

C1.

Communication

Inclusion and Community Outreach

Advisory Committee – June 16, 2025

Item No. 1

Inclusion and Community Outreach Program: 2025-2030

**Inclusion and Community
Outreach Advisory Committee
June 2025**

5 Principal ICO Directives

- ▶ Vaughan's inclusion work continues to be guided by four main Council-approved strategies:
 1. The Diversity, Equity and Inclusion Plan 2022-2026
 2. Member's Resolution: Strengthening Vaughan by Recognizing Causes, Events and Commemorations of Significance (Dec. 12, 2022)
 - A. Other Council-directives
 3. The 2023-2027 Multi-Year Accessibility Plan
 4. The Addressing Anti-Black Racism Action Plan 2024-2031
 5. The 2022-2026 Term of Council Service Excellence Strategic Plan

Defining a Program

*“In project management, a plan focuses on how a specific project or task will be carried out, including timelines, resources, and steps. **A program, on the other hand, is a larger undertaking that brings together multiple projects, often with shared goals and resources, to achieve a broader organizational objective. Think of a plan as a detailed roadmap for a single trip, while a program is like a comprehensive travel itinerary that includes multiple trips and activities.”***

Why create a program for ICO?

► An Inclusion and Community Outreach Program will seek to:

1. **Leverage data-driven decision making** that is reflective and responsive to the Vaughan community and the corporation.
2. **Prioritize initiatives** in the 5 Principal ICO Directives to be actioned on from now until 2030 (mid-point of 2026-2030 Council term).
3. **Better align existing resources** including staff, strategies and budget,; eliminate duplication and deliver tangible results for ongoing reporting.
4. **Crystalize the WHY?:** Why are we doing this? How does ICO make Vaughan a better community, and the corporation a better place to work?

2 Data-Informed Decision-Making

Achieving diversity, equity and inclusion goals requires identifying and developing appropriate key objectives, related metrics and setting accountability for outcomes. The City will collect data and identify trends, barriers and gaps, and develop and implement solutions meant to address inequities.

ICO Program Audience

► Audiences: External & Internal

1 Fostering and Embedding a Culture of Belonging

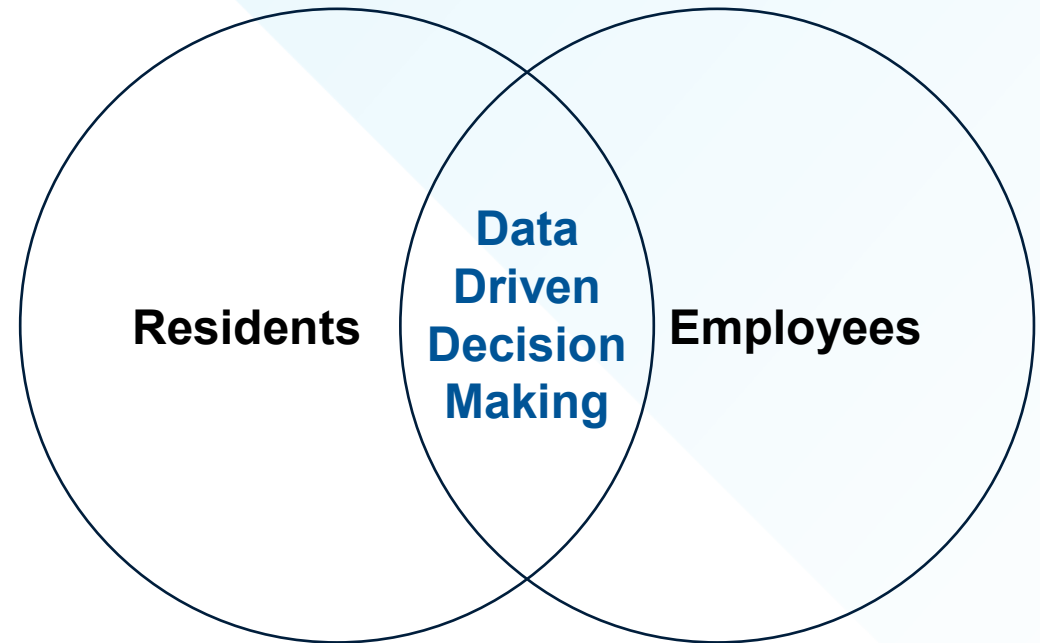
The City recognizes that a true sense of belonging is created when diversity, inclusion and equity combine to make all people feel welcome, included and part of the culture. The City is committed to fostering, embedding and sustaining a culture of diversity, equity and inclusion into all aspects of the organization through progressive policies and practices that encourage engagement and belonging, and welcomes all employees to be part of the change.

