City of Hamilton

AUDIT, FINANCE AND ADMINISTRATION COMMITTEE ADDENDUM

Meeting #:	22-014
Date:	August 11, 2022
Time:	9:30 a.m.
Location:	Council Chambers
	Council Chambers, Hamilton City Hall
	71 Main Street West

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

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7. CONSENT ITEMS

*7.4.   Grants Sub-Committee Clerk's Report 22-003 - August 8, 2022

*7.5.   2022 City Enrichment Funding Follow-up (GRA22002(a)) (City Wide)

10. DISCUSSION ITEMS

*10.6.   City Enrichment Fund: Equity, Diversity, Inclusion (EDI) Recommendation Report (GRA21003(b)) (City Wide)

*10.7.   City Enrichment Fund - Digital Program (CM22015 / GRA22003) (City Wide)

12. NOTICES OF MOTION

*12.1.   2022 Hamilton Santa Claus Parade

GRANTS SUB-COMMITTEE
CLERK'S REPORT 22-003
6:45 p.m.
Monday, August 8, 2022
Council Chambers, City Hall, 2nd Floor
71 Main Street West, Hamilton

_____

Pursuant to Section 5.4(4) of the City of Hamilton's Procedural By-law 21-021 at 7:15 p.m. the Clerk noted the names of those in attendance and the meeting stood adjourned.

Present:

Councillor N. Nann (Vice Chair)
Councillor T. Jackson
Councillor A. VanderBeek

Respectfully submitted,

Stephanie Paparella
Legislative Coordinator
Office of the City Clerk

INFORMATION REPORT

TO:	Chair and Members Grants Sub-Committee
COMMITTEE DATE:	August 8, 2022
SUBJECT/REPORT NO:	2022 City Enrichment Funding Follow-up (GRA22002(a)) (City Wide) **(Outstanding Business List Item)**
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Mimi John (905) 546-2424 Ext. 4524 Monique Garwood (905) 546-2424 Ext. 3991
SUBMITTED BY: **SIGNATURE:**	Morgan Stahl Director, Government Relations & Community Engagement City Manager's Office

COUNCIL DIRECTION

The Grants Sub-Committee at its meeting of May 9, 2022 approved the following:

(f)   That staff be directed to report back, before summer, with respect to the status of the organizations whose 2022 City Enrichment Fund grants are being withheld, pending full settlement of outstanding arrears, as shown below:

    (i)   AGR-A4   Golden Horseshoe Beekeepers' Association $282.00

    (ii)   AGR-A5   Hamilton-Wentworth 4-H Association $897.50

    (iii)   AGR-A10 Hamilton Wentworth Soil and Crop Improvement Association $2,461.51

    (iv)   CCH-A12 Hamilton Folk Arts Heritage Council $41,482.00

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SUBJECT: 2022 City Enrichment Funding Follow-up (GRA22002(a)) (City Wide) - Page 2 of 4

(v)   CCH-A14 South Asian Heritage Association of Hamilton & Region $3,115.00

(vi)   CCH-A40 Festitalia Corporation $5,952.00

(vii)   CCHA-53 Hamilton Santa Claus Parade Committee $32,779.00;

(g)   That staff be directed to report back, before summer, with respect to the status of those organizations whose 2022 City Enrichment Fund Grant is being withheld, pending the submission of additional Information, as shown below:

    (i)   AGR-15   Wentworth District Women's Institute

    (ii)   ART-A30   Industry Performance Makers Arts Organization

    (iii)   ART-D26   Reverend Marco D'Andrea

    (iv)   ART-B3   Greater Hamilton Arts and Events

    (v)   CCH-A36   Stoney Creek BIA

    (vi)   CCH-B1   Pride Hamilton

    (vii)   SAL-A3 & SAL-B6 The Hamilton and District Soccer Association

    (viii)   SAL-A4   Hamilton Ringette Association

    (ix)   ART-A34   Chamber Music Hamilton

    (x)   CCH-A50   Flamborough Santa Claus Parade

    (xi)   CCH-A51   Hamilton Waterfront Trust

    (xii)   CCH-A52   Polish Symfonia Choir

    (xiii)   CCH-A53   Hamilton Santa Claus Parade Committee;

INFORMATION

As directed by the Grant Sub-committee, staff continued to work with the affected organisations and can provide the following update:

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SUBJECT: 2022 City Enrichment Funding Follow-up (GRA22002(a)) (City Wide) - Page 3 of 4

(f)   The status of the organizations whose 2022 City Enrichment Fund grants are being withheld, pending full settlement of outstanding arrears, are shown in the table below:

	REF #	Organization name	Amount		Status
(i)	AGR-A4	Golden Horseshoe Beekeepers' Association	$	282.00	PAID
(ii)	AGR-A5	Hamilton-Wentworth 4-H Association	$	879.50	PAID
(iii)	AGR-A10	Hamilton Wentworth Soil and Crop Improvement Association	$	2,461.51	PAID
(iv)	CCH-A12	Hamilton Folk Arts Heritage Council	$	41,482.00	PAID
(v)	CCH-A14	South Asian Heritage Association of Hamilton & Region	$	3,115.00	PAID
(vi)	CCH-A40	Festitalia Corporation	$	5,952.00	Outstanding
(vii)	CCH-A53	Hamilton Santa Claus Parade Committee	$	32,779.00	Outstanding

(g)   The status of those organizations whose 2022 City Enrichment Fund Grant is being withheld, pending the submission of additional information, are shown in the table below:

	Ref #	Organization Name	Status
(i)	AGR-15	Wentworth District Women's Institute	Still pending
(ii)	ART-A30	Industry Performance Makers Arts Organization	Resolved
(iii)	ART-D26	Reverend Marco D'Andrea	Still pending
(iv)	ART-B3	Greater Hamilton Arts and Events	Resolved
(v)	CCH-A36	Stoney Creek BIA	Still pending
(vi)	CCH-B1	Pride Hamilton	Resolved
(vii)	SAL-A3 & SAL-B6	The Hamilton and District Soccer Association	Resolved
(viii)	SAL-A4	Hamilton Ringette Association	Still pending
(ix)	ART-A34	Chamber Music Hamilton	Resolved
(x)	CCH-A50	Flamborough Santa Claus Parade	Resolved
(xi)	CCH-A51	Hamilton Waterfront Trust	Resolved
(xii)	CCH-A52	Polish Symfonia Choir	Still pending
(xiii)	CCH-A53	Hamilton Santa Claus Parade Committee	Resolved

SUBJECT: 2022 City Enrichment Funding Follow-up (GRA22002(a)) (City Wide) - Page 4 of 4

Staff will continue to work with the organizations in order to ensure all payment or information is provided prior to the release of the 2022 grant funds.

APPENDICES AND SCHEDULES ATTACHED

N/A

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CITY OF HAMILTON
CITY MANAGER'S OFFICE
Government and Community Relations

TO:	Chair and Members Grants Sub-Committee
COMMITTEE DATE:	August 8, 2022
SUBJECT/REPORT NO:	City Enrichment Fund: Equity, Diversity, Inclusion (EDI) Recommendation Report (GRA21003(b)) (City Wide) **(Outstanding Business List Item)**
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Mimi John (905) 546-2424 Ext. 4524
SUBMITTED BY: **SIGNATURE:**	Morgan Stahl Director, Government Relations & Community Engagement City Manager's Office

RECOMMENDATION

(a) That the City Enrichment Fund (CEF)'s equity, diversity and inclusion (EDI) self-identification application questions, applied across all program areas in the fund, as outlined in Appendix A to GRA21003(b), be approved.

(b) That the existing CEF administration budget allow for translation services for applications upon request, be approved.

(c) That staff be directed to incorporate a consistent adjudication process across all program streams and maintain category ratings to ensure equality, equity, inclusivity, and transparency in the fund.

(d) That staff be directed to review the fund's current overall funding guidelines, program stream guidelines, related funding caps and report back to the Grants

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Sub-Committee with recommendations to ensure the fund is evolving with the needs of community.

EXECUTIVE SUMMARY

The City Enrichment Fund (CEF) is the overall name for the City of Hamilton's municipal investment in a wide range of program areas that support the City's Strategic Plan and 25-year Community Vision priorities. The fund comprises of six program areas (Agriculture, Arts, Communities, Culture & Heritage, Community Services, Environment, Sports & Active Lifestyles), which include funding streams and categories. It is one of the opportunities that the City can explore to further advance the city's vision; 'To be the best place to raise a child and age successfully' by further implementing systems and processes to support an equitable, diverse and inclusive community.

From inception, the City Enrichment Fund (CEF) was created to be open to all non-profit organizations seeking grant funds. With the growing community, evolution of the fund, and changing service and program needs over the years, this report provides recommendations to further develop the fund, in an effort to make it even more accessible, equitable and inclusive to enhance the community by understanding that;

- An equity, diversity and inclusion (EDI) lens integrated into CEF processes is not something that is merely added as a (or to the) process, but is rather a key principal for ensuring all CEF participants are met with a consistent, transparent, equitable, and inclusive process across all program areas;

- Challenges remain in achieving the full participation of equity-deserving groups (including but not limited to women, racialized groups Indigenous peoples, people with diverse gender identities, and people with disabilities);

- For long-term sustainability, EDI is to be built upon for a more inclusive, accessible and equitable fund allowing for continued growth and development of the fund and enrichment in the community.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: All EDI metrics and tactics associated within this report will adhere to the current CEF administration budget and ensure costs associated are within the existing approved budget.

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SUBJECT: City Enrichment Fund: Equity, Diversity, Inclusion (EDI) Information Report (GRA21003(b)) (City Wide) - Page 3 of 7

Staffing: There are no staffing implications associated with the recommendations in Report GRA21003(b)

Legal: There are no legal implications associated with the recommendations in Report GRA21003(b)

HISTORICAL BACKGROUND

At the February 10th, 2020 Grants Sub-Committee Meeting, CEF staff presented a workplan with initial EDI filters of inclusion as well as reintroduced the funding phase - out policy as it was recognized that program areas were becoming more competitive and funds quickly ran out to support high scoring applicant groups.

At the Grants Sub-Committee meeting on June 8, 2021, City Enrichment Fund (CEF) staff presented an Equity, Diversity, Inclusion (EDI) Report that provided an overview of stakeholder engagement efforts to better understand the fund through an EDI lens.

Engagement and communication methods included a survey, phone calls and general consultation to solicit community feedback with regards to the current process of the fund. The survey was open to both current and past CEF grants applicants as well as to the broader Hamilton community. The focus of the survey was to assess EDI within the fund and understand opportunities for growth, in order to ensure that the overall granting process is more transparent, inclusive and equitable for all. Survey questions focused on: demographic data; accessibility and inclusion; awareness of the fund in the broader community; filters of inclusion; general thoughts and feelings regarding the fund as it pertains to addressing diversity, equity and inclusion.

The results of the engagement were to be used to support future planning, decision-making, and resource allocation to further support equitable outcomes across the fund and a SWOT analysis was conducted based on community and stakeholder feedback as outlined in Appendix B to GRA21003(b).

At the June 8, 2021 Grants Sub-Committee meeting, staff were further directed to integrate the Equity, Diversity and Inclusion breakdown of allocated City Enrichment Funds in a form that enabled the consistent measurement of outcomes, and to report back to the Grants Sub-Committee (see GRA21003 – Item 6.1).

