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CITY OF KELOWNA

**MEMORANDUM**

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**Date:** April 21, 2009  
**File No.:** 4710-20  
**To:** City Manager  
**From:** Community Planning Manager  
**Subject:** Kelowna Community Partnership Development Project and MOU

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**RECOMMENDATION:**

**THAT** Council confirm the City's support for the Kelowna Community Partnership Development (CPD) Project and MOU (see Attachment);

**AND THAT** Council endorse Councillor Rule's membership on the Advisory Committee for the CPD Project and ask that Councillor Rule report back to the City regarding expectations or requests for City staff time or resources;

**AND FURTHER THAT** Council direct staff to report back if Council wishes to commit staff time or resources to work on initiatives attached to the Kelowna Community Partnership Development Project.

**BACKGROUND:**

Council received a copy of a document entitled "Kelowna Community Partnership Development Project (CPD Project) – Memorandum of Understanding (MOU)" at its April 20<sup>th</sup>, 2009 meeting and asked for a staff report, as set out in the resolution below:

THAT Council refer the Kelowna Community Partnership Development Project Memorandum of Understanding to staff for review and comment and report back to Council.

The document identifies a Community Partnership Development Advisory Committee of seventeen members, including Councillor Rule and representing local organizations, including Citizenship & Immigration Canada, Okanagan College, UBCO, Community Futures, the Economic Development Commission, Elizabeth Fry, Kelowna Community Resources, the United Way and others. The MOU is essentially a commitment to an inclusive community that supports equality and celebrates diversity. There are three streams of funding for projects with the amount of funding dependent on community size:

- Knowledge Development & Exchange – up to \$50,000 for up to one year
- Public Education up to \$50,000 for up to one year
- Demonstration Projects up to \$250,000 for up to 2 years.

This initiative originates as the "Welcoming and Inclusive Communities and Workplaces Program" within the "Welcome BC" initiative of *Immigrant Integration Branch* of the BC Government. The



initiative is overseen by the Ministry of Advanced Education and Labour Market Development and the Ministry of Attorney General as well. The program, like many similar senior government initiatives, looks to achieve community-based approaches to specific issues by creating short-term funding programs that generally target non-profit service providers and must be allocated through a process set by the host government branch or agency. This is described at the following web link: [http://www.welcomebc.ca/en/service\\_providers/wicwp.html](http://www.welcomebc.ca/en/service_providers/wicwp.html)

A committee of diverse stakeholders must oversee a process, set an MOU and determine an Action Plan for what type of initiatives would be desirable for the "community of interest" under the available funding streams. A "Sponsoring Organization" is required to oversee the allocation of funding to eligible programs from service provider applicants. A municipality is eligible to fulfill this role.

The two main purposes of the Welcome BC initiative are to assist immigrants in accessing a wide variety of settlement and integration services, and to ensure that B.C. communities have the capacity to be welcoming and inclusive. There is also evidence that new immigrants and different cultures are not adequately represented in the workforce and innovative initiatives to develop more inclusive work environments are sought.

While laudable, this program is very similar to many senior government initiatives. In order to fill the mandate determined for the Immigration Integration Branch of the provincial government in welcoming newcomers to the Province and promoting diversity, a fairly complex and rigorous process is set which can end up consuming significant resources and time at the municipal level, depending on how much of a commitment the municipality is willing to make.

The tasks involve City representation on the inter-agency committee, help with preparation of an Action Plan and overseeing the grants allocation process under the three programs. Councillor Rule is identified as the City representation and would therefore be reporting back to the City. The Central Okanagan Foundation has been consulted and has expressed an interest in overseeing the grants programs. This is preliminary at this stage, but it is acknowledged that the grants allocation process is a significant commitment of time and resources to consider at the City level, when staff is overcommitted within all departments to achieve the work programs already in place and approved through the annual budget. An administrative payment to the Foundation would likely be necessary to achieve this, similar to other grant programs that the Foundation administers on behalf of the City. The City will naturally have an interest in the development of the Action Plan for Kelowna that will identify and prioritize appropriate directions for the city. However, any specific staff time or tasks attached to development of the Plan would need to be directed by Council. Another area of interest for the City would be to apply for funding under the three programs. This could lead to some innovative approaches within Human Resources to improve Wellness in the workplace or to introduce community-level initiatives possibly through the Strategic Initiatives Department in Community Services. Both these departments have been consulted to determine their potential interest.

