

## MULTICULTURALISM ADVISORY COMMITTEE

DATE: Wednesday, June 21, 2023  
TIME: 7:00 p.m. to 9:00 p.m.  
PLACE: Council Committee Room, Coquitlam City Hall

### CALL TO ORDER

### ADOPTION OF MINUTES

**1. Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, April 19, 2023**

*Recommendation:*

That the Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, April 19, 2023 be approved.

### NEW BUSINESS

- 2. City of Coquitlam Territorial Acknowledgement (Presentation by the Director Intergovernmental Relations and Indigenous Relations Manager)**  
7:05 – 7:15 p.m. (10 minutes)
- 3. 2024 – 2027 Strategic Plan Renewal: Opportunity for Input (Presentation and Engagement Exercise by the Director Corporate Planning and Project Manager Corporate Planning)**  
7:15 – 7:45 p.m. (30 minutes)
- 4. Cultural Understanding Project Sub-Committee Update (Discussion led by Bitia Rezaei, Sub-Committee Lead)**  
7:45 – 8:00 p.m. (15 minutes)
- 5. Canada Day 2023 – MAC Booth (Introductory Comments by the Community Social Development Manager)**  
8:00 – 8:20 p.m. (20 minutes)
  - Date: July 1, 2023
  - Time: 12:00 p.m. – 10:30 p.m.
  - Location: Town Centre Park (see attached Location Map)
- 6. Committee Members' Roundtable / Multicultural Communities and Emerging Issues (Standing Agenda Item)**  
8:20 – 8:50 p.m. (30 minutes)

**OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, July 19, 2023**

**ADJOURNMENT**

**MULTICULTURALISM ADVISORY COMMITTEE**  
**Wednesday, April 19, 2023**

A Regular Meeting of the Multiculturalism Advisory Committee convened on Wednesday, April 19, 2023 at 7:02 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Brent Asmundson, Chair  
Councillor Robert Mazarolo, Vice Chair  
Simin Ahmadian, Citizen Representative  
Shannon Alves, Citizen Representative  
Silvia Camolese, Citizen Representative  
Carolina Echeverri, Citizen Representative (arrived at 7:04 p.m.)  
Honore Gbedze, Citizen Representative  
Arun Ghag, Citizen Representative (arrived at 7:03 p.m.)  
Ann Johannes, Citizen Representative  
Nikki Kasravi, Citizen Representative (arrived at 7:06 p.m.)  
Ching Hang (Heidi) Ng, Citizen Representative  
Bita Rezaei, Citizen Representative (arrived at 7:06 p.m.)  
Lucie Wee, Citizen Representative (arrived at 7:03 p.m.)

STAFF: Zeralynne Te, Community Social Development Manager  
Torill Gillespie, Social Planner  
Miryana Heath, Planning Data Analyst  
Caley Amundsen, Committee Clerk

**CALL TO ORDER**

**1. Welcome and Roundtable of Introductions**

The Chair and Vice Chair welcomed those present to the first meeting of 2023.

Arun Ghag and Lucie Wee arrived to the meeting at this time (7:03 p.m.)

Carolina Echeverri arrived to the meeting at this time (7:04 p.m.)

Nikki Kasravi and Bita Rezaei arrived to the meeting at this time (7:06 p.m.)

The Committee members and staff participated in a roundtable of introductions.

**ADOPTION OF MINUTES**

**2. Minutes of the Multiculturalism Advisory Committee held on Wednesday, September 21, 2022**

The Minutes of the Multiculturalism Advisory Committee meeting held on Wednesday, September 21, 2022 were approved.

A Committee member advised of an error in the Minutes noting that the Anti-Oppression Capacity Building Project will be held between January and March 2024 instead of 2023.

The Committee Clerk undertook to follow-up regarding a correction of the Minutes.

## **NEW BUSINESS**

### **3. Committee Orientation**

The Committee Clerk provided the Committee with an orientation of its structure, mandate, and responsibilities by referencing an on-screen presentation and utilizing slides.