At the January 17, 2022 Grants Sub-Committee meeting, an EDI Report was brought forward to address the current challenges and opportunities within the fund. Council was then informed that EDI is not being captured consistently across the fund and staff recommended a consistent approach. Our current application process does not include a self-identification option or questionnaire for applicants to determine or identify whether they are BIPOC-led (black, indigenous, people of colour), women-led, rural or

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SUBJECT: City Enrichment Fund: Equity, Diversity, Inclusion (EDI) Information Report (GRA21003(b)) (City Wide) - Page 4 of 7

led by other equity seeking groups. In addition, our current application does not request information about the communities that grant recipients serve. Each program area comprises of different streams with specific guidelines which address the uniqueness within the program areas. It varies based on funding stream in the way we capture information regarding which groups and demographics are being served by the fund as well as the nature of the organizations which are applying to the fund. The guidelines and process have remained unchanged year over year, however, due to the evolving demographics of the community, adding self-identification tool to the application process of all streams would enable staff to capture information and data consistently across the entirety of the City Enrichment Fund program.

Currently the application is available online only. In addition, the application is only made available in English without translation services. The bulk of any assistance provided to applicants is made available one-to-one with staff.

Presently, the only program area which capture and measure some aspects of an EDI lens is in Community Services stream. Under the program description section, applicants have 3 scorable elements, one of which asks them to identify the target group for the program. Applicants are given the option to select from the following list; BIPOC, Women, Youth, Seniors, Disabilities and Racialized in this section. In an effort to provide services and programming that is inclusive to our City residents – we request applicants select one of these options in our scorable elements which identifies directly who the organizations serve based demographics. At that meeting staff were directed to come back with the Council Direction;

That the Director Government Relations & Community Engagement be directed to incorporate an equity, diversity, and inclusion self-identification data collection tool within the City Enrichment Fund's (CEF) application in-take including:

(i)   Demographics of populations served by allocated City Enrichment Funds; and,

(ii)   Demographics of applicant's leadership including board of directors and/or staff; and,

That Director Government Relations & Community Engagement be directed to explore opportunities to enhance City Enrichment Fund accessibility, such as providing applications in multiple languages and various formats, as well as conducting robust outreach tactics in order to better reach equity-deserving communities and to report back to the Grants Sub-Committee with findings.

Previous City Wide CEF Reports Related to this Matter:

2020 Workplan (GRA19005) - February 10, 2020

SUBJECT: City Enrichment Fund: Equity, Diversity, Inclusion (EDI) Information Report (GRA21003(b)) (City Wide) - Page 5 of 7

Equity, Diversity, Inclusion (EDI) Information Report (GRA21003) – June 8, 2021
Equity, Diversity, Inclusion (EDI) Information Report (GRA21003(a)) - January 17, 2022

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Consultation within relevant divisions throughout the corporation that play a role in shaping the fund and executing on Council direction have provided feedbacking including but not limited to the following:

Digital, Innovation & Strategic Partnerships - Corporate Initiatives has provided input into the development of this report specifically around the development of the self-identification questions to capture the requested EDI data.

Healthy & Safe Communities – The Children's Services and Neighbourhood Development section has provided input into the development of this report with earlier supplied EDI data in earlier reports which provided insight into recommendations.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

As an annual grant program, CEF funding has varied year to year depending on several factors such as; the number of applications in the specific category, program funding envelope limit, new vs. returning programming, adjudication scoring, strength of the application and impact of external community environment as seen with, for example, limitations placed on programming due to COVID and modifications due to COVD-19 restrictions.

Over the years, especially more recently, we have witnessed an increase in funding request amounts, specifically within the Community Services and Arts Operating categories where there are no caps beyond the 30% rule. This has led to increased competition within already competitive program areas being more so and will be challenging to sustain moving forward with the expectation that increases occur year over year.

The fund transitioned from the Community Partnership Program (CPP) to the City Enrichment Fund (CEF) in 2015. While there have been many accomplishments, staff are continuing to review direction from the initial terms of reference and are now incorporating more elements to meet the growing needs of community by including EDI in CEF processes and policies, efficiencies in our internal systems, and ease of use for our applicants with the incorporation of a new online platform.

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SUBJECT: City Enrichment Fund: Equity, Diversity, Inclusion (EDI) Information
Report (GRA21003(b)) (City Wide) - Page 6 of 7

Increased accessibility and inclusion will be reflected in future CEF outreach and
marketing such as:

- Connecting with all City of Hamilton public library branches, Municipal Service
  Centres and providing them with hard copies of CEF marketing materials that
  can be distributed in physical form if requested
- Emailing local community, neighbourhood associations and newsletters to
  provide access to the City Enrichment Fund application
- Connecting with other community distribution networks including but not limited
  to the Hamilton Immigration Partnership Council (HIPC), Hamilton Anti-Racism
  Resource Centre, Youth and Senior networks, Hamilton Indigenous
  Organisations and Coalition of Hamilton Indigenous Leadership (CHILL) and
  promotion via Our Future of Hamilton's e-newsletter
- Sharing marketing with relevant Committees of Council (LGBTQ+, Committee
  Against Racism, Women & Gender Equity, Immigrant & Refugee, Status of
  Women, Accessibility, Clean & Green, etc)

The recommendation of incorporating translation services on request can be included
within the existing CEF budget by using local vendors and services. Initial research
estimates with official translation services provided the overall estimated costs as:

- Price per word – 0.16 to 0.25 per word
- Overall standard charge for one application when completing the translation of
  the document from English to Spanish, Chinese, Hindi and Arabic: approximately
  $950.56 (taxes included)

With the fund continuously evolving, implementation of these recommendations can
provide an important opportunity to ensure the fund continues to meet community needs
and mold itself into what the community requires.

