Staff Recommendation

That the City of Richmond participate with the Richmond Centre for Disability in promoting the "10 by 10 Challenge".

Mike Kirk  
General Manager, Corporate Services  
(604-276-4142)  
Att. 2
Staff Report

Origin

In October 2006 then Employment and Income Assistance Minister, Claude Richmond launched the “10 by 10 Challenge” at the Union of BC Municipalities (UBCM) Convention. Under the auspices of the Minister’s Council on Employment for Persons with Disabilities (PWD), the “10 by 10 Challenge” is an attempt to increase employment for persons with disabilities by 10% by the year 2010. Background information on this initiative is in Attachment 1.

The Richmond Centre for Disability has written to the City of Richmond expressing interest in taking the initiative to lead this challenge (Attachment 2). They are also looking for the City to support and participate in this initiative.

Analysis

The “10 by 10 Challenge” is an initiative to encourage organizations and businesses to look at what employment opportunities there are for people with disabilities. It is admirable that the RCD is willing to take the lead on this initiative. It is an important that the City take advantage of the opportunity to work with the RCD to ensure that more of our citizens who have a disability have the chance to gain employment.

By asking the City to participate, the City can determine what opportunities there are within the City’s workforce. A staff member from the Human Resources Division will be the City’s representative/liaison with the RCD. It will be important that discussions with the City’s Unions be on-going throughout this initiative.

The recommended resolution will also show the City’s support for this initiative. Attachment 1 shows the other communities in British Columbia that have joined the “10 by 10 Challenge”.

Financial Impact

There is no financial impact with the recommendations. The amount of staff time involved for the Human Resources Division will not be onerous.

Conclusion

Many people with disabilities are not able to fully participate in the community due to a lack of, or reduced, employment opportunities. The “10 by 10 Challenge”, with the Richmond Centre for Disability taking the lead, will hopefully improve and increase the employment opportunities for people with a disability.

Mike Kirk
General Manager, Corporate Services
(604-276-4142)
10 by 10 Challenge Background

There are currently 300,000 working-age people with disabilities in British Columbia—many of whom want to work. They have the motivation, education and abilities to be valuable members of our workforce and communities. Yet, they face an employment rate of 44%.

The Minister’s Council on Employment for Persons with Disabilities is inviting communities and industry sectors to join the 10 by 10 Challenge to increase employment for persons with disabilities in British Columbia by 10% by the year 2010.

Hiring people with disabilities is a Win-Win situation for businesses, communities, people with disabilities, and the province at large. The Minister’s Council is working toward this goal of 10 by 10, by supporting initiatives like the Measuring Up pilot, which is assisting communities to dialogue with key stakeholders to assess their accessibility and inclusivity and Workable Solutions, which provides employers with best practices for recruiting and retaining persons with disabilities.

Let us show the world by 2010 that British Columbia’s communities are leaders in access and inclusion for persons with disabilities.

On October 26, 2006, at the Union of BC Municipalities Convention (UBCM) in Victoria, Employment and Income Assistance Minister Claude Richmond and City of Vancouver Mayor Sam Sullivan launched the Challenge to municipalities across the province. Mayors and industry leaders will receive the 10 by 10 Challenge Toolkit, which includes an individual community or sector employment goal, and tips and resources to assist participants in reaching this goal.
His Worship Mayor Sam Sullivan and Honourable Claude Richmond launch the 10 by 10 Challenge
10 by 10 Minister's Council on Employment for PWD, Province of British Columbia

10 by 10 Challenge

The Minister's Council on Employment for Persons with Disabilities is inviting communities and industry sectors to join the 10 by 10 Challenge to increase employment for persons with disabilities in British Columbia by 10% by the year 2010.

Myth
My company doesn't have any jobs that persons with disabilities could do.

Reality
British Columbia with Disabilities is the same as you and me. Add ability and you're as good as those without disabilities.

There are currently 300,000 working-age people with disabilities in British Columbia - many of whom want to work. They have the motivation, education and abilities to be valuable members of our workforce and communities. Yet, they face an employment rate of 44%.

Communities who have joined the 10 by 10 Challenge:

1. 100 Mile House
2. Abbotsford
3. Alberni-Clayoquot
4. Armstrong
5. Ashcroft
6. Boston Bar/North Bend
7. Campbell River
8. Cariboo Regional District
9. Central Okanagan
10. Chetwynd
11. Chilliwack
12. Colwood
13. Coquitlam
14. Creston
15. Courtenay-Comox
16. Cowichan
17. Cranbrook
18. Greater Victoria
19. Greater Vancouver
20. Hope/Clearwater
21. Nanaimo
22. New Westminster
23. North Okanagan
24. North Shuswap
25. Osoyoos
26. Penticton
27. Port Alberni
28. Port Hardy
29. Prince George
30. Prince Rupert
31. Powell River
32. Quesnel
33. Revelstoke
34. Nelson
35. Oak Bay
36. Parksville
37. Peachland
38. Pemberton, Village of
39. Penticton
40. Pitt Meadows
41. Port Alberni
42. Port Hardy
43. Port Moody
44. Powell River
45. Prince George
46. Prince Rupert
47. Princeton
15. Duncan  
16. Dawson Creek, City of  
17. Enderby, City of  
18. Fruitvale  
19. Golden  
20. Grand Forks  
21. Invermere  
22. Kamloops  
23. Kelowna  
24. Lake Country  
25. Lake Cowichan  
26. Langford  
27. Langley, City of  
28. Langley, Township of  
29. Maple Ridge, District of  
30. Metchosin  
31. Mission  
32. Nakusp  
33. Nanaimo  
48. Queen Charlotte  
49. Quesnel  
50. Revelstoke  
51. Rossland  
52. Salmon Arm  
53. Smithers  
54. Sooke  
55. Spallumcheen  
56. Surrey  
57. Telkwa, Village of  
58. Terrace  
59. Trail  
60. Vancouver  
61. Vernon  
62. Victoria  
63. Whistler  
64. White Rock  
65. Williams Lake

Click here to read what communities are doing to get started!

Corporations who have joined the 10 by 10 Challenge:

1. 2010 Legacies Now  
2. BC Centre for Ability  
3. BC Paraplegic Association  
4. Canadian National Institute for the Blind  
5. Central Okanagan Access Awareness Team  
6. Comox Valley Record Contact  
7. Community Living British Columbia  
8. Cowichan Independent Living  
9. Crews at Work Victoria  
10. ESP Consulting Ltd  
11. Garth Homer Society  
12. Inter-municipal Advisory  
13. Milieu Family Services  
14. Nanaimo Association for Community Living  
15. North Shore Disability Resource Centre  
16. North Thompson Volunteer and Information Centre  
17. Polaris Employment Services Society  
18. Richmond Society for Community Living  
19. Semiahmoo House Society  
20. Theo BC  
21. Vancouver Island Community Connections  
22. Vancouver Island Vocational and Rehabilitation Services Ltd.  
23. Vernon Disability Resource Centre  
24. WCG International/Triumph Vocational Services
Become the next community/company to proclaim your support for your citizens with disabilities.

Read our Success Stories.

Got questions, comments? Need some help getting started? Call us!

Rachael Ross at rachael.ross@gov.bc.ca and (250) 356-8987
Asmeret Ghebremedhin at asmeret.ghebremedhin@gov.bc.ca and (250) 356-6189
Mr. Mike Kirk,
General Manager of Human Resources
City of Richmond,
6911 No. 3 Rd.
Richmond, B.C. V6Y 2C1

Dear Mr. Kirk,

Recognizing that persons with disability are under-represented in our workforce and community life, the Richmond Centre for Disability or RCD (formerly the Richmond Committee On Disability) is taking the initiative to lead the community in promoting the “10 by 10 Challenge” in Richmond for the benefit of employment and community participation opportunities for people with disabilities.

People with disabilities represent an untapped resource with the ability and desire to fully participate in the economy of Richmond. We believe that all citizens should have equal opportunity to share fully and equally in the life and prosperity of Richmond.

While Richmond is recognized as a leader in the area of accessibility, full participation and employment opportunities continue to elude many who have much to contribute.

The 10 by 10 challenge’s goal is to increase employment opportunities by 10% by the year 2010. A goal that is potentially achievable.

We are looking for the City of Richmond to participate and support us in this initiative.

Looking forward to hearing from you,

Sincerely,

Frances Clark,

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e-mail: rcd@rcdrichmond.org • web: www.rcdrichmond.org
10 by 10 challenge

While the City of Richmond is recognized as one of the most accessible cities in Canada, there is still work to be done in areas of access to employment opportunities and attitudinal accessibility towards people with disabilities. As well, there are still a few physical barriers that exist, or have been created within the community.

The Richmond Committee On Disability as a recognized community leader in this area, proposes to put together a team of other community leaders from within the Corporate, private and civic sectors to address these unresolved issues. People who will work together to create the necessary awareness to ensure the removal of the barriers that still remain within our community. This

Developing a “Team”

- RCD
- Richmond School District
- City of Richmond (Human Resources)
- CUPE - Inside Workers Union
- YVR
- Richmond Chamber of Commerce
- Kwantlan College
- Asian Business Association

To do What: Challenge the City of Richmond and the business community to Develop an Action Plan that will successfully promote the employment of PWDs

➢ Hold:
  - Workshop(s) to seek answers to questions that need to be addressed
  - Employment Information Fair – bringing together PWDs and potential employers.

Questions:

➢ How many employable people with disabilities do we have in Richmond who are not currently employed? How do we find that out?
➢ What skills do they have?
➢ What skills development opportunities do we need in Richmond for PWDs?

How many companies are currently seeking new staff – and are already considering the PWD population?
What skills are currently needed – what type of jobs are going “begging”?  

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