



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: September 15, 2006
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RTS No.: 5721
VanRIMS No.:
Meeting Date: October 5, 2006

TO: Standing Committee on Planning and Environment

FROM: Managing Director, Cultural Services; Director, Vancouver East District,
Park Board; Interim Director, Social Planning

SUBJECT: Get Out! Youth Legacy Program – Evaluation and Next Steps

INFORMATION

- A. THAT Council receive *Get Out! The Pilot Year 2005/06* report for information.

RECOMMENDATION;

- B. THAT Council approve the Get Out! program principles and objectives as outlined in this report.
- C. THAT Council approve the continuation of interdepartmental GetOut! Staff Steering and Technical Committees to manage and coordinate future GetOut! Programs and services.
- A. That Council authorize the GetOut Steering Committee to seek additional funding partners and make applications to funding programs as outlined in this report; and
- B. THAT Council direct staff to report back with recommendations for any future GetOut! programs and services in the context of the 2007 Annual Operating Budget, departmental program reviews, strategic planning initiatives and potential partnership opportunities.

GENERAL MANAGERS' COMMENTS

The General Managers of Community Services and Park Board recommend approval noting that the pilot phase of this interdepartmental initiative has created new opportunities for active youth engagement in arts, sports, recreation and cultural activities, has in a very short time, reached over 3,500 youth, primarily youth at risk, and has helped to inform current programs and services and build towards a longer-term strategy for youth involvement within the City.

COUNCIL POLICY

Vancouver Civic Youth Strategy Policy - Council adopted the Civic Youth Strategy (CYS) in March of 1995, and initiated new youth engagement methods with the establishment of the Youth Outreach Team in 2003. CYS includes a policy statement that commits the City to involving youth and youth-driven organizations as active partners in:

- the development, assessment and delivery of civic services which have direct impact on youth; and
- broad spectrum consultations and initiatives on civic issues, such as the Get Out! Project.

The policy statement above ensures that all City departments work towards 4 key objectives:

- ensuring youth have “a place” in the City of Vancouver
- ensuring a strong youth voice in decision-making
- promoting youth as a resource to the City of Vancouver
- strengthening the support base for youth in the City of Vancouver

The City's Cultural Goals, adopted by City Council on October 27, 1987 seek to:

- ensure that all Vancouver residents and visitors including senior citizens, youth, low-income people, members of ethnic minorities and other distinct groups, have opportunities to enjoy and participate in cultural activities.

In 1992, the Board of Parks and Recreation endorsed its Blueprint for Youth Services. The Blueprint was designed to enhance community centre youth programs, and to facilitate partnerships with local youth-serving agencies to develop further opportunities for youth.

On July 8, 2004, Council approved the Youth Legacy Framework and Phase I of the Action Plan. On April 28, 2005, Council approved the Phase II of the Get Out! Youth Legacy Program.

SUMMARY & PURPOSE

This report presents the findings of the Get Out! Youth Legacy Program pilot phase 2005/06, and seeks Council's approval to develop future GetOut! opportunities, programs and services as outlined in this report.

BACKGROUND

The quest to host the 2010 Olympic Winter Games in Vancouver was a catalyst for the development of the City's Olympic Youth Legacy Program. On July 8, 2004, Council approved a 2 phase pilot project for the Olympic Youth Legacy for Physical Activity, Sport, Culture and the Arts, including a budget of \$200,000 for each phase (report RTS 4247 <http://vancouver.ca/ctyclerk/cclerk/20040708/csb6.htm> on file at City Clerk's Office).

Out of the City's Olympic Youth Legacy, the Get Out! Program was shaped in consultation with youth and the community. The goal of the pilot program was to increase levels of youth activity and engagement by encouraging their participation in the development, design and implementation of arts, sports, recreation and cultural activities.

In mid-December 2004, Park Board and Council approved the Get Out! Youth Legacy Program comprised of four components:

- Get Out! Grants: a "youth-friendly" grants program with two different streams (Grants to Youth and Community Partnership Grants).
- Get Out! New Recreation Programs: a program to develop new community centre youth recreation programs.
- Get Out! Youth Action Teams: a youth development program designed to build capacity of youth and youth-serving organizations to increase youth engagement.
- Get Out! Ideas Factory: a program of activities to support GetOut! through research, development, evaluation, training, communications, youth program coordinator support services and the facilitation of partnerships, networks and communities of practice.

