

Civic Youth Strategy for West Vancouver



west vancouver

THE WATERFRONT COMMUNITY

Civic Youth Strategy for West Vancouver

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Civic Youth Strategy for West Vancouver

Policy Statement

Council will work towards developing a community where:

- The views of youth and their contributions to the community are valued and taken into account in the development of the Council's policies and activities.
- Youth are cherished and their diversity is recognized, acknowledged and celebrated.
- Young people have access to the information and resources required to meet their needs in the areas of:
 - . Health, safety and well being
 - . Physical environment and design
 - . Entertainment and recreation
 - . Education and training
 - . Employment
 - . Family

Council is committed to developing, supporting and promoting initiatives that positively contribute to the lives of West Vancouver youth

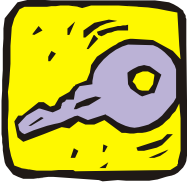


Council will develop five strategic approaches to the implementation of this policy statement, as laid out in this Civic Youth Strategy

- Create a broader vision for youth recreation.
- Give youth a stronger voice in local government.
- Improve the image of youth in the community.
- Use civic resources for youth development.
- Bring a youth perspective to civic policy development and planning.

Civic Youth Strategy for West Vancouver

Introduction



In building our communities towards tomorrow, children and young people hold the key to a different set of attitudes towards crime, drugs, racial intolerance, safety and many other challenging issues.

They are tomorrow's community: Ensuring that our young people grow up feeling comfortable in and positive about the communities in which they live is a key to intergenerational progress. They are a source of learning for all of us in their freshness towards creativity, innovation, playfulness, trust and open expression of emotions.



When a city focuses strategically and proactively on the well being of its young people, positive changes will impact upon the lives of all citizens.

If a city ensures that its policies, planning and programs are examined in the light of 'how will this affect young people?' there is potential to enhance the city for all.

- Mayor and Council are in a unique position to provide leadership in this area.
- The Municipality is in a powerful position to promote long-term strategic development.
- Council's knowledge of local needs enables it to ensure provision of the best possible services and the best environment for youth.

Within our tripartite governmental system, the municipality is strategically placed to involve young people in planning and ensuring that their views are heard and acted upon.



The District of West Vancouver is recognized around the world as one of the finest residential environments. But over the years, concerns have been expressed, in various ways, by youth and adults, elected and non-elected, about whether the District's youth were full beneficiaries of its many attributes.

Did they feel full partners in the community? Did West Vancouver work for them?

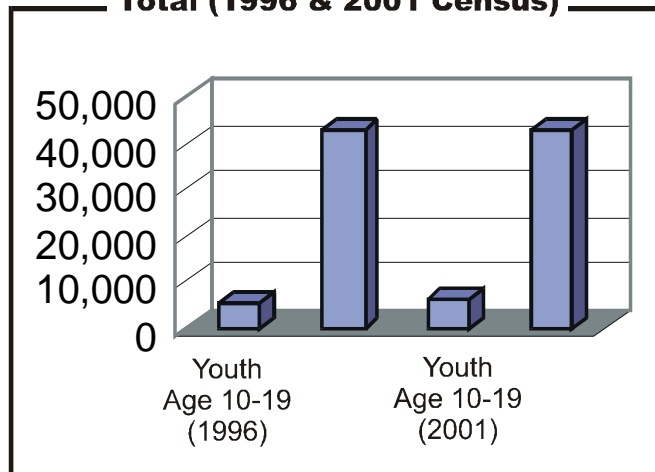
It was decided that these issues should be investigated, and a set of policies and actions put in place.

This set of policies and actions are the Civic Youth Strategy and are outlined in this report.

Civic Youth Strategy for West Vancouver

Demographics

**West Vancouver Youth Population
Compared to
Total (1996 & 2001 Census)**

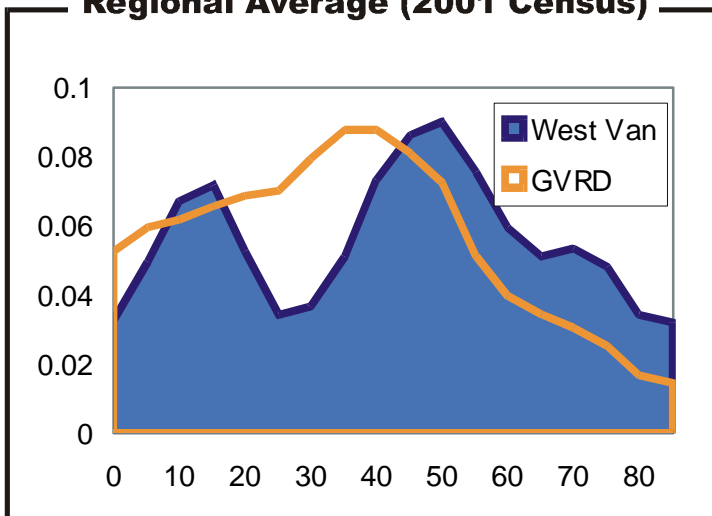


- According to the 2001 Census, there were 43,300 people living in West Vancouver.