### **4. Review and Adoption of the 2023 Multiculturalism Advisory Committee Work Plan**

The draft 2023 Work Plan was presented on-screen and the Community Social Development Manager provided an overview of the proposed Work Plan items.

The Chair expressed desire to reestablish a sub-committee for the Cultural Understanding Project and for work on this project to resume as soon as possible.

The following Committee members volunteered to participate on the Cultural Understanding Project Sub-committee:

- Simin Ahmadian
- Ann Johannes
- Bitia Rezaei.

Discussion ensued relative to the following:

- Current Sub-committee members providing a brief presentation at the next Committee meeting regarding the Project to inform other Committee members in case they wish to participate
- Establishment of the Cultural Understanding Project Sub-committee at the next Committee meeting

The Committee endorsed the 2023 Work Plan and a copy is attached hereto, and forms a part of, these minutes.

The Committee recommended:

## **COMMITTEE RECOMMENDATION**

That Council approve the 2023 Multiculturalism Advisory Committee Work Plan.

## 5. Census / Demographic Presentation

The Planning Data Analyst provided the Committee with an on-screen presentation entitled “Coquitlam’s Ethno-Cultural Diversity” that covered the following topics:

- Coquitlam’s population growth compared to other municipalities
- Immigration statistics
- Definitions of landed immigrant, non-permanent residents and naturalized Canadian citizens
- Impact of the COVID-19 pandemic on immigration
- That half of immigrants to Coquitlam between 2016 and 2021 are in the labour cohort (age 25-44)
- Canadian fertility and population replacement rates historical trends
- Population decline in countries that restrict immigration
- Immigration classifications (i.e., economic, family, refugee, and other classes)
- Number of landed permanent residents by province/region
- Data regarding ethnic or cultural origin of Coquitlam residents
- Languages spoken most often in Coquitlam homes
- Official languages versus non-official languages data for Coquitlam
- Indigenous language data

Discussion ensued relative to the following:

- Difference between economic and family class of immigrants and how they are prioritized
- Desire to ascertain specific breakdown of Canadian immigration class data over time
- Loneliness of immigrants in Canada
- Whether immigrants stay in the regions of Canada where they initially land
- That data does not reflect numbers of where immigrants land and where they settle
- Contributing factors for declining population levels
- Impact of costs of living on the birth rate
- Rationales for fertility rate decline and differences in birth rate between egalitarian and less egalitarian countries
- Looking at other municipalities for best practices and support systems for immigrants
- Desire to look into Cultural Integration Project and learn from it
- Canada’s and BC’s reputation as being expensive and unaffordable
- Current efforts to assist immigrants constitute “Band-Aid solutions”
- Coquitlam’s diverse multicultural population and its perception as being a “bedroom community”
- Post-secondary campuses and their effects on population growth and settlement
- Housing density, current and future projects, and affordability crisis in Coquitlam
- Canada’s immigration point system and requirements immigrants must meet
- Provincial Government’s recent changes involving admission and licensing of doctors

- Immigrants' access to work opportunities in rural and urban environments and labour shortages across Canada
- Immigration rates and projections by Federal Government
- That data determines programs immigration groups can offer
- Volunteering opportunities not being available to newcomers who want to volunteer
- Positive impacts of volunteering on newcomers
- Mentorship opportunities for newcomers
- New Federal Government policy involving work permits for Iranians immigrating to Canada
- Data sharing between immigration organizations and City of Coquitlam
- Correlation versus causation for official languages decline and immigration
- Generational impact on native language retention and pressure for immigrants to assimilate
- Importance of preserving native languages and cultures
- Providing opportunities for residents to learn new languages within Coquitlam

#### **6. Committee Members' Roundtable / Multicultural Communities and Emerging Issues**

The Chair invited Committee members to share details regarding upcoming events or emerging issues in their communities. The following information was shared:

- 2023 Caribbean Days Festival to be held on July 29<sup>th</sup> - 30<sup>th</sup> at Town Centre Park
- The Committee will have a booth at Coquitlam's Canada Day celebration on July 1<sup>st</sup> at Town Centre Park
- Bullying in schools and racism towards newcomers
- The importance of building bridges between cultures in schools
- School District 43 oversight of anti-bullying programs within schools and minimal involvement from the City

#### **OTHER BUSINESS**

#### **NEXT MEETING – Wednesday, May 17, 2023**

**ADJOURNMENT**

The meeting adjourned at 8:39 p.m.