DISCUSSION

Program Overview

The Get Out! program was supported, internally, by an interdepartmental staff team from Social Planning, Park Board and the Office of Cultural Affairs. The program budget was approved by City Council at \$200,000 for each of the two pilot phases and the team continued to support the program with a significant level of existing resources throughout the phases and beyond the end of the pilot period. The staff team was guided by a Steering Committee comprised of senior staff from Cultural Services, Social Planning and Park Board. The collaboration among the departments addressed gaps in and complemented the youth programs and services offered by the City.

The Get Out! program was administered by a Program Coordinator who served as a link between the program departments and youth and provided guidance to youth and Youth Action Teams in orienting themselves throughout the program. Further, the Program Coordinator oversaw tasks that no one department could assume individually such as communications and evaluation.

The Program was also guided by a community Advisory Committee comprised of members of the youth serving and youth driven agencies including youth themselves.

During its pilot phases, GetOut! supported over 70 projects, programs and activities, and involved over 3,500 youth - 80% of whom had previously low levels of participation in arts, sport, culture, recreation and community activities.

Council received a summary from Phase I and Action Plan for Phase II in April, 2005 (report RTS 4985 at <http://vancouver.ca/ctyclerk/cclerk/20050428/documents/cs1.pdf>).

Recreation Programs

The GetOut! New Recreation Programs stream provided new funding for 7 programs in Phase II ranging from \$1,700 to \$5,000 per program, to support and encourage recreation program coordinators to respond to the identified gap in youth-specific programming at facilities such as community centres, ice rinks and swimming pools. This also led to the development of innovative arts, cultural, sports and recreation programs that reach the city's at-risk and least active youth. For a complete list of programs developed, see Appendix A.

Grants Programs

The Grants program was designed to provide support for youth (ages 12 - 24) to develop and implement their own ideas on how to get their peers more active through cultural or recreational projects with community partners. Two streams were offered: Grants to Youth (supporting youth-driven initiatives in partnership with community organizations) and Community Partnership Grants (supporting youth programming developed by two or more youth-serving community organizations in partnership). The Grants program was delivered by the Office of Cultural Affairs, and the grant applications were adjudicated by an independent assessment committee comprising members of the communities of interest, including youth members.

A high level of outreach was required to support youth in making applications and this was offered by members of the City's Youth Outreach Team, core staff and the Coordinator. Three community-based workshops were also delivered to assist youth in preparing applications.

On March 31, 2005, Council approved 25 Get Out! Grants for a total of \$100,000 (report RTS 4444 at <http://vancouver.ca/ctyclerk/cclerk/20050331/csb3.htm>). On Sept. 15, 2005, Council approved a further 14 Get Out! Grants for a total of \$78,000 (report RTS 5052 at <http://vancouver.ca/ctyclerk/cclerk/20050915/cs20050915.htm>).

Get Out! Youth Action Teams (YAT's)

In order to reach and meaningfully involve the least active and most vulnerable of Vancouver's youth, research indicated that a more supportive approach including opportunities for relationship-building between youth/youth groups and adult allies was needed to develop successful projects and programs and in building the capacity to participate in the GetOut! grants program.

The GetOut! YAT's (10 groups of youth who work together to address issues and barriers to participation) are based on community youth development, participatory action research and participatory programming approaches. YAT's are facilitated by young adult mentors (UBC graduate students, trained in participatory planning and participatory action research) and

supported by staff at host community organizations, schools or community centres to support individual and group leadership development, to strengthen outreach, programming and fundraising skills, and to initiate, design and execute projects or programs.

Get Out! Ideas Factory

The Research Team, branded as the Get Out! Ideas Factory, led by the GetOut Coordinator works with youth and graduate student interns. Ideas Factory activities include YAT coordination, research, program development, evaluation, training, communications, youth program coordinator support services and the facilitation of partnerships, networks and communities of practice. One key component of communicating these activities is the GetOut! website at www.heygetout.ca. This online tool has been instrumental in serving as a virtual meeting place for program coordinators, networking tool, communications channel, and efficient means for the dissemination of support services and lessons learned.

