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| <b>TO:</b>      | <b>CHAIR AND MEMBERS<br/>COMMUNITY AND PROTECTIVE SERVICES COMMITTEE<br/>MEETING ON APRIL 21, 2015</b> |
| <b>FROM:</b>    | <b>CATHY SAUNDERS<br/>CITY CLERK</b>   |
| <b>SUBJECT:</b> | <b>DIVERSITY, RACE RELATIONS AND INCLUSIVITY AWARD</b>   |

**RECOMMENDATION**

That, on the recommendation of the City Clerk, the “Communications Protocols and Procedures - Diversity, Race Relations and Inclusivity Award”, attached as Appendix “A”, BE ADOPTED.

**PREVIOUS REPORTS PERTINENT TO THIS MATTER**

None.

**BACKGROUND**

Municipal Council, at its meeting of January 27, 2015, resolved:

“That the following actions be taken with respect to the 1st Report of the London Diversity and Race Relations Advisory Committee (LDRRAC) from its meeting held on December 11, 2014:

- a) The following actions be taken with respect to the LDRRAC Awards and Recognition Sub-Committee:
  - i) the Civic Administration BE REQUESTED to provide an update related to the April 17, 2014 recommendation of the LDRRAC, related to a request for a dedicated staff person to provide leadership responsibility for the Diversity, Race Relations and Inclusivity Award (DRRIA);”.

Municipal Council, at its meeting of May 20, 2014, resolved:

“4. That the following actions be taken with respect to the 2nd Report of the London Diversity Race Relations Advisory Committee, from its meeting held on April 17, 2014:

- a) clause 1, BE REFERRED to the Civic Administration for review and comment; clause 1 reads as follows:
  - "1. (E,5) That the Human Resources Division and the Communications Division BE REQUESTED to provide leadership responsibility for the Diversity, Race Relations and Inclusivity Award (DRRIA), with the London Diversity and Race Relations Advisory Committee (LDRRAC), and its Sub-Committees, to act in a support capacity, as outlined in Council Policy 1(10) – Diversity, Race Relations and Inclusivity Award; it being noted that:
    - a) DRRIA leadership responsibility would entail administering and promoting the Award and acting as a liaison with the LDRRAC on matters pertaining to the Award; and,
    - b) the DRRIA leadership role, noted in a) above, would include, but not be limited to, creating and implementing a communications strategy to promote the Award, creating and distributing promotional materials, actively soliciting city-wide nominations, coordinating aspects of Award-related event planning at City Hall, communicating with Award nominees and Award winners, etc;

it being noted that the London Diversity and Race Relations Advisory Committee (LDRRAC) heard a verbal update from T. Tomchick-Condon, and reviewed and received the Nominations Sub-Committee minutes from its meeting held on April 8, 2014; and”.



The attached (Appendix “B”) Council Policy 1(10) – Diversity, Race Relations and Inclusivity Award sets out the purpose, criteria and process for the annual Award. The purpose of the Award is to “promote public awareness of and encourage ongoing initiatives on diversity, anti-racism, inclusivity and human rights and to promote/advance London as a welcoming city”.

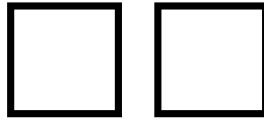
The recipients of the Award are selected by Municipal Council. The London Diversity and Race Relations Advisory Committee’s (LDRRAC) role is to review the submitted nominations and to recommend to Municipal Council, through the Community and Protective Services Committee, the suggested Award recipients.

The LDRRAC is of the opinion that given this is an award made by the Municipal Council, the Civic Administration should be providing resources to enhance the promotion and communication of the Award.

In response to Municipal Council’s direction, staff representatives of the Communications, Human Resources and City Clerk’s Divisions met to discuss how best to address the concerns raised by the LDRRAC with respect to the administration of the Award.

The Civic Administration recommends that the Communications Protocols and Procedures, attached as Appendix “A” to this report be adopted and implemented as part of the 2015 DRRIA process.

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| <b>PREPARED AND RECOMMENDED BY:</b>      |
| <br><br><br><br><br><br><br><br><br><br> |
| <b>CATHY SAUNDERS<br/>CITY CLERK</b>     |



## APPENDIX "A"

### Communications Protocols and Procedures Diversity, Race Relations and Inclusivity Award

The Award will be presented annually at the Municipal Council meeting immediately preceding Human Rights Day, December 10th.

#### Background

The City of London's Diversity, Race Relations and Inclusivity Award (DRRIA) is presented annually to recognize achievements in the promotion of public awareness and ongoing initiatives with respect to diversity, anti-racism, inclusivity and human rights that advance making London a welcoming City. The Award is presented in the following five categories:

- small labour;
- corporations, large business and large labour;
- institutions (public and private);
- social/community services (including not-for-profits) education and training; and
- youth/young adult groups or organizations

The deadline for the submission of nominees is September 30th.

#### Communications

The Civic Administration, through the Corporate Communications Division, will be responsible for ensuring that information regarding the DRRIA is provided to the community by using a variety of communication methods. The key messages with respect to the Awards will be as follows:

1. to promote public awareness of initiatives on diversity, anti-racism, inclusivity and human rights;
2. to promote London as a welcoming city;
3. to engage Londoners by asking them to participate in the nomination process; and
4. to encourage ongoing initiatives in the community that promote awareness of diversity, anti-racism, inclusivity and human rights.

The target group for this information would be Londoners, community service providers, local business, small labour, corporations, institutions and youth and young adult groups and organizations.

#### Tools

The following communications tools will be used to undertake the promotion of the DRRIA:

- posters/poster distribution
- social media in coordination with festivals and events in London
- news releases with a call to action for Award nominations
- news releases announcing the winners of the Award
- e-newsletter promotion
- City of London's website
- community advertisement on London Rogers TV

#### Timelines

##### **June**

Poster distribution



***July***

Facebook: Calling for nominations.