MINUTES CERTIFIED CORRECT

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CHAIR

I hereby certify that I have recorded the Minutes of the  
Multiculturalism Advisory Committee Meeting  
held on Wednesday, April 19, 2023 as instructed,  
subject to amendment and adoption.

\_\_\_\_\_  
Caley Amundsen  
Committee Clerk

# 2023 Work Plan

## Multiculturalism Advisory Committee

### Committee Mandate

The mandate of the Multiculturalism Advisory Committee is to provide a local perspective and advice to Council in support of achieving the City’s strategic goals and accompanying strategic directions. The Committee’s objectives are as follows:

- Foster awareness and understanding of the City’s multicultural population and diversity
- Initiate and facilitate discussion around existing and emerging multiculturalism issues
- Identify barriers relative to citizen involvement in the community
- Review and provide input to Council regarding the City of Coquitlam’s Multiculturalism policy
- Assist in the development of a multiculturalism policy implementation strategy for the City of Coquitlam
- Identify opportunities for public education and discussion regarding multiculturalism in the City
- Provide input into the development and implementation of programs and services that enhance the culture of the community and create educational opportunities; and
- Review and provide input on other items and matters as directed by Council.

| WORK PLAN ITEMS  | DEPARTMENT AND/OR PRESENTER | COMMENTS (i.e. Initiated by, Priority assignment A, B, C)                       |
|--|-----------------------------|---|
| 1) Review and approval of 2023 Work Plan   | Chair/Committee/ Staff Lead | Staff   |
| 2) Committee Orientation   | LS/Clerk                    | Staff   |
| 3) Multicultural Communities and Emerging Issues<br><b>(Standing Agenda Item)</b>  | Chair                       | Committee   |
| 4) Planning and Development initiatives – Committee input, as needed, including: <ul style="list-style-type: none"> <li>• Housing Affordability Initiatives</li> <li>• Official Community Plan Review</li> <li>• Hazel/Coy Neighbourhood Plan</li> <li>• Heritage Management Strategy</li> <li>• Southwest Housing Review</li> </ul> | P&D                         | Staff<br><br>Priority A<br>Priority B<br>Priority C<br>Priority C<br>Priority C |
| 5) Parks, Recreation, Culture and Facilities initiatives – Committee input, as needed, including: <ul style="list-style-type: none"> <li>• Innovation Centre Renovations</li> </ul>  | PRCF                        | Staff<br><br>Priority A<br>Priority A   |

## 2023 Work Plan Multiculturalism Advisory Committee

| WORK PLAN ITEMS  | DEPARTMENT AND/OR PRESENTER | COMMENTS (i.e. Initiated by, Priority assignment A, B, C)                        |
|--|-----------------------------|--|
| <ul style="list-style-type: none"> <li>• North East Community Centre (NECC) and Park Design</li> <li>• Blue Mountain Park Master Plan</li> <li>• Library Services and Space Study</li> <li>• Glen Park Phase 3 Planning</li> <li>• Major Recreation and Cultural Facilities Roadmap</li> <li>• Planet Ice Future Planning</li> <li>• Urban Forest Management Strategy</li> </ul> |                             | Priority B<br>Priority B<br>Priority C<br>Priority C<br>Priority C<br>Priority C |
| 6) Finance, Lands and Police Service initiatives – Committee input, as needed  | FLP                         | Staff  |
| 7) Corporate Services initiatives – Committee input, as needed, including: <ul style="list-style-type: none"> <li>• Equity, Diversity and Inclusion</li> </ul>   | CS                          | Staff<br><br>Priority A  |
| 8) City Manager/Deputy City Manager – Committee input, as needed, including: <ul style="list-style-type: none"> <li>• Economic Development Strategy</li> </ul>   | CM/DCM                      | Staff<br><br>Priority B  |
| 9) Canada Day 2023 event planning and review – ideas/involvement to tie-into PRCF event planning   | Staff Lead/PRCF/ Committee  | Staff  |
| 10) Welcome to Coquitlam - 2023 discussion, event planning and review  | P&D                         | Staff/Committee  |
| 11) Engineering & Public Works initiatives for Committee input, as needed, including: <ul style="list-style-type: none"> <li>• Strategic Transportation Plan Update</li> <li>• Climate Action Plan</li> <li>• E-Mobility Strategy</li> <li>• Road Safety Strategy</li> </ul>   | E&PW                        | Staff<br><br>Priority A<br>Priority B<br>Priority C<br>Priority C                |
| 12) Tri-Cities Local Immigration Partnership presentation  | TCLIP Manager               | Committee  |
| 13) Census/Demographic presentation  | P&D                         | Committee  |
| 14) Guest presentation on anti-racism  | Committee                   | Committee  |
| 15) Cultural Understanding Project – Opportunity to re-establish a Sub-Committee   | Committee                   | Committee  |

