



**CITY OF HAMILTON
CITY MANAGER'S OFFICE
Government Relations & Community Engagement**

TO:	Chair and Members Audit, Finance and Administration Committee
COMMITTEE DATE:	May 19, 2022
SUBJECT/REPORT NO:	Support for the National Council of Canadian Muslims brought forward by the NCCM recommendations in Motion 6.2 (CM21015(b)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Sunil Angrish Project Manager, Community Inclusion & Equity (905) 546-2424 ext. 4073
SUBMITTED BY:	Morgan Stahl Director, Government Relations & Community Engagement City Manager's Office
SIGNATURE:	

RECOMMENDATIONS

- (a) That staff be directed to develop a pilot inclusion campaign to support equity-seeking community members and address issues of hate and intolerance focused on combatting racism, rooted in anti-oppression with a specific focus on Anti-Islamophobia.
- (b) That a city-wide public education campaign be developed and distributed, which includes in its development the engagement of City staff and community members already engaged in related work, including but not limited to the National Council of Canadian Muslims, Hamilton Anti-Racism Resource Centre (HARRC), the Hamilton Centre for Civic Inclusion (HCCI), Hamilton Immigration Partnership Council (HIPC), and the No Hate in the Hammer Coalition.
- (c) That one-time funding for the pilot inclusion, public education, awareness and communications campaign of \$35,000 from the Tax Stabilization Reserve #110046 be approved.

EXECUTIVE SUMMARY

Staff were directed to develop a communication plan for the Anti-Islamophobia Public Awareness Campaign with collaboration from the Muslim community and Hamilton Anti-Racism Resource Centre (HARRC), along with identifying resources available for this plan and report back to the May 2022 Audit, Finance and Administration Committee. The report includes a public awareness and communication plan recommended by staff in response to the direction from Council.

The City of Hamilton is committed to supporting its local Muslim community as one component of its broader Hate Prevention, Mitigation and Community Initiatives Action Plan.

Working in partnership with local and national organizations including HARRC, the Hamilton Chapter of the National Council of Canadian Muslims (NCCM), the Hamilton Community Legal Clinic, and seeking direct input from the Muslim community, the City will internally develop and introduce an inclusion campaign in Hamilton.

The goal of the inclusion, public education, awareness and communications campaign initiative is to generate dialogue amongst Hamilton residents in order to foster a city that is inclusive and confronts all forms of hate, racism, and discrimination.

This report recommends the implementation of a pilot focused on delivering a robust community inclusion, public education, awareness, and communications campaign that is developed internally by City staff in collaboration with community partners including paid advertisements and extensive outreach to ensure the campaign is wide-reaching.

Alternatives for Consideration – See Page 8 & 9

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The amount of the funding, totalling \$35,000, to be funded from the Tax Stabilization Reserve (#110046) be approved.

Staffing/Legal: There are no staffing or legal implications association with Report CM21015(b)).

COUNCIL DIRECTION:

At its meeting on August 13, 2021, Council approved the following motion:

That the Director of Government Relations and Community Engagement be directed to work with local leaders of the National Council of Canadian Muslims (NCCM) to determine what dedicated local funding may be required to fulfil community-based Anti-Islamophobia initiatives and report back to the Audit, Finance and Administration Committee, to undertake NCCM Recommendation 56: Municipalities provide dedicated funding for local community-based Anti-Islamophobia initiatives and

That the Director of Government Relations and Community Engagement be directed to report back to the Audit, Finance and Administration Committee on local anti-Islamophobic public awareness campaigns and options respecting a potential program(s) for training young Muslim leaders for the future, to undertake NCCM Recommendation 58:

HISTORICAL BACKGROUND

Hamilton City Council was requested to respond to recommendations respecting the municipal portion of the National Council of Canadian Muslims (NCCM) National Action Summit on Islamophobia. These were brought forward by a contingent of Hamilton's Muslim leaders to Council on July 19, 2021. Muslim leaders in Hamilton requested Council's endorsement and commitment to several of the municipal recommendations in the NCCM's report.

Following the August 13, 2021 Council motion, City staff and officials engaged with the NCCM and Muslim leaders across Hamilton to discuss opportunities to address the recommendations outlined in the National Council of Canadian Muslims July 19, 2021 report as per Council's directive. To that end, City staff and officials met with the Hamilton Team Leader for NCCM throughout September and November 2021 to discuss collaborative opportunities.

Led by the Mayor, the Mayor's Office staff, and City staff the first meeting was held in order to strike the Mayor's Anti-Islamophobia Advisory Group with a wide cross section of members of the Muslim community across Hamilton on September 28, 2021. This included NCCM's Advocacy Officer and the Hamilton Team Leader. Staff are currently

working with national and local members of NCCM to ensure that subsequent meetings are fully representative of the Muslim community.

