

Municipality of Chatham-Kent
Community Human Services
Community Attraction and Leisure Services
Information Report

To: Mayor and Members of Council
From: Victoria Bodnar
Coordinator, Resident Attraction and Retention
Date: June 8, 2018
Subject: LivingCK: CK^y Advisory Group

Background

On April 16, 2018, an information report and presentation, entitled LivingCK: Resident Attraction and Retention Update, was received by Council. The report outlined the strategic direction and activities undertaken to address a declining population and to promote Chatham-Kent to young people, immigrants, and active retirees. This update included findings garnered from the Chatham-Kent to the Power of Young People – CK^y (aged 15-39) survey of June 2017. From these findings, the following motion was brought forward and passed by Council:

“Whereas attraction and retention of youth is a vitally important aspect of Chatham Kent’s resilience and success. And Whereas Over 1100 youth in Chatham Kent responded to the Chatham-Kent to the Power of Young People CK survey, with only 22% of those surveyed reporting they felt their contributions to the community were valued, and many reporting frustration over the lack of youth opinions being known, heard or acted upon. Be it Resolved that staff in Community Attraction and Promotion investigate and report back to Council by June 18th, on the requirements and potential benefits of creating a CK Advisory Group, the aim of which is to ensure that the voice of young people age 15-39 years is known, heard, considered, and acted upon in Council decision making.”

This report will provide information on the requirements and potential benefits of creating a CK^y Advisory Group and outlines ways in which the advisory group can complement other community work to engage young people (aged 15-39).

Comments

Data from Stats Canada for the 2016 Census shows the population breakdown of young people within the targeted demographic in Chatham-Kent as:

Age Cohort	15-19	20-24	25-29	30-34	35-39	Total 15-39	Total Population
Population	6,115	5,535	5,135	5,560	5,380	27,725	102,042
% of Total	6%	5.4%	5%	5.4%	5.3%	27.2%	100%

The aim of engaging young people in Chatham-Kent in municipal and community life is a long-standing one. Municipal efforts have included the Mayor's Youth Council Coordinator role which supported the Chatham-Kent Mayor's Youth Council (2002–2010) and the subsequent creation of a Coordinator, Youth Retention and Immigration position, now Coordinator, Resident Attraction and Retention, (2011–to date) Council has received regular updates on the Coordinator's work and activities.

Chatham-Kent Mayor's Youth Council

From 2002–2010, a Chatham-Kent Mayor's Youth Council (MYC), was established as a result of a recommendation contained in the Chatham-Kent Youth Recreation Development Strategy. This 10-15 person youth council represented the 14-24 youth demographic and worked to make Chatham-Kent more youth-friendly. This work culminated in Chatham-Kent gaining provincial Youth Friendly Community status based on youth programming. The mission of MYC was "to take ideas from the youth, make them a reality through the youth, to improve the quality of life for the youth." MYC developed its own Terms of Reference, election protocol, and participation expectations. Activities and programs of the MYC were financially supported through fundraising initiatives, including an annual Mayor's Golf Tournament. The MYC was responsible for engaging with youth in Chatham-Kent to plan and implement initiatives including the; Chatham-Kent Skate Park Implementation Project, the "EXPOSED Chatham-Kent through the eye of a camera" photo book; the Do It Yourself grant program; and the Youth Partnership Fund.

The Mayor's Youth Council Coordinator was an advocate for the youth of Chatham-Kent and supported the MYC by overseeing its on-going development and administration, including researching new initiatives, facilitating and attending regular, MYC subcommittee and capacity-building meetings, maintaining contact with other Youth Councils, and participating in youth-focused workshops/conferences. The role also sought to remain current on youth trends both municipally and globally.

Best Practices - Advisory Groups for Young People/Youth

Best practices from the Rural Ontario Institute's [Youth Council Toolkit](#) highlight that a "champion" is required to support members of the youth council as decision-makers, and to oversee the formation and sustainability of the group. Often this role is taken on by a staff member of the associated government, Council, or organization. The advisory groups researched are generally connected to a government body, or an elected official's office, with many having support from government staff to review applications for membership.

A sample of established advisory groups is set out below:

Name	Activities	Target Age	# Members
Leamington Youth Advisory Committee	Provide a voice for the youth of Leamington, while advising Council of important recreational and social issues concerning the Municipality's younger population.	13–18	<ul style="list-style-type: none"> • 8-12 Members
London's Youth Advisory Council	Exists to ensure that youth voices are integrated into local public policy decisions. We seek to reboot citizenship in London by encouraging youth to lead the charge against political apathy by playing a constructive role in the decision-making processes of the governments and institutions that influence our communities.	15–25	<ul style="list-style-type: none"> • 15 Members • 1 per ward • 1 Chair
Mayor's Youth Advisory Committee - Windsor	<ol style="list-style-type: none"> 1. To actively seek input from Windsor youth on matters being considered by Council or identified by the Mayor and to provide the Mayor with recommendations, based on the input received. 2. To identify issues affecting youth within the community, develop strategies that could be implemented by the City to address these issues and bring these issues and strategies to the attention of the Mayor. 3. To develop a communications strategy to inform youth of events and matters affecting them and to solicit input from them. 4. To actively work towards increasing civic engagement by Windsor youth. 	14–24	<ul style="list-style-type: none"> • 12 Members • 1 Chair • 1 Vice Chair
Mayor's Millennial Advisory Committee – Burlington	<p>Conduct outreach and make recommendations to help Burlington foster and retain millennial-age residents. Activities may include, but are not limited to:</p> <ol style="list-style-type: none"> 1. Delegating or submitting written documentation on behalf of the Millennial Advisory Committee to Burlington City Council and other Committees and Boards, 	18–35	<ul style="list-style-type: none"> • 26 Members • 1 Chair • 1 Vice Chair