- Of these, 6,000 or 14% were youth age 10-19.

- Between 1996 and 2001, West Vancouver's youth population age 10-19 increased in total numbers (by 600 youth) and as a percentage of total population (from 13% to 14%).

**West Vancouver Age Distribution
Compared to the
Regional Average (2001 Census)**



- Compared to the regional average (GVRD), West Vancouver has a slightly higher proportion of youth (14% in West Vancouver compared to the regional average of 13%).
- West Vancouver has fewer young children and young adults, and significantly more older adults over age 45 compared to the regional average.

Civic Youth Strategy for West Vancouver

Current Youth Service Providers

Services for youth are provided by a range of organizations in West Vancouver:

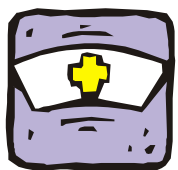
Municipal Departments

- Recreation is a municipal service and West Vancouver provides a range of youth recreation services through its Community Services Department. These include a stand-alone youth centre as well as facilities for youth in the community centres. Youth programs are delivered through these centres as well as in an outreach mode.
- Other civic departments focus on youth within their overall programming: the West Vancouver Memorial Library serves many youth functions, while the Parks Department provides a variety of park amenities where youth are the prime client group, as well as providing playfields and other green areas which are used by all groups including youth.
- Other departments have involvement with youth on an 'as needed' basis: for instance, the West Vancouver Police Department provide a range of services to young people ranging from prevention (DARE) to mandated services. The Fire Department also provides work experience to young people from selected high schools.



School District

- In addition to providing education services for young people, the school system provides extensive services for youth, from counselling to the facilitation of work experience.
- In addition, the schools, through their extra-curricular programs, provide enrichment experiences in sport, art and cultural activities.
- The schools provide space for many of the sport and art activities that are delivered through not-for-profit groups.



Vancouver Coastal Health Authority

- Vancouver Coastal Health Authority (previously the North Shore Health Region) provides a range of services such as the Teen Health Clinic operating at Ambleside Youth Centre one afternoon per week, Youth Mental Health services, and the educational and prevention duties of public health nurses.

Civic Youth Strategy for West Vancouver

Current Youth Service Providers

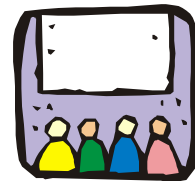
Not for Profit Organizations

- There is a wide range of not-for-profit groups that provide sport, art, cultural, educational and experiential activities for youth.



Private Sector and Commercial Operators

- Youth are major spenders in the community, and the private sector provides for these needs when economically able to do so. Chains such as 7-11, fast food outlets, and coffee shops provide popular consumer services to youth. However, the opportunity to hang out and meet their friends is limited. Movie theatres cater to the youth market, as do video stores.
- However, when the economics of the marketplace change, private operators move elsewhere. Recent closures of the Park Royal movie theatre and bowling lanes have reduced the entertainment options for youth in West Vancouver, forcing them to find other means to entertain themselves or to travel outside the municipality for these services.



How was the Civic Youth Strategy Developed?

Process

A three-phase process was used:

1. A youth survey was undertaken in West Vancouver High Schools.
2. Youth participated in a survey of all municipal departments and community facilities.
3. Thirdly, ideas were brought together at a Youth Symposium, organized with the School Board, and held in conjunction with Youth Week 2002.

Throughout this process, youth were involved:

- in designing the youth survey questions.
- in considering the meaning of its results.
- in presenting them to Mayor and Council for information.
- in conducting the Departmental Survey, and reporting back on their findings.
- in coming together to develop strategies at the Youth Symposium.
- in presenting the finalized Civic Youth Strategy to Mayor and Council.

Civic Youth Strategy for West Vancouver

Youth Survey

As the first stage in the preparation of the Civic Youth Strategy, a youth survey was undertaken focused on youth aged 13 to 18 years (grades 8/12).

Assistance was provided by youth involved with the Youth Advisory Committee (YAC) and the Library's Youth Advisory Group.

