

SOCIAL PLANNING COMMITTEE

TO: MAYOR AND COUNCILLORS

SUBJECT: BURNABY PRIDE

RECOMMENDATION:

THAT the report titled “Burnaby Pride” dated November 15, 2023, be received for information; and

THAT the report be forwarded to the Parks, Recreation and Culture Commission and the Burnaby Public Library Board for information.

REPORT

The Social Planning Committee, at its meeting held on November 15, 2023, received and adopted the attached report providing information on the activities of Burnaby Pride.

On behalf of the Social Planning
Committee,

Councillor A. Gu,
Chair

Councillor M. Santiago
Vice Chair

TO: SOCIAL PLANNING COMMITTEE (SPC)
FROM: GENERAL MANAGER PLANNING AND DEVELOPMENT
SUBJECT: **BURNABY PRIDE**
PURPOSE: To provide information on the activities of Burnaby Pride.

RECOMMENDATION

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THAT the report be forwarded to the Parks, Recreation and Culture Commission and the Burnaby Public Library Board for information.

1.0 POLICY SECTION

The support for 2SLGBTQIA+¹ initiatives at the City aligns with the goals and values in the following Council-adopted plans, policies and strategies:

- *Corporate Strategic Plan (2022)*;
- *Equity Policy (2020)*; and
- *Social Sustainability Strategy (2011)*.

2.0 BACKGROUND

In March 2018, the Burnaby Intercultural Planning Table hosted a community forum to better understand the challenges of 2SLGBTQIA+ newcomers and to provide educational opportunities for frontline workers on issues facing the 2SLGBTQIA+ community. At the forum, local service organizations identified the need for more resources and services within Burnaby for 2SLGBTQIA+ audiences and committed to the creation of a Burnaby Pride Planning Committee. The membership consists of representatives from local non-profit organizations (e.g. Burnaby Neighbourhood House, Burnaby Family Life, MOSAIC), Burnaby Public Library, City of Burnaby and community volunteers.

At its meeting on March 09, 2020, Council approved support for Burnaby Pride initiatives through a recurring One Time Funding request of \$70,000 and ongoing staff support to help coordinate Burnaby Pride event held each year (managed by Art Services, held within Parks, Recreation and Culture department). This year marks the sixth year Burnaby Pride events have been held to honour, celebrate and educate about the 2SLGBTQIA+ community in Burnaby. The purpose of this report is to provide an update on the activities of Burnaby Pride as well as to provide information feedback gathered about Pride services in Burnaby.

¹ 2SLGBTQIA+ refers to Two-Spirit (2S), Lesbian (L), Gay (G), Bisexual (B), Transgender (T), Queer (Q), Questioning (Q), Intersex (I), Asexual (A) and people who identify as part of sexual and gender diverse communities who use additional terminologies (+)

3.0 GENERAL INFORMATION

3.1 2021 Census on 2SLGBTQIA+ Members in Canada

The 2021 Census identified that approximately 4% (or 1 million people) of Canada's population identify as 2SLGBTQIA+. Among this population, about 52% are women, 44% are men and 3% are non-binary. These numbers have increased over time and are higher among younger people. Among this population, approximately 58% of those aged 15 to 34 years self-report as 2SLGBTQIA+. Statistics Canada also noted that 2SLGBTQIA+ members reported making proportionally less income compared to those who are not 2SLGBTQIA+, across all personal income levels².

In addition, for the first time, the 2021 Census added 'at birth' to the question that asked people to identify their sex and a new question on gender. This allowed all genders (cisgender, transgender and non-binary)³ individuals to report their gender diversity. Statistics Canada reports that Canada is the first country to provide census data on transgender and non-binary people⁴. Approximately 0.3% (or 100,815) people in Canada are transgender or non-binary aged 15 years and over. In reporting on the 2021 Census results, Statistics Canada also noted the absence of longitudinal statistics and attributed this to historical discrimination that 2SLGBTQIA+ community members have had in Canada (left unacknowledged and even unprotected by human rights law until the mid-1990s) and continued to experience today⁵.

3.2 City's Involvement in Burnaby Pride

Historically, there have been limited services for 2SLGBTQIA+ community members in Burnaby. Those that were in place were largely for youth and provided through the Burnaby School District, SFU and BCIT. In the absence of such programs, individuals travelled outside of Burnaby, primarily to Vancouver and Surrey, in order to access appropriate programming and services.

The City's involvement in Burnaby Pride began in 2018. The annual Pride event illustrates the City's commitment to 2SLGBTQIA+ community members and creates visibility of community inclusion and celebration. The annual Pride event provides an opportunity for community members to connect and learn about resources, particularly for Burnaby young people and their families. As well, the annual event has resulted in partnerships between non-profit organizations and local businesses through means of sponsorships, supplemental events and targeted programs in Burnaby.

For the larger Burnaby community, the Pride event promotes understanding and fosters a sense of belonging while symbolizing the City's and the wider community's commitment to creating inclusion and celebrating diversity. The City's support for Pride demonstrates its commitment towards community inclusion.

