

Youth Summit Action Plan 2013- 2014 – Final Report

City of Ottawa Department names and short forms:

CC	Corporate Communications
CSS	Community and Social Services
ED	Economic Development
HR	Human Resources
OPH	Ottawa Public Health
OPS	Ottawa Police Services
PGM	Planning and Growth Management
PRCS	Parks, Recreation and Cultural Services
SO	Service Ottawa
TS	Transit Services
YO	Youth Ottawa

Table 1: Communicate More Effectively

Number	Action	Lead	Time frame	Summary/Impact	Status
1.1	Create a Youth Portal on City Website	SO	2013	- Portal launched in April 2014	Completed and Ongoing
1.2	Identify and coordinate the content for the new youth portal	CSS/ YO	2013	- Content identified and organized - Youth provided input to identify the key content	Completed and Ongoing
1.3	Use the #ott youth (#ottjeunes) hashtag from the City of Ottawa twitter account	CC	2013	- The hashtag was used 45 times throughout 2013 when campaigns were specifically targeted to youth - The hashtag continues to be used whenever a message is targeted specifically to youth - Corporate Communications also launched the City’s Instagram presence in 2013 and expanded the City’s Facebook presence in 2014.	Completed and Ongoing
1.4	Incorporate the youth target audience into the communications planning process as a specific audience with specific	CC	2013	- In Q2 2013, the “Youth” target audience was added in the Communications Plan template used by Corporate Communications. Staff are now required to consider the specific needs of youth to ensure that communications efforts for youth are appropriate and tailored to their diverse needs. - Numerous projects (e.g. Cleaning the Capital, OttawaNav, Outdoor Rink Volunteers, Holiday	Completed and Ongoing

Number	Action	Lead	Time frame	Summary/Impact	Status
	tactics			Alcohol Consumption, O-Train Temporary Weekend Shutdown, Budget 2014, OC Transpo Food Drive) identified youth as one of the primary target audiences. Youth appropriate tactics such social media (YouTube videos, tweets, Instagram) and online ads were implemented.	
1.5	Explore creating an online magazine	CC	2013	- Online magazine is available on ottawa.ca	Completed and Ongoing
1.6	Promote existing programs to youth (such as Career Cruising, Partners 4 Jobs, etc)	CSS	2013	- Ongoing, youth focussed, pre-employment and career planning workshops delivered on a regular basis at the 370 Catherine St. Employment Ontario/Youth Zone Jeunesse location and promoted through Ottawa.ca, Youth Links, the Employment Networking Group, emails to partners and through an internal staff marketing tool called the Tracker. - New and ongoing partnership meetings on how best to promote our programs and serve our mutual took place with: Youth Services Bureau, the Learning Disabilities Association of Ottawa, the Wabano Centre for Aboriginal Health, Children's Aid Society, the Catholic Centre for Immigrants, the Social Planning Council of Ottawa, Parks, Recreation and Cultural Services, Ottawa Public Health, the Boys and Girls Club of Ottawa and the Ottawa Public Library.	Completed
1.7	Conduct an advertising campaign about cell phone robbery prevention	OPS	2013	- Ongoing distribution of cell robbery cards by OPS and partners.	Completed and Ongoing
1.8	Create a campaign on Crime Stoppers awareness for youth	OPS	2013	- Crimestoppers youth outreach card completed and printed. - Distribution is done by both OPS and Crimestoppers.	Completed and Ongoing
1.9	Create a social media platform for youth to engage with the police (Facebook and Twitter)	OPS	2013	- Facebook and twitter accounts created - Youth members of OPS Youth Engagement Committee (YAC) trained - Wherever possible, messages are posted and/or tweeted out - In 2013, there were 228 tweets; 67 followers of Twitter account; and 309 followers on Facebook.	Completed and Ongoing
1.10	Create a hand out which describes the various jobs/careers (i.e. chemical and civil engineering, computer programmer, etc) available at the City of Ottawa	HR	2013	- Jobs List completed in both English and French and information was added to the Youth Portal - Consultations with OYEC/youth occurred in Q2 2014	Completed and Ongoing

