

MISSISSAUGA YOUTH PLAN!



May 2009



ABOUT OUR LOGO

The Project team held a contest for youth to design the Mississauga Youth Plan logo and slogan. The 3 finalists for the logo and slogan were posted on the City's website and the Youth Plan Facebook page for youth to vote.

The winners, Kevin Yao for the logo, and Jacqueline Dy, for the slogan, are both Mississauga residents.



ACKNOWLEDGEMENTS

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Councillor	Pat Mullin, Ward 2
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We would also like to thank all those individuals and community agencies and organizations that participated in the various consultation events and on-line survey.

This project would not have been possible without your assistance.

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EXECUTIVE SUMMARY

The June 2004, the Future Directions five year Master Plan for Recreation & Parks approved by Council recommended that: *“A strategy for addressing the needs of teens should be developed by the City in partnership with the Library, the Neighbourhood Watch Youth Outreach Program, the School Boards, and the Region of Peel.”*

Further the report indicated that: *“the Youth Strategy should identify issues related to the recreational and social support needs of Mississauga teens and how these needs can be addressed through City programs, facilities and services.”*

The City’s Strategic Framework and Priorities Workplan “Moving Forward” January 2006 document specifically identified, *“Develop a Youth Strategy”* within the Embracing Diversity priority.

In October 2007, the City of Mississauga engaged The Students Commission of Canada to:

- conduct an Environmental Scan;
- consult youth through an Engagement process; and
- develop recommendations for a Mississauga Youth Plan.

The scope of the plan targeted youth aged 12-24, broken down further into the categories of 12-15, 16-18, and 19-24. The Students Commission of Canada recruited a Core Youth Team of 15 youth who participated throughout the entire process.

Reaching out to and addressing the needs of young people – with the ultimate goal of making Mississauga a “youth-friendly” city – is vital to the well-being of both our youth and our community.

Becoming “youth-friendly” means making the City’s policies, programs, services, and facilities more inclusive and responsive to the needs and interests of youth.

THE YOUTH PLAN:

- Identifies initiatives that will reach all sectors, interests and population demographics;
- Addresses the matter of municipal service/program affordability for youth;

- Identifies opportunities to address needs of priority neighbourhoods and vulnerable populations;
- Establishes a model/structure for ongoing involvement and engagement of youth;
- Addresses emerging needs and interests of youth, resulting in increased physical activity, leadership training and opportunities for volunteerism;
- Identifies partnership and collaboration opportunities to reduce overall cost of implementation, program and/or service delivery; and
- Identifies measurements to monitor progress of implementation and expected outcomes

The Youth Plan is the first of its kind in terms of setting a direction for programs and services for youth in Mississauga. It is not the intention that the Youth Plan will provide immediate solutions for social issues facing youth in Mississauga.

“The degree to which young people are engaged in and can take advantage of what Mississauga offers – physically, socially and culturally – is a strong measure of the city’s overall health. This includes events, activities, programs and services for youth, as well as the opportunity for youth to engage in municipal policy and future direction.”

Cities need to be inclusive and liveable for all. In Mississauga, almost 22% of the population is currently between the ages of 10 and 24. Based on experience and research, we know that Mississauga is already doing a lot of things right for this demographic age group. The range of excellent city facilities and programs; numerous sports opportunities; strong community partnerships; the presence of the key youth-led organizations, such as the Mayor’s Youth Advisory Committee and the Peel Environmental Youth Alliance; city staff and government that are committed to youth, are all a positive background to further work.

At the same time, the City can do even better in facilitating and fostering the participation of youth. Some weaknesses and impediments to participation include: transportation in Mississauga; a lack of unstructured, less supervised social spaces; underutilized space in schools; accessibility issues (costs of registration/equipment); a lack of leadership and decision-making opportunities for youth; a lack of facilities in areas of growth; lack of awareness of programs and services; language and cultural barriers.

EXECUTIVE SUMMARY

In order to fully respond to youth, the City must address the youth's full range of needs and interests (well beyond sports and recreation) recognizing their diversity. A holistic plan that builds on the City's strengths and addresses identified barriers is needed.

The cornerstone of the Youth Plan has been the involvement of youth themselves. It is not enough to ask youth what they want or need; the City must keep its young people inspired, informed and involved in all aspects of programs and services that affect them. Continued youth engagement is essential for the success of the Youth Plan.

ENVIRONMENTAL SCAN

The Environmental Scan (see details in Appendix II) entailed collecting and analyzing key information around the following:

- **Mississauga Demographics.** The 21.6% youth population is distributed reasonably equally among the three age categories noted previously, and is significantly represented in all city districts except City Centre.
- **City policies, programs, pricing, access and subsidies.** Recreation and Parks registered 22,000 youth (ages 12-18) in programs for 2008 (plus 60,000 drop-in visits) and sold over 1,750 fitness memberships to young people. The Mississauga Library System offers over 40 programs and services for youth. The City funds various youth initiatives through its Corporate Grants Program. In terms of access and subsidies, Wal-Mart At Play (a corporately-sponsored program), provides free after-school activities ages 10-14 (25,000 participants in 2008). The City also works closely with the Canadian Tire Jump Start program to provide subsidies to assist youth to participate in organized sport and recreational activities. The Jerry Love Children's Fund has subsidized youth 15 and under to attend City programs. Over the past two decades, the Fund has raised over a million dollars.
- **Local and regional groups/agencies serving youth** (Peel Youth Violence Prevention Network; a survey of over 200 bodies providing recreation and sports, education, social services, arts, and leadership initiatives).
- **Interviews with key informants** (e.g. Mississauga City Council, United Way of

Peel; YMCA; Boys & Girls Club of Peel; Students Union University of Toronto at Mississauga; Director of Recreation and Parks Division; Director of Mississauga Library Services; and a focus group made up of Recreation and Parks programming staff).

- **Effective practices** (reducing barriers, addressing diversity, building and leveraging capacity, systemic practices).
- **Successful models of youth engagement** (various levels of and opportunities for engagement).
- **Information and data regarding youth collected during other City initiatives** (e.g. Conversation 21 presentations, the Visioning Symposium that was part of Our Future Mississauga).

YOUTH ENGAGEMENT

The Youth Engagement process (see details in Appendix III) consisted of three parts:

- **Survey.** 810 young people completed a survey that was available online and distributed by City staff and Youth Team members.
- **Face-to-face consultations.** Fifteen sessions – one in each of the 11 Wards, one agency forum, and 3 city-wide forums – were hosted in a variety of locations, including schools, libraries and community centres. In all, 320 youth and adults participated (primarily youth).
- **Photovoice.** Disposable cameras were distributed during public consultations, with the idea of having youth tell a story using photography.

The results of the Environmental Scan and Engagement consultations were distilled into a Vision Statement, accompanied by a set of Guiding Values, which are supported by Five Principles. A total of 46 Recommendations were developed and grouped according to the Five Principles.

VISION STATEMENT

“Mississauga is a youth and young adult friendly city that is respectful, inclusive, and forward-thinking; a city where youth are meaningfully engaged and thrive as equal members of the community”.

GUIDING VALUES

1. Respect
2. Opportunities
3. Communication
4. Youth voice
5. Equality
6. Shared leadership

PRINCIPLES

1. Public transit is an essential service for youth.
2. All youth have the opportunity to be active in diverse programs, utilize public spaces and develop skills.
3. The contribution of young people in community decision-making, program development and public policy is valued and reflective of the diverse youth population.
4. Youth are involved in achieving social responsibility.
5. Youth friendly communities are built on respectful youth and adult partnerships.



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RECOMMENDATIONS

Based upon the comprehensive Environmental Scan and Youth Engagement Reports, the following 46 Recommendations have been developed by the Youth Team, working with the Students Commission of Canada, in collaboration with Departmental City Staff.

The Youth Plan recommendations are aligned with and support current initiatives and recommendations included in the City's 2009 Strategic Priorities and Workplan "Moving Forward" document #14,15,16,19,117,118, 120 the Strategic Plan Pillar #2 "Ensuring youth, older adults and new immigrants thrive" the Region of Peel Youth Violence Prevention Network's "3 year plan," the Peel Children and Youth Initiative, the Connect2ENDviolence initiative, the Province of Ontario's "Roots of Violence" report and "Canada's Commitment to Children and Youth."

Recreation and Parks staff have been and are currently actively involved with all of the above mentioned initiatives to ensure opportunities for partnership are maximized and duplication is minimized.

The 46 recommendations in this report build on current strengths within the city, including: a Fee Assistance Program; existing partnerships (with schools, community organizations, the private sector and social services); strong youth-led organizations; facilities; and dedicated staff.

Some recommendations can be implemented at no cost to the City by reallocating resources or through community partnerships collaborations and maximizing use of Community Hubs. Implementing the recommendations will require an all-encompassing approach involving the City, community agencies and groups, commercial and private sectors, and the youth themselves.

The detailed Recommendation Chart (Appendix I) contains recommendation priorities, timing, accountability, assessments of cost (in terms of staff time, operating budget and capital expenditures), partners, and desired outcomes and measurements.

The Peel District School Board "Social Risk Index" (see Appendix IV) was used to assist with identifying the priority neighbourhoods requiring immediate attention.

Implementation of the Youth Plan extends over the next five years to remain flexible and respond to evolving interests and diverse youth needs.

PRINCIPLE 1:

Public transit is an essential service for youth.

1. Establish an equitable discounted fare system for all ages.
2. Explore the option for provision of transit strip tickets to youth Fee Assistant Participants.
3. Explore the combining of swipe cards with other City of Mississauga applications for facilities, programs and services.
4. Assess the need for increased service for specific routes and/or times for youth.
5. Assess the need for transit stops in proximity to community facilities, such as community centres and arenas, libraries and high schools.

PRINCIPLE 2:

All youth have the opportunity to be active in diverse programs, utilize public spaces and develop skills.

6. Introduce and expand low cost and no charge drop-in programming in priority neighbourhoods directed at ages 15-17 to a total of 23 new locations by 2011.
7. Allocate additional annual operating budget to support city-driven initiatives addressing youth event programming and drop-in recreation targeted at ages 15-24 (city-wide).
8. Continue and expand the At Play program and develop a mentoring component in priority neighbourhoods to address ages 10-14.
9. Develop more trade apprenticeship opportunities for youth within City departments.
10. Market City apprenticeship opportunities to high school students and co-op teachers.
11. Develop an awareness campaign to encourage young people to volunteer in civic and community based programs and activities.

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12. Explore feasibility of additional facilities city-wide such as extreme sports and skateboarding and a community centre in the Northwest.

PRINCIPLE 3:

The contribution of young people in community decision-making, program development and public policy is valued and reflective of the diverse youth population.

13. Dedicate 1 existing full time staff complement to support, monitor and implement the Youth Plan over the next 4 years.
14. Provide a budget allocation to support the Youth Plan Coordinator.
15. Develop a city-wide Advisory Team of youth to support the Youth Plan Coordinator in the implementation of the Youth Plan.
16. Develop an Advisory Committee of youth in each community centre/library to engage and consult youth on a regular basis.
17. Develop a city-wide staff network team to liaise with Youth Advisory Team (similar to the Environment staff network team).
18. That the Youth Plan Coordinator facilitates regular opportunities for City Councillors to engage with local community centre/library Youth Advisory Committees.
19. Identify and utilize existing youth-serving agencies and organizations to maximize communication with youth regarding existing opportunities available to them.
20. Develop and provide training on “working with youth effectively”, to City staff, Councillors and community organizations.
21. Provide training and support enabling youth to conduct “word of mouth” and “face-to-face” promotion of youth opportunities.
22. Promote opportunities for youth to participate on boards, committees, or Council-appointed groups that relate to youth.

23. Host an annual youth-led symposium that brings together youth advisory groups, youth councils, and youth boards involved with both the City and community-based organizations.

24. Develop various means of communication such as walk-up (face-to-face) and on-line portals for youth to provide feedback on City services.

PRINCIPLE 4:

Youth are involved in developing social responsibility.

25. Develop mentoring programs in all priority neighbourhoods targeting ages 15-19 with community partners.
26. Address priority social issues, needs and supports for young people by working with community partners.
27. Develop promote and implement a corporate policy (Fee Assistance Program) to ensure that under-represented youth have the ability to participate in city-run programs.
28. Utilize “youth to youth” and contemporary methods of communication to increase awareness of programs and services available to under-represented youth segments of the population.
29. Develop and ensure that all City corporate policies are youth-friendly.
30. Facilitate a series of city-wide events that connect youth who are different from one another and to build new relationships.
31. That the City work with the Peel Youth Violence Prevention Network to obtain Federal funding to address youth violence, gang issues and gang prevention in Mississauga.
32. That the City request the Region of Peel develop a full time advocate position to assist young residents to navigate social services, and ensure they receive adequate resources from regional and community organizations.

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33. That Mississauga youth are involved in the Peel Youth Violence Prevention Network initiative.

PRINCIPLE 5:
Youth friendly communities are built on respectful youth and adult partnerships.

34. Increase the Corporate Grant program to support new partnership initiatives that address youth needs ages 15-24 within priority neighbourhoods of the city.

35. Increase opportunities and locations of programming related to entertainment (dance, music, video) and art activities for ages 19-24 within the city.

36. Increase the locations of informal/drop-in equipment (e.g. basketball backboards etc.) within the city by working with community partners.

37. Compile an inventory on-line of youth programs and services with community partners.

38. Work with the Boards of Education to gain access to local schools to deliver collaborative programs with social service partners.