Name	Activities	Target Age	# Members
	<ol style="list-style-type: none"> 2. Participating in engagement opportunities at the City of Burlington and creating new engagement opportunities, 3. Organizing and participating in events that help to shape policy 4. Other initiatives, as determined by the group. 		
Philadelphia Millennial Advisory Committee	<ol style="list-style-type: none"> 1. Advise the City on policies, programs, and actions affecting millennials 2. Help develop initiatives focused on attracting and keeping millennial residents 3. Connect this generation to engagement opportunities with the larger community 4. Create a mentorship model to help engage those new or returning to citizenship 	23–34	<ul style="list-style-type: none"> • 21 Members • 4 Executives
Philadelphia Youth Commission	Youth Commission represents Philadelphia’s youth in public hearings and gives testimony that reflects the youth perspective. We work with the City, non-profits, community organizations, schools, and private entities to develop strategies to improve the lives of Philadelphia’s youth. The Commission also advises the Mayor, City Council, Philadelphia Schools, and other key decision makers inside and outside of city government.	12–23	<ul style="list-style-type: none"> • 21 Members
Governor’s Millennial Advisory Council - New Hampshire	The Governor's Millennial Advisory Council shall provide recommendations, insight, suggestions, and feedback to the Governor on matters of New Hampshire state policy that directly impacts the attraction, retention, and engagement of young people.	18–38	<ul style="list-style-type: none"> • 25 Members • 2 per county • 1 Chair

The size of and representation within the group varies by community, as shown above. The Youth Council Toolkit suggests that a typical Board or Council consists of 10 to 12 participants, but indicates that the recruitment of dedicated members is a more critical factor for success. Target ages of membership also vary based on community, but many strive to include young people studying and working in the community.

Outlook for Community Engagement with Young People in CK

Plans for enhanced engagement by community groups with young people across Chatham-Kent are encouraging.

The Chatham-Kent Chamber of Commerce is exploring the possibility of setting up a Young Professionals' Group in Chatham-Kent (aged 19–35) which will plan and facilitate networking opportunities, as well as form an advocacy body to work on issues related to economic prosperity. The formation of this group is being explored further, starting in late-Spring of 2018, and does not have a specified date for implementation.

The United Way of Chatham-Kent currently hosts a Youth Committee, made up of 25 Ambassadors from high schools throughout Chatham-Kent (aged 14–18). This Youth Committee is responsible for resource development and fundraising for United Way including the well-known Red Feather, community impact and outreach (through volunteering), and career development (through partnered mentorship with local employers). United Way of Chatham-Kent is exploring the possibility of setting up a NextGen Committee, similar to surrounding United Ways, made up of 20–40 year olds which will support fundraising and community engagement activities through a Cabinet (promoting United Way to their peers in workplaces and social circles) and through Ambassadors (who will co-chair community events). The formation of the NextGen Committee is being explored now with implementation aimed to start in the fall of 2018.

CK^y Advisory Group

Based on Council's motion, administration will create a "CK to the Power of Young People (CK^y) Advisory Group", consisting of young people in Chatham-Kent who will provide input to Council on the opinions of young people aged 15-39. The CK^y Advisory Group will be a Committee of Administration, which allows for information sharing in a less formal environment.

Benefits:

The creation of a CK^y Advisory Group will provide young people aged 15-39 with a formalized and structured mechanism to advise decision makers on the needs of young people.

One thousand one hundred and twenty-six (1,126) young people connected to Chatham-Kent (aged 15-39) responded to the Chatham-Kent to the Power of Young People (CK^y) survey in June, 2017. Only 22% of those surveyed reported they felt their contributions to the community were valued, and many spoke about the need for the opinions of young people to be listened to and acted upon. A CK^y Advisory Group will provide a structured framework for Municipal Council and CK young people to engage and discuss issues relevant to local young people, and ensure that Council is able to consider the views of young people when making decisions.

A CK^y Advisory Group will complement and supplement the work of community stakeholders to engage with young people. The United Way's engagement focuses on

fundraising and volunteerism, and the CK Chamber of Commerce's Young Professionals Group will provide opportunities for networking and advocacy for economic prosperity.

The CK^y Advisory Group will provide an opportunity for local young people to become involved in broad-based discussions and provide input to decision-making at a Council level. This is a unique opportunity for young people to be engaged in issues that concern them, across sectors and from diverse viewpoints, and enables young people to help solve community problems in a structured way.

