

Social Planning Council for the North Okanagan

# **WELCOMING COMMUNITIES PROGRAM**

## **ACTION PLAN**

**VERNON, B.C.**



February 2013

An initiative of WelcomeBC

**SOCIAL PLANNING COUNCIL FOR THE NORTH OKANAGAN**

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**STEERING COMMITTEE**

**PARTNERING ORGANIZATIONS**

City of Vernon -Economic Development

Vernon and District Immigrant Services Society

Community Futures North Okanagan

Okanagan College -Vernon Campus

North Okanagan Youth and Family Services Society

Family Resource Centre

First Nations Friendship Centre

North Okanagan Employment and Enhancement Society

## **Welcoming Communities Action Plan (WCAP) PART A**

### **I. OVERVIEW AND WORKPLAN**

#### **1) Executive Summary:**

The partner organizations and stakeholders in Vernon have long been involved in Welcoming Communities initiatives and were well- positioned to put together this plan. Created with input from new immigrant and our many partnering agencies, the resulting Action Plan targets a broad range of needs and builds on previous action planning and research. Additionally, the Action Plan will enable new partnerships to form among stakeholders not previously engaged with new immigrants in the community. This will further strengthen our community capacity to integrate new immigrants in a sustained way. We are confident that the resources provided through the Welcoming and Inclusive Communities Action Plan will have a lasting and immediate impact that will enhance our ability to welcome and include new immigrants in all aspects of community life in the beautiful city of Vernon.

#### **2) Provide information and a rationale of how the proposed WCAP will respond to community needs by describing:**

##### **a) demographics of the community and immigration trends;**

Statistics Canada reports that about 11% of the population of Vernon are immigrants. Over half of the 4180 immigrants are of European descent, with the majority of the balance coming from Asian and the Middle East, with about 10% coming from the USA. Of the 330 more recent immigrants, 125 came from Asia and the Middle East, with USA and Europe sharing the balance.

Given that the immigrants in the Vernon area make up a relatively small proportion of the population, and given that most are not visible minorities, building the immigrant profile and their needs among employers, the school system, and in the broader community, is at the core of our Action Plan. Several of our identified activities seek to raise awareness through public displays of art and cultural events.

Additionally, because employment in smaller cities and rural areas with little industry is challenging, making the connection to entrepreneurial supports through Community Futures and our local Chamber of Commerce helps to ensure their successful integration into the community. Many newer immigrants have used their entrepreneurial skills successfully in Vernon. The online web and print materials Live Work Play in Vernon will seek to showcase this success and help employers connect to this labour force as well as help employers link new immigrant workers and their families to community services and supports.

It should be noted that statistics are not often accurate as it is difficult to monitor movement over time, and local agencies report seeing a more diverse profile than what is reflected in the data. This speaks to the importance of communication between our local service providers and partner agencies in an effort to be responsive to local needs. Our Action Planning made efforts to network across a broad base of community agencies to ensure that the information was as consistent and up to date as possible.

##### **b) existing services and supports for immigrants;**

Vernon and District Immigrant Services Society is the main service provider for new immigrants in the city of Vernon. They are responsible for settlement programs, offer the ELSA series of English language training, and provide employment services specifically for new immigrants. Additionally, the North Okanagan Employment Enhancement Society provides the Skills Connect for Immigrants program. In our school system, ESL supports exist at one secondary school and one elementary school. Community Futures North Okanagan provides employment and business services. Okanagan College, Vernon campus is reviewing their ESL programming and is in contact with the community agencies involved moving forward.

Overall, while the new immigrants engaged in our focus groups were appreciative of the services they received in the community and were generally integrating well, there were gaps identified which are more fully addressed in d) below. New funding structures and shifting priorities may impact the supports that can be provided through immigrant services locally, and this has created some uncertainty in future program delivery. It was strongly felt that having a cultural centre in Vernon would help build a new network of support for new immigrants.

**c) previous and existing action taken to strengthen community capacity to be more welcoming and inclusive of new immigrants;**

Vernon and area organizations have been involved in a number of welcoming and inclusive initiatives. The Action Plan was designed to build on these previous efforts, identify activities and strategies for the Action Plan, at the same time, striving to build new partnerships and opportunities. These previous actions include:

**March 2012: Welcoming and Inclusive Communities and Workplaces Program: Public Education – Living in Vernon Brochure and DVD**

**Key Actions:**

- A “Living in Vernon” brochure/DVD posted on the City of Vernon’s website in English, German, Spanish and Cantonese
- 1500 copies of the “Living in Vernon” brochure in English, German, Spanish and Cantonese available at the City of Vernon, Vernon Immigrant Services, the Chamber of Commerce, and Vernon Tourism