The fund has supported programs and projects through many years with the funding
rationale demarcated between returning and new groups. For years, returning groups
have been recommended for funding first as having established themselves as a viable
program, however, there is no guarantee of funding. The current process is no longer
sustainable as funds are running out in competitive program envelopes. It must be
noted that returning applicants are required to submit an application and meet the
criteria outlined for all applicants in order to receive funding. For example, in 2022, CEF
funding was allocated to:

- 187 returning programs with a total fund distribution of $5,270,771;
- 103 new programs received funding with a total of $767,569 allocated to new
  projects.

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**SUBJECT: City Enrichment Fund: Equity, Diversity, Inclusion (EDI) Information
Report (GRA21003(b)) (City Wide) - Page 7 of 7**

- Two additional programs were funded from reserves totalling $10,392.

The last increase to the City Enrichment Fund budget was in 2019 at an amount of
$6,088,340, and the increase was targeted to specific groups to further support their
programming. Inflation is factored into our applicants request for funding, however, the
fund itself has not provided any increases to applicants since 2020.

In 2022, requests from applicants totalled $9,858,419. The total value of eligible funding
requests based on 2022 applications totalled $8,110,633. Funding allocation was
capped at $6,088,340 or 75% of the total request.

ALTERNATIVES FOR CONSIDERATION

Not Applicable

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and Participation
Hamilton has an open, transparent and accessible approach to City government that
engages with and empowers all citizens to be involved in their community

Economic Prosperity and Growth
Hamilton has a prosperous and diverse local economy where people have opportunities
to grow and develop.

Culture and Diversity
Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and
inclusivity are embraced and celebrated.

Our People and Performance
Hamiltonians have a high level of trust and confidence in their City government.

APPENDICES AND SCHEDULES ATTACHED

Appendix A to Report GRA21003(b) – Self-Identification Questions
Appendix B to Report GRA21003(b) – CEF EDI Swot Analysis

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City Enrichment Fund – Application; Self Identification Questions

Questions will be added to the City Enrichment Fund in-take form for applicant submission

[after Board attachment]

1. In an effort to better understand the Cities local community, do any Board members within your organization publicly self-identify as the following? Please check all that apply. [non-mandatory question]

   Guidance: Include responses based on the demographic characteristics of your organizations board members or senior executive body or senior leadership **as identified above**. A single board member or leader may represent more than one demographic category.

   Under the Employment Equity Act, the four-employment equity designated groups are: women, Aboriginal peoples, persons with disabilities and members of visible minorities (Employment Equity Act - S.C. 1995, c. 44 (Section 3))

   ☐ Indigenous peoples
   ☐ Racialized peoples/ Visible minorities
   ☐ Women
   ☐ Persons with disabilities
   ☐ Other_____
   ☐ Don't know

[in program details section]

2. In an effort to ensure City Enrichment funds are better serving local community needs, please identify the target population for the specific program for this application. Please check all that apply.

   Guidance: Target populations are the audiences or groups that your program aims to intentionally reach through your organization's efforts. If your program does not target a specific population and is generally accessible and open to all residents, please select "Universal access/ No target".

   ☐ Universal access/ No target
   ☐ Indigenous peoples
   ☐ Racialized peoples and communities/ Visible minorities
   ☐ 2SLGBTQIA+ peoples and communities
   ☐ Women
   ☐ Persons with disabilities
   ☐ People in poverty or experiencing economic insecurity
   ☐ People experiencing housing insecurity or homelessness
   ☐ Children [define]
   ☐ Youth [define]
   ☐ Older adults/ Seniors [define]
   ☐ Recent immigrants/ Newcomers/ Refugees
   ☐ Non-official language speakers_____

☐ Francophone
☐ Rural and remote communities
☐ Other underserved people or communities _____

EDI Survey Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

Strength	Weakness	Opportunity	Threat
• Online Application Process	• Length of Application Process	• Capacity Building (Internal/External Policies & Processes)	• Market demand and changes
• Accessibility & Inclusion	• Ability for New Applicants Accessing Funds	• Marketing of Grant	• Lack of funding caps in operating-based groups
• Individual Program Area Support	• Barriers – Systemic/Financial	• Reaching out to more grassroot organizations	• Availability of funds for new groups
• Grant Mandate	• Internal consistency-staff changes	• Increase in applicants – Yearly growth	• Historic Nature of Fund
• Scoring Based Application System	• Base funding	• Further Community Engagement	

Source: City Enrichment Fund – Equity, Diversity and Inclusion Information Report (GRA21003(a)) (City Wide)

CITY OF HAMILTON
CITY MANAGER'S OFFICE
Digital, Innovation and Strategic Partnerships
and
Government Relations and Community Relations

TO:	Chair and Members Grants Sub-Committee
COMMITTEE DATE:	August 8, 2022
SUBJECT/REPORT NO:	City Enrichment Fund – Digital Program (CM22015/GRA22003) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Cyrus Tehrani (905) 546-2424 Ext. 2261
SUBMITTED BY: **SIGNATURE:**	Cyrus Tehrani Chief Digital Office & Director of Innovation City Manager's Office
SUBMITTED BY: **SIGNATURE:**	Morgan Stahl Director Government Relations & Community Engagement, City Manager's Office

RECOMMENDATIONS

(a)   That a new Digital program area, which focuses on projects related to digital equity, be established within the City Enrichment Fund as a 2-year pilot, with the ability to evaluate the success of the program area thereafter.