There are a number of Human Rights policies in the City's OCP that would support the work of the CDP Project. The City in fact, invested a significant amount of time as part of earlier committees to establish what its role should be in the areas of human rights, diversity and anti-racism. The possibility of establishing a City level committee on human rights following the models used in other cities was explored. The former Social Planning Board finally determined that the jurisdiction for human rights issues was with senior levels of government and that there was no clear municipal role, so it did not recommend the creation of a committee. An inclusive workplace and knowledge of diversity in the community are of key importance to the City, however. Cultural events are supported as well for their positive benefit to the community.

Staff recommend that Council support the Memorandum of Understanding attached to the Kelowna Community Partnership Development Project, endorse Councillor Rule's participation in the CPD project and direct staff regarding any future commitment of time or resources to this initiative.

**INTERNAL CIRCULATION TO:**

Human Resources Department  
Strategic Initiatives Department

**EXTERNAL AGENCY/PUBLIC COMMENTS:**

The Central Okanagan Foundation was contacted to determine if they would be interested in overseeing a grants allocation process connected to this initiative.

**EXISTING POLICY:**

Strategic Plan

**Goal #2** - To foster a strong, stable and expanding economy.

**Objective #1** – Aid in the growth and progress of Kelowna as a desirable place to do business.

**Objective #2** – Aid in the growth and progress of Kelowna as a desirable place to visit, shop and tour.

**Objective #3** – Increase the diversity of employment opportunities

**Goal #3** - To foster the social and physical well-being of residents and visitors.

**Objective #2** - Ensure the availability of fiscal and human resources to provide quality services (recreation, culture, fire, police, planning, works and utilities).

**Objective #5** – Achieve accessible, high quality living and working environments.

**Objective #8** – Provide meaningful opportunities for a broader range of input from residents and agencies on major directions taken by the City.

Official Community Plan

**17.5 Human Rights Policies:**

- .3 **Education Regarding Diversity.** Continue to work with the Intercultural Society of Central Okanagan and other agencies and organizations to educate the community regarding diversity;
- .4 **Community.** Co-operate with any agency wishing to educate the community regarding human rights issues and diversity, with the objective of increasing awareness, appreciation, understanding and respect.
- .5 **Race Relations.** Develop a race relations and multi-cultural policy.
- .6 **Anti-Racist Identity.** Maintain its identity as an anti-racist community.
- .7 **Committee.** Take a leadership role in promoting and advocating for human rights and responsibilities, including the formation of a human rights council or committee;
- .9 **Diversity.** Adopt and proclaim its position that "Kelowna Celebrates Diversity".

**FINANCIAL/BUDGETARY CONSIDERATIONS**

There is no budget or financial capacity at the City presently to invite further exploration or participation into the CPC Project. An administrative payment to the Central Okanagan Foundation or similar agency would likely be necessary if the City wished to assign an external agency to administer a grant process, similar to other grant programs that the Foundation administers on behalf of the City. However, the assignment of this task may be carried out by the Province through Welcome BC and the interagency committee, without the City's involvement. Should City resources be required, a Council decision regarding budget allocation would be necessary. Human Resources and Strategic

Initiatives staff have been notified of this initiative and could be consulted if further investigation is desired.

**PERSONNEL IMPLICATIONS**

If the City was to become further involved in the CPD Project staff resources in Planning and Policy, Human Resources, Finance, and Strategic Initiatives, or some combination thereof would be necessary.

