



## City of Hamilton

# AUDIT, FINANCE AND ADMINISTRATION COMMITTEE ADDENDUM

**Meeting #:** 20-013

**Date:** November 19, 2020

**Time:** 9:30 a.m.

**Location:** Due to the COVID-19 and the Closure of City Hall

All electronic meetings can be viewed at:

City's Website:

<https://www.hamilton.ca/council-committee/council-committee-meetings/meetings-and-agendas>

City's YouTube Channel:

<https://www.youtube.com/user/InsideCityofHamilton> or Cable 14

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

---

## 9. DISCUSSION ITEMS

- \*9.4. Citizen Committee Report - Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee - Budget Expenditure Request
- \*9.5. Citizen Committee Report - Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee - Advertising for Vacancies





## CITIZEN COMMITTEE REPORT

<b>To:</b>	Audit, Finance and Administration Committee; General Issues Committee; and City Council
<b>From:</b>	LGBTQ Advisory Committee  <hr style="width: 20%; margin-left: auto; margin-right: 0;"/> Cameron Kroetsch, Chair
<b>Date:</b>	November 18, 2020
<b>Re:</b>	Motions 7.2 and 7.3 carried at the November 17, 2020 meeting of the LGBTQ Advisory Committee

### Recommendation

That the budget allocations approved at the November 17, 2020 meeting of the LGBTQ Advisory Committee ("LGBTQAC") for motions 7.2 and 7.3 be approved as follows (motions are listed below under Background).

#### Motion 7.2

- an allocation of \$450.00 from the LGBTQAC's budget to reimburse organizers for speaker fees associated with local Transgender Day of Remembrance (TDOR) events happening on November 20, 2020 and November 24, 2020;

#### Motion 7.3

- an allocation of \$500.00 from the LGBTQAC's budget to assist spectrum Hamilton in running their online events and weekly online peer support;

- an allocation of \$500.00 from the LGBTQAC's budget to assist Kyle's Place in stocking their food pantry;
- an allocation of \$500.00 from the LGBTQAC's budget to assist the Sex Workers' Action Program Hamilton (SWAP) in supporting their ongoing drive to compile Harm Reduction Outreach Packages; and
- an allocation of \$500.00 from the LGBTQAC's budget to assist the The SPACE Youth Centre in supporting their OQRA and Kaleidoscope programs.

## Background

The LGBTQAC carried the following 2 motions at its meeting on November 17, 2020.

- 7.2 Motion to Recommend a Donation from the Committee's Budget to Support the Transgender Day of Remembrance (TDOR) (to the Audit, Finance and Administration Committee)
- 7.3 Motion to Recommend Donations from the Committee's Budget to Organizations Supporting Members of Two Spirit and LGBTQIA+ Communities during the COVID-19 Pandemic (to the Audit, Finance and Administration Committee)

This is the corresponding Citizen Committee Report.

More information about the organizations mentioned above can be found by visiting the following websites.

- spectrum Hamilton - <https://www.spectrum.ca/>
- Kyle's Place - <https://hamiltontranshealth.ca/kyles-place/>
- Sex Workers' Action Program Hamilton (SWAP) - <https://swaphamilton.com/>
- The SPACE Youth Centre - <https://www.spaceyouth.ca/>

## **Analysis/Rationale**

These recommendations are in line with previous spending by the LGBTQAC and were allocated for in our 2020 budget submission. The LGBTQAC has, as yet, not allocated any funding from the \$2,460.00 available as part of its budget due to it not regularly meeting during the COVID-19 pandemic. Allocations from the budget are usually spaced further apart.

With respect to motion 7.2, the LGBTQAC has supported this event for at least 3 years (perhaps longer) by contributing to event costs.

With respect to motion 7.3, the LGBTQAC regularly supports Two Spirit and LGBTQIA+ programming in our community. The LGBTQAC usually supports Pride as well but because the LGBTQAC was not meeting earlier in the year due to the COVID-19 pandemic, it chose not to allocate funds but will hopefully be in a position to do so next year. All of these groups have been asking for donations to support members of Two Spirit and LGBTQIA+ communities during the pandemic and will provide the appropriate documentation to staff in order to fulfill any reimbursements or direct costs.

**NOTE** - We ask that the LGBTQAC Chair be updated as to when and at what Committee the recommendation(s) in this Citizen Committee Report will be addressed so that they can speak to the matter formally at that time.





