

Report to Strategic Priorities and Policy Committee

To: Chair and Members
Strategic Priorities and Policy Committee
From: Kelly Scherr, Acting City Manager
Subject: Update on Anti-Hate Pilot Project
Date: May 7, 2024

Recommendation

That, on the recommendation of the Acting City Manager, the following report entitled Update on the Anti-Hate Pilot Project **BE RECEIVED** for information.

Executive Summary

In June 2023, the City of London's Anti-Racism and Anti-Oppression division received funding from the Ontario Ministry of Citizenship and Multiculturalism to carry out the Anti-Hate Pilot Project.

The objectives of the project are to:

- Provide Londoners, service providers, and local partners with tangible tools for addressing hate and discrimination;
- Build capacity for City of London staff, the London & Middlesex Local Immigration Partnership, and other local organizations working in anti-racism, anti-oppression, and anti-hate;
- Increase community education and awareness on issues relating to anti-hate;
- Build an understanding of broader community education opportunities when addressing instances of hate; and,
- Demonstrate the effectiveness of collaboration between orders of government and a wide range of local community leaders and organizations.

Linkage to the Corporate Strategic Plan

The Anti-Hate Response Pilot Project is aligned with the Strategic Plan under the Reconciliation, Equity, Accessibility, and Inclusion strategic area of focus and supports the following outcome:

- The City of London is a leader in becoming an equitable and inclusive community.

The Pilot Project is also aligned with the strategic area of focus: Safe London for Women, Girls, and Gender-Diverse and Trans People with the following outcome:

- The City of London demonstrates leadership by taking meaningful actions to address and eliminate all forms of violence against women, and girls, gender-based violence, and sexual violence.

Analysis

1.0 Background Information

1.1 Previous Reports Related to this Matter

- [Anti-Hate Response Pilot Agreement with the Ontario Ministry of Citizenship and Multiculturalism](#) (SPPC: Tuesday, June 20, 2023)

2.0 Discussion and Considerations

2.1 Purpose

The purpose of this report is to provide a one-year update on the progress of Anti-Hate Pilot

Project and to outline the next steps.

2.2 Background

At the Annual General Meeting of the Association of Municipalities of Ontario in August 2022, a City of London delegation with the Minister of Citizenship and Multiculturalism discussed the need to combat racism, oppression and hate in Ontario.

In April 2023, the City of London's Anti-Racism and Anti-Oppression division submitted a proposal for funding to the Ontario Ministry of Citizenship and Multiculturalism. The proposal entitled "Working Together to Address Racism, Oppression, and Hate in London" is aligned with the priorities of both the Province and the City of London to create inclusive communities, and to identify, address and prevent racism, hate, discrimination, and oppression.

In early May 2023, the City of London was notified that its proposal was successful. In June 2023, an announcement was made regarding the receipt of \$500,000 to carry out the two-year pilot project.

2.3 Overview of the Project

The project consists of the following activities:

1. **Establish an external centralized website where resources, videos, and bystander tips related to anti-hate will be hosted and shared.**
 - The portal will include a library of existing resources and scalable tools as well as new resources to address any existing gaps; and,
 - The portal will be created through collaboration and outreach with relevant community partners and existing initiatives across the community.

2. **Develop a local anti-hate public awareness campaign.**
 - The City of London will develop an anti-hate campaign that will include the use of billboards, social media, print, and online platforms, with the use of consistent messaging and a shared approach;
 - The City of London, with the support of the Ministry and a local steering committee, will be responsible for creating the promotional materials. Individual dissemination and customization of this material and the associated costs would be the responsibility of each community partner involved;
 - The campaign will be promoted by community partners, service providers, and the London & Middlesex Local Immigration Partnership.
 - The campaign will include referrals to the project website, and will focus on increasing knowledge, awareness, and education on hate and discrimination as well as local efforts to address it; and,
 - The campaign will effectively address the intersectional identities of those who experience hate, including but not limited to; Indigenous, Black, Muslim, Racialized, 2SLGBTQIA+, those who have disabilities, immigrants and refugees, and other bodies that experience racism and oppression.

2.4 Progress to Date

The following actions have been undertaken with respect to the Anti-Hate Pilot Project:

- Hiring of a project coordinator to carry out the project work.

- Creation of a local Steering Committee: The committee consists of representatives of 14 institutional leaders and has met twice since January 2024. Representatives provide advice on the project, community connections and resources, and will share

project deliverables with their networks and the community.

- Northern Commerce Inc. was hired to develop the Anti-Hate project website as a subsite of london.ca.
- AdHOME Creative was hired to develop the marketing campaign; this includes the development of branding, logo, as well as campaign assets such as posters and billboards.
- The project coordinator has been meeting with community groups and organizations to discuss the current landscape of work happening in the community, gaps and ways to address them.
- Senomi Solutions Inc. was hired to carry out the evaluation of the project.

2.5 Next Steps

The following next steps will be taken with respect to the Anti-Hate Pilot Project:

- A budget of \$90,000 was allocated to contract community groups and organizations to develop community resources in alignment with project and community needs.
- In Fall of 2024, a public event will be held to launch the public awareness campaign and website.
- Focus group sessions with community organizations will take place in May to help determine content for the website.
- AdHOME will provide the final campaign concepts and branding for the website in consultation with project staff. The campaign and website will go live in September.
- The City of London communications team will work with the communications teams of all steering committee members to share all campaign communications.
- An evaluation will be carried out to assess the project's success and recommend next steps. This will include research, metrics development, and project evaluation.

Financial Impact and Considerations

The total cost of this initiative is \$500,000 over two years and is funded by the Minister of Citizenship and Multiculturalism and therefore there is no financial impact to the City of London. The funding agreement expires July 31, 2025.

Conclusion

The Anti-Hate Pilot Project complements and advances the work of the Corporation in addressing hate and racism and will provide a model for other communities. This pilot project will provide the City of London and community partners with tangible tools and resources for addressing hate and discrimination within our local community. In addition, any feedback gathered throughout this project will provide a path forward to better understand what actions ought to be taken to address hate and discrimination in London and can be a model for other municipalities.

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Recommended by: Kelly Scherr, Acting City Manager

cc. Eliza Bennett, Director, Strategic Communications
Naba Saeed, Anti-Racism Directorate, Ministry of Citizenship and Multiculturalism