



To: General Purposes Committee
 From: Mike Kirk
 General Manager, Corporate Services
 Re: 10 by 10 Challenge

Date: May 13, 2008
 File:

Staff Recommendation

That the City of Richmond participate with the Richmond Centre for Disability in promoting the "10 by 10 Challenge".

Mike Kirk
 General Manager, Corporate Services
 (604-276-4142)

Att. 2

FOR ORIGINATING DEPARTMENT USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
REVIEWED BY TAG	YES	NO
<i>M.K.</i>	<input type="checkbox"/>	<input type="checkbox"/>
REVIEWED BY CAO	YES	NO
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Staff Report

Origin

In October 2006 then Employment and Income Assistance Minister, Claude Richmond launched the "10 by 10 Challenge" at the Union of BC Municipalities (UBCM) Convention. Under the auspices of the Minister's Council on Employment for Persons with Disabilities (PWD), the "10 by 10 Challenge" is an attempt to increase employment for persons with disabilities by 10% by the year 2010. Background information on this initiative is in Attachment 1.

The Richmond Centre for Disability has written to the City of Richmond expressing interest in taking the initiative to lead this challenge (Attachment 2). They are also looking for the City to support and participate in this initiative.

Analysis

The "10 by 10 Challenge" is an initiative to encourage organizations and businesses to look at what employment opportunities there are for people with disabilities. It is admirable that the RCD is willing to take the lead on this initiative. It is important that the City take advantage of the opportunity to work with the RCD to ensure that more of our citizens who have a disability have the chance to gain employment.

By asking the City to participate, the City can determine what opportunities there are within the City's workforce. A staff member from the Human Resources Division will be the City's representative/liason with the RCD. It will be important that discussions with the City's Unions be on-going throughout this initiative.

The recommended resolution will also show the City's support for this initiative. Attachment 1 shows the other communities in British Columbia that have joined the "10 by 10 Challenge".

Financial Impact

There is no financial impact with the recommendations. The amount of staff time involved for the Human Resources Division will not be onerous.

Conclusion

Many people with disabilities are not able to fully participate in the community due to a lack of, or reduced, employment opportunities. The "10 by 10 Challenge", with the Richmond Centre for Disability taking the lead, will hopefully improve and increase the employment opportunities for people with a disability.

Mike Kirk
General Manager, Corporate Services
(604-276-4142)



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10 by 10 Background Minister's Council on Employment for PWD, Province of British Columbia

10 by 10 Challenge Background

There are currently 300,000 working-age people with disabilities in British Columbia - many of whom want to work. They have the motivation, education and abilities to be valuable members of our workforce and communities. Yet, they face an employment rate of 44%.

The Minister's Council on Employment for Persons with Disabilities is inviting communities and industry sectors to **join the 10 by 10 Challenge to increase employment for persons with disabilities in British Columbia by 10% by the year 2010.**

Hiring people with disabilities is a *Win-Win* situation for businesses, communities, people with disabilities, and the province at large. The Minister's Council is working toward this goal of *10 by 10*, by supporting initiatives like the *Measuring Up* pilot, which is assisting communities to dialogue with key stakeholders to assess their accessibility and inclusion and *WorkAble Solutions*, which provides employers with best practices for recruiting and retaining persons with disabilities.

Let us show the world by 2010 that British Columbia's communities are leaders in access and inclusion for persons with disabilities.

On October 26, 2006, at the Union of BC Municipalities Convention (UBCM) in Victoria, Employment and Income Assistance Minister Claude Richmond and City of Vancouver Mayor Sam Sullivan launched the Challenge to municipalities across the province. Mayors and industry leaders will receive the 10 by 10 Challenge Toolkit, which includes an individual community or sector employment goal, and tips and resources to assist participants in reaching this goal.





**His Worship Mayor Sam Sullivan and Honourable Claude Richmond launch
the 10 by 10 Challenge**

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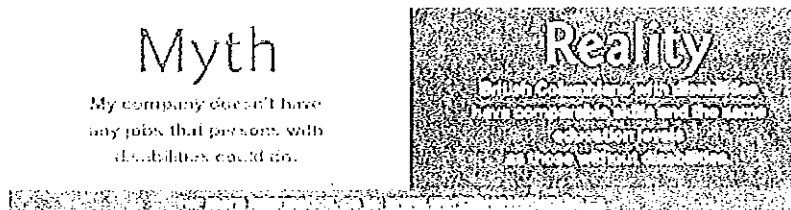
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10 by 10 Minister's Council on Employment for PWD, Province of British Columbia

10 by 10 Challenge

The Minister's Council on Employment for Persons with Disabilities is inviting communities and industry sectors to **join the 10 by 10 Challenge to increase employment for persons with disabilities in British Columbia by 10% by the year 2010.**



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Communities who have joined the 10 by 10 Challenge:

- | | |
|------------------------------|---------------------------|
| 1. 100 Mile House | 34. Nelson |
| 2. <u>Abbotsford</u> | 35. Oak Bay |
| 3. Alberni-Clayoquot | 36. Parksville |
| 4. <u>Armstrong</u> | 37. Peachland |
| 5. Ashcroft | 38. Pemberton, Village of |
| 6. Boston Bar/North Bend | 39. Penticton |
| 7. Campbell River | 40. Pitt Meadows |
| 8. Cariboo Regional District | 41. Port Alberni |
| 9. Central Okanagan | 42. Port Hardy |
| 10. Chetwynd | 43. Port Moody |
| 11. Chilliwack | 44. Powell River |
| 12. Colwood | 45. Prince George |
| 13. Coquitlam | 46. Prince Rupert |
| 14. Creston | 47. Princeton |

