



THE REGIONAL MUNICIPALITY OF NIAGARA
WOMEN'S ADVISORY COMMITTEE
AGENDA

WAC 4-2024

Tuesday, July 16, 2024

4:00 p.m.

Meeting will be held by electronic participation only

If you are interested in viewing this meeting or would like to speak to an item listed on the agenda please contact the Office of the Regional Clerk at clerk@niagararegion.ca.

	Pages
1. <u>CALL TO ORDER</u>	
2. <u>LAND ACKNOWLEDGEMENT STATEMENT</u>	
3. <u>DISCLOSURES OF PECUNIARY INTEREST</u>	
4. <u>PRESENTATIONS</u>	
4.1 <u>Niagara Workforce Coalition</u>	3 - 12
Vivian Kinnaird, CEO, Workforce Collective, and Marco Marino, Associate Director, Economic Development	
4.2 <u>Niagara Employment Inventory - Diversity, Equity, and Inclusion Data</u>	13 - 30
Cynthia Tia, Planner, and Cassie Ogunniyi, Manager, Diversity, Equity, Inclusion, and Indigenous Relations	
5. <u>DELEGATIONS</u>	
6. <u>ITEMS FOR DISCUSSION</u>	
None.	
7. <u>ITEMS FOR INFORMATION</u>	
7.1 <u>WAC 3-2024</u>	31 - 34
Women's Advisory Committee Meeting Minutes - May 14, 2024	

8. **OTHER BUSINESS**

9. **NEXT MEETING**

The next meeting will be held on Tuesday, September 17, 2024, at 4:00 p.m.

10. **ADJOURNMENT**

If you require any accommodations for a disability in order to attend or participate in meetings or events, please contact the Accessibility Advisor at 905-980-6000 ext. 3252 (office), 289-929-8376 (cellphone) or accessibility@niagararegion.ca (email).

NIAGARA WORKFORCE COALITION

JULY 2024



Economic development – Niagara Region, Niagara Falls, St. Catharines, Welland, Fort Erie, NOTL

Education organizations – Brock University, Niagara College, Literacy Link Niagara, Civiconnect, Academy of Learning, University of Niagara Falls

Niagara Industrial Association

Chambers of Commerce – South Niagara Chambers, Grimsby, GNCC

Employment Services – YMCA of Niagara Immigrant & Employment Services, Job Gym/John Howard Society
PC Works, FedCap Canada

Community organizations – Future Black Female, Niagara Region community services

Workforce Collective

**Integrating workforce planning and development in Niagara
+ working towards a thriving local economy together.**

OUR “WHY”

- **Unprecedented labour shortages are negatively affecting business** productivity
 - 57.2% of individuals in Niagara (aged 15 years and older) are working¹
 - Retirees are exiting the workforce faster than people are entering
- Growing **mismatch between the skills workers have and those that employers are seeking**
 - Many Niagarans and newcomers are not working to their full potential²
 - New ways of working (workplace skills) emerged during Covid-19
- Community efforts towards **poverty reduction** and **diversity & inclusion** (decent work)

PRIORITIES

1. Develop **talent attraction and retention strategies** for in-demand jobs and emerging sectors.
2. Share **data and knowledge** between partners (to coordinate efforts, increase capacity and reduce duplication); and mobilize information to interested parties (e.g. employers).
3. Strengthen partnerships and **proactively engage** in initiatives to develop our workforce.



EV Manufacturing Workforce One-pager for “Project Phoenix”

COMMON LANGUAGE

- **Niagara has assets**
 - Training & post-secondary education organizations
 - Localized, wraparound support for employees
 - This Coalition for employers
- **Niagara has *potential***
 - Untapped workforce
 - Employers are figuring it out (possibility models)

INTENDED OUTCOMES

- Develop workforce strategy that complements economic development strategies and guides workforce planning and development activities
- Products/campaigns to promote awareness and spark action
- Co-initiate (funded) projects to enable employers to provide decent work & innovate training and skills development