**April 2010: Welcoming and Inclusive Communities and Workplaces Program: Knowledge Development and Exchange - Increasing Cultural Capacity in the City of Vernon and School District #22**

**Key Actions:**

- The City of Vernon IT Department designed and hosted a web page that is easily accessed by different sectors of the community and provides relevant resources/links regarding immigration/multiculturalism
- The consultant partnered with the Global Education class to conduct an inventory of current tools, curriculum and policies of School District #22 that result in diversity and multiculturalism education in the classrooms
- The consultant conducted a needs assessment/gaps analysis of the additional tools, resources or policies that are required to increase the amount of diversity education in the classrooms
- In conjunction with the Steering Committee and Global Education class, the consultant hosted a workshop for key members of the school district to report recommendations and findings

**June 2009: Welcoming and Inclusive Communities and Workplaces Program: Community Partnership Development Funding - Vernon’s Action Plan for a Welcoming Community**

**Key Actions:**

- Portal on Immigrant Information connected to the City of Vernon’s website
- Increased education on multiculturalism and diversity within our school system

**April 2008: Dialogue on Multiculturalism: Immigration, Entrepreneurship and the North Okanagan Report on Process and Outcomes**

**Key Recommended Actions:**

- Cultural sensitivity training in schools, public places, and workplaces
- Awareness of the benefits of multiculturalism
- On-the-job training for new immigrant workers and marginalized people
- Multicultural celebrations and festivals in Vernon were cited as timely

**June 2005: Attracting and Retaining Entrepreneurial Immigrants to Rural BC Communities: A Resource Manual**

**Key Recommended Actions:**

- Resource package for International Tourists
- Website with labour market access
- Marketing the Provincial Nominee Program in Greater Vernon
- Community Education and Awareness – cultural events, centre, and celebrations
- Promoting business resources and networking

#### **d) current barriers in the community for new immigrants to feel welcomed and included;**

Based on previous input and current barriers, the following general areas relevant to the Welcoming Communities program were identified:

- Underemployment of skilled Immigrants in their field of training; providing resources to employers to attract, retain, and be welcoming to new immigrants
- Need for more welcoming and inclusive public services and spaces
- Need for more diversity training opportunities for service providers and employers

Underemployment of skilled, new immigrants is a broad challenge and not one easily addressed at the local level. Additionally, as with many British Columbian communities, employment opportunities in neighbouring provinces and larger centres are making it more difficult to retain and attract new immigrant workers locally. One way that our local community stakeholders are addressing this is to create a business environment favourable to entrepreneurs. This is relevant for new immigrants, many of which choose business careers and have been successful locally. Because of previous initiatives and a reasonably small circle of organizations in Vernon, it was simple to reach this consensus. Our Action Plan builds on these challenges.

Given that immigrants in Vernon experience a fairly low visibility, it is important to raise this profile among the larger community, service organizations, public spaces and institutions. Community response indicated great support for more public displays of culturally significant art, dance, and food, in the form of events and activities. It was also identified that there was a need for a welcoming drop-in space where more activities could be conducted that would include new immigrants and help them make community connections. And, previous projects identified schools as important places to teach and model inclusive and welcoming behaviours particularly for new immigrants and international students.

The need for diversity training opportunities for service providers and employers was identified as a community gap, particularly in the business community. Because the delivery of this specialized training needs to be of high quality, it was stressed that to offer this training regularly would require a financial commitment to hire an expert, and it would need a sustainability plan. This training would assist employers and service providers in creating more welcoming workplaces/spaces for new immigrants.

#### **e) strengths and challenges of the local Community, and priority strategies and activities that would strengthen the ability of the Community to be more welcoming and inclusive of New Immigrants**

##### **Strengths:**

Vernon has been involved in many activities to date and service providers are well connected and in communication. These previous initiatives provided a starting point on which to build the Action Plan. This networking and partnership model facilitated by the Social Planning Council, positions Vernon to be responsive to community needs and challenges. By working in partnership, streamlining resources and efficiencies, and adding value to initiatives already in motion, will allow this action plan to have longer term effects and positive impacts.

##### **Challenges:**

As with any community, capacity to address all the competing needs can be a constraint. Often agencies are overwhelmed with their own mandates and needs. Finding the capacity to implement and sustain new initiatives is an ongoing challenge, particularly when funding is project-based. The Action Plan was designed to be sensitive to this challenge by working collaboratively, sharing resources, and maximizing the resources available.

## **Strategies and Activities**

### **Workplace**

#### **Strategy 1**

Develop Employee/Employer resources that connect employers to the skills offered by new immigrants, as well as provide employers with a resource that they can in turn provide to their new immigrant employees to help make their integration in the community more welcoming and inclusive.