## CITIZEN COMMITTEE REPORT

<b>To:</b>	Audit, Finance and Administration Committee; General Issues Committee; and City Council
<b>From:</b>	LGBTQ Advisory Committee  <div style="text-align: right;">_____ Cameron Kroetsch, Chair</div>
<b>Date:</b>	November 18, 2020
<b>Re:</b>	Motion 7.4 carried at the November 17, 2020 meeting of the LGBTQ Advisory Committee

### Recommendation

That the Office of the City Clerk and Communications staff advertise for vacancies on the LGBTQ Advisory Committee ("LGBTQAC") based on the presentation delivered to the LGBTQAC by Communications staff at its November 17, 2020 meeting with the following modifications and considerations. The LGBTQAC recommends that -

- the advertising campaign focuses primarily on recruiting youth, queer and trans, Black, Indigenous, people of colour (QTBIPOC), and Two Spirit members of the community;
- language used to describe gender identity and expression be inclusive, especially when it comes to demographic selecting or targeting;
- the advertising campaign be designed and carried out with the principles of accessibility and literacy in mind and that it conform to any standards as outlined in the Accessibility for Ontarians with Disabilities Act (AODA);

- advertisements are translated into multiple languages (multilingual) so as to reach more interested Hamiltonians;
- the budget for Google Ad Words be reduced significantly as the LGBTQAC is unsure that this approach of targeting 1.8 million impressions will serve the advertising campaign (see Analysis/Rationale section for more on this);
- any additional budget funding that remains be focused on social media advertising, especially in groups identified by the LGBTQAC;
- any suitable advertisements or advertisement copy be sent directly to members of City Council for inclusion in any of their newsletters or electronic newsletters;
- the previous request to advertise through the Hamilton Street Railway (HSR) be rescinded as the LGBTQAC thinks that this will not be cost effective and will likely not reach the focus audience (see the Analysis/Rationale for more on this); and
- an artist/graphic designer from Two Spirit or LGBTQIA+ communities be employed to come up with any designs, drawings, or images associated with the advertising campaign.

## **Background**

City Council approved the LGBTQAC's request to increase its number from 9 members to 15 members.

After conducting interviews and appointing some new members, the pool of applicants had been exhausted. It came to the LGBTQAC's attention that a new round of advertising would have to be done in order to find additional applicants to fill the vacant seats.

At that time, the Office of the City Clerk wrote to the Chair of the LGBTQ Advisory Committee with the following request -

“For this round of recruitment, we want to ensure that we are advertising in the most relevant places for the Advisory Committee. After discussion with the Clerk and the Staff Liaison, this will be added as a discussion item to the next LGBTQ Advisory Committee agenda.



At the meeting please have the Advisory Committee discuss and put forward a motion with their recommendations for advertisement options.”

The Office of the City Clerk subsequently presented Advertising Costs Associated with Advertising for Vacancies on the LGBTQ Advisory Committee (FCS20098) (City Wide) at the Audit, Finance and Administration Committee's November 5, 2020 meeting.

It was the direction of the Audit, Finance and Administration Committee that the Office of the City Clerk communicate with the City's Communications staff and that Matthew Grant and Alipa Patel make a presentation with recommendations at the next LGBTQAC meeting. That presentation took place as scheduled and this Citizen Committee Report is in response to it.

At the LGBTQAC's November 17, 2020, Communications staff committed to working through staff (Pauline Kajiura) with the LGBTQAC's Chair and Vice Chair around wording, placement, keyword usage, and advertisement copy before anything is publicly advertised or circulated.

Alipa Patel, Marketing Officer, will coordinate this through staff with the Chair and Vice Chair and has advised that any additional comments should be forwarded to her email at [alipa.patel@hamilton.ca](mailto:alipa.patel@hamilton.ca) before November 20, 2020. The campaign launch is currently scheduled to run for 2 weeks starting on November 26, 2020.

A detailed version of the presentation provided by Communications staff is available by reviewing the materials associated with item 6.1 on the Agenda for the LGBTQAC's November 17, 2020 meeting (available on the City of Hamilton's website).

### **Analysis/Rationale**

This recommendation was requested as outlined above and will hopefully lead to reaching more members of Two Spirit and LGBTQIA+ communities. The LGBTQAC's original Citizen Committee Report on the matter called for the following.

(1) focus their selection on youth, queer and trans people of colour (QTBIPOC), and Two Spirit members of the community; and

(2) involve members of the LGBTQ Advisory Committee in the selection process.

**NOTE** - We ask that the LGBTQAC Chair be updated as to when and at what Committee the recommendation(s) in this Citizen Committee Report will be addressed so that they can speak to the matter formally at that time.