The survey was delivered through the schools, including Mulgrave School.



The survey was delivered in the last week of November, 2001. All secondary schools participated in the survey with the exception of Collingwood School.

The total grades 8 to 12 population in these school is 3,198 students.

In total, 719 completed survey forms (22% sample) were returned for analysis.

The survey can be considered accurate to within +/- 3%, 19 times out of 20.

It is, therefore, a very reliable indicator of youth views. It provides both a clear statistical picture and, since it also provided opportunities through open-ended questions for youth to express their views, it offers qualitative data in the form of extensive comments.

Civic Youth Strategy for West Vancouver

Youth Survey

Some of the principal findings of the survey are as follows:



- The picture that it paints of youth is very positive - they lead a balanced life that includes school, homework, TV/videos and computers, some paid work, and a variety of other leisure activities. Yet none are done to excess. Youth are active in the community; almost one third are volunteers, in a very broad range of activities.
- They feel safe in West Vancouver, both in school and in the community. They appreciate the community; they recognize that it is a great place to live.
- But the community has its downsides for a young person. One person's 'safety' is another person's 'boredom'. The point was made repeatedly that there is little entertainment for a young person in West Vancouver. Comments regarding use of recreation facilities and the library made it clear that recreation was good - but it was 'entertainment' that youth were also looking for - just places where they can hang out, make some noise, and be themselves.
- When asked whether adults viewed youth positively or negatively, 70% indicated that adults were generally positive toward them. But certain groups of adults, especially those in positions of authority, were felt to be more negative toward youth.
- Less than 50% of youth indicated that youth are 'valued' by the West Vancouver community; and only 30% felt that youth were 'respected' in the community.
- Youth consider themselves excluded from the processes of local government. There was broad agreement that there were no ways to make their views heard, and even if they did get heard, no action occurred as a result. But over 60% indicated that youth wanted to be more involved in civic government, and over 70% indicated that youth would volunteer more if there were more opportunities.
- The issues of skateboarding and roller blading are issues about youth culture. But only 30% of youth see themselves as 'boarders', while roller blading is an activity practiced by over 50% of youth. The fact that neither is allowed on the Seawall, or on the streets for transportation are concerns for between 50% and 70% of youth. Youth clearly view these issues in a different light to those who set these rules in the first place.

Throughout the survey youth were saying 'we see things differently from adults - and we want to be heard'.

Civic Youth Strategy for West Vancouver

Youth Survey

Pertinent Statistics from the Youth Survey:



- West Vancouver's youth work a limited number of paid hours - over 80% of all respondents worked less than 7 hours per week. Only 6.8% of students worked over 15 hours per week, and 60% of these students were in grade 12.
- Homework absorbs a good part of after school time for many youth - two out of three students do over 7 hours per week, and one in five does over 15 hours per week (two hours per night and five over the weekend).
- Less than 25% of youth were regular users of the District's recreation facilities, including community centres.
- Over 90% of youth indicated that they feel safe in West Vancouver in general and at school in particular.
- Traditional community based organizations are also venues for youth involvement; community sports teams (42.1%), churches (19.1%), youth organizations such as scouts and guides (7.0%), and arts and culture groups such as dance and theatre (25.3%), are all venues where youth are involved.
- Schools are a major venue for community involvement, whether in school-based activities such as peer counselling and Student Council, or in extra-curricular clubs; at least one in three students (35.9%) is involved in this way at their schools.
- Almost one in two of all youth thought the police generally have a negative attitude toward them.

The skateboard park had as many regular visitors as the arena - about 10% of youth.

38.5% of youth were regular users of the Memorial Library, visiting it at least once per month.

One in three (31.8%) youth indicated that they volunteer somewhere in their community.

Civic Youth Strategy for West Vancouver

Youth Survey

Pertinent Statistics from the Youth Survey (cont'd):



- Almost 90% of youth agreed or strongly agreed with the statement that they live in one of the top residential communities in the world. However almost identical percentages of youth agreed that 'there is not enough to do in West Vancouver'.
- Slightly over 50% of youth felt that 'youth are valued by the West Vancouver community', but one in three, or 278 out of 719, felt that youth were not valued by the community.
- Three out of four youth feel they are unable to express their views in ways that make adults such as the Mayor and Council listen to them.
- 'West Vancouver needs a new movie theatre' was the one question in the whole survey that brought the strongest support, with 95% responding, and 95% of them indicating agreement, mostly strong agreement.

