

Section B - Information on the Activity for which Funding is Being Requested

13. Name of Contact Person	Address	Postal Code
Karen Newmoon	420 Mill St. Nelson BC	V1L 4R9
Position	Telephone (day)	(evening)
co-coordinator	250-352-9916	250-352-9916
14. Title of Activity	15. Duration	Y M D
Nelson & District Women's Centre	from:	1999 04 01
Employment Equity Initiative	to:	2001 03 31

16. Need for Activity

Rural women, as all women, face systemic barriers to employment, particularly full-time, full-year employment. In this region - West Kootenay - some of the "best" employment, i.e. stable, paying a living wage and with opportunity for advancement, is provided through the municipal workforce. Work for municipalities tends to present a stereotypical traditional division of jobs between male-outdoor-trades and female-indoor-clerical, with concomitant wage disparities between gendered work areas.

Another potential employment opportunity in this region is the refurbishing of dams on the Columbia River, with funds held by the Columbia Basin Trust (CBT) and the Columbia Power Corporation (CPC).

It is both desirable and fair that women have equal access to training and employment in all career areas, particularly within the skilled trades and related work, which is traditionally better paying than service industry and other female dominated sectors.

Municipalities, other governing bodies and large employers such as the Columbia Basin Trust (CBT) and Columbia Power Corporation (CPC) move toward equal access employment when they establish employment equity standing committees and implement employment equity policies and practices to recruit women (and other designated groups).

Municipal employment and work on the power projects funded by CPC in this area as a result of Columbia Basin Trust and Columbia Power Corporation money will benefit women directly by creating skilled trades jobs designated for women, and will benefit the region by creating a more diverse labour pool. Women will have equal opportunity to find well-paid, stable employment.

There is no duplication of service in this project, as the Nelson and District Women's Centre, in cooperation with Kootenay WITT, is the only agency undertaking to consult with local municipalities (specified in section 18 - Description of Activities) and the CBT/CPC on the formation of Employment Equity policies and committees. The project falls clearly within Status of Women Canada's priority of improving economic status of women at the regional level.

YEAR ONE

17. Objectives of Activity

Overall Objectives

- To create institutional change in workforce structures of major employers in this region.
- To effect change in local municipal hiring policy thereby creating more equitable hiring practices for the municipal workforce.
- To effect change to CBT/CPC hiring policies and practices so that the resources of the Columbia Basin Trust have a direct positive impact on women's employment opportunities.
- To effect change in educational institutions with the specific goal of increasing pre-trades and skilled trades education and training opportunities for women.

Year One Objectives

- To work with local municipalities in creating solid employment equity (EE) policies and practices designed to recruit women into the municipal workforce.
- To work with the CBT/CPC in creating solid employment equity (EE) policies and practices designed to recruit women into the workforce on major projects such as Keenleyside Dam
- To establish an EE standing committee within the CBT / CPC, with equitable representation, i.e. including 50% women, a First Nations representative, a member of a visible minority and a person with a disability.

18. Description of Activity and Plan of Action

As much of this project will involve lobbying various policy making bodies, we have defined specific advocacy strategies in two general areas:

- 1.) Education:
 - creation of an information and PR package for policy makers and the public on the benefits of Employment Equity.
 - presentations to boards, City councils and the RDCK on the benefits of solid EE policies and practices.
 - provide information regarding the consequences of not addressing this issue, e.g. City of Nelson Human Rights case.
 - use results of Island Highway project to demonstrate benefits of using specific training programs to meet EE goals.
- 2.) Public Support:
 - increase public support for EE through good PR.
 - demonstrate this support through petitions and letter writing campaigns.

Project time frame:

April 1, 1999 - Start date

- create advisory committee on EE in the West Kootenays to guide this project, including representatives from all EE designated groups (women, visible minorities, First Nations, persons with disabilities), Kootenay WITT, and other interested parties.
- begin collection of baseline data on numbers of women already working in sectors where women are under-represented, numbers of women available (i.e. already have some training) to work in these sectors, numbers of women interested in being trained to work in trades, etc.
- meet with Women's Ad Hoc Committee on the CBT and other groups such as the Lower Columbia River All First Nations who have EE goals to develop coordinated strategies;
- collaborate with Kootenay WITT on developing and implementing effective strategies
- write letter to CBT/CPC requesting inclusion of an Employment Equity representative from the West Kootenay Women's Association on the Community Impact Management Committee which has been established to "resolve socio-economic issues arising from this (Keenleyside Dam) project". (quote from condition #23 of the Energy Project Certificate granted by the Government of B.C. to the CPC.)
- contact CBT/CPC requesting opportunity to do a presentation to the board on the necessity for and advantages of incorporating a training program (apprenticeships and on-the-job training) into their Keenleyside project plans, using the results of the Island Highway Project to demonstrate the effectiveness of such a program.
- write a letter requesting opportunity to present a brief to City Council or meet with a representative of the City of Nelson regarding need for and advantages of applying EE policy to Civic Centre Rehabilitation project (when it is confirmed - time frame currently unknown - \$7 million project, if it goes)
- create a good PR media package to increase community support for EE

