



Dismantling Anti-Black Racism Implementation Plan



June 2025

Dismantling Anti-Black Racism Implementation Plan

In December of 2021, the Newmarket Dismantling Anti-Black Racism task force (DABRTF) delivered its [Final Report](#) to Council. The report included 117 recommendations related to dismantling barriers, addressing inequalities and systemic racism in Newmarket and the broader York Region.

Following Council's adoption of the DABRTF report, the Town of Newmarket hired EMPOWER Strategy Group to develop an [Action Plan](#) which was presented to Council in January 2023.

Through consultations and discussions, 4 priority areas were identified:

- Capacity building and training
- Inclusive economic development
- Ensure full participation and representation of Black constituents in Newmarket
- Ongoing leadership and accountability

This Implementation plan outlines the actions that Town staff have committed to working on over the next 2 years (2023 - 2024) and is organized by the accountable department.

A DEI resource will act as subject matter expert and will focus on advancing DABR actions within their dedicated scope of work. Along with the tasks outlined in The Plan, the DEI resource will research Racial Equity Framework options and compare those to our current DEI Lens to identify any gaps.

As part of the accountability framework, this document will be updated quarterly to provide staff and the community with an update on the progress of the actions.

The below update is as of June 2025.



LEGEND

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Dismantling Anti-Black Racism Implementation Plan

These actions are Foundations to the success of the DABR Implementation Plan.

| Foundation | |
|--|-------------|
| Action | Timeline |
| Hire a DEI resource to advance DABR actions and initiatives within their dedicated scope of work | Complete |
| Creation of a DABR Advisory Committee | Complete |
| Council to consider the implementation of the DABR Plan in the development of Council Strategic Priorities | In Progress |
| Creation and implementation of a Racial Equity Framework, including toolkits | In Progress |
| Public Communication and Engagement including progress reports | In Progress |

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 Future Work

Dismantling Anti-Black Racism Implementation Plan

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 2025 | |
| Inclusive Economic Development | Use "Hey Newmarket" to crowd source list of Black-owned businesses in TOWN OF NEWMARKET | Q3 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 Q3 2025 | Number of images made available for Town marketing materials |

LEGEND

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 Future Work

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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. | Complete Q4 2024 | |
| | Members of CYFS will utilize the best practices and tools developed by the OAFC 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 |

LEGEND

Complete
 In Progress
 Future Work

Dismantling Anti-Black Racism Implementation Plan

Accountable Owner: Economic Development

| Theme | Action | Timeline | Measure of Success |
|--------------------------------|--|-------------------|--|
| Inclusive economic development | Implement the Town's DEI Lens for Economic Development policy, projects and communications. | Q1 2025 | % of completion of policy review using Newmarket's DEI lens |
| | Build relationships with Black owned businesses. Actively engage Black owned businesses in the Town of Newmarket Corporate Visiting Program. | Q1 2025 - Onwards | % of businesses in the Corporate Visiting Program that are Black owned. |
| | Engage Black community in Newmarket Economic Development Advisory Committee in collaboration with Clerks by circulating committee posting to key partners (ie: NACCA) | Q1 2027 | |
| | Meet with York Region Small Business Enterprise Centre to discuss opportunities available to Black owned businesses, opportunities for mentorship/training session led by Black people from the Northern Six and put in place benchmarking systems for understanding the YSBEC's reach into the Black community. | Q1 2025 | # of Black Businesses served by YSBEC |
| | Develop partnerships with Black Chamber of Commerce, African-Canadian Construction Association etc. | Q4 2025 | # of formal partnerships with Black serving organizations such as the ACCA and Black Chamber of Commerce |
| | Share the Interim and Final DABR and subsequent action plans with the Main Street Business Improvement Area and Newmarket Economic Development Advisory Committee. | Q3 2025 | # of Businesses in the BIA and EDA committees receiving the interim and final DABR Implementation Plans |