3 Equitable Employment

The City is committed to being an inclusive and equitable employer. The Office of the Chief Human Resources Officer (OCHRO) in collaboration with senior leaders and the Diversity and Inclusion Officer will actively identify barriers and take steps to address individual, systemic and institutional barriers to ensure that Indigenous and equity-deserving groups have equal opportunities to gain and retain meaningful employment.

ICO Program activities must be external and internal

Leverage Vaughan's Environics Subscription to further understand audiences and make data-driven decisions.



ICO Program

External Program Audience: Residents

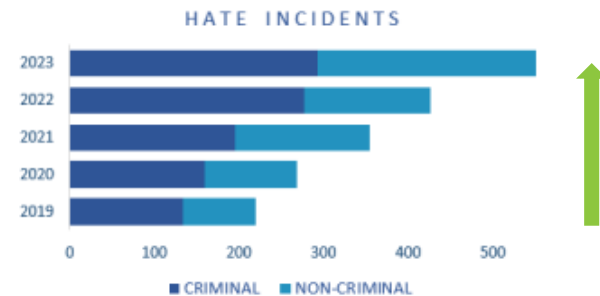
Religious Affiliation	Census 2021	Census 2024	Year Over Year %
Christianity	53.1%	52.10%	-1.0%
Judaism	13.2%	13.50%	0.3%
Islam	7.4%	7.40%	0.0%
Hinduism	4.8%	4.80%	0.0%
Buddhism	2.4%	2.40%	0.0%
Sikhism	1.8%	1.70%	-0.1%
No Religious Affiliation	17.0%	17.60%	0.6%

ICO Program

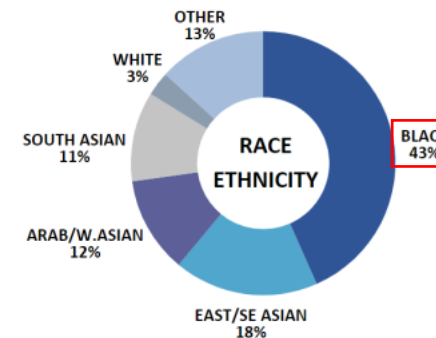
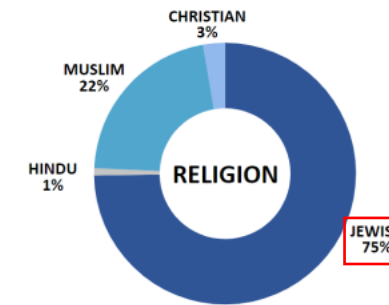
York Regional Police: Hate Crime Data

MOST SERIOUS VIOLATION

	2022	2023	YoY%
VIOLENT	140	147	5%
Level 1 - Assault	28	43	54%
Utter Threat to Persons	43	40	-7%
Criminal Harassment	15	20	33%
Harassing Comm	23	20	-13%
Level 2 - Weapon/BH	20	18	-10%
Other	11	6	-45%
PROPERTY	133	138	4%
Mischief Hate	97	75	-23%
Mischief Graffiti	17	27	59%
Mischief Property	16	21	31%
Theft Under/Shoplifting	2	9	350%
Other	1	6	500%
OTHER	4	8	100%
CRIMINAL	277	293	6%



MOTIVATIONAL FACTORS



	2022	2023	YoY%
RACE/ETHNICITY (46%)	150	136	-9%
Black	94	59	-37%
East/Southeast Asian	19	24	26%
Other Race/Ethnicity	9	18	100%
Arab/West Asian	14	16	14%
South Asian	10	15	50%
White	2	4	100%
Multiple Race/Ethnicities	2	0	-100%
RELIGION (38%)	85	111	31%
Jewish	60	83	38%
Muslim	21	24	14%
Christian	1	2	100%
Catholic	0	1	-
Other	3	1	-67%
SEXUAL ORIENTATION (11%)	28	32	14%
LGBTQ2S+	2	14	600%
Gay	18	12	-33%
Lesbian	7	4	-43%
Other	1	2	100%
GENDER (2%)	12	5	-58%
Transgender	7	3	-57%
Woman	5	2	-60%
LANGUAGE (0%)	0	0	-
DISABILITY (1%)	2	2	0%
AGE (0%)	0	1	-
IMMIGRANTS (2%)	0	6	-
TOTAL CRIMINAL HATE	277	293	6%