Civic Youth Strategy for West Vancouver

Departmental Survey

It was considered important for youth to find out what municipal departments and facilities do and how this affects youth. This was accomplished by having teams of two youth tour each department, ask questions, and report back to a workshop.

Teams were established of two youth, who were put in touch with a departmental representative.

- A time for the visit was agreed, with 2 to 3 hours being suggested for the larger departments.
- Youth were encouraged to create a dialogue with the people they met.
- During the tour, youth used a workbook to take notes of discussions.
- After the visit, youth were asked to prepare their notes into a word processing document or PowerPoint presentation.
- Two workshops were held to gather the information and learning of the youth teams and the departmental representatives. They were held in the Council Chambers at the Municipal Hall. Teams gave a 5 to 10 minute presentation of what they had learned. One group gave a PowerPoint presentation.

The Key Questions Youth Were Investigating

How do Municipal Departments' and Facilities' functions impact youth?

What changes can be made to make West Vancouver more youth friendly?

The results of this part of the investigation identified a number of opportunities:

- for greater involvement of youth in the work of departments and facilities.
- for departments and staff to support other aspects of the Civic Youth Engagement process.
- to change the way departments and facilities operate to make them more 'youth friendly'.
- to link with the schools and the educational process.
- to connect with certain departments where youth noted interactions and attitudes were sometimes cause for concern; the West Vancouver Police Department was noted as one such department where added liaison would build stronger relationships.
- to bring a youth perspective on civic issues and policies.
- to expand/rethink youth involvement such as through YAC and other advisory committees.
- to celebrate for and with youth.
- to expand programs for youth.

Civic Youth Strategy for West Vancouver

Youth Symposium

The symposium was held during school time on the Wednesday of Youth Week.

- Students from West Vancouver Secondary School and Sentinel came to Rockridge to share their ideas.
- After a brief presentation, youth were divided into table groups, with a grade 11/12 student acting as a facilitator at each table.
- They were asked to comment on five broad questions, with the final 45 minutes being allocated to feedback from the participants.
- Worksheets were filled in at each table, and all completed worksheets were analyzed.



The results of the sessions are summarized as follows:

Creating a Broader Vision for Youth Recreation

Tell us what “Creating a Broader Vision for Youth Recreation” means to you?

- More places to meet other youth
- More businesses open later
- Change youth centre
- Programs aimed at different ages of youth
- Better transportation
- Ways to link better with groups who have difficulty with youth, i.e., seniors
- A close look at affordability of recreation services
- If Council are serious, their spending priorities must change
- Youth focused community events
- Youth Advisory Committee needs to be more inviting
- More communication between police and youth
- Better promotion of those programs which are put on for youth
- More dances
- Spread out youth recreation programs and opportunities throughout the community
- More support for youth programs such as Scouts and Guides
- Youth produced TV station

Civic Youth Strategy for West Vancouver

Youth Symposium

Creating a Stronger Voice in Local Government

How can YAC be revamped?

- More power, influence and respect
- Televised Youth Advisory Committee meetings
- More advertising and promotion
- Closer links with schools
- YAC sponsored events
- Broader cross section of youth on YAC
- YAC involved in more aspects of the community

Improving the Image of Youth in the Community

How can we change this negative stereotype?

- Stronger, more active youth councils and YAC
- Provide more opportunities to talk and work with more groups
- Youth produced TV station
- Youth shows on local TV and radio stations
- Write, create and report on the good news stories
- Youth Awards
- Police/youth liaison
- 'Smile & Be Polite' Campaign

Using Local Resources for Youth

How can West Vancouver staff support and work together with you?

- More work experience opportunities
- Youth forums on Youth Issues
- Turn Career and Planning Program into an opportunity to do things, not just talk about 'goals'
- Staff from West Vancouver District coming to schools to talk about their jobs

Bringing a Youth Perspective to Civic Policy and Planning

What are some of the key things you'd like to work on?

- Involve youth
- Create places to just hang out and make some noise
- Talk about by-laws
- Youth transportation
- Designate pathways where skating and roller blading is OK
- Designate a beach for gatherings

Civic Youth Strategy for West Vancouver

Strategies

Give Youth A Stronger Voice in Local Government



YAC is the main vehicle for ensuring a youth voice in West Vancouver. It was established by Mayor and Council in 1987. It has promoted other activities designed to give youth both a say in local government, and an opportunity to learn about how municipal decision-making works: annual youth council, support for Youth Week are examples.