**2023 Work Plan  
Multiculturalism Advisory Committee**

| WORK PLAN ITEMS   | DEPARTMENT AND/OR PRESENTER     | COMMENTS (i.e. Initiated by, Priority assignment A, B, C) |
|---|---------------------------------|---|
| 16) 2023 Year-end Review/Identify potential items for the draft 2024 Work Plan – Committee feedback/input | Chair, Staff Lead and Committee | Staff   |

## Territorial Acknowledgement:



*We acknowledge with gratitude and respect that the name Coquitlam was derived from the hənq̓əminəm' word kʷikwə́ləm (kwee-kwuh-tlum) meaning "Red Fish Up the River". The City is honoured to be located on the kʷikwə́ləm (Kwikwetlem) traditional and ancestral lands, including those parts that were historically shared with the sq̓əc̓iy̓aʔtəməxʷ (Katzie), and other Coast Salish Peoples.*

Coquitlam



The Story of kʷikwə́ləm Video

<https://www.youtube.com/watch?v=EanZG7DGVTo>

Coquitlam



# 2024-2027 Strategic Plan Renewal

 | [coquitlam.ca](https://coquitlam.ca)



## Purpose

- Review Coquitlam’s planning framework and the purpose of a Strategic Plan
- Share how we’re renewing the plan, and what components are expected to be updated
- Opportunity for input/engagement exercise



# Coquitlam's Integrated Planning Process



## What is a Strategic Plan?

- Outlines a framework for decision-making and outcomes over a set period of time
- In municipal sector, focus on the core responsibilities of local government
- Contains organization's vision, missions, values, strategic goals and broad statements about how goals will be achieved and measured
- Strategic Plan was last updated for 2020-2023; this is the first opportunity to renew the plan against the 2032 vision





## What is in the Strategic Plan?

### Core Components – Established in 2020

- Vision and Mission Statements
- Five Strategic Goals

### Components to be updated in 2024 & 2028

- Strategic Direction statements
  - How the vision and goals are achieved
- Key Performance Indicators
- Organizational Values

## 2024-2027 Renewal

Over the next few months, we will be conducting an engagement process to update the plan:

- Online engagement using a public open survey
- Pop-up in-person engagement at Canada Day
- Formal sessions with community groups (like this)



## Environmental Scan

Part of updating the Strategic Plan is looking at the macro-environmental factors to identify broad themes.

