



**THE ACCESSIBLE / INCLUSIVE
CITIES AND COMMUNITIES PROJECT**

VANCITY PROPOSAL

MAY, 2005

Project Synopsis

The AICCP is an ambitious initiative which will create better opportunities for people with disabilities in every community across British Columbia. While there is a healthy and diverse disability infrastructure that already exists in the province, the AICCP is designed to construct a new societal lens in which to consider the broader implications of disability.

The first phase of the Accessible/Inclusive Cities & Communities Project was concluded in March, 2005 with a report of recommendations (accessed at <http://www.tdhstrategies.com/downloads/aiccp.pdf>) as well as the creation of a motivational rating instrument* for communities (submitted as part of this proposal).

For the coming twelve months, five objectives have been laid out for completion:

- 1) Establish a core AICCP unit to move the project forward.
- 2) Produce a made-in-B.C. business case for accessibility and inclusion.
- 3) Distribute the community motivational rating instrument and subsequently liaise with every participating municipality across the province to ensure implementation.
- 4) Create a corporate motivational rating instrument that can be used by businesses looking to positively change and evolve their work environments and overall corporate culture.
- 5) Present the progress and success of the AICCP to the World Urban Forum, which will be hosted by Vancouver in 2006.

The AICCP will be an ongoing project working towards making British Columbia the most accessible and inclusive region in the world.

Background of the AICCP

Originally proposed as an idea by Al Etmanski, founder of the Planned Life Advocacy Network (PLAN), the initiative began to take shape when Vancouver City Councillors Tim Louis & Sam Sullivan, with substantial support from former B.C. Premier Mike Harcourt, introduced the following motion to Vancouver City Council:

Establishment of a 2010 Vision for British Columbians with Disabilities

Mover: Councillor Tim Louis
Seconder: Councillor Sam Sullivan

WHEREAS, the 2010 Olympic and Paralympic Games should benefit all British Columbians and provide long term legacies;

AND WHEREAS, citizens with disabilities support the creation of a vision for a province that welcomes and includes the participation and presence of all people with disabilities in all aspects of the community;

* A motivational rating instrument is an organizational-community building tool that seeks to inspire action by providing a broad framework for change rather than instituting static and rigid rules and regulations.

AND WHEREAS, by the year 2010, British Columbians want the world to appreciate British Columbia as a jurisdiction where the contributions of all citizens are enabled and welcomed;

THEREFORE BE IT RESOLVED THAT, Vancouver City Council send a letter to the Premier of British Columbia asking that the Government of British Columbia endorse the effort to create, in partnership with other municipalities in British Columbia, a 2010 Vision, and to take a lead role in its development;

AND BE IT FURTHER RESOLVED THAT, Vancouver City Council endorses the development of a 2010 Vision for British Columbians with disabilities;

AND BE IT FURTHER RESOLVED THAT, staff report back on options for how the City of Vancouver could participate in the creation of this 2010 Vision;

AND BE IT FINALLY RESOLVED THAT, Vancouver City Council write to all other municipal governments in British Columbia asking that they endorse the creation of this Vision, and ask for one member of their respective Councils to serve as a contact person.

The motion was premised on two fundamental objectives:

- 1) To foster greater opportunities within the City of Vancouver and across the province of British Columbia for people with disabilities.
- 2) To leverage the 2010 Winter Olympic Games as a catalyst for the creation of such opportunities.

The AICCP has been met with positive responses from officials across British Columbia, and has to this point been officially endorsed by several municipalities (see Appendix 1), with many others on the verge of signing on.

The widespread enthusiasm also generated significant interest from the provincial and federal governments, and under the auspices of the tripartite urban development Vancouver Agreement, all three levels of government jointly contributed \$75,000 in seed funding support to hire a project coordinator. The job description called for both the development of a strategic plan and the creation of a motivational rating instrument for municipalities to assess their overall inclusiveness and accessibility.

