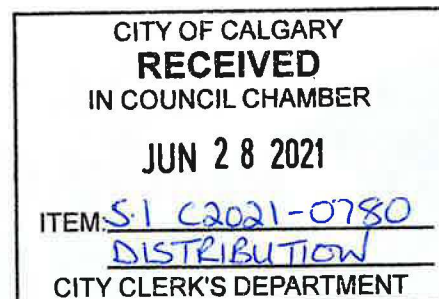


GBA+

At the City of Edmonton

Jill Chesley, D&I Lead
Lee McLean, Equity Specialist
Calgary City Council
June 28, 2021



GBA+
Diversity & Inclusion





THE ART OF INCLUSION



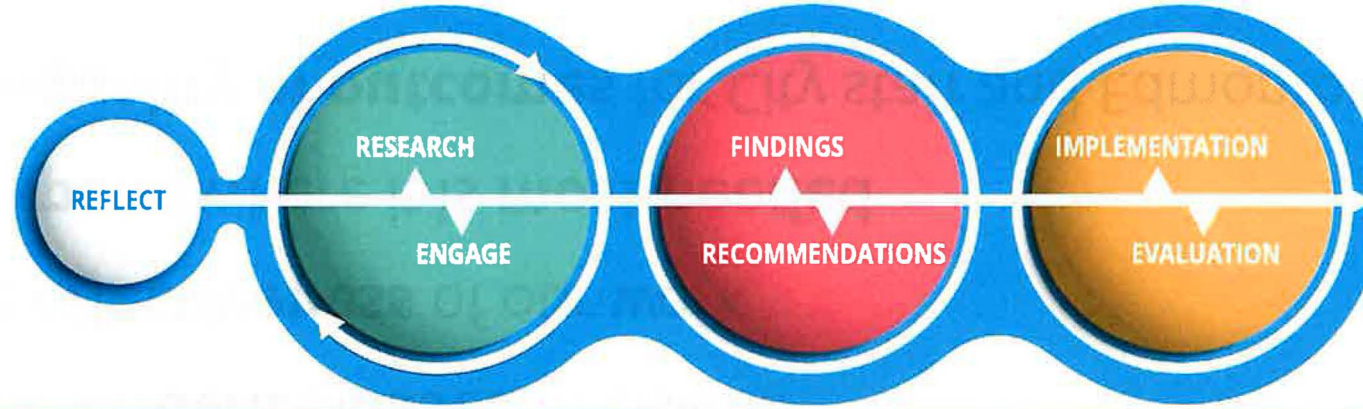
OUR DIVERSITY & INCLUSION FRAMEWORK



GBA+ ...

- Is a method of analysis that recognizes how people are impacted differently by systems of power, as well as by privilege and marginalization
- Makes our work more inclusive and equitable
- Helps us make **evidence-based** decisions
- Improves the **effectiveness** of our work
- Directs us to **spend** where it is **most needed**
- Help ensure **equality of outcomes** for City staff and Edmontonians

THE PROCESS OF INCLUSION



REFLECT

Ongoing reflection helps to:

- Consider intersectional diversity
- Identify our own perspectives
- Attend to bias and stereotypes
- Identify missing or marginalized perspectives

RESEARCH

- Seek information through various methods
- Seek disaggregated data
- Determine best practice for inclusion

ENGAGE

- Determine who, when, and how to engage
- Create engagement plans that consider the needs of identified communities

FINDINGS

- Describe what you learned

RECOMMENDATIONS

- Identify equity measures needed to address each finding
- Discern priorities and appropriate actions

IMPLEMENTATION

- Create an implementation plan for each equity measure
- Determine current and future plans

EVALUATION

- Evaluate the effectiveness of your equity measure(s)