City staff also provided recommendations to the National Council regarding potential provincial and federal funding streams that may assist in supporting the delivery of this programming and potential events.

Subsequently, the Mayor's office and City staff met with NCCM staff on November 10, 2021 to discuss upcoming actions and steps with the Mayor's Anti-Islamophobia Advisory Group. Further meetings with NCCM and local leaders are being planned for 2022.

RELEVANT CONSULTATION

At the March 24, 2022 Audit, Finance and Administration committee meeting, staff were directed to develop a communication plan for the Anti-Islamophobia Public Awareness Campaign with collaboration from the Muslim community and the Hamilton Anti-Racism Resource (HARRC), along with identifying resources available for this plan and report back to the May 19, 2022 Audit, Finance and Administration Committee.

Following the Audit, Finance and Administration Committee, staff met with and consulted numerous community-based stakeholders to determine a strategy moving forward that is informed by the Muslim community, equity-seeking groups, and HARRC. From April 5, 2022 to May 4, 2022 the following meetings occurred:

Staff met internally with CityLab Hamilton to discuss potential research projects in support of an Inclusion campaign

Staff met with representatives from HARRC, HIPC, the Hamilton Community Legal Clinic, and the Office of the Mayor to discuss collaborative opportunities to combat hate and receive feedback on the strategy moving forward

Staff met with representatives from Hamilton Police Service to discuss engagement opportunities re: securing places of worship and hate crime reporting

Staff met with representatives from HIPC to discuss the previous #HamiltonForAll initiative and opportunities to reintroduce it.

Staff met with representatives from The City of Hamilton's Youth Strategy to discuss engagement opportunities with Muslim youth in Hamilton

Staff met with representatives from the National Council of Canadian Muslims and the Office of the Mayor to discuss what an Anti-Islamophobia campaign can look like and logistically how to continue to support the community.

In dialogue with community organizations and representatives, it was indicated that ensuring the appropriate consultation from the affected communities is essential, including various engagement tactics, in order to ensure their input and voices are embedded in the development and implementation of the campaign. Furthermore, the campaign should include a wide array of informational tools and marketing strategies to ensure the public's awareness of the campaign and its message.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

There are two primary influences for the proposed inclusion campaign. First is the #HamiltonForAll public education initiative, which was aimed at “addressing misconceptions and stereotypes against immigrants and refugees”. It showcased stories of immigrant and refugee Hamiltonians. By using print posters and a comprehensive social media campaign, it encouraged Hamiltonians to be part of the conversation and take actions to showcase their vision for a more inclusive Hamilton.

Second is the Toronto For All initiative (www.torontoforall.ca), which is an ongoing program at The City of Toronto focused on supporting “the civic resiliency for all Toronto residents”. The initiative contends that “civic resiliency can be measured in residents’ awareness of – and engagement with – the systemic barriers that exist for people in their environment due to group membership. Implicit biases, negative attitudes, stereotypes and prejudices negatively impact our civic resiliency”. Each year a campaign is launched focusing on an equity-seeking group. For example, 2022 will be focused on Anti-Semitism, while previous campaigns included Anti-East Asian Racism, Disability Awareness & Inclusion, and Islamophobia.

Further, through Council’s Equity, Diversity and Inclusion Term of Council Priority, the City commits to creating and nurturing an environment that is welcoming and inclusive, where equity-seeking communities feel safe, supported and have an enhanced sense of belonging through strengthened community capacity, City responsiveness, and inclusive engagement opportunities.

Similar to two initiatives referenced in this report, the recommended inclusion campaign model is designed to inspire a potential long-term shift in the culture of Hamilton. Part of this cultural shift includes the implementation of the City of Hamilton's Hate Prevention, Mitigation and Community Initiatives Action Plan.

Approved by Council in December 2021, the City of Hamilton's Hate Prevention, Mitigation and Community Initiatives Action Plan outlines a number of steps the City of Hamilton is undertaking to address issues of hate within the city, including Islamophobia. This includes that staff be directed to engage with local organizations that are culturally-specific and serve equity-seeking groups or groups disadvantaged by discrimination, to determine opportunities for City staff to coordinate and accelerate existing initiatives, in response to the hate prevention and mitigation recommendations. This comprises a number of items, including the City's internal human resources Equity Diversity and Inclusion (EDI) workplan, and partner organizations such as HARRC, HCCI, and the No Hate in the Hammer Coalition, in order to ensure that City policies and programming are informed by the hate prevention and mitigation recommendations presented by Sage Solutions and endorsed by Council in August 2021.