39. Develop a community inventory of existing and potential new spaces to provide structured and unstructured youth activities.

40. Develop a peer (youth to youth) marketing approach to promote City programs, services and facilities available for youth.

41. Develop an awareness campaign to build a greater public understanding between generations.

42. Work with community partners to provide both structured and unstructured intergenerational programming and activities in public parks during the day and evening.

43. Encourage community partners to develop reciprocal mentorship programming across all age groups (youth to youth and intergenerational).

44. Investigate the feasibility of developing and sustaining “youth spaces” in the community with community partners based on community need.

45. Facilitate a network of employers and community organizations on a semi-annual basis to promote collaboration in the training and/or employment of youth.

46. Encourage the expansion of high school co-op placements with local businesses and community agencies.



FOREWARD

As Mississauga looks ahead to the next phases of its development, what offers the city its greatest hope?

Many pillars of the past include prudent municipal fiscal management, abundant amenities, a well-established infrastructure, and excellent business opportunities, continue to be among Mississauga's strengths. But the city's vibrancy today and potential tomorrow depends upon another strength – youth.

Mississauga is a truly diverse community, one that rightly embraces all groups. As a city, there is a need to be equally mindful of a group that makes up more than one in five residents. The latest census shows that 21.6% (over 145,000) of Mississauga's population are between the ages of 10 and 24.

City staff are currently implementing numerous initiatives, programs and services that touch on areas of the recommendations. The Youth Plan recommendations are intended as opportunities for improvements from a youth perspective.

The Youth Plan is focused primarily on Recreation and Parks, Library and Office of Arts and Culture programs and services, with some areas extending to other City departments such as Transportation and Works. The framework of the Youth Plan – the Vision Statement, Guiding Values, Principles and Recommendations – should be considered in all corporate planning initiatives, which include the corporate business plan, as well as Recreation and Parks, Library Services, and Office of Arts and Culture planning.

The Youth Plan is the first of its kind in terms of setting a direction for programs and services for youth in Mississauga. It is not the intention that the Youth Plan will provide immediate solutions for social issues facing youth in Mississauga.

Implementation of the Youth Plan extends over the next five years to remain flexible and to respond to evolving interests and diverse youth needs. Recommendations are to be addressed by the identified service area for further development and implementation.

The City of Mississauga has the ability to address many specific elements of the Youth Plan that are associated with City programs and services, but we can not do it alone. Collaboration with community partners will ensure there is strong leadership, expertise,

funding opportunities, and a variety of programs and services available to become a truly youth-friendly city. True collaboration will also ensure youth have an opportunity to be productive, capable and fulfilled citizens of Mississauga.

If Mississauga is to meet the requirements of this group – attract, serve, and retain them – it will mean:

- having programs, services and spaces that engage youth, of all ages and interests;
- ensuring that youth can easily access all areas of the city and take advantage of all Mississauga has to offer;
- addressing social issues that can pose huge obstacles to the development of youth, from violence to poverty; and
- involving youth themselves in decisions, programs and policies that affect them, through consultation and collaboration.

“Make youth feel welcome,” was one comment heard from a young person during the process. *“Get youth engaged,”* stated another, and a third, *“Youth are our future.”* By doing the first two – making youth feel welcome and engaged – the city will go a long way towards ensuring the third outcome – a bright future for Mississauga.



YOUTH PLAN REPORT

The June 2004, the Future Directions five year Master Plan for Recreation & Parks approved by Council recommended that: “A strategy for addressing the needs of teens should be developed by the City in partnership with the Library, the Neighbourhood Watch Youth Outreach Program, the School Boards, and the Region of Peel.”

Further the report indicated that: “the Youth Strategy should identify issues related to the recreational and social support needs of Mississauga teens and how these needs can be addressed through City programs, facilities and services.”

The City’s Strategic Framework and Priorities Workplan “Moving Forward” January 2006 document specifically identifies, “Develop a Youth Strategy” within the Embracing Diversity priority.

In 2007, the City of Mississauga initiated a process to develop an official Mississauga Youth Plan by hiring The Students Commission of Canada, a charitable youth organization and lead of The Centre of Excellence for Youth Engagement (affiliated with academics and institutions across Canada). This was a landmark initiative – the first time the City had embarked on such a project specific to youth.

The City recognized that any meaningful, responsive and relevant plan for its young citizens had to be developed with, and not for, young people. The City’s commitment to engagement was demonstrated from the very beginning of the process by holding a contest to develop the Youth Plan logo and slogan (see details page 2). The Students Commission of Canada hired 15 Mississauga youth to be involved from the outset as members of their consultant team (page 8 Appendix III). In addition, youth from across Mississauga were consulted with widely to elicit their ideas and insights about how to build on Mississauga’s strengths and become a more youth-friendly city.

Why Engage Youth?

The Mississauga Youth Plan will address the needs of almost 22% or Mississauga’s population who are between the ages of 10 and 24. (2006 Census). Evidence shows that being involved and engaged in community activities and extracurricular activities is associated with many positive benefits for young people. Engagement is also associated with reduced negative behaviours, improving the community for

all generations. Effective practice shows that involving young people in designing, planning, marketing and implementing opportunities for their peer group and themselves results in more relevant, successful, and well-attended programming (page 21 Appendix II).

The goal of the Youth Plan is to make Mississauga a “youth friendly” city. The scope of the plan targeted youth aged 12-24, broken down further into the categories of 12-15, 16-18, and 19-24.

In October 2007, The Students Commission of Canada began the process which included:

- conducting an Environmental Scan;
- consulting youth through an Engagement process; and
- developing a framework, recommendations and implementation plan.

The Mississauga Council, City staff, community agencies and young people themselves have the confidence of knowing that this Youth Plan was born in partnership with all stakeholders, reflecting the desires and hopes of Mississauga’s youth.

Based on the comprehensive results from the Environmental Scan and Youth Engagement (see detailed reports Appendix II and III), the project team created a framework for a Youth Plan (see page 3), as well as a series of recommendations (see Appendix I) and an implementation plan (see page 44).

Becoming “youth-friendly” means making the city’s policies, programs, services, and facilities more inclusive and responsive to the needs and interests of youth. The Youth Plan contains the necessary elements to accomplish this by:

- Identifying initiatives that will reach all sectors, interests and population demographics;
- Addressing the matter of municipal service/program affordability for youth;
- Identifying opportunities to address needs of priority neighbourhoods and vulnerable populations;
- Establishing a model/structure for ongoing involvement and engagement of youth;

YOUTH PLAN REPORT

- Addressing emerging needs and interests of youth, resulting in increased physical activity, leadership training and opportunities for volunteerism;
- Identifying partnership and collaboration opportunities to reduce overall cost of implementation, program and/or service delivery; and
- Identifying measurement to monitor progress of implementation and expected outcomes.

ENVIRONMENTAL SCAN OVERVIEW

The Environmental Scan, the first stage in the process, highlighted trends, issues and opportunities identified from local Mississauga sources, surrounding municipalities, and beyond (full details are contained in Appendix II).

The research included:

- **Mississauga Demographics.** The 21.6% youth population is distributed reasonably equally among the three age categories noted above, and is significantly represented in all city districts except City Centre (page 9 Appendix II).
- **City policies, programs, pricing, access and subsidies.** Recreation and Parks registered 22,000 youth (ages 12-18) in programs for 2008 an increase of 2,000 from 2006 (plus 60,000 drop-in visits and increase of 23,000 over 2006) and sold over 1,750 fitness memberships to young people no change from 2006. The Mississauga Library System offers over 40 programs and services for youth. The city funds various youth initiatives through its Corporate Grants Program. In terms of access and subsidies, Wal-Mart At Play (a corporately-sponsored program), provided free after-school activities for 18,000 participants in 2007 and 25,000 in 2008. The City also works closely with the Canadian Tire Jump Start program to provide subsidies to assist youth to participate in organized sport and recreational activities. The Jerry Love Children's Fund has subsidized youth 15 and under to attend city programs. Over the past two decades, the Fund has raised over a million dollars (page 12 Appendix II).

- **Local and regional groups/agencies serving youth** (a survey of over 200 bodies providing recreation and sports, education, social services, arts, and leadership initiatives page 13 Appendix II) .
- **Interviews with key informants** (e.g. Mississauga City Council, United Way of Peel; YMCA; Boys & Girls Club of Peel; Students Union University of Toronto at Mississauga; Director of Recreation and Parks Division; Director of Mississauga Library Services; and a focus group made up of Recreation and Parks programming staff (page 42 Appendix II).
- **Effective practices** (reducing barriers, addressing diversity, building and leveraging capacity, systemic practices page 26 Appendix II).
- **Successful models of youth engagement** (various levels of and opportunities for engagement page 18 Appendix II).
- **Information and data regarding youth collected during other City initiatives** (e.g. Conversation 21 presentations, the Visioning Symposium that was part of Our Future Mississauga).

ENVIRONMENTAL SCAN THEMES

Four thematic areas of focus emerged from the Environmental Scan: Transportation, accessibility of programs (place and cost), lack of awareness of existing opportunities, and increasing the diversity of youth participation in continuous planning and participation.

1. Transportation

Key informants, as well as various reports and previous consultations, identified transportation as a major concern. The nature of Mississauga as a car-dependent community means that certain areas and facilities are difficult to access. Aside from transit efficiency, cost is an issue; compared to five other jurisdictions in Ontario (London, Toronto, Hamilton, Oakville, and Ottawa), public transit costs for students are higher in Mississauga (page 17, 29, 44 Appendix II).

YOUTH PLAN REPORT

PRINCIPLE 1: Public Transit is an essential service for youth.

2. Accessibility

Research shows many youth face barriers to participation in physical activity and recreation. This includes: program costs; transportation; lack of awareness about programs and subsidy policies; inflexible and uninviting program structures and schedules; class and racial discrimination; lack of family/parent support or disapproval; time constraints and changes in lifestyle in immigrant youth; and age and gender (page 38 Appendix II).

These multiple barriers require numerous strategies. For instance, fees for programs run by Recreation and Parks are set by a corporate policy on pricing. The subsidy offered for low-income families is depleted early every year. Effective practices in other jurisdictions show that free services, at least in low-income neighbourhoods, significantly increase child, youth and family participation rates.

Background information and key informant interviews suggest that some communities in Mississauga will need more support/resources than others. Emphasis should be placed on accessibility and on meeting the needs of diverse communities in appropriate ways. For instance, emerging themes related to Recreations and Parks services for youth in Mississauga include: the need for more basketball nets; a need for increased recreational facilities and activities in areas such as in the northwest portion of the city; public interest in increased level of services directed to youth, including an increase in youth friendly spaces; and an interest and precedence for Mississauga's Recreation and Parks Division to provide services using a number of alternative delivery approaches and through partnerships.

Specific to library programming for youth, Mississauga library staff members have reviewed best practices and trends for library services geared to youth. They examined best practices in seven areas of library services to teens: administration, collections, programs, services, electronic resources, facilities and staff. They detail numerous recommendations in these areas, but central to all of this is the involvement of youth in all areas of library service to improve accessibility and use of programs and facilities (page 36 Appendix II).

In 2007, Recreation and Parks staff presented research information concerning "Participation rates among vulnerable & working poor residents". The purpose of the project was to identify vulnerable areas and participation rates and to provide a baseline for showing the impact and results of a future access policy.

PRINCIPLE 2: All youth have the opportunity to be active in diverse programs, utilize public spaces and develop skills.

3. Lack of Awareness

Several previous and current consultations have indicated that many youth are simply unaware of existing opportunities. The 2006 Mississauga Youth Summit document, contains one response to the "Things to Do" workshop, was "not enough". When youth did become aware of Recreation and Parks programs, they commented on a lack of outreach to inform them of the opportunities. Other agencies serving youth find a similar obstacle. The Peel Youth Violence Prevention Network, for one, has identified community awareness as one of its priority action areas (page 16 Appendix II).

4. Diversity of Youth Participation

The background review demonstrates that in order to address youth needs, a Youth Plan needs to be holistic and not focus primarily on sports and athletic opportunities. This was stressed by key informants and through the effective practices which identified the need to reach out to a broader range of participant interests (arts, events and social interaction) within diverse (cultural and age) communities.

Social activism and arts and cultural activities provide other venues for youth engagement, increasing the breadth of opportunities within municipal programming.

"Youth" is not a homogenous group; alternative structures may need to be established to engage different youth, and special efforts need to be made to engage youth that are typically disengaged.

Evidence is suggesting that not only does activity matter in terms of outcomes, but what also matters is whether it fits the community's needs and interests, who is supporting it and how youth are engaged (page 32 Appendix II).

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PRINCIPLE 3:

The contribution of young people in community decision-making, program development and public policy is valued and reflective of the diverse youth population

MISSISSAUGA: DEMOGRAPHIC PICTURE

Mississauga is Canada's 6th largest city with a population of more than 700,000. Mississauga has a diverse population, with almost 42% of the population having a mother tongue other than French or English. Results of the 2006 census show that Mississauga has been seeing rapid growth with a 9.1% increase from 2001 to 2006; however, the proportions of young people in the city were similar in both census time periods.

Statistics from the 2006 census data contains breakdowns for age categories with Mississauga having a higher proportion of individuals in the 10-14, 15-19 and 20-24 age categories than both Canada and Ontario. The data shows that in 2006:

- 21.6% (145,005) of Mississauga's population was between the ages of 10 and 24;
- 7.4% (49,625) of Mississauga's population was between the ages of 10 to 14;
- 7.3% (49,090) was between the ages of 15 to 19; and,
- 6.9% (46,290) was between the ages 20 to 24.