YAC has some difficulties from a youth perspective:

- It is an adult model, and is not well suited to the pace of life, thinking, or existence of most youth. It assumes a longer attention span than most youth have.
- It is not seen by most youth as doing very much, or making things happen.
- It is too broad in its scope, allowing it to be marginalized on most issues.
- It isn't perceived by some youth as being cool.
- Many of the youth involved in the Civic Youth Strategy discussions were critical of the YAC, yet they had respect for those of their peers who were working hard to make it succeed. They expressed a keenness to be involved 'if it would really change things'.
- The perception of youth is that the YAC needs to be changed to give it a higher profile, and more influence with Mayor and Council. It also has to become a more fluid and flexible mechanism, more in tune with the way youth do business, less marching to an adult drummer.

Directions



- Revamp the YAC to ensure that it has the kinds of processes and resources that make it a force for change within the civic system.
- Develop a system that allows youth to initiate task forces to investigate specific issues.
- Ensure that these task forces and the related process has the support of the School District, and can use school facilities and time to consult with youth.
- Ensure that YAC has a regular opportunity to report back to Mayor and Council, with particular emphasis on the results from these task forces being discussed with Council.
- Create a youth website to disseminate and gather youth views on issues.
- Strengthen staff support for this revamped YAC process.

Civic Youth Strategy for West Vancouver

Strategies

Create a Broader Vision for Youth Recreation



- Being a young person between the ages of 12 and 20 is about the transition from a world where, for most children, their parents were the primary determiners of their recreation pursuits, to a world where they have the knowledge, skills, money, and authority to make their own decisions. During that transition, life can be frustrating, and rejection of previously embraced activities is to be expected.
- Low percentages of youth saying that they use the arena may mean that youth have moved on from these more organized activities. In part they have moved on to more individual activities (e.g. mountain biking with their friends), and in part they are looking for more informal places to 'hang out'.
- One of the clear messages that youth have given to the municipality throughout the development of this Civic Youth Strategy has been that they want to be able to access a wider range of youth recreation services and facilities than currently exists.
- Some of these activities are primarily not municipal functions, such as a movie theatre or late night coffee house. But youth would like the municipality to work with them to think more creatively about the youth programming that it provides, and how it sets up and programs its facilities.
- This broader vision must be youth-led if it is to be successful, with the role of municipal staff being to facilitate and to assist youth to implement some of the innovative ideas that they come up with. The recreation programs will be both more exciting for youth, and will bring higher participation levels.

Directions



- Work with youth to identify ways in which existing community facilities can better serve youth needs.
- Review and adjust the role and programming of the Ambleside Youth Centre.
- Review the provision of youth spaces in community centres.
- Identify other ways in which space for youth can be created within existing facilities.

Strategies

Directions (cont'd)



- Work with youth to find ways to meet outdoor recreation needs.
- Develop additional youth amenities in parks.
- Develop additional opportunities outside district parks for activities such as mountain biking.
- Work with youth to develop a skateboarding strategy.
- Upgrade the current skate park; build new skate parks.
- Address issues of skateboarding on the street.
- Review the by-law that requires businesses to close in the evenings.
- Review the noise by-law to identify opportunities for youth activities.
- Identify options that would create a youth coffee house in a commercial/retail area easily accessible to young people.

Civic Youth Strategy for West Vancouver

Strategies

Improve the Image of Youth in the Community



- While the research for the Civic Youth Strategy did not establish that adults in West Vancouver do not have a positive image of youth, that was certainly the impression of youth, as recorded in the youth survey. In particular, youth felt that certain groups, such as seniors and the local police do not have a positive image of them.
- This would be consistent with research from other communities that indicates that youth are not viewed positively by adults.
- While some of this perception is created by the national media, actions locally, especially if well promoted, can counter these images. It is important that youth lead the way in this regard, and the municipality provides support wherever possible.

Directions



- Establish a volunteer registry and encourage youth to sign on.
- Using civic connections where necessary and encourage youth groups to find opportunities to work positively with other groups such as seniors and families with young children.
- As part of Youth Week, or at some other appropriate time of the year, develop a 'Give Back To The Community Day'.
- Maintain, enlarge and promote the Youth Awards program.
- Establish a regular liaison between youth and the local North Shore/West Vancouver media.
- Develop a youth liaison group to work directly with the West Vancouver Police Department.

Civic Youth Strategy for West Vancouver

Strategies

Use Civic Resources to Support the Civic Youth Strategy



- The District has considerable resources, both human and financial, which it can bring to the implementation of the Civic Youth Strategy.
- It should be made clear to all staff and departments, by the Municipal Manager, that supporting the Civic Youth Strategy is not the job of one department, or one staff person, but of all staff and all departments.
- Training for youth involved in these new Civic Youth Strategy initiatives will be essential to develop the necessary skills.

