of public spaces
- 5) Support projects that would attract and keep people downtown
- 6) Review the Civic Square Plan in response to facility renewal that is currently underway
- 7) Review downtown boundaries
- 8) Encourage private investment and promote a corporate culture that does the same





### Strategic Goal #4

City Council fosters a safe, healthy and vibrant community through inclusive policies, recreational and cultural opportunities and collaboration



#### Today

- Lethbridge has a history of welcoming immigrants to the community
- City Council and the City of Lethbirdge support Canadian Municipalities Against Racism & Discrimination (CMARD) initiatives
- We have dedicated resources to address inclusion and diversity issues

#### Considerations

- Acceptance of the cultural and racial diversity that continues to develop
- Challenges of access, both physical and financial, prevent full participation in the community

- 1) Foster a culture of inclusivity and respect that sets an example for the corporation and the community
- 2) Increase accessibility to community events by addressing barriers
- 3) Lead in the development of policies that counter all forms of discrimination to achieve greater social inclusion
- 4) Be mindful of inclusion and diversity issues in our community when making decisions and participate in professional development that increases awareness.





## 4.2 We enrich the city as an exciting and active place to live, visit and do business.

#### Today

- Lethbridge has a culture of dedicated volunteerism supported by a municipal government that recognizes the importance of these activities to the sense of belonging within the community
- Lethbridge is a city of festivals and inclusive public events
- Working with the community, the City has created a diversity of recreation, cultural and parks venues
- We engage with business and industry partners to better understand their challenges and successes

#### Considerations

- Desire for increased spaces and opportunities for activities that can be less structured and more spontaneous than is currently offered
- Perception that there is a limited diversity of leisure activities for families
- Facilities in the community, although good, are dated and have limited diversity in their offerings
- · Business community's sensitivity to taxation, fees and processes
- Competition with other communities to attract new business investment

- 1) Develop strategies to increase opportunities for less structured active recreation in all seasons
- 2) Encourage the ongoing efforts of community organizations in the delivery of festivals and events
  - a) Review current policies that assist and support events
  - b) Make maximum use of public spaces to accommodate festivals
  - c) Encourage the continuing expansion of events, festivals and venues
- 3) Explore opportunities to update current leisure facilities and ensure future facilities have diverse offerings
- 4) Consider ways to streamline city processes and make them more business-friendly
- 5) Increase our engagement and consultation with the business community
- 6) Actively encourage a cooperative approach in the community for tourism initiatives
- 7) Lead the development of a tourism strategy



### Strategic Goal #5

City Council takes a leadership role in the protection and preservation of our natural environment in Lethbridge

#### 5.1 We lead in the efficient use of resources and land

#### Today

- We promote and provide opportunities for waste diversion
  - ♦ Residential depot consolidation
  - ♦ Initiation of an Industrial/Commercial/Institutional (ICI) waste diversion strategy
- We develop energy efficient municipal facilities
- We use environmentally responsible deconstruction methods
- We provide an integrated pest management program to minimize use of pesticides
- We provide land for community gardens
- We have completed the conversion of all City street lights to energy-efficient LED's
- We have a solid volunteer base dedicated to supporting the preservation and appreciation of our natural environment
- We have designated protected natural areas within the city

#### Considerations

- Need for comprehensive community and corporate environmental strategies
- Desire of some residents to pursue curbside recycling
- Need to be able to demonstrate costs and benefits of environmental initiatives
- Willingness of business, industry, and residents to participate in environmental initiatives

- 1) Investigate options for a corporate environmental management strategy to guide the efficient use of resources by City business units
- 2) Investigate the implementation of curbside recycling
- 3) Implement the ICI waste diversion strategy
- 4) Promote a community environmental engagement strategy
- 5) Explore options for conventional and alternative energy initiatives that are appropriate in an urban setting
- 6) Explore options for resource conservation initiatives to reduce our environmental footprint
- 7) Pursue efficient use of land and resources through comprehensive planning



## 5.2 We conserve and enhance the unique character of the Oldman River Valley through Lethbridge

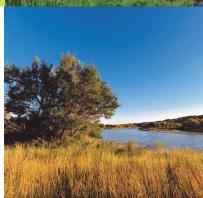
#### Today

- The City has assembled over 3,750 acres of land within the river valley
- The River Valley Area Redevelopment Plan guides the development within and adjacent to the valley lands
- Initial development and acquisition was conducted in the 1980's under the Urban Parks for the Future program

#### Considerations

- River valley as a wildlife corridor is both an asset and challenge
- Limited access to the river valley
- Increasing amount of invasive species of plants
- The current river valley Area Redevelopment Plan does not reflect the desire for competing uses in the river valley

- Participate in the development of a master plan for the river valley lands that balances the preservation of eco-diversity and the desire for residents to enjoy the use of the river valley
- 2) Amend the Land Use Bylaw to reflect desired uses as articulated in the River Valley Master Plan





### Strategic Goal #6

# City Council fosters strong relationships with neighbouring communities through collaboration



- We meet and dialogue regularly with regional partners to understand issues
- We support communities in the region through the provision of services as appropriate (water, sewer, police, fire, landfill)
- We act as a regional centre for amenities and services
- We collaborate on economic development and tourism initiatives
- The South Saskatchewan Regional Plan is nearly completed

#### Considerations

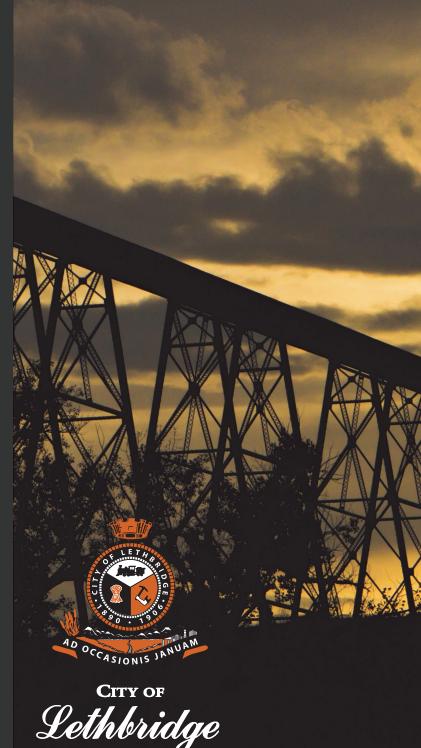
- There is a need to have balanced mutual sustainability
- We are in competition for tax base
- There is an increasing demand for city services outside of city limits
- There is an increasing use of city services and amenities by non-city residents
- · Balancing the individual and mutual interests of municipalities
- Lack of obvious mechanisms/framework for regional partnerships

- Host a regional forum to discuss the value of creating a sub-regional plan or similar mechanism for thinking and acting at a regional level
- 2) Seek a framework for collaboration with municipalities in the surrounding region
- 3) Review existing regional service agreements to ensure they are meeting mutual needs and interests
- 4) Be seen and respected as leaders and partners
- 5) Seek out opportunities to work together with other communities on issues we have in common





Produced internally by Corporate Communications Office in conjunction with City Council.









#### **PUBLIC SERVICE ANNOUNCEMENT**

February 6, 2018

### City seeking technology savvy census takers

The City of Lethbridge is now recruiting census takers for Lethbridge's 2018 municipal census. Individuals are needed for a three-week period beginning April 1, 2018 with flexible work hours.

We're looking for candidates for these positions who meet the following requirements:

- Lethbridge resident
- Able to walk long distances
- Can operate a smart phone or tablet
- 18 years or older
- Have an active email account (all communications will be done by email)

Applications are available online at <a href="www.lethbridge.ca/census">www.lethbridge.ca/census</a> and will be accepted until Friday, Feb. 23, 2018 at 4:30 p.m.

The annual City of Lethbridge census provides an accurate count of the number of people living in the city. This is important information to gather as it impacts per-capita grants the City of Lethbridge receives from the federal and provincial governments.

#### **Media Contact:**

David Sarsfield, Deputy City Clerk City of Lethbridge 403-329-7329 david.sarsfield@lethbridge.ca



#### **Frequently Asked Questions**

#### 1. General Information for Students

#### What is the Minister's Youth Council?

The Minister's Youth Council will be a team of 32 Alberta junior and senior high students who will provide input to the Minister and Alberta Education on provincial education initiatives. Council members will bring diverse interests, identities, backgrounds and perspectives from all across Alberta.

#### What is expected of members of the Minister's Youth Council?

The Minister's Youth Council will have an important role in the education system. Working at the provincial level, all Council members will:

- Be active and responsible members.
- Be available to attend **all** meetings.
- Share the diverse student perspective with the Minister of Education and Alberta Education staff.
- Work with one another and Alberta Education staff to provide input on education issues. Interact with each other outside of meetings to discuss ideas, gather input from their communities to inform education issues, and upcoming activities.

#### What is the time commitment for Council members?

Council members will serve a ten-month term, aligned with the school year. They will attend up to three meetings to be held:

- September 28-October 1, 2018
- February 1-4, 2019
- May 3-6, 2018

Note: Dates are subject to change.

Each meeting will begin Friday evening and run through to Monday lunchtime. Council members will also be expected to stay in touch between meetings, using technology, to discuss ideas and upcoming activities.

#### Where will the meetings be held?

The three meetings will be held in Edmonton with the specific venue to be announced at a later date. All overnight accommodations, meals and snacks, meeting rooms and outdoor activity areas are provided to council members.

#### Do I have to take care of my own travel arrangements?

No, all of your travel and accommodation needs will be taken care of by the Government of Alberta through chartered bus and air travel. Students living in the Greater Edmonton Area are expected to be transported by their parents or legal guardians to and from meeting locations. The government will book and pay for your travel.

School or school district representatives are not required to accompany or chaperone council members.

#### Will someone meet me at the airport or bus station when I arrive in Edmonton?

Yes, an adult chaperone will meet you and ensure that you get to the meeting site safely. At the end of the meeting on Monday, an adult chaperone will accompany you to the airport or bus station for your return home.

#### Will there be chaperones with us at all times?

Government of Alberta staff, which may include certificated teachers, will provide supervision at all times. There will be 1 adult chaperone for every 6 students.

### Will there be guidelines and expectations to ensure welcoming, caring, respectful and safe environments for all Council members?

Yes, all council members and their parents or legal guardians will be made aware of expectations for student behavior and conduct, including the responsible use of digital technologies. Council members will be provided training to understand their responsibilities and with their parents or legal guardians be required to sign an acknowledgment of behavior and conduct expectations.

#### What will I do at the meetings?

The council members will work along with the Minister and ministry representatives to provide input on education issues that impact students. As authentic partners, council members may act as planners, advisors, researchers, participants, respondents, facilitators, and presenters.

#### Am I an official student representative for my school district?

No, the members of the Minister's Youth Council will form a representative group of Alberta students, not of their school districts.

#### Will there be accommodations for special needs and/or circumstances?

Yes, accommodations will be provided by Government of Alberta staff, according to your specific situation.

#### Will there be free time?

In addition to the work of the council, a variety of recreational activities will be included. Supervision will be provided at all times.

#### If I am selected for the Minister's Youth Council, what happens next?

The selected council members will be notified by the end of June 2018. Information packages will be sent to council members, and their parents or legal guardians, with more information to help prepare for the meetings.



#### 2. Application Process for the Minister's Youth Council

#### How do I apply?

There is a link to the application package on the Alberta Education website at education.alberta.ca/myc.

#### The process includes 4 steps for you to complete:

- 1. Read these Frequently Asked Questions carefully to understand the role and responsibilities of the Minister's Youth Council.
- 2. Share the information and discuss your interest to apply with your parents or legal guardians. If you are younger than 18 years old, your application must include signed parent/guardian consent.
- 3. Complete the application package online.
- 4. If you are unable to complete online, print and mail the completed package, to Alberta Education.

Alberta Education Strategic Engagement Branch Attention: Student Engagement 2<sup>nd</sup> Floor, 44 Capital Boulevard 10044 – 108 Street Edmonton, AB T5J 5E6

#### What is the deadline to submit my application?

Application packages must be sent by mail and must be postmarked by **March 30, 2018**. Late applications will not be accepted.

#### How long will it take me to fill out the application?

Please plan to spend a few hours to work on your application to ensure that it is the best possible, and most accurate, representation of yourself. This is the information that Alberta Education will use for the selection process. The system times out after 20 minutes so please save your work every 15 minutes.

#### Can I put forward someone else's name?

No. Each applicant must complete and submit their own application.

#### I need more space to answer the application questions. What should I do?

The questions are not meant to be long essays, please use the character limit provided to complete your concise answer. The character limit is 2000.

#### What happens if I need to withdraw from the Council?

If you feel you are unable to meet your obligations to the council, contact us at 780-638-3153 or 780-644-8328, or <u>education.alberta.ca/studentengagement</u>. We do not replace students who withdraw from the council.

#### Can I apply again another year to become a member of the Minister's Youth Council?

If you have already applied and you were not selected, you are welcome to apply another year as long as you will be attending junior or senior high school. A maximum of 8 students from the current council will be selected for the 2018/19 council.



#### 3. Selection Process for the Minister's Youth Council

#### What happens to my application once I submit it?

After the application deadline of March 30, 2018, Alberta Education staff will review and evaluate the applications received.

#### How will you ensure an open, transparent and inclusive selection process?

The Minister is committed to a transparent process for selecting members to this council. He wants you to know what he is looking for and to feel welcome to apply.

To ensure that the selection process is open, transparent and inclusive, students will be selected for the council based on the principles set out in *Alberta's Public Agency's* selection criteria:

- **Diversity:** The recruitment and selection process will honour and promote diversity on the council. If you are reading this, and you are a junior or senior high school student attending school in Alberta, you are eligible to apply.
- Competency: The criteria for selecting council members will be based on creating a council that collectively, has the skill-set and the mind-set needed to meet the needs and nature of the council as a whole. If you can demonstrate a passion for education and a strong desire to share your voice, you are encouraged to apply. You can read more about the competencies the Minister is looking for below.
- **Consistency:** The recruitment and selection processes will be applied consistently for all individuals selected by the provincial selection team to the council.
- Transparent & Openness: The recruitment and selection process will be clear, publicly available
  and communicated to students, parents, teachers and our education partners. The Minister will take
  steps to ensure that as many students as possible are invited to apply to the council and that the final
  32 students selected to the council will be disclosed to the public by a public announcement and
  online publication.

#### How will Alberta Education select the members of the Minister's Youth Council?

For this council to be meaningful, the Minister needs a team of students who have a broad and diverse range of life experiences, knowledge, and skills. To make this happen, he will be using the competencies listed below to identify members for his Minister's Youth Council.

To help with your application, some of the qualities, knowledge and skills are provided that the Minister hopes to see. You may also identify other qualities and the Minister is very interested in hearing about those, too. Remember, his goal is to have a well-rounded Minister's Youth Council that can provide him with advice and opinion about your education experience in Alberta.

Competency Area	Description
Commitment to Community	<ul> <li>Has experience contributing to the community (could be the school community or communities outside of school).</li> </ul>
	Mobilized community members to take positive action.
	Demonstrates the ability to build networks and foster relationships with those they interact with.
	Demonstrated ability to inspire, motivate, and offer direction to others.

Experience and Knowledge - Governance	<ul> <li>Demonstrated the ability to apply critical thinking to creatively assess situations and to generate new or innovative solutions to challenges.</li> <li>Demonstrates the ability to identify potential risks and devise plans to minimize the impact of those risks.</li> </ul>
Leadership and Teamwork Skills	<ul> <li>Demonstrated accountability in interactions with those in a group/club, school or community</li> <li>Active involvement in a group, a club, or a team (at work or in a volunteer capacity).</li> <li>Making connections between their own accountability to their group/club, school or community and the accountability that elected officials have to their constituents.</li> </ul>
Strategic Thinking and Planning Skills	<ul> <li>Ability to think strategically about opportunities and challenges they face.</li> <li>Can anticipate what might happen and plan accordingly.</li> </ul>
Critical Thinking and Problem Solving Skills	<ul> <li>Demonstrates an understanding of the importance of teamwork (i.e. an ability to inspire a shared vision, recognizing and valuing the contributions of others, role modeling).</li> <li>Experience with leading a group, a club, or a team (at work or in a volunteer capacity).</li> </ul>

#### What happens after the applications are reviewed?

The provincial selection team will select applicants to be interviewed. If you are chosen to proceed to this second stage of the selection process, you, and your parents or legal guardians, will be contacted by early May 2018.

#### What will the interview be like?

You will be asked more questions related to your relevant experience, knowledge of the education system in Alberta, and personal effectiveness skills. The interview will be conducted via phone or a virtual meeting interface and be under 30 minutes in length.

#### How do I prepare for my interview if I am selected?

Most importantly, be yourself. Similar to your completed application, we want to learn as much as we can about your unique interests, identities, background and perspectives, so that we are able to create a diverse Minister's Youth Council.

#### How will I be notified if I am selected for the Minister's Youth Council?

The students chosen as council members will be contacted by Alberta Education staff by the middle of June 2018. All applicants will receive notification by the end of June that the process has been completed and council members have been selected.

#### Will I get paid to be a member of the Minister's Youth Council?

No; however, all meal, accommodation and travel costs will be covered when you attend the meetings.

#### 4. Information for Parents and Legal Guardians

#### How is the personal information in the application used?

As stated in the collection notice included in the application package, the personal information provided by students in this application will be used for two purposes:

1. Selecting members of the Minister's Youth Council.



2. Administering the Minister's Youth Council program, including communicating with members of the Minister's Youth Council about events.

### If my child is selected for the Minister's Youth Council, will their personal information be publicized?

This information is included in the authorization and declaration information that is included in the application package. By signing, parents or guardians understand that if their child is selected to participate in the Minister's Youth Council a public profile limited to name, photo, and brief description of their child's skill set will be publicly disclosed by Alberta Education through department newsletters, websites, and social media accounts to promote and advertise the Minister's Youth Council and its activities. A Media Release form will be required for all selected council members.

### Do I have to sign an authorization form in order for my child to travel and attend the Minister's Youth Council meetings?

Yes, you will be provided with detailed information prior to the first meeting. Your consent is required for your child to participate the meetings.

### As a parent, can I accompany my child on their way to their meetings with the Minister's Youth Council? Can I stay for the meetings?

You can travel with your child before and after the Minister's Youth Council meetings; however, you will have to assume all of your own travel and accommodation costs (hotel, meals). Parents may not attend the meetings.

#### Do I have to pay anything for my child to attend the Minister's Youth Council meetings?

No, all costs associated with travel and accommodations (meal and transportation included) will be covered by the Government of Alberta.

### Will there be adult supervision for my child at all times during the Minister's Youth Council meetings?

Students will be supervised from the time of arrival in Edmonton, until they are safely underway to travel home. Adult supervisors will be onsite throughout the meeting from Friday evening through to Monday afternoon. A ratio of supervisors to students will be 1 for every 6 students. Council members will be required to remain onsite at all times.

#### Will students have unsupervised time or be able to leave the meeting site?

No, adult supervisors will be onsite from Friday evening through to Monday afternoon.

#### If my child has special accommodations/needs, will those be addressed?

For those students who meet the criteria and are selected for the council, every effort will be made to accommodate the students and meet their unique needs in order to participate in the council meetings. In the welcome package, there will be an opportunity to identify any dietary, medical, or other unique needs that need to be considered.





#### **Agenda**

- 1. Welcome
- 2. Approval of the Minutes: February 15, 2018
- 3. Approval of Agenda
- 4. Agenda Item
  - **4.1.** Review of City Council Agenda/Minutes
  - **4.2.** Strategic Plan Focus Areas Update
- 5. Unfinished Business
- 6. New Business
  - **6.1.** Poetry City Challenge
  - 6.2. I Stand Against Update
  - 6.3. Social Media Content/Promotion
  - **6.4.** On-Boarding/Off-Boarding Sub-Committee
- R. Westerson
- S. Siever/ L. Charissage/ G. Forster
- D. Graham
- C. Harbin/ D. Armah/ D. St. Jean

- 7. Review of Action Items
- 8. Roundtable
- 9. Next Meeting
  - 9.1. Thursday April 19, 2018 Culver City Room City Hall 5PM-7PM
- 10. Adjournment

- Please send REGRETS to Ryan Westerson at: ryan.westerson@lethbridge.ca or 403-320-4741.
- For access to City Hall at meeting time, please contact Ryan Westerson at 403-393-2119.

Minutes of the **Youth Advisory Council** held on **February 15, 2018** in the **Culver City Room** at 5:00 P.M. with the following attendance:

**PRESENT:** Member, Chair D. Graham

MemberA. SanderMemberC. HarbinMemberD. ArmahMemberD. St. JeanMemberG. ForsterMemberL. CharissageMemberS. Siever

University of Lethbridge Students Union Representative C. Peta

OTHERS: Legislative Services Assistant R. Westerson

City Clerk A. Neufeld
Member C. Devoy

1. Welcome

#### 2. Approval of Minutes

#### C. HARBIN

ABSENT:

THAT the minutes of January 18, 2018 be approved.

----- CARRIED

#### 3. Approval of Agenda

#### D. ST.JEAN

THAT the agenda as be approved.