TIMELINE



CONTACT

vivian@workforcecollective.ca
rachel@workforcecollective.ca

905.641.0801 x123

www.workforcecollective.ca



REFERENCES

- 1. 218,800 people are self-employed or employed in Niagara. Source: Statistics Canada, Labour Force Survey, Table 14-10-0378-01, Labour force characteristics, three-month moving average, unadjusted for seasonality c 1 (July 2023)*
- 2. Workforce Collective (March 2023). Equitable employment outcomes for newcomers: A win-win for all.*

DEI and the NEI

Niagara Employment Inventory

July 16, 2024

Cassie Ogunniyi

Manager, Diversity, Equity, Inclusion, and Indigenous Relations

Cynthia Tia

Planner, Growth Strategy and Economic Development

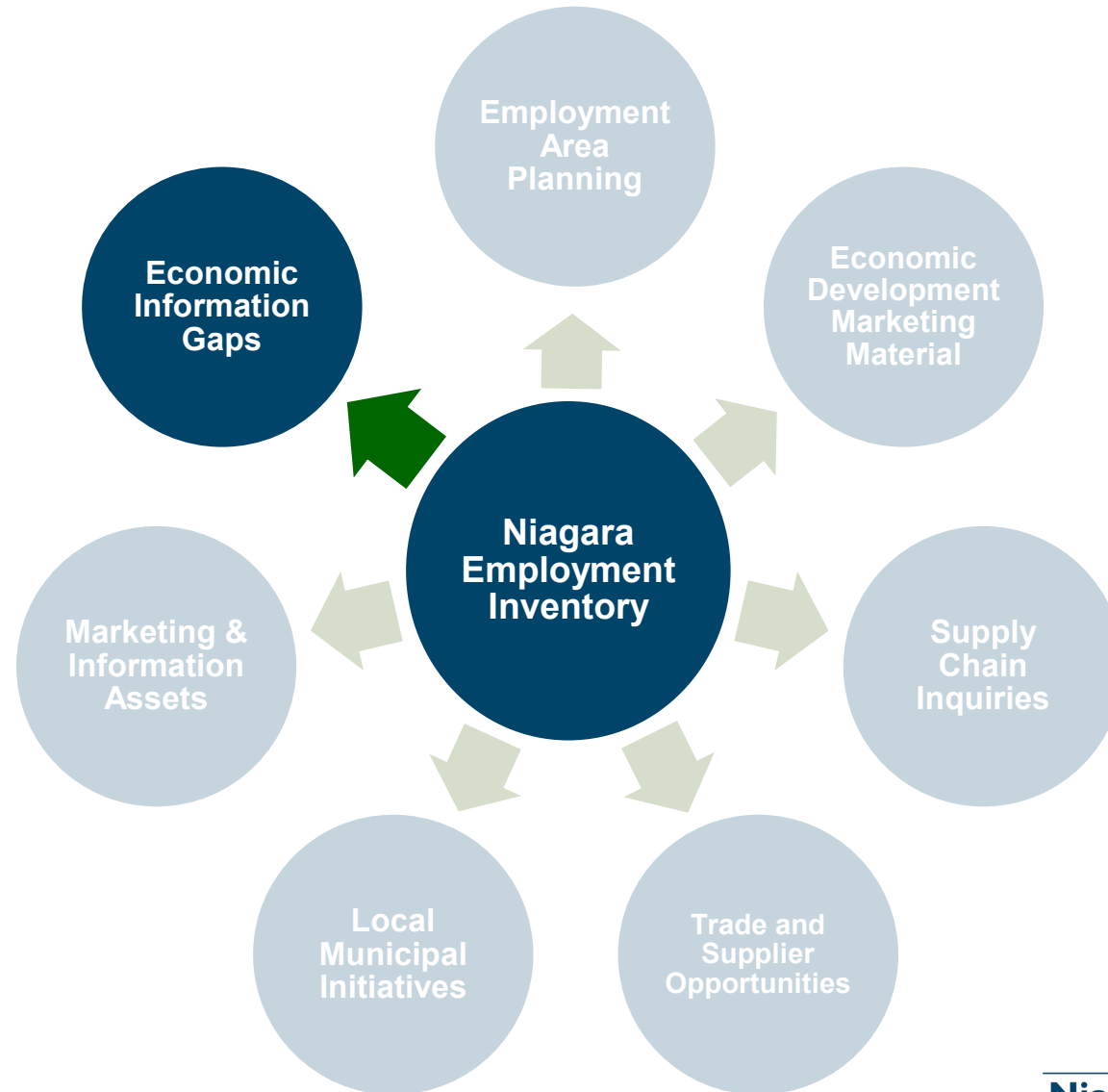
Agenda