Program Evaluation

Methodology

As a pilot program, evaluation was deemed to be critical and was built into the Ideas Factory's roles and responsibilities. A combination of qualitative and quantitative approaches were used in the assessment, including participant evaluation surveys, project coordinator reporting, facilitating 13 focus groups and in-depth interviews with participants and project coordinators, and hosting community feedback sessions. At the beginning of each funding cycle, the Get Out! Consultant team supported by the City's Youth Outreach Team, delivered participatory evaluation workshops for program coordinators to encourage them to become involved in this participatory approach to evaluation, to discuss the objectives and to provide training for using the evaluation tools.

Early into the program it was determined that the impact on levels of physical activity could not be accurately measured without a longer-term period within which to evaluate. As a result, the team adopted a more holistic methodology to measuring youth health. The focus of evaluation turned to measuring the impacts of Get Out! programs and activities in the engagement of participating youth.

The levels of youth-reported activity going into a project were captured by a survey given to participants. At the conclusion of the project, organizations conducted a final report which evaluated the project and impact on the participants. The evaluation revealed a number of program impacts and learnings as follows:

Impacts & Learnings

A copy of the GetOut! evaluation report is attached to this report as Appendix B. In summary the impacts and leanings included:

Impacts

- Get Out! was effective in reaching relatively unengaged youth - 80% of youth, who participated in GetOut! Pilot projects, programs and activities were reported to have previously "low to moderate" levels of involvement in arts, sport, culture, recreation

and community service activities. Youth Action Teams (YAT's) were particularly effective with these youth.

- Get Out! provided youth with significant and meaningful opportunities to strengthen leadership skills and programming capacity (approximately 500 youth had a leadership role in organizing and delivering programs).
- Get Out! programs brought together youth from diverse backgrounds and helped to build mutual understanding, support and community.
- GetOut! promoted innovation, built community partnerships and enhanced Vancouver's capacity for youth programming - Over 95% of respondents considered GetOut! to have had a "Big Impact" on their work and that of their organizations.
- Multiple entry points through the four program components (grants, recreation programs, YAT's and Ideas Factory) and coordinated through a central source, provided easy access and orientation for youth to a number of different styles of programs and services. This allowed for youth to try out different types of programs depending on their engagement level and interest.

In summary, evaluation results indicate that young organizers who received Get Out! grants or who participated in the YAT's gained self-confidence, leadership and programming skills. They reported they had increased their capacity to take on their own projects and to design programs that effectively reached out to their peers. Project coordinators of Get Out! stressed that getting youth involved in these roles contributed to building self-esteem (45%), led to employment or honoraria (18%), empowered youth (45%), and strengthened their development as community leaders (33%). One respondent indicated that Get Out! shows the commitment that the City of Vancouver has to the healthy development of its young citizens.

Learnings:

- Projects that had fewer participants and that were not competitive (i.e. not based on competitive sports) were more accessible to less engaged or at-risk youth.
- Meaningful youth engagement requires significant resources (human, financial, time, etc.) to be effective. The pilot phase underestimated the resources required to administer and evaluate the number of programs.
- Measuring the impact of Get Out! programs and projects in increasing physical activity proved challenging given the pilot nature of the programs. Without a longer term study, the evaluation could not draw firm conclusions on long-term rates of physical activity.

In summary, the Get Out! program was positioned to address gaps in and complement the youth programs and services currently offered by the City. It provided a grants program for youth to develop and implement their own initiatives, provided critical outreach through a participatory youth engagement model that aided youth in accessing different elements of the program, and it also assisted Park Board community-based youth workers in developing new programming for youth and strengthening their relationship with less active or at-risk youth.

Related Findings

There is strong public support for programs and activities that support youth projects, programs and activities. In February 2006, the City of Vancouver commissioned an Ipsos-Reid Public Affairs *Recreation and Physical Fitness Study*. This study indicated that Vancouver residents felt strongly that the following factors were important in encouraging physical activity among youth:

- Affordability of programs and activities (82%)
- Programs and activities are specifically targeted to youth (79%)
- Specific instruction, mentorship or coaching is provided by and for youth (69%)
- Involvement of youth in the creation and delivery of programs and activities (61%)
- Information on physical activity, health and well-being (69%)

Future Get Out! Program

Based on the findings from the pilot phase, staff recommend that a future GetOut! program be developed building on the pilot programs and also be informed by the outcomes of departmental program reviews, planning initiatives and potential partnerships. To do so, staff seek Council's endorsement of the GetOut! program principles and objectives, the program structure, and authority to seek additional funding partners. Staff will then report back to Council with a proposed GetOut! program in the context of the 2007 Operating Budget.

