




**Integrated Community Sustainability Plan
Corporate Support**

Plan or Project Summary

<p>Name of Project or Plan:</p> <p style="text-align: center;">10 by 10 Challenge</p> <p style="text-align: center;"><i>A challenge to increase employment of persons with disabilities in the Prince George Area by 10% by 2010</i></p>	<p>Photo (if available):</p> 
<p>City Contact Person:</p> <p>Diane Flannagan, Human Resources Advisor</p>	
<p>Date of Summary: January 22, 2009</p>	
<p>Project or Plan Description:</p> <p>The City of Prince George Mayor along with other Mayors in BC committed to the Minister’s Council on Employment for Persons with Disabilities to join the 10 by 10 Challenge, to achieve the goal of increasing the number of people with disabilities working in our community by 10% by 2010.</p> <p>Individuals with disabilities represent an untapped resource with the ability and desire to fully participate in their community and economy. Persons with disabilities are under-represented in our workforce and in our community life. Provincial funding was given by Legacies Now to assist with achieving our community goal for this project.</p> <p>The Chairperson for the committee is Lorna Ditmar. The committee is comprised of Prince George Employers, People with Disabilities and Agency Employment Counselors.</p> <p>Accomplishments of the Committee to-date:</p> <ul style="list-style-type: none"> ◆ “The People in Place Conference” at Civic Centre in October 2007 was to raise awareness of those in attendance regarding the current and impending labour shortages in various sectors and also proved successful in profiling the large, virtually untapped labor pool of persons with disabilities who are looking for meaningful employment. 	

- ◆ “Creating an Inclusive Workplace” took place on January 11, 2008 was attended by people with disabilities, employers, and employment agencies. The focus of this workshop was to develop strategies for employing persons with disabilities and was facilitated by Dr. Graham Lowe.
- ◆ November 2008 ~ Chamber of Commerce luncheon to launch the 10 x 10 Challenge in Prince George. The committee developed Public Service Announcements featuring success stories – with local employers and their employee(s) with a disability. These PSA’s were created by CKPG TV and are currently shown on their station. A website was developed www.peopleinplace.ca to assist people with disabilities in finding employment information in the Prince George area.

Project or Plan Benefits:

	<p>Economic development: The development of a community-wide strategy is being used to raise awareness for Prince George employers focusing on the advantages of employing people with disabilities. Individuals with disabilities currently represent an untapped resource, they have tremendous talent and skill, and employing them would greatly benefit our community and local economy.</p>
	<p>Land Use Planning: N/A</p>
	<p>Environmental Stewardship: N/A</p>
	<p>Social Development: N/A</p>
	<p>Corporate Support: Being involved in the development of a community-wide partnership will greatly assist the City’s efforts in meeting the demands of an aging workforce and shrinking labour pool. The tools developed and the positive marketing strategy in Prince George is a proactive step to help us face the nation’s looming labour shortage.</p>
	<p>Financial Systems: N/A.</p>