Twitter

Festivals

News Release – calling for nominations

E-newsletter

Internal communications to City employees

***August***

Festivals

Facebook: Calling for nominations

Twitter: Calling for nominations

***September***

September 10 – Final call for nominations news release

Social Media promotion of the news release

E-newsletter promotion for submission of nominations

Facebook: Last call for nominations

Twitter: Last call for nominations

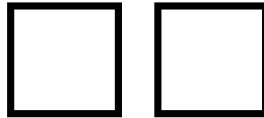
Appearance on Rogers TV “Inside London” with interviews of previous Award winners

***December***

December (closest Council Meeting date preceding December 10): Social media: Winners of the Diversity, Race Relations and Inclusivity Award will be recognized at City Council

December Council Meeting – News release announcing winners/social media promoting winners

December – after Council Meeting where Award is presented – Update LDDRI Award page on London.ca to update information



## APPENDIX "B"

### 1(10) Diversity, Race Relations and Inclusivity Award

Commencing in 2013, Diversity, Race Relations and Inclusivity Award shall be presented each year at the Council Meeting as close to December 10, Human Rights Day, as possible.

#### Purpose:

The purpose of the Award is to:

1. Promote public awareness of and encourage ongoing initiatives on diversity, anti-racism, inclusivity and human rights and to promote/advance London as a welcoming city.
2. Recognize small business and small labour; corporations, large business and large labour; institutions (public and private); social/community services (including not-for-profits), education and training; and youth/young adult groups or organizations for their achievements in promoting awareness and encouraging ongoing initiatives on diversity, anti-racism, inclusivity and human rights and promoting/advancing London as a welcoming city.

#### Eligibility Criteria:

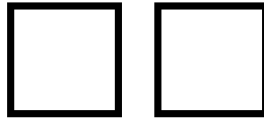
To be eligible, a nominee must:

1. represent one of the following categories: small business and small labour; corporations, large business and large labour; institutions (public and private); social/community services (including not-for-profits), education and training; or youth/young adult groups or organizations;
2. have been operating in London continuously during the past 12 months, at a minimum;
3. have made their qualifying contribution in the City of London within the past 12 months; and
4. consent to the nomination;

noting that previous years' recipients would remain eligible for nomination in future years on the condition that any subsequent nomination is not based upon the same achievement or initiative for which they have already received an Award.

#### Nomination Criteria:

1. Nominations can be made by any individual who works or resides in the City of London. The nominators must be familiar with the activities of the nominee, and may be called upon for an interview by the Nominations Sub-Committee of the London Diversity and Race Relations Advisory Committee.
2. Nominations will be received from within the following categories, but awards may not necessarily be presented in each category, each year:
  - Small Business and Small Labour (49 or fewer employees/members);
  - Corporations, Large Business and Large Labour (50 or more employees/members);
  - Institutions (including both public and private);
  - Social/Community Services (including Not-for-Profits), Education and Training; and,
  - Youth/Young Adult Groups or Organizations.
3. Nomination submissions must include:
  - category
  - profile of nominee
  - consent of nominee
  - information about the nominator (i.e. name, address, etc.)
  - brief description of the nominee and initiative, including the reasons for nomination
  - responses to the following four questions:



- i) How has the initiative contributed to the promotion of diversity, anti-racism, inclusivity and human rights in London and promoting London as a welcoming city?
- ii) What short or long-term impact has/will the initiative have on the promotion of diversity, anti-racism, inclusivity and human rights in London and promoting London as a welcoming city?
- iii) What is the potential for expansion and/or inspiration for replication of the initiative?
- iv) How can receiving this Award be used to further promote diversity, anti-racism, inclusivity and human rights in London and to further promote London as a welcoming city?

Submission of Nominations:

1. The deadline for submissions is September 30th of each year.
2. Nomination forms can be obtained from the Secretary of the London Diversity and Race Relations Advisory Committee (LDRRAC) by calling 519-661-2500, Ext. xxxx. The nomination form will also be available on the City of London's website.
3. Completed nominations should be returned to:

Secretary, London Diversity and Race Relations Advisory Committee  
City Clerk's Office, Room 308  
300 Dufferin Avenue  
P O Box 5035  
London, ON N6A 4L9

Fax: 519-661-4892  
E-mail: [xxxxxxxxx@london.ca](mailto:xxxxxxxxx@london.ca)

by the deadline mentioned above.

Selection Process:

The Award selection process will be as follows:

1. Nominees will be evaluated by the Nominations Sub-Committee of the London Diversity and Race Relations Advisory Committee.
2. Based on the information provided in the nomination form, each member of the Nominations Sub-Committee will evaluate each nominee using the following rating system:
  - 4 - excellent
  - 3 - very good
  - 2 - good
  - 1 - fair
  - 0 - not appropriate
3. The nominee with the highest rating in each category will be recommended for an Award.

The Award recommendations will be presented to the London Diversity and Race Relations Advisory Committee for approval and recommendation to the Community and Protective Services Committee, for consideration and subsequent recommendation to the Municipal Council.

The Award:

1. The Award recipients will be recognized and presented with the Award by the Mayor, on behalf of the Municipal Council, at a Municipal Council meeting to be held as close to December 10, Human Rights Day, as possible.



2. There will be a maximum of five Awards presented in any one year, with no more than one Award being awarded in each of the five categories noted above.
3. All nominators will be advised of the status of their nomination prior to the presentation of the Award.  
ADOPTED FEBRUARY 7, 2000; AMENDED AUGUST 27, 2013 (By-law No. A.-7012-284)