

AGENDA
Youth Advisory Committee

Tuesday, October 1, 2019
4:00 p.m.

Conference Room A
4th Floor, City Hall

To merge with:
Youth Engagement Action Team
4:30 p.m.

Foran Greene Room
4th Floor, City Hall

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Youth Advisory Committee

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Pages

1. CALL TO ORDER

1.1 Election of Co-Chairs

2. APPROVAL OF THE AGENDA

2.1 Agenda of October 1, 2019

3. ADOPTION OF THE MINUTES

3.1 Minutes of Youth Advisory Committee for February 26, 2019

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4. BUSINESS ARISING FROM THE MINUTES

5. OTHER BUSINESS

5.1 Information note dated September 25, 2019 re: Youth Engagement Strategy

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This item will be reviewed with the Youth Engagement Action Team at 4:30 pm in the Foran Greene Room, 4th Floor City Hall.

6. DATE AND TIME OF NEXT MEETING

7. ADJOURNMENT

Youth Advisory Committee
February 26, 2019 – 4:00 p.m. – Conference Room A, 4th Floor, City Hall

Annette Oldford, Chair
Councillor Maggie Burton
Natalie Godden, Manager of Family & Leisure Services
Michelle Winsor, Children's Program Coordinator
Lori Letto, Field Worker
Sophia Descartzi
Jude Almutana
Zaira Freda
Nicholas Hillier
Karen Chafe, Supervisor – Office of the City Clerk

As there was no quorum, the regular business of the Committee could not be conducted. It was agreed by consensus that those present would continue to meet with the following two delegations who were present:

- Elizabeth Lawrence, Director of Economic Development, Culture & Partnerships
- Bike Master Plan – Marianne Alacoque

Presentation by Director of Economic Development, Culture & Partnerships

The Director of Economic Development, Culture & Partnerships conducted a power point presentation outlining the demographics of the City and the challenges this presents for future planning. The following data is noteworthy and indicates the present age distribution as well as future projections within the St. John's CMA area:

Age distribution:

- 0-17 is 17%
- 18-44 is under 40%
- 45-64 is 28%
- 65 and over 16%

St. John's CMA Population Projections:

- 1991 30.3%
- 2011 38.6%
- 2031 43.6%

The Committee was asked to consider the following questions which will inform future planning from the perspective of sustaining economic development within the City:

- What types of things will you buy?
- Where and how will you live?
- What kind of employment will you have?
- Do you know of a problem that needs a solution?

- Have you thought about starting your own business?

The importance was stressed of communicating with the next generation and answers to the above noted questions will inform what areas need focus. Consideration may be given to the establishment of a work group to consider this matter. Members of the Committee raised the following questions/concerns:

- how are we as the youth in this city going to tackle climate change and how can this be addressed within the lens of economic development, i.e. need to have conversations around development of new green deals within the realm of entrepreneurial partnerships;
- The City is in the process of hiring an environmental sustainability coordinator and there is opportunity to provide feedback on the development of policy.
- Though the City is working toward programs in affordable housing and has educational opportunities, there is little focus on the delivery of services. NL has one of the highest unemployment rates in the country and there is very little focus on educating people toward entrepreneurial fields. Opportunities exist where there are needs that are not currently being filled.

Bike Master Plan – Presentation by Marianne Alacoque, City of St. John's

Marianne Alacocque conducted a presentation on the Bike Master Plan elaborating on a review of the past history of the plan since 2009 when the first plan was implemented. She also provided a quick overview of what has been done to date, including public engagement sessions in September and October, a bike fest event and two workshops at elementary schools.

- What we heard:
 - o Safety
 - o Avoid removal of on-street parking
 - o Improve signage and wayfinding
 - o Bike parking
 - o Respect for people riding on streets and shared trails
 - o All season bike riding.

Based on the feedback as per the above messages received, a vision statement was drafted as follows:

A safe, inclusive and convenient cycling network that is well-connected and reflective of the city's unique topography and climate. As part of an integrated mobility network, this is supported by policies and programs that promote a cycling-friendly culture.

Staff is presently working with a consultant to develop an action plan which they anticipate being ready by the spring. Committee members were encouraged to provide feedback over the next few weeks as the process unfolds.

INFORMATION NOTE

Title: Youth Engagement Strategy

Date Prepared: September 25, 2019

Report To: Youth Advisory Committee

Councillor and Role: Maggie Burton, Council Champion

Ward: N/A

Issue: Approach and timeframe for the development of a youth engagement strategy

Discussion – Background and Current Status:

In 2014, the City of St. John's adopted a public engagement framework and policy that set out a set of guiding principles for public engagement. One of these focuses on inclusion and specifically states: "The City of St. John's recognizes that stakeholders are varied. Therefore, the City will employ a variety of methods and tools to connect with those who will be directly and indirectly impacted thereby eliminating barriers to participation wherever possible."