*Considerations that were not applicable to this report:*

**LEGAL/STATUTORY AUTHORITY:**

**LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:**

**TECHNICAL REQUIREMENTS**

**COMMUNICATIONS CONSIDERATIONS**

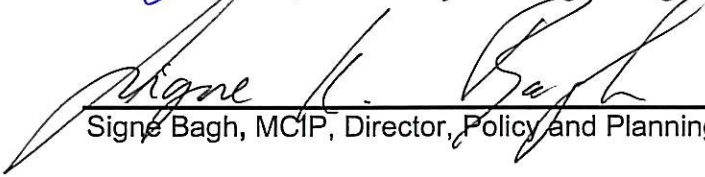
**ALTERNATE RECOMMENDATION**

Submitted by:



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Theresa Eichler, Community Planning Manager



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Signe Bagh, MCIP, Director, Policy and Planning

Approved for Inclusion:

*SB for JP*

Attachment:

Memorandum of Understanding – Kelowna Community Partnership Development Project

## Attachment 2

### Kelowna Community Partnership Development Project (CPD Project)

## ***MEMORANDUM OF UNDERSTANDING (MOU)***

This Memorandum of Understanding (MOU) is an agreement among the undersigned representative cross-sectoral community stakeholders to *support* the continuing development of Kelowna, British Columbia as a *WELCOMING AND INCLUSIVE COMMUNITY*.

### **COMMITMENT TO A COMMON GOAL AND SHARED VALUES**

Respecting the rights of all Canadians under the Canadian Charter of Rights and Freedoms and the Canadian Human Rights Act, we the undersigned, are committed to the further development of Kelowna as an inclusive, welcoming and vibrant community where immigrants can realize their full potential, racism is eliminated and cultural diversity is valued and celebrated. This common goal is supported by commitment to the following shared values:

- ❑ *Diversity*: We acknowledge and respect all ethnic, cultural, religious and linguistic groups that strengthen the social fabric of our community. In particular, we recognize the *First Nations indigenous* people for their history and their contribution and value to our community.
- ❑ *Equality*: We promote the protection of the rights of all individuals and groups to participate equally in our democratic society and to access opportunities for the optimal well-being and healthy development of all children, youth and adults.
- ❑ *Social Justice*: We encourage active citizenship in the social, economic, cultural and political life of our community. We reject all forms of violence, harassment and unlawful discrimination.
- ❑ *Social Inclusion*: We promote the sense of belonging, acceptance, recognition and being valued as a contributing member of society in Kelowna's economic, social, cultural and political life. We encourage attachment to workplace environments in our community where *everyone* can feel welcomed, supported and realize their full potential.
- ❑ *Social Cohesion*: We support building social cohesion through a reciprocal, two-way process, where *everyone in the Kelowna* community appreciates their similarities, learns about, adapts to and respects their differences. The social fabric of our community is strengthened by the contribution of all its members.

Based on our common goal and shared values, we the undersigned *community partners support the Kelowna Community Partnership Development (CPD Project) in the following activities*:

- ❑ Building on current and future partnerships and the active involvement of cross-sectoral representation to form a broader based welcoming and inclusive community.
- ❑ Engaging cross-sectoral stakeholders from diverse groups in sharing ideas and perspectives in an open, respectful, and informed manner to identify *potential initiatives, projects and activities*.
- ❑ Collaborating on innovative cross-sectoral community-based initiatives, *projects and activities* to address these priorities. Such initiatives, *projects and activities* may include knowledge development and exchange, public education and demonstration projects.

Each signatory to this Memorandum of Understanding (MOU) agrees to uphold the common goal and shared values contained herein.

This project is made possible through funding from the Province of British Columbia and the Government of Canada.