Principles and Objectives

Based on the findings from the pilot phase, staff recommend the scope of any future Get Out! program should continue to be guided by the following principles and objectives:

Principles

- Holistic approach to health
- Inclusion and access
- Innovation and creativity
- Collaboration and partnership
- Youth and community-driven process
- Active participation
- Systemic organization change
- Sustainability

Program Objectives

- Improve the long-term health and well-being of youth
- Increase the engagement of inactive youth and youth from diverse communities through a balance of arts, sports, recreation and cultural activities
- Encourage participatory youth engagement models throughout the program
- Create opportunities for youth to foster creativity and self-expression
- Encourage partnerships and collaboration between the City, youth, community groups and the greater community
- Build capacity for youth
- Promote active and sustained participation

Interdepartmental Program Support

The program will continue to be administered by an interdepartmental Technical committee comprised of staff from Cultural Services, Park Board and Social Planning and led by an interdepartmental Steering Committee comprised of management personnel from Cultural Services, Park Board and Social Planning. The Technical committee will coordinate the transition of the program over the next few months including establishing clear terms of reference for committee members, timelines and program definition. The Steering committee will continue to provide leadership and guidance and actively seek out partnerships within the community for ongoing program support.

Funding Partners

In order to build support for the program, the Steering Committee are seeking partnerships with other funding agencies to assist with the ongoing delivery and support of the Get Out! program. Several successful models exist where partners have come together in order to maximize limited resources for greater program impact and reach. One such example is the Partners in Organizational Development (POD) program, a program which provides capacity building assistance to non-profit organizations in the cultural, social services or environmental sectors throughout the province. Funding and administrative partners for the various streams include the City of Vancouver, the Province of BC, the Vancouver Foundation, the Capital Regional District, Columbia Basin Trust and United Way of the Lower Mainland. The program is administered by an independent non-profit agency, the Centre for Sustainability (based in Vancouver), and guided by an Advisory Committee comprised of representatives of the funding partner agencies and staff of the Centre for Sustainability.

Recently another successful model has been launched in Toronto called *Artreach*. This initiative was inspired by aspects of the Get Out! program and offers funding for youth-driven community arts projects. Support for the program has been made possible through the collaboration of eight funding partners and other support partners including all three levels of government and several community foundations (United Way of Greater Toronto, Laidlaw, Trillium and Toronto Community foundations). The program aims to reach under-served youth and communities and increase access to arts programming. A total of \$1.2 M in funding will be made available for youth-driven initiatives over the next three years.

These types of best practise models will act as important examples in an effort to secure partnerships for the Get Out! program. Preliminary conversations have been held with community foundations and all levels of government where positive interest has been expressed in support of various aspects of a future Get Out! program.

Immediate Next Steps

Over the next few months the staff will undertake the following actions:

- adjust the program based on impacts and learnings
- establish a clear process for support; implement clear terms of reference for the Steering and Technical committees, create a timeline with key activities and dates
- leverage support for future program and services by seeking funding partners
- build on the website and Get Out! brand as communication vehicles
- continue to work with a Community Advisory Committee for input and guidance

- link with other civic initiatives under development including Active Communities (Report to Council Sept. 19th), departmental program reviews and strategic planning initiatives

FINANCIAL IMPLICATIONS

At this time there are no financial implications related to this report. Staff will report back with recommendations for a future Get Out! program in the context of the 2007 Annual Operating Budget, departmental program reviews, strategic planning initiatives and potential partnership opportunities.

CONCLUSION

The Get Out! pilot program and approach has demonstrated an effective method of reaching out to youth who had previously low levels of participation in arts, sport, culture, recreation and community activities. Research demonstrates that this increased youth engagement in community activities results in positive youth development and positive outcomes in youth health and well-being.

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DEPARTMENTAL APPROVAL AND REPORT CONCURRENCES

General Mgr./Dept. Head:

Report Date: September 15, 2006

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This report has been prepared in
consultation with the departments listed to
the right, and they concur with its contents.