Table 2: Improve Relationships

Number	Action	Lead	Timeframe	Summary/Impact	Status
2.1	Increase youth awareness of the role of transit safety and enforcement staff	TS	2013 and 2014	- OC Transpo Transit Special Constable School Resource Officers (SROs) conducted 32 presentations to approximately 6,700 participants at various high schools and Community outreach organizations to promote OC Transpo transit safety and crime prevention initiatives; as well, a strong educational emphasis was placed on cooperative seating on the buses.	Completed and Ongoing
2.2	Foster positive relationships between youth and police through the work of the OPS Youth Advisory Committee (YAC)	OPS	2013-2014	- YAC was established and continued to meet Bi-weekly - OYEC met with YAC in 2015 to obtain input into the new Youth Action Plan	Completed and Ongoing
2.3	Conduct pilot projects to assess the impact of enhanced transit service on youth	TS	2014	- Assessments of two pilot projects were completed. The pilots continue to operate in order to improve access to transit for youth and other customers with limited travel options on weekends.	Completed and Ongoing
2.4	Increase collaboration across youth coordinators throughout the city	OPH	2013	- Training on smoking cessation and social smoking was provided to 20 health promotion volunteers who work with youth. - 6 consultations on health topics with University Health Promotion staff who are working with young adults. - 21 information-sharing sessions with youth coordinators in the community who support community youth groups. Provided health promotion key messages and linkages to Ottawa Public Health programs and services for their youth groups. - 5 youth coordinators attended the Ottawa Public Health Grand Rounds on December 5th focusing on: OPS-Teens and Technology, Ergonomics and Health & Safety - 73 high school youth volunteered a total of 3000 hours and participated in community events including the Breastfeeding Challenge, Hope Volleyball, and Escapade.	Completed

Table 3: Engagement in Decision-Making

Number	Action	Lead	Timeframe	Summary/Impact	Status
3.1	Create a youth-led committee to inform and sponsor the Youth Summit Action Plan. Councillor	CSS/ YO	2013	- Ottawa Youth Engagement Committee (OYEC) established in 2014 - First meeting held February 5, 2014 - Committee meets monthly	Completed

Number	Action	Lead	Timeframe	Summary/Impact	Status
	Fleury will be Council's liaison on the committee.				
3.2	Youth-led committee will work with departments and Councillors on engagement initiatives	CSS/ YO	2013 / 2014	<ul style="list-style-type: none"> - Mayor's Youth Summit participants assisted with planning and development of actions, such as the Youth Portal. - OYEC has provided feedback on the Corporate Youth Mentorship Program; completed a bus tour of 3 City services; consulted on HR career brochure; and provided input to artists for the Mural Program. - OYEC members attended a meeting with Youth Futures participants to provide information about the Committee, the Youth Summit Action Plan and to gain input for a refreshed Youth Action Plan (2015-2018). - Consulted with over 250 youth on their ideas for the new Youth Action Plan 	Completed
3.3	Consult with youth at Youth Services Bureau, Operation Come Home and Wabano about housing services and supports	CSS	2013	<ul style="list-style-type: none"> - In May and June 2013, the Housing Branch conducted 3 focus groups in partnership with the Youth Services Bureau, Operation Come Home and Wabano Centre for Aboriginal Health with homeless youth, youth in transitional housing and youth at risk of losing their housing about housing services and supports for youth - Report was created in July and shared with the 3 partner agencies - Report informed the implementation plans for the City's 10 Year Housing Plan 	Completed

Table 4: Mentoring

Number	Action	Lead	Timeframe	Summary/Impact	Status
4.1	Implement a Youth Mentoring Program for the City	PRCS	2013 – development 2014 – implementation	<ul style="list-style-type: none"> - Program launched in 2014 	Completed and Ongoing
4.2	Implement a Job Shadow Program for City of Ottawa summer students	HR	2014	<ul style="list-style-type: none"> - “Summer Student Job Shadowing Resources” and program launched. 	Completed and Ongoing