In consultation with the advisory committee, the project coordinator prepared five key observations in summary of the work that has been completed so far:

- 1) There is no standardized means of gauging how British Columbia municipalities are doing in achieving their accessibility and inclusion objectives.
- 2) Business considerations are a key motivator in building accessible and inclusive communities.
- 3) The AICCP can make the biggest impact by working directly with communities.
- 4) The AICCP is well-positioned to take full advantage of the global attention that will be directed towards British Columbia in the coming years.

- 5) Communications, collaboration and advocacy within the disability community tend to be disjointed by the lack of a unifying force.

The AICCP represents the largest unifying presence that the disability community has ever witnessed within British Columbia. By late fall 2004, 600 business cards had been distributed through an array of meetings, conferences, events, presentations and speaking opportunities (refer to Appendix 2 for the partial list of the relationships that had been established as of October, 2004). These types of engagements are ongoing, as the AICCP has created great excitement and optimism with many individuals, groups and organizations across the province.

The production of the AICCP report, as well as the creation of the motivational rating instrument for communities, concluded the first phase of the AICCP at the end of March, 2005.

The Impact on Communities

There are two streams of discourse that guide the AICCP's priorities:

- 1) Accessibility Agenda – Accessibility objectives continue to expand as recognition of the burgeoning scope of disability continues to evolve. Correspondingly, the accessibility component was envisaged as encompassing strategies and solutions that would counteract the physical, attitudinal, and institutional barriers encountered by people with disabilities.
- 2) Citizenship Agenda – People with disabilities have both the capability and responsibility to exercise their citizenship. This concept of what it means to be a citizen relies on emphasizing belonging, rights, responsibilities, relationships and contributions over disability.

Building inclusive communities must involve a methodology that acknowledges the capacity of individuals to contemplate and take action, while at the same time understanding that structures do not exist independently from them. For communities to foster dynamic participation, engagement must originate from a process that welcomes community participation and leadership, but also takes ownership over both the problems and the solutions. This is what forms the essence of building community capacity.

For people with disabilities, accessibility and citizenship are often reduced or prevented for a number of reasons:

- There is no belief in having something to contribute
- There is no expectation to contribute
- There are physical barriers which prevent contribution
- Contribution is seen exclusively as an action, as doing something.

The AICCP has two objectives: independence and integration with the community. Independence refers to a comparable degree of control and self determination in day-to-day living to what is generally available to able-bodied individuals. Integration means the amalgamation of daily living processes with the rest of the community and society as a whole.

The community motivational rating instrument provides an entry point into every municipality in British Columbia, allowing for a criteria of empowerment to be applied to wide range of community attributes, from counteracting the physical barriers of the built environment to ensuring that adequate personal supports and transportation options are readily available.

Referring directly to the instrument will determine not only how exactly it will directly affect they daily existences of people with disabilities, but it can also be used as a filter for application to other members of the community experiencing exclusion as well.

The Next Phase of the AICCP

With the community motivational rating instrument completed and ready for distribution, the next phase of the AICCP is creating a permanent unit that will foster its implementation into every municipality in the province.

In the coming year, the World Urban Forum will be the focal point for the AICCP, representing a major opportunity to gain international exposure for the initiative.

The 2004 World Urban Forum was themed “Cities: Crossroads of Cultures, Inclusiveness and Integration?” this past September in Barcelona, Spain. The 2006 edition of the World Urban Forum will mark the 30th anniversary of the first Habitat conference (which led to the creation of the United Nations Human Settlements Programme (UN-HABITAT), the organization that administers the forum), and will “showcase a range of different challenges and meaningful solutions while recognizing the diversity of our situations.”

This framework is perfectly suited for involvement by the AICCP to showcase the project’s mandate and accomplishments to thousands of delegates representing national governments, local authorities and non-governmental organizations, as well as offer a made-in-B.C. take on what it means to live in an integrated and inclusive society.

While the first phase of the AICCP was conducted within the confines of the Vancouver Agreement, it has now been formally agreed that 2010 LegaciesNow, a derivative organization of the 2010 Winter Olympics working to develop vibrant volunteer sectors, healthy and active communities and diverse arts and cultural activities across British Columbia, will house the upcoming community building component of the initiative.