ICO Program

Internal Audience

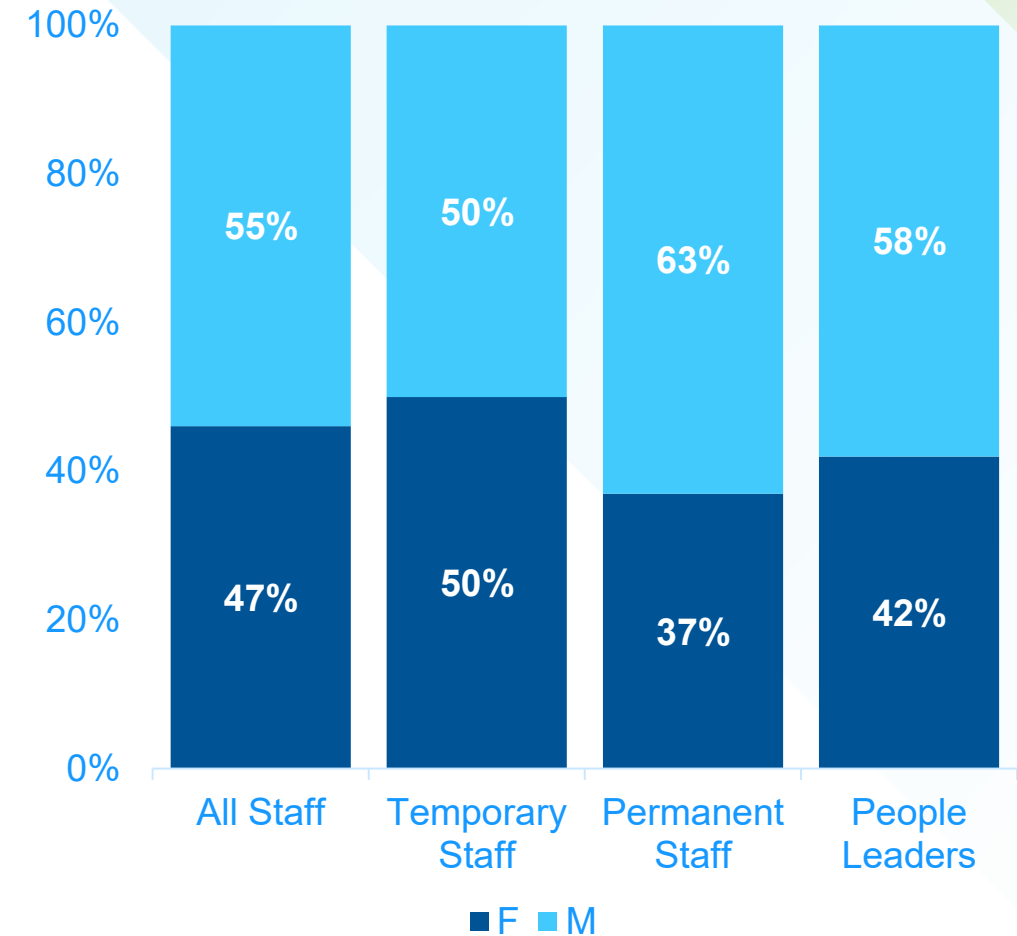
All Staff			
Gender	Total	Average of Age	Average of YOS
F	1675	32.26	5.98
I	1	17.72	0.77
M	2074	34.75	7.03
U	3	19.56	1.07
X	1	17.77	1.79
Grand Total	3754	33.61	6.55

Temporary Staff			
Gender	Total	Average of Age	Average of YOS
F	1096	26.71	3.76
I	1	17.72	0.77
M	1083	26.41	3.36
U	3	19.56	1.07
X	1	17.77	1.79
Grand Total	2184	26.54	3.56

Permanent Staff			
Row Labels	Total	Average of Age	Average of YOS
F	579	42.75	10.18
M	991	43.86	11.03
Grand Total	1570	43.45	10.72