----- CARRIED

#### 4. Agenda Item

#### 4.1. Review of City Council Agenda/Minutes

A. Neufeld, City Clerk, provided a review of the City Council agenda for Tuesday, February, 20, 2018.

.....

#### 4.2. Strategic Plan Focus Areas Update

The group will connect with the Lethbridge Public Library to discuss how YAC will obtain the teen membership cards for distribution.

The group addressed the New Member Orientation initiative. Discussion indicated that a written process would be developed to aide YAC in on-boarding and off-boarding members.

The following motion was presented:

#### D. ST.JEAN

THAT an On-boarding/Off-boarding Sub-Committee be formed to develop an on-boarding/off-boarding process to be presented at the March 15, 2018 meeting of YAC, with the following membership:

- C. Harbin
- D. Armah
- D. St. Jean.

----- CARRIED

ACTION: The On-Boarding/Off-Boarding Sub-Committee report back to YAC on March 15, 2018 with a process for the on-boarding and off-boarding of YAC Members.

#### 5. Unfinished Business

#### 6. New Business

6.1. Edit and Production of Updated Youth Services Directory: Ryan Westerson, Legislative Services Assistant, and, Dorothy Graham, Chair of Youth Advisory Council.

The current Youth Services Directory was presented, and requires a review to address outdated information. Interest has been expressed from the community/surrounding municipalities to use this document as a best practice example.

The following motion was presented:

#### L. CHARISSAGE

THAT a Youth Services Directory Sub-Committee be formed to review and update the current document, including the following members:

- G. Forster,
- S. Siever,
- D. Graham

----- CARRIED

ACTION: The Youth Services Directory Sub-Committee meet and develop a new document for the April 19, 2018 meeting.

6.2. Input to City Council's 2018-2022 Strategic Plan: Dorothy Graham, Chair of Youth Advisory Council.

YAC identified a continued focus on Strategic Goals # 1, 3, 4, and 6 are desirable. Additionally, YAC would like to see the addition of a Strategic Goal around the development of a technologically advanced/ smart City. A letter will be issued by YAC and provided to all of City Council in advance to their Strategic Planning Dates.

ACTION:	D. Graham to compile a letter to City Council.
	R. Westerson to aide in the distribution of this letter to City Council.
-	

.....

#### 6.3. 2018 Municipal Census: Ryan Westerson, Legislative Services Assistant.

R. Westerson, Legislative Services Assistant, indicated that the Census Team is currently recruiting Census Workers for 2018. Eligible YAC members are encouraged to apply.

#### 6.4. Ministers Youth Council: Ryan Westerson, Legislative Services Assistant.

R. Westerson, Legislative Services Assistant, indicated that currently the Minister of Education is looking for junior and senior high school students to provide input on provincial education initiatives. YAC members suggested Social Media posts be developed on all platforms encouraging Lethbridge youth to apply.

ACTION:	YAC Social Media representatives will develop messaging.  R. Westerson to forward application FAQ and weblinks to all YAC.

#### 6.5. I Stand Against: Derek St. Jean, Member of Youth Advisory Council.

The I Stand Against event is coming up on Wednesday February 21, 2018 from 7:00 P.M. – 9:00 P.M. at the Galt Museum. YAC has a committed table. D.St.Jean may be unavailable to attend, looking for addition attendees. Members G. Forster, S.Siever, D. Armah are attending.

ACTION:	G. Forster will bring the YAC pop-up banner
7. F	Review of Action Items

#### 8. Roundtable

D. Graham indicated that YAC should be starting to look at developing some key messaging to put on Social Media about local issues, events, using the YAC budget to boost ads.

#### 9. Next Meetings

Thursday, March 15, 2018 5:00 P.M. – 7:00 P.M. Culver City Room

#### 10. Adjournment

Meeting adjourned at 7:01 P.M.



#### **Agenda**

- 1. Welcome
- 2. Approval of the Minutes: February 15, 2018

No Minutes from March 15, 2018 due to quorum.

- 3. Approval of Agenda
- 4. Agenda Item
  - **4.1.** Review of City Council Agenda/Minutes
  - **4.2.** Strategic Plan Focus Areas Update
- 5. Unfinished Business
- 6. New Business
  - **6.1.** Youth Services Directory Sub-Committee
  - **6.2.** On-Boarding/Off-Boarding Sub-Committee
  - **6.3.** Social Media Content/Use/Promotions
- G. Forster/S. Siever/D. Graham
- C. Harbin/ D. Armah/ D. St. Jean
- D. Graham

- 7. Review of Action Items
- 8. Roundtable
- 9. Next Meeting

9.1. Thursday May 17, 2018

Culver City Room

City Hall

5PM-7PM

#### 10. Adjournment

- Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.
- For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.

Minutes of the **Youth Advisory Council** held on **February 15, 2018** in the **Culver City Room** at 5:00 P.M. with the following attendance:

**PRESENT:** Member, Chair D. Graham

MemberA. SanderMemberC. HarbinMemberD. ArmahMemberD. St. JeanMemberG. ForsterMemberL. CharissageMemberS. Siever

University of Lethbridge Students Union Representative C. Peta

OTHERS: Legislative Services Assistant R. Westerson

City Clerk A. Neufeld
Member C. Devoy

1. Welcome

#### 2. Approval of Minutes

#### C. HARBIN

ABSENT:

THAT the minutes of January 18, 2018 be approved.

----- CARRIED

#### 3. Approval of Agenda

#### D. ST.JEAN

THAT the agenda as be approved.

----- CARRIED

#### 4. Agenda Item

#### 4.1. Review of City Council Agenda/Minutes

A. Neufeld, City Clerk, provided a review of the City Council agenda for Tuesday, February, 20, 2018.

.....

#### 4.2. Strategic Plan Focus Areas Update

The group will connect with the Lethbridge Public Library to discuss how YAC will obtain the teen membership cards for distribution.

The group addressed the New Member Orientation initiative. Discussion indicated that a written process would be developed to aide YAC in on-boarding and off-boarding members.

The following motion was presented:

#### D. ST.JEAN

THAT an On-boarding/Off-boarding Sub-Committee be formed to develop an on-boarding/off-boarding process to be presented at the March 15, 2018 meeting of YAC, with the following membership:

- C. Harbin
- D. Armah
- D. St. Jean.

----- CARRIED

ACTION: The On-Boarding/Off-Boarding Sub-Committee report back to YAC on March 15, 2018 with a process for the on-boarding and off-boarding of YAC Members.

#### 5. Unfinished Business

#### 6. New Business

6.1. Edit and Production of Updated Youth Services Directory: Ryan Westerson, Legislative Services Assistant, and, Dorothy Graham, Chair of Youth Advisory Council.

The current Youth Services Directory was presented, and requires a review to address outdated information. Interest has been expressed from the community/surrounding municipalities to use this document as a best practice example.

The following motion was presented:

#### L. CHARISSAGE

THAT a Youth Services Directory Sub-Committee be formed to review and update the current document, including the following members:

- G. Forster,
- S. Siever,
- D. Graham

----- CARRIED

ACTION: The Youth Services Directory Sub-Committee meet and develop a new document for the April 19, 2018 meeting.

6.2. Input to City Council's 2018-2022 Strategic Plan: Dorothy Graham, Chair of Youth Advisory Council.

YAC identified a continued focus on Strategic Goals # 1, 3, 4, and 6 are desirable. Additionally, YAC would like to see the addition of a Strategic Goal around the development of a technologically advanced/ smart City. A letter will be issued by YAC and provided to all of City Council in advance to their Strategic Planning Dates.

ACTION:	D. Graham to compile a letter to City Council.
	R. Westerson to aide in the distribution of this letter to City Council.
-	

.....

#### 6.3. 2018 Municipal Census: Ryan Westerson, Legislative Services Assistant.

R. Westerson, Legislative Services Assistant, indicated that the Census Team is currently recruiting Census Workers for 2018. Eligible YAC members are encouraged to apply.

#### 6.4. Ministers Youth Council: Ryan Westerson, Legislative Services Assistant.

R. Westerson, Legislative Services Assistant, indicated that currently the Minister of Education is looking for junior and senior high school students to provide input on provincial education initiatives. YAC members suggested Social Media posts be developed on all platforms encouraging Lethbridge youth to apply.

ACTION:	YAC Social Media representatives will develop messaging.  R. Westerson to forward application FAQ and weblinks to all YAC.

#### 6.5. I Stand Against: Derek St. Jean, Member of Youth Advisory Council.

The I Stand Against event is coming up on Wednesday February 21, 2018 from 7:00 P.M. – 9:00 P.M. at the Galt Museum. YAC has a committed table. D.St.Jean may be unavailable to attend, looking for addition attendees. Members G. Forster, S.Siever, D. Armah are attending.

ACTION:	G. Forster will bring the YAC pop-up banner
7. F	Review of Action Items

#### 8. Roundtable

D. Graham indicated that YAC should be starting to look at developing some key messaging to put on Social Media about local issues, events, using the YAC budget to boost ads.

#### 9. Next Meetings

Thursday, March 15, 2018 5:00 P.M. – 7:00 P.M. Culver City Room

#### 10. Adjournment

Meeting adjourned at 7:01 P.M.



#### **Agenda**

- 1. Welcome
- 2. Approval of the Minutes:
- 3. Approval of Agenda
- 4. Agenda Item
  - 4.1. Review of City Council Agenda/Minutes
  - **4.2.** Strategic Plan Focus Areas Update
- 5. Unfinished Business
- 6. New Business
  - **6.1.** The Duke of Edinburgh's Award:

Graham McKelvie, Program Officer, The Duke of Edinburgh's International Award – Canada

6.2. Youth Services Directory Draft: G.Forster/S.Siever/D.Graham6.3. On-Boarding/Off-Boarding Process Update: C.Harbin/D.Armah/D.St.Jean

**6.4.** Social Media Promotion Content: D.Graham **6.5.** Civic Precinct Master Plan, YAC Position: D.Graham

**6.6.** Community Events Participation Strategy: D.Graham/D.St.Jean/G.Forster/

S.Siever

- 7. Review of Action Items
- 8. Roundtable
- 9. Next Meetings

September 20, 2018 Culver City Room 5:00 P.M. – 7:00 P.M.

#### 10. Adjournment

- Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.
- For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.

Minutes of the **Youth Advisory Council** held on **April 19, 2018** in the **Culver City Room** at 5:00 P.M. with the following attendance:

**PRESENT:** Member, Chair D. Graham

Member, Vice-Chair G. Forster Member A. Sander Member C. Devoy Member C. Harbin D. Armah Member Member D. St. Jean Member L. Charissage Member S. Siever

OTHERS: Legislative Services Assistant R. Westerson

City Councillor B. Crowson

ABSENT: University of Lethbridge Students Union Representative C. Peta

1. Welcome

2. Approval of Minutes

#### C. HARBIN

THAT the minutes of February 15, 2018 be approved.

----- CARRIED

- 3. Approval of Agenda
- G. Forster, Member, proposed the following amendment to the agenda:
  - Addition of Item 6.4 Civic Master Plan Update

#### D. ARMAH

THAT the agenda as amended be approved.

----- CARRIED

- 4. Agenda Item
  - 4.1. Review of City Council Agenda/Minutes
- R. Westerson, Legislative Services Assistant, provided a review of the Community Issues Committee agenda for Monday, April 23, 2018.

.....

- 4.2. Strategic Plan Focus Areas Update
- A. Sander will assist C. Devoy with the YAC Health Initiative.
  - 5. Unfinished Business

#### 6. New Business

6.1. Youth Services Directory Sub-Committee: Grace Forster, Sinead Siever, Members of Youth Advisory Council and Dorothy Graham, Chair, Youth Advisory Council.

The Sub-Committee will be meeting and preparing a draft document for presentation at the May 17, 2018 meeting of the Youth Advisory Council.

ACTION: G. Forster, S. Siever, and D. Graham to meet and prepare draft document for the May 17, 2018 meeting.
R. Westerson will contact Fort Macleod with an update.

6.2. On-Boarding/Off-Boarding Sub-Committee: Cole Harbin, Darren Armah and Derek St. Jean, Members of Youth Advisory Council.

The Sub-Committee determined some actions for On-Boarding and Off-Boarding process for the Youth Advisory Council.

For On-Boarding, the creation of the New Member Orientation Binder has been helpful, as has the welcoming email/phone call from the Chair. The Sub-Committee advised that adding an additional meeting at the end of the year/start of the year that is outside of the current meeting rotation may be used as a welcoming/orientation meeting.

For Off-Boarding, the Sub-Committee outlined a few processes that could be added.

- A specific item on a YAC agenda regarding that retiring member;
- The creation of a working document that outlines past YAC membership and contact info;
- Mentorship opportunities with past YAC members;
- An official letter from City Council thanking YAC members for their service;
- An official letter from the YAC Chair thanking YAC members for their service.

Conversation was held about creating a mix and mingle reception/meeting where past YAC members and current/new YAC members could discuss issues.

The Sub-Committee will return to the next meeting with outlined processes and their recommendations.

ACTION:	On-Boarding/Off-Boarding Sub-Committee to return to the May 17, 2018
	meeting with recommendations for these processes.
	R. Westerson to inquire about past membership listings.

.....

### 6.3. Social Media Content/Promotion: Dorothy Graham, Chair, Youth Advisory Council.

D. Graham, Chair, discussed increasing the awareness of YAC through the use of the available Social Media platforms (Facebook, Twitter, Instagram and LinkedIn, as well as Gmail). By using these mediums to post conversations, polls, questions, and links, YAC can create an increased

dialogue in the community on issues, while generating feedback and data. It was noted that City Council will be hosting a Community Information Session in the coming months on Cannabis, and YAC could use social media to develop a position/presentation.

ACTION: All YAC members will come to the May 17, 2018 meeting with 2-3 different ideas for Social Media posts on the following:

Issues in the community;

Questions for the community;

Important news and facts in the community.

.....

#### 6.4. Civic Precinct Master Plan Update: B. A. Crowson, City Councillor.

B.A. Crowson discussed the work being done on the Civic Precinct Master Plan. YAC members were encouraged to explore the City website and participate in the Online Survey.

The next public forum on the Civic Precinct will be May 30 and 31.

ACTION: YAC members to review the Civic Precinct Master Plan website, and come back to the May 17, 2018 meeting with their comments and ideas.

.....

#### 7. Review of Action Items

#### 8. Roundtable

General conversation was held about YAC participation over the summer months in several different festivals and community events to generate awareness of YAC. These include:

- Pride Parade:
- Dragon Boat Festival;
- Love & Records;
- Canada Day.

The following motion was presented:

#### **D.ST.JEAN/S.SIEVER**

THAT the Youth Advisory Council strike a Community Events Sub-Committee with the following membership:

- D. Graham
- D. St. Jean
- G. Forster
- S. Siever

----- CARRIED

ACTION:	The Community Events Sub-Committee will report back to YAC at the May 17,
	2018 meeting with a strategy for participation in community events and
	festivals over the summer months.

......

D. St. Jean discussed his participation in the Lethbridge Public Library engagement session held on April 17, 2018.

#### 9. Next Meetings

Thursday, May 17, 2018

5:00 P.M. – 7:00 P.M.

Culver City Room

#### 10. Adjournment

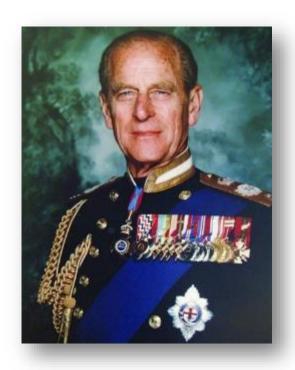
Meeting adjourned at 6:53 P.M.





### The Award





The Duke of Edinburgh's Award program was launched by H.R.H. Prince Philip in 1956.

The Award has expanded to 140 countries with over 8 million participants worldwide, including 37,000 in Canada and over 6,300 in Alberta.

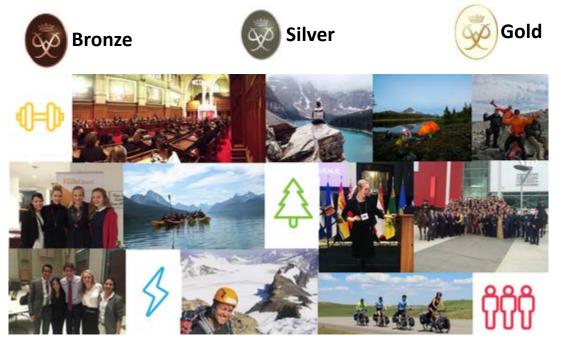
The Award is *not* an academic achievement, noncompetitive and a great way to get recognition for all the other interests you have in your life!

Our mission is to give all youth aged 14-24 a supportive, non-competitive youth development platform that deepens self-awareness, builds confidence and broadens skills and experience to further their growth as active, responsible citizens.

### Introduction



### **Three Levels:**



### Components to complete each level:



## **Community Service**







# Become an active member of your community

**Goal:** To voluntarily provide assistance where it is needed.

**Examples:** Peer tutoring, mentoring, volunteering at an organization, helping a neighbour, student council.

We encourage participants to use multiple activities.

# Physical Recreation





# Get Active "If you sweat, it's Rec!"

**Goal:** Develop healthy lifestyle choices through physical activity.

**Examples:** Running, Biking, Hockey, Dancing, Swimming, Going to the Gym, Physiotherapy.

We encourage participants to use multiple activities.

# **Skill Development**







# Develop New or Existing Abilities

**Goal:** To encourage the discovery and development of personal interests and social and practical Skills.

**Examples:** Cultural Activities, Music, Art, Web design, Driving, Languages, Mentorship, Photography, Leadership.

Choose one Activity for an entire level.

# **Adventurous Journey**







# Experience the outdoors through fun, adventure and exploration!

**Goal:** To cultivate a spirit of adventure, discovery, and self-reliance while developing an awareness of the natural environment and the importance of protecting it.

Plan and carry out a trip with a group or your family. Explore the wilderness through non-motorized means.

Examples: hiking, canoeing, snowshoeing, biking.

### **Gold Project**







# Broaden your Horizon and Develop Leadership Skills

Goal: A 5 day/4 night opportunity to develop social adaptability through involvement with others in a group setting.

#### Examples:

- Cultural exchanges
- Summer Camps
- Cadet Camp or Leadership Camp
- Service Trips or Opportunities

# Recognition





### Why should I?





- Challenge yourself to try new things.
- It feels great to achieve the goals you set for yourself.
- Looks great on a resume, job application, or scholarship application.
- Get recognized for awesome things you may already be doing
- Work together with your friends to get involved with new activities or plan overnight trips.
- Have fun and see where your path takes you!

### What's Eligible



- ✓ Anything you do in your spare time that you do not get paid for.
- ✓ School options if you are doing activities outside of class time.

- ✓ Lunch time and afterschool activities.
- ✓ School trips and excursions

 ✓ Other service club activities (4-H, Cadets etc.)

#### What Doesn't Count?

- × Subjects in school (Math, Science, Social, English or Gym Class).
- × Activities used in another or different category in the same level (No double dipping).
- × Basic family chores (vacuuming, laundry).

## So, how long does it take?



	Service	Skills	Physical Recreation	Adventurous Journey	Gold Project
BRONZE Minimum start age 14.	Plus an additional 13 weeks in either: Service, Skills or Physical Recreation. Participants select which section the extra weeks will be dedicated towards.  26 weeks in each component Average of one hour per week dedicated to each activity over the time period.  If a Direct Entrant to the Award (have not achieved)		Practice Journey 1 day Qualifying Journey: 2 days +1 night	n/a	
SILVER Minimum start age 15.			Practice Journey 2 days + 1 night Qualifying Journey 3 days + 2 nights	n/a	
GOLD Minimum start age 16.	Average of one active active a Direct Entra Silver) then an e	52 weeks in each component erage of one hour per week dedicated to each activity over the time period Direct Entrant to the Award (have not achieved er) then an extra 26 weeks is required in either: Service, Skills or Physical Recreation.		Practice Journey 2 days + 1 night Qualifying Journey 4 days + 3 nights	5 days + 4 nights

### Learning happens. Everywhere.



- Register online at <u>www.dukeofed.org/ab</u>
- Call us 403-237-7476

Contact me anytime:
 Graham McKelvie – gmckelvie@theaward.ca

Report from the subcommittee dedicated to reviewing the on boarding and the off boarding process for YAC

#### In regards to on boarding:

We have noted the following items to be recorded as avenues currently in place to achieve our goals of on boarding new membership to YAC.

- -The public citations during council meetings
- -The binder distributed to members with resources central to YAC
- -The introductory phone call or email from the current Chair of the council.

Our subcommittee has highlighted the following items as things that need to be added to YACs current on boarding process.

- -A casual meeting held at the beginning or the end of the year (December or January) to work as an opportunity for members to meet with other members, councillors, and City staff.
- -A formal introduction to all members of City council and the relevant members of City staff.

#### In regards to off boarding:

We have noted the following items to be recorded as avenues currently in place to achieve our goals of off boarding membership from YAC.

- The public citations during council meetings

Our subcommittee has highlighted the following items as things that need to be added to YACs current off boarding process.