September 1, 1999

- write to local municipalities, including the cities of Nelson, Castlegar, and Trail, the villages of Salmo, Kaslo, and Nakusp, and RDCK Areas D, E, F, G, H, I, J and K informing them of the benefits of good EE policies and practices and diverse workforces and offering our expertise in assisting them to develop these policies.
- maintain contact by letter and in person, continuing to provide information to persuade CBT/CPC and municipalities to create EE policy.
- start "Ask your candidate about Employment Equity" campaign for fall municipal elections.
- meet with local unions, Labour Councils, municipal representatives, CBT/CPC.
- continue work on PR package and public education about EE.

January 1, 2000

- present brief to CBT / CPC to persuade them to set up standing committee on EE
- work with CBT / CPC to make the above committee representative of the labour pool in the region, including interested groups such as the WKWA / NDWC, Kootenay WITT, Lower Columbia River All First Nations, etc.
- begin working with municipalities who have EE policies to establish standing committees on EE;
- continue efforts to persuade municipalities who do not have EE policies to establish them;
- write letter requesting colleges and other training programs to offer appropriate training

- write letter requesting colleges and other training programs to offer appropriate training (e.g.. Air Brakes Certification, Industrial First Aid, Introduction to Trades, etc.) for women interested in going into trades.
- work with colleges and other training programs to recruit more women into training programs where women are under-represented;
- work with training programs (particularly Selkirk College) to build bridges with potential employers through co-op education programs and work placements.
- use letter writing campaign to demonstrate to employers, specifically CBT/CPC, public support for incorporating training programs with EE goals into their work plans for large projects (apprenticeships and on-the-job training, similar to Island Highway project).
- more PR.

19. Expected Concrete Results:

- West Kootenay Advisory Committee on Employment Equity established to guide this project and act as resource for creation of EE policies and committees.
- PR / education package created - useful tool for other regions or groups working on EE.
- baseline data compiled
- EE representative (ideally from WKWA) on Community Impact Management Committee for Keenleyside Dam project
- training project established as part of Keenleyside Dam project
- training project incorporated into City of Nelson Civic Centre Rehabilitation project
- WKWA accepted as resource/consultant for the creation of effective EE policies and practices
- EE as election issue increased awareness and support in the community
- RDCK and Cities of Nelson, Castlegar and Trail and Villages of Salmo, Kaslo and Nakusp will be starting the process of developing EE policies.
- CBT/CPC will have EE policies.
- CBT/CPC will have EE policy and committee representative of the labour pool in the region and include interested groups such as the WKWA / NDWC, Kootenay WITT, Lower Columbia River All First Nations, etc. Ideal committee makeup would include 50% women, First Nations and visible minority representatives, member with a disability.

YEAR TWO

17. Objectives of Activity

Overall objectives as above.

Year Two Objectives

- To work with local municipalities in establishing EE committees which embody EE in their committee makeup, i.e. include 50% women, a First Nations representative, a member of a visible minority and a person with a disability.
- To assist these municipal and CBT/CPC committees in formulating EE policies which will include specifics such as employment goals (women as percentage of total employees in all sectors), recruitment policies to increase women's participation; etc.
- To work with employers and trainers to establish educational and on-the-job training goals for specified numbers of first year, second year, etc. apprenticeships designated for women, particularly on large projects.

18. Description of Activity and Plan of Action

April 1, 2000

- continue work from year one
- review draft EE policies for municipalities who have created them.
- work in cooperation with local unions and Labour Councils to establish realistic and achievable targets for number of women to be hired and in recruitment strategies to increase their female membership
- collaborate with Kootenay WITT on developing and implementing strategies in areas where progress is slow.
- more PR.

September 1, 2000

- continue efforts to persuade local municipalities of effectiveness of representative EE committees
- work with municipalities and CBT/CPC in developing effective recruitment practices to meet EE targets and goals for those who have set them.
- more PR.

January 1, 2001

- begin evaluation of project using the objectives outlined above to assess progress made.
- work with the advisory committee on EE in the West Kootenays (which we established at the beginning of this project) to compare our goals and expected results with what has actually been achieved. This advisory committee will be active throughout the project in measuring progress and assessing the speed of progress. It will also assist in identifying the most effective strategies, e.g. is public opinion more effective in creating policy change or is it better to find and work with allies within the system or a combination of the two.
- identify areas where we have been successful and where we need to continue strategic actions to achieve the goals we set.
- begin writing final report to SWC.