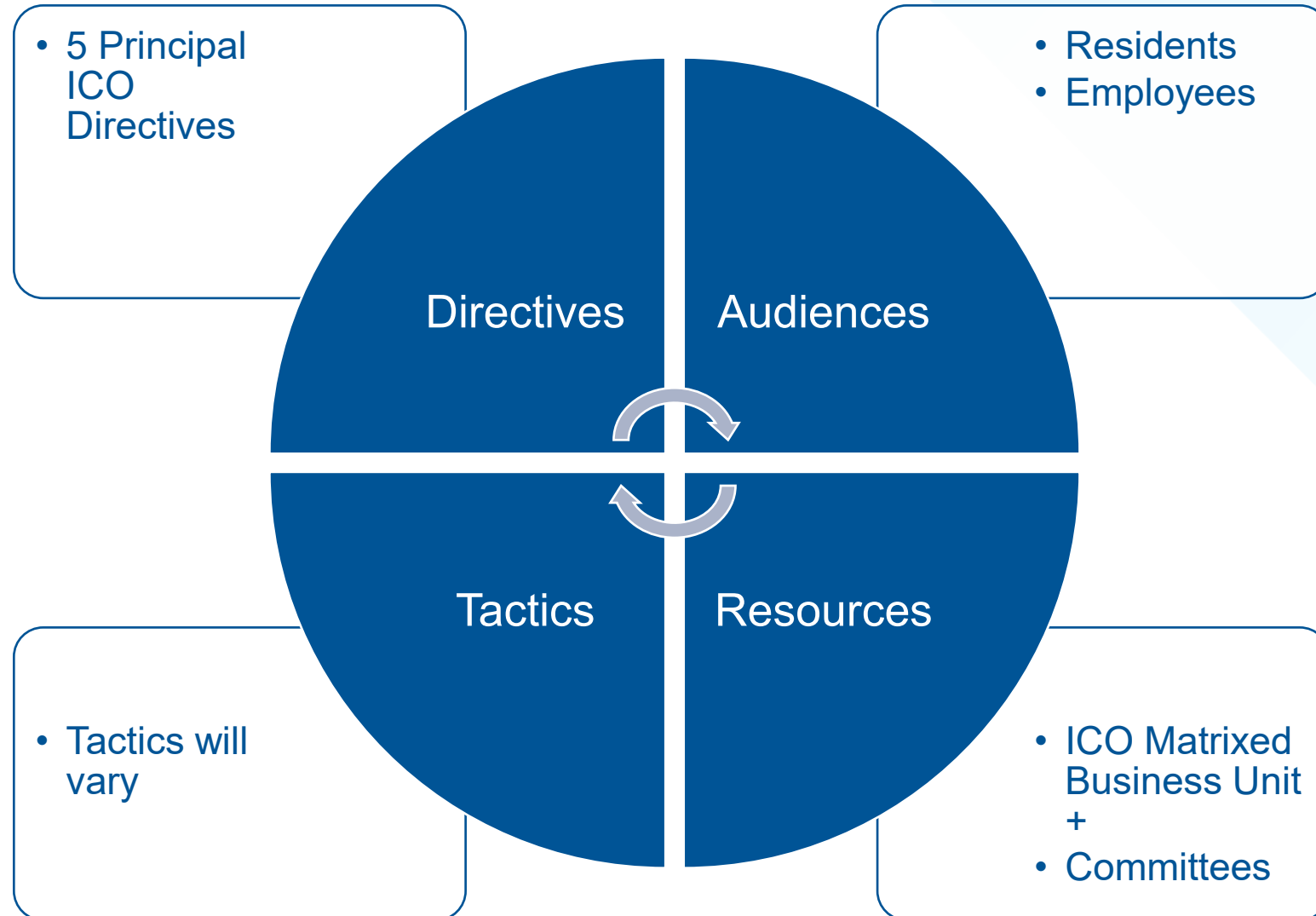
People Leaders			
Gender	Total	Average of Age	Average of YOS
F	108	45.21	10.96
M	148	47.41	11.49
Grand Total	256	46.48	11.27