Table 5: Practical Career Advice

Number	Action	Lead	Timeframe	Summary/Impact	Status
5.1	Create a series of workshops for youth on the Microsoft suite of tools (Word/Excel/Outlook/Power Point)	CSS	2013	<ul style="list-style-type: none"> - Microsoft Office Skills for Youth workshop series developed and promoted through Ottawa.ca, Yammer, Youth Links, the Employment Networking Group (67 community agencies that work with vulnerable people, including youth) - 4 Workshop sessions were delivered at the centrally located Youth Zone Jeunesse at 370 Catherine Street. 	Completed and Ongoing
5.2	Create a Labour Market Information (LMI) workshop with key partners	CSS	2013	<ul style="list-style-type: none"> - 5 LMI workshops were delivered, one at the Youth Zone and three at a local high school. In total, 101 youth received this workshop. 	Completed and Ongoing
5.3	Create networking opportunities for youth with other youth and with professionals	CSS	2014	<ul style="list-style-type: none"> - The first round of ReachUp! North with 6 Indigenous youth was successfully completed on December 20, 2014. These 6 youth were recruited and trained to facilitate a customized, comprehensive curriculum about basic technology and business skills in order to, gain self-esteem, self-confidence, entrepreneurial spirit, and self-reliance to build sustainable livelihoods. These 6 youth are now expected to recruit and support other Indigenous youth in the community to network and to become leaders of change. The second round of ReachUp! North starts January 19, 2015 with 12 Indigenous youth. - Networking opportunities were also promoted and developed through Youth Futures; Youth Zone; I love to Mentor programs. 	Completed and Ongoing
5.4	Create a youth career training program (workshops, e-Learning, and practical application/mentoring)	CSS	2014	<ul style="list-style-type: none"> - SkillPort web based learning program introduced as part of youth employment programs as an additional employment support offered by Community & Social Support Centres. 	Completed

Table 6: Rural Outreach

Number	Action	Lead	Timeframe	Summary/Impact	Status
6.1	Create Youth Corner in the Rural Connections newsletter	PGM	2013	<ul style="list-style-type: none"> - 5 Youth Corner features were published in the Rural Connections newsletter in 2013 - 8 Youth Corner features were published in the Rural Connections newsletter in 2014 - Rural Connections monthly newsletter is sent out to 2000 subscribers, including residents, community and agricultural organizations, City staff and the rural media. 	Completed and ongoing

Number	Action	Lead	Timeframe	Summary/Impact	Status
6.2	Act as a liaison between youth and the City through Ottawa Public Health programming	OPH	2013 / 2014	<ul style="list-style-type: none"> - 31 Health promotion events reaching youth - 31 health displays promoted to other youth through OPH Youth Facilitators - 7 youth coordinators reached through consultations in communities promoting OPH and city services 	Completed

Table 7: Volunteering

Number	Action	Lead	Timeframe	Summary/Impact	Status
7.1	Create a youth focus in the City's Volunteering Strategy	PRCS	2013	<ul style="list-style-type: none"> - Youth-friendly materials and positions have been developed and identified - Youth-friendly positions are searchable online - Information was connected to the Youth Portal 	Completed
7.2	Engage youth to develop a youth friendly look and feel for the City's Volunteer Strategy	PRCS	2013	<ul style="list-style-type: none"> - Development and adoption of a new municipal Volunteer Strategy was deferred. 	Not Started
7.3	Review and update the City's volunteer application and recruitment processes to ensure the process is as user friendly as possible	PRCS	2013	<ul style="list-style-type: none"> - A co-op student reviewed the online application process and adapted the process to make it as youth-friendly as possible while still meeting the City's requirements. - All forms were condensed into a single form to make it easier for all volunteers, including youth. - All training and applications can now be done online. - An FAQ was added to help answer questions for potential volunteers, to help navigate the system and who to contact if they have any questions. - 	Completed
7.4	The Mayor and Councillor's offices will provide volunteer opportunities for youth	PRCS	2013 / 2014	<ul style="list-style-type: none"> - Councillor Fleury's continues to be the direct liaison to Council for OYEC/youth - Mentorship program will refer youth who are interested in volunteering directly to their Ward Councillor 	Deferred

Table 8: Peer Support and Tailored Interventions

Number	Action	Lead	Timeframe	Summary/Impact	Status
8.1	Work with youth to identify and implement strategies that will address important youth health issues	OPH	2013 / 2014	<ul style="list-style-type: none"> - 60 youth from the community consulted on youth programming for Youth Engagement Projects (YEP) - 5 community groups reached connecting youth in Youth Engagement Projects (YEP) - 15 youth committees in the high schools working on health issues in schools - 223 youth reached through youth committees in high schools - 72 youth committee meetings held in high schools 	Completed and Ongoing
8.2	Reach out to youth with health messaging and programming through social media	OPH	2013/2014	<ul style="list-style-type: none"> - Over 150 social media messages to youth through Ottawa Public Health Twitter, Tumblr, Facebook, and Pinterest accounts - Health messages and programs promoted include mental health, helmet safety, sexual health, safer drinking practices and smoking cessation 	Completed