#### **Strategy 2**

Offer regular diversity training in the community to reach more employers and service providers

##### **Activities**

- ❖ Create a web-based and print-based resource that employees and employers can access that will link new immigrants to community employment and other services, as well as assist employers in helping new immigrant employees and their families connect to resources and feel welcomed.
- ❖ Provide video stories of successful local immigrant entrepreneurs via a web-based resource to encourage this employment option. Include the video stories on the web-based resource as per above, capturing photos to use in the print publication.
- ❖ Conduct a Diversity Training feasibility study to determine long term uptake in the community. Pilot a training session

### **Community**

#### **Strategy 1**

Assess services/places used by new immigrants for cultural sensitivity and help enhance their capacity to be more welcoming and inclusive.

#### **Strategy 2**

Raise awareness of and celebrate the cultural contributions and diversity of new and historical immigrants in the community through more events and visible displays

#### **Strategy 3**

Explore the creation of a community cultural facility for use as a drop-in centre for new immigrants in order to provide support, connect to services, and for education and social interaction

#### **Strategy 4**

Create more welcoming and inclusive schools that will outreach to new immigrants while raising awareness and appreciation of cultural diversity.

##### **Activities**

- ❖ Conduct a public audit to assess and identify ways to facilitate public spaces, services, and amenities to be more welcoming and inclusive to new immigrants. Implement some of the recommendations.
- ❖ Create an educational public art display that connects new immigrants to the community and builds greater awareness among the general community. Connect it to the other activities where possible.
- ❖ Conduct an audit of current community events to see how to add a culturally welcoming element and implement where possible; pilot a new activity or series of community activities that will celebrate and integrate new immigrants in the community
- ❖ Conduct a Cultural Centre feasibility study to identify short and long term solutions for a welcoming space for activities and gatherings
- ❖ Create and pilot school- based student *Inclusionary* teams, including activities that reach out to new immigrants students and/or families in the community

f) **Intended outcomes of the proposed Welcoming Communities Action Plan. Specifically describe how they relate to the immediate outcomes as listed in the beginning of this document.**

<b>Activity</b>	<b>Community Partnerships have a common vision</b>	<b>Communities have increased capacity to support integration of new immigrants: Improving access to community services Supporting the development of intercultural relationships, creating welcoming spaces</b>	<b>Community organizations have increased, improved and strengthened partnerships and networking to address issues of the inclusion of new immigrants</b>	<b>Communities have an increased awareness and understanding of the contributions and needs of new immigrants; building and sustaining welcoming and inclusive communities</b>	<b>Community members participating in the Welcoming Community program planning reflect the diversity of the community</b>
<b>Public Audit</b>	Will help to connect services in the common vision	The audit will identify specific actions that community services can implement and the implementation phase will build their capacity to be more welcoming	The audit will create new opportunities for partnering and networking as more organizations are included through the audit and become part of the Action Plan	The audit will increase awareness and understanding among the target organizations as they are made aware of the purpose of the audit and as they implement the recommendations	The audit will involve new immigrants in its delivery and implementation. A variety of organizations will be involved in the audit
<b>Live Work Play Vernon</b>  <b>Web/print resource for employers and employees</b>	This activity will bring several organizations together to address this need under a common vision	The resources will help new immigrants integrate into the workforce and build capacity among employers to link them to local services	This resource will enable employers, employees, the City and the business community to better support each other and welcome new immigrants into the workforce and community	This project will raise awareness of the needs of new immigrants among employers, employees, as well as encourage new immigrant entrepreneurs and their families to feel welcomed	New immigrants, a range of community organizations, will participate in and share in and benefit from the tools created
<b>Public Art Project</b>	This activity was part of the common vision among those involved in the Action Plan	Because diverse community members will be involved in the design and delivery of this project, it will increase mutual trust and build new relationships	This project will involve organizations that have never worked together before - creating opportunities for networking and partnerships	The project will provide a visual and educational opportunity for the community to gain more appreciation and understanding of the contributions of new immigrants	This project will involve new immigrants, a variety of cultural groups and organizations
<b>Cultural Centre Feasibility Study</b>	There is a common vision to see a centre realized where all community can come together	This community space would facilitate connections and support for new immigrants and community	A cultural centre would serve a diverse community and facilitate better interaction among service providers	A cultural centre would naturally contribute to increased awareness and understanding	A cultural centre and the planning of one would bring a diversity of community together
<b>Cultural event audit and event implementation</b>	There was a common vision among all	Bringing the community together in festive and cultural	As with the other activities, this project will bring	These higher profile activities are an opportunity to	As with the other activities, efforts to engage the new