(b)   That the City Enrichment Fund Reserve of $150,000 be effectively allocated to this new pilot program area of Digital, with the split of $75,000 allocated to Year 1 and $75,000 be allocated to Year 2 and be made available to local eligible entities as per existing CEF eligibility guidelines and newly drafted program area specific guidelines.

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SUBJECT: City Enrichment Fund – Digital Equity Program (CM22015/GRA22003) (City Wide) - Page 2 of 6

(c) That the Digital Handbook, containing objectives, funding categories, guidelines, application details and budget information, as outlined in the attached Appendix "A" to Report CM22015/GRA22003 be approved.

EXECUTIVE SUMMARY

The City of Hamilton's City Enrichment Fund plays a significant role in enriching the community through targeted grant programs. The City Enrichment Fund was launched with an inaugural application intake in 2014 with four program areas: Arts; Community Culture and Heritage; Community Services; and Sport & Active Lifestyles.

The City Enrichment Fund was launched in 2015. Two new program areas, Agriculture and Environment, and refinements to existing funding streams were approved by City Council in July 2015 City Enrichment Fund-Implementation Phase 2 (FCS14024(c)).

As planned, each of the six program areas have phased in incrementally and funding streams enhanced or added as new funding is approved. During this extended period, especially during COVID-19 pandemic, the city has grown and evolved, and the population and needs within the community have changed. With minor exceptions, however, the grants programs have fundamentally remained the same.

Below is the summary of the changes recommended to be implemented for 2023 intake:
1. Establishing a new program area within the City Enrichment Fund integrated model for a new total of seven program areas:
   a. Arts
   b. Communities, Culture & Heritage
   c. Community Services
   d. Sport & Active Lifestyles
   e. Agriculture
   f. Environment
   g. Digital **(NEW)**
      - It is proposed that the new Digital Equity program area be implemented as a 2-year pilot, with the ability to evaluate the success of the program area thereafter.

2. City Enrichment Fund Reserve of $150,000 be effectively allocated to the new pilot program area of Digital Equity, with the split of $75,000 allocated to Year 1 and $75,000 be allocated to Year 2 and be made available to local eligible entities as per existing City Enrichment Fund eligibility guidelines and newly drafted program specific guidelines.

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**SUBJECT: City Enrichment Fund – Digital Equity Program (CM22015/GRA22003)
            (City Wide) - Page 3 of 6**

Alternatives for Consideration – See Page 5

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: It is recommended in this report that a total of $150,000 to be allocated to the new program pilot area – Digital; $75,000 allocated to Year 1 of the program (2023) and $75,000 allocated to Year 2 of the program area (2024).

Staffing: There is no additional implication to the City of Hamilton. The management of the newly created program area will be overlooked by the existing Sr. Project Manager, Digital & Innovation Office, who will act as the program manager for the Digital program area (Management of CEF Digital program will be added to the list of duties Sr. Project Manager is responsible for).

Legal: N/A

HISTORICAL BACKGROUND

The City of Hamilton recognizes that internet connectivity is essential for many residents, businesses, and institutions in our communities. Access to affordable, reliable High-Speed Internet Connectivity is critical to our community to access services and information, work remotely, access on-line learning or operate a business. High speed broadband availability across Hamilton is a key economic driver and is central to economic growth and job creation in our community. However, many residents still lack the skills, resources and connectivity required to participate in our increasingly digital society. When left unchecked, digital inequity can become a huge enabler of disadvantage and systemic discrimination for marginalized communities across the City.

According to a study conducted by Canadian Internet Registration Authority (CIRA), the research showed that digital development in Canada is underfunded, piecemeal, ad hoc and unorganized despite stakeholders sharing many of the same goals – the connecting of Canadians to the internet in an affordable and reliable manner so that they can comfortably and knowledgeably participate in an increasingly digital economy and society.

These funding issues have been further exacerbated during COVID-19 pandemic as resources at various level of government have been stretched. With every facet of life being pushed online, the current funding organizations are finding themselves at unacceptable level of digital inequity among grant recipients and communities across the country, especially among those who have poor or no connectivity and have limited capacity and limited opportunity to get their voices heard on the larger issues. Organizations who were initially seeing requests related to hardware, software and

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SUBJECT: City Enrichment Fund – Digital Equity Program (CM22015/GRA22003) (City Wide) - Page 4 of 6

digital services are now seeing requests in the context of larger issues related to digital equity, basic needs, and human rights.

There is an imminent need to step up and join other funding bodies to address the gap in grants available to community organizations who are leading initiatives advocating for digital equity and access to affordable, faster internet services and systems.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

- Government Relations and Community Engagement
- Digital and Innovation Office

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Internet users face real threats, and the City of Hamilton through Digital program area as a part of City Enrichment Fund can play an important role in community-led internet initiatives that focus on solving problems related to digital equity.

These projects would specifically address digital inequity issues in Hamilton. This program will support organization, events, and activities that support efforts to achieve digital equity, promote digital inclusion, and spur greater adoption of connectivity and digital skills development among underserved populations. It will support the planning, delivery, and administration of a variety of initiatives ensuring all City of Hamilton residents have access to the resources, opportunities and skills needed to thrive in our increasingly digital world. Through this Digital pilot program, the City Enrichment Fund program will look to invest in partners who will deliver impactful programs aimed at building community members' digital literacy skills as well as facilitating access to existing opportunities related to internet service, technological devices, and digital programming.

Some examples of initiative that will be supported through this program include:

Digital Literacy Programs:
- Increasing equity, skills development and empowerment of Indigenous people, youth, racialized Canadians, older adults, and low-income people.
- Developing and implementing training programs and digital inclusion activities for underserved populations that cover basic, advanced, and applied skills, or other workforce development programs.