- - As a member ages out, term limit reaches their maximum, or any other circumstance for their departure, their final meeting shall have an agenda item dedicated to a brief roundtable allowing those in attendance to thank the member for their service.
- - A formal and official letter from Mayor and Council thanking the member for their service.
- - A formal and official letter from the current Chair of YAC thanking the member for their service.

#### In regards to "YAC Legacy":

The purpose of this concept would be to assemble a database of those who have served on YAC. The following list cover the requied components needed to assemble this database:

At minimum:

- -The database will be made public.
- -The database will have a record of the names of those who have served on YAC.
- -The database will include both a start and an end time for the service record of each member.

At the desire of members, but not required:

- -A brief biography written by the member that showcases their experiences while serving on the council.
  - -A willingness to become a mentor or resource for future members of YAC.

#### To complete these initiatives our subcommittee will need the following:

- -Current support of YAC
- -Resources of appointment dates, final meetings, and names of prior and current members provided through city support.



#### **Agenda**

_					
1.	١٨.	$\sim$	co	m	^
	vv				_

2. Approval of the Minutes: May 17, 2018

#### 3. Approval of Agenda

#### 4. Agenda Item

- **4.1.** Review of City Council Agenda/Minutes
- 4.2. Strategic Plan Focus Areas Update

#### 5. Unfinished Business

#### 6. New Business

<b>0.1.</b> City of Lethbridge Operating budget 2013-2022	<b>6.1.</b> Ci	y of Lethbridge	Operating Budget 2019-2022	J. Meli
---	----------------	-----------------	----------------------------	---------

- **6.1.1.** What is an Operating Budget
- **6.1.2.** How changes are made, and their impacts
- **6.1.3.** What does engagement look like
- **6.2.** Social Media Engagement
- 6.3. 2019 Youthful Cities Canadian Index

- D. Graham
- D. Graham

#### 7. Review of Action Items

#### 8. Roundtable

#### 9. Next Meetings

August 23, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.
September 20, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.

#### 10. Adjournment

- Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.
- For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.

Minutes of the **Youth Advisory Council** held on **May 17 2018** in the **Culver City Room** at 5:00 P.M. with the following attendance:

**PRESENT:** Member, Chair D. Graham

Member, Vice-ChairG. ForsterMemberA. SanderMemberD. ArmahMemberD. St. JeanMemberL. CharissageMemberS. Siever

OTHERS: Legislative Services Assistant R. Westerson

Director, City Manager's Office J. Meli

ABSENT: University of Lethbridge Students Union Representative V. Schindler

Member C. Devoy Member C. Harbin

1. Welcome

2. Approval of Minutes

#### D. ST.JEAN

THAT the minutes of April 19, 2018 be approved.

----- CARRIED

3. Approval of Agenda

#### **G. FORSTER**

THAT the agenda be approved.

----- CARRIED

#### 4. Agenda Item

#### 4.1. Review of City Council Agenda/Minutes

J. Meli, Director of the City Manager's Office, provided a review of the City Council meeting of Monday, May 14, 2018.

.....

#### 4.2. Strategic Plan Focus Areas Update

- L. Charissage has completed the book listing with Paige at the Library. The document has also now been uploaded to the Library's website for public viewing. L. Charissage will email the link to all of YAC to view.
- D. Armah and D. Graham have completed a draft plan for a public debate on municipal youth issues. Next steps involve contacting all local school divisions and youth organizations to make

them aware. The tentative idea is to host this in early 2019. A venue will be selected shortly, but hosting at City Hall is a preference.

#### 5. Unfinished Business

#### 6. New Business

6.1. Presentation - The Duke of Edinburgh's Award: Graham McKelvie, Program Officer, The Duke of Edinburgh's International Award – Canada.

Graham McKelvie provided a presentation to YAC about what the award is, and how youth can become involved with it. Of note, Mr. McKelvie identified that all youth who apply are really 'getting an award for being themselves'. It was explained that the award is meant to support youth in becoming active members of their community through four categories (optional fifth): Community Service, Physical recreation, Skill Development and Adventures Journey (optional fifth – Gold Project). Mr. McKelvie indicated any youth interested in applying can contact him or apply online.

.....

6.2. Youth Services Directory Draft: Grace Forster, Sinead Siever, Members of Youth Advisory Council, and Dorothy Graham, Chair of Youth Advisory Council.

The sub-Committee presented a draft document to YAC. The document was developed into a trifold pamphlet with the idea of breaking the 7-8 areas out into business card style handouts by topic. It was noted that due to increasing amounts of services in the community, there is more information available and the previous format was not as desirable as the pamphlet.

Printing was discussed. It was noted that a quantity of each type should be printed to allow a even distribution throughout the city as a youth resource.

The following motion was presented:

#### L. CHARISSAGE:

'THAT the Youth Advisory Council allocate \$1,000.00 +GST from their budget to the lowest bidder for the printing of an even amount of: The Youth Services Directory Tri-Fold Pamphlet and the additional business card style handouts'.

----- CARRIED

ACTION:	D. Graham to forward the completed documents to R. Westerson as soon as
	completed.
	R. Westerson to get quotes for printing of this document in the approved
	styles.
	c.y.cc.

### 6.3. On-Boarding/Off-Boarding Sub-Committee: Darren Armah and Derek St. Jean, Members of Youth Advisory Council.

A draft process was presented. It was noted that it may be useful to have biographies and pictures of current members developed and applied to the On-Boarding Binders as well as for presentations and documents. R. Westerson identified the current process for any Board, Committee or Commission with leaving members involves a letter issued by the Office of the City Clerk on behalf of City Council thanking that volunteer for their service.

It was recommended that testimonials collected from past members could be used as part of the committee recruitment process and on social Media.

R. Westerson, Legislative Services Assistant, will contact the Boards, Committees and Commissions support staff and discuss the availability of a listing of names of previous members.

ACTION: R. Westerson to inquire about past membership listings, with a report back to YAC by Thursday, May 24, 2018.

6.4. Social Media Content/Promotion: Dorothy Graham, Chair, Youth Advisory Council.

Item has been postponed until the September 20, 2018 meeting.

ACTION:	All YAC members will come to the September 20, 2018 meeting with 2-3				
	different ideas for Social Media posts on the following:				
	Issues in the community;				
	Questions for the community;				
	Important news and facts in the community.				

.......

6.5. Civic Precinct Master Plan Update, YAC Position: Dorothy Graham, Chair, Youth Advisory Council.

YAC discussed what they envision as the long-term vision for the Civic Precinct. This included ideas that the area needed to be: walkable, event focused, a part of the revitalization of downtown, and be a 'pie-chart' representation of Lethbridge. With this information, YAC wants to develop a letter with recommendations, to be submitted to the Committee working on the Civic Precinct Master Plan. Additionally, YAC members will attend the next public forum on the Civic Precinct on May 30 and 31.

ACTION: D. Graham to draft a letter with YAC's recommendations to be submitted to the Civic Precinct Master Plan Committee by Thursday May, 24, 2018.

# 6.6. Community Events Participation Strategy: Dorothy Graham, Chair, Youth Advisor Council, and Grace Forster, Sinead Siever, Members of Youth Advisory Council.

The Sub-Committee determined that due to time constraints, a strategy would not be developed prior to any summer 2018 activities. Instead, they would develop the strategy over the summer for all activities moving forward, as well as include a proposal for the requisition of some YAC swag materials.

ACTION: The Community Events Sub-Committee will return to the September 20, 2018 meeting with a draft strategy, as well as an inventory of potential swag items.

.....

#### 7. Review of Action Items

#### 8. Roundtable

J. Meli, Director of the City Manager's Office, provided background on the upcoming Community Issues Committee meeting on Cannabis legalization. This event has been set for May 28, 2018 from 6:00 P.M. – 9:00 P.M. in Council Chambers.

Youth Advisory Council members expressed interest in attending, as well as posting questions to the experts on hand. From this experience, and from Social Media polls, YAC will explore the opportunity and need to provide a position to City Council.

#### **ACTION:**

- YAC members to attend the May 28 Community Issues Committee meeting on Cannabis legalization.
- Individual members will submit questions to the panel through the City's website in advance of May 22, 2018.
- Social Media polls will be issued from YAC Social Media to gain some feedback from youth on this topic.
- YAC will explore the need to issue a letter/position and presentation on Cannabis legalization and youth to City Council.

D. St. Jean discussed his participation with the Lethbridge Developmental Assets group, and presented YAC with a gift from the group. R. Westerson, Legislative Services Assistant, will hold onto these gifts over the summer months.

#### 9. Next Meetings

Thursday, September 20, 2018

5:00 P.M. – 7:00 P.M.

Culver City Room

#### 10. Adjournment

Meeting adjourned at 7:02 P.M.

#### **Ryan Westerson**

Subject: Attachments: FW: Add Lethbridge to the 2019 YouthfulCities Canadian Index YouthfulCitiesCanadian Index 2019 introN.pdf

We had a successful launch of our first Canadian Index in May measuring 13 cities across Canada from a youth perspective. It started a truly national conversation as seen through the extensive media coverage, including <a href="https://doi.org/10.1001/jhan.2007/jhan

Now we are setting up for 2019 and we would like the City of Lethbridge to be included. There are a number of benefits to being involved:

- Direct youth engagement by employing local youth to collect the data
- New data for city policy
- New opportunities for civic innovation
- A way to market your city to young talent for economic development
- A conversation starter to involve youth in city planning
- Knowing the results for your city prior to the public launch

Our deadline for 2019 inclusion is October 31, 2018, and we are offering some discounts for those cities committing early. I have attached some more information for you to take a look at.

All the best, Robert

Robert Barnard Co-founder

Find your youthful city <a href="https://www.youthfulcities.com/myyouthfulcity">www.youthfulcities.com/myyouthfulcity</a>

- Just Released -Download the 2018 Canadian Index Report



T. +1 416 953 9956

www.youthfulcities.com Facebook Youthfulcities Twitter: @youthfulcities The YouthfulCities Canadian Index 2019

Coming Spring 2019 to youth and cities across Canada. Sign your city up now!

## **87%** of Canadian youth now live in cities. What do we know about Canadian urban youth (15-29 years)?

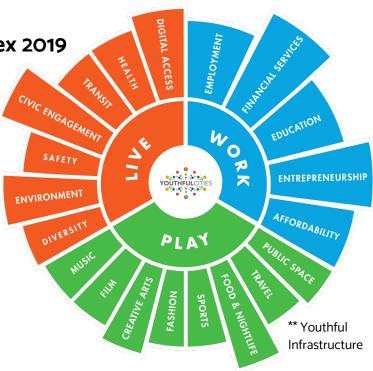
- They are critical to the urban economy given they are the most educated generation ever.
- They contribute a great deal to the local economy through out of home spending.
- · They are the future and current entrepreneurs.
- They are highly efficient citizens, using up less services than older citizens.
- They add a youthful energy to cities that benefits all. They are connected, dynamic, curious, open, inventive, and playful.
- They want to be involved in determining their cities future, but the vast majority don't feel welcome to do so.
- They have choice. They are mobile. From international students to young independent couples to highly skilled graduates, youth want to find youthful cities to call home.

After surveying more than 30,000 youth globally, we believe youthful cities are attractive to employers as well as global and local talent. These are happier and more prosperous places in which to live, work, and play. To get there, cities must succeeds in building the youthful infrastructure\*\* that matches what's really important to youth.

YouthfulCities has a simple vision: create more youthful cities. To that end we have built the world's first Index measuring cities youthful infrastructure. The data is collected by youth through secondary sources and proprietary scales on 20 urban attributes. All data is sourced and managed through an online system. The current Index comprises more than 120 indicators. The Index is hard data to start the conversation towards a more youthful urban future.

The Index helps youth decide what city is best for them and it helps urban leaders build cities, not only attractive to youth, but attractive to all citizen. Our Canadian Index is able to measure, analyze and compare how cities are doing from a youth perspective.

# Want in? Call Robert Barnard at 416.953.9956 or email robert@youthfulcities.com



### 5 (+1) reasons to sign up for the 2019 YouthfulCities Canadian Index now

- 1. Engage youth now. Being part of the 2019 Index is a great way to engage with young people in your city. The Index serves as a guide for youth in which to assess and understand the benefits each city has to offer. It sends a strong message that cities are interested in engaging youth. Our Index is also driven by youth in each city we hire two local youth researchers to collect the data, contributing to youth employment.
- 2. Impact city policy. The index offers a data-driven lens of youth knowledge and is an impetus for policy actions at municipal levels. It is a great addition to city-level strategies for youth engagement and development, giving city officials access to data on youth that is trusted. Participating in the index can give your city officials a jump start on engaging and attracting youth in your city!
- **3. Spur civic innovation.** Innovation starts with understanding the gaps. Participating in the Index can lead to innovation in your city around the 20 urban attributes that youth care about most. Understanding where the gaps are can help community and policy leaders to innovate around the solution.
- **4. Market your city to young talent.** Our 2018 index was nationally featured in The Globe and Mail and CBC Newsworld, CBC radio in 16 cities and had numerous local and social media coverage, including the Vancouver Sun, Calgary Herald, Hamilton Spectator and the Western Star.
- **5. Get the conversation started.** The Index is a conversation starter. By participating in the Index, your city will get direct audience engagement at the national and local level with youth, thought leaders and policy makers.
- **+1 Save some money now.** Our cut off date for 2019 is October 31, 2018. Early bird savings to September 15, 2018.

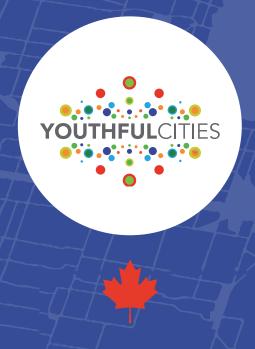


### We want to make it as easy as possible for your city to be included in the 2019 Index. Many cities were disappointed to be left out in 2018.

Here are a number of ways your city can be involved. We are open to ideas and payment terms. Just give Robert Barnard a call @ 416.953.9956 or email him at robert@youthfulcities.com

Base Offering	Investment
City Intro: Get Your City on the Index Includes addition of your city on the index and data collection by a local youth in your city	\$2500
City In-Depth: Explore your Cities Index ranking Inclusion of your city on the index Raw data check - check to see if better data exists before publication Raw data access A summary pdf report of your city	\$6000 (\$5000 before September 15, 2018)
Add-Ons	
Add indicators locally or nationally We are always looking for new and better ways to measure cities. Some local indicators may be added to the national index	\$500 for design Cost for collection depends on difficulty to collect
City Exploration: Further research on your city with our research team	Lets talk
Data Visualizations Access to our virtual data viz with your data Can be exported for reports and presentations	\$5000
Index Workshop Virtual or in person	Virtual: \$2000 In-person: \$5000+travel
Local City Index launch event YouthfulCities will attend and present the index Great way to engage youth and community	\$5000 + Travel
Youth Surveys, Innovation Labs and City Summits are also programs run by YouthfulCities. We are eager to tell you more about them if you are interested.	

Contact: robert@youthfulcities.com



# YOUTHFULCITIES 2018 CANADIAN INDEX

CANADA HAS AN OPPORTUNITY TO BUILD A FUTURE THAT'S MORE GLOBAL, MORE OPEN, AND MORE COURAGEOUS. TWO FORCES DRIVING THAT FUTURE ARE THE COMPETITIVENESS OF OUR CITIES, AND THE SUCCESS OF OUR YOUTH.

f /youthfulcities



WWW.YOUTHFULCITIES.COM

Check out our "Choose Your Own YouthfulCities App" at www.youthfulcities.com/myyouthfulcity







## WELCOME TO THE CANADIAN YOUTHFULCITIES INDEX 2018



ROBERT BARNARD
Co-founder
YouthfulCities

#### Greetings!

Cities around the world are competing to become more liveable, smart, innovative and desirable. Simply put, cities are competing to become more youthful - more connected, dynamic, curious, open, inventive and playful. While we know how much Canada depends on its cities as economic and social engines, Canadian cities are falling behind. In 2015, Toronto was the only Canadian city to make the Top 10 of the YouthfulCities Global Index, coming in 6th place. Montreal and Vancouver just barely made the top 20 and were behind most other North American cities, including Mexico City.

This is a terrible time for Canadian cities to lose ground. Youth (15-29 years old) are needed more than ever before in our aging society and yet they are more mobile – youth vote with their feet. In our 2016 YouthfulCities Survey, 71% of North American youth said they would leave their current city in the next several years. Competition for this important labour force will intensify, yet there is a crisis of youth engagement in our cities. Canada has a chance to lead, but first we need to know how Canadian cities are doing.

Built on two successful international indexes, it is our pleasure to bring the YouthfulCities Index to Canada. It's been a huge effort by youth across the country to collect and check the 1573 data points in our 13 cities. You will see our urban decoders highlighted on page 18. My heartfelt thanks goes out to all of the YouthfulCities team - Matt Cosgrove, Mimi Scowen and Hannah Cohen for their hard work. I also want to acknowledge the support and funding for the early stages of our Canadian Index from the amazing youth organization TakingITGlobal. Finally, I want to thank NATIONAL Public Relations for its forward thinking on important Canadian issues and support in broadening the influence of this first-ever Canadian Index.

#### What do we hope to achieve?

We have created a comprehensive, relevant, credible, and comparable database to measure the youthful infrastructure of cities. This kind of knowledge does not exist in Canada in one place right now.

We want all city sectors - public, private and not-for-profit - to use this index to:

- Inspire concrete strategies to engage youth
- Rethink how city budgets are allocated
- Find quick fixes and commit to long-term investments that will attract and retain youth
- Engage youth directly by increasing their knowledge of their cities, in turn enabling them to take action to make those cities better

#### Why rank cities?

We like the competition. It's important to publicly highlight how cities are performing in these tangible and comparable terms. It allows us to celebrate successes and work on fixing areas of concern. It shows low ranking cities where to look for ideas. It encourages high ranking cities to keep going. Every city should aspire to be youthful. The opposite is not sustainable.

#### Why only 13 cities?

Building a credible index costs money. We pay all the youth for their work and we want our index to be the best we can make it. For 2018, we decided to fund 13 cities as a way to inspire all the cities in Canada to jump on board.

Don't see your city on this list? We want to continue adding more great cities in Canada. You can sign your city up for the 2019 Index on our website (www.youthfulcities.com/canadian-urban-index). Are you in a city that is on this index? Come join us! YouthfulCities is looking forward to partnering with municipalities and urban influencers to truly engage youth in building more youthful cities.

We invite you read the full report and reach out to get involved. We look forward to connecting with you soon!

All the best.



Robert Barnard

#### **YOUTHFULCITIES CANADA**

#### **Our Vision**

More youthful cities globally.

#### **Our Purpose**

To help cities and their youth create a strong youthful infrastructure and adopt a vibrant youthful attitude.



#### Youthful Infrastructure

To many, infrastructure means roads and bridges. To youth, it's a more holistic view of the attributes of cities that help them live, work, play and thrive. We have surveyed more than 30,000 youth globally to help define a youthful infrastructure based on what's important to them.

#### Youthful Attitude

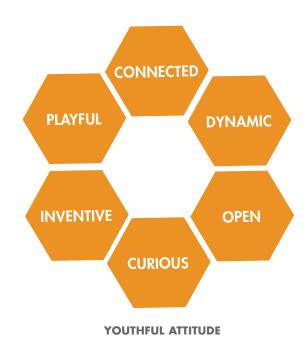
When people think of the word youthful, it often means the positive attributes of youth. More specifically, it is connected, dynamic, open, curious, inventive and playful. Youthfulness is a state of mind versus a stage of life, but it's certainly more predominant in youth.

#### The Benefits for Cities

Youth around the world believe that youthful cities have stronger economies, better job opportunities, more entrepreneurship, happier populations and more public events. Youthful cities are attractive to a young labour force and youthful innovators. For these cities, growth is in their future.



**YOUTHFUL INFRASTRUCTURE** 



#### How do we do it?

We have four connected programs.

#### The Index

The Index is used for ranking cities' youthful infrastructure. The data is collected by youth through secondary sources and proprietary scales about 20 urban attributes. All data is sourced and managed through an online system. The current Index is comprised of 121 indicators. The Index is hard data to start the conversation towards a more youthful urban future.

#### The Survey —

Youth around the world believe that youthful cities have stronger economies, better job opportunities, more entrepreneurship, happier populations and more public events. Youthful cities are attractive to a young labour force and youthful innovators. For these cities, growth is in their future.

#### The 30Lab

The Lab builds and launches new projects and programs to accelerate cities towards a youthful future. It recruits 30 youth under 30 spread across all 20 youthful infrastructure attributes. Through a series of facilitated sessions, they use Youthful-Cities Index and Survey knowledge to identify an urgent need or gap in their city. Then they work towards launching inventive solutions.

#### The Summit •

The Summit gathers groups of youth together from different cities and urban perspectives. It explores the thinking behind what makes cities youthful, and what policies can be adopted to create more youthful cities.

#### Capacity building

All YouthfulCities programs hire, train and support youth.



#### Why Canada?

Having built our programs internationally to start, we came back to Canada, our HQ country, to create a national platform to build more youthful cities.