Population projections for this age group 10-24 indicate an approximate decrease of 7% or just over 10,200 in 2021.

Community profiles were not available for 2006, but 2001 census data of Mississauga's 23 residential districts shows that the fastest growing areas in Mississauga are the City Centre, Churchill Meadows and Hurontario (the area bounded by Highway 403 on the south and east, Mavis Rd on the west, and Matheson Blvd. East on the north). With the exception of the City Centre, the three youth age groups (10-14, 15-19, and 20-24) were significantly represented in all city districts. Erin Mills, East Credit and Hurontario had the highest proportions of youth in the city.

This Environmental Scan and previous consultations confirm that the City itself, together with other community groups throughout Mississauga, offer a great many programs and services. Yet, many young people are either unaware of them or unable/unwilling to access them. Moreover, there is a substantial drop-off in the number of youth using programs and public spaces at age 16 an 87% drop in Recreation and Parks youth registrations, (page 10 Appendix II). These facts alone suggest that engaging youth, not just in the development of the Youth Plan, but also in its ongoing implementation would be a wise strategic investment.

KEY INFORMANTS INTERVIEWS

As part of the Environmental Scan, interviews were conducted with Mississauga's City Councillors, staff from community organizations, agencies, and educational institutions (see page 42 Appendix II). In addition, one focus group was conducted with Recreation and Parks programming staff, and two individual interviews were conducted with city staff (from Recreation and Parks and Library Services). The main strengths identified by key informants include the City's facilities and range of programs: city government and staff; the Mayor's Youth Advisory Committee; sports opportunities; schools; and partnerships. The main weaknesses identified by key informants include: getting around in Mississauga; lack of unstructured, less supervised social spaces; underutilized space in schools; accessibility issues; lack of leadership and decision making opportunities for youth; and lack of facilities in some areas.

The main ways in which youth are currently involved in Mississauga as identified by key informants are: sports and sport organizations; school involvement; and in decision making and planning, mostly through the Mayor's Youth Advisory Committee.

Several themes emerged when respondents were asked how the costs of the Youth Plan could be covered, including: corporate partnerships/sponsors; all layers of government; existing resources; and partnerships in order to ensure access for lower-income families.

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PRINCIPLE 5:

Youth friendly communities are built on respectful youth and adult partnerships

BUILDING ON CURRENT STRENGTHS

The Environmental Scan also points to some current strengths to build upon and themes that might be considered in the Youth Plan (page 5 Appendix II).

- The City of Mississauga has multiple strengths that the Youth Plan could build upon, including: facilities, dedicated staff, a Fee Assistance Program, existing partnerships with schools and community organizations, and a forward-thinking, proactive approach with the development of a youth plan.
- The background review and key informant interviews highlight the importance of partnerships. The City could develop further its partnerships with schools, community organizations, the private sector and social services.
- The background review demonstrates that in order to address youth needs, a Youth Plan needs to be holistic and not focus primarily on sports and athletic opportunities. It needs to accommodate a variety of needs and interests within diverse communities.
- Background information and key informant interview results shows that some communities in Mississauga will need more support/resources than others. Emphasis should be placed on accessibility and on meeting the needs of diverse communities in appropriate ways.
- The Mississauga Mayor's Youth Advisory Committee is also a strength. The plan could build on the existing structure of the committee to ensure that its members have the capacity and support to learn how to be more representative of a broader range of Mississauga youth and play a key role in providing input into the City's day-to-day planning.

The key informant interviews and effective practices within the literature support the growing trend of engaging young people in youth strategies from the beginning of the process, including planning, implementing, ongoing pulse-taking and evaluating throughout the life cycle of a plan.

Youth can and should be engaged in programs in many different ways. Not only as participants, but also in planning, program delivery, and governance roles (whether offered by the city, private clubs, community organizations, regional authorities, or the private sector).



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EFFECTIVE PRACTICES

The following effective practices are mentioned in numerous documents, literature and examples of practices in various jurisdictions (page 26 Appendix II).

1. Reducing Barriers (page 38 Appendix II)

- Provide accessible opportunities for children, youth and their families (e.g. accessible locations, financially accessible costs, programs tailored to communities).
- Provide access to affordable transportation.
- Focus on youth's rights to public spaces and provide informally structured social spaces where youth can safely hang out.

Approaches to increase access include (page 38 Appendix II):

- linking programs to an overall community strategy;
- engaging youth in identifying needs and planning programs;
- creating partnerships;
- reducing or subsidizing user fees;
- making transportation accessible and affordable;
- ensuring a diversity of programming; and
- increasing the number of less structured programs and spaces for youth.

2. Addressing Diversity of Youth (page 27-39 Appendix II)

- Provide a variety of meaningful roles and options for youth to be engaged in. Programs and opportunities should be flexible and change over time, to respond to evolving interests and diverse youth.
- Focus on inclusion and diversity, with proactive outreach to disengaged youth and their families.
- Focus on gender and diversity, the different needs and experiences of young women and men, and of ethnic communities.

- Hire diverse and representative support staff who can relate to youth clients (i.e. from different cultural, linguistic, experiential backgrounds).

3. Building and Leveraging Capacity of Youth (page 22 Appendix II)

- Focus on positive youth development, while also meeting specific needs of “at-risk” youth.
- Hire and promote youth in decision making, planning and consultation roles, and support them in building and continuously engaging a constituency base of their peers.
- Provide opportunities for youth to build skills (training and support) and move into different and appropriate roles as they grow.
- Engage youth in the planning/development of programs (e.g. recreation), services (e.g. transportation), spaces (e.g. parks) and delivery of programs for youth, in order to foster youth “ownership” of programs.
- Support youth-initiated and/or grassroots, community-based programs.
- Build capacity of supportive adults to engage youth (e.g. training) and foster adult-youth partnerships and shared decision making.

4. Systemic Practices (page 27 Appendix II)

- Approach programs with a broader vision for youth recreation (e.g. drop-in activities or engagement in social activism/justice activities), and link programs to overall community strategies.
- Build strong strategic partnerships with community organizations, services and institutions.
- Provide adequate systemic support (policies, budget, dedicated staff, and youth positions).
- Integrate various municipal departments and regional/provincial services for youth.
- Provide ongoing evaluation that's focused on the quality of the interactions and engagement, and not just on numbers.

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PRINCIPLE 6:

Youth are involved in developing social responsibility

MODELS OF YOUTH ENGAGEMENT

As mentioned earlier, youth engagement is a cornerstone of the development of a Youth Plan for Mississauga, based both on the rights of children and youth to be consulted on decisions that affect them (United Nations Convention on the Rights of the Child, to which Canada is a signatory, and upon a body of literature on effective practice that suggests plans and programs for stakeholders work better when stakeholders are consulted (see details page 19 Appendix II).

There is no single generally agreed upon definition of the term “engagement”. Increasingly, the definition developed by the Centre of Excellence for Youth Engagement (CEYE) is being used and referenced throughout Canada. As defined by CEYE, youth engagement is:

“The meaningful participation and sustained involvement of a young person in an activity that has a focus outside him or herself. Full engagement consists of a behavioural component (such as spending time doing the activity), an affective component (for example, deriving pleasure from participating), and a cognitive component (for example, knowing about the activity)” (Pancer, Rose-Krasnor, & Loiselle, 2002, p. 49).

Engagement then refers both to the activities that young people can be involved in, ranging from sports, music, arts, service, volunteering, recreation, learning, and to the process that makes the activity meaningful (efficacy, fun, skill-building, opportunity to contribute, type of structure). It is a broader definition which includes the quality of the experience, as well as structures which focus on youth participation activities and youth decision-making such as youth councils, youth boards, youth participation activities.

Regardless of the specific wording, there are some common elements to most definitions of youth engagement:

- participation must be meaningful to the involved young person;
- youth have opportunities to take responsibility and leadership; and
- youth work in partnership with caring adults who value, respect, and share power with them.

Further, it should be noted that “engagement is a process, not a particular program—and most importantly, it is reciprocal, dynamic, and interactive” (McCart & Clark, 2005, p. 3).

The implications are that a city strategy promoting the healthy development of its youngest citizens will invest in providing a broad range of positive activities to foster their growth and positive behaviours, address the barriers that prevent participation and ensure that there is a process in place to sustain youth engagement in ongoing implementation of the strategy.

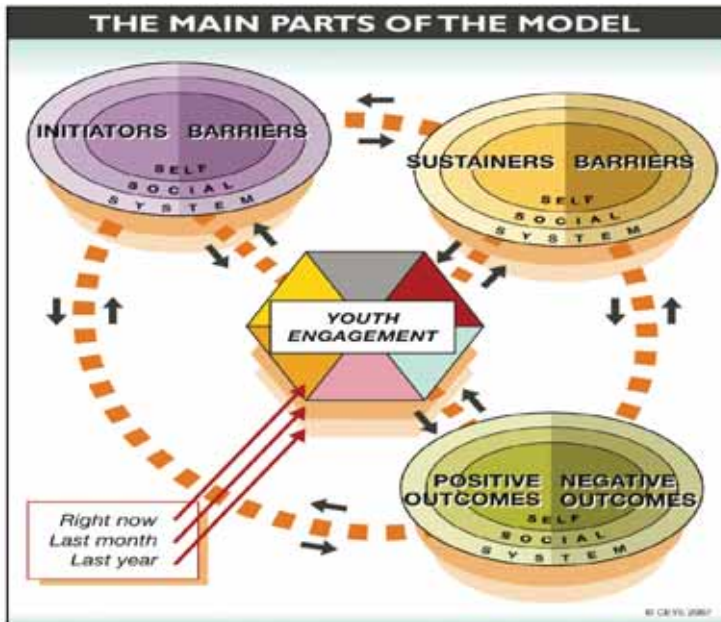
Youth engagement is associated with positive health outcomes for youth, the people with whom they interact, and the communities and systems in which they live. Meaningful engagement can assist young people to take more positive risks and make healthier decisions to promote healthier outcomes. For example, decreased marijuana and hard drug use, decreased use of alcohol, lower rates of school failure and drop-out, and lower rates of depression are associated with young people being involved in positive extra-curricular activities.

A Framework for Youth Engagement

The CEYE has developed a Youth Engagement Framework for thinking about youth engagement, including how engagement is initiated, how it is sustained and supported, the qualities that make it effective, and its outcomes. The framework can be used at three levels of analysis: individual, social, and systems to encompass young people themselves, their families and friends, and the local community and the city (page 21 Appendix II).

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Figure 1: CEYE Youth Engagement Framework¹.



At the individual, social and systemic levels, there are many positive outcomes from youth engagement.

Individual Level Outcomes

Engagement can provide opportunities for young people that are associated with many positive outcomes including:

- **Personal growth and identity development:** By presenting young people with opportunities to try out different roles, responsibilities, and activities; learn about their personal limits, gain self-knowledge, engage in self-reflection, and gain self-awareness and respect for themselves and others.
- **Skill, knowledge, and capacity building:** In areas such as research, evaluation, public speaking, problem solving, critical thinking, reading and writing, decision making, moral reasoning, and community.

Engagement has been linked to many positive health benefits such as:

- **A reduction of risk and problem behaviours:** Such as a lower overall involvement in delinquent activities and lower involvement in serious delinquent activities.
- **Reduced drug and alcohol use:** Studies have shown reduced drug and alcohol use. However, it should be noted that participation in team sports is sometimes linked to increased alcohol consumption. It is likely that the cultural norms and media images related to team sports surrounding some substance use, such as alcohol, influence youth behaviour, but to date no studies have provided evidence about why this is.
- **Positive academic outcomes:** Such as increased school enjoyment and higher grade point average.

¹ The Centre of Excellence for Youth Engagement framework was originally developed by Dr. Mark Pancer (Wilfrid Laurier University), and modified by Dr. Linda Rose-Krasnor and Michael Busseri (Brock University), and Stoney McCart, Director of the Centre and the Students Commission, with the core partners of the Centre.

Social Level Outcomes

Engagement can provide young people with positive outcomes at the social level. The following outcomes have been associated with positive youth engagement:

- **Broadened social networks and strengthened relationships within those networks:** This results from meeting and developing strong relationships with youth from outside their original peer network.
- **Strengthened relationships within their social networks:** Engaged youth have reported developing intimacy with and feelings of loyalty toward their new friends and have reported increased feelings of empathy for and understanding of these diverse individuals.
- **Networking with adults and expansion of their social capital:** Youth learn about their communities and how they operate, experience support from leaders and community members, and gain access to resources such as information.

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An important part of youth engagement is awareness of who is getting opportunities to be engaged, and who is disengaged. A diversity of youth can lead to more opportunities for learning, new contributions and new perspectives.

The term “youth at risk” is used to describe young people who are likely to experience non-adaptive outcomes or display problems. For the purposes of the scan, the term “youth at risk” describes young people who are exposed to risk factors. For youth that are considered “at risk”, engagement is as beneficial to them as youth not experiencing risk, if not more beneficial.