- Background
- Demographic Data
- DEI Questions Data
- Breakdown by Sector
- Breakdown by Organization Size
- 2024 Data Collection
- Discussion
 - Do we need to change any of the current questions?
 - Are there additional questions we should ask?
 - Do you have any recommendations on how to ask the questions to get a better response rate?

Niagara Employment Inventory and Diversity, Equity, and Inclusion

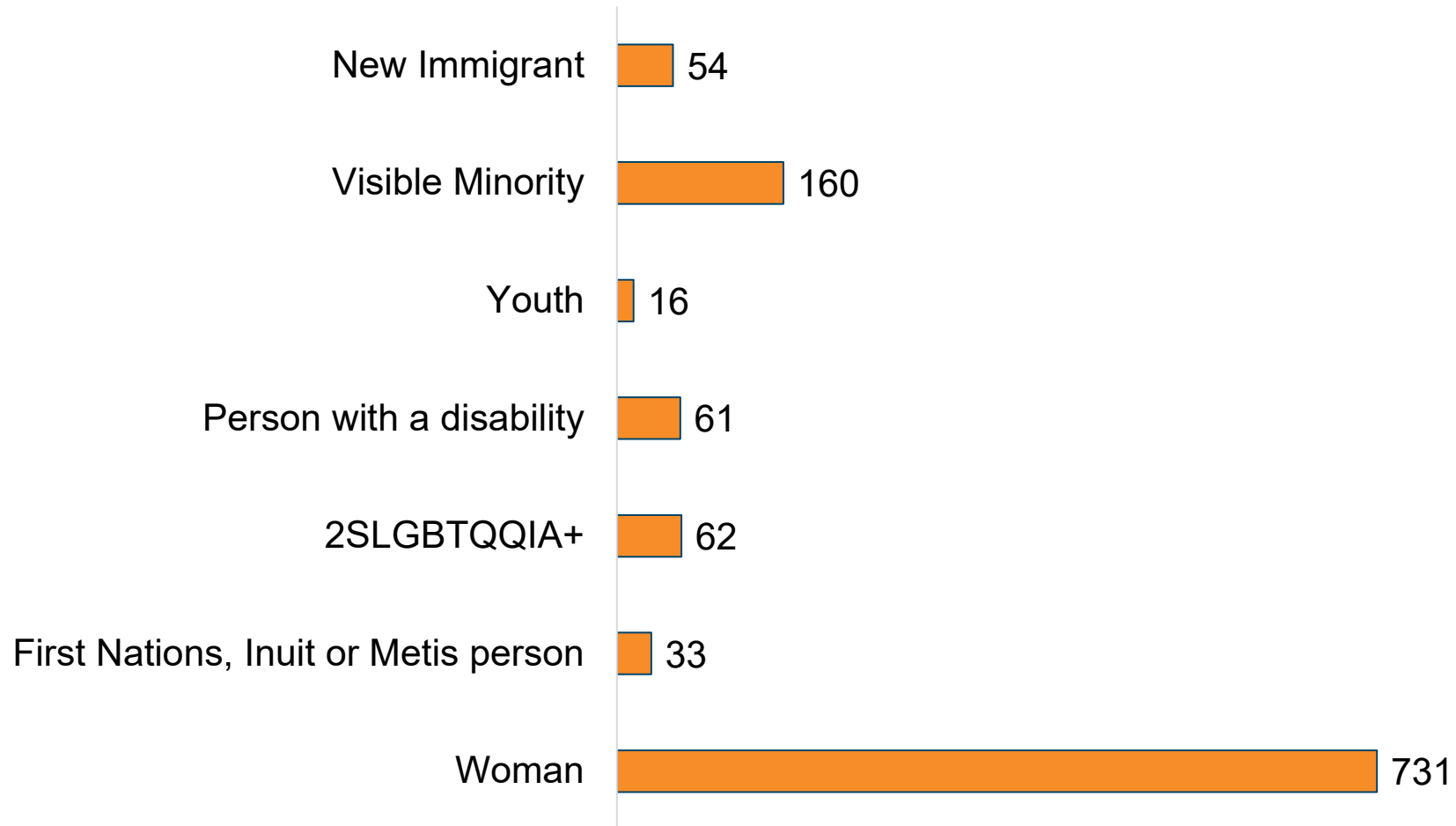
- NEI began in 2016, conducted yearly from May – August
- Team of post-secondary students conduct door-to-door interviews with business owners/leadership teams
- Targets all publicly accessible (signed) businesses in Niagara, in urban and rural areas
- DEI was included in the NEI in 2022