	participants in the Action Planning to add cultural value to current events, as well as create new opportunities to showcase cultural diversity	activities create an atmosphere that encourages mutual trust and relationships – both in the organization of the events and the delivery of the events	together new organizations in the community in new ways – broadening the networking and partnering opportunities that will be of benefit to the entire action plan	expose a large base of the general community not otherwise engaged in new immigrant needs. There will be opportunities to educate as well as entertain.	immigrant and cultural groups will be a high priority.
<b>Diversity Training Feasibility Study</b>	The need for consistent training is important element in the common vision of a culturally sensitive community and compliments the other efforts being made in the action plan	Diversity training directly encourages mutual understanding and trust on many interpersonal levels applicable to new immigrants	This sensitivity training will allow participants to more fully address issues of inclusion	This training will improve awareness and understanding among employers and service providers.	This training will be open to new immigrant employers and employees
<b>School Inclusionary Teams</b>	Students are very much a part of the larger vision for building welcoming and inclusive communities particularly for youth	The Inclusionary Teams are designed to integrate and include new immigrants in a school setting. Involving them in activities will aid in building mutual trust and understanding	The teams will outreach to community when appropriate, to involve them in the activities identified at the school level. This will improve networking and partnerships between school and community	This project will raise awareness in students and staff about the needs of new immigrants- resulting in more welcoming and inclusive school environments.	Schools will work with Immigrant Services and other community agencies to include new immigrants in the delivery of the activities where possible

### 3) Identify the sectors and groups targeted in the WCAP and the type of intervention to engage this sector/group

<b>Sector/Group</b>	<b>Type of Intervention</b>
Public services and community spaces Local go'vt, public service organizations	Welcoming and Inclusive Spaces <b>Community audit/recommendations/implemented actions</b>
Business Community Employees/Employers	Welcoming and Inclusive Workplaces <b>Web resources/tools on Chamber of Commerce website/diversity training</b>
General Community Families, Youth	Welcoming and Inclusive Spaces/ Intercultural Relationships & Mutual Trust <b>Cultural Centre Feasibility/Cultural Events audit/pilots</b>
Youth	Welcoming and Inclusive Spaces /Intercultural Relationships & Mutual Trust <b>School Inclusionary Teams</b>
General Community Families, Youth	Welcoming and Inclusive Spaces /Relationships & Mutual Trust <b>Public Art project/educational tool</b>
Local Government	Welcoming and Inclusive Spaces; Welcoming and Inclusive Workplaces; Relationships & Mutual Trust <b>Public Audit, Working in Vernon, Public Art, Cultural Events</b>



4) Provide a proposed detailed work plan for the planning, development and implementation of the WCAP.

Main Project Activity or Task	Roles & Responsibilities Lead & Partners	Deliverables	Anticipated # of people reached	Start/end key Dates
<b>Public Audit and Implementation</b>	<p><b>Lead</b> Social Planning Council North Okanagan (SPCNO) to coordinate project</p> <p><b>Partners</b> Vernon and District Immigrant Services Society (VDISS) will help connect new immigrants in the process and will help advice on recommended actions</p> <p><b>Other</b> Various participating community agencies – ie recreation services, health services</p>	<ul style="list-style-type: none"> <li>Design welcoming and inclusive assessment criteria and a delivery model</li> <li>(interviews, site visits)</li> <li>Visit and assess community spaces and service providers such as Parks and Recreation, Health Agencies, etc</li> <li>Collate results</li> <li>Make recommendations for actions</li> <li>Implement actions – ie “low-hanging fruit”</li> </ul>	<p>Estimated via audit:200</p> <p>Estimated via implementation: 500</p>	<p>Audit Start: 03-13 End 06-13</p> <p>Implement Activities: 07-13 to 03-14</p>
<b>“ Live Work Play” Vernon Web/Print Resource</b>	<p><b>Lead</b> Vernon Chamber of Commerce to lead project including designing, hosting, and sustaining website/print resources</p> <p><b>Partners</b> VDISS help to provide access to new immigrants and advise on content City of Vernon to collaborate with Vernon Tourism and Economic Development regarding promotion Community Futures North Okanagan may also assist with sustainability of resources and distribution and promotion Others Other partners agencies to link to resources, etc</p>	<ul style="list-style-type: none"> <li>Create a set of welcoming video vignettes/photos of local immigrants who have made successful transitions to welcome new members of the business community</li> <li>Provide web content for employers with new immigrant employees and their families in an effort to link them with community resources/services</li> <li>Create a corresponding print version for distribution</li> <li>Enable photo-sharing for other organizations</li> </ul>	<p>Chamber members: 630</p> <p>Web + Visitors: 4000/mo avg</p> <p>5000 copies for distribution</p>	<p>Design print resource by 06-13 for distribution</p> <p>Complete all web resources by 03-14</p>
<b>Cultural Centre Feasibility Study</b>	<p><b>Lead</b> SPCNO to coordinate study</p> <p><b>Partners</b> VDISS, as partner, community agencies as Stakeholders, and new immigrants to provide input and to partner where feasible</p>	<ul style="list-style-type: none"> <li>Investigate partnerships, governance and operational models, funding needs</li> <li>Investigate possible locations</li> <li>Develop timelines</li> <li>Identify short - term opportunities</li> <li>Identify longer term plan</li> </ul>	<p>Feasibility Study estimated to involve around 20 agencies and their potential user groups.</p>	<p>Start date By 04-13</p> <p>Completion by 03-14</p>