Creating the CK^y Advisory Group will show local young people that Council values the contributions they make and that Council wants to engage with them to meet their needs. This will help to build relationships across generations, facilitate mentorship between young people and political and community leaders, and foster greater connection between young people and the community to assist with retention efforts.

The CK^y Advisory Group differs from the former MYC in two key ways:

- First, the targeted age demographic of CK^y is 15-39 years compared to the MYC at 14-24 years.
- Second, the main objective of the CK^y Advisory Group will be to facilitate discussions amongst young people and provide feedback to Municipal Council on matters that impact the attraction, retention, and engagement of young people, compared to the MYC which planned and implemented youth programs. The CK^y Advisory Group will help Municipal Council to gain and consider the opinions of young people when making decisions, and will help young people feel more valued and have a greater sense of ownership over their community's future.

Role of CK^y Advisory Group:

After establishment, the CK^y Advisory Group will:

- Determine a mandate, meeting schedule, Terms of Reference, and annual activities within one year of establishment.
 - Up to three in-person meetings will be scheduled a year and additional Skype meetings will be encouraged as needed
 - Determine engagement plan with Council

Potential Activities:

- Review of the CK^y (aged 15-39) Survey results, 2017, and the Chatham-Kent Survey of Young People (aged 15-39), 2012, survey results to gain insight to the needs and voices of other young people
 - Discuss the findings of the research and how to meet the needs of young people around employment and entrepreneurship, professional and personal development opportunities, leisure and recreation opportunities, health, affordability, safety, environment, ability to travel, education, digital access, public space, etc.

- Regular consultation with the broader CK community of 15-39 year olds to gain on-going insight from a broad spectrum of CK young people
- Provide written and verbal input to Council
- Attend Council meetings on topics of interest
- Host members of Council at CK^y Advisory Group meetings
- Identify community partnership opportunities and lead activities to meet the needs of young people, as identified in CK^y reports and through on-going consultation

A CK^y Advisory Group requires structure and support to become established, but also needs flexibility and direct input from young people in order to determine Terms of Reference reflective of the demographics' needs and capacity for participation.

A high level framework based on best practices from surrounding communities follows. It aims to be complementary to other stakeholders engaging young people in Chatham-Kent.

CK^y Advisory Group Proposed Framework:

The CK^y Advisory Group will consist of a leadership table of 12 members and one non-voting Municipal staff member, as well as additional working group members and expert advisors as requested by the leadership table. The age range for the CK^y Advisory Group will be 15-39 years to ensure broad input is gained in order to allow the Community Attraction and Promotion section to work to 'future-proof' Chatham-Kent.

(a) Leadership table:

- Consist of 12 community members, with two representatives from each of the six wards in Chatham-Kent
- Consist of one Chair as CK^y Advisory Group Lead and one Vice Chair
- Be between the ages of 15 and 39, with representation desired from each age cohort across the demographic (15–19, 20–24, 25–29, 30–34, and 35–39)
- Strive to be composed of a membership that is reflective of Chatham-Kent's population in terms of race, ethnicity, religion, gender identity and expression, sexual orientation, ability, and economic status
- Seek to represent diverse areas of knowledge, experience, and interest
- All members must work, live, or study in Chatham-Kent, regardless of citizenship status

(b) Municipal staff support:

- Community Attraction and Promotion staff member
- Serve as a non-voting support staff for the formation and sustainability of the CK^y Advisory Group
- To establish the CK^y Advisory Group, will review applications and conduct interviews for executive committee members, with assistance from relevant community partners and other municipal staff as needed,

- Lead the recruitment and training of CK^y Advisory Group members to establish the first Leadership Table, and participate in the recruitment and training of future members as support to the Leadership Table thereafter
- Serve as communication lead between the CK^y Advisory Group and Municipal administration, ensuring CK^y Advisory Group is kept abreast of relevant issues and helping to inform the CK^y Advisory Group agenda
- Responsible for reviewing the budget and ensuring reimbursement claims are processed for CK^y Advisory Group expenses

Staff will use social media channels to promote participation on the CK^y Advisory Group and will begin recruiting CK^y Advisory Group members, starting in the summer of 2018, with the first meeting scheduled for the fall of 2018.

Budget:

An annual budget of \$2,000 will be allocated to support the CK^y Advisory Group to address transportation and participation costs for the Leadership Table members. This budget will be funded from the existing Resident Attraction and Retention base operating budget.

Consultation

The recommendation outlined in this report has been identified by the Community Attraction and Promotion section, through the Resident Attraction and Retention area, following surveys, consultations with local stakeholders and best practices from other communities. Feedback from young people living in or connected to Chatham-Kent was gained through CK^y Surveys in 2012 and 2017. Consultations with community partners have included the Chatham-Kent Chamber of Commerce and United Way of Chatham-Kent, to help align the recommendations to activities occurring or planned within Chatham-Kent.

Financial Implications

There are no financial implications associated with the recommendations made within this report. The \$2,000 budget to assist with facilitating the CK^y Advisory Group meetings will be covered by the existing Resident Attraction and Retention operating budget.

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