Directions



- Develop a youth-for-youth website. Models would be the North Vancouver youth web site and that of the Abbotsford Youth Commission.
- Expand or create a work experience program within District departments (and other civic partners) to provide the required hours of work experience (Career and Personal Planning Program) for high school students.
- Establish a program that would provide District staff as resource people for specific curriculum modules and promote it to the high schools.
- Establish a Civic Youth Strategy Staff Team, made up of one representative of each department, to work with YAC and to assist with other Civic Youth Strategy projects as required.
- In conjunction with the School District, examine youth leadership training programs with a view to delivering one or more in West Vancouver.
- The programs should be adapted if possible so that they are also suitable for civic staff and other adults to take to discuss issues around giving more 'power' to youth.
- Consider establishing a Youth Foundation that would fund specific youth projects that were outside the District's mandate or jurisdiction.
- Identify the budget resources required to implement the Civic Youth Strategy.

Civic Youth Strategy for West Vancouver

Strategies

Bring a Youth Perspective Into Civic Policy Development & Planning



- Youth have views on community issues and should be encouraged, through the Civic Youth Strategy, to present these views to the appropriate body. This is not to give youth, or expect from youth, any greater input than any other group. But, just as we adapt processes for people with disabilities, so too should processes be adapted to meet the specific needs of youth.
- In general, relevant policy papers and recommendations that come before Mayor and Council should address the issue of possible impacts on youth.
- Youth should also be encouraged to provide input to key planning processes such as the Official Community Plan Review. This input might be in the same way as other public input is gathered. It might use some of the specific resources noted above, such as the development of curriculum learning materials, or the use of the youth-for-youth website.
- These mechanisms could also be used to assist youth task force reviews of specific by-laws such as the shop closure by-law.

Directions



- Ensure that relevant policy papers and recommendations that come before Mayor and Council ask the question 'what impact on youth?' and provide a positive answer.
- Ensure that youth input into key planning processes such as the Official Community Plan and recreation master planning is always included.
- Conduct a by-law review jointly with a youth task force to examine how youth are impacted by specific by-laws.
- Review specific bylaws which are being drafted to examine the impact on youth.

Civic Youth Strategy for West Vancouver

Strategies

Monitoring and Evaluating the Civic Youth Strategy

It is proposed that the strategy will be monitored and its outcomes evaluated.

A committee will be formed with representatives of youth, civic departments, and other community members. This committee will meet regularly and prepare an annual report that will be forwarded to Mayor and Council for consideration and action.



Civic Youth Strategy for West Vancouver

Implementation Strategy

Note:

It is imperative that the implementation of this strategy, and the individual projects that are proposed to implement it, be youth-led. The revamping of the Youth Advisory Committee should be the first priority, with all other projects contingent on its support and initiative.



Give Youth a Stronger Voice in Local Government

Strategic Direction	Implementation
Revamp the YAC.	<p>First Steps: Convene a youth meeting in early October to develop different structure and options. Consult with School District.</p> <p>Lead Dept: Community Services</p> <p>Priority: High</p> <p>Timeline: 2002</p>
Regular YAC reporting back to Mayor and Council.	<p>First Steps: Establish quarterly reporting procedures.</p> <p>Lead Dept: Community Services</p> <p>Priority: High</p> <p>Timeline: 2002</p>
Orientation training and leadership skill development for YAC.	<p>First Steps: Develop the training program.</p> <p>Lead Dept: Community Services</p> <p>Priority: High</p> <p>Timeline: 2002 and 2003</p>
Strengthen staff support for a revised YAC structure.	<p>First Steps: Identify staff roles and time commitment</p> <p>Lead Dept: Community Services</p> <p>Priority: High</p> <p>Timeline: 2002 and 2003</p>
Develop a system that allows youth to initiate task forces to investigate specific issues.	<p>First Steps: Develop a pilot model</p> <p>Lead Dept: Community Services</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>

