

Youth Summit Action Plan

The Youth Summit Action Plan was created following the Mayor’s Youth Summit based on feedback received from youth at the Summit.

Actions and Description: Explains and describes the action that will be taken.

Timelines: Shows the time period within which the action will be completed.

Responsibility: Shows which City of Ottawa Department is leading the implementation of the action.

City of Ottawa Department names and short forms:

CC Corporate Communications
 CSS Community and Social Services
 ED Economic Development
 HR Human Resources
 OPH Ottawa Public Health

OPS Ottawa Police Services
 PGM Planning and Growth Management
 PRCS Parks, Recreation and Cultural Services
 SO Service Ottawa
 TS Transit Services

Indicators: Examples of how we will know that the action was completed.

#	Actions	Description	Responsibility	Indicators	Timeline
1. Communicate More Effectively					
1.1	Create a Youth Portal on the City web site	Design the wire-frames and build the infrastructure and web design on Ottawa.ca for the Youth Portal.	SO	New youth Portal live on City of Ottawa web site	2013
1.2	Identify and coordinate the content for the new Youth Portal	Review existing web content to match youth priorities, identify youth ready content, revise the content and consider new content.	CSS (and Youth Ottawa)	Content ready for Portal	2013
1.3	Use the #ott youth (#ottjeunes) hash tag from the City of Ottawa Twitter account	Use the #ott youth (#ottjeunes) hash tag for youth-targeted content to ensure easier search function for	CC	# of times the hashtag is used per year	2013

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		youth and assist youth in identifying programs, campaigns and services targeted to them			
1.4	Incorporate the youth target audience into the communications planning process as a specific audience with specific tactics	Tailor and test communications efforts appropriate for youth.	CC	% of campaigns complying to process	2013
1.5	Explore creating an online magazine	Explore creating an online magazine to better communicate digitally to residents, including youth.	CC	% of online magazine set up complete	2013
1.6	Promote existing programs to youth (such as Career Cruising, Partner 4 Jobs).	Ensure youth are aware of existing programs and services for them and actively promote these programs as well as new programs. These programs will also be promoted on the new Youth Portal.	CSS	Outreach and promotional activities documented	2013
1.7	Conduct an advertising campaign about cell phone robbery prevention	Target advertising to youth about cell phone robbery through various channels	OPS	Youth-friendly promotional material developed and posted	2013
1.8	Create a campaign on Crime Stoppers awareness for youth	Raise awareness amongst youth about Crime Stoppers	OPS	% of campaign implemented Youth-friendly promotional material developed and distributed # of youth-friendly presentations to increase awareness developed and delivered	2013
1.9	Create a social media platform for youth to engage with police (Facebook and Twitter)	Launch a Facebook and Twitter account for the OPS Youth Advisory Committee	OPS	Active Facebook and Twitter accounts # of likes, friends, followers and tweets	2013

#	Actions	Description	Responsibility	Indicators	Timeline
1.10	Create a hand out which describes the various jobs/careers (i.e., chemical and civil engineering, computer programmer, etc) available at the City of Ottawa.	Create a profile of the jobs and careers available at the City to use as a promotional tool and to educate students about the opportunities. This tool could be distributed to youth through various channels (i.e. schools, libraries, recreation centres) and made available on the Youth Portal. This tool would be useful for the mentoring and job shadow programs detailed below.	HR	Hand out developed and distributed to youth through various networks	2013
2. Improve relationships					
2.1	Increase youth awareness of the role of transit safety and enforcement staff	In collaboration with the Ottawa Police Service, provide presentations at schools and to youth organizations about the role transit safety and enforcement staff play in protecting transit customers and the public, and the role youth can play in ensuring everyone's safety and security	TS	# of presentations annually (target 50 presentations in 2013) # of attendees at presentations (target 2000 attendees in 2013)	Ongoing
2.2	Foster positive relationships between youth and police through the work of the OPS Youth Advisory Committee	Youth Advisory Committee is working to build relationships with the police service personnel	OPS	# of YAC meetings # of opportunities for collaboration and partnership on joint initiatives identified # of youth engaged in consultations Included within OPS Business Plan	Ongoing
2.3	Conduct pilot projects to assess the impact of enhanced transit service on youth	Assess the impact of enhancements to transit service undertaken in late 2012 in support of Equity	TS	Report presented to Transit Commission	2014

