

# Apathy is Boring's Municipal Youth Engagement Audits

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Unlike past generations, today's young Canadians are not being pulled into community life. Youth and young adults are disengaged from civic participation. This is reflected in declining rates of voter turnout amongst Canadian youth. Apathy is Boring understands engaging young people at the municipal level as crucial in addressing these negative trends - young people need to feel that they have a stake in their communities. Better engaging youth in your work will also spur innovation, keep you connected with new technologies, prepare you for succession, and boost your credibility.

Our Municipal Youth Engagement Audit provides municipalities with a contextualized analysis of their policies, programs and practices related to youth engagement in order to identify key opportunities for actions that promote more effective engagement with youth and young adults in their communities. This analysis will not only map out current strengths and areas for growth, but will outline specific recommendations to address challenges related to youth engagement and civic participation.

Whether your municipality is looking to expand and solidify your reach among youth and young adults, or you are brand new to youth engagement, Apathy is Boring will tailor our methodology and analysis to meet the context and needs of your municipality. Below is a breakdown of each phase of the Municipal Youth Engagement Audit process:

- In the **Strategic Needs Assessment** phase, we will paint a complete picture of youth engagement policies, programs and practices in your municipality. This involves a document review, a survey, interviews and focus groups with key stakeholders and community consultations. This will allow us to shed light on your municipality's successes related to youth engagement and where there is room for improvement.
- In the **Analysis** phase, we will prepare a comprehensive report outlining the findings of the strategic needs assessment phase. The report will provide the municipality with a comprehensive strategy and concrete recommendations to engage youth more effectively in your municipality.
- In the **Action Plan** phase, we will consult internal and external stakeholders on the contents of the report to develop a Youth Engagement Action Plan that is tailored to the specific needs of youth and young people in your municipality.

Over the past eleven years, Apathy is Boring has been successful in reaching hundreds of thousands of young Canadians through our programming, while at the same time working with dozens of organizations across Canada, supporting their efforts to reach and engage youth. Through our youth engagement consulting work, we have partnered with the Canadian Red Cross, the City of Kitchener, the City of Toronto, Canada World Youth, the Canadian Parks Council, Elections Canada and Elections Alberta, among many others.

