



ADMINISTRATIVE REPORT

Report Date: January 22, 2019
Contact: Cheryl Nelms
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RTS No.: 12946
VanRIMS No.: 08-2000-20
Meeting Date: January 29, 2019

TO: Vancouver City Council
FROM: General Manager of Engineering Services
SUBJECT: City Participation in Women Deliver 2019 Conference

RECOMMENDATION

- A. THAT Council direct staff to continue investigating and scoping the Women Deliver Legacy Housing Project.
- B. THAT Council refer the report to the Vancouver Board of Parks and Recreation, Vancouver Public Library Board, and Vancouver Police Department Board for information and to request their support of these strategic initiatives related to the City's participation in the Women Deliver Conference.

Grant to Sponsor Culture Night Public Event at Conference:

- C. THAT Council approve a grant comprised of funding and in-kind value of up to \$90,000 to provide sponsorship support to the Metro Vancouver Convention and Visitors Bureau (doing business as "Tourism Vancouver") for the City's participation in the Culture Night event (described in Section 2 below) at the Women Deliver 2019 Conference to be held in the City of Vancouver from June 3 to 6, 2019.
- D. THAT the General Manager of Engineering Services and the Director of Legal Services be authorized to enter into a sponsorship agreement with Tourism Vancouver subject to each of them being satisfied with the terms and conditions of such agreement.
- E. THAT no legal rights or obligations will be created by Council's adoption of these recommendations unless and until the sponsorship agreement is executed by the City's authorized signatories.

City and Community Engagement Grant:

- F. THAT Council approve a grant comprised of cash and in-kind value of up to \$45,000 to be disbursed in accordance with criteria established by staff to engage with, and to enhance the benefits of the conference to the community including the purposes described below in Section 3 (Community Engagement).
- G. THAT Council approve a new program stream of “Honouring Community Sport Champions” to fill a gap in the Community Sport Hosting Grants Program that recognizes and champions citizens who are making sport accessible in our community.
- H. THAT Council approve an allocation of \$35,000 from the 2019 Sport Hosting Program budget to launch the new program stream of “Honouring Community Sport Champions” that will align with the themed Women Deliver objectives. Funds will be used to market and promote this new grant initiative, develop content, and award 5 inaugural grants to local non-profit organizations who champion girls and women to participate at every level in sport

Women’s Equity Programming Budget:

- I. THAT Council approve additional budget up to \$115,000 for the reasons set out in the Background section in the body of this report to support complementary programming related to women’s equity before, during, and after the conference.

Recommendations C and F require a resolution passed by not less than 2/3 of all Council members in accordance with the grant-making provision set out in section 206(1) of the *Vancouver Charter*.

REPORT SUMMARY

The Women Deliver Conference is coming to Vancouver June 3 to 6, 2019. This is the world’s largest conference on gender equality and the health, rights, and well-being of girls and women in the 21st century. The goal of the conference is to accelerate progress for women and girls everywhere.

The conference provides the City with an opportunity to highlight our commitment to women’s equity and advance goals included in the Women’s Equity Strategy and City of Reconciliation by participating in the conference in four distinct areas:

- Contributing a Women Deliver Legacy Housing Project;
- Public Event – Culture Night;
- Engaging with the community and the City; and
- Women’s equity programming before, during, and after the conference.

This will be a focused and high-profile forum in which staff can share knowledge and expertise, and use the international attention as a platform to elevate and mainstream the strategic profile of gender equity initiatives within the City.

Staff are seeking approval of the grants and supplemental operating budget as described in the above Recommendations to support the City's participation in the Women Deliver 2019 Conference to be held in the City of Vancouver from June 3 to 6, 2019. An approximate breakdown of these amounts is set out in the Financial section below.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

Poverty Reduction Plan: On December 5, 2018 Council passed a motion to advocate to the Provincial Government to develop and implement a provincial poverty reduction strategy.

Vancouver: A City for All Women, Women's Equity Strategy 2018-2028: In January 2018 The City adopted the updated Women's Equity Strategy following a review of the City's 2005 Gender Equality Strategy.

Accessibility Strategy: On May 2, 2018 Council passed a motion on development of an accessibility strategy for the City of Vancouver.

Creative City Strategy: On May 2, 2017, Council passed a motion directing staff to develop a Creative City Strategy – a new comprehensive plan and vision for arts, culture and creativity in Vancouver.

Resilient City: On April 4, 2017 the City launched its participation in the 100 Resilient Cities network, pioneered by the Rockefeller Foundation. The Resilient Vancouver Strategy will be presented to Council on April 23, 2019.