Youth engagement can provide a variety of positive outcomes for minority and at risk youth including:

- **Personal growth and identity development:** by helping youth learn about themselves, develop ethnic identities, learn about their cultural heritage, realize their own potential, feel good about themselves and their futures, feel empowered, and feel more satisfied with their lives.
- **Skill, knowledge, and capacity building:** in areas such as goal-setting, social and leadership skills, decision making, and job/career skills such as research/evaluation skills and interviewing skills.
- **A reduction of risk and problem behaviours:** young people who participate in extracurricular activities are less likely to be arrested on criminal charges as young adults than similar, uninvolved peers.
- **Reduced drug and alcohol use:** The research in this area is mixed. Programs that may reduce the likelihood that young people use certain substances may not necessarily have the same effect on all substances.
- **Positive academic outcomes:** Such as decreased school dropout, especially for those at the highest risk of attrition, feeling more positively about their school environment, performing better in school and becoming involved in enriching academic activities, having higher educational aspirations, spending more time doing homework, and applying to more universities.

Systems Level Outcomes

Although there is less research at this level, there is evidence to demonstrate benefits of youth engagement for programs, organizations and communities.

- **Benefits for youth-serving staff:** Working in partnership with young people was often an extremely beneficial experience for youth-serving professionals. For instance, many adults began to feel more positively about young people in general. They also became more confident in their abilities to work with and relate to young people and better able to understand young people’s needs and concerns.
- **Improved Programming and Organizational Culture:** As a result of effective youth engagement, many adults were able to develop and refine their organization’s youth programming so that it was more effective and more responsive to young people’s needs.
- **Application of new knowledge:** Organizations must have the kinds of cultures, norms, and structures that make it possible for adult staff to develop meaningful and beneficial partnerships with young people if they want their youth engagement efforts to be successful. Organizations must help guide adults in creating healthy partnerships with young people.
- **Income a system barrier to participation:** There is some work that suggests connections between “systems” and the impact on whether or not youth will become and stay engaged, and what needs to happen at systems levels to engage youth. Research indicates that low-income children and youth participate in extra-curricular and community-based recreational activities at much lower rates than others.

STRUCTURES AND ROLES FOR YOUTH

Many municipal governments in Canada and elsewhere are in the process of developing or implementing plans to improve youth engagement and services for youth in their cities. (page 29 Appendix II). Most commonly, they include:

- 1) a governance structure for youth to advise the municipal government;

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- 2) opportunities for youth consultation on various municipal policy issues; and
- 3) events, activities and programs for youth .

At the systemic level, there are many existing frameworks developed to create child and youth friendly communities. Internationally, the Child Friendly Cities Initiative is a framework by UNICEF to make cities liveable places for all. A more local framework, Play Works is a movement committed to promoting investment in play in Ontario. It suggests several criteria that make a community youth friendly, as for example, including facilities dedicated to youth play and adults championing the need for youth play.

There are many approaches that facilitate reducing barriers and increasing accessibility. These include: linking programs to an overall community strategy; engaging youth in identifying needs and planning programs; creating partnerships; reducing or subsidizing user fees; and ensuring that transportation is accessible and affordable. Key informants also put an emphasis on diversity of programming and increasing the number of less structured programs and spaces for youth.

In summary, youth can be engaged through programs in many different ways: as participants, consumers, planners, deliverers or in governance roles offered by a wide range of stakeholders: the City, private clubs, community organizations, regional authorities and the private sector.

YOUTH ENGAGEMENT OVERVIEW

“I think that we should be able to voice our opinion and argue our side in city matters. We are the future, so we should be allowed to help make decisions. Also, we should be allowed to propose certain programs and events.”– Youth Respondent.

Following the Environmental Scan, the consultant obtained input directly from Mississauga’s youth. Full details of the Youth Engagement are contained in Appendix III.

In-depth and continuous youth engagement was achieved through the development of a Youth Team, which became part of the consultant’s team (page 8 Appendix III).



Fifteen youth were recruited, trained and supported to help lead the process and became the core of the Mississauga Youth Team. These young people helped develop various tools to collect information, including an on-line and paper survey, instant polling of youth during the face-to-face ward consultations and city-wide forums, taking notes from discussions. Led by the Youth Team with the support of consultants and City staff, 810 young people filled out the survey and 320 people attended the public meetings in order to share their ideas, experiences and insights into how to build upon Mississauga’s strengths and become a more youth friendly city. The Youth Team also participated in the One Vision Visioning Symposium, February 1-2, held as part of the Conversation 21 consultation: Our Future Mississauga.

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In total, 1,130 people have given input; 810 young people filled out a survey and 320 people attended public meetings. There were 15 public meetings, one in each Ward for youth aged 12 to 18 and four city-wide meetings: one for youth aged 19-24, one for youth aged 12 -18, one open and one for youth agency personnel. At the public meetings, the City used for first time, electronic polling devices, so youth were able to discuss issues and provide data through individual hand-held response devices.

As the second report for the Youth Plan, the attached Youth Engagement Report (full details Appendix III) describes how young people became engaged in the process and how their engagement was sustained. It summarizes the results of the survey, face-to-face consultations and forums strategy, and highlights the city's use of new electronic public consulting technology for the first time. It sheds light on who participated and how they feel about Mississauga, what they celebrate as working and what they identify should be improved. It provides the voices of a diverse group of stakeholders who took the time and energy to match the commitment of the City of Mississauga and the City Councillors who attended the meetings in their wards to ensure that the Mississauga Youth Plan is shaped by the needs and ideas of its children and youth.

Engaging young people at the civic level can be challenging. The detailed report (Appendix III) highlights some of the barriers faced when working to consult in partnership with young people and the learning that arose. It illustrates how the capacity of both young people and the City has increased to work in partnership with each other in order to implement components of the Mississauga Youth Plan. It also recognizes the assets that helped ensure a very successful process.

There are 3 major components to the Engagement Report:

- Results of the Survey (810 youth)
- Results of the Face-to-Face Public Meetings: 11 Ward Consultations and 4 city-wide Forums (320 youth and adults)
- Photovoice

Across all three strategies for engagement, common issues, city strengths, and suggestions emerged. Geographic and age representation was well distributed between the survey and face-to-face components. Of the youth consulted: 46% were 12-15, 47%

were 16-19, and 7 % were 18-24. The diversity of Mississauga was represented, with varying academic track records, some in school, some out, varying economic needs and diverse ethnic backgrounds. Sixty-eight percent were born in Canada, and 72% had lived in Mississauga for more than 5 years, but 68% of their mothers and 71% of their fathers were not born in Canada. There were participants from all wards. Except for a few minor exceptions, noted in the detailed statistical tables (full details by Ward Appendix III), there was a consistency of viewpoints, ideas, and suggestions across the city. A key challenge is the drop-off in participation rates in the 16-19, and 19-24 categories.

Transportation

This youth consultation supports the results from the key informants' interviews and research for The Environmental Scan in identifying inadequate public transportation as the most commonly cited barrier to a child and youth friendly city. It's also the area that emerges as the top priority of youth for public spending. In the survey 45% said transportation was the top priority for spending and 71.6% cited locations too far away or lack of transportation (66.4%) as barriers to participation.

Participation

Shopping outranks all other activities and public spaces that young people participate in and are most proud of in the city. 80% are very proud or somewhat proud, giving shopping the highest rating over all other survey items, which included housing, diversity, community centres, and parks.

In terms of participation, this is what they said they are doing through the survey: 85.8% have gone to a library, 66.2% have volunteered in their community, 69.3% have participated in a drop-in activity at a community centre, 65.0% have done extra-curricular school-based sports, 64.8% have participated in extra-curricular school-based clubs, 55.2% have participated in organized sport through Recreation and Parks, 54.5% have participated in organized sport not through Recreation and Parks.

In terms of youth friendliness, 58.1% thought that schools/colleges/universities were youth-friendly places, 49.1% thought that shopping malls were youth friendly and 48.3% said movie theatres were youth-friendly. One-third or more of the respondents indicated community centres (36.1%) and public parks (34.7%) as youth-friendly places.

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In general throughout the consultations, young people thought that there should be more opportunities and this belief increased with their age. Top of the list across all three age groups was a focus on employment and apprenticeship programs. In terms of general themes, the top request was for more informally structured programs and spaces. In terms of planning what opportunities and programs need to be created, the young people created a long and wide-ranging list: from extreme sports to cricket, to dance, music, video and arts.

Awareness

However, marketing and educational needs may supersede specific program requests. Young people learn about opportunities and participate in them primarily through word-of-mouth (80.4% survey.). This was true of the consultation process as well, where 22.77 % of youth attended because of a word-of-mouth invitation from the Youth Team, 16.28% learned about the consultations from friends, and 18.60% heard about it from a community staff person. In the survey, 42% said that they were somewhat aware of opportunities and 65.6% said that they were not aware of programs and activities. What emerged was a lack of awareness of what programs, services and opportunities do exist, and/or a lack of interest in seeking information from the sources that City programs and community agencies traditionally use to communicate. (These results regarding lack of awareness of existing programs align with a previous Recreations and Parks Consultation with youth at the 2006 Mississauga's Youth Summit, Things to Do workshop which was reviewed in the Environmental Scan.)

Accessibility and Diversity

Cost of programs joins transportation as a theme that emerges as a barrier to participation both in the face-to-face consultations and in the survey where 65.6% said the cost of programs was too much.

“The cost for the stuff, like the community activities and recreational things are a little too expensive for a family with a low budget. I really want to continue my strength for Volleyball. Even my teacher said that I should be on a team, but the price is expensive

and it would be a waste of valuable money that my family needs to have food on our plates. It's not that they are poor. It's just that we don't have enough spare money for my family to use on my development of skills in volleyball. It would be a lot more easier if the prices for recreational and arts things would be a little cheaper.”

For the future, 62% say that they want to have more of a say in the city's future and in making decisions about how the city runs. There were many suggestions about how to broaden the opportunities for young people to become and remain involved in decision-making, including strengthening opportunities to build the capacity of youth to lead and represent greater diversity. Racism and exclusion were sub-themes that surfaced throughout the consultation; types of youth whether by race, ethnicity, socio-economic status, academic achievement, or interest tend to cluster in programs and activities to the exclusion of others.

It is important to note that the major themes, issues and ideas from youth in this consultation align both strategically and tactically with other major consultations already completed or in process for the city.

The Youth Engagement process and its results demonstrate the value of young people being actively involved in planning and executing plans for programs that are designed to impact them. The single finding that word-of-mouth is how they receive their information and what prompts them to get involved suggests the significance of continuing to engage young people throughout the development and implementation of the plan.



SURVEY HIGHLIGHTS

HIGHLIGHTS OF RESPONSES

Details are contained in Appendix III.

Where do you hang out with friends?	
70.0%	Shopping Malls
69.1%	Schools, Colleges, Universities
36.1%	Community Centres

Youth aged 16-19 were more likely than the other 12-15 year-olds or 20-24 year-olds to hang out at community centres. In the older age group, young men indicated they were more likely to hang out at the community centres than young women. Some caution may be warranted with these numbers as many people filled out the surveys at community centres where consultations were held, or were recruited to do the survey through community centres.

- Youth aged 16-19 were more likely than the other two age groups to hang out in shopping malls. As well, in the 2 younger age groups, girls were more likely than boys to hang out at shopping malls.
- Female youth in the older 2 age categories were less likely than male youth to indicate they hung out at the YMCA or other sport organizations.
- Youth aged 12-15 were more likely than the older 2 age groups to hang out with friends at religious institutions.

Qualitative Comments:

Many people responded “other” to the question about where they hang out with their friends. Approximately 26% said they hung out at either their house or their friend’s houses. Other responses that were mentioned more than once included: private establishments such as coffee shops or restaurants; outside or on the street.

“At home or on the street because there is nothing to do.”

“Cold dark alleys where I smoke away my boredom and wished I lived somewhere else.”

Which places are youth friendly?

58.1%	Schools, colleges/universities
49.1%	Shopping Malls
48.3%	Movie Theatres
36.1%	Community Centres
34.7%	Public Parks

- Youth aged 16-19 were more likely than the other 2 age groups to indicate shopping malls as youth friendly places. Younger youth aged 12-15, and to a lesser extent youth aged 16-19 were more likely than older youth to indicate that public parks are youth friendly.
- Female youth aged 20-24 were less likely than male youth to think that community centres were youth friendly.

Qualitative Comments:

When asked what places they hang out at that are youth friendly, many youth responded “other”. Of these responses, the most common was at their house or their friends’ houses (approximately 140).

In the survey, there was a series of questions asking the youth about the pride they felt in various aspects of Mississauga. Here is a snapshot of what young people were and were not proud of.

SURVEY HIGHLIGHTS

How Proud of Mississauga's ...Public Parks

44.6%	Somewhat proud
20.8%	Very proud

How Proud of Mississauga's ... Public Transit

29.1%	Somewhat proud
25.9%	Neutral/not sure
18.6%	Not proud
15.1%	Very proud
10.5%	Not at all proud

Of all the items on which youth were queried with respect to feeling proud, public transit was given the lowest rating .

Older youth were more likely to answer negatively than the younger two age groups – 39.3% answered either “not proud” or “not at all proud”. Younger youth aged 12-15 had more positive rating of public transit than the other two age groups; boys in this age range were less likely than the girls to give a negative rating (18.1% vs. 29.1%).

How Proud of Mississauga's ... Community Centres

43.9%	Somewhat proud
28.2%	Very proud

Less than 10% of respondents gave a negative response. Male youth aged 12-15 were more likely than the girls that age to answer “very proud” (37.5% vs. 23.9%).

Proud of Mississauga's ... Environment in General

42.5%	Somewhat proud
21.3%	Very proud
20.2%	Not sure
11.6%	Not proud
4.4%	Not at all proud

How Proud of Mississauga's ... Multicultural/diverse

42.4%	Very proud
32.5%	Somewhat proud

This item had the highest proportion of youth reporting that they were “very proud”. Added together, 74.9% of the youth answered either “somewhat proud” or “very proud.”