<p><b>Cultural Events Audit and Event(s) pilot</b></p>	<p><b>Lead</b> Vernon and District Immigrant Services Society to coordinate project <b>Partners</b> City of Vernon, Downtown Vernon Association, other stakeholder organizations and potential partners New immigrants will assist with planning and provide input</p>	<ul style="list-style-type: none"> <li>• Conduct an inventory of community events/social programming – ie Canada Day, Sunshine Festival, Youth Fest, Winter Carnival</li> <li>• Make recommendations for adding a welcoming and inclusive component or cultural theme</li> <li>• Implement recommendations where feasible</li> <li>• Pilot a new cultural or series of cultural events based on new immigrant input</li> </ul>	<p>Audit and events estimated to reach around 1500 or more</p>	<p>Audit to start 03-13 to 06-13  Events piloted 06-13 to 03-14</p>
<p><b>Public Art Project</b></p>	<p><b>Lead</b> SPCNO to coordinate project <b>Partners</b> Downtown Vernon Association to help with location City of Vernon, RDNO (Parks) to help with location of project, provide approvals VDISS, Cultural Groups Arts Centre, Art Gallery to assist with planning, delivery, other activities</p>	<ul style="list-style-type: none"> <li>• With community input, design an educational and interactive public art project honouring and including immigrants through structured activities</li> <li>• Establish and complete all necessary approvals and permits</li> <li>• Create and install project</li> </ul>	<p>Design, delivery, and public open house estimated to involve 200 people in the short term and several thousand in the long term</p>	<p>Planning to begin 03-13  Art project to be completed by 03-14</p>
<p><b>Diversity Training Feasibility Study</b></p>	<p><b>Lead</b> North Okanagan Employment Enhancement Society to coordinate project <b>Partners</b> Chamber of Commerce – access to members Community Futures – access to partners and programs Downtown Vernon Association – access to members All to assist with networking and promotion</p>	<ul style="list-style-type: none"> <li>• Survey interest in providing a professional diversity training series</li> <li>• Pilot training workshop</li> <li>• Provide recommendations for ways to sustainable model</li> </ul>	<p>The study will outreach to around 200 to 500 employers and employee with an estimated 20 – 25 participating in the pilot workshop</p>	<p>Planning to being 03-13  Pilot workshop Fall of 2013  Completed by 03-14</p>
<p><b>School “Inclusionary” Teams</b></p>	<p><b>Lead</b> School District # 22 –Seaton Secondary <b>Partners</b> Mission Hill elementary – planning and modeling VDISS, North Okanagan Youth and Family Services Society, to assist with planning and/or participation in activities</p>	<ul style="list-style-type: none"> <li>• Write up Inclusionary team model of practice to share with all district schools</li> <li>• Provide a small, short term grant to assist with implementation/activities for interested schools and encourage uptake at all schools</li> <li>• Record and collate results into final resource document for future replication and sharing</li> </ul>	<p>8,000 students in district Up to 5 secondary schools x 5 per team =25 Up 10 elementary schools x 5 per team =50</p>	<p>Planning to begin 03-13 Application offered to schools 04-13 Completed 01-14</p>