Healthy City Strategy: In July 2015, Council adopted the Healthy City Strategy, 2015-2018 and directed staff to report back on progress. On October 29, 2014, Council approved goals, targets and indicators of the Healthy City Strategy 2014-2025 Phase I.

Framework for City of Reconciliation: In 2014, Council approved the Framework for City of Reconciliation with three foundational components of mutual respect, strengthened partnerships and economic empowerment to guide the work of the City to best serve First Nations and urban Aboriginal communities. In 2014 the City of Vancouver formally recognized the City is on unceded territory.

Vancouver Sport Strategy: In 2008, Council approved the Vancouver Sport Strategy that outlines requirements to take a coordinated approach to sport development in Vancouver, with all stakeholders committed to partner-based leadership, effective connectivity, and open communication.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The City Manager recommends approval of the foregoing.

The City's participation in the Women Deliver Conference, the Culture Night public event, and the Women Deliver Legacy Housing Project will underscore the City's commitment to women's equity in our community and municipal workforce, contribute knowledge and expertise, and leverage the international stage and attention to raise the strategic profile of initiatives related to women's equity within the City.

REPORT

Background/Context

The Women Deliver Conference is coming to Vancouver June 3 to 6, 2019. This is the world's largest conference on gender equality and the health, rights, and well-being of girls and women in the 21st century. The goal of the conference is to accelerate progress for women and girls everywhere.

Women Deliver provides an international stage for the City to showcase our commitment to women's equity to 6,000-7,000 attendees, 2,500 organizations, Over 160 countries, 1,500 young people, 500 journalists, 100,000 Virtual & Satellite Event Participants, 1,000+ Private sector representatives from multiple industries, and UN Agencies and government representatives including ministers and parliamentarians from 50+ countries.

A cross departmental Steering Committee to advise on the City's participation in Women Deliver has been created which includes staff from Arts, Culture, & Community Services, Human Resources, Engineering Services, Planning, Urban Design & Sustainability, Vancouver Police Department, Vancouver Fire & Rescue Services, Civic Engagement & Communications, Real Estate & Facilities Management, Park Board, and Vancouver Public Library. The committee propose the following four areas in which the City can participate in the conference, many of which provide an opportunity for reconciliation action. These areas of participation will leverage the conference to advance existing City programs, priorities, and initiatives.

1. Women Deliver Legacy Housing Project

There is a significant unmet need for affordable housing with supportive services in Vancouver geared towards women, particularly Indigenous women. To create a lasting mark in Vancouver, City staff are considering a Women Deliver Legacy Housing Project to include the dedication of a City-owned site for the development of a women's building for low income, women-led households, including Indigenous women and children, that will include housing as well as social services for women living in the building and the neighbourhood. The project would be an opportunity to connect with community partners and other levels of government to fund, develop, implement, and operate this critical project.

Staff are evaluating potential sites and plan to bring detailed recommendations back to Council for approval later this spring once staff have conducted further analysis. At this time, staff are seeking direction to proceed with actively investigating a Women Deliver Legacy Housing Project.

2. Public Event – Culture Night

Culture Night is a free outdoor live-site where the public meets the conference. It creates an experience that engages and inspires our international guests and the public while affirming the City's commitment to advancing gender equality both at home and around the globe. Culture Night will bring conference delegates together with locals for an evening of music, food, art, and Indigenous culture that reflects our City's vibrancy, multiculturalism, and creative energy. Tourism Vancouver will lead the coordination and delivery of the events at Culture Night. Through the City's sponsorship grant to Tourism Vancouver, the City will be a Host Partner of Culture Night and will receive the following benefits:

- On-Stage Speaking Opportunity for Mayor and Vancouver's elected officials
- On-Site Activation
- 4 x Invitations to exclusive Host Partner Reception
- Recognition as Host Partner on site signage and video screens
- Recognition as Host Partner on website app and program
- Recognition in media and marketing materials

The City would be one of approximately 10 sponsors, contributing approximately \$50,000 as a Host Partner toward the total sponsors' contribution (estimated at \$500,000). The City will also provide logistics support to the event including policing, permits, and signage with a cost estimate of \$40,000.

3. City and Community Engagement

The conference will provide an opportunity to engage with staff and our community partners.