Concurring Departments:

Summary of Get Out! Recreation Programs

Name of Program	Sponsor	Venue	Partners	Amount	
Chillin on Ice - Skating	PB	Killarney Rink	Killarney CC Society	\$8,000	This youth driven program brought hundreds of youth out for music, skating and youth-led programming.
YPPP - Youth Pregnancy & Parenting Project	Renfrew Park CA	Renfrew CC	Van Coastal Health	\$2,000	A collaboration between the Evergreen Health Centre and Renfrew Community Centre - artist worked with youth to develop a program at Renfrew which would sustain involvement beyond an initial stage.
Mural and World Beat Project	Kensington CA	Kensington CC		\$2,500	Youth explored different world percussion forms and selected one to pursue in greater depth. Youth created a mural in the youth room of the centre.
Marimba Project	Britannia CC	Britannia CC	Britannia World Music	\$4,000	Youth at risk were introduced to Marimba and integrated into the community program.
Transition Project	Kensington CA	Kensington and David Thompson Sec School	Access to Media Education Society, Peer Perspectives	\$4,000	Youth identified through grade seven; teachers were brought by the Kensington youth worker to Thompson for media workshops to assist in transition to high school.
Build a Bike Project	Gathering Place	Gathering Place and Roundhouse	Pedal Power Arts Society	\$5,000	Ten Downtown South youth built bikes from components, styled them with the help of artists and took bike trips.
Late Nite Swimming	Park Board	Percy Norman	Riley Park CC	\$6,000	Late Night Pool Parties on Fridays with youth-driven special events in the indoor pool, paralleled the late night sports program in the gym. Collaboration between community youth worker, pool programmer and a youth planning group.
Video Training for Youth Reporters	Pacific Cinematheque	Pacific Cinematheque	Pacific Cinematheque	\$1,500	Six youth reporters received video training for participatory reporting on Get Out! Projects.

PHASE 1

Skateboarding for Girlz Project	Roundhouse Society	Roundhouse CC	Roundhouse & Vanc. Skatepark Coalition	\$4,000	Young women attended workshops on building, painting and using skateboards.	
Guys on the Move	Kitsilano CA	Kitsilano CC	Kits High	\$1,728	Boys aged 11 to 16 years will be exposed to a number of physical activity pursuits including archery and kickboxing.	PHASE 2
Percussion	Renfrew CA	Renfrew CC	Still Moon Arts Society	\$5,000	2 artists/musicians worked with at-risk youth in a project to turn discarded items into percussion instruments and performed at Canada Day celebrations.	
Sunset youthdownsouth	Sunset	John Oliver and Sunset	John Oliver	\$3,500	Web-development project with a youth Web designer.	
Youth Week	Park Board	Citywide	Britannia	\$2,000	GetOut! supported the development of youth-driven components of Youth Week.	
Thunderbird Mural	T-bird CA	T-Bird		\$4,000	The youthworker engaged youth not currently active in Thunderbird through the creation of a mural on the youth room.	
Strath Youth in Action	Strath CA	Strath		\$3,500	This tri-level (UBC, Britannia Secondary School and Strathcona Elementary) mentorship project engaged grade seven students in out of school leadership activities.	
Get Moving	Champlain Hts CA	Champlain Hts		\$4,000	This project was to get girls aged 10 - 14 more active by reducing barriers to participation in physical activities and getting them interested in continuing in an activity.	
Sunset Chilln'Out	Sunset CA	Various locations	ISS MY Circle Action team	\$3,300	Multicultural Outdoors Buddy Program involved newcomer youth in sports and recreation opportunities in Vancouver under the guidance of the Sunset Youth Worker.	PHASE 3

Roundhouse Hip Hop	Roundhouse Society	Various locations	MAC Collective	\$2,700	Hip Hop artists presented demos in community centres and a 3 day workshop intensive for youth from the downtown and eastside communities were held at the Roundhouse.
Madskilz	Britannia Society		Purple Thistle	\$3,000	A youth barter system for individual and group skills exchanges with youth mentoring youth was facilitated.
Trout Lake Power Squad	Grandview Community Association	Trout Lake CC	Greater Vancouver Assoc for the Deaf, Cedar Cottage NH	3,772	This was a collaboration between youth 13-19 years old from the GVAD, Trout Lake Youth Council, and Cedar Cottage for summer taiko and dance workshops.
Reel Youth	Hastings CA	Various and Rdhse.		\$3,000	This youth focused media arts project created dialogue among youth on issues that are important to them through film-making workshops.
Total to date:				\$76,500	