Draft Revised: March 13, 2009

**COMMUNITY PARTNERSHIP DEVELOPMENT  
ADVISORY COMMITTEE**

Daryll Cannon  
Citizenship and Immigration Canada  
202 – 1635 Abbott Street  
Kelowna BC  
V1Y 1B2

Councilor Michele Rule  
1435 Water Street  
Kelowna BC  
V1Y 1J4

Heather Schneider  
Regional Dean  
Okanagan College  
1000 KLO Road  
Kelowna BC  
V1Y 4X8

Cam Martin  
Ki-Low-Na Friendship Centre  
442 Leon Ave  
Kelowna BC  
V1Y 8C7

Robert Fine  
Economic Development Commission  
1450 KLO Road  
Kelowna BC  
V1W 3Z4

Larry Widmer  
Community Futures Development Corporation  
Landmark Technology Centre  
110 – 1632 Dickson Ave  
Kelowna BC  
V1Y 7T2

Aimee Thompson  
Central Okanagan Elizabeth Fry Society  
104 – 347 Leon Ave  
Kelowna BC  
V1Y 8C7

Victoria Oppertshauser  
IWEN  
987 Christina Place  
Kelowna BC  
V1V 1J5

Joyce Brinkerhoff  
943 Purcell Crt  
Kelowna BC  
V1V 1N7

Elizabeth MacLeod  
Kelowna Community Resources  
120 1735 Dolphin Ave  
Kelowna BC  
V1Y 8A6

Lesley Dieno  
Okanagan Regional Library  
1430 KLO Road  
Kelowna BC  
V1W 3P6

Faramarz Ashraf  
623 Clifton Rd  
Kelowna, BC  
V1V 1A7

Jeff Gunn  
TD Canada Trust  
150 – 1950 Harvey Ave  
Kelowna BC  
V1Y 8J8

Luisa Vesquez  
UBCO  
International Education  
3333 University Way  
Kelowna BC  
V1V 1V7

Ms Kamilla Bahbahani  
Arts 227  
UBCO  
3333 University Way  
Kelowna BC  
V1V 1V7

Barbara Hagan  
Project Literacy  
205 591 Bernard Ave  
Kelowna BC  
V1Y 1Z8

Harry Grossmith  
United Way of the Central and South Okanagan/Similkameen  
249 Lawrence Avenue  
Kelowna BC  
V1Y 6L2



## COMMUNITY PARTNERSHIP DEVELOPMENT (CPD PROJECT)

### PROGRAM ELEMENT 2

#### KNOWLEDGE DEVELOPMENT AND EXCHANGE

- a) Knowledge development and exchange. Community partnership activities that promote learning and community-building by increasing awareness and knowledge and promoting knowledge sharing among community members/stakeholders through the organization of:
- Community forums;
  - Presentations;
  - Workshops;
  - Consultations; and/or
  - Conferences.

Examples of topics that could be focused on for knowledge development are:

- The social and economic benefits of multiculturalism and immigration;
  - Immigrant settlement, adaptation and integration;
  - Attracting and retaining immigrants;
  - Racism/anti – racism;
  - Cultural diversity/multiculturalism;
  - Cross cultural relations;
  - Social exclusion/social inclusion;
  - Workplace diversity/cultural competence;<sup>1</sup>
  - Welcoming and inclusive community;
  - What makes a welcoming community.
- b) Undertaking advanced asset mapping resulting in the identification of skills, strengths and resources that the community has to draw on as it moves forward in addressing local issues around welcoming and inclusive communities. This would lead to initiatives such as strategic planning, organizational development, a plan of action to develop strategies and effective ways to on how the community can be actively engaged in fostering a welcome environment.
- c) Carrying out community-base initiatives designed to facilitate cross-cultural understanding and mechanisms for sharing information within the community and across communities.
- d) Performing gap analysis/needs assessments to determine community context and needs around immigrant integration and diversity through research undertaken at the community level.
- e) Fostering leadership development and strategies to encourage community connection and a sense of belonging for community members.