I – Intersex
U – Undisclosed
X – Prefer to not answer



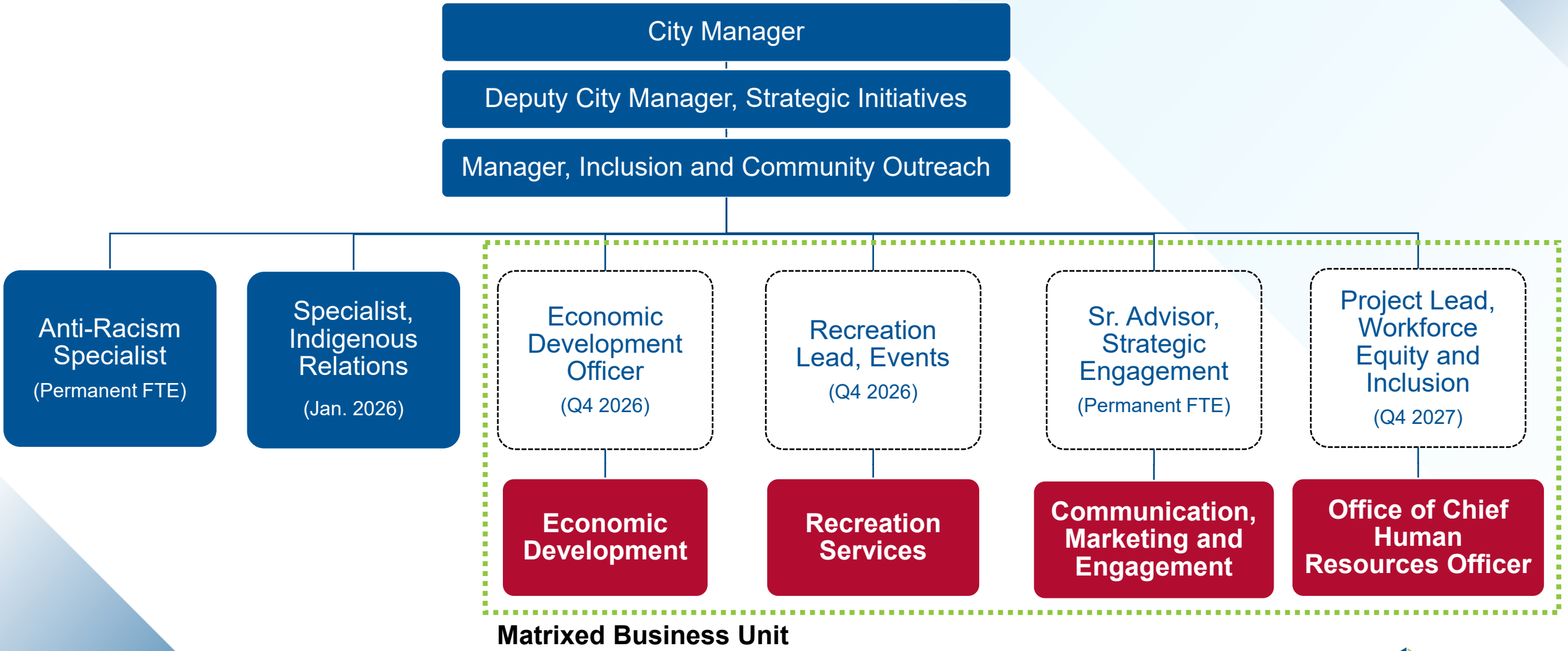
ICO Program

Prioritization and Delivery



Organizational Structure

April 2025



ICO Program

Prioritization and Delivery

- ▶ Tactics will be informed by the mandate of the matrixed Inclusion and Community Outreach business unit staff, and other corporate staff. Tactics will include but are not limited to:
 - Proclamations
 - Flag raisings
 - Illuminations
 - Community events
 - Staff-oriented learning and development
 - Corporate/portfolio/department initiatives (e.g., *Attraction & Retention Strategy*)
 - Staff reports
 - Council and advisory committee briefings
 - Corporate policies
 - Community outreach and corporate partnership coordination

ICO Program

Priority Areas (2025-2030)

- ▶ Identifying ICO Program priorities based on the 5 Principal ICO Directives, *including but not limited to:*
 - Accessibility
 - Combating Anti-Semitism
 - Combating Islamophobia
 - Anti-Black Racism Action Plan
 - Economic Development
 - Engagement
 - Corporate-wide *WISE* initiative
 - Indigenous Relations Guide
 - Youth engagement

Priority areas to be further identified and agreed upon based on the audience demographic.

Antisemitism

The City of Vaughan is home to one of the largest Jewish populations in Canada. The City has proclaimed Jan. 27 as International Holocaust Remembrance Day and adopted the International Holocaust Remembrance Alliance's (IHRA) working definition of antisemitism. The City continues to actively denounce and call out the disturbing rise in antisemitism. Antisemitism is a certain perception of Jewish people, which may be expressed as hatred toward Jewish people. Antisemitism has a long history in Canada, fueling discrimination and unfair treatment against Jewish Canadians, including discrimination in employment, health care and government.

The City will work with Jewish communities in Vaughan to support opportunities to build awareness and educate the public to effectively work toward the elimination of all forms of intolerance, discrimination and bigotry.



Questions?



Thank you!

Strategic Initiatives Portfolio
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vaughan.ca