Why DEI data collection?



Breakdown by Demographic +50%

Is the majority (+50%) owned or led by a person who identifies as being:



Breakdown by Demographic

Does your company/organization ...

Would you be interested in connecting with Niagara Region for DEI-related resources or training information (you would be contacted directly by the DEI team)?

309

Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics?

545

Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds?

870

Does your company/organization consider DEI in your recruitment, hiring, promotion, or retention processes?

1145

Breakdown by Sector – Demographics



The majority (+50%) is owned or led by:	Retail Trade	Healthcare and Social Assistance	Accommodation and Food Services	Manufacturing	Professional, scientific, and technical services	Other Services*
Woman	184	139	97	49	45	84
First Nations, Metis or Inuit	12	6	6	3	2	1
2SLGBTQQIA+	20	11	9	7	5	7
Person with a disability	17	9	7	3	7	9
Youth	7	1	8			
Visible Minority	44	33	32	6	9	14
New Immigrant	16	7	12	4	3	2

7 ** other services (except public administration) includes repair shops, personal care facilities and laundry services, among other industries.

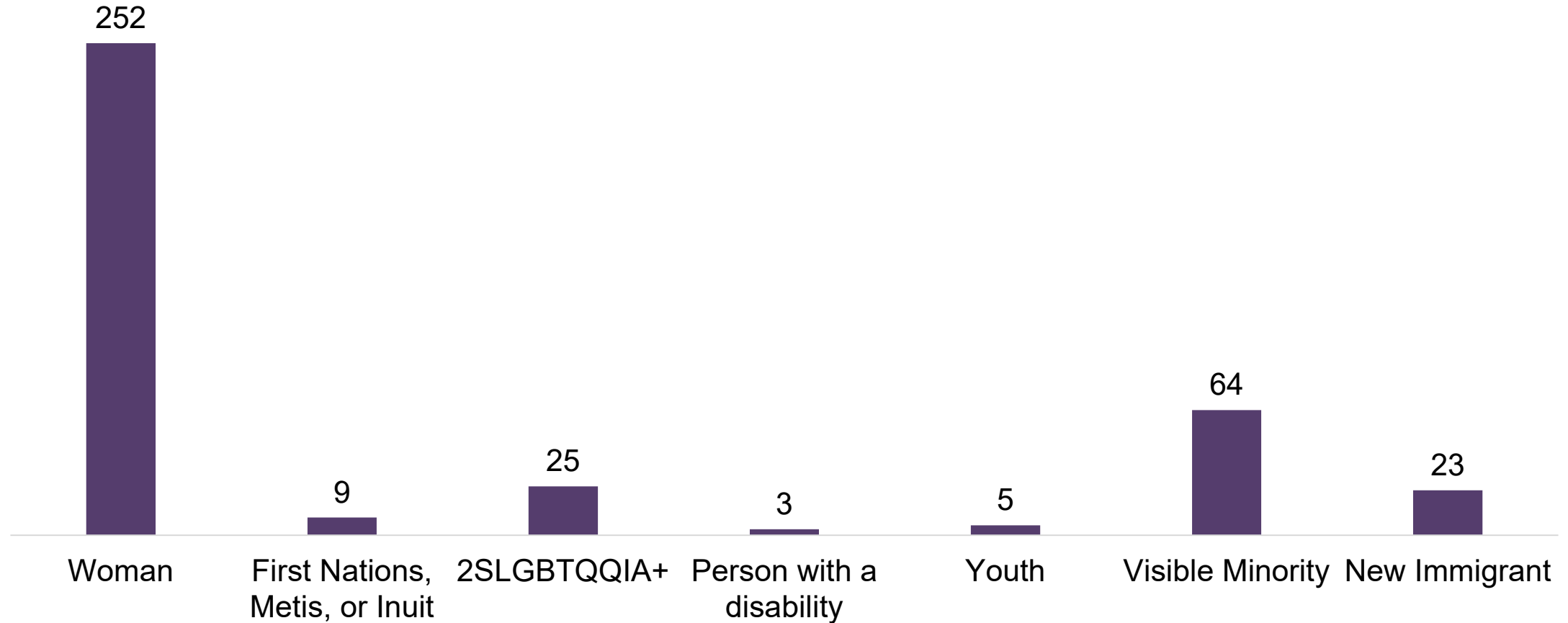
Breakdown by Sector – DEI Practices

Question	Healthcare and Social Assistance	Retail Trade	Accommodation and Food Services	Manufacturing	Professional, scientific, and technical services	Other Services*
Does your company/organization consider DEI in your recruitment, hiring, promotion, or retention processes?	244	210	114	107	93	99
Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds?	192	143	85	98	69	58
Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics?	123	95	40	45	47	42
Would you be interested in connecting with Niagara Region for DEI-related resources or training information (you would be contacted directly by the DEI team)?	123	96	41	45	19	28

8 ** other services (except public administration) includes repair shops, personal care facilities and laundry services, among other industries.

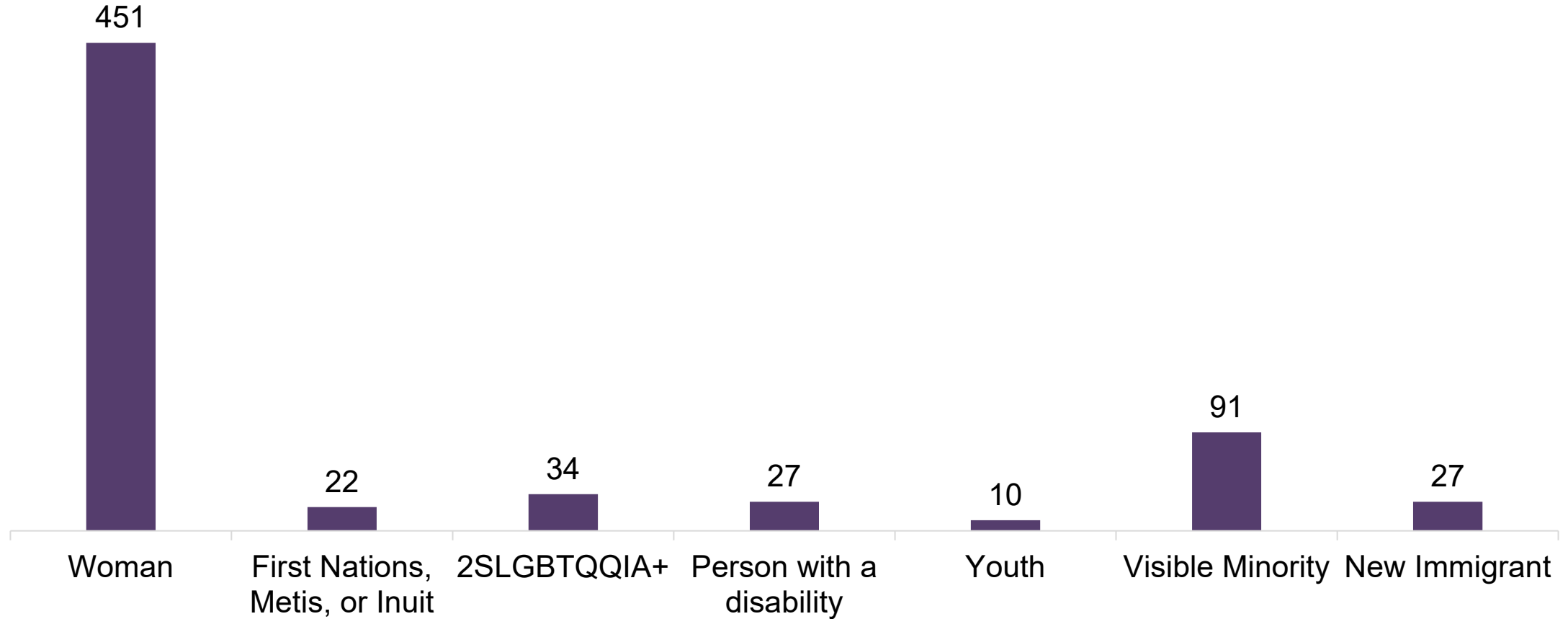
Breakdown by Micro Company (1 – 4 employees)