2010 LegaciesNow is the primary vehicle established by the provincial government to ensure that the benefits of the Olympics resonate in the areas of sport, music, arts, culture, literacy and volunteerism, and as a result filter down to every British Columbian. 2010 LegaciesNow, which is chaired by Vancouver City Manager Judy Rogers (a prominent

supporter of the AICCP), has agreed to provide at least \$50,000 in in-kind contributions towards the project.

In order to properly advance on the above-mentioned recommendations, a stand alone unit within 2010 LegaciesNow, complete with devoted staff and resources, must be established in the very near future. The creation of such a unit would be predicated on these fundamental principles:

- Promoting the vision of an accessible and inclusive province to all events and activities leading up to 2006 World Urban Forum, the 2010 Winter Olympics Games and beyond
- Advising the Vancouver Olympic Organizing Committee to ensure that Vancouver stages the world's most accessible and inclusive Olympics in history
- Supporting goals, objectives and activities of existing disability organizations
- Collaborating with all sectors of society to achieve accessibility and inclusion goals

In consideration of both the sustainability commitments made in the Vancouver 2010 Bid Book, as well as the creation of the Inclusive Intent Statement by the Vancouver Olympic Committee for the Olympic Games (VOCOG), 2010 LegaciesNow is an organization which is extremely complementary to the objectives of the AICCP.

Benefits to the Community

The AICCP is a perfect example of widespread advocacy amongst many communities across the province aimed at improving the lives of every British Columbian with a disability.

The AICCP will be driven by input from people with disabilities, will emphasize autonomy and independence for these individuals, and will be grounded in creating more accessible and inclusive communities to the benefit of all.

The AICCP is revolutionary to the disability community in that it is a centralized initiative that brings together an extremely expansive grouping of disability advocacy, while having involvement from government, the non-profit sector and communities. This is a critical mass that has never been successfully carried through in British Columbia, representing a unique mix of interests all working towards the same goal.

The progress that has been made over the course of the first phase of the project has created great excitement about moving forward. As a result, expectations have been raised in many organizations and individuals across British Columbia.

The AICCP requires funding support and dedicated resources to ensure that tangible effects on communities are able to come to fruition in a timely

manner. This is not another program, or study, or report, but rather an initiative that will gauge its success or failure on the concrete improvements made to the quality of life of people with disabilities. Vancity's involvement would serve as a fundamental component towards achieving results.

Opportunities for Vancity as an AICCP Founding Sponsor

Support for AICCP will strengthen Vancity's leadership profile as an accessible and inclusive financial institution committed to the well-being of people with a disability and their advocates.

In April, 2000, Vancity launched a partnership with PLAN to provide people with disabilities access to specialized financial products and services including will and estate planning and discretionary trusts. Vancity was the first financial institution in Canada to demonstrate sensitivity to people with disabilities and their families.

PLAN is a not-for-profit charity created by and for families who have a relative with a disability. PLAN is premised on two objectives: to ensure a safe and secure future for relatives with a disability and, in the process, provide families with peace of mind. PLAN, and more specifically founder PLAN Executive Director Al Etmanski, are fundamental to the foundation of the AICCP and its continued evolution.

Vancity's involvement with the AICCP would provide a natural extension to the great progress that has already been achieved with PLAN.

It has been determined that the annual budget of such a unit would be \$383,000 (see Appendix 3), and the AICCP is currently looking towards the corporate community, charitable foundations, and participating governments for sufficient funding to begin the work outlined above.

The AICCP is hoping to make Vancity an official "Founding Sponsor" for the project's first year of implementation, which will encompass two primary opportunities for involvement:

1) Distribution of the Community Motivational Rating Instrument

With the rating instrument now completed, the next step is to distribute the tool to every municipality in the province, and subsequently build relationships to ensure its implementation.

Formal municipal packages designed as an executable tool will be created, and sent out by the end of June. The unit will then be equipped with a community liaison who will continuously travel the province and maintain contact with city councils and municipal officials over the coming year.

