

Equity, Diversity, and Inclusion Advisory Committee 2021 Work Plan

Action Item	Timeline	Actions and Resources	Expected Outcome	Partners or Stakeholders	Alignment to the Strategic Plan
Understand the demographics of the Town of Cobourg.	Annually starting in 2021	1. Create a census for the Town of Cobourg. 2. Distribute to the residents to have them complete. 3. Complete annually to understand the demographics change.	Increase the understanding of the demographics in the Town of Cobourg to enhance education and awareness.	Mayor and Town Council, school boards, Cobourg Advisory Committees and Boards, and Town Staff.	Partnerships Action #5: Facilitate meaningful collaboration with Cobourg citizens.
Create more education and awareness on EDI topics for residents in the Town of Cobourg.	Ongoing	1. List topics that should become education campaigns. 2. Develop educational campaigns for residents. 3. Test out different ways of communicating with the residents on topics. 4. Host events and speakers to inform residents. 5. Provide resources and training on Gender Neutral terms and speech.	Increase the knowledge and competencies of residents in the Town of Cobourg on EDI topics.	Mayor and Town Council, non-profit organizations in Northumberland County, and Town Staff.	Partnerships Action #5: Facilitate meaningful collaboration with Cobourg citizens.
Promote the local diversity of the Town of Cobourg through awareness campaigns.	By 2022	1. Create promotional materials to celebrate people in the community. 2. Create awareness that allows residents to sign up to discuss their diversity.	Increase the visibility of diversity at the Town of Cobourg.	Mayor and Town Council, media outlets, and Town Staff.	Partnerships Action #5: Facilitate meaningful collaboration with Cobourg citizens.
Create more opportunities to engage youth in governance at the Town of Cobourg.	By 2024	1. Work with appropriate rights holders and stakeholders to create a youth engagement strategy. 2. Pilot different programs to determine how to best engage the population. 3. Analyze the information to ensure the needs of the group are being met.	Increase the knowledge and engagement with youth on topics of local governance and EDI at the Town of Cobourg.	Mayor and Town Council, school boards, Cobourg Advisory Committees and Boards, and Town Staff.	People Action #2: Implement a Municipal Youth Program.
Create more opportunities to engage seniors in governance at the Town of Cobourg.	By 2024	1. Work with appropriate rights holders and stakeholders to create a seniors engagement strategy. 2. Pilot different programs to determine how to best engage the population. 3. Analyze the information to ensure the needs of the group are being met.	Increase the knowledge and engagement with seniors on topics of local governance and EDI at the Town of Cobourg.	Mayor and Town Council, senior centres, Recreation Staff, Cobourg Advisory Committees and Boards, and Town Staff.	People Action #4: Continue to pursue Age-Friendly Communities designation.
Create more opportunities to engage women in governance at the Town of Cobourg.	By 2024	1. Work with appropriate rights holders and stakeholders to create a women engagement strategy. 2. Pilot different programs to determine how to best engage the population. 3. Analyze the information to ensure the needs of the group are being met.	Increase the knowledge and engagement with womxn on topics of local governance and EDI at the Town of Cobourg.	Mayor and Town Council, non-profit and other organizations, Cobourg Advisory Committees and Boards, and Town Staff.	Partnerships Action #5: Facilitate meaningful collaboration with Cobourg citizens.
Identify and work to close the gender pay gap at the Town of Cobourg.	By 2023	1. Analyze the pay scale and pay at the Town of Cobourg. 2. Identify areas that could be considerably closed for the gender pay gap. 3. Gender Pay Gap Reporting on an annual basis 4. Diversity Reporting in Higher level positions in organizations	Create more pay equity at the Town of Cobourg.	Mayor and Town Council and Town Staff.	Pillar #3: Partnerships, Partner #4: Programs
Provide opportunities to welcome newcomers to the Town of Cobourg.	By 2022 and then ongoing	1. Host welcome events for people who have recently moved to Cobourg. 2. Provide them with information about attractions in Cobourg, including businesses and restaurants. 3. Provide education to the community to help newcomers be more active in the community through volunteering, employment, Boards, Committees, etc. 4. Provide education to businesses to help newcomers to have gainful employment.	Create a more welcoming environment for newcomers to Cobourg (both immigrants and those moving here from within Canada).	Mayor and Town Council, New Canadians Centre, cultural and religious centres, DBIA, and Town Staff.	Partnerships Action #5: Facilitate meaningful collaboration with Cobourg citizens.

Understand and revitalize the programs and services provided by the Town of Cobourg.	By 2022 and then ongoing	<ol style="list-style-type: none"> 1. Engage with residents about the programs and services offered. 2. Work with Town staff to revitalize programs and services. 3. Work with non-profits and other organizations to fill program and service gaps. 4. Ensure that pilot programs and other Town initiatives are benefitting all residents and members of the community. 	Ensure that the programs and services offered by the Town of Cobourg are inclusive, diverse, and equitable by nature.	Mayor and Town Council, residents of Cobourg, non-profit and other organizations, and Town Staff.	Pillar #3: Partnerships, Partner #4: Programs
Incorporate additional celebrations into the Town's public celebrations	By end of 2021 and then ongoing	<ol style="list-style-type: none"> 1. Create a database of religious, cultural, and awareness days. 2. Bring proclamations to Council to ensure awareness on the topics. 3. Promote different celebrations in different mediums (social, radio, newspaper, etc.) 4. Update the list on an annual basis and with feedback from the community. 	Create more awareness around different cultural celebrations and holy days to create a more inclusive Cobourg.	Mayor and Town Council, New Canadians Centre, cultural and religious centres, DBIA, and Town Staff.	Pillar #3: Partnerships, Partner #4: Programs
Create a list of resources for community organizations that provide information on a variety of Equity, Diversity, and Inclusion topics.	By end of 2021 and then updated consistently	<ol style="list-style-type: none"> 1. Create a list of organizations that provide services in Cobourg. 2. Publish the list online in an easy and convenient place for people to find. 3. Promote this list to the public and create a space for feedback or additions. 4. Update it on a semi-annual basis to ensure accuracy. 	Provide the public with appropriate tools and resources.	Mayor and Town Council, organizations, Cobourg Advisory Committees and Boards, and Town Staff.	Pillar #3: Partnerships, Partner #4: Programs
EDI Advisory Committee will consider advocacy movements as they are introduced to society.	Ongoing	<ol style="list-style-type: none"> 1. Create a space for advocacy groups to promote the topics that matter. 2. Use the Town's voice to support a variety of causes. 3. Work to do more than have a "statement" and create action to break down systemic barriers. 	Provide support and allyship to causes and advocacy surrounding EDI topics.	Mayor and Town Council and Town Staff.	Pillar #3: Partnerships, Partner #4: Programs