Canada cares about its cities and its youth. However, it's not doing enough to tackle the issues they face. Canada is undergoing an aging demographic shift. It needs youth, along with their youthful values, more than ever.

# YOUTHFULCITIES CANADIAN INDEX 2018 OVERALL CITY RANKINGS

The story of the top three is that they're all holistic pictures of youthfulness. They don't just do well in one or two areas, they do well across the overwhelming majority of our indicators.

See their city profiles (pages 26–39) for more details.

So, what about the other ten cities? How can they improve? Most of them are doing one or two things well, but that's not enough to get them to the top of our Index. Still, small improvements in individual attributes do incrementally add up to increase the overall youthfulness for cities. Halifax, Hamilton and Winnipeg, for example, would simply need to create a youth advisory boards connected to their city councils to dramatically increase their scores in Civic Engagement. This simple commitment would have a tangible effect on the youth in each city.

Toronto 1033.63

Vancouver 1006.00

Fach city is scored out of a possible out of a p Montreu.

Ottowo<sub>160.91</sub>

Edmonton

757.39

Calgary

City

Quebec City

Winnipeg

Winnipeg

Moncton

660.19 Saskatoon Saskatoon Halifax 4.01 Hamilton 581.42
St. John's

#### JUST THE HEADLINES

#### **OTTAWA**

Ottawa is a leader when it comes to dedicated public transit in Canada: its
Transitway bus system operates many bus lines with dedicated lanes above or below regular roads.

#### **SASKATOON**

Saskatoon is the place to be for both sports fans and athletes themselves! Saskatoon has the highest number of professional sports teams relative to its population (11 teams!) It also has the cheapest gym memberships and among the cheapest sports equipment.

#### WINNIPEG

Winnipeg has the largest indigenous advisory board of any Canadian city, and the NHL's Jets are the first pro team in Canada to acknowledge the colonial history of their arena at the beginning of sporting events. Though there is much work to be done towards meaninaful reconciliation, these moves have helped the city emerge as a leader in Canada in terms of recognizing its colonial history.

#### **EDMONTON**

Ranking among the cheapest cities for food, transit, consumption tax rate, minimum personal tax rate, and household products, adjusted to its minimum wage, Edmonton is the most affordable city in Canada.

#### **HAMILTON**

Hamilton is the city with the cheapest average concert tickets! Youth are a large part of the concert-going population, so access to affordable live music is a great draw for youth to come to Hamilton and experience the city's burgeoning music scene.

#### **VANCOUVER**

Vancouver's high quality of life shines through, with the city finishing in the top three of six of the seven live attributes: first in environment, second in digital access, safety and transit, and third in both civic engagement and diversity.

#### **QUEBEC CITY**

Quebec City ranks second highest on the Environment attribute, with one impressive result being that it has the lowest annual carbon emissions relative to its population.

#### **HALIFAX**

Halifax gets high scores on the Public Space attribute, coming in third in Canada. One contributor is the high percentage of the city that is public green space. There are 76 square kilometers of public green space for Halifax's residents to enjoy the outdoors.

#### **MONCTON**

The maritime city takes top honours in the work theme: It comes out on top with the highest secondary school graduation rate, and has the highest youth full time jobs as a percentage of total employment.

#### **CALGARY**

Calgary performs well in a number of attributes in the play theme, including creative arts. With seven art/design schools and a large budget for public art, it's an attractive city for young artists.



**MONTREAL** 

Quebec's largest city finishes first in two of the live attributes: digital access and transit, and four of the play attributes: fashion, food and nightlife, music and travel.

#### ST. JOHN'S

St. John's wins on most affordable rental housing in Canada by a long shot Average rental housing in St. John's is over \$1000 cheaper than Canada's most expensive cities, Toronto and Vancouver.

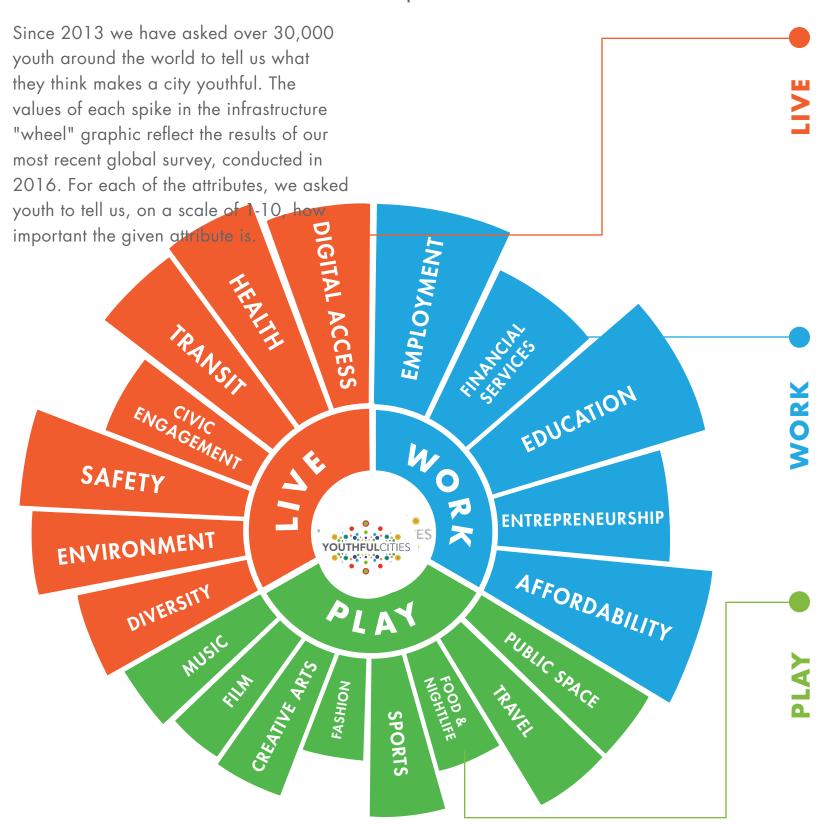
#### **TORONTO**

The Ontario capital takes first place honours in three of the seven live attributes: diversity, civic engagement and health, and two of the five work attributes: financial services and entrepreneurship.



#### THE BUILDING BLOCKS OF THE CANADIAN INDEX

#### What Youth Have Told Us is Most Important to Them in Cities



10

#### And How We Measure What's Most Important to Youth

#### **CIVIC ENGAGEMENT**

Voting age Average age of city councillors Political influence scale Volunteerism in high school scale Engagement scale Municipal Indigenous Info and Advisory Boards

#### **TRANSIT**

KMs of dedicated public transportation HRs/week dedicated public transit Public bike rentals KMs of bike paths Commuter time by transit Commuter time city centre to airport Walkability Number of public transit trips annually

#### **DIVERSITY**

Languages to vote in Diversity of food Openness to LGBTQIA Diversity of religion Anti-Discrimination scale

#### **SAFETY**

Homicides Firearms scale Transit/mobility access scale

Cellular competitiveness level

#### **DIGITAL ACCESS**

Average cost of baseline package with data Free WIFI scale Municipal agvernment open urban data scale Gamers + Developers scale Digital censorship scale

#### HEALTH

Number of public health clinics Urban reproductive health scale Urban smoking scale Municipal water scale Health media scale Health information scale

#### **ENVIRONMENT**

Smart cities initiatives scale Quantity of annual recycled materials Quantity of annual waste Carbon emissions Recycled materials Total registered vehicles

#### **EMPLOYMENT**

Youth unemployment rate Youth Employment Centres Number of new jobs created (most recent year) Employment initiatives and programs scale Youth full time jobs as percentage of total employment Dec 2017 Youth full time jobs as percentage of total employment change over 2017 Unemployment rate change over 2017

#### **EDUCATION**

**TRAVEL** 

Getaway city bus cost

**CREATIVE ARTS** 

Number of art galleries

Cost of a music concert

Number of nightclubs

Number of music festivals

Music development scale

Public art scale

MUSIC

Getaway city bus frequency

Number of art/design schools

Municipal budget for public art

Municipal grants for indigenous artists

Indigenous Arts + Cultural Festivals

week (choose 3 biggest museums)

Post-secondary institutions, per capita Full-time undergrad enrolment Student debt Secondary school graduation rate Indigenous Education scale

Number of cities connected through direct flights

Avg cost of entry to cultural institution over whole

#### **AFFORDABILITY**

Minimum wage Cost of 12 eggs Monthly transit pass Consumption tax rate Rental housing cost **GINI** Coefficient Cost of a cappuccino Minimum personal tax rate Cost of a feminine hygiene product Cost of toothpaste Standing rate for a taxi Price per square meter to buy an apartment

#### **ENTREPRENEURSHIP**

Age at which you can register a business Number of entrepreneurship Incubators Number of coworking spaces Average cost of a coworking space Cost of a business license Entrepreneurship and Taxes scale

#### **FINANCIAL SERVICES**

Business banking availability Personal Banking availability Number of chartered banks Online banking Mobile banking Financial literacy Minimum interest rates on credit cards

#### **FOOD & NIGHTLIFE**

Number of restaurants Number of food festivals Cost of fast food Cost of a domestic beer Minimum age to consume alcohol

#### FILM

Number of film festivals Number of cinemas How many films licensed to be shot in the city Number of film schools

#### **SPORTS**

Number of professional sports teams Number of professional sports facilities Cost of 1 pair of sports shoes Cost of 1 month of gym membership

Total hours per week to buy alcohol in stores

Cost of a movie ticket

Cost to join an organized soccer league Number of organized/recreational running

#### **PUBLIC SPACE**

Total green space/public space Number of sports facilities/fields Number of public libraries Walkscore on walkscore.com Indigenous art in public space Local land acknowledgements scale

#### **FASHION**

Young designer showcase scale Number of fashion incubators Number of seats in fashion incubators Cost of jeans Cost of summer dress

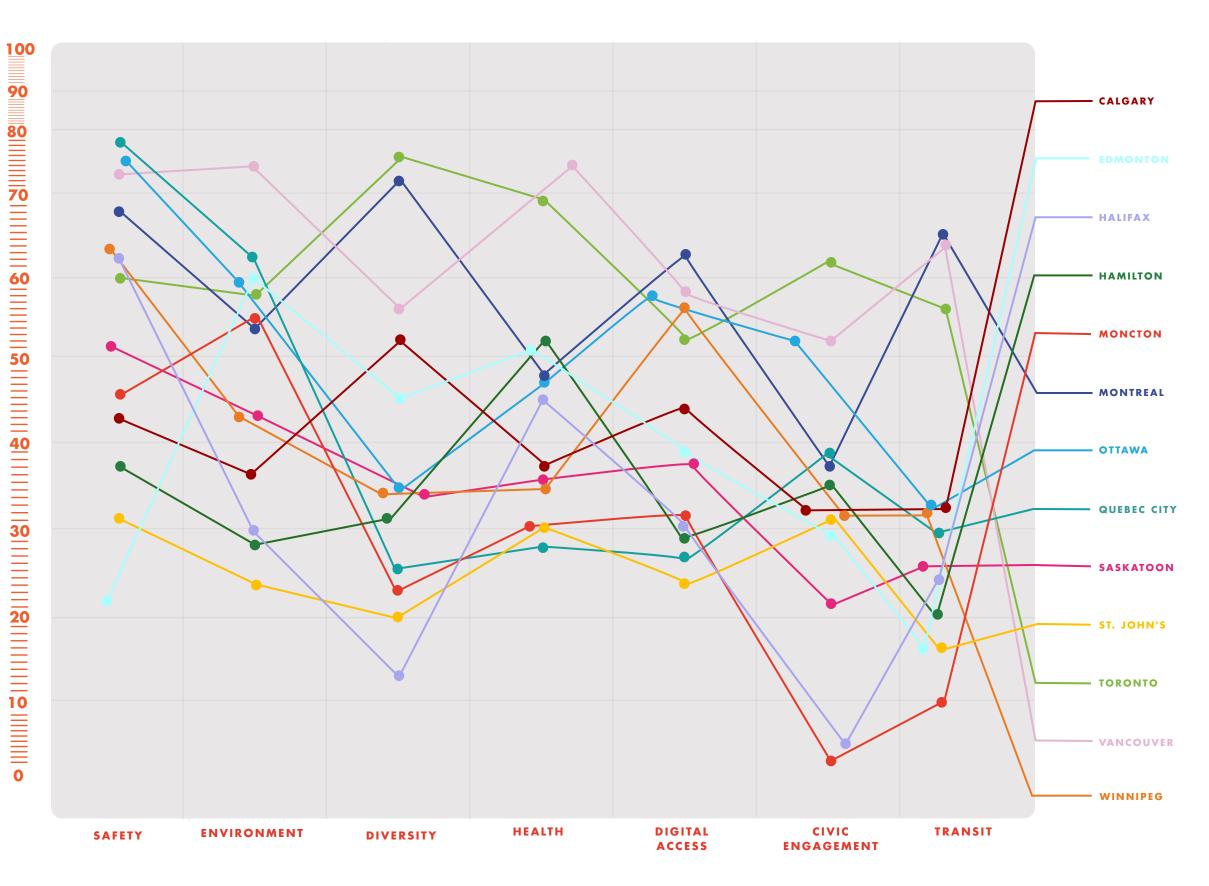
#### **OVERALL INDEX RESULTS**

#### **Overall Index Results for LIVE theme**

12

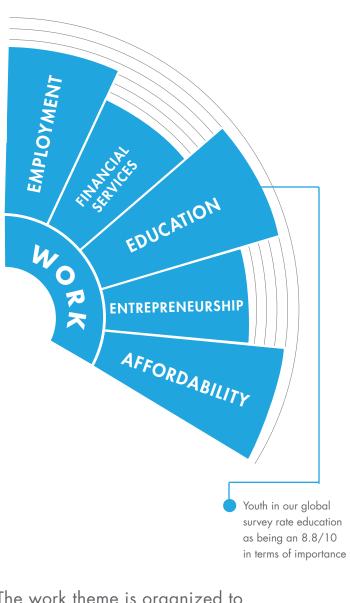


The live theme is organized to measure the livability of a given city through its tolerance, safety and openness to cultural difference, the breadth of its public transportation network, as well as its political culture, high-tech network and environmental standing.

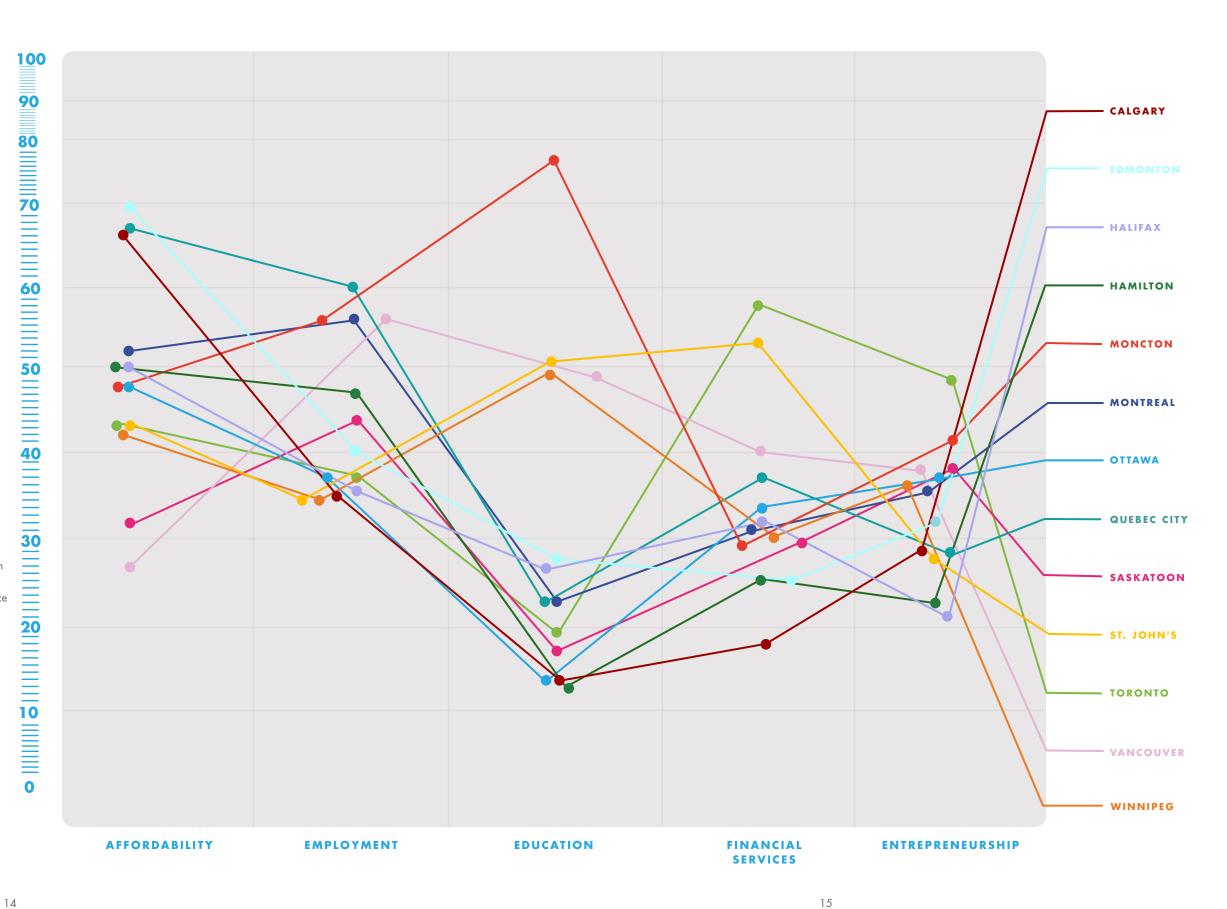


#### **OVERALL INDEX RESULTS**

**Overall Index Results for WORK theme** 



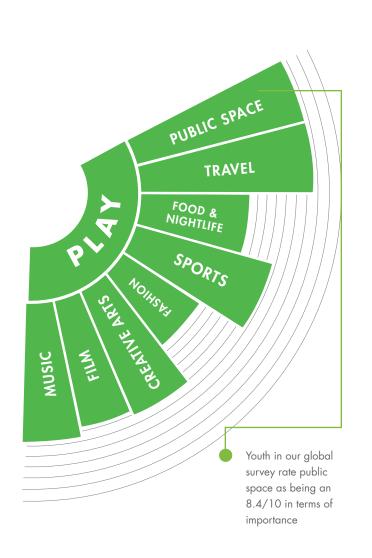
The work theme is organized to measure the extent to which cities provide youth with employment prospects, entrepreneurial support and job training, sound educational opportunities and opportunities for financial growth.



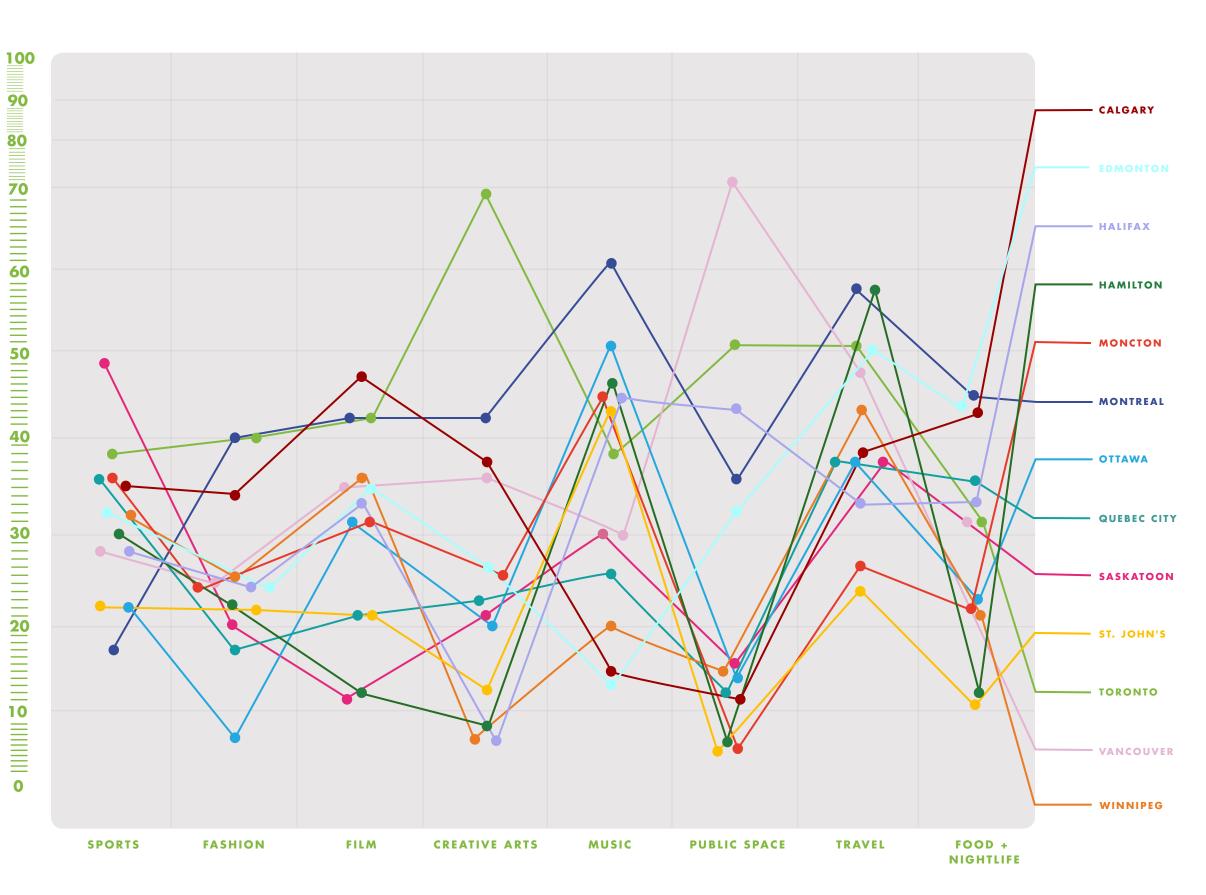
#### **OVERALL INDEX RESULTS**

**Overall Index Results for PLAY theme** 

16



The play theme is organized to measure the leisure and recreation opportunities as well as the cultural attractions that youth have access to in a given city.