- **Non-Profit Conference Attendees.** Attending the conference can present a financial barrier to many organizations and community members (e.g. local non-profits, community leaders, and select individuals) that would benefit from attending and add value to the event and dialogue. The City will obtain a number of conference tickets and be prepared to provide other financial support (e.g. reimbursements for travel or honourariums for invited guests) to make the conference as accessible as possible to the local community.
- **Exploring the Gender Lens on City Work.** The diverse attendance and dialogue enables further exploration to inform the City's efforts to develop both an intersectional lens and the related broader equity framework for City work.
- **Young Women Deliver Mock Council event.** Modelling the event after Equal Voice's "Daughters of the Vote" (<https://www.daughtersofthevote.ca/>), the Mayor and Council will appoint representatives to hold their place on Council from an application process and young women will take over council chambers for a mock council day to debate topics related to women's equity. Successful applicants will have a preparatory mentorship meeting with the Mayor and Councillors who appointed them prior to the mock council meeting. Partnership with Equal Voice will be pursued.
- **Honouring Community Sport Champions program.** Launch a new program stream of "Honouring Community Sport Champions" to fill a gap in the Community Sport Hosting Grants program that recognizes and champions citizens who are making sport accessible in our community. This stream will support a grant award to advance the efforts and accomplishments of residents and organizations who deliver sport and physical activity to make a positive impact in our community and align with the Council's key priority areas, including but not limited to, gender equity, reconciliation, and affordability. Sport Hosting staff have recommended that the launch of the new program stream align with the Women Deliver objectives and theme the 2019 "Honouring Community Sport Champions" grants to recognize individuals and organizations who break through the traditional limits and pave the way for girls and women to participate at every level in sport, including participation, coaching, administration, and leadership. 2019 recipients will be recognized at the Women Deliver Culture Night.

- Volunteer opportunities for City staff to participate and act as City ambassadors during the conference. The conference will provide an opportunity to energize City staff and showcase City support for women's equity.

4. Women's Equity Programming for Conference

There are opportunities for the City to use the momentum of the event to advance existing City initiatives before, during, and after the conference. For example:

- Workshop for UN Safe Cities Scoping Study. This work focuses on designing for women and girls including public space and transportation and the Accessibility Strategy Phase I. This would allow staff to share progress, advance development, and seek international and diverse feedback on this work.
- Women in Disasters and Resilience Planning. A speaker series or hosted dialogue will be organized. Women experience disasters in vastly different ways and play a critical and undervalued role in disaster resilience and recovery. It is primarily women who take on the role of caring for those that have been injured or displaced, and finding food and shelter for their families. While significant resources are directed at infrastructure redevelopment, it is the unpaid work of women that often drives social and psychological recovery. Despite their critical role, women are often excluded from relief and recovery planning and resources.
- External Indigenous Advisory Circle. This advisory circle to the Women Deliver Conference hosted by Wendy Grant-John consists of experts on collaboration with and empowerment of Indigenous women. The City's Indigenous Relations Manager is participating on this advisory circle. The circle will be providing advice and recommendations to the Women Deliver conference on aspects of the Culture Night and the potential concurrent sessions. The City will support through provision of honourariums to involvement.
- Remarkable Women Series and Development of Leadership Profiles. From 2008 to 2014, the Remarkable Women poster series honoured local women who made significant contributions to arts, culture, sports, and community. This program can be re-launched using momentum gained through conference. Content will also be developed to include profiles of elected officials and leadership in the City with their achievements towards equity goals.
- "Show and Shine" Family Event. This is a public event for residents and visitors that showcases City of Vancouver, Vancouver Police Department, Vancouver Fire & Rescue Services, and Park Board vehicles and equipment. The event can feature storytelling by women staff in underrepresented trades and professions across City departments, and presents a recruitment opportunity.
- Livestreaming with Community Roundtable Satellite Events. Public venues such as the Vancouver Public Library and/or community centres will be open to members of the public to view content. Similar to the City's support for the TED conference in 2014, live streaming content at public venues promotes the event and provides a low-barrier opportunity to the public to participate and gain knowledge. Community dialogue will be facilitated at a satellite conference venue at the Vancouver Public Library level 8/9.
 - The City will co-host a speaker panel with the Global Institute for Women's Leadership by providing a venue, promotion, and streaming of the event to

the public. This will provide a hosting opportunity to the Mayor and allow the City to showcase local women in leadership and all councillors will be invited to attend. This event will be chaired by former Australian Prime Minister Julia Gillard. Other satellite events will be pursued to activate the space.

- Women's Equity Strategy Exhibit. This will showcase the Women's Equity Strategy at the Women Deliver Conference and at Culture Night, and enable staff to connect directly with people to spread awareness of the City's actions and ongoing work.

Strategic Analysis

The objective and focus of participation is not only to contribute knowledge and expertise, but to leverage the international stage and attention as an opportunity to mainstream and raise the strategic profile of gender equity initiatives within the City.