# **(LGBTQ) ADVISORY COMMITTEE RECRUITMENT**

November 2020

# OBJECTIVE

**Objective:**

- To raise awareness of the vacancy on Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee
- To reach people and places identified as most likely relevant to Two Sprit and LGBTQIA+ communities

**Goal:**

To implement a marketing plan that will reach interested parties primarily within the key demographics set within the 2 week time frame and set budget

1. City of Hamilton Communications Manager appoints a Communications Officer (CO) to assist in project
2. CO works with Marketing for needs analysis
3. CO and Marketing to work with Creative Services to create ads in various sizes and formats
4. Set Campaign Budget
5. Set Time Period
6. Marketing to research, provide ad options and explore other recommendations
7. Advisory committee to approve plan
8. Marketing to implement ad plan, book media space, facilitate creative deadlines monitor and settle accounts

# IN-KIND CITY SUPPORT

- City Hall Message Board
- Gage Park Message Board
- City of Hamilton Social Media
- Hamilton Farmers' Market TV's
- COH to provide all ad creative pieces and messaging
- Committee and team members participate in information sharing

# SOCIAL MEDIA

City of Hamilton Social Media Accounts @cityofhamilton

Twitter 81,800 followers / Instagram (29,700 followers) / LinkedIn (28,116 followers)

Tap into Community Social Media Accounts such as LadyBird FancyPants / Gay Gardens / Let Them Eat Gayke / Kyle's Place / Social Spectrum / Hamilton Family Health Team / Hamilton Queer Events / HHS LGBTQ Resource Center / Gender Identity Clinic

- Anyone with page suggestions, please provide them to Alipa Patel
- Group to provide email addresses for key contacts

Contact BIA's and Community Groups

- Creative and Key Messaging will be provided for distribution

# SOCIAL MEDIA BOOSTS

## Process:

- Secure postings on like audience pages such as LadyBird FancyPants (2300 followers)/ Gay Gardens (1240 followers) / Let Them Eat Gayke (980 followers)
- Set time period (Nov 26 x 2 weeks) and budget to boost posts
- All ads click through to website page

## Recommendation:

\$1500

Approximately 250,000 impressions will be delivered





# GOOGLE AD WORDS

## Process:

- Targeted online ads delivered by Google ad words
- Set key phrases (Lesbian / Gay / Bisexual / Transgender /Queer)
- Set demographic information – Ages 17 to 80 male | Female | All income levels
- Set geographic boundaries
- Set time period and budget
- All ads click through to website page

## Recommendation:

\$3700

Approximately 1.8 million impressions will be delivered



### Process:

- Targeted online ads on various websites
- Set demographics - Ages 17 to 80 male | Female | All income levels
- Set geographic boundaries
- Set time period and budget
- All ads click through to website page

### Recommendation:

\$2000

Approximately 250,000 impressions will be delivered

# PRINT RATES

Hamilton Spectator 1/8 page ad:

4.421" w x 4.928" d

\$451..50

Circulation 104,000

Hamilton Spectator 1/4 page ad:

4.421" w x 9.928" d

\$817.50

Circulation 104,000

Hamilton Community News (Includes Hamilton Mou  
Dundas, Glanbrook and Flamborough) 1/2 page ad

5.145" w x 10.5" d

\$2550

Circulation 130,000



aster,

# INDIGENOUS PAPER

## Process:












- Secure print ad in Turtle Island News, a weekly paper that is Indigenous owned and operated.
- Total weekly newspaper circulation is 15,000, with a readership of 37,500

## Recommendation:

\$500 for a quarter page ad



# HSR RATES

	<b>seventy poster - 70" x 21"</b>		Unit/4 weeks • \$375.00		<b>supertail - 3.5' x 8'</b>		Unit/4 weeks • \$450.00
	<b>back splash - 8' x 8'</b>		Unit/4 weeks • \$650.00		<b>full bus back - 8' x 8'</b>		Unit/4 weeks • \$800.00
	<b>king poster - 139" x 30"</b>						
	<b>interior cards - 70" x 11" &amp; 35" x 11"</b>		Super - 70" x 11" Standard - 35" x 11" Minimum Quantity: 20	Unit/4 weeks • \$40.00 Unit/4 weeks • \$25.00			

- Based on 4 week contracts
- Production is extra \$500 for printing posters and \$25 to \$40 for printing each interior poster (10 Super Interior posters are \$800)

# BUS SHELTER RATES



- Based on 4 week contract
- Minimum \$500 per location including production with minimum buy of \$4000 to secure that rate

# RECOMMENDATION

NOVEMBER 26 TO DECEMBER 10

PRODUCT	COST
Creative Services	No Charge
City Hall and Gage Park Message Board	No Charge
COH Social Media	No Charge
Hamilton Spectator 1/16 page ad	\$261
Boost Social Media	\$1500
Digital Ads	\$2000
Google Ad Words	\$3700
Turtle Island News	\$390
<b>Grand Total (hst extra)</b>	<b>\$7851</b>

# QUESTIONS / IDEAS

Group to ask questions and share ideas for consideration