#### **OUR RESEARCH AND OFFICE TEAM**

Urban Decoders are our team of local researchers. Our amazing team brings urban insights from our 13 Canadian cities.



SARA EFTEKHAR
VANCOUVER,
EDMONTON, CALGARY



ELY DESANDOLI MONCTON, SASKATOON



JOANNA BRENCHLEY HALIFAX



ALISON READ TORONTO, HAMILTON, WINNIPEG, OTTAWA



ELOI GRIGNON MONTREAL



JULIE DODWELL QUEBEC CITY



ANNIE XIE OTTAWA



KEVIN WILKINSON ST. JOHN'S



BYREN GREGORCHUK WINNIPEG



CHRISTOPHER BELL CALGARY



ERIKA AUFROID MONCTON



MATT COSGROVE
YOUTHFULCITIES TEAM



MIMI SCOWEN
YOUTHFULCITIES TEAM



HANNAH COHEN YOUTHFULCITIES TEAM

#### HOW YOU CAN GET INVOLVED



#### YOUTH

Are you 15-29? Connected, engaged, curious and inventive? Do you want to be the driving force behind a youth-led regeneration in your city? Do you want to join our dynamic global network of 10,000 peers in 50+ cities around the world?

Join in the conversation, globally or in your city — everyone is welcome! The YouthfulCities Index is a tool for you to make informed social impact in your city based on global empirical research in areas that matter to you.

We invite you to use the data from the Index to support your passions and ambitions. Let's face it, there is power in numbers and statistics and we now have lots of them. Find out how your city is doing from a youth perspective and how it compares globally.

#### How to get involved:

- Get involved in our 30Lab program to create new ideas for your city
- Launch the YouthfulCities Survey in your city to make sure the youth voice is heard
- Help us collect urban data for the next YouthfulCities Index
- SOME OF THE GOVERNMENTS
   WE HAVE ALREADY WORKED WITH:
   Government of Ontario
   City of Toronto
   City of Vancouver
   City of North Vancouver
   City of Brampton

#### **MUNICIPALITIES**

Are you a civic leader? A policy maker or municipal strategist? Do you want to drive your city's competitive edge, stimulate development and find new solutions for the most pressing urban problems? Do you want to build a more connected, dynamic, open, fun, curious and inventive city?

Youth are a city's greatest assets, but sometimes a challenge to engage. We facilitate the conversation.

YouthfulCities provides a platform and method to open this dialogue in a meaningful, innovative and mutually beneficial way. We are looking to partner with municipalities around the world to develop and share knowledge that is key to building better cities with youth.

#### How to get involved:

- Launch the YouthfulCities Survey to gain knowledge about what youth really think.
- Add your city to the 2019 YouthfulCities Index
- Learn from your global peers, what's working and what's not
- Sponsor a 30Lab to generate new idea for your city created by 30 influencers under 30
- Create customized research on what ismost important to your local realities
- Develop a Youth Engagement Strategyspecific to your city
- Set up a municipal Youth Advisory Board
- Host a workshop for municipal employees which presents the importance of youth

## YOUTHFULCITIES IS LEADING A UNIQUE URBAN REGENERATION.

WE WANT YOU TO JOIN US.

#### **BUSINESSES**

Are you a business leader in search of great insights into the world's largest and most dynamic demographic? Do you want to learn how your business and brand actually live in the lives of users? Do you want to generate groundbreaking new ideas and inventive community solutions? Do you want to work with a global team of researchers, strategists and social innovators?

Take a step beyond Corporate Social Responsibility and venture into a mutually beneficial relationship with a globally expanding and reputable organization.

#### How to get involved:

- Hire a customized Urban Decoder Unit to create new social impact ventures for your company
- Get a unique global perspective on what matters to youth in 65 of the world's most populated cities
- Engage your employees
- Sponsor a Category for our next YouthfulCities Index that is vital to your business
- Identify key opportunities for youth engagement, market expansion, innovation, cause marketing applications

© Decode Inc 2018. YouthfulCities is a social venture of Decode Inc.

#### **OUR INDEX METHODOLOGY**

The YouthfulCities Canadian Index is the result of an inclusive sixteen-month process, engaging youth researchers across Canada.

#### How did we do it?

Data for the YouthfulCities Canadian Index was collected between September 2016 and December 2017 and largely reflects information current for 2016-2017.

As one small example, St. John's is listed in our database as having no professional sports team. They now have a Canadian Basketball team, The Edge. They came online after our reporting deadline, but we have updated our database for 2019.

In November 2013, we launched the first YouthfulCities Global Index. Using primary and secondary data sources, it ranked 25 cities across 80 indicators for a total of 2000 data points. Since then we've nearly tripled our research database and more than doubled our list of cities. The result is that our third Index and first Canadian Index paints an even more robust, informed and reliable picture of how each city stacks up against the priorities of youth in Canada and around the world.

One of our greatest challenges was developing a research methodology that provides results that are comparable across all cities.

The database for our Canadian Index contains 13 cities, with data on 121 indicators across 20 Urban Attributes, totalling 1,573 points of data.

#### **OUR INDEX METHODOLOGY**

Our methodology is made up of three key steps:

1. Determining what to measure in cities

We used our Urban Attitudes Survey, a quantitative survey of 30,000 youth living in cities around the world that asks what is important to youth about their cities. This led us to establish 20 Urban Attributes for measurement across all our cities.

2. Recruiting a team of Urban Decoders

All YouthfulCities data is collected by our teams of local youth researchers, who we call our "Urban Decoders". They're 15-29 years old, are connected, engaged, curious and inventive. They include students, entrepreneurs and employees of government and private enterprise. All of them exist as the driving force behind the youth-led regeneration in each of the cities we work in. We recruit, train, support and connect all of our Urban Decoders through the data collection process, and we continue to provide support with networking after project responsibilities are completed.

3. Collecting data to measure important attributes of cities

YouthfulCities Index: A massive global database that measures, compares and ranks the cities in our Index across 20 Urban Attributes using a total of 121 indicators. The indicators consist of primary and secondary data that Urban Decoders - our globally dispersed team of young urban researchers - collect locally and submit using collaborative, cloud-based research workbooks.

IMPORTANT NOTE: The Survey data is not used as Index data. It is only used to build a more inclusive and credible weighting system for the Index. ie. Safety is more important to youth than Fashion so the Index scores reflect this through weighting of scores based on the Survey results.

# Special Thanks To EXPATISTAN EXPATISTAN WWW.EXPATISTAN.COM

22

The collaborative, crowd-sourced international cost of living index - We'd like to thank Expatistan for providing us full and open access to cost of living data in all our cities.

#### HOW WE CAPTURE, CHECK AND NORMALIZE OUR INDEX DATA:

#### Checking the primary and secondary YouthfulCities Global Index data

Once work is collected and submitted, all data goes through a rigorous internal review and check. Every data point is submitted along with a reliable source. The internal YouthfulCities team, along with external academic advisors, goes over the data points and sources, flags anything that does not hold up to scrutiny, and if necessary, uses our source database to replace the data point. All data checking is done collaboratively and can be tracked by all team members.

#### Normalizing the YouthfulCities Global Index data

Once data is checked it needs to be normalized in order to accurately compare each city:

- Since we're motivated by a desire to measure cities from the
  perspective of youth, and since reliable average youth income data
  does not exist in all of the cities in our Index, we measure all cost
  indicators relative to one hour of minimum wage labour in each city.
   For example:
- If minimum wage in a city is \$10/hour and the cost of a movie ticket is \$12, the cost of a movie ticket tied to minimum wage equals 1.2

#### Comparing data from different years

Wherever possible, data was gathered from the same calendar year. Given data source availability, for some indicators we needed to compare data from different years. As a rule we only go back as far as three years.

#### Scale and boundary issues

For a very small number of indicators, city level data was unavailable. In these cases we collected data from provincial sources. To normalize the data collected from this larger sample we took the total population of a given city as a percentage of the total population of the broader area, and then multiplied the data collected from the broader area against the percentage that the city represented.

#### **Cohort issues**

When data was not available for youth aged 15-29 we used a weighting system to allow us to use data from differently defined groups. For example, if population data was not available for youth aged 15 to 29 but was available for 15 to 24 years and 25 to 34 years, we used the 15 to 24 years data, and half of the total data from 25 to 34 years.

#### Hierarchy of data credibility

Primary and secondary data was collected from a number of sources. YouthfulCities collected primary data by talking to key sources in person, by email and by telephone. Secondary data collection was done largely through online research. Our sources include census reports, municipal offices and websites, non-governmental organizations, academic sources (e.g. journal articles, development indexes and reports) and other online sources (e.g. crowdsourcing sites like expatistan.com).

#### Ranking the YouthfulCities Global Index data

Once all data is normalized, the cities in the YouthfulCities Canadian Index are ranked using a scoring system that takes the normalized data from each of the 121 indicators and translates every data point into weighted scores via the following:

- For each indicator we have decided if a high number or a low number is the most desirable for youth. For example:
  - In the number of entrepreneurship incubators indicator, a higher number of entrepreneurship incubators wins; versus,
  - In the youth unemployment indicator, a lower youth unemployment rate wins.
- Raw scores are then linearly scaled into points from 0 to 100 where the best score becomes 100 points and the worst score becomes 0 points:
- For high number indicators the highest number gains 100 points for that city.
- For low number indicators the lowest number gains 100 points for that city.
- Each city's points are then translated into weighted scores based on the importance rankings determined for each urban attribute.
   Importance rankings come from the 2014 Urban Attitudes Survey, which measured the average importance of the attributes for youth.
   Values listed are out of 10.

#### Cities' overall scores and rankings

The overall index scores result from summing the average of the indicator scores across each Urban Attribute. For example, the Transit Attribute is made up of 8 indicators. Each city gets a score for each indicator in the Transit Attribute. The average of these 10 indicator scores makes up the Attribute score. All 20 Attribute scores are summed in order to determine a city's overall score and rank.

#### Inputed data

23

While reliable, robust and defensible data is available for the overwhelming majority of our indicators across all 13 cities, in an extreme minority of cases (<2%) reliable data simply does not exist. Where data does not exist we take a national average in order to assign a score. Obtaining reliable and comparable data for the 13 cities is the most difficult part of the YouthfulCities Index process. We want to be as representative as possible in the data that we employ. If you feel you have a better way of measuring cities from a youth perspective, we want to hear from you!

#### THE CITIES IN OUR INDEXES

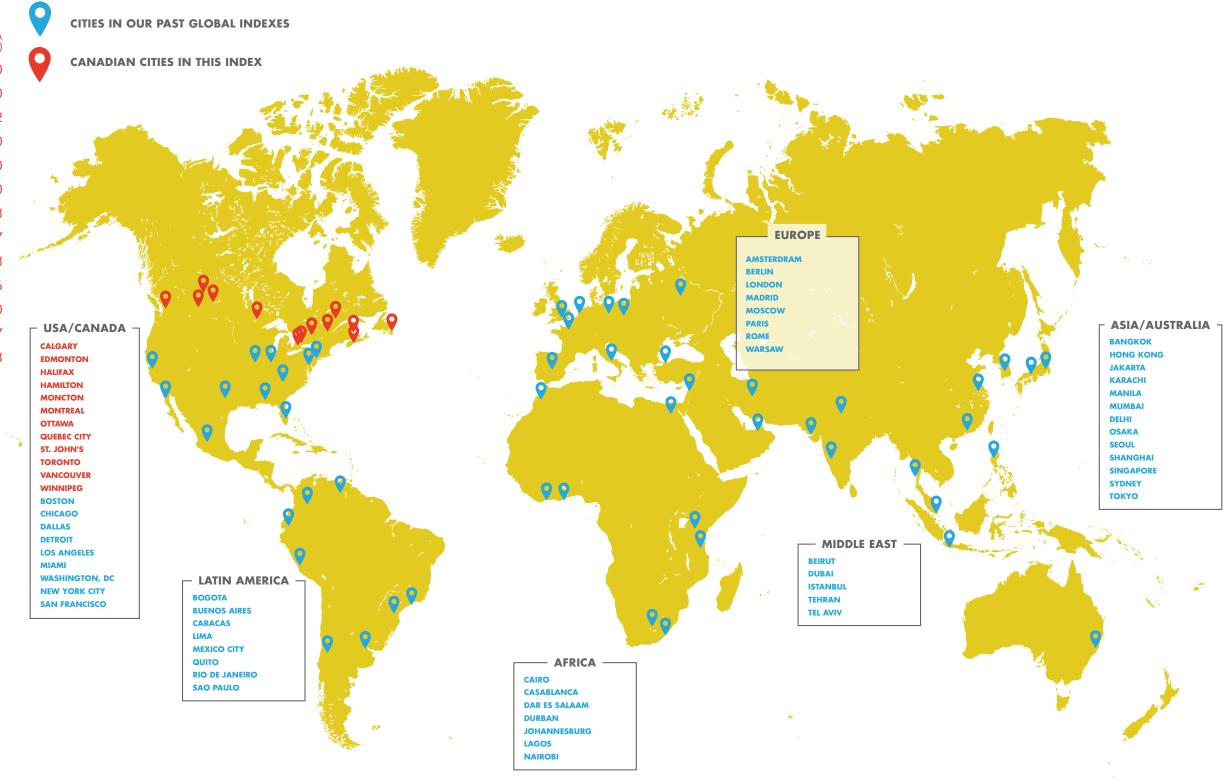
CITY	POPULATION (2017)	AREA (km²)
Calgary, Alberta	1,239,220	825.30
Edmonton, Alberta	1,062,643	684.40
Halifax, Nova Scotia	403,131	234.72
Hamilton, Ontario	536,917	1138.00
Moncton, New Brunswick	71,889	141.20
Montreal, Quebec	1,704,694	431.50
Ottawa, Ontario	934,243	2790.3
Quebec City, Quebec	531,902	485.77
Saskatoon, Saskatchewan	243,376	228.13
St. John's, Newfoundland	108,860	446.06
Toronto, Ontario	2,731,571	630.20
Vancouver, British Columbia*	631,486	114.97
Winnipeg, Manitoba	705,244	464.08

### The cities we selected for our Index are based on three main considerations:

- 1. Population: What are the most populated cities?
- 2. Geographical representation within a region: Are we ensuring that cities are selected from different geographical areas within a region?
- 3. Local engagement: Do we have the local support of Urban Decoders, youth, and municipalities to ensure we can collect reliable and accurate information across all of our attributes and indicators?

Our 2018 Canadian Index, which the present report is focused on, consists of 13 cities, and brings 10 new Canadian cities into our research.

To date, we've measured, ranked and indexed 65 cities around the globe.



<sup>\*</sup> City of Vancouver.

For our 2019 Index we hope to expand to Metro Vancouver.



#### **DIGITAL ACCESS**

For such a large city, with a high number of both youth and tourists, Toronto is free Wi-Fi. It scores second worst in the country on free Wi-Fi availability. One major area of improvement would be to make free Wifi on Toronto's university and college campuses publicly Toronto's residents and visitors can

lacking on the accessibility of accessible, and to equip all public transit with Wi-Fi. This would ensure that

stay connected and get around the city safely.

**TORONTO** 

Youth Population: 20.00%

#1 OF

Toronto's strengths are spread out broadly across our live, work and play themes.

The Ontario capital finishes in the top three of four out of seven live attributes, coming in first in civic engagement and diversity, second in health, and third in transit. In the work theme, Toronto finishes first in financial services and second in entrepreneurship. And in the play theme, Toronto finishes in the top three in six out of eight attributes, with a first place win in creative arts, second place in public space, fashion, film, and sports, and third place in travel.

#### **TRANSIT**

Despite the high cost of Toronto's transit passes, the commuter time by transit in Toronto is the second longest out of the Canadian cities measured. Toronto needs to extend its transit operation times to allow more youth to get around the city all the

#### **AFFORDABILITY**

This probably won't surprise you, but it is expensive to live in Toronto! Toronto's monthly transit passes are most expensive, and the average cost of rental housing is second most expensive. The city has begun to address this by offering discounts to low-income transit riders starting in April 2018, but there's still more work to do! Many youth may not fit the criteria for low-income, but the high costs of rental housing might leave them with little disposable income to spend on transit.

27

DIGITAL ACCESS

THE STATE OF THE S

TORONTO

PLAY

FASHION

1033.63

SPORTS

IRANSIT.

FILM

ENGAGEMENT

SAFETY

**ENVIRONMENT** 

DIVERSITY

EMPLOYMENT

W

0

EDUCATION

**ENTREPRENEURSHIP** 

AFFORDABILITY

PUBLIC SPACE

TRAVEL

MIGHTLIFE NIGHTLIFE



Vancouver's strengths are spread out across the live and work themes.

Notwithstanding its expensive and scarce housing, Vancouver's high quality of life shines through, with the city finishing in the top three of all seven of the live attributes: first in health and environment, second in transit and digital access, and third in civic engagement, diversity, and safety. In the work theme

Vancouver places second in employment and third in financial services, education and entrepreneurship. Less positively, in the work theme, the city finishes dead last in affordability. And in the play theme, it finds itself in the top three of just one attribute: public

space, where it tops the list.

28

#### FILM

For a diverse and buzzing Canadian city, Vancouver is lacking on the film attribute. Vancouver only has 5 film festivals (compared to 52 in Toronto), which would be a good area for city-builders to turn their attention. New film festivals would provide more opportunities for young people to experience the arts, and potentially become filmmakers themselves.

#### **AFFORDABILITY**

Vancouver has the lowest rank in Canada on the affordability attribute Housing in Vancouver is notoriously unaffordable, with both buying and renting being the most expensive in Canada. One thing to keep in perspective is that, although the densest large city in Canada, Vancouver is not nearly as dense as similar cities outside of Canada such as San Francisco. Developing "up" is one way Vancouver can make room for more housing and ensure that all of its residents have affordable places to live.

#### SPORTS

It might surprise Montrealers that the city ranked lowest on the sports attribute. One major contributor to this is the cost to play sports: Montreal is the most expensive city to join a recreational or organized soccer league (over ten times more expensive than in Calgary!). It is the second-most expensive place to buy a pair of sports shoes The city might want to consider subsidizing recreational sports and equipment if it wants to encourage youth to

HEALTH
One of the factors that lowers
Montreal's overall health
score is that the legal age
for purchasing cigarettes in
Montreal is 18, compared to
19 in many other Canadian
cities.

#### **MONTREAL**

Youth Population: 20.40%

#3of

Montreal's strengths are focused in live and play.

Quebec's largest city finishes first in two of the live attributes: digital access and transit, and four of the play attributes: fashion, food and nightlife, music and travel. However, it takes none of the first place honours in work, going so far as to finish seventh in three of the attributes in this theme: financial services, education and entrepreneurship.

entrepreneurship in the city.



#### #40F **OTTAWA**

13

Youth Population: 20.30%

Ottawa is a leader in availability of dedicated public transit in Canada: its Transitway bus system operates many bus lines with dedicated lanes above or below regular roads. Since some of these bus lines run 24/7, Ottawa has the highest number of hours of dedicated public transit per week in Canada.

#### HEALTH

DIGITAL ACCESS

HEALTH

TRANSIT

SAFETY

**ENVIRONMENT** 

DIVERSITY

EMPLOYMENT

W

OTTAWA

PLA

30

760.91

Ottawa's Health score is negatively impacted by the fact that the city only uses online sources to communicate health matters in the city. There are no TV channels, radio channels, or print media devoted to health matters in Ottawa. While social media is an important tool to disseminate information, ONLY having important information available online excludes youth and other members of the population who don't have digital access.

EDUCATION

**ENTREPRENEURSHIP** 

AFFORDABILITY

#### **EDUCATION**

Canada's capital isn't much of a city for students. With the lowest number of post-secondary institutions per capita and the second lowest full-time undergraduate enrollment, it may be difficult for Ottawa to attract young people to study in the city. Increasing the existing institutions' capacity for students would be a good move towards improving the youthful character of the city.

#### **FASHION**

much to encourage young designers to stay - the city has no young designer showcases or fashion incubators. Making space for young designers to improve, learn, and promote their work is essential if Ottawa wants to grow as a fashion hub.

