



## CITIZEN COMMITTEE REPORT

<b>To:</b>	Audit, Finance and Administration Committee; General Issues Committee; and City Council
<b>From:</b>	LGBTQ Advisory Committee  _____ Cameron Kroetsch, Chair
<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- the previous request to advertise through the Hamilton Street Railway (HSR) be rescinded as the LGBTQAC thinks that this will not be cost effective and will likely not reach the focus audience (see the Analysis/Rationale for more on this); and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.