## II. COMMUNITY PARTNERSHIP

<b>Community Partner Name</b>	<b>Type of Partner</b>	<b>Role of Partner in the WCAP</b>
<b>Social Planning Council for the North Okanagan ( SPCNO)</b>	Non-profit	Contractor and lead organization for the WCAP Administration and management of Action Plan and resulting Implementation activities and final reporting. Chairs meetings, provides meeting space, and supports project activity consultants and organizations.
<b>Vernon and District Immigrant Services Society (VDISS)</b>	Non-profit	Steering Committee and consulting organization for project activities Coordination of Cultural Audit and Event pilot; major consultant for other activities – ie access to new immigrants, cultural groups...
<b>City of Vernon (COV)</b>	Local government	Steering Committee Attends meeting, connections to planning departments, economic development, and tourism; partner on “Live Work Play Vernon” web resource as per Action Plan.
<b>Vernon Chamber of Commerce (VCC)</b>	Non-profit	Steering Committee Coordinates and develops “ Live Work Play Vernon” web resource in cooperation with partner organizations
<b>Community Futures North Okanagan (CFNO)</b>	Non-profit	Steering Committee Attends meetings, advisory, connection to employment and business development and related contacts. Participation in related Action Plan activities as per Chamber above
<b>Okanagan College Vernon Campus (OC)</b>	Educational - College	Steering Committee Attends meetings, advisory, networking, available partner for implementation activities re: audit
<b>North Okanagan Employment Enhancement Society ( NOEES)</b>	Non-profit	Steering Committee Coordinator of Diversity Training Feasibility Study. Attends meetings, networking, and participation in related activities as per Action Plan
<b>North Okanagan Youth and Family Services ( NOFYSS)</b>	Non-profit	Steering Committee Attends meeting, networking and participation in School Inclusionary Teams as per Action Plan
<b>Family Resource Centre</b>	Non-profit	Steering Committee Attends meetings, networking and participation in related activities as per Action Plan
<b>First Nations Friendship Centre</b>	Non- Profit	Steering Committee Attends meetings, networking and participation in related activities as per Action Plan
<b>School District #22 Vernon (SD#22) Seaton Secondary</b>	Educational – School District	Activity Implementation – partner and coordinator of school “Inclusionary Team” project

<b>Anticipated Participants to date</b>		
<b>Art Centre</b>	Non-profit	Participant in Implementation Activity – Public Art, Cultural Activities
<b>Art Gallery</b>	Non-profit	Participant in Implementation Activity – Public Art, Cultural Activities
<b>Downtown Vernon Association</b>	Non-profit	Participant or co-host in Implementation Activity – Cultural Activities, Public Art
<b>Greater Vernon Services</b>	Local Government	Participant in Implementation Activity – Audit and Public Art
<b>Greater Vernon Parks, Recreation and Culture</b>	Local Government	Participant in Implementation Activity- Audit and Public Art
<b>Vernon Mayor and Council</b>	Local Government	Participant in Implementation Activity – Audit and Live Work Play Vernon
<b>Canada Day Committee</b>	Local Government, community representatives	Participant in Implementation Activity – Audit and Cultural Activities
<b>First Nations Friendship Centre</b>	Non-profit	Participant in Implementation Activity – Public Art
<b>Interior Health Authority</b>	Public Health	Participant in Implementation Activity – Audit
<b>Service Canada/BC Access Centre</b>	Public Service	Participant in Implementation Activity- Audit
<b>Okanagan Regional Library Vernon Branch</b>	Public Service	Participant in Implementation Activity- Audit and Cultural Events
<b>Vernon Museum</b>	Non-Profit	Participant in Implementation Activity – Audit, Public Art, cultural Events
<b>Vernon Winter Carnival Committee</b>	Community Committee	Participant in Implementation Activity – Cultural Events
<b>Faith organizations</b>	Churches	Participant in Implementation Activity – Cultural Events
<b>Respect Network Participant Organizations</b>	Non-profits	Participant in Implementation Activity – Diversity Training, Inclusionary Teams
<b>Members of the Vernon Chamber of Commerce</b>	Business Community	Participant in Implementation Activity – Diversity Training, Working in Vernon, Cultural Events, Audit
<b>Other members of the Business Community</b>	Business Community	Participant in Implementation Activity- Diversity Training, Live Work Play Vernon, Cultural Events, Audit
<b>Other cultural groups – ie Filipino Society</b>	Non-profit	Participant in Implementation Activity – Cultural Activities

### III. EVALUATION

1) Please identify how you intend to evaluate your key milestones and deliverables in order to determine the effectiveness and impact of your Welcoming Communities Action Plan:

Deliverable as identified in the work plan above in Question #4 (eg: 4 community forums)	Evaluation method/tool for determining if the deliverable has been successful and effective (eg: survey, focus group, verbal feedback)	Demonstrate how the deliverable links with the immediate program outcome/s on page. 2
<p><b>1. Public Audit</b></p> <ul style="list-style-type: none"> <li>Design welcoming and inclusive assessment criteria and a delivery model (interviews, site visit)</li> <li>Visit and assess community service providers such as Parks and Recreation, City services, Health Agencies, etc</li> <li>Collate results</li> <li>Make recommendations for actions</li> <li>Implement actions – ie “low-hanging fruit” where there is interest in uptake</li> </ul>	<p>Coordinator to provide final report including:</p> <p>How the project activities involved new immigrants?            How many participated in the audit? In the recommended activities?            What was the result?            Who were the partners?            Degree to which the activities will be sustained            Verbal feedback noted</p>	<p>The audit will identify ways that community services and spaces can better support access to community services by new immigrants and become more welcoming and inclusive.</p> <p>The implemented activities will ensure that some of the identified actions are completed, thus creating a more welcoming and inclusive space, workplace, and an increased understanding and awareness will be fostered among participating organizations and general community. The project will involve a diversity of community, including new immigrants who will participate in the assessment and implementation activities. The result will help develop inter-relationships and mutual trust.</p>
<p><b>2. Live Work Play- Vernon</b></p> <ul style="list-style-type: none"> <li>Create and design webpage content and layout with links to community resource</li> <li>Create and design online and printed publication</li> <li>Tape and post video vignettes</li> <li>Print, distribute and promote resources among target audiences</li> <li>Track results</li> </ul>	<p>Coordinating organization to provide final report including:</p> <p>Verbal feedback from new immigrants on effectiveness of resource            Verbal feedback/survey from employers, employees            Number of “hits” to website            Survey or question on website – ie was this helpful?            Uptake and distribution of printed resource</p>	<p>This resource is intended to link new immigrants to employment services, encourage entrepreneurial opportunities, and provide a resource for employers in welcoming new immigrants and their families into the community and workplace. This resource will serve to educate the business community about the benefits new immigrants bring to the community and how they may better support their transition into the workplace and wider community. This project will contribute to supporting workplaces to be more welcoming, increase awareness and understanding of the contribution and needs of new immigrants, enhance relationships and trust in the workplace, and contribute overall to Vernon’s vision of a welcoming and inclusive community.</p>
<p><b>3. Cultural Centre Feasibility Study</b></p> <ul style="list-style-type: none"> <li>Create vision</li> <li>Investigate partnerships, governance and operational models and funding needs</li> <li>Investigation possible locations</li> <li>Timelines</li> <li>Identify short term possibilities for the interim</li> </ul>	<p>Coordinating organization to provide final report including:</p> <p>Verbal feedback from participants            How were new immigrants involved in the process?            What actions are anticipated to sustain the project?</p>	<p>As part of Vernon’s vision of a welcoming and inclusive community is to create welcoming spaces that will facilitate and address each of the program outcomes. It will bring a diversity of community to greater understanding of the contribution and needs of new immigrants, it would provide a space where mutual trust and intercultural relationships can grow and thrive, thus opening many doors that will also improve access to other community services</p>

		through an integration of a wide diversity of community. This centre may also serve many other needs for socialization, communication, and education. There is an interest in partnership from other stakeholders, so it is timely and in demand. Short term solutions will also be presented, which could start to address some of the needs in the near future.
<p><b>4. Cultural Events Audit and Pilot</b></p> <ul style="list-style-type: none"> <li>• Conduct an inventory of community events/social programming – ie Canada Day, Sunshine Festival, Youth Fest, Winter Carnival</li> <li>• Make recommendations for adding a welcoming and inclusive component or cultural theme</li> <li>• Implement recommendations where feasible</li> <li>• Pilot a new cultural or series of cultural events based on new immigrant input</li> </ul>	<p>Final report from coordinating organization to include:</p> <p>Number of activities and events audited and how they were influenced</p> <p>Participant satisfaction survey(s) post event</p> <p>Number of groups and diversity of groups involved</p> <p>Degree to which new immigrants were included</p> <p>A sustainability plan for continuing successful events</p>	<p>Of all the feedback gained through past and recent community consultations with new immigrants and others, the need for more community events was most consistently raised. There is a great appetite for this from all angles.</p> <p>It was also recognized that some of our current events could be better positioned to offer more education about immigrants and their contributions to our community, so the audit will allow some immediate actions and the pilot project will identify new partnerships and opportunities and bring the community together in creative and enjoyable ways. This project will address the common vision, support development of intercultural relationships, and create welcoming spaces and greater understanding and cultural awareness.</p>
<p><b>5. Public Art Project</b></p> <ul style="list-style-type: none"> <li>• Create an educational and interactive public art project honouring and including immigrants</li> <li>• From the art project, develop an image or icon that is replicable as a logo for a variety of mediums to create a welcoming “brand” used throughout the community</li> </ul>	<p>Consulting organization to include final report including:</p> <p>Survey for feedback at grand opening</p> <p>Survey/verbal feedback of participants involved in the process</p> <p>Diversity of participants involved</p>	<p>Through the various projects and planning activities around welcoming and inclusive communities, it was recognized by the various participants that our general community members could be better aware of the contributions and existence of our local and new immigrants. Having a very public display of who they are and what they bring, immigrants will be celebrated in a visual display that will leave a legacy for the future. It will be a visual evidence of all the cultures that make us “Vernon”. In turn, it will educate new immigrants to the diversity that exists and its historical roots and help them to feel part of a larger whole.</p>
<p><b>6. Diversity Training Feasibility Study</b></p> <ul style="list-style-type: none"> <li>• Investigate the feasibility of a sustained Diversity Training program for Vernon businesses</li> <li>• Pilot if possible</li> </ul>	<p>Consulting organization to provide final report which includes:</p> <p>Survey, verbal feedback of pilot event</p> <p>A plan to sustain training model</p> <p>Anecdotal feedback</p>	<p>The need for diversity training had been established through previous community input. This will help to create more welcoming workplaces and facilitate greater understanding and awareness of the needs of new immigrants, and enhance cultural sensitivity in general. This will help to build a common vision and greater respect for our diverse community.</p>