SUBJECT: City Enrichment Fund – Digital Equity Program (CM22015/GRA22003) (City Wide) - Page 5 of 6

- Public education on privacy, digital policy, data governance and understanding algorithms regarding how they shape access to information, rights, and equality.
- Developing digital skills.
- Creating regional associations devoted to media and digital literacy.
- Facilitating the adoption of broadband by underserved populations in order to provide educational and employment opportunities to those populations.

Digital Infrastructure:
- Expanding free Wi-Fi access points across the City of Hamilton.
- Provide affordable internet access to underserved populations at low or no cost, including in urban areas.
- Provide low cost/free equipment/devices, networking capabilities, hardware and software for those in need.
- Construct, upgrade, expand, or operate new or existing public access computing centres for covered populations through community anchor institutions.
- Pilot programs to test proof of concepts, including mesh networks and other technology solutions.
- Research and pilot projects to help define infrastructure business models that are sustainable in low density and dispersed population areas.

Community Leadership
- Developing of a coalition or ecosystem of groups working on similar issues.
- Policy advocacy and development, including research and evidence to support it.
- Digital Ambassador Programs and/or lobbying for proactive legislative reforms.
- Taking existing research and packaging it in ways that are easily understood by decision makers.
- Countering concentration of power, monopoly issues and data trusts

ALTERNATIVES FOR CONSIDERATION

Increase initial 2-year pilot funding to $300,000 or other amount acceptable to Grants Subcommittee.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and Participation
Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community

Economic Prosperity and Growth
Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

SUBJECT: City Enrichment Fund – Digital Equity Program (CM22015/GRA22003) (City Wide) - Page 6 of 6

Healthy and Safe Communities
Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

Built Environment and Infrastructure
Hamilton is supported by state-of-the-art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to report CM22015/GRA22003 – Digital Handbook

OUR Vision: To be the best place to raise a child and age successfully.
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City Enrichment Fund

Digital Program

Objective

To support organizations, events and activities that support efforts to achieve digital equity, promote digital inclusion, and spur greater adoption of broadband among underserved populations.

All programs funded through the Digital Program will support Hamilton's community vision, Our Future Hamilton. Learn more about Our Future Hamilton.

There is one active stream within the Digital Program:
• Digital Equity Initiatives

Total funding received from all sources within the City of Hamilton cannot exceed 30% of the project budget. Funding amounts for individual grants are dependent on the City Enrichment Fund budget amount of money approved by Council for the current budget year.

How to apply for a grant

☐ Read the **City Enrichment Fund General Guidelines** and the **Digital Equity Initiatives Handbook** for details about the program, stream objectives, eligibility and criteria.

☐ Refer to the **Application Details** section on page 5 of this handbook to learn about expectations and values for each question and answer for the adjudication process.

☐ Attend an optional workshop led by program staff to learn more about the City Enrichment Fund and Digital Equity Program area guidelines.

☐ Create an applicant profile and submit application(s) online at: hamilton.ca/cityenrichmentfund.

☐ Complete all sections of the application online and upload all relevant attachments. Use the checklist on page 9 of this handbook to confirm that you have submitted all attachments.

☐ Provide any additional information to program staff as requested throughout the application and adjudication/scoring process.

Funding Categories for Digital Program:

Digital Equity Initiatives Stream

Objective

To support organizations, events and activities that support efforts to achieve digital equity, promote digital inclusion, increase digital literacy within the community.

Description

The Digital Program – Digital Equity Initiatives stream supports the planning, delivery and administration of a variety of initiatives that bridge the digital gap ensuring all City of Hamilton residents have access to the resources, opportunities and skills needed to thrive in our increasingly digital world. Through this Digital Equity Initiatives stream, the CEF program will look to invest in partners who will deliver impactful programs aimed at building community members' digital literacy skills as well as facilitating access to existing opportunities related to internet service, technological devices and digital programming.

Some examples of eligible programs and activities include:

Digital Literacy Programs:
- Increasing equity, skills development and empowerment of Indigenous people, youth, racialized Canadians, older adults, and low-income people.
- Developing and implementing training programs and digital inclusion activities for underserved populations that cover basic, advanced, and applied skills, or other workforce development programs.
- Public education on privacy, digital policy, data governance and understanding algorithms regarding how they shape access to information, rights, and equality.
- Developing digital skills.
- Creating regional associations devoted to media and digital literacy.
- Facilitating the adoption of broadband by underserved populations in order to provide educational and employment opportunities to those populations.

Digital Infrastructure:
- Expanding free publicly accessible Wi-Fi access points across the City of Hamilton.
- Provide affordable internet access to underserved populations at low or no cost, including in urban areas.
- Provide low cost or free equipment and devices, networking capabilities, hardware and software for those in need.
- Construct, upgrade, expand, or operate new or existing public access computing centres for covered populations through community anchor institutions.
- Pilot programs to test proof of concepts, including mesh networks and other technology solutions.

- Research and pilot projects to help define infrastructure business models that are sustainable in low density and dispersed population areas.

Community Leadership:
- Developing of a coalition or ecosystem of groups working on similar issues.
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- Digital Ambassador Programs and/or lobbying for proactive legislative reforms.
- Taking existing research and packaging it in ways that are easily understood by decision makers.
- Countering concentration of power, monopoly issues and data trusts

Digital Equity Initiatives Guidelines

These guidelines are in addition to the general City Enrichment Fund guidelines and eligibility criteria

Available Funding	30% of the eligible project or program budget up to a maximum of $15,000 - Total funding received from all sources within the City of Hamilton cannot exceed 30% of the program budget of the applicant
Eligibility	- Not-for-profit, community organization, volunteer organization with non-for-profit goals, whose mandates align with the objectives of the CEF Digital Equity program - The program activities must occur in Hamilton and must benefit the local community - Groups of two or more organizations with similar vision/project ideas may collaborate on projects.
Ineligible Applicants	- Foundations; political parties/organizations; for-profit groups and ventures; individuals; and, religious organizations (except in cases where the applicant demonstrates clear boundaries between religious activities and the budget of the proposed program) - Organizations whose activities are deemed to come under the jurisdiction of other levels, divisions, departments, or agencies of the City or other governments, i.e. school boards, post-secondary institutions, social service organizations, hospitals, business improvement associations.