How Proud of Mississauga's ... City Council

34.0%	Neutral
30.0%	Somewhat proud
27.6%	Very proud

Older youth aged 20-24 were more likely to answer “very proud” (38.2%) than their younger counterparts; however, they were also more likely to answer “not proud” than the other 2 groups (12.7%).

SURVEY HIGHLIGHTS

How Proud of Mississauga’s ... Debt-free city government

36.6%	Neutral
31.1%	Very proud
24.3%	Somewhat proud

The majority answered at least “somewhat proud” (55.4%).

How Proud of Mississauga’s ... Sports Activities

37.8%	Very proud
36.3%	Somewhat proud

About 10% answered either “not proud” or “not at all proud”.

Younger youth (aged 12-15) were more likely than youth in the other 2 age groups to answer “very proud”. Older youth (aged 20-24) were more likely than the younger youth in both groups to answer “not proud”. Female youth aged 16-19 were more likely than the male youth in that age group to answer “neutral/not sure” and were a little less likely to answer “very proud” or “somewhat proud”.

How Proud of Mississauga’s ... Arts/culture activities

36.5%	Somewhat proud
29.3%	Very proud

How Proud of Mississauga’s ... Other activities available

38.7%	Very proud
37.2%	Somewhat proud

Youth were also given the opportunity to rate how proud they were of Mississauga’s “other” activities – and were given some examples (e.g., Playdium, RibFest, events/ activities at the International Centre).

Younger youth aged 12-15 were more likely than the other two age groups to answer “very proud”; older youth aged 20-24 were more likely to answer “somewhat proud”, “neutral/not sure” or “not proud”.

Qualitative Comments re : Proud Questions Series:

Youth provided comments on additional things that they were, or were not, proud of in Mississauga, in addition to the pre-selected list that was provided. All responses were made about things that they were not proud of.

“I am not proud of the amount of violence and bullying that goes on in certain schools. Also, I believe cultural diversity is fine, as long as it does not interfere with other people’s lives. I don’t think religion should endanger anyone or give people power over others. I also think there should be more youth groups, where teenagers who don’t know each other can get together and talk about their problems and struggles through life. Teens are growing farther away from society and tend to rebel more. It’s not fair that they are given such a bad image, when it’s this part of their life when they need the most guidance.”

The following question provided a list of activities and the respondents were asked if they had participated in any of them.

SURVEY HIGHLIGHTS

Participated in any of the following programs or activities

85.8%	Gone to a library
69.3%	Participated in a drop-in activity at a community centre
66.2%	Volunteered in their community
65.0%	Extra-curricular school-based sports
64.8%	Extra-curricular school-based clubs
55.2%	Organized sport through Recreation and Parks
55.2%	Organized sport not through Recreation and Parks

There were some age differences in participation levels: younger youth aged 12-15 and 16-19 were more likely than older youth to have participating in organized sport either through Recreation and Parks, or outside of Recreation and Parks.

Boys were more likely than girls, in both ages 12-15 and 16-19, to have participated in organized sport – either through Recreation and Parks, or outside of Recreation and Parks.

Younger youth aged 12-15, and to a lesser extent those aged 16-19, were more likely than older youth to have participated in arts programs through Recreation and Parks. Girls were more likely than boys in both the younger age groups to have participated in these activities. Female youth were also more likely than male youth in both older age groups (16-19 and 20-24) to have participated in arts activities outside of Recreation and Parks.

Young women aged 20-24 were more likely than their male counterparts to have participated in a drop-in activity outside of Recreation and Parks.

Female youth aged 12-15 and 16-19 were more likely than male youth to have participated in school-based clubs and to have gone to a library.

Male youth aged 16-19 were more likely than female youth in that same age range to have participated in environmental programs.

Young women aged 20-24 were more likely than their male counterparts to have volunteered in their community or to have participated in cultural or religious-based programs or activities.

Boys aged 12-15 were more likely than girls in that same age range to have participated in other community based programs or activities.

Qualitative Comments:

Survey respondents were asked to state why they did not participate in activities or opportunities. The most frequent responses included: lack of time; not interested; lack of information or unaware of programs; and cost.

“Many times I do not get informed of these activities. I think it would help if there were more flyers around other than just the City Hall area. However, I enjoyed the Yoga Program VERY MUCH! Please do it again this summer.”

“I’d really like to, but the problem is, I was never made aware that there are things out there for youth. Never was there a flyer or some other form of advertisement that told me of these things. However, whenever I find a sheet with all the info, I’ll be sure to join.”

The following question provided a list of activities and programs and the respondents were asked if they felt Mississauga had enough of them.

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Do you think Mississauga had enough of the following (those answering “no”)?

59.8%	Not enough extreme sport parks/locations
53.5%	Not enough outdoor skating rinks
46.7%	Not enough skateboard parks
46.2%	Not enough outdoor swimming pools
41.4%	Not enough teen youth centres or drop-ins
39.8%	Not enough public parks/conservation areas
35.6%	Not enough volunteer activities
34.6%	Not enough advisory, planning or decision-making activities
34.5%	Not enough basketball courts

to answer “not sure” with respect to indoor swimming pools.

Older youth aged 20-24, and to a lesser extent those aged 16-19, were more likely than the youngest youth to think the city did not have enough youth activities at community centres. Older youth (aged 20-24) were also more likely than the younger youth (aged 16-19 and 12-15) to think that the city did not have enough basketball courts, volunteer opportunities, or advisory, planning or decision-making activities or opportunities.

Female youth aged 12-15 and those aged 16-19 were also more likely than the male youth in those age ranges to think that the city did not have enough youth centres or drop-ins. Girls aged 12-15 were more likely than boys in that same age range to think that there were not enough youth activities at community centres.

Male youth aged 16-19 were more likely than female youth that same age to report that the city did not have enough basketball courts.

Young women aged 20-24 reported more frequently than young men that age that the city did not have enough volunteer opportunities.

Qualitative Comments:

Respondents were asked to describe other places and opportunities they would like to see for youth in Mississauga. A large number of responses centred around increased opportunities or venues for sports and more opportunities for young artists and more music venues.

“I would like to see more activities based for teens (preferably aged 15+) so that we do not have to be stuck with the pre-teens, or children. Most of us don’t go out for most events because the age group is way too broad (youngest age being around 6 oldest age being around 18).”

“I have found that a lot of the youth in this city are extremely interested in Arts, Media, Music and Entertainment....There are not enough community organizations focused on Arts and Entertainment that are affordable if not free, for us to participate, get networks and develop skills to make great contacts and engage others with our talents.”

Do you think Mississauga should have more of the following for youth?

73.5%	Employment programs
67.5%	Apprenticeship programs
66.9%	Mentoring programs
64.4%	Leadership training
63.3%	Health programs
56.7%	Peer counseling programs
56.2%	Parenting programs
51.4%	Homework Clubs

SURVEY HIGHLIGHTS

Qualitative Comments:

“Young people in Mississauga should help the immigrant youths get used to the type of society in Mississauga. Introduce and open to other youths helpful programs available in Mississauga.”

Where you learn about opportunities, activities or resources available?	
80.4%	Friends or word-of-mouth
74.6%	School, college or university
33.0%	Community Centres
31.9%	Local community newspaper
26.3%	Recreation and Parks Guide
20.5%	City of Mississauga website
15.1%	Community or cultural organization
13.7%	Other

Older youth were less likely than the other 2 groups to learn about opportunities, activities or resources through schools/colleges/universities, and were more likely to use the City’s website.

Female youth in the youngest 2 age groups were more likely than the male youth to learn through friends or word-of-mouth.

Male youth in the youngest age group were more likely than the female youth to use the City’s website.

Do you think that you are aware of the various opportunities available to young people in Mississauga?

42.2%	Somewhat aware
36.6%	A little bit aware

Should the City of Mississauga do more to make youth more aware of the different opportunities available to them?

72.3%	Yes
17.3%	Not sure
10.5%	No

Older youth (20-24) were more a little more likely to answer “yes” and younger youth were a little more likely to answer “not sure”.

In both the 16-19 and 20-24 age ranges there were gender differences: in both groups the female youth were more likely than the male youth to answer “yes”.

Qualitative Comments:

Respondents were asked to suggest how the City could make youth more aware of different opportunities, active and resources available to them. A majority of respondents suggested that an effective way to reach youth and make inform them of activities is through the schools. Specific suggestions included through teachers, PA announcements and school bulletin boards. Many respondents suggested increased advertising using mediums that were popular with youth (websites, Facebook groups and television) and advertising through youth-friendly print (e.g. posters) in areas where one often finds youth (e.g. buses or bus terminals). Youth sections on the City websites, local newspapers and specifically the Mississauga News were also suggested quite often.

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“Make youth feel welcome. Have great opportunities and support programs in place, and a campaign to get youth engaged. It’s no good if only a small fraction of our youth are participating...a lot of the time these are the ones that don’t need the programs the most.”

“I’d advise the city to keep schools informed of all of the different opportunities, activities and resources available to them by constantly advertising/speaking to students about these events. A lot of students won’t know what’s going on in their city unless they are informed of it!”

“Communicate to youth through schools. I learned about most of the things I do through things mentioned in school.”

More than one-half of the youth felt that the following barriers prevented them from participating: locations too far away (71.6%), lack of transportation (66.4%), not aware of programs/activities (65.6%), cost was too much (60.3%), and hours were not convenient (58.9%). Approximately one-third or more felt that not feeling welcomed by other participants (36.8%), not feeling welcomed by staff (34.7%), not being allowed to go (35.9%) and the reputation of the neighbourhood or facility were barriers as well. Less than one-third (28.5%) felt that not being safe was a barrier.

- Older youth were more likely than the younger 2 age groups to cite lack of transportation as a barrier. Younger youth were more likely to indicate that “not allowed to go” was a barrier and they were more likely to answer “not sure” about the reputation of the neighbourhood/facility as a barrier.
- There were gender differences found in some of the barriers listed. And in each case it was the females answering “yes” more frequently than the males. Locations too far away, lack of transportation, not feeling welcomed by other staff, hours not convenient, cost too prohibitive, and not being aware of programs or activities were all barriers where female youth were more likely than male youth to answer “yes”.

Qualitative Comments:

The survey asked participants to describe additional barriers (other than those listed) that they had faced in participating in programs or activities for youth. These comments are similar to the comments generated by the question asking why they did not participate in activities and provide additional evidence for the cluster of factors that restrict the participation of young people in various activities.

“I have no time! There is way too much schoolwork. In order to keep my grades high, I must spend loads of time studying. I am too busy to attend these programs even though I would absolutely love to enroll in them.”

“The age limit and for instance in the gym where I live I have to go with an adult but if they wanted to invite more youth they could have put supervisors their and the police in my community center in Malton thinks all the kids which are 12 and higher are mischief makers and so the other day I went and was roaming around in the center with my friend and the police man comes and says angrily what are you doing and we are saying nothing but his face was telling us ‘hey kids I hate you get out’ and we went out.”

Have any of the following possible barriers prevented you from participating in activities that are available to youth?	
71.6%	Locations too far away
66.4%	Lack of transportation
65.6%	Not aware of programs
60.3%	Cost was too much
58.9%	Hours are not convenient
36.8%	Not feeling welcomed by other participants
35.9%	Not allowed to go
34.7%	Not feeling welcomed by staff
31.4%	Reputation of neighbourhood or facility
28.5%	Not feeling safe

SURVEY HIGHLIGHTS

“Lack of transit sometimes. Specially during Saturday and Sundays. Also the community centres are not open those days. We get free time on Saturday and Sunday and those days they are open for few hours.”

What is longest time you are willing to travel to participate in programs / activities?	
39.5%	15-30 minutes
31.9%	15 minutes or less
15.0%	45 minutes or more
13.6%	30-45 minutes

Older youth (20-24) and youth aged 16-19 were more likely than the younger youth to answer “15-30 minutes”. However, younger youth were more likely than the other 2 age groups to answer “45 minutes or more”.

Female youth in all three age categories were more likely than their male counterparts to answer “15 minutes or less” and less likely to answer “15-30 minutes” or “45 minutes or more”.

Do you think that the youth have a say in this city?

29.3%	Not at all
26.6%	A little bit
23.0%	Somewhat
14.0%	Totally
6.9%	Not sure

Older youth were more likely than the other 2 age groups to answer “not at all”; however, they were also more likely to answer “totally”. Responses from the other 2 age groups were very similar for each of the responses – the proportions for “somewhat”, “a little bit” and “not at all” were similar (at or around 25%).

Would you like to have more say in how this city is run?

61.9%	Yes
22.6%	Not sure
15.4%	No

Qualitative Comments:

Youth were given an opportunity in the survey to suggest ways that they would like to have a say in how the city is run. The response rate for this question was quite high and several themes emerged. One prominent theme was youth expressing how they had a valid opinion and should have a voice. Many believe that currently youth opinion in Mississauga is not valued and youth need to be given a voice and listened to. There were numerous suggestions about how youth can provide a voice. Many respondents (at least 40) suggested surveys and polls. Forums, meetings or other leadership activities for youth were recommended by many (at least 20). Many youth suggested that they would like to have a say is how the city is run by having a more formal voice on council (at least 15). Formal structures such as committees or advisory boards for youth, voting, making suggestions through phone lines or online, and meetings with decision makers were also frequent responses.

