

INFORMATION NOTE

Title:	Youth Engagement Strategy and Youth Engagement Action Team (YEAT) Update
Date Prepared:	Dec. 4, 2019
Report To:	Committee of the Whole, Dec. 11, 2019
Councillor and Role:	Mayor Breen, Governance and Strategic Priorities and Councillor Burton, Youth
Ward:	N/A

Issue: Provide Council with an update on the progress of the Youth Engagement Strategy, the work of YEAT to date and revised timelines

Discussion – Background and Current Status:

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.

To advance the development of a youth engagement strategy, Council approved (CD# R2019-07-08/9) the establishment of a short-term Youth Engagement Action Team (YEAT) in June. The group is to consider such matters as the city's approach to engagement, City communications to youth, issues/topics of interest to youth, how to best maximize the role of the existing Youth Advisory Committee as a voice for youth, identify barriers to youth participation and solutions to address them. To date the following activities have been undertaken:

- Organizational Performance and Strategy staff met with the Youth Advisory Committee to discuss the youth strategy and the creation of YEAT – Oct. 1, 2019
- Open call for YEAT membership and promotion of opportunity
- Selection of Team
- Two YEAT meetings – Nov. 28th and Dec. 3.
 - Topics covered included:
 - Who is missing from the team?
 - Demographics – who's living in the city
 - What public engagement is and recent City projects and their involvement
 - Collaboration tools used or needed to do the work
 - Supports needed from the City, information needs
 - Current barriers to youth engagement
 - Current communications practice and marketing to youth

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- Topics/areas of interest to youth
- Role of Youth Advisory Committee in advancing a youth engagement strategy
- Facebook group for YEAT established

YEAT members have indicated preference to complete the work in early 2020 due to competing priorities, time of year and some gaps in membership which will need to be filled in the next few weeks.

Next steps:

Plan familiarization session with Council and staff for early 2020. Bring YEAT back together to develop action plan to advance strategy with recommendations. Goal is to have a completed report by end of February 2020.

Key Considerations/Implications:

1. Budget/Financial Implications:
Operating budget from Organizational Performance and Strategy is being used to cover any costs associated with meetings including transportation and food.
2. Partners or Other Stakeholders:
Aside from internal stakeholders, YEAT will identify external stakeholders who may be able to support or advance this work.
3. Alignment with Strategic Directions/Adopted Plans:
Strategic Direction: Connected City, GOAL: Increase and improve opportunities for residents to connect with each other and the City
Initiative: 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 communications plan was used to recruit members for YEAT. The Team will develop suggested communications and engagement approaches as part of their ongoing work.
7. Human Resource Implications:
None anticipated.

- 8. Procurement Implications:
None anticipated at this time.
- 9. Information Technology Implications:
None anticipated at this time.
- 10. Other Implications:
N/A

Conclusion/Next Steps: YEAT will continue to meet early in 2020, outline its action plan to complete its work and bring forward a report with recommendations to Council in early 2020.

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Approved by/Date: Derek Coffey, Deputy City Manager, Finance and Administration