Vancity would be able to receive maximum exposure from such a process of distribution, which would serve as a wonderful platform to introduce Vancity as a "Founding Sponsor."

2) A Pilot Project for Corporate Innovation

In addition to the development of a motivational rating instrument for municipalities, the AICCP will also be developing a similar tool for the corporate community. This could emerge as another important component of the AICCP's coming year of activities by employing a similar yet separate process of formulation from the one used for communities.

It is important that the corporate community begins to integrate the principles of inclusion into broader visions and objectives, and the AICCP could assist companies in realizing their targets, both internally and externally. As a partner in the development of such an instrument, Vancity could employ the tool as a test run to wider distribution across British Columbia and Canada, possibly as a supplement to Vancity's social audit.

While these are the two macro frameworks for involvement, there are multiple ways for Vancity to gain maximum exposure and associated accolades as a participant in such an initiative.

As a "Founding Sponsor," Vancity would be invited to provide:

- 1) Identification – Vancity could be an important tool in ensuring that the AICCP receives recognition amongst its membership and through all of its various community partners (this type of aspect is completely open to interpretation according to the will of the Board).
- 2) Corporate Motivational Rating Instrument Liaison – Vancity would be welcomed to establish at least one person that would serve to provide input into the development of the instrument, as well as receive and contemplate ongoing updates.
- 3) Participation in Public Events – The AICCP will have a lot of public events, presentations, ribbon cuttings, etc. that will continue to evolve as integration into communities occurs, and as a "Founding Sponsor," Vancity's presence at these types of events (when deemed necessary and/or appropriate) would be very important for the project's community image.

In the coming year, the distribution of the community motivational rating instrument will provide much opportunity for exposure and recognition of Vancity's efforts, capped off by the participation of the AICCP as an agenda item at the World Urban Forum in June, 2006.

In brief, here are a few of the benefits of participating in the AICCP:

- 1) Increasing Access to Financial Services – As Vancity is aware through its involvement with PLAN, people with disabilities represent huge potential within the financial services market.

According to a November, 2001 Government of Ontario commissioned report entitled *The Business Case for Accessibility: How Accessibility-Awareness Strengthens Your Company's Bottom Line*, people with disabilities are responsible

for an astonishing \$25 billion in annual consumer buying power in Canada alone, and subsequently have an influence on a huge secondary market of friends and family (estimated to be between 12-15 million others).

By being involved as a partner with the AICCP, Vancity will be able to generate huge exposure in every municipality in British Columbia for the services, products and programs most applicable to people with disabilities.

- 2) National & International Exposure – The eyes of the world will be on Vancouver and British Columbia over the next five years, and the AICCP is well-positioned to take advantage of the attention.

The Vancouver Olympic Organizing Committee has a long list of commitments and legacies that have been pledged around the promise of the staging the most sustainable and inclusive Olympics in history, and the involvement of people with disabilities by way of the AICCP is paramount to living up to these commitments.

Vancity is already internationally renowned for its community involvement encompassing the cultivation of self-reliance and well being in society as a whole, and now is a wonderful opportunity to build towards an international showcase of these principles through the AICCP's involvement with the 2006 World Urban Forum. Vancouver will also play host to the World Peace Forum in June of 2006, which is anticipated to attract thousands of civic politicians, peace and sustainability activists from around the world under the theme "Cities and Communities: Working together to End War and Build a Peaceful, Just and Sustainable World". This subject matter and framework is once again perfectly suited for the AICCP to lend some valuable perspectives to the proceedings.

The AICCP is also considered as a launching pad for the development of a pan-Canadian accessibility and inclusiveness strategy. Public policy experts, disability advocates and government officials around the country are aware of the initiative, and are looking to expand the vision once properly established in British Columbia.

- 3) The Potential of the Non-Profit Sector - The lion's share of the first phase of the AICCP was devoted to seeking out meaningful and ongoing input from representatives of the broad disability community and other key stakeholders throughout British Columbia. Through an array of meetings, conferences, events, presentations and speaking engagements over a 10-month period, the AICCP established strong and burgeoning relationships with a wide cross-section of the non-profit community across the province.