Is the majority (+50%) owned or led by a person who identifies as being:



Breakdown by Small Company (5 – 99 employees)

Is the majority (+50%) owned or led by a person who identifies as being:



Breakdown by Company Size

DEI practices

Question	Micro (1-4 employees)	Small (5-99 employees)	Medium (100-499 employees)	Large (500 + employees)
Does your company/organization consider DEI in your recruitment, hiring, promotion, or retention processes?	306	771	48	10
Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds?	155	646	53	10
Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics?	100	388	42	8
Would you be interested in connecting with Niagara Region for DEI-related resources or training information (you would be contacted directly by the DEI team)?	70	196	29	9

Comments

- 118 Additional Comments
- 17 – Diverse staff
- 11 – Diverse led but under 50% (33-50%)
- 10 – Immigrants
- 09 – Family business
- 08 – Large corporation
- 06 – Should not ask
- 05 – Hired people most competent
- 05 – Sole owner

2024 Data Collection

- Separate survey
- Ask for consent during current NEI deployment to receive survey links from the Region
- Plan to send out the DEI survey at the start of September once all the other data collection is completed.
- Analyze separately, but still connected

Demographic Questions

- Is the majority (+50%) owned or led by a woman?
- Is the majority (+50%) owned or led by a First Nations, Inuit or Metis person?
- Is the majority (+50%) owned or led by a person who identifies as a member of the 2SLGBTQQIA+ community?
- Is the majority (+50%) owned or led by a person who has a disability?

Demographic Questions Con't

- Is the majority (+50%) owned or led by a youth? (less than 18 years old)?
- Is the majority (+50%) owned or led by a person who identifies as racialized?
- Is the majority (+50%) owned or led by a new immigrant (born outside of Canada and have lived in Canada less than five years)?

DEI Practice Questions

- Does your company/organization consider DEI in your recruitment, hiring, promotion, or retention processes?
- Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds?
- Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics?
- Would you be interested in connecting with Niagara Region for DEI-related resources or training information (you would be contacted directly by the DEI team)?

Discussion

- Do we need to change any of the current questions?
- Are there additional questions we should ask?
- Do you have any recommendations on how to ask the questions to get a better response rate?

Thank You!

diversity@niagararegion.ca

Cassie Ogunniyi

Cynthia.Tia@niagararegion.ca

Cynthia Tia

**THE REGIONAL MUNICIPALITY OF NIAGARA
WOMEN'S ADVISORY COMMITTEE
MINUTES**

**WAC 3-2024
Tuesday, May 14, 2024
Meeting held by electronic participation**

Committee: Councillors Ganann, Huson (Committee Chair); V. Brown, S. Corcoran, M. Holm, D. Katsmar, Z. Lachance, L. Littleton, S. Stemplowski, R. Unrau (Committee Vice Chair), E. Zimmermann

Absent/Regrets: Councillor Morocco, R. Barrs

Staff: T. Dumas, Accessibility Advisor, K. Lotimer, Deputy Clerk, C. Ogunniyi, Diversity, Equity & Inclusion Program Manager, C. Selig, Strategic Initiatives Manager, M. Sergi, Commissioner, Growth Strategy and Economic Development

Others Present: Councillor Craitor

1. CALL TO ORDER

Committee Chair Huson called the meeting to order at 4:02 p.m.