<p><b>7. School Inclusionary Teams</b></p> <ul style="list-style-type: none"> <li>• Develop a documented model using leadership student teams to identify, model and encourage inclusive behaviours and actions at school.</li> <li>• Share creatively (song, dance, skits,) with whole school/community, and other secondary school leadership teams - encourage uptake</li> <li>• Include activities than connect new immigrants students and/or families in the community</li> </ul>	<p>Lead school to include an evaluation component for each participating school. To include in a final report:</p> <p>Number of participants  Diversity of participants  Degree to which broader community was involved  Anecdotal feedback of activities and experiences by participating students  What worked, what didn't, and how they plan to sustain their efforts in the school</p>	<p>In the previous Welcoming and Inclusive Communities Workplace initiative the role of schools and students in this vision was recognized as one of vital importance. However, initiating new projects into schools is often difficult due to time constraints, conflicting demands, and changing priorities. This project presents a unique opportunity to demonstrate some of the ideas recommended, integrate community, and provide a resource to encourage other schools in the district. It will also serve to network the schools with community agencies and strengthen partnerships.</p>
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## V. Budget

<b>Operational Revenue:</b>	\$167,000
<b>Estimated in-kind including Steering Committee, Project Committees, Participants and Volunteers</b>	\$19,700
<b>Total Revenue (please include In-Kind contributions)</b>	\$186,700
<b>Operational Expenses:</b>	
<b>Consulting ( Note: SPCNO does not employ staff)</b>	
<b>1) Consultant Action Plan Fee</b>	\$5,000
<b>2) Consultant Action Plan Project Management Fee</b>	\$8,000
<b>Total Wages and Benefits</b>	\$13,000
<b>Project ONE Support Costs: Public Service Audit</b>	
<b>Contracted Services ( includes all related costs and supplies)</b>	\$10,000
<b>Other Support costs (specify): Vernon and District Immigrant Services staff time</b>	\$3,300
<b>Implementation Activities and supplies</b>	\$15,000
<b>Project TWO Support Costs: Live Work Play Vernon</b>	
<b>Contracted Services ( includes all related costs and supplies)</b>	\$30,000
<b>Other Support costs (specify): Vernon and District Immigrant Services staff time</b>	\$1,000
<b>Project THREE Support Costs: Cultural Centre Feasibility Study</b>	
<b>Contracted Services ( includes all related costs and supplies)</b>	\$12,000
<b>Other Support costs (specify): Vernon and District Immigrant Services staff time</b>	\$3,000
<b>Project FOUR Support Costs: Cultural Events Inventory and Pilot</b>	
<b>Contracted Services ( includes all related costs and supplies)</b>	\$20,000
<b>Other Support costs (specify):</b>	
<b>Project FIVE Support Costs: Public Art Project</b>	
<b>Contracted Services ( includes all related costs and supplies)</b>	\$30,000
<b>Other Support costs (specify): VDISS staff time</b>	\$2,500
<b>Project SIX Support Costs: Diversity Training Feasibility Study</b>	
<b>Contracted Services ( includes all related costs and supplies)</b>	\$5000
<b>Other Support costs (specify):</b>	
<b>Project SEVEN Support Costs: School Inclusionary Teams</b>	
<b>Contracted Services ( includes all related costs and supplies)</b>	\$5000
<b>Other Support costs (specify): VDISS staff time</b>	\$500
<b>Total Project Support Costs</b>	\$137,300
<b>Total Program Administrative Support Costs:</b>	\$16,700
<b>Total Operational Expenses</b>	\$167,000
<b>TOTAL FUNDING REQUEST</b>	\$167,000