LEGEND

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Accountable Owner: Economic Development continued

| Theme | Action | Timeline | Measure of Success |
|--------------------------------|--|----------|---|
| Inclusive economic development | Develop and keep up to date a list of Black business owners, entrepreneurs and residents who would like their business and/or family highlighted in marketing materials, media opportunities, Economic Development blog posts and other engagements. | Q1 2025 | # of Black business owners, entrepreneurs on marketing profile list |
| | Compile a list of Black-owned businesses in the Town of Newmarket and add (voluntarily) to Choose Local business directory and newsletter list. | Q1 2025 | % Completion of Black owned businesses list |
| | Investigate/research what other municipalities do and what capacity municipalities have (under the Municipal Act) for incentivizing Black owned businesses and employees. | Q3 2025 | # of Municipal reviews completed |
| | Benchmark the number of businesses with owners /management that identify as Black on the Choose Local directory. | Q3 2025 | % completion of list identifying owners that are Black on the choose local directory |
| | Highlight grant opportunities, mentorship and networking programs etc. on the Newmarket Economic Development website. | Ongoing | % completion of the update to the Newmarket website highlighting grants, mentorship and networking. |
| | Explore partnerships with community organizations to recognize businesses that promote equity and address discrimination. | Q2 2025 | # of partnerships with Black community organizations that promote equity. |

LEGEND

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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 |

LEGEND

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Accountable Owner: Human Resources continued

| Theme | Action | Timeline | Measure of Success |
|---------------------------------------|--|--|---|
| Capacity building and training | Anti-Black Racism training for all Town of Newmarket staff. | Q2 2025 | Percentage of all staff who have completed ABR training Percentage of new hires who have completed ABR training (e.g. complete within 90 days of start date) |
| | External review of the Recruitment program and processes, action plan development and rollout of new processes. Includes training for hiring panels. | External review COMPLETE Implementation Q4 2025 | Percentage of recruitment panel participants trained # of policy improvements based on external review |
| Ongoing Leadership and accountability | Succession planning program to be rolled out and have EDI and ABR Lens to ensure equity in access and success. | Q2 2025 | % roll out of EDI and ABR program |

LEGEND

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Accountable Owner: Legal and Procurement

| Theme | Action | Timeline | Measure of Success |
|---------------------------------------|--|-------------|--|
| Inclusive economic development | As part of the planned Procurement Law Update / Refresh, staff will conduct research into best practices around social procurement. The report to Council that will go with the updated bylaw will provide the results of the research conducted and make recommendations. | In Progress | Completion of the report to Council which addresses social procurement and adoption of new Procurement Bylaw |

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| 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 Q1 2026 | % of policies audited |
| | <ul style="list-style-type: none"> · Customer related policies · Library specific policies · HR related policies | COMPLETE Q2 2023 Q1 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 |

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Accountable Owner: Library continued

| Theme | Action | Timeline | Measure of Success |
|--|--|----------|---|
| Ensure full participation and representation of Black constituents in Newmarket | Proactively reach out to every first and second grade class in Newmarket to make sure every child has the opportunity to sign up for a Library Card. | Q2 2026 | Percentage of grade one and two classes reached |
| | Proactively reach out to every ninth grade class in Newmarket to make sure every teenager has the opportunity to sign up for a Library Card. | Q2 2025 | Percentage of grade nine classes reached |

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Accountable Owner: Legislative Services

| Theme | Action | Timeline | Measure of Success |
|--|---|--|---|
| Ongoing Leadership and accountability | Staff would recommend that Council proclaims February as Black History Month each year without the need for a formal application from a community group. | COMPLETE In Q1 2023 the Town proclaimed February as Black History Month ongoing. | Black History Month proclaimed annually |
| Ensure full participation and representation of Black constituents in Newmarket | Review Committee Public Appointment Policy and make recommendations to Council to adopt changes to remove barriers. This may align with the Committee Review conducted with the beginning of every new term of Council. | In Progress | Increase in number of Black applicants and successful candidates in public appointments |
| | Participate in the corporate review of recruitment practices. | In Progress | % of Black applicants and appointments to Committees and Boards |
| | Engage diverse and racialized community groups, such as Operation Black Vote, who can leverage the 2026 Municipal Election to encourage more Black candidates to run for political office. | Q1-Q3 2026 | Increase in number of Black candidates in 2026 municipal election |

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| 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. | On Going | This subject matter's inclusion in the Communication and Engagement Strategy prepared as part of the Official Plan project |

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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. | In Progress 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. | Ongoing | # of Black groups denied permits. |
| Inclusive economic development | Review grants processes for barriers and eliminate those as needed. | Ongoing | % 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 |

LEGEND

Complete
 In Progress
 Future Work



For questions, comments or discussion, please email info@newmarket.ca