

FINANCIAL MANAGEMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: COMPREHENSIVE AND INCLUSIVE CIVIC SIGNAGE PROGRAM

RECOMMENDATIONS:

1. THAT Council authorize the City Solicitor to bring forward a Capital Reserve Fund Bylaw in the amount of \$150,000 to finance the comprehensive and inclusive signage program, as outlined in Section 3.1 of the report.
2. THAT a copy of the report be forwarded to the Parks, Recreation and Culture Commission and to the Social Planning Committee for information.

REPORT

The Financial Management Committee, at its meeting held on 2020 January 15, received and adopted the *attached* report seeking Council authorization for the use of a Capital Reserve Fund Bylaw to finance the comprehensive and inclusive civic signage program.

Respectfully submitted,

Mayor M. Hurley
Chair

Councillor S. Dhaliwal
Vice Chair

Copied to: City Manager Director Engineering Director Planning and Building Director Parks, Recreation and Cultural Services Director Corporate Services Director Finance Director Public Safety and Community Services Chief Librarian City Solicitor
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TO: CHAIR AND MEMBERS
FINANCIAL MANAGEMENT COMMITTEE

DATE: 2020 January 13

FROM: DIRECTOR ENGINEERING
DIRECTOR PLANNING AND BUILDING
DIRECTOR PARKS, RECREATION AND
CULTURAL SERVICES

FILE: 1750-20
Reference: LGBTQIA2S+

SUBJECT: **COMPREHENSIVE AND INCLUSIVE CIVIC SIGNAGE PROGRAM**

PURPOSE: To request a Capital Reserve Fund Bylaw to finance the comprehensive and inclusive civic signage program.

RECOMMENDATIONS:

1. **THAT** the Financial Management Committee recommend Council authorize the City Solicitor to bring forward a Capital Reserve Fund Bylaw in the amount of \$150,000 to finance the comprehensive and inclusive signage program, as outlined in *Section 3.1* of this report.
2. **THAT** a copy of this report be forwarded to the Parks, Recreation and Culture Commission and to the Social Planning Committee for information.

REPORT

1.0 INTRODUCTION

The Canadian Human Rights Act and Criminal Code were updated by the Federal Government in 2017 (Bill C-16), clarifying the right of individuals to use a washroom or change room that corresponds to their gender identity. Inclusive public building signage clearly communicates that all community members are welcome in such spaces, including persons who are transgender or transitioning, non-binary individuals, persons with disabilities, and patrons of all ages who require assistance with toileting or changing by persons of another gender.

This report outlines an approach to developing an inclusive interior and wayfinding civic signage program which also aligns with the City's recently developed visual identity.

2.0 POLICY SECTION

The suggested approach is supported by the following policy context:

- Multi-Cultural Policy, approved by Council in 1986 (updated 1990), which articulates the "equality and the rights of all citizens to access Municipal services";

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From: *Director Planning and Building; Director Engineering; and,
Director Parks, Recreation and Cultural Services*
Re: *Comprehensive and Inclusive Civic Signage Program*
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- Equity Policy, approved by Council in 1994, which commits the City to provide “equitable access to City services for all members of the community”;
- Burnaby Social Sustainability Strategy, approved by Council in 2011, includes a primary goal of ‘Community Inclusion’. This goal is particularly concerned with ensuring the City is “welcoming of all cultures, identities and abilities”, and focuses on “principles of economic and social security and justice”; and the
- Goals and sub-goals of the Corporate Strategic Plan through:
 - An Inclusive Community
 - Celebrate diversity –
Create more opportunities for the community to celebrate diversity
 - Serve a diverse community –
Ensure City services fully meet the needs of our dynamic community
 - Create a sense of community –
Provide opportunities that encourage and welcome all community members and create a sense of belonging
 - A Healthy Community
 - Healthy life –
Encourage opportunities for healthy living and well-being
 - A Thriving Organization
 - Organizational culture –
Ensure that our core values are reflected in our policies, programs and service delivery

3.0 COMPREHENSIVE AND INCLUSIVE CIVIC SIGNAGE PROGRAM

A wide variety of inclusive signage approaches are undertaken by other local governments in Canada with no one ‘standard’ present. However, emerging signage options increasingly focus on functional symbols (e.g. toilet, change-table, urinal), rather than on defining user groups (e.g. men’s washroom, women’s washroom). English phrases are generally avoided in order to remain understandable to persons who have English as an additional language or who have low literacy.