In the 2017 [evaluation report](#) of the City's public engagement efforts, it was noted that youth engagement is still a challenge. With the city's shifting demographics (aging population and reduction in 15-35 year-old age group) and the imperative to attract and retain younger people to live and work in St. John's, it is essential to get this younger demographic more actively engaged in municipal matters and decision making through effective public engagement efforts. The City's current economic development strategy, RoadMap 2021, which is also undergoing an update this year, also outlines a goal to create a magnetic and desirable city for newcomers and young professionals.

2018 was a significant year for the City with public engagement carried out on several policy-shaping initiatives including a ten-year strategic plan, a three-year budget, a public transit review, a cycling strategy, new development regulations to support Envision and new recreation facilities being planned and programmed. While engagement efforts for all projects were robust and multiple methods and tools were used, there was clearly a gap in participation from the younger population. Where there was participation from all demographics, the areas of importance for younger demographics was different. This was also seen in the city's first citizen satisfaction survey carried out in 2018 where there were some clear differences for the younger demographic:

- Perceptions of the quality of life in St. John's as well as overall satisfaction with the programs and services provided by the City were directly linked to age with those 55 plus having the most positive views and those 18 to 34 being the most pessimistic.

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- The youngest age group (18 to 34) are the least satisfied with public transportation in the City.

The City's new Strategic Plan, [Our City, Our Future](#), sets out a strategic direction to create a Connected City. Within this direction, a goal to increase and improve opportunities for residents to connect with each other and the city is outlined. This goal and direction help drive the city's vision to be progressive and a place where people want to live and feel they belong. Improving youth engagement is one way the City can do this.

The Youth Advisory Committee (YAC) can play a key role in supporting the development of a youth engagement strategy.

Working with the YAC and lead staff in Recreation responsible for youth programming, the Division of Organizational Performance and Strategy (OPS) will be establishing a Youth Engagement Action Group (YEAT), comprised of between 15-20 public members, to look at the issue of why youth do not actively engage in civic matters and make recommendations on how the city can improve its youth engagement efforts. The group will consider such matters as the approach to engagement, City communications to youth, issues/topics of interest to youth, how to best maximize the role of YAC as a voice for youth, barriers to youth participation.

A Terms of Reference will be created for the group, outlining timelines and key deliverables as well as roles and responsibilities for city staff, Council Champion and external members of the team. Planning and promotion will begin in early fall once school restarts with the team's hands-on work happening throughout October-November with a goal to have a final report with recommendations in early December 2019. At least two members of YAC are being asked to serve on the team and all members are encouraged to promote the opportunity to serve on the team and then promote and encourage their peers to provide feedback throughout the duration of the group's work.

The YEAT will consist of a cross section of youth from all demographics to be truly inclusive and representative of youth within the City.

Key Considerations/Implications:

1. Budget/Financial Implications:

Operating budget from Organizational Performance and Strategy will be used to cover any costs associated with meetings. Should recommendations yield budget implications, these will be considered as part of Budget 2020.

2. Partners or Other Stakeholders:

A full stakeholder analysis will be completed to identify all stakeholders who may be able to support or advance this work.

3. Alignment with Strategic Directions/Adopted Plans:

Strategic Direction: Connected City, GOAL: C1 - Increase and improve opportunities for residents to connect with each other and the City

Initiative C1.6 Undertake a Youth Engagement Strategy to improve youth participation in City engagement efforts

4. Legal or Policy Implications:

None expected at this time.

5. Privacy Implications:

None expected at this time.

6. Engagement and Communications Considerations:

A robust engagement strategy and communications plan will be developed to recruit members for the YEAT and to engage youth in the development of the strategy.

7. Human Resource Implications:

None anticipated.

8. Procurement Implications:

None anticipated.

9. Information Technology Implications:

None anticipated.

10. Other Implications:

Once formed, it is expected the YEAT will meet and consult with various city staff to better understand how the city works and to plan for their engagement efforts. OPS staff will coordinate those opportunities and support the group in achieving their mandate.

Conclusion: Identify YAC members to serve on the proposed action team and provide advice on the scope of work and topics the YEAT will tackle.

Prepared by/Date: Victoria Etchegary, Manager, Organizational Performance and Strategy, Sept. 25, 2019

Approved by/Date: Derek Coffey, Deputy City Manager, Finance and Administration, Sept. 25 2019