- Themes identified as part of the City's Annual Business Plan
  - Equity, Diversity and Inclusion; Reconciliation; Balanced Growth and Livability; Resiliency
- Themes identified as part of the Ipsos Survey
  - Post-pandemic realities; Housing Affordability; Transportation
- Other macro-environment themes
  - Economic uncertainty; Public Safety; Environmental Anxiety

## Engagement Activity

### **How will your input be used and communicated to Council?**

- Responses will be grouped thematically
  - Specific actions that we hear over and over could be included as deliverables
- No unique-identifiers will be used and feedback will be grouped by the type of engagement activity (public survey, pop-up, community group)
- All feedback will be shared with Council in a report in the fall
- Responses will be used by City staff and Council to develop specific deliverables and actionable items, using the Strategic Goals

[Activity Link](#)

# Thank you!

- Please share the open survey link with your networks

[Letstalkcoquitlam.ca/strategicplan](https://letstalkcoquitlam.ca/strategicplan)



Coquitlam



2024-2027 Strategic Plan Renewal Process

# Thank you!

 | [coquitlam.ca](https://coquitlam.ca)

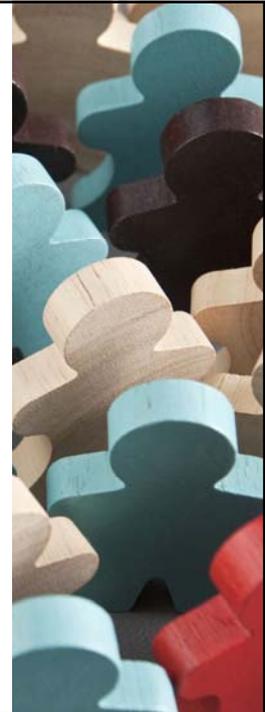
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## Cultural Understanding Project

### Round 1: Welcoming Communities

- Familiar Culture
- Attitude of Others
- Celebration of Culture
- Personal Connections
- Finding Shared Values
- Community Services/Environment



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## Round 2: Barriers and Challenges

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- Language
- Lack of Cultural Knowledge/Fear
- Strong Ties to History and Customs
- Perceived Lack of Opportunities



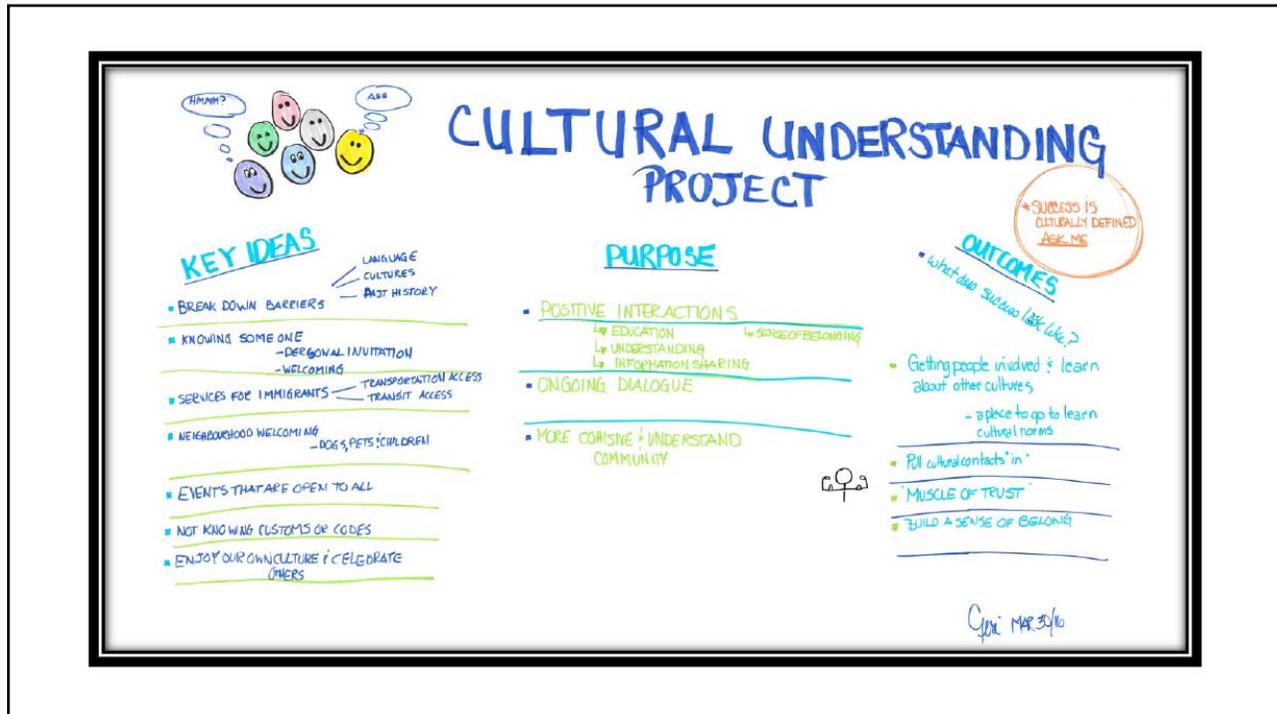
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## Round 3: The Cultural Understanding Project

