

DABRAC

SEPTEMBER UPDATE

LAND ACKNOWLEDGEMENT



We acknowledge that the Town of Newmarket is located on the traditional territories of the Wendat, Haudeno-saunee (Ho-den-no-show-knee), and the Anishinaabe peoples and the treaty land of the Williams Treaties First Nations and other Indigenous peoples whose presence here continues to this day. We thank them for sharing this land with us. We also acknowledge the Chippewas of Georgina Island First Nation as our close neighbours and friends, and we work to ensure a cooperative and respectful relationship.

REFINING KPI INDICATORS FOR ONGOING COMMITMENTS



LEGEND

 Complete

 In Progress

 Future Work

Legend Update and Explanation of KPI Indicators

This document uses three key performance indicators (KPIs) to communicate the progress of each action item:

- **Complete:** Actions that have been fully implemented and concluded.
- **In Progress:** Actions that are currently being executed and have not yet reached completion.
- **Future Work:** Actions planned for implementation at a later stage.

Moving forward, some actions that are marked as **Complete** will also be ongoing initiatives. These actions, while marked with the "Complete" status (indicated by a green box), will continue to be an ongoing commitment. This ensures transparency in our communication, reflecting both the accomplishment of initial goals and our dedication to continuous improvement and sustained efforts.



Accountable Owner: Communications			
Theme	Action	Timeline	Measure of Success
Inclusive Economic Development	Where possible, consider hosting media events at black owned businesses/support highlighting Newmarket's black owned businesses	In Progress	Number of media events held at black owned businesses/# of media and social media articles/posts
Ongoing Leadership and Accountability	Communications team will continue to support the implementation of the DABR action plan and list of recommendations	Ongoing	
	Embed questions from DEI Lens related to Communications in our communications plans and strategies	Q4 2024	
Inclusive Economic Development	Use "Hey Newmarket" to crowd source list of Black-owned businesses in TOWN OF NEWMARKET	Q4 2024/ Q1 2025	Percent of completion of the Newmarket Black owned businesses database
Ongoing Leadership and Accountability	Coordinate a photoshoot (in partnership with NACCA and/or other partner(s)) to increase the amount of photos and imagery of black residents in the community to be used in Town communications and marketing materials	In Progress Q4 2024	Number of images made available for Town marketing materials



Ongoing Leadership and Accountability

- Communications has begun strategizing the execution, initiated discussions, and started the search for a photographer.
- Collaborating with Recreation and Culture to build relationships with community partners, ensuring all population groups are represented.
- The goal is to conduct seasonal photoshoots starting in Q4 2024, reflecting the diverse makeup of Newmarket.



Accountable Owner: Central York Fire Services (CYFS)			
Theme	Action	Timeline	Measure of Success
Ensure full participation and representation of Black constituents in Newmarket	Proactively look for creative ways to interest racialized youth in fire services. This may include a model like Camp Blaze, outreach to guidance counsellors and/or other solutions. Team will pilot 2-3 new strategies over the next 18 months. Continue to develop and grow the relationships with Black community groups.	Ongoing	Number of engagements and outreach activities per year
Ongoing Leadership and accountability	Hiring processes and practices will be reviewed as part of broader HR review of recruitment. CYFS will implement recommendations where possible following review.	In Progress	
	Members of CYFS will utilize the best practices and tools developed by the OAFCD DEI Committee.	Q2 2025	Number of programs created and delivered as influenced by the DEI Toolkit.
Capacity building and training	Members of CYFS have completed EDI training. Team will adopt and roll out Anti-Black racism training.	Q2 2025	Percentage of CYFS staff who have completed ABR training



Ensure full participation and representation of Black constituents in Newmarket

In the process of piloting two programs

- **First Responder's Week in partnership with YRP**
- **CYFS Volunteer Opportunity for High School Students**

Accountable Owner: Human Resources

Theme	Action	Timeline	Measure of Success
Ongoing Leadership and accountability	Implement voluntary workforce census when we have our new HRIS.	2025-2026	% completion rate of the demographic questions
	Goal to have Newmarket's staff base reflect the diversity of Newmarket (inclusive of race, abilities, LGBTQ2S+). Reduce gaps each year.	2025-2026	Demographic study of Newmarket staff disaggregated by race and other dimensions of diversity as compared to the demographics of the community of Newmarket.
Inclusive economic development	Work with Strategic Initiatives to search for grants related to ABR programs.	Ongoing	# of granting processes engaged related to ABR
Capacity building and training	Annual commitment for training and professional development specifically for topics related to EDI.	Ongoing	# of ongoing EDI professional development opportunities offered to staff (e.g. webinars, workshops, communities of practice, speakers) Assessment through surveys of the effectiveness of the professional development tools regarding EDI
Ongoing Leadership and accountability	Review the DEI Lens and specify communities to focus on during use of the tool (e.g., Black, Indigenous, persons with disabilities, LGBTQ2S+).	Complete Q1 2023	
Capacity building and training	Members of CYFS have completed EDI training. Team will adopt and roll out Anti-Black racism training.	Q2 2025	Percentage of CYFS staff who have completed ABR training