Ottawa is not doing very

#### **ENVIRONMENT**

Edmonton has among the

lowest quantities of annual recycled materials for its population in Canada. This is surpising considering that the number of materials that can be recycled in Edmonton is one of the highest in Canada. Ensuring that the city's residents are making use of these robust recycling options would increase Edmonton's environment score.

31

Youth Population: 21.50%

#### **MUSIC**

Edmonton is the Canadian city with the second most expensive average concert tickets, and it also doesn't have city-provided free music programs for youth. As cost is a large barrier for youth to experience arts and culture, investing in free or low-cost music experiences for youth would greatly improve Edmonton's ranking in the music attribute

Edmonton is the most affordable city in Canada relative to its minimum wage. As the fifth most populous city in Canada, this is pretty impressive! Edmonton ranks among the cheapest cities for food, transit, consumption tax rate, #5 of minimum personal tax rate, and household products.

**TRANSIT** Commuters, students and regular Edmontonians have access to bike lanes, carshare, and dedicated local public transit lanes. However by streamlining provisions around a bike sharing movement, and joining up with local advocates who are pushing for the program as an integrated part of the city's transit plan, local government could improve

the city's transit reality, and Edmonton's overall/finish in the Index.

**ENVIRONMENT** 

DIVERSITY

ENGAGEMENT

SAFETY

CREATIVE ARTS

DIGITAL ACCESS

EMPLOYMENT

W

0

FASHION **SPORTS** 

PLAY

157.39

FOOD & NIGHTLIFE

EDUCATION

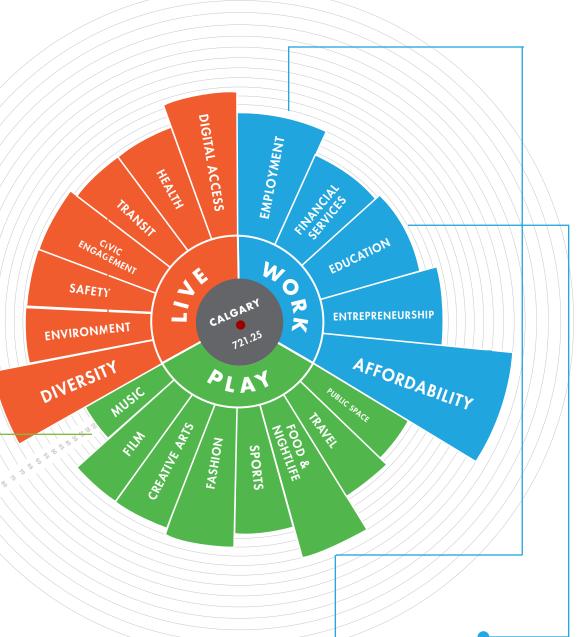
ENTREPRENEURSHIP

AFFORDABILITY

**EDMONTON** 

#### MUSIC

By helping kickstart local music festivals, Calgary could easily move out of 2nd last place in the music category. Funding, institutional or inkind support for local artists and organizers by the city or local businesses would go a long way towards invigorating the local scene.



#### **CALGARY**

Youth Population: 20.00%

Calgary performs well in a number of attributes in the play theme, including creative arts.

With seven art/design schools and a large budget for public art, it's an attractive city for young artists.

#60F

#### **EMPLOYMENT**

Experiencing the 4th highest youth unemployment rate, Calgary's youth would be well served by a greater number of employment centres or small business training programs. The Calgary Public Library's "Small Business Tuesdays" is a good start and well attended, but would-be entrepreneurs would be well served by greater opportunities to learn from similar programs.

#### **EDUCATION**

Considering the quality of the post-secondary institutions in Calgary, it is surprising that the city ranked 12th on the education attribute. Calgary received low scores for the number of post-secondary institutions per capita, and for the number of enrolled fulltime undergraduate students in the city. If Calgary wants to retain or attract greater numbers of youth, a good start would be to make more spaces available for students in its 8 post-secondary institutions

#### **DIVERSITY**

Quebec City lowers its diversity score by only allowing residents to vote in French in municipal elections. While French language is an important element to the heritage of the city, not having provisions for newcomers to vote in additional languages may pose a barrier to their civic engagement.

#### **HEALTH**

Quebec City scores lowest on the health attribute, falling into the bottom of the pack for most health indicators. One quick fix: unlike many other Canadian cities, Quebec City doesn't distribute free contraceptives. Doing so is an important move towards improving the reproductive and sexual health of the city's youth, who are one of the biggest beneficiaries of free contraception.

#### **QUEBEC CITY**

Youth Population:

18.60%

#7 OF

Quebec City ranks second highest on the Environment attribute, with one impressive result being that it has the lowest annual carbon emissions relative to its population. As climate change becomes increasingly urgent, perhaps other cities in Canada and around the world can learn from Quebec's capital!

#### EMPLOYMENT FILM Quebec City only has one film festival, a low number for DIGITAL ACCESS the size of its population. To provide more opportunities to showcase local filmmaking HEALTH talent another film festival might be a good idea – particularly one geared towards EDUCATION youth! SAFETY QUEBECCITY ENTREPRENEURSHIP **ENVIRONMENT** 717.89 AFFORDABILITY DIVERSITY PLAT FASHION SPORTS

#8 of

13

# WINNIPEG

Youth Population: 20.70%

Winnipeg has the largest indigenous advisory board of any Canadian city, and the NHL's Jets are the first professional sporting team in Canada to acknowledge the colonial history of their arena at the beginning of sporting events. Though there is much work to be done towards meaningful reconciliation, these moves have helped the city emerge as a leader in Canada in terms of recognizing its colonial history.

# ENVIRONMENT

There are only 5 materials that can be recycled in Winnipeg. Recycling is an important way for residents to lower their environmental footprint. Winnipeg can learn from Canadian cities such as Edmonton and Vancouver. whose residents can recycle 9 different materials.

SAFETY ENVIRONMENT

DIVERSITY

ENGAGEMENT

FASHION

DIGITAL ACCESS

HEALTH

**EMPLOYMENT** 

Winnipeg could improve its score on the employment attribute by offering job skills and training workshops for youth in the city. Doing so would provide an important base for job-seeking youth, and encourage them to stay in WInnipeg rather than seeking work elsewhere.

# **CREATIVE ARTS**

There is no rule in Winnipeg that local communities be consulted on public art projects or installations A more inclusive process would ensure that public art pieces reflect the communities in which they're located.

EMPLOYMENT EDUCATION wo ENTREPRENEURSHIP 712.14 AFFORDABILITY PLAY SPORTS

# **CIVIC ENGAGEMENT**

time, the city is only middle of the board, the city would youth to enter local politics and remain engaged in the part of the conversation for the long term. This long term youth engagement would bring down the age of council and help ensure the voices of local youth are taken seriously.

**TRANSIT** 

The city of Moncton does not

have any dedicated public

doesn't share a lane with

other transit - that is, trains,

trams, subways, bus rapid

transit. It also doesn't have a

public bike sharing program,

and only 5 kilometers of

municipal bike paths. This

means that all public trans-

the road with cars on most

portation and bicycles share

city roads. A positive first step

would be to expand the city's

network of bike lanes, which

will likely encourage more

sharing program.

transportation, or transit that

Moncton has the 2nd oldest city council. At the same of the road when it comes to the size of its youth advisory board. By increasing the size encourage politically-minded

# **MONCTON**

Youth Population: 19.40%

Through its high scores in education and entrepreneurship, the maritime city takes top honours in the work theme. When normalized for area and population, Moncton has the highest number of post-secondary institutions and the highest count of post-secondary students. It comes out on top with the highest secondary school graduation rate, and has the highest youth full time jobs as a percentage of total employment. In affordability, it has the lowest cost monthly transit pass, and the third lowest cost rental housing.

# EMPLOYMENT people to bike, increasing the demand for a public bike DIGITAL ACCESS HEALTH EDUCATION TE. W SAFETY MONCTON N ENTREPRENEURSHIP **ENVIRONMENT** 659.19 AFFORDABILITY DIVERSITY PLA FASHION SPORTS

# PUBLIC SPACE

Moncton ranks the lowest on the city's walkability score and is described as a car-dependent city, meaning most errands in the city require a car. Building up the city closer to residential areas would help reduce car-dependency.

# **CIVIC ENGAGEMENT**

Unfortunately, students in Saskatoon are not required to complete any volunteer hours to graduate high school. Compulsory volunteerism in high school is an important way that school boards can get youth involved in civic engagement at a young age,



**SASKATOON** 

Youth Population: 22.90%

Saskatoon is the place to be for both sports fans and athletes themselves! Saskatoon has the highest number of professional sports teams relative to its population (11 teams!). It also has the cheapest gym memberships and among the cheapest sports equipment.

#10 of

# **FASHION**

Saskatoon has no incubators for fashion designers, which means fashion designer youth in the city will need to go elsewhere if they want to learn in an incubator setting The creation of an incubator would be a good way for Saskatoon to ensure that its youth fashion talent stays in the city.

In Saskatoon, there are only 57 hours per week in which alcohol can be bought in stores. This is the lowest number of hours out of the cities surveyed – compare that to 112 hours in Calgary! Making alcohol available for purchase for more hours in a week would likely be appreciated by Saskatoon's residents, both the youth and otherwise.

# **FOOD & NIGHTLIFE**

# **ENTREPRENEURSHIP**

The minimum age to register a business in Halifax is 19, which is the oldest out of any cities we measured (compared to 12 years old in St. John's!) This is very limiting for young entreupreneurs who want to start their own business. Lowering the minimum age would foster youth entrepreneurship, and improve Halifax's entrepreneurship score.

# HALIFAX

ENTREPRENEURSHI

AFFORDABILITY

Youth Population: 20.50%

# Halifax gets high scores on the Public Space attribute, coming in at third best in Canada. One contributor is the high percentage of the city that is public green space. There are 76 square kilometers of public green space for Halifax's

residents to enjoy the

outdoors.

#11 OF

# CIVIC ENGAGEMENT

Establishing a Youth Advisory Board that reports to City Council should be a priority for the local government. Indeed, Halifax is 1 of only 3 cities in our Index that doesn't have a such a board. This would bump up the city's overall finish in the Index, at the same time that it would create a newly engagement cohort of young politicians.

# **ENVIRONMENT**

Halifax scores in the bottom 3 on Environment, and falls behind other cities on the Smart Cities initiatives scale. One notable reason is that Halifax's public transit doesn't use low-carbon emission vehicles.

DIGITAL ACCESS

HALIFAX

654.01

SPORTS

HEALTH

SAFETY

ENVIRONMENT

EMPLOYMENT

no

# #12of HAMILTON

13

Youth Population: 19.50%

Hamilton is the city with the cheapest average concert tickets! Youth are a large part of the concertgoing population, so access to affordable live music is a great draw for youth to come to Hamilton and experience the city's burgeoning music scene.

# **SAFETY**

A big contributor to Hamilton's poor safety score is that it is the only city we measured in Canada that does not have any of the following on its public transit: a passenger bill of rights, night stop programs, transit police or security officers, and surveillance on the fleet. Adopting at least some of these security measures on public transit would be a good first step to improving the city's safety score.

# **EMPLOYMENT** DIGITAL ACCESS HAMILTON SAFETY ENTREPRENEURSHIP **ENVIRONMENT** 604.51 AFFORDABILITY DIVERSITY PLA FASHION SPORTS

# **CREATIVE ARTS**

Hamilton would serve its artists well and increase its performance in the Index by requiring new developments over a certain size to include a budget for a permanent public art installation. Ideally this would exist as part of an integrated, long term public art plan.

# DIGITAL ACCESS

Hamilton comes in the bottom three on digital access in the city. Part of the reason for this is the lack of availability of free publicly accessible WiFi throughout the city. Hamilton lags behind other Canadian cities by not having Wi-Fi on its public transit.

# **ENVIRONMENT**

St. John's has the highest number of registered vehicles compared to the size of its population. Why so many cars? The city's low walk score and lack of public bike sharing program are likely contributors. A public bike sharing program might help reduce St. John's car dependency!

# **DIVERSITY**

English is the only voting language in St. John's municipal elections! This may restrict Francophone or newcomer youth and others from participating in elections. To make civic participation in the city more inclusive, St. John's should increase the number of languages one can vote in.

# **EMPLOYMENT**

St. John's has a high youth unemployment rate. One contributor to this may be that there are no youth employment centers in St. John's, It is important to have employment centers that cater specifically to youth, who may face different barriers to finding work.

# ST. JOHN'S

EDUCATION

ENTREPRENEURSHIP

AFFORDABILITY

Youth Population: 21.50%

St. John's wins on most affordable rental housing in Canada by a long shot. Average rental housing in St. John's is over \$1000 cheaper than Canada's most expensive cities, Toronto and Vancouver. This may attract youth and other folks who can't afford other cities' skyrocketing rental costs to the scenic Atlantic city.

#13 of

38

EMPLOYMENT

wo

RX

DIGITAL ACCESS

ST. JOHN'S

PLAY

FASHION

581.42

SPORTS

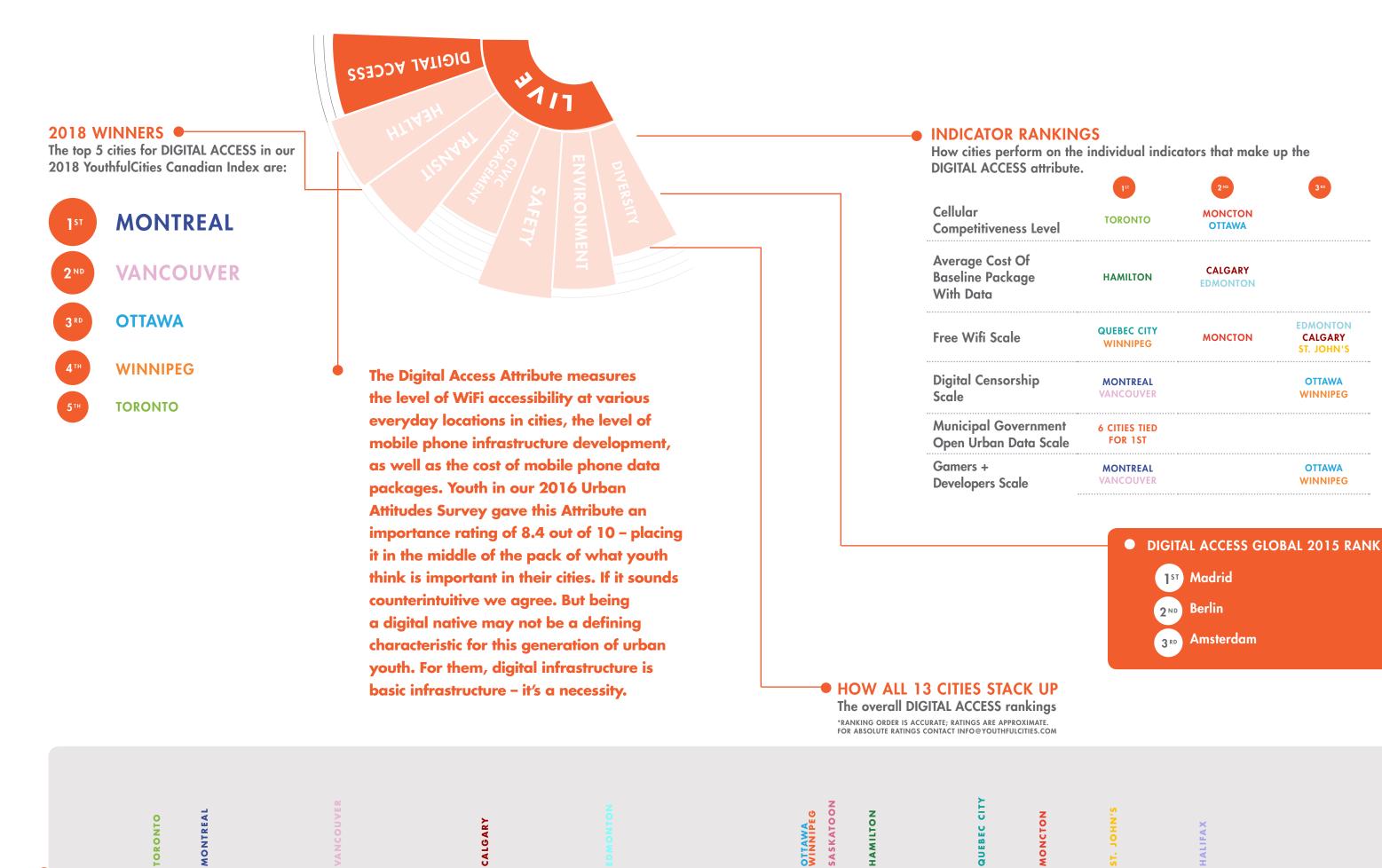
A.

HEALTH

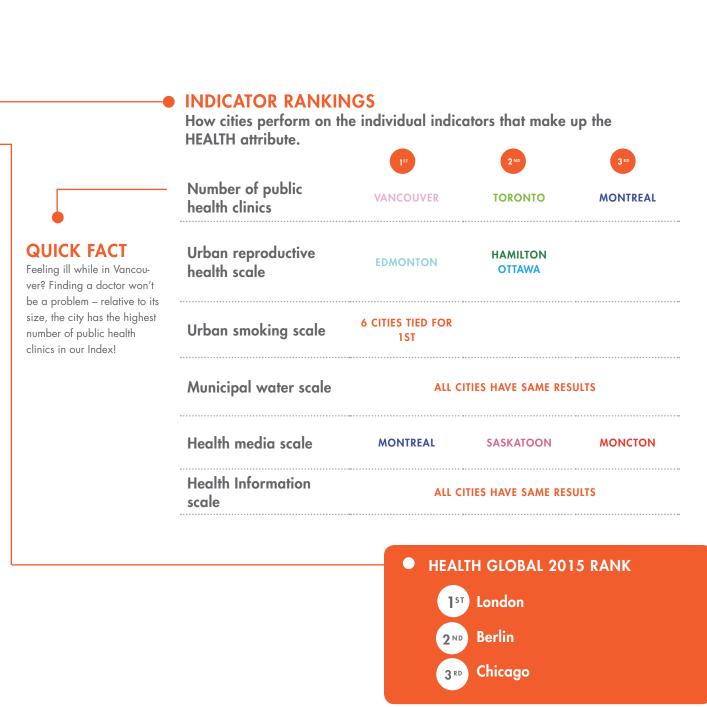
SAFETY

ENVIRONMENT

DIVERSITY



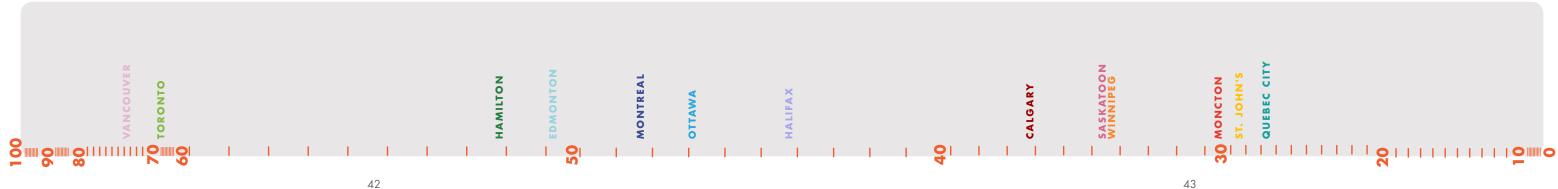
# 4117 **2018 WINNERS** • The top 5 cities for HEALTH in our 2018 YouthfulCities Canadian Index are: **VANCOUVER TORONTO HAMILTON EDMONTON** The Health Attribute measures the presence and accessibility of primary and secondary **MONTREAL** health services within a city, as well as the amount of publicly available information regarding healthcare and health services. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.87 out of 10 - making it the second most important factor for youth in their cities. An indication that though youth may be young and healthy, healthcare still matters.



# HOW ALL 13 CITIES STACK UP

The overall HEALTH rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE.



The top 5 cities for TRANSIT in our 2018 YouthfulCities Canadian Index are:

1st MONTREAL

2 ND VANCOUVER

3<sup>RD</sup> TORONTO

4<sup>TH</sup> CALGARY

5<sup>TH</sup> OTTAWA

SSECTION AND THE STATE OF THE S

The Transit Attribute measures the extent to which individuals are able to efficiently and affordably travel within their city. Youth in our 2016 Urban Attitudes Survey gave this attribute an importance rating of 8.7 out of 10 – making it the the third most important factor for youth in their cities.

44

# **INDICATOR RANKINGS**

How cities perform on the individual indicators that make up the

TRANSIT attribute.

Transit Trips, Annually

		2.00	3.0
Kms Of Dedicated Public Transportation	TORONTO	VANCOUVER	MONTREAL
Hrs/Week Dedicated Public Transit	OTTAWA	WINNIPEG	EDMONTON
Public Bike Rentals	MONTREAL	VANCOUVER	HAMILTON
Kms Of Bike Paths	MONTREAL	TORONTO	SASKATOON
Commuter Time By Transit	VANCOUVER	SASKATOON	MONTREA
Commuter Time City Center To Airport	VANCOUVER	SASKATOON	CALGARY
Walkability	VANCOUVER	TORONTO	MONTREAL
Number Of Public	TOPONTO	MONTPEAL	VANCOLIVED

**TORONTO** 

QUICK FACT

If you're an avid cyclist but
don't have your own wheels,
Montreal is the place to be!
At 6200 bikers, the city has
the highest number of bikes
available in its bike sharing
network.