#	Actions	Description	Responsibility	Indicators	Timeline
		and Inclusion Lens groups, such as youth and those with limited travel options.			
2.4	Increase collaboration across youth coordinators throughout city.	Throughout the city, there are youth coordinators working for various organizations who provide programs and services to youth and link youth to services with other agencies. Youth coordinators from other organizations will be invited to attend health related training to build greater awareness of programs and services, foster better relationships and enhance coordination of services.	OPH	35 Youth Coordinators attending trainings and networking events	2013
3. Engagement in decision-making					
3.1	Create a youth-led committee to inform and sponsor the Youth Summit Action Plan. Councillor Fleury will be Council's representative on the committee.	Youth Committee will help monitor the action plan, help advise City staff on the implementation of the actions and will lead and take on actions related to civic engagement.	CSS (and Youth Ottawa)	Committee created	2013
3.2	Youth-led committee will work with departments and Councillors on engagement initiatives	Provide strategic advice on how to effectively engage with youth and create and implement engagement and outreach activities	CSS (and Youth Ottawa)	Assist with at least 2 engagement initiatives	2013 2014
3.3	Consult with youth at Youth Services Bureau and Operation Come Home about housing services and supports	As part of a review of the homelessness service system in Ottawa and to meet the requirements of various federal/provincial funding streams the Housing Services Branch will consult with Youth Services Bureau and Operation Come Home youth about services and supports required for the next three years for youth who are homeless or "at risk" of homelessness.	CSS	Consultation completed Consultation report prepared and shared with Operation Come Home and Youth Services Bureau	2013
4. Mentoring					
4.1	Implement a youth mentoring program for the City	Staff across the City will offer mentorship to youth focused on their career path, job experience and other areas of interest to youth (e.g. 3 hours, up to 3 youth per year. Volunteer Services will assist with screening, matching and logistical issues; PRCS will	PRCS (Invest Ottawa)	50 youth mentorships by 2014	2013 – development 2014 – implement

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		leverage youth leadership resources and other departments' expertise.			tation
4.2	Implement a job shadow program for City of Ottawa Summer Students	Create a program for summer students to job shadow different positions to help promote the City as an employer to a diversity of youth. Create a communications package and tools to promote this program including student orientation.	HR	50 job shadows	2014
5. Practical career advice					
5.1	Create a series of workshops for youth on the Microsoft suite of tools (Word/Excel/Outlook/PowerPoint)	Focus on computer skills that are required in the work setting and develop a workshop that can be offered at City of Ottawa locations or at other sites. This action will build upon existing materials and services.	CSS	16 workshops provided per year	2013
5.2	Create a Labour Market information workshop with key partners	Provide labour market trend information to youth and parents in a fun and informative manner to help build awareness of how to plan for future jobs.	CSS	Prepared workshop 8 workshops provided per year	2013
5.3	Create networking opportunities for youth with other youth and with professionals	Provide opportunities for youth to network with each other and with established professionals to ask questions and gain greater understanding for moving forward with job or career goals.	CSS	4 networking opportunities per year	2014
5.4	Create a youth career training program (workshops, e-Learning, and practical application/mentoring)	Focus for the program will be on networking, job readiness, and practical skills building. Will use Youth Employment Services resources and knowledge and work with youth and community partners for content.	CSS ED HR (Invest Ottawa)	Youth career training program developed, advertised and offered to at least 20 youth per year	2014
6. Rural outreach					
6.1	Create Youth Corner in the Rural Connections newsletter	Provide youth specific information via the Rural Connections newsletter which is already distributed to approximately 2500 people and organizations	PGM – Rural Affairs	4 Youth Corners per year	2013

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6.2	Act as a liaison between youth and the City through Ottawa Public Health programming	OPH staff working in rural communities will promote City-wide services to rural youth.	OPH	40 services promoted	2013 / 2014
7. Volunteering					
7.1	Create a youth focus in the City's Volunteer Strategy	Work with all the City's volunteer coordinators to establish more youth friendly opportunities, and raise awareness of those already in existence by reaching out to schools and advertising using different forms of media. A link can be placed on the Youth Portal on ottawa.ca, highlighting youth oriented opportunities.	PRCS	Youth-friendly materials developed Linked on Youth Portal	2013
7.2	Engage youth to develop a youth friendly look and feel for the City's Volunteer Strategy	Work with local youth to develop the City's Volunteer Strategy's youth friendly look and feel. Youth are provided with the criteria and volunteer their services. Youth would be formally acknowledged for their efforts.	PRCS	Brand developed	2013
7.3	Review and update the City's volunteer application and recruitment processes to ensure the process is as user friendly as possible	As part of the Volunteer Strategy, review and revise current processes to ensure the forms, tools, and training are youth friendly and provide a positive experience for youth and other population groups.	PRCS	Revised processes	2013
7.4	The Mayor and Councillor's offices will provide volunteer opportunities for youth.	Youth will be provided with volunteer opportunities in the Mayor's and Councillor's offices. The aim would be to have at least one youth volunteering at all times throughout the year. (e.g. One office could have different volunteers at various times throughout the year)	PRCS	24 volunteers % satisfied with their experience	2013 / 2014
8. Peer Support and Tailored Interventions					
8.1	Work with youth to identify and implement strategies that will address important youth health issues.	Ottawa Public Health (OPH) will engage youth through multiple mechanisms (focus groups, consultations, Photo voice, and student committees) to identify health priorities, inform program design, provide feedback on resources, design and	OPH	150 Photo voice participants 50 youth consulted	2013 / 2014

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		implement health projects and programs. Strategies will also be included in the May 6 th Board of Health Report on Youth Engagement.		15 youth committees	
8.2	Reach out to youth with health messaging and programming through social media	Using OPH social media platforms (e.g. Twitter, Facebook, Instagram, blog) to share City and community health programming and opportunities.	OPH	25 social media messages to youth	2013 / 2014