With the exception of McGill Library where functional directional signage has recently been installed in the library foyer, interior and wayfinding signage currently present at civic facilities defines user groups. Given this context, it is recommended that a City-wide inclusive and wayfinding signage replacement program be undertaken, with the intent to provide maximum information and to convey a sense of inclusion for patrons of civic facilities. This project would replace all civic signage with a particular focus on replacing washroom and change room signage with ‘functional’ signage, while at the same time maintaining user specific signage where required. The developed signage would also conform to the colours and style of the City’s visual identity.

3.1 Inclusive Signage and Wayfinding Initiative Funding – BAX.0027 (\$150,000)

To facilitate the creation of an inclusive civic signage program, design consultants will be engaged, who in partnership with City Staff will create a comprehensive interior and wayfinding signage package for use across civic facilities. The allocated funding will also support the printing and

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manufacturing of updated signage for two City facilities, and an initial implementation of the work. Further implementation of the updated signage will be installed across all civic facilities over a number of years, with associated costs included in the particular facility's annual budget.

This report seeks Council approval of fund allocation for this project in advance of Council adoption of the 2020-2024 Provisional Financial Plan. Early funding is being requested to facilitate a Request for Proposals, and award of a design contract early in 2020, in order for the development of this signage package to align with the construction schedule of upcoming civic facilities (i.e. South Burnaby Arena).

These expenditures will be included in the 2020 – 2024 Provisional Financial Plan and sufficient Capital Reserve Funds are available to finance the capital project outlined in this report.

4.0 INCLUSIVE DESIGN AND BUILDING RENOVATION

In addition to the signage work discussion above, staff have completed research and scoping regarding improving the inclusive design of new buildings and renovation of existing buildings.

The construction of new civic and community buildings in North America have begun to shift towards a greater allocation of space given to Universal Single-User Washrooms, Universal Multi-Stall Washrooms, and Universal Change-Rooms while maintaining a certain proportion of designated 'male' and 'female' washrooms/change-rooms. For example, the University of Victoria is working towards a ratio of 60% universal washroom and change-room spaces and 40% gender-designated washrooms.

Universal Multi-Stall Washrooms are non-gendered and available for all users with full height enclosures for each stall and shared sink areas. Universal Change-Rooms are shared spaces for all users with single-and/or multi-user change and shower stalls provided. Clothing or swimsuits are required in all areas outside of these stalls. Universal options are prioritized in the building design to be in the most prominent areas of the structure. The new South Burnaby Arena is organized around this design perspective. Following this example, new and upcoming civic facilities will place a greater emphasis on universal spaces and design.

In Burnaby, most existing major civic facilities have at least one single-user washroom (as a separate room) available, with the notable exceptions of Bonsor Recreation Complex (excluding the 55+ Centre) and the City Hall Main Building. These are usually primarily designated as the facility's 'accessible' washroom for persons with disabilities, though used by a wide range of patrons. Universal change-rooms are present at Eileen Dailly Leisure Pool and Fitness Centre and Edmonds Community Centre.

Inclusive renovations in existing buildings are complex and unique to each situation. Accordingly, staff will work to develop site specific renovation plans with an initial focus on Bonsor Recreation Complex and the City Hall Main Building. As needed, further reports will be forwarded to Council on the details of these proposed renovations, including financial details as required, once initial scoping work has been completed.

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5.0 RECOMMENDATIONS


In order to enable a more inclusive and welcoming experience for patrons of all genders and identifications at civic facilities, it is recommended that the Financial Management Committee recommend Council authorize the City Solicitor to bring forward a Capital Reserves Fund Bylaw in the amount of \$150,000 to finance the comprehensive and inclusive signage program, as outlined in *Section 3.1* of this report. As well, it is recommended that a copy of this report be forwarded to the Parks, Recreation and Culture Commission and to the Social Planning Committee for information.



E.W. Kozak, Director
PLANNING AND BUILDING



Leon Gous, DIRECTOR ENGINEERING



Dave Ellenwood, Director
PARKS, RECREATION AND CULTURAL SERVICES

RM/sa

cc: City Manager
Director Corporate Services
Chief Librarian
City Clerk

Director Public Safety and Community Services
Director Finance
City Solicitor