19. Expected Concrete Results

- any municipalities that did not start work on developing EE policies by March 31, 2000, are now working on them
- more training is available for women going into trades and other areas of work where women are under-represented.
- training projects are more accepted as an essential component of any large construction project
- RDCK, cities and villages will be working on establishing EE committees which are representative of the labour pool in the region and include interested groups such as the WKWA / NDWC, Kootenay WITT, Lower Columbia River All First Nations, etc. Ideal committee makeup would include 50% women, First Nations and visible minority representatives, member with a disability.
- recruitment strategies are used by municipalities and CBT/CPC to meet EE goals where these have been established.
- more women are employed by municipalities in sectors where they have been under-represented.
- more women are employed on CPC dam refurbishment projects.
- large projects incorporate training programs with EE goals.
- Employment equity becomes more widely understood and accepted. (attitudinal change).

March 31, 2001

- final report evaluating project activities, outcomes and results submitted to SWC.

20. Total budget for the Activity for which funding is being requested.

Expenditures: Items	Details	Cost	Amount Requested
Travel:	4000 km @ .32/km and travel to Vanc. for EE conf.	\$ 3,280	\$ 1,280
Publicity:	primarily press releases 4,800 plus ads extolling the virtues of EE to build public support		2,400
Salaries:	30 hrs/wk @ \$16/hr x 104 weeks	49,920	40,000
Honoraria:		2,000	---
Facilities:	office space at Nelson & District Women's Centre \$300/mth x 24 months (based on actual cost of running the Women's Centre)	7,200	3,600
Materials:	office supplies, etc.	3,600	1,800
Other (specify; includes in-kind contributions):	internet connection, long distance telephone, fax, accounting, etc. plus in-kind contribution from WITT	11,200	3,000
Total:		\$82,000	\$52,080

21. Revenue

Sources of Revenue	Assured	Potential	Total
Organization's contribution	\$ 5,400	\$ 3,000	\$ 8,400
Contributions in kind e.g. expertise of WITT	5,200		5,200
SWC		52,080	52,080
Other (specify): HRDC, Canadian Rural Partnerships, unions		16,320	16,320
	<u>10,600</u>	<u>71,400</u>	<u>82,000</u>

GRANT APPLICATION FORM PREPARATION CHECKLIST

- (✓) Activities for which program funding is being requested fall within one or more of the following Women's Program Funding areas:

ECONOMIC EQUALITY SOCIAL JUSTICE ACCESS & PARTICIPATION

- (✓) There is an up-to-date-written job description for each staff position to which Women's Program funding is earmarked.

faxed old ones w/ note that they are currently under review + we will send ASAP

- () There are letters of support included with the application.

to follow

- (✓) A copy of your Constitution & Bylaws are included (if there have been recent changes).

no changes - in process - will send ^{update} once approved by societies folks

- (✓) There are completed separate budget sheets included.

- () There is other background material attached that may strengthen your application.

- (✓) All sections of the Grant Application are completed including Question #22 regarding self sufficiency.

- (✓) The Grant Application is signed by a Board/Collective Member who is not a staff member. *Keitha*

- (✓) You have discussed with your Program Officer a draft version of your Application. *both L + A, by phone + email*

PROJECT BUDGET WORKSHEET - DETAILS OF BUDGET AMOUNTS
FEUILLE DE PREPARATION DE BUDGET D'UN PROJET - DETAIL DES SOMMES BUDGETEES

EXPENDITURES

DEPENSES

	AMOUNT MONTANT	EXPLANATION EXPLICATION
TRAVEL TRANSPORT	3280 2000 + $\frac{R}{1280}$	4000 km @ 32/km = 1280 travel to Vancouver for annual EE conf (each year) = 2000 (1000/yr)
PUBLICITY PUBLICITE	4800 $\frac{R}{2400}$	PR for EE is essential to build public support - ads for baseline data also
SALARIES REMUNERATION	49,920 $\frac{R}{40,000}$	30 hrs/wk @ \$16/hr x 104 wks 30 x \$1 x 104 = 3120 ext med ben
HONORARIA INDEMNITES	2000	
FACILITIES (RENT, etc.) INSTALLATIONS (LOCATION, ETC.)	7200 $\frac{R}{3600}$	300/mth x 24 mths space @ \$15 centre
MATERIALS FOURNITURES	3600 $\frac{R}{1800}$	office supplies, etc
REPORT AND EVALUATION RAPPORT ET EVALUATION		
OTHER (SPECIFY) AUTRES (PRECISER)	11200 $\frac{R}{3000}$ 5200 with consultation	internet connect \$22/mth x 24mth = 528 L.D. telephone \$1200 fax 20/mth x 24mth = 480 accounting \$100/mth x 24mth = 2400
TOTAL	52080	

benefits

1392