2. LAND ACKNOWLEDGEMENT STATEMENT

Committee Chair Huson read the Land Acknowledgement Statement.

3. DISCLOSURES OF PECUNIARY INTEREST

There were no disclosures of pecuniary interest.

4. PRESENTATIONS

4.1 Living in Niagara 2023 Report

Mary Wiley, Director of Engagement, Niagara Connects - Community Potential, provided Committee members with an overview of the Living in Niagara 2023 Report. This community-driven report, published every three years, spans eleven sectors based on the social determinants of health to provide a snapshot of the quality of life in the Niagara region, resulting in the identification of ten opportunities for action.

4.2 Niagara Region 2024-2029 Accessibility Plan

Tammy Dumas, Accessibility Advisor, provided information respecting Niagara Region 2024 - 2029 Accessibility Plan - Community Engagement. Topics of the presentation included:

- Purpose and Process
- Focus of Engagement
- Who we Heard From
- What We Heard
- Transportation
- Customer Service
- Information and Communications
- Public Spaces
- Employment
- Other Feedback
- Accessibility Plan - Next Steps

4.3 Attainable Housing Strategy

Cheryl Selig, Strategic Initiatives Manager, provided information respecting the Attainable Housing Strategy. Topics of the presentation included:

- Attainable and Affordable Housing
- Age Distribution of Niagara's Population 2001-2021
- Housing Starts by Unit Type
- Monthly Cost of Housing and Maximum Affordable Rent Level
- Attainable Housing Strategy Goals
- Attainable Housing Strategy Actions

5. **DELEGATIONS**

There were no delegations.

6. ITEMS FOR CONSIDERATION

6.1 WAC-C 1-2024

Motion - Inclusion of Women of Distinction Award for the Niagara Impact Awards

Moved by L. Littleton
Seconded by D. Katsmar

Whereas the Niagara Impact Awards was created in 2020 to recognize community members who have made a positive impact on life in Niagara; and

Whereas expanding the awards to include a Women of Distinction Award is consistent with the objectives of the Women's Advisory Committee.

NOW THEREFORE BE IT RESOLVED:

That staff **BE DIRECTED** to provide information to the Committee on the development of a Women of Distinction Award as part of the Niagara Impact Awards, including recommendations for adjudication.

Carried

7. ITEMS FOR INFORMATION

7.1 PDS 12-2024

Diversity, Equity, and Inclusion Action Plan 2023 Progress Report

Moved by Councillor Ganann
Seconded by Z. Lachance

That Report PDS 12-2024, dated April 10, 2024, respecting Diversity, Equity, and Inclusion Action Plan 2023 Progress Report, **BE RECEIVED** for information.

Carried

7.2 WAC 2-2024

Women's Advisory Committee Meeting Minutes - March 19, 2024

Moved by M. Holm
Seconded by V. Brown

That Minutes WAC 2-2024, being the minutes of the Women's Advisory Committee meeting held on March 19, 2024, **BE RECEIVED** for information.

Carried

8. OTHER BUSINESS

8.1 Policies/Procedures Respecting Accommodations for New Parents

Sharon Corcoran, Committee member, enquired about Niagara Region policies and procedures respecting workplace accommodations for new parents. Councillor Huson, Committee Chair, requested that Human Resources staff be invited to a future Women's Advisory Committee meeting to provide information respecting the Region's policies.

9. NEXT MEETING

The next meeting will be held on Tuesday, July 16, 2024, at 4:00 p.m.

10. ADJOURNMENT

There being no further business, the meeting adjourned at 5:34 p.m.

Councillor Huson
Committee Chair

Kelly Lotimer
Deputy Clerk

Ann-Marie Norio
Regional Clerk