GBA+ A Systemic Approach

2019

Responsibility Center

Corporate Equity Specialist
D&I Team

2019

GBA+ Tool

The Art of Inclusion;
Our Diversity & Inclusion Framework

GBA+ Advisory Committee

Diverse Committee

Centres of Excellence & Leads

Each Department and Office of the City Manager

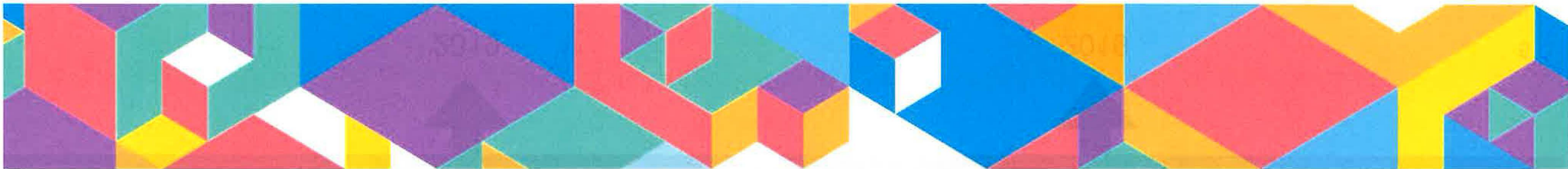
2020/21

GBA+ Training

Employee Intranet
Videos
Instructor-Led Classes

2019

2019



Safe Mobility Strategy

- Zero traffic-related serious injuries and fatalities through safer and more livable streets
- Groups and modes for which Edmonton's transportation network is less safe:
 - women reported feeling less safe than men
 - those walking or taking transit reported most impact related to their identity

Learning from Crash Data

 High Crash Neighbourhoods

Number of 311 Traffic Safety Inquiries

1-9

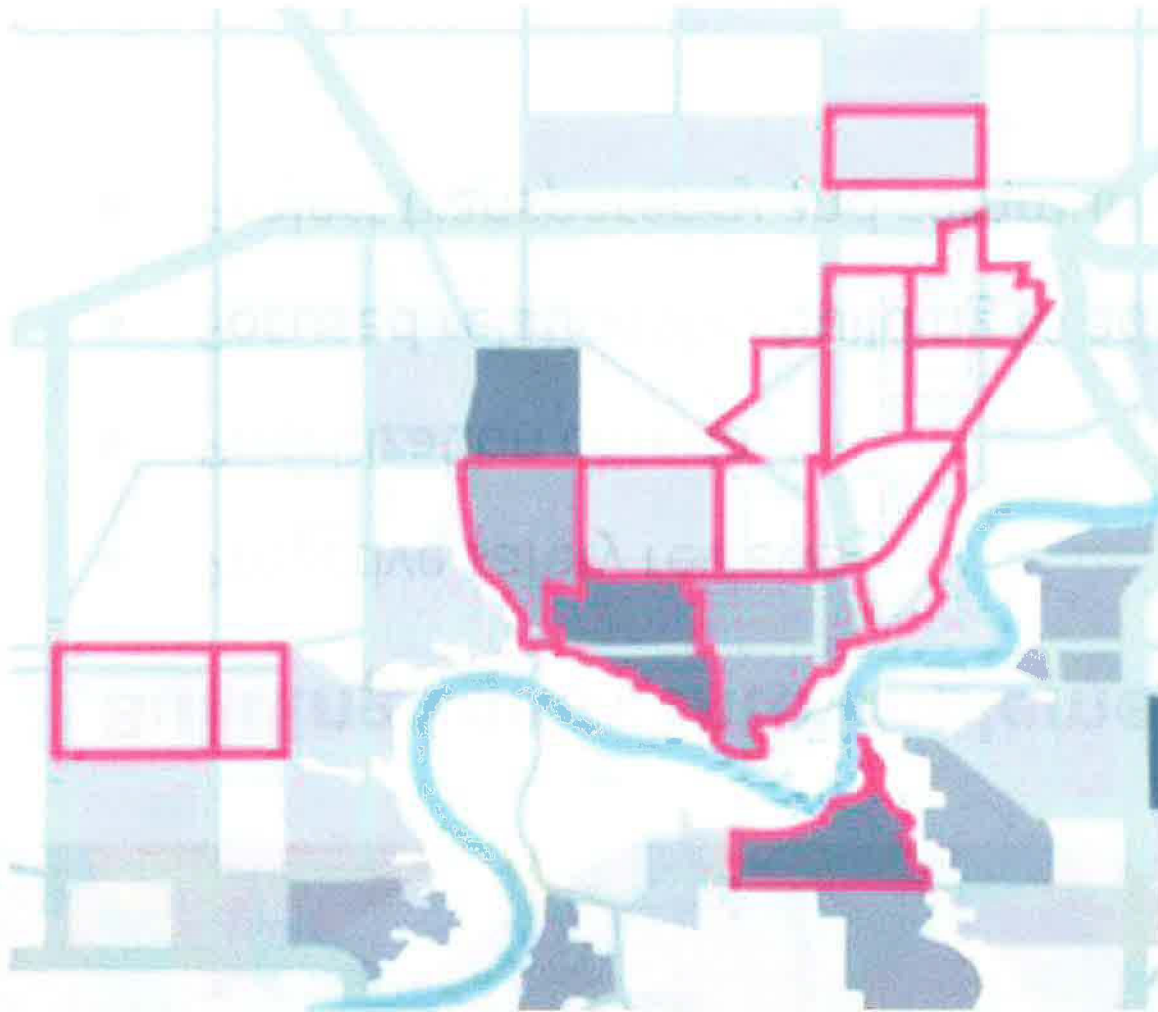
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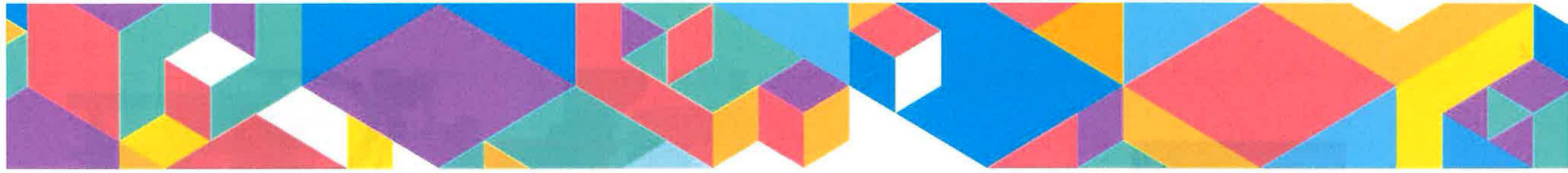
 20-29