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- **Question 1:** Given the history and current context, how would you summarize the purpose of these dialogues?
- **Question 2:** What possible outcomes could be generated by a dialogue-based project?
- **Question 3:** Where, if at all, would it make sense to combine this project with other activities?







## Action Items and Key Considerations

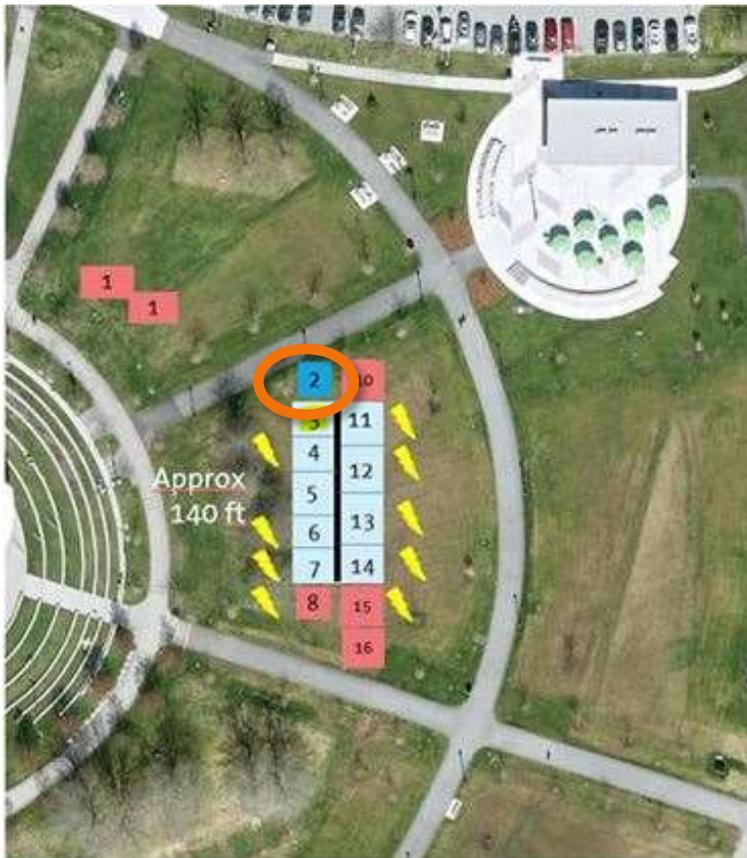
- Utilize Previous Research and Planning Materials
- Obtaining Updated Census Data
- Obtaining Event/Festivals Calendar
- Confirm Communications Requirements
- Developing Key Success Metrics / KPIs
- Finalizing Phase 2 Project Workplan
- Recruitment of Event Team (project staffing)
- Maintaining an Inclusive Approach



# Canada Day 2023 - Saturday, July 1st MAC Volunteer sign-up



## Coquitlam Lane – Booth # 3



Location: **Town Centre Park**

Event site will be open to the public from 12 – 10:30 p.m.

Booth will be set up by staff by 11:30am

Booth opening hours are from 12:00 – 8:00pm

Staff & volunteer lunch served: 12:30-2:00pm

Staff & volunteer dinner served: 5:00-8:00pm

Fireworks begin at 10 p.m.

| TIME       | MAC MEMBER(S) |
|------------|---------------|
| 12:00-2:00 |               |
|            |               |
| 2:00-4:00  |               |
|            |               |
| 4:00-6:00  |               |
|            |               |
| 6:00- 8:00 |               |
|            |               |