Civic Youth Strategy for West Vancouver

Implementation Strategy



Create a Broader Vision for Youth Recreation

Strategic Direction	Implementation
Identify ways in which existing community facilities can better serve youth needs.	<p>First Steps: Establish a Youth Recreation Advisory Team for each recreation facility.</p> <p>Lead Dept: Community Services</p> <p>Priority: High</p> <p>Timeline: Immediate</p>
Identify ways in which the outdoor recreation needs of youth can be met.	<p>First Steps: Establish a Youth Task Force to work with Parks and Outdoor Recreation staff to identify needs and develop an action plan.</p> <p>Lead Dept: Community Services, Parks Dept</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>
Develop a skateboarding strategy.	<p>First Steps: Establish a Youth Task Force to work with Parks and Recreation services staff to identify needs and develop an action plan.</p> <p>LeadDepts: Community Services, with Parks and Engineering</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>
Review shop closure by-law.	<p>First Steps: Work with YAC to establish a Youth Task Force that will consult with stakeholders.</p> <p>Lead Dept: Community Services, Planning and Permits</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>
Develop a strategy for a youth coffee house.	<p>First Steps: Work with YAC to establish a Youth Task Force to explore options.</p> <p>Lead Dept: Community Services, Chamber of Commerce</p> <p>Priority: Medium</p> <p>Timeline: 2004</p>
Coordinate a PR/Marketing Strategy to inform youth of all municipal, volunteer, recreation and employment opportunities.	<p>First Steps: Gather information.</p> <p>Lead Dept: Community Services, Communications</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>

Civic Youth Strategy for West Vancouver

Implementation Strategy



Improve the Image of Youth in the Community

Strategic Direction	Implementation
Establish and promote volunteering programs.	<p>First Steps: Research and develop appropriate youth volunteer opportunities.</p> <p>Lead Dept: Community Services</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>
Develop a 'Give Back to the Community' program.	<p>First Steps: Propose idea to Youth Week Committee for 2003.</p> <p>Lead Dept: Community Services</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>
Enhance and promote the Youth Awards program.	<p>First Steps: Review the program and identify opportunities.</p> <p>Lead Dept: Communications, Community Services</p> <p>Priority: Medium</p> <p>Timeline: for 2003 program</p>
Establish a regular liaison between youth and the local media.	<p>First Steps: Initiate quarterly meetings between YAC and local media.</p> <p>Lead Dept: Communications, Community Services</p> <p>Priority: Medium</p> <p>Timeline: 2003</p>
Develop a youth liaison group to work directly with the WVPD.	<p>First Steps: Develop terms of reference for liaison group, as part of the revamping of the YAC structure.</p> <p>Lead Dept: WVPD</p> <p>Priority: High</p> <p>Timeline: 2002/03</p>

Civic Youth Strategy for West Vancouver

Implementation Strategy



Use Civic Resources to Support the Civic Youth Strategy

Strategic Direction	Implementation
Develop a youth-for-youth website.	<p>First Steps: Liaise with the schools to determine a group of youth who would be interested in taking on this project.</p> <p>Lead Dept: Communications, Information Technology</p> <p>Priority: High</p> <p>Timeline: 2002/03 School Year</p>
Expand or create a career development and work experience program in secondary schools.	<p>First Steps: Schedule discussions with School District</p> <p>Lead Dept: Human Resources</p> <p>Priority: Medium</p> <p>Timeline: 2003/04</p>
Develop a 'civic government' school curriculum module.	<p>First Steps: Contact the City of Vancouver to discuss the problems and progress that they have made. Also discuss with Supt of Schools.</p> <p>Lead Dept: Community Services, School District</p> <p>Priority: Low</p> <p>Timeline: 2003/04</p>
Establish a civic youth strategy staff team.	<p>First Steps: Discuss at Executive Team Meeting.</p> <p>Lead Dept: Municipal Manager, Community Services</p> <p>Priority: High</p> <p>Timeline: October 2002</p>
Establish a budget to support the strategy.	<p>First Steps: Identify the necessary resources and include in 2003.</p> <p>Lead Dept: Municipal Manager, Community Services</p> <p>Priority: High</p> <p>Timeline: Immediate for 2003 budget year</p>
Develop youth leadership training programs.	<p>First Steps: Review training programs of other municipalities.</p> <p>Lead Dept: Community Services</p> <p>Priority: High</p> <p>Timeline: 2002, for implementation in 2003</p>
Consider establishing a Youth Foundation.	<p>First Steps: Review the concept with potential funders.</p> <p>Lead Dept: Community Services, Finance, West Vancouver Foundation</p> <p>Priority: Low</p> <p>Timeline: 2003 or 2004</p>

Civic Youth Strategy for West Vancouver

Implementation Strategy



Bring a Youth Perspective to Civic Policy Development and Planning

Strategic Direction	Implementation
Youth Impact Assessment in all appropriate policy papers and recommendations.	First Steps: Determine format and procedural changes. Lead Dept: Clerk's Department Priority: Medium Timeline: 2003
Ensure youth input into key planning processes.	First Steps: Discuss process with YAC Lead Dept: Community Services, Planning, Parks Priority: Medium Timeline: Immediate for Official Community Plan and ongoing.