TRANSIT GLOBAL 2015 RANK

**MONTREAL** 

**VANCOUVER** 

1<sup>ST</sup>

Amsterdam

2 ND

Vancouver

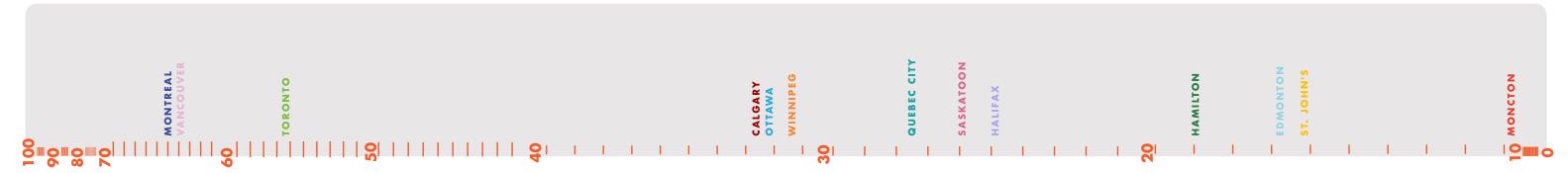
3 RD

Berlin

# **HOW ALL 13 CITIES STACK UP**

The overall TRANSIT rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE.
FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM



The top 5 cities for CIVIC ENGAGEMENT in our 2018 YouthfulCities Canadian Index are:

**TORONTO** 

**OTTAWA** 

**VANCOUVER** 

**QUEBEC CITY** 

**MONTREAL** 



The Civic Engagement Attribute brings together different measures related to individual and collective activities geared towards issues of public interest and engagement. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 7.8 out of 10 - putting it in the bottom half of importance factors for youth in their cities. But before you write it off, ask yourself if the lack of available youth civic participation opportunities may be fuelling a spiral of youth disinterest.

**INDICATOR RANKINGS** 

How cities perform on the individual indicators that make up the CIVIC ENGAGEMENT attribute.



**Engagement Scale** 

**8 CITIES TIED** FOR 1ST

Average Age Of

**MONTREAL** 

ST. JOHNS

**OTTAWA** 

**Councillors** 

**Municipal Indigenous** Info And Advisory

Political Influence Scale

**WINNIPEG** 

**VANCOUVER** 

**CALGARY** 

Boards

**QUICK FACTS** 

Collecting the data for this

Indicator was no small task! Most cities have at least 30

elected officials. After all that

work, Montreal is at the top of the ranking for youngest

average age of city council-

lors, with an average of 45

years young.

QUEBEC CITY

TORONTO

**VANCOUVER** 

Volunteerism In High School Scale **HAMILTON OTTAWA TORONTO** 

**CIVIC ENGAGEMENT GLOBAL 2015 RANK** 

**Mexico City** 

Quito

3 RD Lima

47

**HOW ALL 13 CITIES STACK UP** 

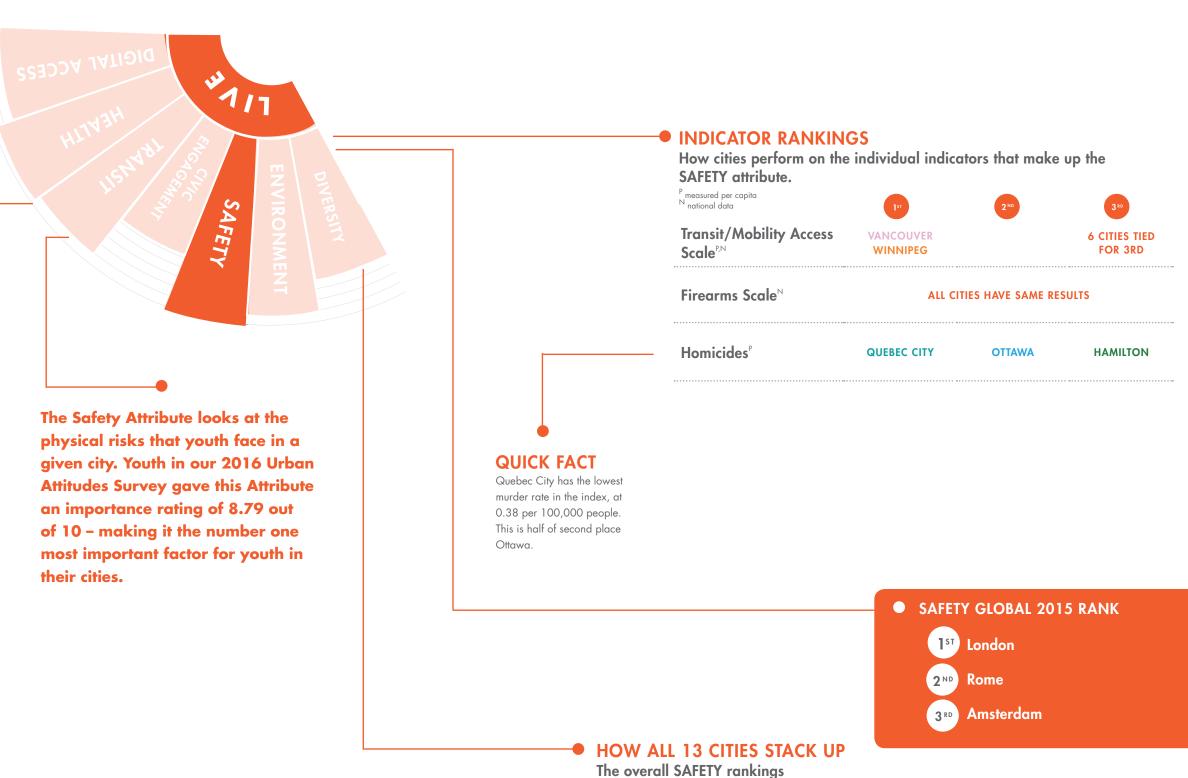
The overall CIVIC ENGAGEMENT rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

HALIFAX 

# 2018 WINNERS The top 5 cities for SAFETY in our 2018 YouthfulCities Canadian Index are: 151 QUEBEC CITY 2ND OTTAWA 3RD VANCOUVER 4TH MONTREAL 5TH WINNIPEG

48



\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

The top 5 cities for ENVIRONMENT in our 2018 YouthfulCities Canadian Index are:

15T VANCOUVER

2ND QUEBEC CITY

3<sup>RD</sup> EDMONTON

4<sup>TH</sup> OTTAWA

5<sup>TH</sup> TORONTO



SAFETY SAFETY DIVERSITY

The Environment Attribute brings together indicators that look at the environmental impact of a city as well as the proactive measures in place to minimize a city's impact. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.72 out of 10 placing it in the upper middle of the pack of what youth think is important in their cities.

50

# INDICATOR RANKINGS

How cities perform on the individual indicators that make up the ENVIRONMENT attribute.

P<sub>measured</sub> per capita **Smart Cities CALGARY EDMONTON** MONCTON **Initiatives Scale Quantity Of Annual VANCOUVER QUEBEC CITY** ST. JOHN'S Recycled Materials<sup>p</sup> **Quantity Of Annual EDMONTON MONCTON TORONTO Waste**<sup>p</sup> **Carbon Emissions QUEBEC CITY VANCOUVER OTTAWA Recycled Materials EDMONTON VANCOUVER** HAMILTON

**TORONTO** 

51

# ■ ENVIRONMENT GLOBAL 2015 RANK

**MONTREAL** 

**OTTAWA** 

1<sup>ST</sup> San Francisco

2<sup>ND</sup> Chicago

London

HOW ALL 13 CITIES STACK UP
The overall ENVIRONMENT rankings

**Total Registered** 

**Vehicles**<sup>p</sup>

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE.

**QUICK FACT** 

Reduce, reuse, recycle. Vancouver has certainly

mastered the 3-Rs. It's the city

with the most annual recycled materials per capita in our

The top 5 cities for DIVERSITY in our 2018 YouthfulCities Canadian Index are:

15T TORONTO

2ND MONTREAL

3<sup>RD</sup> VANCOUVER

4TH CALGARY

5<sup>TH</sup> EDMONTON



The Diversity Attribute looks at

The Diversity Attribute looks at how varied the culture of a city is, how open it is to cultural, religious and gender differences and how open it is to LGBT issues and rights. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.2 out of 10 placing it in the middle of the pack of what youth think is important in their cities.

52

# INDICATOR RANKINGS

How cities perform on the individual indicators that make up the DIVERSITY attribute.

N national data

QUICK FACT

If you're looking for diversity,

You can vote in 27

cities in the world.

Toronto is the place to be.

languages, or get your taste buds going at one of the 111

different nationality-specific restaurants! No wonder

Toronto has a reputation as

one of the most multicultural

Languages To Vote In TORONTO CALGARY EDMONTON MONTREAL

Diversity Of Food MONTREAL VANCOUVER TORONTO

Openness To LGBTQIA ALL CITIES TIED FOR FIRST

Diversity Of Religion MONTREAL TORONTO CALGARY

# DIVERSITY GLOBAL 2015 RANK

1<sup>ST</sup> Toronto

2<sup>ND</sup> London

3<sup>RD</sup> Montreal

# HOW ALL 13 CITIES STACK UP The overall DIVERSITY rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM



# TO E EMPLOYMENT

# **2018 WINNERS** •

The top 5 cities for EMPLOYMENT in our 2018 YouthfulCities Canadian Index are:

1<sup>51</sup> QUEBEC CITY

2 ND VANCOUVER

3RD MONTREAL

4<sup>TH</sup> MONCTON

5TH HAMILTON



The Employment Attribute looks at the overall climate of youth employment in a city and measures the proactive tools and mechanisms in place to combat youth unemployment. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.52 out of 10 – placing it just outside the top 5 most important factors for youth in their cities.

54

# **QUICK FACT**

Youth are hard at work in Quebec City! As of the end of December 2017, the city had the lowest youth unemployment rate - an impressive 4.5%.

# INDICATOR RANKINGS

**Unemployment Rate** 

Youth

How cities perform on the individual indicators that make up the EMPLOYMENT attribute.

QUEBEC CITY

Employment Initiatives 6 CITIES TIED

And Programs Scale FOR IST

**And Programs Scale** FOR 1ST **Youth Employment MONTREAL SASKATOON VANCOUVER** Centers **Number Of New Jobs TORONTO WINNIPEG EDMONTON** Created Youth f/t jobs as percent of total **MONCTON EDMONTON SASKATOON** employment Youth f/t jobs as percent of total **QUEBEC CITY OTTAWA VANCOUVER** employment change **Unemployment rate HAMILTON CALGARY QUEBEC CITY** change over 2017

# **EMPLOYMENT GLOBAL 2015 RANK**

**1**<sup>ST</sup> S

San Francisco

**VANCOUVER** 

**HAMILTON** 

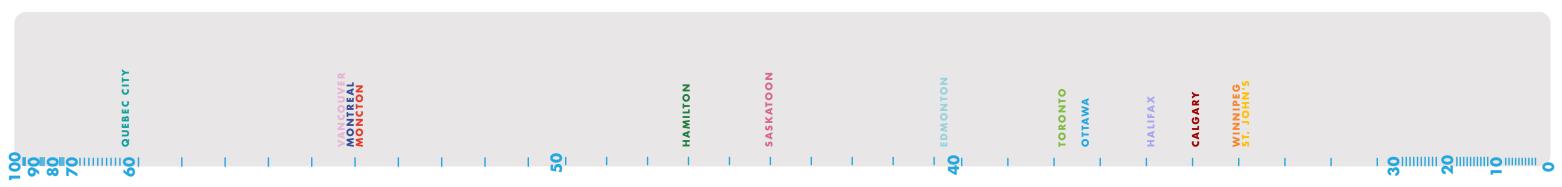
2 ND

Chicago

3 RD London

# HOW ALL 13 CITIES STACK UP The overall EMPLOYMENT rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM



The top 5 cities for FINANCIAL SERVICES in our 2018 YouthfulCities Canadian Index are:

15T TORONTO

ST. JOHN'S

3<sup>RD</sup> VANCOUVER

4<sup>TH</sup> QUEBEC CITY

5<sup>TH</sup> OTTAWA

• INDICATOR RANKINGS

How cities perform on the individual indicators that make up the FINANCIAL SERVICES attribute.

HALIFAX **Business Banking** ST.JOHN'S **Availability** VANCOUVER **Personal Banking QUEBEC CITY VANCOUVER** ST. JOHN'S Availability Number Of "Chartered" **4 CITIES TIED TORONTO CALGARY** FOR 3RD Banks In Your City **EDMONTON Online Banking TORONTO OTTAWA Mobile Banking EDMONTON OTTAWA TORONTO QUEBEC CITY** Financial Literacy ST. JOHN'S **VANCOUVER** 

The Financial Services Attribute looks at the availability and accessibility of banking and financial services and financial education for youth in a city. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.18 out of 10 – placing it in the middle of the pack of factors that youth think are important in their cities.

# HOW ALL 13 CITIES STACK UP

**EMPLOYMENT** 

The overall FINANCIAL SERVICES rankings

56

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

FINANCIAL SERVICES GLOBAL 2015 RANK

1st Moscow

2<sup>ND</sup> New York

New Dehli

The top 5 cities for EDUCATION in our 2018 YouthfulCities Canadian Index are:

**MONCTON** 

ST. JOHN'S

**VANCOUVER** 

**WINNIPEG** 

**EDMONTON** 



The Education Attribute looks at the accessibility and affordability of post-secondary education in a city. Youth in our 2016 Urban **Attitudes Survey gave this Attribute** an importance rating of 8.43 out of 10 - placing it in the middle of the pack of factors that youth think are important in their cities.

HORK

# INDICATOR RANKINGS

Full-Time Undergrad

**Enrolment** 

How cities perform on the individual indicators that make up the **EDUCATION** attribute.

#### **Post-Secondary MONCTON MONTREAL VANCOUVER** Institutions, Per Capita **Secondary School MONCTON** ST. JOHN'S **OTTAWA Graduation Rate** Maritime cities show the **4 CITIES TIED Indigenous Education TORONTO VANCOUVER** FOR 1ST secondary school graduation rates. Moncton finishes first, St. John's second and Halifax **Student Debt WINNIPEG** ST. JOHN'S **QUEBEC CITY** fourth overall in this indicator.

**MONCTON** 

**EDUCATION GLOBAL 2015 RANK** 

**VANCOUVER** 

**HAMILTON** 

Warsaw

**Washington** 

**Boston** 

**QUICK FACT** 

highest proportion of

The top 5 cities for ENTREPRENEURSHIP in our 2018 YouthfulCities Canadian Index are:

157 TORONTO

2ND MONCTON

3<sup>RD</sup> VANCOUVER

4<sup>TH</sup> SASKATOON

5<sup>TH</sup> OTTAWA



The Entrepreneurship Attribute measures the entrepreneurial culture fostered in a city. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.41 out of 10 – placing it in the middle of the pack of factors that youth think are important in their cities.

60

HORK

ENTREPRENEURSHIP

# **HOW ALL 13 CITIES STACK UP**

The overall ENTREPRENEURSHIP rankings
"RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE.
FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

# INDICATOR RANKINGS

How cities perform on the individual indicators that make up the ENTREPRENEURSHIP attribute.

N national data

lsı





	Ist	2 ND	3 80
Number Of Entrepreneurship Incubators	MONTREAL	TORONTO	VANCOUVER
Number Of Cowork Space	TORONTO	MONTREAL	VANCOUVER
Average Cost Of Coworking space	MONCTON	WINNIPEG	EDMONTON
Amount It Costs To Get A Business License	VANCOUVER	OTTAWA	WINNIPEG
Age At Which You Can Register A Business	MONCTON	ST. JOHN'S	MONTREAL
Entrepreneurship And Taxes Scale	SASKATOON	3 CITIES TIED FOR 2ND	

# • ENTREPRENEURSHIP GLOBAL 2015 RANK

1<sup>st</sup> San Francisco

2ND Los Angeles

New York City

# HORK **2018 WINNERS** • AFFORDABILITY The top 5 cities for AFFORDABILITY in our 2018 YouthfulCities Canadian Index **EDMONTON QUEBEC CITY CALGARY MONTREAL** The Affordability Attribute looks at how strong an economic foundation **HALIFAX** youth have in a city. It measures everything from economic inequality to cost of living, to consumption tax rates. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.77 out of 10 making it the second most important factor for youth in their cities. AFFORDABILITY 2015 RANK Tehran

Detroit

Sydney

# INDICATOR RANKINGS

How cities perform on the individual indicators that make up the AFFORDABILITY attribute.

Consumption Tax Rate	CALGARY	220	QUEBEC CITY
Rental Housing	ST. JOHN'S	HAMILTON	MONCTON
Gini Coefficient	QUEBEC CITY	HALIFAX	OTTAWA
Cost Of A Cappuccino (expastistan)	CALGARY	QUEBEC CITY	MONTREAL
Food - Cost Of 12 Eggs	CALGARY	EDMONTON	OTTAWA
Monthly Transit Pass	MONCTON	EDMONTON	MONTREAL
Price Per Square Meter To Buy An Apartment	MONCTON	WINNIPEG	QUEBEC CITY
Tube Of Toothpaste Cost	HALIFAX	EDMONTON	TORONTO
Standing Rate For A Taxi	CALGARY	TORONTO	MONTREAL
Cost Of A Feminine Hygiene Product (expatistan)	HALIFAX	VANCOUVER	QUEBEC CITY
Minimum Personal Tax Rate	ST. JOHN'S		EDMONTON CALGARY
Minimum Wage	HAMILTON OTTAWA TORONTO		

63

# HOW ALL 13 CITIES STACK UP

**QUICK FACT** 

With a 0% provincial sales tax, Albertans are afforded the lowest overall provincial

harmonized sales tax, at just

The overall AFFORDABILITY rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE.
FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM



The top 5 cities for MUSIC in our 2018 YouthfulCities Canadian Index are:

**MONTREAL** 

**OTTAWA** 

**HAMILTON** 

**MONCTON** 

**HALIFAX** 



The Music Attribute looks at the availability of music-based entertainment options in a city. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 7.77 out of 10 - placing it in the lower middle of the pack when it comes to factors that youth think are important in their cities.

64

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the

MUSIC attribute.

Scale

**QUICK FACT** 

It's time to party in Hamilton! The southern Ontario city has the cheapest average concert costs.

**Number Of Nightclubs MONTREAL SASKATOON MONCTON** Cost Of A **HAMILTON OTTAWA** HALIFAX **Music Concert Number Of MONTREAL OTTAWA EDMONTON Music Festivals Music Development 9 CITIES TIED** 

FOR 1ST

MUSIC GLOBAL 2015 RANK

1<sup>ST</sup> New York City

London

**Buenos Aires** 

# **HOW ALL 13 CITIES STACK UP**

The overall MUSIC rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

| | 0| | |

The top 5 cities for FILM in our 2018 YouthfulCities Canadian Index are:

**CALGARY** 

**TORONTO** 

**MONTREAL** 

**WINNIPEG** 

**VANCOUVER** 



The Film Attribute looks at the availability and affordability of film-based entertainment options in a city. Youth in our 2016 Urban **Attitudes Survey gave this Attribute** an importance rating of 7.59 out of 10 - placing it in the bottom 5 when it comes to factors that youth think are important in their cities.

66

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the FILM attribute.

P measured per capita

WINNIPEG

**WINNIPEG** 

**CALGARY** 

**MONTREAL** 

**CALGARY** 

Film Festivals

**MONCTON** 

**OTTAWA TORONTO** 

**Cost Of A Movie Ticket** 

Not only does Toronto have the most film festivals, it's also host to at least four that are geared specifically to young people: TIFF Kids, TIFF Next Wave, Toronto Youth Shorts and the Toronto Student Film Fest.

**QUICK FACT** 

**Number Of Cinemas VANCOUVER TORONTO** Per Square km

Number Of

Film Schools

CALGARY **EDMONTON** 

**CALGARY** 

**EDMONTON** 

**EDMONTON** 

**How Many Films Were** Licensed To Be Shot In The City

**Cost Of A Movie Ticket** 

**MONTREAL** 

**TORONTO** 

**MONTREAL** 

• FILM GLOBAL 2015 RANK

New York City

San Francisco

London 3 RD

**HOW ALL 13 CITIES STACK UP** 

The overall FILM rankings
\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE.
FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM



The top 5 cities for CREATIVE ARTS in our 2018 YouthfulCities Canadian Index



# **TORONTO**

CREATIVE ARTS

The Creative Arts Attribute looks

nontraditional. Youth in our 2016 **Urban Attitudes Survey gave this** Attribute an importance rating of 7.74 out of 10 - placing it in the lower middle of the pack when it comes to factors that youth think

at how a city supports creative

arts - whether traditional or

are important in their cities.