“I’d like to provide input on policies affecting youth in Mississauga. The MYAC is firstly not something that everyone knows about and secondly inconvenient because of the time. There should be a forum in which all youth can share their opinion, even from the school level.”

“I believe that allotting youth ambassadors to the major areas (by credibility, and reference) and allowing them to meet with officials every couple of months would provide a bridge over the gap set up between the youth who live in these cities, and the

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way the city is run. That would also benefit the entire city, in that young leaders would be trained under our current leaders. Thus allowing them to become youth prodigies, and train those less experienced than them in the future.”

“I want to be able to tell the government what teens like myself need in our neighbourhoods and how we feel about what is going on in the area around us. I want to be informed about what is going on including money and new buildings and public transit should decrease their prices because most riders are students who only have part time jobs and go to school.”

“Well if youth are the key to the future, then shouldn’t we like the city that we are living in by making things better from our perspective? I don’t think a seat in government would be a suitable option, however I’m sure some kind of awareness or person be appointed as youth councillor to the city’s youth, where we can address our concerns. Part of the problem is also when youth learn about these kinds of opportunities to voice their opinion, they feel that their word doesn’t matter or won’t have any affect.”

Which are should be a priority for spending by the City of Mississauga, the Region of Peel and or community	
46.5%	Public transit
36.4%	Environment
30.9%	Housing
28.3%	Sports
26.8%	Community Centres
23.7%	Public parks
20.2%	Support for non-profit groups
15.2%	Arts: music, dance, video

There were some age differences found in responses: youth in the older 2 age groups were more likely than younger youth to think that public transit should be a priority. Younger youth (12-15) and older youth (20-24) were more likely than the 16-19 year olds to think that housing should be a priority, and that “arts-music, dance, video” should be a priority. Youth in the younger 2 age groups were more likely than older youth to think that sports should be a priority, and youth in the older 2 groups were also more likely to think that support for non-profit groups should be a priority. Younger youth (12-15) were more likely than the older groups to think that spending money on police should be a priority.

Finally, male youth aged 16-19 were more likely than the female youth that age to think that police spending should be a priority.

The Last Word: Final Additional Qualitative comments

Survey respondents were given an opportunity to provide additional comments that they believe to be important in developing a Youth Plan for the City of Mississauga. There were positive comments about the survey and/or consultation process, expressing appreciation for the process. There were other comments that the survey was long and/or boring. Most of the additional qualitative comments were about the City’s Transit system, suggesting that improvements needed to be made to the system. Specifically comments were made about expensive fares and long waiting times for bus.

Other themes in the comments included the idea that youth opinions needed to be respected and made to count, that there was a need for more activities, structures and/or events for Mississauga youth, a need to focus on the environment, a need to make youth aware of programs and services, a need for increased job opportunities for youth, and a need to increase participation of all youth.

“Just mainly the transport. It is really horrible for those who need it the most. I have waited outside at night in the cold for an hour for a bus on the 1W line, near the terminus. Two ‘Not in Service’ buses passed by. I feel like these buses did not feel like picking anyone up because it was near the end of the line. They passed at 20 minute intervals, when the scheduled buses should have come. I tried to file a complaint over the telephone but was denied in doing so because it was not business hours. This is not the only incidence I have had like this. Many people I know have had similar incidences.

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If someone is running for a bus, oftentimes the bus driver drives away without waiting for them. This is very inconsiderate. These people are probably not having the best day if they have to run for the bus in the first place. They obviously don't have cars, so they NEED the bus. Also, buses don't come on time when they are supposed to. It is just really bad compared to other cities I have lived in where the transport is much more awesome. Another factor, it is way too expensive, especially considering the low quality of the service. Just compare it to other cities in Canada, not Toronto, which is also ridiculous. Take Montreal for example, the service is excellent and the prices are more than reasonable, and Montreal is a much bigger city than Mississauga. It is just unsatisfactory."

"As you can see I have many concerns ideas and opinions that are just pouring out from every part of me that I need to voice. I hope you see the dedication I have for this issue and I would love to be a part of any efforts there are to make Mississauga a better place to live for Youth and all citizens. You will hear and be seeing me in the near future, my time and effort is always available because myself and my children are the future. I hope when they grow up they will not be as frustrated as I am."

"I believe that knowing what we think is best for us is very important because adults cannot decide for us what is best unless they are back to their youth as well. Nobody should take teens and their word for granted. We are the future of the city and should not be mistreated and/or ignored. We fight for what we think is fair."

"I think Mississauga is a great community. We do have some youth discrimination. This is what I would like to see change. Most youth today rebel because they feel rejected by society"

"Don't blame the youth, listen to them."

"I think it's a great job doing this survey and having teenagers say. There's a lot of things you could improve on and the most important is to get the teenagers involved in other activities and opportunities."

The major themes, issues and ideas that emerged from the youth consultations align both strategically and tactically with other major consultations already completed or in process for the city, e.g. Future Directions Recreation and Parks, Our Future Mississauga and the Older Adult Report. (Transit, for instance, figures prominently in both consultations, as does promoting social diversity and inclusion).

The consultations demonstrated the keen interest that youth have in creating a more youth-friendly community. It's essential to tap into this desire to be engaged, and to actively involve young people in planning and implementing the elements of the Youth Plan that reflect their hopes.



FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

In all 320 people attended the public meeting series. Throughout the Ward Consultations and City-wide Forums a new technology to the City of Mississauga was used to collect data and generate discussions. Called Turning Point, the polling tool uses a hand-held wireless electronic device for each participant that provides immediate responses to questions as the facilitator asks them through a PowerPoint presentation. It was an excellent resource to gather information and generate meaningful dialogue. Although not available for all of the Consultations or Forums, it was a useful supplemental source of information and a youth-friendly tool for stimulating discussion. (Turning Point was not available for the Ward 11 consultation of March 19 and the Community Agencies Forum on Feb. 7) Detailed results, by Ward, are contained in Appendix III.

There are some cautions re the data collected by the technology before the data is presented. Turning Point was used primarily as a process tool to stimulate discussion not as a data collection tool, as participants were encouraged to fill out the survey to ensure consistency in data collection. As a process tool, questions and presentations were adapted for the audience for each presentation so the data cannot be compared across all the sessions or with the same rigour as the survey and the field notes from the researchers. Some of the logistical elements that need to be accounted for when viewing the results include:

- The technology was not always working correctly (all the polling keypads in a Consultation would sometimes not function) so numbers of participants vary. (It was discovered that by “playing” with the keypad, youth and adults could switch channels so that the wireless response did not get sent to the laptop for data collection.)
- The questions were changed and adapted as consultations moved forward.
- On the rare occasion some adults and youth voted more than once, creating inaccurate final numbers of responses, as compared to those in attendance.
- In many sessions, the number of participants was small, so the number of responses is small, and should not be viewed as a representative sample of that ward or population.

However, with these cautions in mind, there was consistency in the responses with the survey data, and the results do allow for a snapshot of who participants were and their experiences. The Turning Point data provided support for the results generated by the survey and the discussion around the polling for each question at the meetings provided clarity around what the youth meant as they answered. Presented in the following section are the quantitative numbers gathered through the polling, amplified by the themes and field observations collected by the researchers at each consultation and forum. The notes of the meetings were analyzed and summarized by the Youth Team working with the consultant team.

Main themes from the Consultations and Forums

Overall, there was a consistency in themes across consultations, and the results from the face-to-face consultations were consistent with the survey results.

- More programming/general activities
- Dance classes and places to dance
- Lack of things to do – youth feel they need to go to Toronto (desire for theme park, concerts etc in Mississauga)
- More sports opportunities, including drop-in and basketball
- More drop-in activities
- Lack of places to hang out
- Need lower prices for sports
- Activities are expensive
- Need diversity focus
- Lack of ethnic hair salons
- Fundraising to raise money and get involved
- Lack of activities for females

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

Which of these would you like to see focused on in the Youth Plan?

	Total	%
More drop in programs where youth can hang out	63	30.29
More drop in sports	56	26.92
More organized sports	45	21.63
More volunteer opportunities for you to speak to adults...	27	12.98
More volunteer opportunities	17	8.17
TOTAL	208	100

The responses to this question were echoed in all discussions that followed; young people were looking for somewhere to hang out, more drop in sports programs and increased number of organized sports.

Many consultations had young people describing, either visually or verbally what they were looking for in a place to ‘hang out’. Descriptions of youth “hang outs” were quite consistent across wards. It included a space that had diverse opportunities, including sports, a place to chill with couches, a place to dance, run in partnership between youth and adults with some structure but with a drop-in format.

Mississauga has enough places for youth to hang out.

	Total	%
Who are you kidding?	45	31.91
Not really	42	29.79
Uh-not sure	23	16.31
Pretty much	20	14.18
So True	11	7.80
TOTAL	141	100

More than half the respondents did not feel that there were enough places for youth to hang out and in the discussions that followed felt that an increased number of youth spaces would help reduce crime, violence and substance use in youth.

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

If you have or would like to learn more about dance, what kind of dance would you like to learn?

	Total	%
Salsa	46	34.59
Hip Hop	35	26.32
Ethnic	16	12.03
Nope-not for me	16	12.03
Ballroom	15	11.28
Ballet	5	3.76
TOTAL	133	100

When asked about arts and culture many youth spoke about wanting to learn more about dance, both male and female respondents. Salsa and Hip Hop were clearly the most popular choices though in discussions many youth shared that they would be open to other forms of dance as well.

Barriers to engagement/Barrier to a youth friendly city.

- Issues with transportation (very prominent theme)
- Fees – .too much
- Not frequent enough programming
- Great distances between things – too far to travel to opportunities

- The last bus is too early for them to return home
- Youth segregation by culture (fairly prominent theme)
- Racism (very prominent theme)
- Attitude towards youth are negative and they feel unwelcome
- Harassed at malls (because of age or race)
- Kicked out of places where they try to hang out
- Stereotyping of youth
- They do not feel respected
- Lack of money
- Issues between police and youth
- Lack of safety such as bullying
- Lack of youth community
- Lack of Mississauga identity
- Lack of snow removal (had to mention as it came up many times!)

Issues such as ageism, racism and not knowing what was available were often discussed in the consultations. Young participants often felt that they were treated differently and / or poorly because of what they looked like, what they wore or how old they were. There was also often discussion about the interactions between police / security services, and young people thought that these issues needed to be addressed. The most predominant barrier vocalized at each of the consultations was transportation: its cost, the frequency and distance youth had to walk to use public transit.

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

How old are you?

Age	Total	%
under 12	11	5.26
12-13	46	22.01
14-16	47	22.49
17-19	51	24.40
20-24	19	9.09
over 24	35	16.75
TOTAL	209	100

The diversity in age ranged based on the consultations though it should be noted that many of those who identified as over 24 years old would have been adults attending the meetings as supports and guests. (During the Feb 27th and March 5 consultations, 10 participants answered 15-19 and 1 answered under 15. These 11 participants have not been included in the table.)

What is your gender?

	Total	%
Male Total	101	43.72
Female Total	130	56.28
TOTAL	252	100

Were your parents born in Canada?

	Total	%
Yes	13	21.67
No	38	63.33
Choose not to say	9	15.00
TOTAL	60	100

The numbers of participants whose parents were not born in Canada, though a margin smaller are consistent with the survey respondents.

What grade are you in?

	Total	%
Grade 5 or less total	9	4.50
Grade 6-7 totals	39	19.50
Grade 8-9 total	32	16.00
Grade 10-11 total	46	23.00
Grade 12 Total	32	16.00
College/University total	9	4.50
Alternative Education Program total	2	1.00
Not In School total	30	15.00
TOTAL	200	100

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

How did you hear about this meeting?

	Total	%
Invited by youth team	56	28.57
Community staff person	34	17.35
friends	33	16.84
school	30	15.31
Community organization	11	5.61
www.mississauga.ca	9	4.59
Library staff person	8	4.08
poster	6	3.06
TOTAL	196	100

These totals speak to the influence of both peers, (the Youth Team) as well as those adults who work with youth and have existing relationships (Community Centre staff person).

- It should be noted that youth of colour who self-identified as Black or “Urban” youth were over-represented in the Ward consultations compared to the survey and the population of Mississauga. This most likely reflects the effectiveness of the word-of-mouth recruiting of the black members of the Youth Core Team. (A balance was achieved overall in the total survey results, with black youth or “mixed” self-reporting as 5.4% of the sample.)

Who influences the music you listen to?

	Total	%
Other	41	31.54
Friends	34	26.15
Family	19	14.62
Internet	14	10.77
TV	11	8.46
Radio	11	8.46
TOTAL	130	100

This question was asked to explore who influences choices young people make and from the discussions that followed the youth identified their friends and themselves as the key informants on new information. Youth also rely on their family to help them make choices and to learn information. This supports the significance of “word of mouth” as a source of information for decisions young people make about what to do and not to do.

Some activities cost money.

How much do you think its worth to pay for a drop in program?

	Total	%
Free	91	45.50
\$2 or less	32	16.00
\$3-\$5	39	19.50
More than \$5	21	10.50
TOTAL	200	100

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

The discussions, which followed this question many times revolved around the word ‘worth’. Though almost half of respondents said ‘Free’ many did indicate that if programs were enhanced they would be more likely to feel that it was ‘worth’ payment.

Respect

Young people engaged via the Consultations also spoke quite frequently about respect: what it meant to them. Below is a highlight of one of the discussions with a smaller group as to what respect means to them, as young citizens of Mississauga.

What does respect feel like?