The disability and non-profit landscape is vast and offers a great deal of specialization and expertise on a wide range of subject matter. Approximately seventy-five per cent of the time invested into the first phase of this project was allocated to seeking out the various entities,

establishing working relationships with them, and extracting pertinent information, and thus in consideration of the hundreds of groups that the AICCP has contacted and subsequently collaborated with, the exposure into this sector is and will continue to be substantial.

At the end of 2003, Vancity Credit Union loans to non-profit organizations (NPOs) totalled \$43.2 million. Involvement with the AICCP would provide invaluable access to entities that could help to grow this figure.

- 4) Embracing the Olympic Spirit – The AICCP is indelibly linked to the Olympics, both as part of the commitments to host the most inclusive and accessible games in history, and because of the involvement of all three levels of government, 2010 LegaciesNow, and of course the International Paralympic Committee.

Vancity's partnership with the AICCP would be extremely complementary to the ideals and vision of the Olympic movement, and demonstrate a healthy overlap with Vancity's already existing principles of community engagement. The AICCP represents a platform for tangible involvement with the infrastructure surrounding the 2010 Winter Olympic Games, which from a proactive point of view, offers an effective way to capitalize on the general enthusiasm and excitement across the province.

Vancity's Requested Involvement

The AICCP is looking for a financial contribution from Vancity that will fund two separate initiatives:

- 1) The establishment of a core AICCP unit to execute on the above-mentioned recommendations (\$100,000)
- 2) A pilot project creating and implementing a corporate motivational rating instrument designed to assess inclusiveness and accessibility (\$40,000)

NOTE: The development of the rating instrument would include both the group Canadian Business for Corporate Social Responsibility and the Employer's Forum on Disability out of the U.K. Solstice Sustainability Works through principal Sue Todd will also continue the work begun in the development of the community motivational rating instrument.

This money would be instrumental in leveraging additional funds from various foundations and all levels of government, as Vancity's involvement would add a level of legitimacy and respect that would serve as a great motivator to other potential partners. The AICCP is currently in the process of applying for funds from Social Development Canada, the Vancouver Foundation, VANOC, Western Economic Diversification as well as the Vancouver Agreement.

The AICCP is poised to begin our year-long lead up to the World Urban Forum, and with a commitment of funding and involvement with the development of the corporate motivational rating instrument by Vancity, work would begin immediately.

We look forward to your review of this document, and are hopeful that the AICCP and Vancity will begin a long-term and fruitful relationship as a result.

Appendix 1
Municipal Endorsements (to date)

City of Vancouver
City of Victoria
City of Prince George
District of Central Kootenay
Town of Ladysmith
Bowen Island Municipality
City of Dawson Creek
Village of Cumberland
City of Port Alberni
District of Maple Ridge
District of Peachland
City of Merritt
City of Prince Rupert
Village of Warfield
Town of Creston
City of Armstrong
District of Elkford
District of Hudson's Hope
District of Mission
Village of Tahsis
District of Kitimat
City of Kelowna
Town of Osoyoos
Cowichan Valley Regional District
Town of Gibsons
District of Sparwood
Village of Lions Bay
District of Saanich
District of Lillooet
District of Sooke
District of Fort St. James
City of Kimberly

Appendix 2
Established AICCP Relationships

This is partial compilation of the organizations, agencies and individuals that the AICCP coordinator has met with directly. This list also includes the numerous groups that were encountered as a result of participation in various conferences, events, presentations and speaking engagements.