# **MONTREAL**



# **CALGARY**



**VANCOUVER** 



**EDMONTON** 



INDICATOR RANKINGS How cities perform on the individual indicators that make up the

**CREATIVE ARTS attribute.** 

**Public Art Scale** 

Indigenous Arts +

**Cultural Festivals** 

**4 CITIES TIED** FOR 1ST

**TORONTO** 

Number Of Art/Design Schools

**CALGARY** 

**4 CITIES TIED** FOR 3RD

**QUICK FACT** 

Interested in studying design? Head to Ontario's capital city! Toronto has 14 dedicated post-secondary design schools to choose from.

**Municipal Budget For MONTREAL Public Art** 

**TORONTO** 

**CALGARY** 

**Number Of Art** Galleries

**4 CITIES TIED** 

**TORONTO** 

**MONCTON** 

**VANCOUVER** 

FOR 1ST

**1** ST

Paris

Sao Paulo

69

• CREATIVE GLOBAL 2015 RANK

Johannesburg

**HOW ALL 13 CITIES STACK UP** 

The overall CREATIVE ARTS rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

HAMILTON 1111111119

The top 5 cities for FASHION in our 2018 YouthfulCities Canadian Index are:

1<sup>51</sup> MONTREAL

2ND TORONTO

3RD CALGARY

4<sup>TH</sup> WINNIPEG

5<sup>TH</sup> VANCOUVER



The Fashion Attribute measures the extent to which a city supports the growth and development of young fashion designers through incubators or showcases geared toward youth. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 7.14 out of 10 - making it the least important factor for youth in their cities.

70

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the FASHION attribute.

Young Designer

Showares Sarla

MONTREAL

CALGARY

HALIFAX SASKATOON

Showcase Scale

Number Of Fashion

MONTREAL

TORONTO VANCOUVER

Number Of Seats In Fashion Incubators

TORONTO

CALGARY

VANCOUVER

Cost Of Jeans

Incubators

ST. JOHN'S

CALGARY

MONCTON

**Cost Of Summer Dress** 

HAMILTON

**EDMONTON** 

MONCTON

• FASHION GLOBAL 2015 RANK

1st N

New York City

2ND London

Mumbai

# **HOW ALL 13 CITIES STACK UP**

**QUICK FACT** 

Ottawa is the capital of

Canada, but with 4 fashion incubators and 50+ youth

highlighted in the city's fash-

ion week, Montreal reigns as

the country's fashion capital.

The overall FASHION rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM



The top 5 cities for SPORTS in our 2018 YouthfulCities Canadian Index are:

**SASKATOON** 

**TORONTO** 

**MONCTON** 

**QUEBEC CITY** 

**CALGARY** 



The Sports Attribute measures the degree to which cities create an environment that supports sports - whether by hosting professional teams and facilities or by ensuring affordable access to amateur facilities and equipment. Youth in our 2015 Urban Attitudes Survey gave this Attribute an importance rating of 7.62 out of 10 - placing it in the bottom 5 least important

factors for youth in their cities.

72

INDICATOR RANKINGS

**Number Of Professional** 

How cities perform on the individual indicators that make up the SPORTS attribute.

**SASKATOON** 

**CALGARY** 

**CALGARY** 



**MONCTON** 

**SASKATOON** 

**TORONTO** 



**VANCOUVER** 

**Sports Teams** 

**Facilities** With at least 20, St. John's has the highest per capita number of organized recre-

**QUICK FACT** 

ational running events.

Number Of **Professional Sports TORONTO** 

**VANCOUVER HAMILTON** 

Cost 1 Pair Of Sport Shoes (Nike, Adidas, Or Similar)

1 Month Of Gym

**SASKATOON** 

**QUEBEC CITY** 

**WINNIPEG** 

**QUEBEC CITY** 

**EDMONTON** 

**Business District** Cost To Join A

Membership In

Recreational/

**Organized Soccer** 

League

**Events** 

Number Of Organized/ **Recreational Running** 

ST. JOHN'S

**MONCTON** 

**OTTAWA** 

**HOW ALL 13 CITIES STACK UP** 

The overall SPORTS rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@ YOUTHFULCITIES.COM

SPORTS GLOBAL 2015 RANK

1st Moscow

Istanbul

3 RD London

OTTAWA ST. JOHN'

The top 5 cities for FOOD & NIGHTLIFE in our 2018 YouthfulCities Canadian Index are:



# **MONTREAL**



**EDMONTON** 



**CALGARY** 



**QUEBEC CITY** 



**HALIFAX** 



The Food and Nightlife Attribute measures the accessibility, affordability, and extent of food, restaurant, and nightclub options in a city. Youth in our 2016 **Urban Attitudes Survey gave this** Attribute an importance rating of 7.49 out of 10 - placing it in the bottom 5 least important factors for youth in their cities.

74

# **HOW ALL 13 CITIES STACK UP**

The overall FOOD & NIGHTLIFE rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

# INDICATOR RANKINGS

How cities perform on the individual indicators that make up the FOOD & NIGHTLIFE attribute.

**TORONTO** 

**HALIFAX** 

P measured per capita



**VANCOUVER** 

**Number Of Restaurants** In Your City®

**4 CITIES TIED** 

**OTTAWA** 

FOR 2ND

**Number Of Food** Festivals

**MONTREAL** 

**4 CITIES TIED** FOR 3RD

**Cost Of Fast Food** 

Last Call Index

**CALGARY** 

**EDMONTON** 

**VANCOUVER** 

Cost Of A **Domestic Beer** 

In Stores

**EDMONTON** 

MONCTON

**CALGARY** 

Minimum Age To **Consume Alcohol** 

**Total Hours Per Week** 

Alcohol Can Be Bought

**5 CITIES TIED** FOR 1ST

**CALGARY EDMONTON** 

**MONTREAL QUEBEC CITY** 

**FOOD & NIGHTLIFE GLOBAL 2015 RANK** 



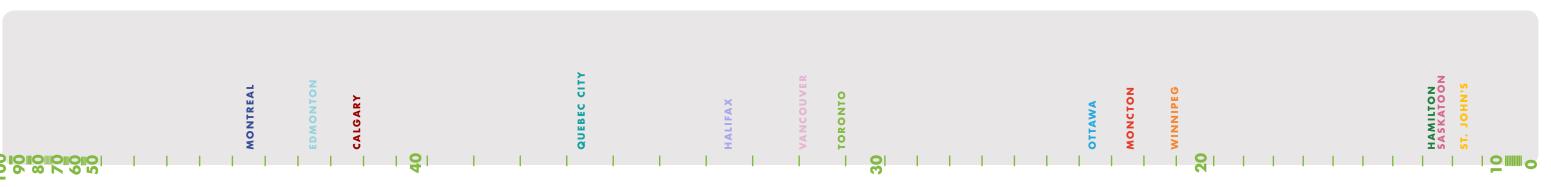
Tokyo



Osaka



Washington



# PUBLIC SPACE TRAVEL 2018 WINNERS • The top 5 cities for TRAVEL in our

76

2018 YouthfulCities Canadian Index are:

**MONTREAL** 

**HAMILTON** 

**TORONTO** 

**EDMONTON** 

**VANCOUVER** 



The Travel Attribute looks at the extent to which youth in a city can get away to other cities nearby, both efficiently and affordably. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.64 out of 10 - placing it in the top 5 most important factors for youth in their cities.

\* Youth in each city in the Index determined a "getaway city" that we used for calculating most of the indicators in this Attribute. The gateway cities selected all have a population of at least 1 million and are within domestic borders and relatively close to the given city for which it is a gateway.

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the TRAVEL attribute.

**Number Of Cities Connected Through Direct Flights** 

**TORONTO** 

**MONTREAL** 

**VANCOUVER** 

**Getaway City Bus Cost** 

**HAMILTON** 

MONTREAL

**CALGARY** 

**Getaway City Bus** Frequency

**VANCOUVER** 

**QUEBEC CITY** 

**HAMILTON** 

**Average Cost Of Entry To Cultural Institution** 

Over Whole Week (choose 3 biggest

**HAMILTON** 

**MONCTON** 

**EDMONTON** 

museums)

**TRAVEL GLOBAL 2015 RANK** 

ST

London

3 RD

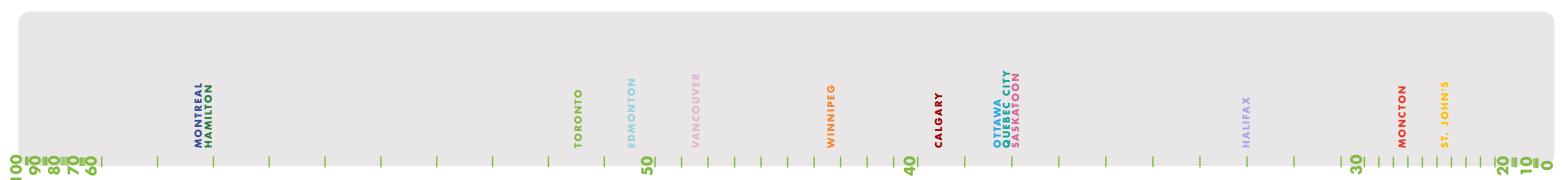
Miami

**Boston** 

HOW ALL 13 CITIES STACK UP

The overall TRAVEL rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM



# PUBLIC SPACE

# 2018 WINNERS •

The top 5 cities for PUBLIC SPACE in our 2018 YouthfulCities Canadian Index are:

**VANCOUVER** 

**TORONTO** 

**HALIFAX** 

**MONTREAL** 

**EDMONTON** 



**The Public Space Attribute examines** the degree to which cities provide for recreation, sports, and leisure activities in a city. Youth in our 2016 Urban Attitudes Survey gave this Attribute an importance rating of 8.33 out of 10 - placing it in the middle of the factors youth consider important in their cities.

78

**HOW ALL 13 CITIES STACK UP** 

The overall PUBLIC SPACE rankings

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the **PUBLIC SPACE** attribute.

P measured per capita

**EDMONTON** 

**MONTREAL** 

Total Green Space/ Public Space

**Number of Municipally Maintained Sports VANCOUVER** 

TORONTO

**HALIFAX** 

**EDMONTON** 

fields, rinks and facilities that young people can use to stay Number of Public fit, stay competitive and have

**QUICK FACT** 

Ottawa has over 1600 public

Libraries

**VANCOUVER** 

TORONTO **MONTREAL** 

Walkscore on walkscore.com

facilities/fields

**VANCOUVER** 

**TORONTO** 

HALIFAX

Indigenous Art in **Public Space** 

**7 CITIES TIED** FOR 1ST

**Local Indigenous** Land Acknowledgment

WINNIPEG

**TORONTO** 

**CALGARY** 

PUBLIC SPACE GLOBAL 2015 RANK

1st Moscow

79

Santiago

3<sup>RD</sup> Mexico City

HAMILTON

YouthfulCities is leading a unique urban regeneration.

We are building a global network of 15 - to 29-year-olds who dive deep into youth-driven urban knowledge to create far-reaching inventive solutions from youth outward. And, we are illuminating youthful stories around the world. This leads to the 100 biggest cities and their almost one billion inhabitants becoming more connected, dynamic, open, fun, curious, and inventive – In other words, more youthful cities.

Huge thanks to



N|A|T|I|O|N|A|L

for their help in making the Canadian Index a reality.

Some of the governments we have already worked with:

Government of Ontario City of Toronto City of Vancouver City of North Vancouver City of Brampton











- 1. Welcome
- **2.** Approval of the Minutes : August 9, 2018
- 3. Approval of Agenda
- 4. Agenda Item

**4.1.** Review of City Council Agenda/Minutes J. Meli/ D. Graham D. Graham

**4.2.** Strategic Plan Focus Areas Update

- 5. Unfinished Business
- 6. New Business
  - 6.1. City of Lethbridge Operating Budget 2019-2022
  - **6.2.** Social Media Engagement
- 7. Review of Action Items
- 8. Roundtable
- 9. Next Meetings

September 20, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.
October 18, 2018	Meeting Room 003	5:00 P.M. – 7:00 P.M.
November 15, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.
December 20, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.

- Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.
- For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.

Minutes of the **Youth Advisory Council** held on **August 9**, **2018** in the **Culver City Room** at 5:00 P.M. with the following attendance:

**PRESENT:** Member, Chair D. Graham Member, Vice-Chair G. Forster Member (Departed 6:05 PM) A. Sander Member (arrived 5:30 PM) D. Armah Member D. St. Jean Member L. Charissage Member (Departed 6:15 PM) S. Siever V. Schindler University of Lethbridge Students Union Representative Legislative Services Assistant OTHERS: R. Westerson Director, City Manager's Office J. Meli University Student's Union President L. Bryan Member ABSENT: C. Devoy Member C. Harbin

- 1. Welcome
- 2. Approval of Minutes

# D. ST.JEAN

THAT the minutes of May 17, 2018 be approved.

----- CARRIED

3. Approval of Agenda

#### L. CHARISSAGE

THAT the agenda be approved.

----- CARRIED

- 4. Agenda Item
  - 4.1. Review of City Council Agenda/Minutes
- J. Meli, Director of the City Manager's Office, provided a review of the City Council meeting of Tuesday, August 7, 2018.

It was discussed that if the Committee was interested in getting involved with the newly established Ad Hoc Committee regarding the Community Drug Crisis, that YAC should get in touch with the youth in Lethbridge to discuss the issue.

.....

# 4.2. Strategic Plan Focus Areas Update

None Provided

# 5. Unfinished Business

R. Westerson, Legislative Services Assistant, advised the Committee that the Youth Services Directories had been printed, and are awaiting pick up. He advised he will pick up and bring to the August 23, 2018 meeting.

#### 6. New Business

# 6.1. City of Lethbridge Operating Budget 2019 – 2022: Jody Meli, Director City Manager's Office

J. Meli, Director of City Manager's Office, provided a review of the different budgeting practices employed by the City of Lethbridge. J. Meli reviewed the funding model for the Operating Budget, and the ways in which City Council can impact the overall Operating Budget.

YAC members were provided with copies of the 2019-2022 Operating Budget Process Overview Presentation from March 2018, as well as the community engagement strategy, and the property tax comparison sheet from the current Operating Budget.

Members of YAC agreed to utilize email to decide which sections of the Operating Budget each will review prior to the August 23, 2018 meeting. Members highlighted the need to research and thoroughly assess the impact any changes on the Operating Budget will have.

ACTION:	<ul> <li>YAC Members to email each other to determine which area of the Operating Budget they will review.</li> </ul>
	YAC Members to return to the August 23, 2018 meeting with research and analysis of their specific area of the Operating Budget.

# 6.2. Social Media Engagement: Dorothy Graham, Chair, Youth Advisory Council

D. Graham, Chair, Youth Advisory Council, discussed the current status of YAC's Social Media. It was discussed that at every meeting, YAC members will provide insight into some topics for posts. Additionally, if Members find information between meetings that should be posted, then it should be forwarded to D. Graham to put onto the YAC Facebook, C. Devoy to put on the YAC Instagram and D. Forster onto the YAC Twitter.

A notice of a vote at the August 23, 2018 meeting for allocating funds to sponsored YAC ads for the rest of the year was provided.

ACTION:	YAC Members to forward Social Media ideas where required.
	August 23, 2018 a vote to allocate funds for promoted Social Media
	posts

# 6.3. 2019 Youthful Cities Canadian Index: Dorothy Graham, Chair, Youth Advisory Council

D. Graham, Chari, youth Advisory Council, presented the Youthful Cities Canadian Index, noting the different Canadian municipalities that are engaged with it, and how the different metrics can be used to measure and advertise a communities 'Youthfulness'.

Members discussed the value for Lethbridge to be included on this index. The Committee would like to gain a deeper understanding of the programs benefits from both Calgary and Edmonton prior to engaging with the program.

ACTION:	D. Graham to connect G. Forster with the Youthful Cities Group.
	G. Forster to collect information about the program and the
	experiences of Calgary and Edmonton, reporting back by September 20, 2018 meeting.

#### 7. Review of Action Items

R. Westerson, Legislative Services Assistant, to connect V. Schindler, University of Lethbridge Student's Union representative, with a YAC On-Boarding Binder/Package for the August 28, 2018 meeting.

R. Westerson, Legislative Services Assistant, to contact D. St. Jean regarding the Off-Boarding Process discussed at the May 17, 2018 meeting, discuss information pertaining to past members.

# 8. Roundtable

# 9. Next Meetings

Thursday, August 23, 2018 Thursday, September 20, 2018	5:00 P.M. – 7:00 P.M. 5:00 P.M. – 7:00 P.M.	Culver City Room Culver City Room
Thursday, October 18, 2018	5:00 P.M. – 7:00 P.M.	Meeting Room 003
Thursday, November 15, 2018	5:00 P.M. – 7:00 P.M.	Culver City Room
Thursday, December 20, 2018	5:00 P.M. – 7:00 P.M.	Culver City Room

# 10. Adjournment

Meeting adjourned at 6:58 P.M.



4		- 1	lco		_
1.	· ·		ıcn	m	0

2. Approval of the Minutes: August 23, 2018

# 3. Approval of Agenda

# 4. Agenda Item

<b>4.1.</b> Review of City Council Agenda/Minutes	D. Graham
<b>4.2.</b> Strategic Plan Focus Areas Update	D. Graham

#### 5. Unfinished Business

#### 6. New Business

<b>6.1.</b> City of Lethbridge Operating Budget 2019-2022	D. Graham
<b>6.2.</b> Social Media Engagement	D. Graham
<b>6.3.</b> Ready Set Go Program	D. St. Jean
<b>6.4.</b> Canadian Youthful Cities 2019 Index	R. Westerson

# 7. Review of Action Items

# 8. Roundtable

# 9. Next Meetings

October 18, 2018	Meeting Room 003	5:00 P.M. – 7:00 P.M.
November 15, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.
December 20, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.

- Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.
- For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.



_					
1.	١٨.	$\sim$	co	m	^
	vv				_

2. Approval of the Minutes: September 20, 2018

# 3. Approval of Agenda

# 4. Agenda Item

4.1. Review of City Council Agenda/MinutesD. Graham4.2. Strategic Plan Focus Areas UpdateD. Graham

#### 5. Unfinished Business

#### 6. New Business

**6.1.** City of Lethbridge Operating Budget 2019-2022 D. Graham

**6.2.** Social Media Engagement D. Graham/R. Westerson

6.3. Canadian Youthful Cities 2019 Index Update R. Westerson6.4. Community Events Participation Strategy Update Sub-Committee

**6.5.** On-Boarding/Off-Boarding Update Sub-Committee

**6.6.** Group Photo

# 7. Review of Action Items

### 8. Roundtable

# 9. Next Meetings

November 15, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.
December 20, 2018	Culver City Room	5:00 P.M. – 7:00 P.M.

- Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.
- For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.



_					
1.	١٨.	$\sim$	co	m	^
	vv				_

2. Approval of the Minutes: October 18, 2018

3. Approval of Agenda

# 4. Agenda Item

4.1. Review of City Council Agenda/MinutesD. Graham4.2. Strategic Plan Focus Areas UpdateD. Graham

#### 5. Unfinished Business

#### 6. New Business

6.1. City of Lethbridge Operating Budget 2019-2022 D. Graham/ G. Forster
6.2. Social Media Engagement D. Graham
6.3. Community Events Participation Strategy Update Sub-Committee
6.4. On-Boarding/Off-Boarding Update Sub-Committee
6.5. Civic Common Master Plan Feedback R. Westerson

#### 7. Review of Action Items

8. Roundtable

# 9. Next Meetings

December 20, 2018 Culver City Room 5:00 P.M. – 7:00 P.M.

<sup>•</sup> Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.

<sup>•</sup> For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.



- 1. Welcome
- 2. Approval of the Minutes: November 15, 2018
- 3. Approval of Agenda
- 4. Agenda Item

<b>4.1.</b> Review of City Council Agenda/Minutes	D. Graham
<b>4.2.</b> Strategic Plan Focus Areas Update	D. Graham

- 5. Unfinished Business
- 6. New Business

<b>6.1.</b> Update City Council on Strategic	R. Westerson/D. Graham
Plan Progress and 2018 Activities	
<b>6.2.</b> Community Events Participation Strategy Update	Sub-Committee
<b>6.3.</b> On-Boarding/Off-Boarding Update	Sub-Committee
<b>6.4.</b> Terms of Reference Annual Review	R. Westerson
<b>6.5.</b> Youth Forum Update	D. Graham/G. Forster/ D. Armah

- 7. Review of Action Items
- 8. Roundtable
- 9. Next Meetings

January 17, 2019	Culver City Room	5:00 P.M. – 7:00 P.M.
February 7, 2019	Culver City Room	5:00 P.M. – 7:00 P.M.
March 21, 2019	Culver City Room	5:00 P.M. – 7:00 P.M.
April 18, 2019	Culver City Room	5:00 P.M. – 7:00 P.M.
May 16, 2019	Culver City Room	5:00 P.M. – 7:00 P.M.

- Please RSVP to Dorothy Graham at: <a href="mailto:dorothylgraham@gmail.com">dorothylgraham@gmail.com</a> or 403-393-1932.
- For access to City Hall at meeting time, please contact Dorothy Graham at 403-393-1932.