- You get what you give.
- No one questions you.
- No dirty looks.
- No harassment.
- No one brushed me when I am walking.
- No racism or ageism.
- Treated equally.
- No stereotyping.
- No attitude.
- No keeping tabs on me.
- Be understanding.
- Be patient.

Differences by Wards: Safety, Interests, and Boredom

Three thematic areas did show some significant variations from ward to ward in terms of the polling results; these were the perceptions of Mississauga as a safe city, levels of boredom and main interests. However, the number of responses is so small that these numbers must be treated with caution.

The total polling results from all the consultations showed 46.32% thinking that the city was pretty safe and 17.37% thinking that it was totally safe; 19.47% thought it really was not safe at all.

	Total	%
Pretty much	88	46.32
Who are you kidding?	37	19.47
So true-totally safe	33	17.37
Not really	33	17.37
Uh-not sure	25	13.16
TOTAL	190	100

When youth talked about safety in Mississauga quite often there was references made to not ‘wanting to be like Toronto’ and a perception that Mississauga was overall a safe city. Bullying was specifically noted as an issue, which made young people feel unsafe.

However, both the discussion sessions and polling during the sessions showed that youth in certain wards thought that the city was either much safer or much less safe than youth in other wards. Ward 9 youth felt the city to be much safer than in Wards 2, 4 and 6.

“ There are areas that safe, close to our churches, but I don’t think our parks are safe. They are isolated, with trees; they need more lights, perhaps more police, and security guards.”

A similar variation showed up in the survey filled out by 810 youth, where youth were asked to check off barriers that prevented them from participating in programs and activities. Not Feeling Safe was one of the choices for a barrier, and Not feeling safe got much higher ratings in some neighbourhoods than others. (Neighbourhoods, not wards, were used in the survey, as it was believed that most youth would not know what ward they lived in. Neighbourhoods did stretch in some cases from one ward to another.)

The difference across the Wards potentially illustrates the dangers of doing city-wide canvasses of user preferences and deciding to offer more or less of any one type of programming, such as more basketball courts and fewer cricket pitches. It suggests that programming needs to be diverse, varied and responsive to a changing youth dynamic, involving the users of existing programs and services in decisions, as well as engaging potential youth users in identifying what they would use.

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

Sample Brainstorming of Priorities for the Plan

- transportation – hard to get around, getting too expensive
- more places for kids to hang out – that meet a variety of needs
- more stuff to do after school – homework help/community hours
- no low cost things to do on weekend – bowling, movies expensive
- libraries viewing rooms for movies
- Rec and Parks to program more intramurals/activities @ the school
- Games, hang out – video, dominoes, dance studio, mini competitions
- Combination of youth and adult run centre
- More activities to keep youth busy
- Bus just for youth to get there they need to be; youth friendly with music
- Drop bus fare
- friends
- opportunities to invite them
- reduce hatred towards youth; in stores – no limits to number of youth in stores
- more places to hangout and chill
- better stores – clothes
- make it easier getting to places like malls and Community Centres
- make Mississauga safer
- provide a diverse group of programs that everyone can participate in
- improve transit (more frequent/cheaper)
- new places to hang out (like a CC) & dances with dance hall
- more advertised volunteer opportunities
- change the way adults see youth for the better
- employment services for youth
- make city better lit (street lights)

- more concerts and festivals, arts & culture
- pedestrian only street with coffee shops
- downtown @ city centre with clubs
- cooking classes & co-op
- public youth meetings/advisory committee in each community
- movies in the park with projectors – drive-in (bus-ins)
- art gallery bigger with young artists
- more places to hang out (paintball)/amusement parks
- rock climbing
- More activities – sports,
- Fundraising (e.g., walking)
- Get all input from youth
- Talent show to get more youth involved

COMMUNITY AGENCY FORUM

Overview

The Community Agency Forum was well attended, with 36 representatives of various community agencies present and strong support from City staff promoting the meeting. It was a lively discussion about the needs of young people, the organizations that serve them and who could be / should be responsible for delivering and funding programs and services.

Process

A considerable amount of time was spent examining ideas and effective practices from other communities gathered during the environmental scan to gauge the local organizations response. The Forum combined large group and small group work, and a brainstorm wall, called the “What If” wall, which allowed participants to put up ideas as they occurred to them. As well the participants were encouraged to connect with

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

the Youth Team members and identify how they could support youth to participate in upcoming Mississauga Youth Plan activities. Several young people who attended later meetings and joined the Youth Team became engaged after the organization they were connected to participate in the Community Agency Forum.

Feedback: How do we make Mississauga a youth friendly city?

Participants were asked to rate first and second choice in terms of what's required to make Mississauga a youth friendly city

- Places for youth to gather: selected 16 times – 8 first choice & 8 second
- Increase youth resources: selected 10 times - 7 first choice & 3 second
- Transportation – increased routes buses and different fare options: selected 9 times: 4 first choice a& 5 second
- Respect for youth in city and organizational run programs: selected 7 times – 2 first choice & 5 second
- Respect for youth in the City of Mississauga: selected 4 times – 3 first choice & 1 second
- A more secure/safe city: selected 3 times - 2 first choice & 1 second

Small Groups: Prioritizing Effective Practices

ONE

1. Adequate systemic support (policies, budget, dedicated staff and youth positions)
2. Focus on inclusion and diversity: Proactive outreach to disengaged youth and their families in an acceptable and respectable way
3. Strong strategic partnerships with community organizations, services and institutions
4. Approaching programs with a broader vision for youth recreation (e.g. drop-in activities or engagement in social activism/justice activities) and linking programs to overall community strategies.

5. Providing opportunities for children, youth and their families to be engaged (e.g. accessible locations, financially accessible, programs tailored to communities).

TWO

This group blended some of the practices.

1. Provide a variety of meaningful roles and options for youth responsive to different cultures and changing interests and diverse youth groups with access to affordable transportation
2. Create sustainable funding strategies that are youth specific and that are blended to meet grass-roots and parks and recreation programs with family participations and support in a youth friendly environment that is accessible.

THREE

This group put recommendations in the following order and then had some additional notes.

1. Engage youth in planning and development of programs, services/spaces and delivery of programs for youth, to foster “ownership” of programs.
 - Tied to this practice – Better public transportation – safe, easy, and frequent and reduced pollution – provide bus tickets, good cost for transportation, transit incentives.
 - Getting the attention of the youth
 - Youth incentives, pay, Community hours, trips, etc...
2. Providing opportunities for youth to build skills (training and support) and move into different (appropriate) roles as they grow (added word).
3. Building capacity of supportive adults (e.g. training as an important component) and fostering adult-youth led partnerships and shared decision making, (this one was placed beside number 2 – supposedly meaning it is at par.)
 - Tied to this practice – support for parents (permission too)

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

4. Hiring and promotion of youth in decision-making, planning and consultation roles and supporting them to build and continuously engage a constituency base of their peers.
- Tied to this practice – Make our youth more independent by making transit more accessible and user-friendly – reimburse them for coming to events and make transit easier- Mississauga get a RAPID TRANSIT SYSTEM
5. Integrating various municipal departments and regional/provincial services for youth.
- Tied to practices 4 & 5 – ways to be sustainable

SAMPLE IDEAS:

Community Centre (s) on wheels

- Started as 1 mobile vehicle
- Expanded to more than 1 vehicle
- Can be rented out too

Would this work in Mississauga?

- Transportation is always an issue
- As a means, to go to the youth, e.g. police, create an information fair
- Can help address boredom – far from schoolmates, meet people in your community, make friends

Who is responsible?

- Who can benefit, such as a corporate sponsor?
- Engage a youth-type sponsor
- Would corporate take advantage of youth
- Community opportunity, community owns it

What role do you people have to do this?

- Hire youth from the beginning...focus groups
- If community responsibility – is there a fee?
- Universal access for all families (consider lower income families)
- Express, accessible bus to the centre (Co's, LAC...)
- Students with disabilities (buddies) I'm not sure if this continues here or if it's another idea)
- Buddies – youth
- Staff – youth
- Volunteer – youth
- Go to high schools to “teach” students how to (empower) create changes in their community – e.g. outreach, proposal writing
- Youth are “open” to ideas and youth/friends motivate (high school tour)
- Chat with Peel SB – Could students get a credit?
- Youth-friendly connection to Peel SB schools
- Start with organizations and youth you already have – they connect to other youth and they connect to other youth – then these youth go on to lead and create other opportunities
- Volunteers (hospital) need to pay – kids need free transportation

Bill of Rights Concept

- Children and youth – Charter of Rights of Peel
- Can we breathe life to them>
- Implementation of

Who are we accountable to?

- “5000’ Strategic plans in progress now
- Needs to be youth-driven as per this process

FACE TO FACE PUBLIC CONSULTATIONS HIGHLIGHTS

Who is responsible?

- Council/community youth & adults
- Watch dog for the Bill of Rights/Direct
- Political – get the whole city to buy in
- City mandate
- Paid person to “approve” for youth friendliness for all city proposals
- Need to answer to youth – youth “vote”
- Youth officer/commissioner
(I would say more than one youth, as this is intimidating)

Child Action Suitcase Plan and Build Mobile Unit

- To successfully engage youth
- Ensure youth “voice” is fed into bigger picture (s) e.g. BC21 and other Strategic Plans
- Adults don’t have all the information for youth
- Youth programs in a “site for easy access
- Training to develop tools – how to properly engage young people?
E.g. parachuting in and tokenism
- Kid Nation (a model) kids as “teachers”
- Child to child process (used in schools)
- Listen, trust, respect
- Mississauga youth council is involved with this project – balance with community youth vs. school-based

When asked “What If” youth participants provided over 400 ideas and suggestions for the betterment of Mississauga (page 60 Appendix III).

If adults fail to affirm the significance of youth by providing access, support, and safe opportunities for honest participation, they miss the chance to be part of a “joint rhythm” and youth contributions will be no more than an appearance. It is not enough to invite them into the room; if young people merely occupy space those moments of “moving ahead” will be lost. Once the decision is made to involve youth it takes perceptive adults and due diligence on every detail regarding young people and their expectations to create a successful connection. Organizations may find it expensive and time consuming to prepare for strategic planning meetings that involve youth, but the results are well worth months of preparation when they see the fruits of a rich, rewarding exchange of ideas. Working with youth adds a higher level of accountability.....It is imperative that when young people are brought to the table that adults work to keep them inspired, informed, and involved. Following through on their suggestions is the signal that what they say has been honoured.

¹Wilson, Harry. “If it Takes A Village to Raise a Child, How Many Children Does it Take a Raise a Village?” 2005. Community Youth Development Journal. 23 Feb. 2008



RECOMMENDATIONS

The Youth Plan is the first of its kind in terms of setting a direction for programs and service for youth in Mississauga. It is not the intention that the Youth Plan will provide immediate solutions for social issues facing youth in Mississauga.

Based upon research, data and feedback obtained through the comprehensive Environmental Scan and Youth Engagement processes, the following 46 Recommendations have been developed by the Youth Team, working with the Students Commission of Canada, in collaboration with Departmental City Staff. The recommendations address key findings of transportation, accessibility, diversity, partnerships and ongoing engagement.

Implementation extends over the next five years to remain flexible and to respond to evolving interests and diverse youth needs. Each of the 46 recommendations has specific details related to priority, timing, accountability, outcomes and measurements (Recommendation Chart Appendix I).

The Youth Plan recommendations are aligned with and support current initiatives and recommendations included in the City's 2009 Strategic Priorities and Workplan "Moving Forward" document #14,15,16,19,117,118, the Strategic Plan Pillar #2 "Ensuring youth, older adults and new immigrants thrive," #11,12,22, the Region of Peel Youth Violence Prevention Network's "3 year plan," Peel Children and Youth Initiative, the Connect2ENDviolence initiative, the Province of Ontario's "Roots of Violence" report and "Canada's Commitment to Children and Youth."

Both the research and engagement feedback strongly indicated that when implementing programs and services to meet the needs of youth ability to pay is a barrier for this demographic. Therefore, any fees will need to be minimal or no charge for youth to participate in programs and services recommended in this Youth Plan.

Sponsorship for some existing youth programming such as At Play does assist to offset costs to deliver such a valuable program. However, for the City to implement the Youth Plan and meet the basic operational programming need of youth in Mississauga, such reliance is not realistic. Extreme caution is required when relying on sponsorship to support core operational services, particularly with the current and projected economic environment.

It is important to point out that the City of Mississauga is not the sole provider of youth programs and services. Implementing the recommendations will require an all-encompassing approach, one involving the City of Mississauga, community agencies and groups, the commercial and private sectors, and youth themselves. Lead partners are capable of accessing necessary sources of revenue for implementation not available to the City.

Costing for some recommendations will need to be determined based upon other granting sources, detailed action steps and partnerships. Staff time other than the

Youth Plan Coordinator has been estimated within the Recommendation Chart (Appendix I). Order of implementation in terms of priority neighbourhoods have been based upon the Social Risk Index produced by Peel District School Board (Appendix IV).

PRINCIPLE 1:

Public transit is an essential service for youth.

1. Establish an equitable discounted fare system for all ages.
2. Explore the option for provision of transit strip tickets to youth Fee Assistant Participants.
3. Explore the combining of swipe cards with other City of Mississauga applications for facilities, programs and services.
4. Assess the need for increased service for specific routes and/or times for youth.
5. Assess the need for transit stops in proximity to community facilities, such as community centres and arenas, libraries and high schools.