Capacity building and training

- Emancipation Day: Talk About Freedom in Canada Webinar with **Dr. Natasha L. Henry-Dixon**
- Building Right Relations: Celebrating Indigenous History Month with **Jesse Wente**
- Indigenous Corporate Training
- 600+ People Trained to Date by EDI Specialist
- Future Plan: Monthly training sessions for new hires in Recreation and Culture



Accountable Owner: Library			
Theme	Action	Timeline	Measure of Success
Ensure full participation and representation of Black constituents in Newmarket	Develop Complete an audit of library policies to determine if there are any gaps/barriers:	In Progress Q2 2026	% of policies audited
	· Customer related policies · Library specific policies · HR related policies	COMPLETE Q2 2023 Q4 2026 Q2 2026 In Progress	% of policies amended
	Ensure Black writers are represented in book club choices by purchasing at least 5 book club kits featuring Black authors per year.	Ongoing 2023-2027	# of book club kits featuring Black authors added to collection
	Continue to embed ABR into programming. Ensure Black writers are represented by programming by including Black representation in at least 25% of story times.	25% by Q4 2023 30% by Q4 2024 COMPLETE	% of Black representation in story times programming.
	Continue to embed ABR into programming. Increase the number of Black author readings by 50% over 2022	In Progress	% of Black authors included in readings.
	Develop a Diversity Audit template for the Children's and Adult Collection – including diverse quality tags/markers unique to the Newmarket community.	Children Collection - Q4 2023 Adult Collection - Q4 2024 COMPLETE	% completion of Development of audit methodology % Completion of audit



Ensure full participation and representation of Black constituents in Newmarket

1. Promoting Diverse Voices: Increased purchase of book kits featuring Black authors, resulting in strong circulation and positive community engagement.
2. Goal Achieved: Black representation in 25% of Storytimes by Q4 2023; on target for 30% by Q4 2024. Continued Efforts: Expanding collection to include more titles for younger age groups and increasing diversity across all programs.

Accountable Owner: Planning			
Theme	Action	Timeline	Measure of Success
Ensure full participation and representation of Black constituents in Newmarket	Review and revise the parks and street naming policy(ies) to specifically encourage and promote names that represent Black peoples, Indigenous peoples, and people of colour, and/or their achievements	COMPLETE 2023	Annual staff report to Council updating list of pre-approved names Percentage of new names recognizing Black peoples, Indigenous peoples, and people of colour, and/or their achievements on the list of pre-approved names
	Include consultation strategies for Black peoples, Indigenous peoples, and people of colour for use in the development of the Town's New Official Plan.	In Progress	This subject matter's inclusion in the Communication and Engagement Strategy prepared as part of the Official Plan project



Ensure full participation and representation of Black constituents in Newmarket

- Upcoming Engagement Initiatives: Trade show, TED Talks, pop-up events, and Innovation Hub activities.
- Focus groups in October applying a DEI lens to land use planning



Accountable Owner: Recreation and Culture			
Theme	Action	Timeline	Measure of Success
Inclusive economic development	Develop a list of Black-owned businesses (arts, sports etc) and launch a pilot summer camp with one or more groups in summer 2023.	In Progress	% completion of a list of Black owned businesses
Ensure full participation and representation of Black constituents in Newmarket	Conduct further research with Black community to understand barriers which may be leading to lower uptake of services. With their input, evaluate current programming, costs and establish strategies for better engagement.	Q2 2025	Robust data collection disaggregated by race to identify key barriers to service. KPIs to be determined.
Ensure full participation and representation of Black constituents in Newmarket	Review permit policy to determine if Black groups may be denied permits and adjust policy to prevent this as required.	In Progress	# of Black groups denied permits.
Inclusive economic development	Review grants processes for barriers and eliminate those as needed.	In Progress	% completion of grants reviewed
Ensure full participation and representation of Black constituents in Newmarket	Visible representation/commitment to the Black community through art installation in a prominent place.	In Progress	% of art installations featuring Black artists



Ensure full participation and representation of Black constituents in Newmarket

- Ujamaa Marketplace:** Partnered with NACCA to expand the Ujamaa Marketplace moved from indoors during BHM will take place during Emancipation Day celebrations in 2025 at Riverwalk Commons. Community outreach this fall to simplify the process and launch by year's end.
- Community Outreach:** Launching a simplified, user-friendly process this fall, with community feedback to ensure effectiveness before the end-of-year rollout.
- Hall of Fame:** Pausing inductions to shift towards an annual event recognizing achievements, with community partners involved in selecting inductees, starting next fall.
 - 2026 year of Public Art:** Plans for the "Year of Public Art" include a call to artists in 2025 and community input on display locations, with unveilings throughout 2026.

QUESTIONS?



Thank you for your contribution!