Eligible Expenses	• Retaining external expertise or consultants to work with the applicant on a specific digital equity project or program, including the external experts, consultants, or coaches' fees and travel costs within Ontario • Costs associated with infrastructure projects (e.g. renovations, purchase/lease of buildings) • Volunteer costs (e.g. training, food, non-alcoholic beverages, distinctive clothing) • Logistical, production and technical requirements (except for alcohol related costs) • Costs including supplies, fees, and expenses for demonstrators, educators, and performers of digital activities • Administration • Insurance • Policing and security cost (except for those costs related to alcohol) • Road Closure expenses • Evaluation
Ineligible Expenses	• Alcohol and associated expenses (permit fees, police, fencing, etc.) • Ongoing operations (e.g. salaries, wages, travel, supplies, material, fundraising, marketing, governance, and other costs related to ongoing operations) • Deficit reduction • Retroactive activity • HST • Expenses for programming that takes place outside of the City of Hamilton

Assessment Criteria	All applicants must be able to demonstrate good use of public funds. Organizations will be assessed separately using the following assessment criteria and weight: **Organizational Capacity** (25%) as demonstrated by: • An active Board of Directors providing a proper stewardship role • Effective fiscal checks and balances • Evidence of thoughtful planning towards the organization's vision • Proactive strategies with appropriate and updated policies • Good financial health • History of its commitment to the Hamilton community **Program Merit** (40%) as demonstrated by: • Effective and safe execution, in compliance with your organization's vision • The target group that is benefiting from this request • The quality in what will be offered / provided to the community • Benefits beyond the immediate request • Demonstrating what you will do to ensure program/project success **Community Impact** (35%) as demonstrated by: • Project alignment with the City's strategic goals. • A need within the community. • The types of partnership that will be developed. • The evaluation and reflection upon project completion.

Digital Program Application Details

<div style="border: 2px solid red;">

ONLINE RECOMMENDATION
Please turn off compatibility mode if you are using Internet Explorer
as it may render false findings.

</div>

- The applicant is responsible for providing all the information and attachments requested
- The City Enrichment Fund will make decisions regarding your eligibility based on the information provided in your application
- The below sections correspond to questions in the application form

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Page: Organization/Applicant Information

Program: Select "Digital"
Stream: Choose "Digital Equity Initiatives"
Contact info: Please list the person who should be contacted for clarifications and updates on the status of the application

Organization's Mission Statement. 7 points
- Describe what is your organization trying to achieve (vision)
- Why does your organization exist?

Provide a brief history of your organization. 8 points
- What makes your organization unique or important to the Hamilton community?
- What has your organization achieved (number of years servicing the community, milestones that you are proud of as an organization)?

Page: Organizational Overview

- Ensure funding request is less than 30% of Program Budget (Grant request amount on following page and detailed Program Budget Template required as part of 'Attachments' page)
- Legal status
- Program must take place in the City of Hamilton

Page: Program Information

Name of Program: Title of your Program or Event

Grant Request Amount: The amount being requested for your program or event

Program Budget. 7 points
- Corresponds to Program Budget Template. See 'Attachments' section and additional Program Budget notes below.

Additional budget notes
Use the budget excel document to provide your program's complete budget information on all four sheets. Download the excel file, complete the budget sheets, save, and upload.

Municipal sheet

- If applicable, list all municipal funding totals and sources including confirmed or pending monies (Do not include your City Enrichment Fund request amount).

Revenue/expenses sheets

- Column B: Provide the program budget for the request year
- Column C: Provide the program actuals from the previous year
- Optional column D: Brief explanation of line items

In-kind sheet
Provide the estimated volunteer hours and value of other in-kind contributions. The total in-kind value will automatically be reflected on the program revenue.

Brief Summary in 60 words. This section will not be scored.
- Please provide a short summary of this program concept for a public document (please note this response forms a part of a public facing document).

Provide a program description in 1000 words. 10 points
- What is the program direction? What makes it important?
- A summary of your activities, describing the quality, diversity, and innovativeness. How will you evaluate the quality of your programming?
- Details of the program's impact on educating, informing and enhancing digital equity in the City.
- Details of key dates and scheduled activities.
- Details of all marketing plans.

Specify how funding will be used in 500 words. 7 points
- What will the expenses be and why they are needed?
- Why are extra funds needed to support this program or event versus using a current operational budget?

- This description should relate to the details provided in the programming description above and to the proposed budget.
- Be specific on which of your expenses will be funded using CEF funding and why these expenses are important to the success of the initiative

Specify how the program will increase community participation in 500 words. 5 points
- Details on the following:
    - The contribution of the program to further develop digital equity in the City.
    - Description of your audience and participants.
    - Volunteer program(s) with the organization
    - External recognition of programming within the organization
    - Economic impact of the program

Provide measurable program outcomes. 10 points
Provide up to three measurable outcomes of the program that benefit the organization and /or the community.
- What is the primary goal?
- What does success look like?
- How is success measured?   What is the start and end state?

Provide a description of partnerships in 300 words. 10 points
- How will you work with other groups? How does this assist your group in achieving its goal?
- Note: "other groups" may include but are not limited to; your local, provincial and national organizations, community outreach groups, other digital based not for profits, and for profit organizations relationships and partnerships.