PRINCIPLE 2:

All youth have the opportunity to be active in diverse programs, utilize public spaces and develop skills.

6. Introduce and expand low cost and no charge drop-in programming in priority neighbourhoods directed at ages 15-17 to a total of 23 new locations by 2011.

RECOMMENDATIONS

7. Allocate additional annual operating budget to support city-driven initiatives addressing youth event programming and drop-in recreation targeted at ages 15-24 (city-wide).
8. Continue and expand the At Play program and develop a mentoring component in priority neighbourhoods to address ages 10-14.
9. Develop more trade apprenticeship opportunities for youth within City departments.
10. Market City apprenticeship opportunities to high school students and co-op teachers.
11. Develop an awareness campaign to encourage young people to volunteer in civic and community based programs and activities.
12. Explore feasibility of additional facilities city-wide such as extreme sports and skateboarding and a community centre in the Northwest.
18. That the Youth Plan Coordinator facilitates regular opportunities for City Councillors to engage with local community centre/library Youth Advisory Committees.
19. Identify and utilize existing youth-serving agencies and organizations to maximize communication with youth regarding existing opportunities available to them.
20. Develop and provide training on “working with youth effectively”, to City staff, Councillors and community organizations.
21. Provide training and support enabling youth to conduct “word of mouth” and “face-to-face” promotion of youth opportunities.
22. Promote opportunities for youth on boards, committees, or Council-appointed groups that relate to youth.
23. Host an annual youth-led symposium that brings together youth advisory groups, youth councils, and youth boards involved with both the City and community-based organizations.
24. Develop various means of communication such as walk-up (face-to-face) and on-line portals for youth to provide feedback on City services.

PRINCIPLE 3:

The contribution of young people in community decision-making, program development and public policy is valued and reflective of the diverse youth population.

13. Dedicate 1 existing full time staff complement to support, monitor and implement the Youth Plan over the next 4 years.
14. Provide a budget allocation to support the Youth Plan Coordinator.
15. Develop a city-wide Advisory Team of youth to support the Youth Plan Coordinator in the implementation of the Youth Plan.
16. Develop an Advisory Committee of youth in each community centre/library to engage and consult youth on a regular basis.
17. Develop a city-wide staff network team to liaise with Youth Advisory Team (similar to the Environment staff network team).

PRINCIPLE 4:

Youth are involved in developing social responsibility.

25. Develop mentoring programs in all priority neighbourhoods targeting ages 15-19 with community partners.
26. Address priority social issues, needs and supports for young people by working with community partners.
27. Develop promote and implement a corporate policy (Fee Assistance Program) to ensure that under-represented youth have the ability to participate in city-run programs.
28. Utilize “youth to youth” and contemporary methods of communication to increase awareness of programs and services available to under-represented youth segments of the population.

RECOMMENDATIONS

29. Develop and ensure that all City corporate policies are youth-friendly.
 30. Facilitate a series of city-wide events that connect youth who are different from one another and to build new relationships.
 31. That the City work with the Peel Youth Violence Prevention Network to obtain Federal funding to address youth violence, gang issues and gang prevention in Mississauga.
 32. That the City request the Region of Peel develop a full time advocate position to assist young residents to navigate social services, and ensure they receive adequate resources from regional and community organizations.
 33. That Mississauga youth are involved in the Peel Youth Violence Prevention initiative.
- PRINCIPLE 5:**
Youth friendly communities are built on respectful youth and adult partnerships.
34. Increase the Corporate Grant program to support new partnership initiatives that address youth needs ages 15-24 within priority neighbourhoods of the city.
 35. Increase opportunities and locations of programming related to entertainment (dance, music, video) and art activities for ages 19-24 within the city.
 36. Increase the locations of informal/drop-in equipment (e.g. basketball backboards etc.) within the city by working with community partners.
 37. Compile an inventory on-line of youth programs and services with community partners.
 38. Work with the Boards of Education to gain access to local schools to deliver collaborative programs with social service partners.
 39. Develop a community inventory of existing and potential new spaces to provide structured and unstructured youth activities.
 40. Develop a peer (youth to youth) marketing approach to promote City programs, services and facilities available for youth.
 41. Develop an awareness campaign to build a greater public understanding between generations.
 42. Work with community partners to provide both structured and unstructured intergenerational programming and activities in public parks during the day and evening.
 43. Encourage community partners to develop reciprocal mentorship programming across all age groups (youth to youth and intergenerational).
 44. Investigate the feasibility of developing and sustaining “youth spaces” in the community with community partners based on community need.
 45. Facilitate a network of employers and community organizations on a semi-annual basis to promote collaboration in the training and/or employment of youth.
 46. Encourage the expansion of high school co-op placements with local businesses and community agencies.

IMPLEMENTATION

The Youth Plan is primarily focused on Recreation and Parks, Library and Arts and Cultural programs and services, with some aspects extending to other City departments, the community and the Region of Peel.

Implementation of the Youth Plan begins in 2009 and extends over the next five years to remain flexible and to respond to evolving interests and diverse youth needs. The 46 recommendations in this report build on current strengths within the city, including: facilities; dedicated staff; a Fee Assistance Program; existing partnerships (with schools, community organizations, the private sector and social services); and strong youth-led organizations. Each recommendation will require a detailed action plan and specific costing to ensure successful implementation.

City staff are currently implementing numerous initiatives, programs and services that address aspects of the recommendations. Implementing the recommendations will require an all-encompassing approach, one involving the city, community agencies and groups, the commercial and private sectors, and youth themselves.

The Youth Plan recommendations will be monitored, measured, and staff will ensure the Youth Plan remains in line with and supports current initiatives and recommendations included in the City's Strategic Plan, the Peel Youth Violence Prevention Network initiative, the Connect2ENDviolence initiative; the Province of Ontario's "Roots of Violence" report, "Canada's Commitment to Children and Youth" and United Way's "Peel Newcomer Strategy" and "Community Investment Strategy". Priority neighbourhoods have been identified through the Peel District School Board's "Social Risk Index".

A detailed Recommendation Chart (Appendix I) contains recommendation priorities, timing, accountability, assessments of cost (in terms of staff time, operating budget or capital expenditures), partners, and desired outcomes and measurements. Utilization of Community Hubs will be a key factor to maximize resources. Recommendations are to be addressed by the responsible Departmental Service Area for further development, costing and inclusion in Service Area Business Plans.

The Community Services Department, through the Youth Plan Coordinator along with the Youth Advisory Team, will be responsible for supporting and monitoring the implementation of the Youth Plan. Regular progress reports on implementation of Youth Plan will be prepared containing outcomes, quantitative measures and evaluation.

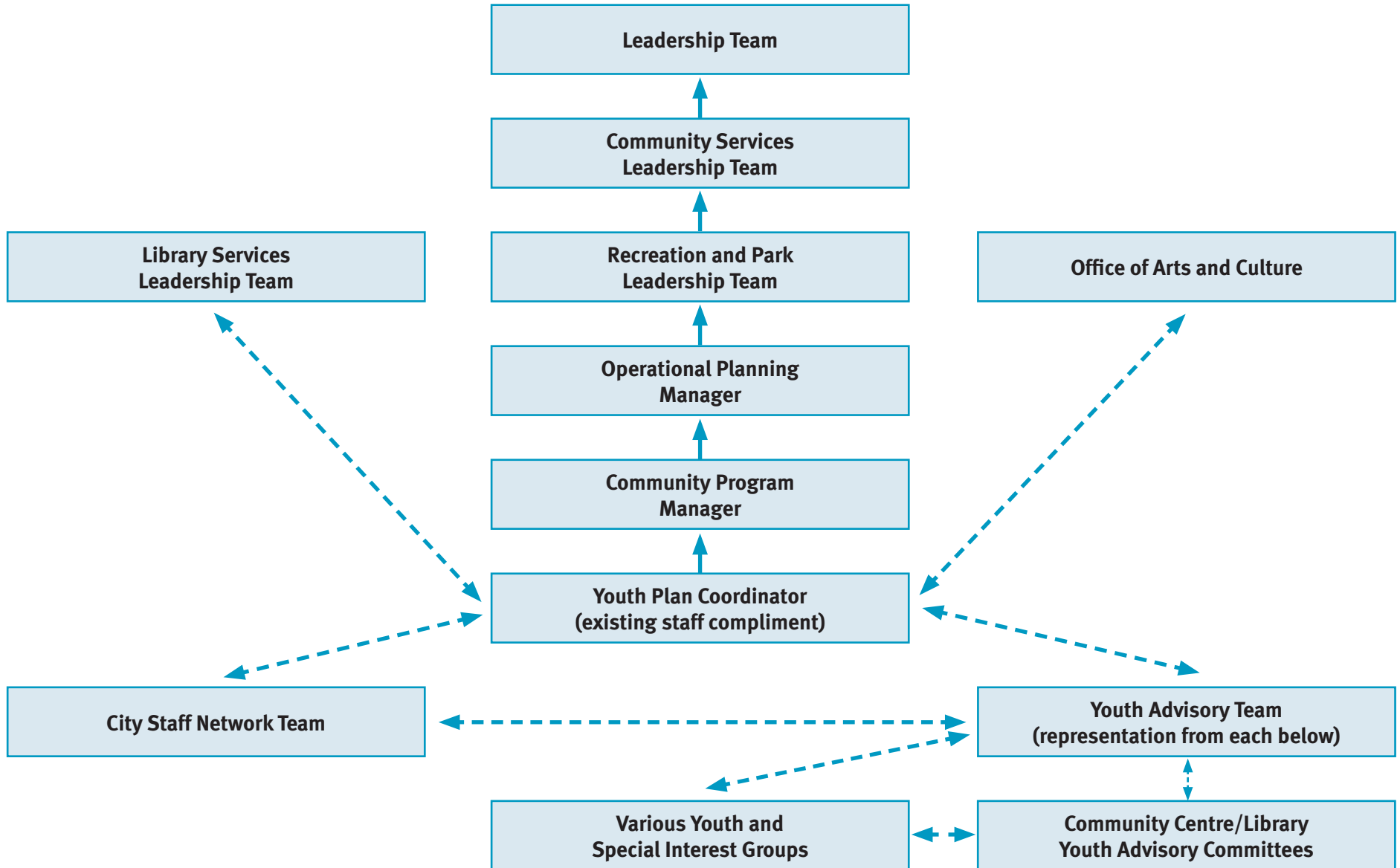
Implementation of the Youth Plan has been designed to address priority areas based on:

- budget constraints for 2009 and 2010 therefore the existing full time staff member assigned to implement will address non financial recommendations such as building youth advisories, increasing awareness of youth programs and establishing and maximizing community partnerships during the first 16 months;
- need for drop-in programs for ages 15-17 in priority neighbourhoods;
- need for drop-in programs and events city-wide for ages 15-24;
- need for increase in program days per week for At Play program ages 10-14;
- need for support to community partners for delivery of program expertise; and
- need for support for youth advisories.

Youth advisories will be utilized to assist staff with program and event planning during 2010 and will allow for full implementation of the plan in 2011.

IMPLEMENTATION

The reporting and liaising relationships required for the successful implementation of the Youth Plan.



IMPLEMENTATION

Implementation of the Youth Plan has been designed to address priority areas based on: budget constraints for 2009 and 2010 therefore the existing full time staff member assigned to implement will address non financial recommendations such as building youth advisories, increasing awareness of youth programs and establishing and maximizing community partnerships during the first 16 months; need for drop-in programs for

ages 15-17 in priority neighbourhoods; need for drop-in programs and events city-wide ages 15-24; need for increase in programs days per week for At Play program ages 10-14; need for support to community partners for delivery of program expertise. Youth Advisories will be utilized to assist with program and event planning during 2010 and will allow for full implementation in 2011.

RECOMMENDATIONS WITH SPECIFIC FINANCIAL IMPACT	2010	2011	2012	TOTAL
6. Introduce and expand low cost and no charge drop-in programming in priority neighbourhoods directed at ages 15-17 to a total of 23 new locations by 2011.	\$84,000	\$192,000		\$276,000
7. Allocate additional annual operating budget to support city-driven initiatives addressing youth event programming and drop-in recreation targeted at ages 15-24 (city-wide).	\$55,000	\$195,000		\$250,000
8. Continue and expand the At Play program and develop a mentoring component in priority neighbourhoods to address ages 10-14.		\$64,500		\$64,500
14. Provide a budget allocation to support the Youth Plan Coordinator.	\$20,000			\$20,000
15. Develop a city-wide Advisory Team of youth to support the Youth Plan Coordinator in the implementation of the Youth Plan.	\$1,000			\$1,000
16. Develop an Advisory Committee of youth in each community centre/library to engage and consult youth on a regular basis.	\$11,000			\$11,000
23. Host an annual youth-led symposium that brings together youth advisory groups, youth councils, and youth boards involved with both the City and community-based organizations.	\$8,000			\$8,000
28. Utilize “youth to youth” and contemporary methods of communication to increase awareness of programs and services available to under-represented youth segments of the population.	\$2,000	\$3,000		\$5,000
30. Facilitate a series of city-wide events that connect youth who are different from one another and build new relationships.	\$16,000			\$16,000
34. Increase the Corporate Grant program to support new partnership initiatives that address youth needs ages 15-24 within priority neighbourhoods of the city.	\$20,000	\$55,000	\$75,000	\$150,000
40. Develop a peer (youth to youth) marketing approach to promote City programs, services and facilities available for youth.	\$1,000			\$1,000
TOTAL	\$218,000	\$509,500	\$75,000	\$802,500