2010 LegaciesNow Society
Acorn Canada
Advisory Committee on Disability Issues
Burnaby Association for Community Inclusion (BACI)
BC Aboriginal Network on Disability Society
BC Blind Sports
BC Council for Families
BC Federation of Labour
BC Government and Service Employees' Union
BC Human Resources Management Association
BC Hydro
BC Special Olympics
BroadCom Canada Ltd.
Canadian Abilities Foundation
Canadian Barrier Free Design Inc.
Canadian Business for Social Responsibility
Canadian Mental Health Association
Canadian National Institute for the Blind
Center for Tourism Policy & Research
City of Vancouver
City of Vancouver - Community Services
City of Vancouver - Office of the City Clerk
City of Vancouver - Office of the Mayor
City of Vancouver, Streets Design Branch
Coast Foundation Society (1974)
Coast Mental Health Foundation
Demal Services Inc.
Developmental Disabilities Association
Douglas College
Fast Track to Employment
Food & Service Resource Group
Fraser Health Authority
Government of British Columbia - Ministry of Small Business & Economic
Development, Ministry of Human Resources, Minister's Council on Employment
for Persons with Disabilities
Government of Canada – Department of Canadian Heritage, Department of
Indian and Northern Affairs Canada (Federal Treaty Negotiation Office, British Columbia
Region)
Harcourt Enterprises, Inc.
Hey-way'-noqu' Healing Circle for Addictions Society

Information and Advocacy Network
Information Outreach Ltd.
Leadership Vancouver
London Metropolitan University
Loreth Associates
Lotte & John Hecht Memorial Foundation
Mainstream Association for Proactive Community Living
Microboard Association
Mission Association for Community Living
Multiple Sclerosis Society of Canada
Neil Squire Foundation
Office of the Advocate for Service Quality
Office of the Minister of Public Works and Government Services, Minister's
Regional Office
Onni Group of Companies
Open Learning Agency
ORW
PhoenixRising Solutions
Polaris Employment Services
Rick Hansen Man In Motion Foundation
S.D. #34 (Abbotsford)
Sharing Our Futures Foundation
Simon Fraser University
Simon Fraser University - Graduate Urban Studies Program
Simon Fraser University Childcare Society
Social Planning & Research Council of BC (SPARC)
Society for Disability Arts and Culture
Solstice Consulting
Surrey Tourism & Convention Association
The Canadian Council on Rehabilitation and Work
The Canadian National Institute for the Blind (CNIB)
Tourism Vancouver
TransLink
University of British Columbia
University of British Columbia - Campus Planning & Development
United Way of the Lower Mainland
United Way Fraser Valley
VanCity Savings Credit Union
Vancouver 2010
Vancouver 2010 - LegaciesNow Society
Vancouver Board of Parks & Recreation
Vancouver Chinatown Revitalization Committee
Vancouver Coastal Health
Vancouver Foundation
Vancouver General Hospital
Vancouver Park Board
Vancouver Public Library
Vancouver Resource Society

VANOC
Vella Microboard Association
Volunteer Burnaby
West Coast City & Nature Sightseeing
West End Seniors' Network
Western Institute for the Deaf & Hard of Hearing
Workers' Compensation Board of BC

Appendix 3
Core Annual Funding Requirements –
Accessible/Inclusive Cities & Communities Project (Note#1)

Personnel:		
Director/Coordinator/CEO	\$80,000	
Municipal Liaison	\$50,000	
Administrative Assistant (part-time)	<u>\$30,000</u>	
	\$160,000	\$160,000
Consultants (Note #2):		
Communications	\$25,000	
Partnership/Fundraising Development	\$25,000	
Rating Instrument and Process	\$25,000	
Corporate Rating Instrument and Process	<u>\$40,000</u>	
	\$115,000	\$115,000
Travel, Accommodations, Mileage		\$25,000
Communications Products:		
Website	\$6,000	
Alternate Formats	\$6,000	
Printing, Paper, Brochures	<u>\$15,000</u>	
	\$27,000	\$27,000
Office Supplies (Note #3)		\$6,000
In Kind Contributions (Note #4)		<u>\$50,000</u>
TOTAL		\$383,000

Note #1: The Core Budget enables follow-up on rating instrument/process; preparation for WUF; liaison, follow-up and referral for municipalities; and implementation of recommendations. Additional funding can be accessed for new opportunities and special projects

Note #2: Communications and Partnership/Fundraising Development could be combined into one position.

Note #3: Budget assumes office space, telephones, computers, etc. are provided.

Note #4: 2010 LegaciesNow has agreed to provide up to \$50,000 of in-kind contributions as the upcoming host for the extension of the project.