List and describe the implementation team in 300 words. 5 points
- Describe the Board of Directors and how they reflect the community the organization serves.
- Information on the organization's staff and lead volunteers describing their expertise and background.

Describe how your program enriches the City in 300 words. 10 points
- Why is this program needed and how was it identified?
- What benefits does your programming have on the digital equity sector and the City?
- What are the challenges facing your organization?

Page: Your Program and the City's Community Vision

What City of Hamilton's community priorities does your program align with:

☐ Culture and Diversity	☐ Healthy & Safe Communities
☐ Economic Prosperity & Growth	☐ Clean and Green
☐ Community Engagement and Participation	☐ Built Environment and Infrastructure

Describe how your program is aligned with the community priorities that you chose above in 200 words. 5 points

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Page: Program Specific Questions

Describe how your program will bridge the digital gap ensuring City of Hamilton residents have access to the resources, opportunities and skills needed to thrive in our increasingly digital world. 300 words. 6 points

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Page: Attachments

Use this checklist when preparing and uploading your attachments
- ☐ Board of Directors list (mandatory). Include role & titles, length on BOD
- ☐ Staff list (optional). Include job titles and whether full or part-time.
- ☐ Financial Statements (mandatory). If audited financial statements are not available, then unaudited statements are required. Please note, for grant requests greater than or equal to $30,000 audited financial statements are mandatory.
- ☐ Program Marketing Material (optional). Poster, flyer, pamphlet, etc.
- ☐ Program Specific Material (if applicable)
- ☐ Program Budget (mandatory). **Download, complete, and upload Program Budget Template (excel file provided)**

Page: Declarations

1. **Have you received funding from other sources within the City of Hamilton?** Select "Yes" or "No"
2. **Declaration:** select each box to confirm acknowledgement
3. **Municipal Freedom of Information:** Provide signature(s) to confirm acknowledgement

TO SUBMIT YOUR APPLICATION: Before submitting your application, you are required to review it by selecting the **'Review'** in the bottom right corner of the final page. You will be prompted to review each page. After reviewing, select the **'Print'** option at the bottom of the final page to save a pdf copy of the application for your records. Once you have

reviewed each page, the bottom right button will now read **'Submit'**.

Additional Budget Template Information:

1. Grant requests can be no more than 30% of the Total Eligible Program Budget (cash only, excludes in-kind). See *Budget Summary* tab line 22.
2. It is important that submitted budgets are balanced (program expenses match program revenues). Provide comments for programs that present a budget deficit or surplus on line 28 of the *Budget Summary* tab.
3. Please note that this budget is used by all CEF programs. Use the most appropriate line items provided in addition to the "other" spaces available.

Revenue

Column B	Column C	Column D
Provide the program revenue budget for the request year	Provide the program revenue budget from the previous year, or the last year the program was delivered. You can only leave this blank if this is the first year that the program was delivered.	Provide a brief explanation of line items, such as: ○ Confirm government funding, sponsorship, etc. ○ Provide a breakdown of a line item *(e.g. annual membership fee x number of members)* ○ Provide notes for significant variances between the previous and request year

Expenses

Column B	Column C	Column D
Provide the anticipated program expense budget for the request year.	Provide the program expense budget from the previous year or the last year the program was delivered.	Provide a brief explanation of line items, such as: ○ Breakdown of a line item *(e.g. staff hourly rate x number of hours to be worked)* ○ Provide information on new expense items ○ Provide notes for variances between columns B and C (i.e. *Anticipating an increase of external consultant's hourly rate)*

> **In-kind**
> Provide the estimated volunteer hours and value of other in-kind contributions. The total in-kind value will automatically be reflected on the program revenue.

After you apply

- You will receive a confirmation e-mail once your application is submitted.
- If your application receives a passing score (above 60%), your score and recommended level of funding will be presented to the City of Hamilton Grants Sub-Committee for review and approval in Spring.
- You will receive confirmation of funding by email. The email will include instructions to receive your funding and a timeline of when funds will be released.
- CEF funding must be used in the same year that it is awarded.
- You must acknowledge the City of Hamilton's support through CEF in your program materials and promotion.
- You must complete a Final Report and submit it to CEF staff by February of the following year. A template will be provided by CEF staff after you have received confirmation of funding.
- Organizations that do not provide complete Final Report(s) for each program that receives CEF funding will not be eligible to apply for future CEF grants.

CITY OF HAMILTON
NOTICE OF MOTION

Audit, Finance & Administration Committee: August 11, 2022

MOVED BY COUNCILLOR A. VANDERBEEK…....…….…………..………

2022 Hamilton Santa Claus Parade

WHEREAS, the Hamilton Santa Claus Parade has been receiving on-going financial and in-kind support from the City of Hamilton for since 2002;

WHEREAS, COVID-19 restrictions have continued to adversely impact many events and activities in 2021;

WHEREAS, the Hamilton Santa Claus Parade faced consistent expenses as in prior years, planning for the event was affected by the global health crisis and scaled back; thereby, resulting in modified programming and reduced their ability to realize forecasted revenues and other contributions; and

WHEREAS, the City Enrichment Fund continues to support this marquee event that brings joys to the hearts of many at Christmas time;

THEREFORE, BE IT RESOLVED:

(a)   That the 30% guideline for funding programs be waived one-time for the Hamilton Santa Claus Parade in 2022;

(b)   That the Hamilton Santa Claus Parade be required return funds, relating to their 2021 event in the amount $22,914, to the City; and,

(c)   That the 2022 City Enrichment Fund grant, in the amount of $46,231 approved for the Hamilton Santa Claus Parade, to be released upon receipt of full payment of $22,914 to the City of Hamilton.