#### ***Immediate Program Outcomes:***

- Participation in community consultation reflects diversity in the community.
- Community members have an increased awareness and understanding of contributions and needs of newcomers, immigrant settlement, multiculturalism, racism, workplace diversity, and building sustaining welcoming and inclusive communities.

***Potential Funding Available: Up to \$50,000 for up to one (1) year.***

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<sup>1</sup> Please Note: The workplace diversity/cultural competence component of the program is not intended to subsidize individual employers/businesses, or company based analysis

## COMMUNITY PARTNERSHIP DEVELOPMENT (CPD PROJECT)

### PROGRAM ELEMENT 3

#### PUBLIC EDUCATION

Preference will be given to applicants that demonstrate having previously undertaken activities that encourage development of knowledge, awareness, and the promotion of knowledge sharing among community members at large on topics of immigration, multiculturalism, and/or welcoming communities. Examples of activities that may be undertaken for Public Education include, but not limited to:

- a) The development and distribution of educational print materials, resources, and toolkits, etc.;
- b) Production of digital media (videos) and online and interactive materials and resources with educational content;
- c) Dissemination of research and promising practices; and/or
- d) Innovative use of visual and performing arts.

Examples of topics that could be focused on for on for Public Education activities are:

- The social and economic benefits of multiculturalism and immigration;
- Immigrant settlement, adaptation and integration;
- Attracting and retaining immigrants;
- Racism/anti – racism;
- Cultural diversity/multiculturalism;
- Cross cultural relations;
- Social exclusion/social inclusion;
- Workplace diversity/cultural competence;<sup>2</sup>
- Welcoming and inclusive community;
- What makes a welcoming community.

#### ***Immediate Program Outcomes:***

- Community members have an increased awareness and understanding of contributions and needs of newcomers, immigrant settlement, multiculturalism, racism, workplace diversity, and building sustaining welcoming and inclusive communities.
- Increased resources, and information are available for newcomer adaptation/integration that also support community awareness of immigrant and diversity issues.

***Potential Funding Available: Up to \$50,000 for up to one (1) year.***

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<sup>2</sup> Please Note: The workplace diversity/cultural competence component of the program is not intended to subsidize individual employers/businesses, or company based analysis

## COMMUNITY PARTNERSHIP DEVELOPMENT (CPD PROJECT)

### PROGRAM ELEMENT 4

#### DEMONSTRATION PROJECTS

Preference will be given to applicants that demonstrate having previously undertaken activities that encourage knowledge development, awareness building, knowledge sharing, resource development, and increasing public awareness and understanding on topics of immigration, multiculturalism, and/or welcoming communities. Projects and initiatives funded under the Demonstration Projects will involve extensive design, implementation, delivery, and evaluation of projects that focus on WICWP and explore innovative approaches and dimensions of welcoming and inclusive communities. The following activities should be undertaken for Demonstration Projects:

- a) Project planning- determining and assessing needs, engaging the community and undertaking consultations, and examining previous research;
- b) Project design – assembling resources, identifying project activities and desired outcomes;
- c) Project implementation – delivering the planned project;
- d) Accountability and evaluation – incorporating elements of project accountability and evaluation within the project development process.

Projects should include new and innovative strategies that address one of the following areas:

- Fostering welcoming and inclusive communities that incorporate both settlement and multiculturalism issues;
- Promoting successful integration of immigrants and refugees;
- Promoting multiculturalism and related issues;
- Undertaking, at the community level, social engagement and inclusion activities.

#### *Immediate Program Outcomes:*

- Increased community capacity to facilitate newcomer integration.
- Increased community capacity to facilitate and support welcoming and inclusive communities.
- Increased, improved, and strengthened collaboration, networking and capacity within the community around issues of immigration, settlement, multiculturalism, racism, workplace diversity and building and sustaining welcoming and inclusive communities.

*Potential Funding Available: Up to \$250,000 for up to two (2) years.*