- | | |
|------------------------------|------------------------|
| 15. Duncan | 48. Queen Charlotte |
| 16. Dawson Creek, City of | 49. Quesnel |
| 17. Enderby, City of | 50. Revelstoke |
| 18. Fruitvale | 51. Rossland |
| 19. Golden | 52. Salmon Arm |
| 20. Grand Forks | 53. Smithers |
| 21. Invermere | 54. Sooke |
| 22. Kamloops | 55. Spallumcheen |
| 23. Kelowna | 56. Surrey |
| 24. Lake Country | 57. Telkwa, Village of |
| 25. Lake Cowichan | 58. Terrace |
| 26. Langford | 59. Trail |
| 27. Langley, City of | 60. Vancouver |
| 28. Langley, Township of | 61. Vernon |
| 29. Maple Ridge, District of | 62. Victoria |
| 30. Metchosin | 63. <u>Whistler</u> |
| 31. Mission | 64. White Rock |
| 32. Nakusp | 65. Williams Lake |
| 33. Nanaimo | |

[Click here](#) to read what communities are doing to get started!

Corporations who have joined the 10 by 10 Challenge:

- | | |
|--|--|
| 1. 2010 Legacies Now | 14. Nanaimo Association for Community Living |
| 2. BC Centre for Ability | 15. North Shore Disability Resource Centre |
| 3. BC Paraplegic Association | 16. North Thompson Volunteer and Information Centre |
| 4. Canadian National Institute for the Blind | 17. Polaris Employment Services Society |
| 5. Central Okanagan Access Awareness Team | 18. Richmond Society for Community Living |
| 6. Comox Valley Record Contact | 19. Semiahmoo House Society |
| 7. Community Living British Columbia | 20. Theo BC |
| 8. Cowichan Independent Living | 21. Vancouver Island Community Connections |
| 9. Crews at Work Victoria | 22. Vancouver Island Vocational and Rehabilitation Services Ltd. |
| 10. ESP Consulting Ltd | 23. Vernon Disability Resource Centre |
| 11. Garth Homer Society | 24. WCG International/Triumph Vocational Services |
| 12. Inter-municipal Advisory | |
| 13. Milieu Family Services | |

Become the next community/company to proclaim your support for your citizens with disabilities.

Read our [Success Stories](#).

Got questions, comments? Need some help getting started? Call us!

Rachael Ross at rachael.ross@gov.bc.ca and (250) 356-8987

Asmeret Ghebremedhin at asmeret.ghebremedhin@gov.bc.ca and (250) 356-6189

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Richmond Centre for Disability

"Promoting a new perspective on disability"

May 9, 2008

Mr. Mike Kirk,
General Manager of Human Resources
City of Richmond,
6911 No. 3 Rd.
Richmond, B.C. V6Y 2C1

Dear Mr. Kirk,

Recognizing that persons with disability are under-represented in our workforce and community life, the Richmond Centre for Disability or RCD (formerly the Richmond Committee On Disability) is taking the initiative to lead the community in promoting the "10 by 10 Challenge" in Richmond for the benefit of employment and community participation opportunities for people with disabilities.

People with disabilities represent an untapped resource with the ability and desire to fully participate in the economy of Richmond. We believe that all citizens should have equal opportunity to share fully and equally in the life and prosperity of Richmond.

While Richmond is recognized as a leader in the area of accessibility, full participation and employment opportunities continue to elude many who have much to contribute.

The 10 by 10 challenge's goal is to increase employment opportunities by 10% by the year 2010. A goal that is potentially achievable.

We are looking for the City of Richmond to participate and support us in this initiative.

Looking forward to hearing from you,

Sincerely,

Frances Clark,

100-5671 No.3 Rd., Richmond, B.C. V6X 2C7
tel 604 232 2404 ♦ fax 604 232 2415 ♦ tty 604 232 2479
email: rcd@rcdrichmond.org ♦ web: www.rcdrichmond.org

10 by 10 challenge

While the City of Richmond is recognized as one of the most accessible cities in Canada, there is still work to be done in areas of access to employment opportunities and attitudinal accessibility towards people with disabilities. As well, there are still a few physical barriers that exist, or have been created within the community.

The Richmond Committee On Disability as a recognized community leader in this area, proposes to put together a team of other community leaders from within the Corporate, private and civic sectors to address these unresolved issues. People who will work together to create the necessary awareness to ensure the removal of the barriers that still remain within our community. This

Developing a “Team”

RCD
Richmond School District
City of Richmond (Human Resources)
CUPE - Inside Workers Union
YVR
Richmond Chamber of Commerce
Kwantlan College
Asian Business Association

To do What: Challenge the City of Richmond and the business community to
Develop an Action Plan that will successfully promote the employment of
PWDs

- Hold:
 - Workshop(s) to seek answers to questions that need to be addressed
 - Employment Information Fair – bringing together PWDs and potential employers.

Questions:

- How many employable people with disabilities do we have in Richmond who are not currently employed? How do we find that out?
- What skills do they have?
- What skills development opportunities do we need in Richmond for PWDs?

How many companies are currently seeking new staff – and are already considering the PWD population?

What skills are currently needed – what type of jobs are going “begging”?