Additionally, the Hamilton Community Safety and Well-Being Plan is currently being implemented. Approved by Council in July 2021, the plan names hate incidents as one of its six local priorities. These include goals to reduce individual and organizational incidents of Islamophobia, anti-Black and anti-Indigenous racism, xenophobia, anti-Semitism, transphobia, homophobia, and other forms of discrimination.

At its meeting of August 15, 2021, Council endorsed eighteen recommendations presented in the Hamilton Hate Prevention – Final Report by Sage Solutions, Appendix "A" to Report CM19006(e), several of these recommendations directly relate to the recommendations outlined in this report (Support for the National Council of Canadian Muslims brought forward by the NCCM recommendations in Motion 6.2), the recommendations are listed, as follows:

Proactive Leadership

- Convene collaborative opportunities for productive dialogue amongst community organizations, businesses, and other local institutions, with the goal of building a welcoming city together.

Centring Communities

- Follow through with actions that support what the City has already heard.
- Deeply listen to the voices of those experiencing hate, acknowledge their experiences and provide ongoing opportunities for community feedback.
- Initiate convergent strategies to coordinate and accelerate the work that community organizations are doing to combat hate in the city.

Education and Early Intervention

- Partner with community organizations to co-create and implement an educational curriculum together with young people about racism, hate, equity, diversity, inclusion, and justice and belonging, from the perspective of people living in Hamilton.

This demonstrates the alignment between the City's current initiatives and re-iterates that the City of Hamilton is committed to supporting the local Muslim community as one component of its broader Hate Prevention, Mitigation and Community Initiatives Action Plan.

City Staff can provide the following services to contribute to the communications plan:

- Collaboration with equity-seeking communities
- Public engagement and community consultation
- Communications planning, including marketing, campaigns, projects
- Strategic advice (starting with initial ideas/discussions and ongoing recommendations)
- Issues management
- Media releases, writing/editing, speaking notes, key messages, media inquiries, etc.
- Creative design development in line with corporate brand standards
- Social media promotion across City's corporate accounts
- Media buying and paid advertising*
- Council communications
- Internal/staff communications
- Video production/development
- Website/digital communications (updates, new content, etc.)

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

The coordination of media buying and advertising is done in house within the Communications and Strategic Initiatives department (i.e. coordinated and booked) but the expense to place the actual ads on the respective platforms (in print, on tv or radio, digital ads, social media paid boosts, etc.) would have costs associated. Please note, Staff have used the #HamiltonForAll costs and model as a guide for pilot inclusion, public education, awareness and communications campaign.

ALTERNATIVES FOR CONSIDERATION

Alternate A :

A model similar to the former #HamiltonForAll campaign, supported by The City of Hamilton and developed with HIPC, which ran from 2017 to 2018 (the website, www.hamiltonforall.ca, remains active). This more expansive, potentially multi-year initiative would focus on Anti-Islamophobia and other equity-seeking groups:

- a. Social media promotion, including images, infographics and videos;
- b. Posters and literature posted at City facilities, including Recreation Centres and Public Libraries;
- c. A page on the City of Hamilton website providing information on Anti-Islamophobia, current statistics, copies of appropriate graphics for circulation, as well as information on how to report a hate crime or hate-related incident
- d. Additionally, a print media campaign, including but not exclusive to bus shelter and bus advertisements;

As a guide, costs associated with the 2017 – 2018 #HamiltonForAll Campaign were approximately \$66,200.00. This included significant in-kind contributions from HCCI, HIPC, Ontario Council of Agencies Serving Immigrants (OCASI), HWDSB, Mohawk College, the Hamilton Spectator, Kitestring, McMaster Womanists.

Alternate B

A model similar to the Toronto For All initiative, in which funding would be provided each year to focus on a certain equity-seeking community. This would be a further expansion of Alternative Recommendation (A) that would include the following considerations;

- a. Selection of a campaign topic that is aligned with a larger initiative at the City and/or with priorities for public education expressed by Hamilton residents or City Council;

- b. Identification of a community partner with subject matter expertise, who has strong connections and credibility with Hamiltonians affected by the issues and with local advocates, and who is able to act as the public face and voice of the campaign;
- c. Identification of a City division with subject matter expertise to support the campaign;
- d. Collaboration with the community partner, a community advisory committee and a creative agency to develop the purpose, key messages and creative execution of the campaign;
- e. Development of communications and advertising content including information on a purpose-built site similar to www.torontoforall.ca;

Both alternatives for consideration would far surpass \$35,000.00 as these alternatives would have staffing implications in addition to financial requests as these types of funds do not presently exist in the government relations, community engagement or communications budget. Staff are prepared to report back on these costs should Council direct staff to explore the staffing, financial and legal implications.

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.

Healthy and Safe Communities

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

Culture and Diversity

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

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