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 40-49

 50-59





Building Equity into Implementation - Key Actions

- Proactive safety reviews
- Prioritization criteria
- Focused relationship building to address inequity
- Project transparency and communication



GBA+ Impact - What We Heard

Peace Officer hiring managers were trained on asking questions regarding bias and how to score applicants

Changes as a result of applying GBA+ to our brand guidelines

GBA+ made it easier to make some decisions when considering who may be excluded

Help us to mitigate risk

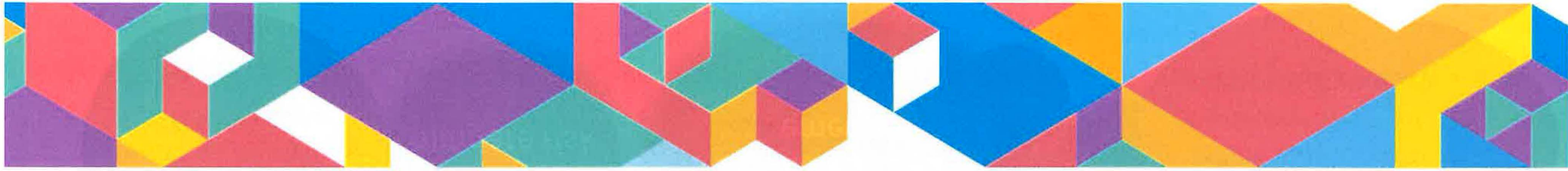
Uplifting to see a common language around inclusion emerge

Me. Me. Me. GBA+ moved "me" past "me."

Identified root causes of the underrepresentation of women firefighters and highlighted achievable strategies to mitigate this issue

Review of each financial asset will include consideration of the community value

The whole transit system will be safer for everyone



Next Steps

- Incorporate GBA+ into Council reports and other City templates
- Determine measures and identify an evaluation plan
- Develop GBA+ data collection standard requirements
- Analyze disaggregated employee data
- Changing job postings to better reflect equity
- Report annually to City Council



Thank you!