Note of Special Thanks

While this Civic Youth Strategy was in its preparation stage, the Society for Children and Youth of BC held an international conference on Child and Youth Friendly Communities in Vancouver. Two of the international participants, Lyn Campbell, Children's Advocate for the City of Christchurch, New Zealand, and Marco Corsi, Research Associate with UNICEF's Innocenti Centre for Child Friendly Cities, took the time to meet with Council, with staff, and with the project consultant. We would like to express our gratitude to them for inspiring us, and reassuring us that we were on the right road.

We would also like to express our appreciation to the West Vancouver School Administration and school staff for their cooperation and assistance in providing their time and resources to support the Youth Survey and Youth Symposium, both of which occurred during school hours.

Finally, we thank the more than 900 youth who gave their time and advice in the development of this strategy.



Civic Youth Strategy for West Vancouver

Bibliography

Various books by Roger Hart

- 1992 - Children's Participation: From Tokenism to Citizenship - published by the UNICEF International Child Development Centre, Florence, Italy
- 1997 - Children's Participation: The Theory and Practice of Involving Young Citizens in Community Development and Environmental Care - published for UNICEF, by Earthscan Publications, London
- 1999 - Cities for Children: Children's Rights, Poverty and Urban Management - written with Bartlett, Satterthwaite, de la Barra, and Missair - published for UNICEF, by Earthscan Publications, London. Chapters 13 and 14 are of particular relevance to this study: The Context of Local Government and The Practical Implications for Local Government.

National League of Cities Reports

- 1996 - Connecting Citizens and Their Government: Civility, Responsibility and Local Democracy. One section of this report focused on 'Youth Involvement: "Our Future and Our Only Hope"'.
- 1999 - Youth participation and Community Building.

Health Canada Projects

- Hearing The Voices of Youth: Youth Participation in Selected Canadian Municipalities
Prepared by: Dr. Tullio Caputo
The full report is available for downloading at the Health Canada website:
<http://www.hc-sc.gc.ca/hppb/childhood-youth>
- Centre for Excellence in Youth Engagement
As part of the research component of the Federal Children's Agenda, five Centres of Excellence were established. One focused on Youth Engagement. It has established a website at:
http://www.tgmag.ca/centres/index_e.html

Other International Projects

- Young people's politics: Political interest and engagement amongst 14- to 24 year-olds- published for the Rowntree Foundation by YPS (price £13.95, ISBN 1 902633 64 4).
A summary of this research is provided on the Rowntree Foundation website at: <http://www.jrf.org.uk/knowledge/findings/socialpolicy/520.asp>
- Cities of Tomorrow - International Network for Better Local Government
<http://www.ccc.govt.nz/CitiesOftomorrow/>

Civic Youth Strategy for West Vancouver

Bibliography

BC Initiatives

- BC Government's Voice for Youth Initiative
According to the BC Government
"B.C.'s youth deserve to have a real voice that's heard by government."
<http://www.youth.gov.bc.ca/voice/>
it would seem that this website may no longer be working.
- Child and Youth Friendly Communities Initiative
Based in BC, this Initiative of the Society for Children and Youth of BC also addresses many of the fundamental elements of youth engagement.
Their URL is: <http://www.scyofbc.org/cyfc/toc.html>

City's with strong youth engagement strategies and websites with data for downloading

- Auckland, NZ
http://www.akcity.govt.nz/council/governing_your_city/representatives_and_meetings/agendas_and_minutes/committees/auckland_city_youth_council/a20010629.asp
The Youth Council has also prepared a Youth Plan entitled Youth Action: Youth Action is a plan to make Auckland a cooler place for you to be. It's been designed by young people for young people, and it builds meaning between the Council and the youth of Auckland.
Further information and the full plan in pdf format can be found at:
http://www.akcity.govt.nz/council/strategies_policies_plans/guiding_communities/youth_action/index.asp
- Christchurch, NZ
<http://www.ccc.govt.nz/Publications/Youthstrategy/>
Christchurch is also the lead city for the Cities of Tomorrow project noted previously.

BC Cities with good youth-for-youth websites

- North Vancouver
<http://www.dnv.org/youthnet/>
- Abbotsford
<http://www.abbyyouth.com/>