² Statistics Canada. 2022. Canada at a Glance: LGBTQ2+ People.

³ Cisgender refers to a person whose sex assigned at birth is the same as their current gender.

Transgender refers to a person whose sex assigned at birth is not the same as their current gender.

Non-binary refers to a person who does not express gender exclusively as male or female.

⁴ Statistics Canada. 2022. Filling gaps in Gender Diversity Data in Canada.

⁵ Statistics Canada. 2023. Improving data on 2SLGBTQ+ populations.

3.3 Burnaby Pride at a Glance

The table below summarizes Pride events that have occurred since 2018 and demonstrates growth in attendance and the number of events hosted in Burnaby year over year.

Year	Attendance	Number of Events Hosted (City supported)	Brief Description
2018	800	1	<ul style="list-style-type: none"> • Pride Street Party (Jubilee Avenue)
2019	1,500	2	<ul style="list-style-type: none"> • Pride Day 1 – Garden Party (Civic Square) • Pride Day 2 – Street Party (Jubilee Avenue)
2020	1,800	1	<ul style="list-style-type: none"> • Virtual Pride due to COVID-19 (Zoom)
2021	1,590	2	<ul style="list-style-type: none"> • Hybrid Queer as Funk Concert (Shadbolt Centre for the Arts & Virtual on three platforms) • Virtual Cabaret (Live streamed from Shadbolt Centre for the Arts on three platforms)
2022	3,265	3	<ul style="list-style-type: none"> • Flag Raising Ceremony at City Hall • Pride BBQ Picnic in the Park (Lobley Park) • Burnaby Pride Celebration (Civic Square) • Note: Community-driven Pre-Pride event held in partnership with Studio Brewing
2023	4,815	4	<ul style="list-style-type: none"> • Flag Raising Ceremony at City Hall • Pride Community BBQ (Keswick Park) • Burnaby Pride Celebration (Civic Square) • Youth Pride Movie Night (hosted in partnership with Alphabet Soup) • Note: Community-driven Pre-Pride events held in partnership with Arc'teryx Metrotown, Steamworks Brewing, Studio Brewing & Taproom and Burnaby Lake Park Association

The events are primarily organized by the Burnaby Pride Planning Committee as noted above, with input from the Pride Community Advisory Network (composed of a wide range of Burnaby community members). City staff from Parks, Recreation and Culture, Social Planning, and the Burnaby Public Library regularly contribute by attending and planning the Burnaby Pride Celebration with other non-profit agencies and volunteers. In 2020, a One Time Funding grant of \$70,000 was approved by Council from the Gaming Interest Reserve fund. Thereafter, the funding request has been included as part of Arts Services’ financial planning (includes the staffing capacity for event planning, infrastructure costs, artist fees to support local talent and promotional activities). Other agencies provide cash and in-kind contributions (staff and volunteers/volunteer time) to support this event as well as any sponsorship received from local organizations and successful grant applications at both a provincial and federal level.

The Burnaby Pride Planning Committee has focused the planning of the Pride Celebration on being both a celebratory and educational event. In 2023, over 30 organizations working with the 2SLGBTQIA+ community were on site to connect with attendees and build awareness of the available services for Burnaby residents. One North Burnaby resident said:

“My favourite part [of Pride] was seeing the performances and visiting booths to learn more about organizations and initiatives I wouldn’t have known about otherwise.”

While the majority of the responses from event attendees have been positive (verbal and survey feedback received by the Planning Committee and volunteers at the information tables and tents), there remains much work to do around awareness and full inclusion.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

Community Engagement

In addition to receiving real-time verbal feedback at varying Burnaby Pride events, a community poster board was displayed at each event to engage the wider community. A survey was also offered online at each event to collect any additional information and feedback about Burnaby Pride, including ways to get involved. This is the first year of collecting information from visitors that come to attend the events.

Communications

Burnaby Pride has built a small and growing presence on the Burnaby Pride website and social media channels⁶. Survey feedback from attendees and performers emphasized the need for more advertising around Burnaby in advance of the event. The communications for Burnaby Pride are coordinated by the Burnaby Pride Planning Committee, however, City assistance with marketing would greatly improve communication efforts.

5.0 FINANCIAL CONSIDERATIONS

In recognition of the significant inflation associated with event production costs, the Parks, Recreation and Culture department has requested a 2024 One Time Funding request of \$85,000, which at the time of writing this report is pending approval.

Respectfully submitted,

E.W. Kozak, General Manager Planning and Development

REPORT CONTRIBUTORS

This report was prepared by Kai Okazaki, Planner 2, and reviewed by Lois Dawson, Coordinator – Festivals and Special Events, Emmaline Hill, Director Cultural Services, Margaret Manifold, Planner 3, and Lee-Ann Garnett, Deputy General Manager Planning and Development.

⁶ Burnaby Pride website: <https://www.burnabypride.com/>