The City's Indigenous Relations reconciliation work will intersect many of the aforementioned areas or participation. Participating in this conference will provide local and global visibility of Indigenous women in Vancouver. The City's work on reconciliation is reliant on building relationships with Musqueam, Squamish, and Tsleil-Waututh ("MST"), as well as the urban Indigenous community. MST has emphasized to the City the importance of visibility on the land. The Women Deliver Conference, although temporary, provides a unique opportunity for Indigenous women in Vancouver to speak about their rich knowledge and experiences with the land.

Public/Civic Agency Input

The City's Indigenous Relations Manager is supporting the conference by participating on an advisory circle being led by Wendy Grant-John to provide advice and direction on the celebration of female Indigenous voices. Working within a traditional perspective, the focus of the advisory circle is to work in collaboration with and to empower and honour Indigenous women at this international conference. The advisory circle's advice and direction will be for concurrent sessions within the conference as well as Culture Night, focusing on providing Indigenous women in Vancouver with the opportunity to speak to their experience, both past and present.

Implications/Related Issues/Risk

Financial

It is recommended that combined sponsorship grant funding, value-in-kind, and staff services of up to \$285,000 will be provided by the City. Source of funding will be \$250,000 from the City's Innovation Fund to support the City's involvement in the Women Deliver Conference and \$35,000 related to supporting Women and Girls in Sport will be funded from the 2019 Sport Hosting Budget.

The 2019 Innovation Fund Budget is \$1, 000,000. After approval of \$250,000 as recommended in this report there will be a balance of \$750,000 for future Innovation projects.

Table 1 shows a proposed strategy for how the budget will be optimized to achieve the City's participation goals. Table 2 below shows how this project aligns with the guidelines for the Innovation Fund. This one-time contribution of \$285,000 will leverage a minimum of \$450,000 in external private and government partners to the Culture Night.

Table 1 Budget for City's participation in Women Deliver Conference

Item	Estimated Cost	Budget required
Women Deliver Legacy Housing Project		
Costs and budget will be determined at a future date.		
Public Event - Culture Night		
Culture Night	\$50,000	\$50,000
Logistics – Policing, Permits, Signage, Engagement	\$40,000	\$40,000
Subtotal		\$90,000
City Engagement		
Non-Profit Conference Attendees	\$20,000	\$20,000
Exploring Gender Lens on City Work	\$20,000	\$20,000
Young Women Deliver Mock Council Event	\$5,000	\$5,000
Women and Girls in Sport, Recognition Program	\$35,000	\$35,000
Subtotal		\$80,000
Women's Equity Programming for Conference		
Workshop for UN Safe Cities Scoping Study	\$30,000	Department Budget
Women in Disasters and Resilience Planning	\$25,000	\$15,000
External Indigenous Advisory Circle	\$20,000	\$20,000
Remarkable Women Series and Development of Leadership Profiles	\$40,000	\$25,000
Show and Shine Family Event	\$20,000	Department Budget
Livestreaming with Community Roundtable Satellite Events	\$80,000	\$50,000
Women's Equity Strategy Exhibit	\$5,000	\$5,000
Subtotal		\$115,000
Total City Support for Conference Participation	\$395,000	\$285,000

Table 2 Project alignment to Innovation Fund Guidelines

Innovation Fund Guidelines	Project Alignment
<p>Aligns with Council Priorities</p> <p>Supports transformation and innovation in meeting City goals</p>	<ul style="list-style-type: none"> ✓ Women’s Equity Strategy ✓ Accessibility Strategy ✓ City of Reconciliation ✓ Resilient City ✓ Creative Strategy ✓ Vancouver Sport Strategy ✓ Healthy City Strategy
<p>Leverage minimum 1:1 third party investment</p>	<p>The investment of \$250,000 leverages a minimum of \$300,000 (confirmed to date) from external private and government partners, with an additional \$250,000 anticipated to be raised in the next 3 months.</p>
<p>One-time opportunity (2 year maximum)</p> <p>\$250,000 maximum/year</p>	<p>Staff are recommending \$250,000 for this one-time opportunity. This funding will create an opportunity to leverage other partner funding which will be pursued by staff.</p>
<p>Demonstrates clear outcomes and transformation toward City of Vancouver goals</p>	<p>The Women Deliver Conference presents a unique opportunity to leverage international attention to raise the strategic profile of gender equity initiatives within the City.</p>

CONCLUSION

The City’s participation in the Women Deliver Conference, the Culture Night festivities, and the Women Deliver Legacy Project will underscore the City’s commitment to women’s equity. The momentum and international attention brought by the conference provides opportunities to showcase and amplify existing programs, engage with the community and municipal workforce, contribute knowledge and expertise, improve Indigenous relations and reconciliation, and raise the strategic profile of gender equity initiatives within the City.

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