



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Community Services Committee
FROM: Dave Semple
Director Parks

DATE: February 1, 2000

FILE: 7200-01

Suzanne Bycraft
Manager, Environmental Programs

RE: Partners for Beautification 1999 Update

STAFF RECOMMENDATION

1. That the report "Partners for Beautification 1999 Update" dated November 12, 1999 from the Director of Parks and Manager of Environmental Programs be received for information.
2. That the Partners for Beautification program and staff costs be considered for inclusion in the Parks operating budget for the year 2000.

Dave Semple
Director, Parks

Suzanne Bycraft
Manager, Environmental Programs

Att. 1

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CONCURRENCE OF GENERAL MANAGER

STAFF REPORT

ORIGIN

On April 14, 1998, Council approved the Partners for Beautification - Adoption Program. Since that time, the program has grown in size and popularity with both the residential and business communities in Richmond. The concept of encouraging the public and local business to work in partnership with the community with respect to the stewardship of public owned open space has been a success and continues to grow in popularity. Efficiencies in operation have been attained, a greater level of public involvement has been realised and corporate sponsorship monies have been secured to enhance the livability and help to preserve and enhance Richmond's public parks and open space. This report summarizes the achievements of the many residents who have dedicated their time to the programs to date and recommends inclusion of the Partners for Beautification program into the Parks operating budget for the year 2000 as an additional level of service.

ANALYSIS

In response to the direction set by City Council to be the most appealing, livable and well managed community in Canada, the Partners for Beautification programs have complemented the vision and encouraged both staff and community enthusiasm to help the City achieve this goal.

Beginning in 1998, the Partners for Beautification program was a component in the City's win in the National Communities in Bloom competition as the most Beautiful City in Canada for its' population category. Comments in the Communities in Bloom Judges' Evaluation grid included notes that Richmond is "...an active volunteer community that can pride itself with many different ethnic backgrounds...and...the new established Partners for Beautification program appears to be off to a good start." The PFB program was also recognized in Richmond's 1998 win for the Canadian Association of Municipal Administrators Willis Award for Innovation. In addition to national Canadian recognition for the PFB program, many local governments in British Columbia have requested information on and/or implemented similar programs in their municipalities based in part on Richmond's PFB programs.

The concept of "doing more with less," or gaining efficiencies in operation through partnering with the community is a keystone of the PFB program. While maintaining existing levels of service, the PFB program is an enhancement - not a replacement to the level of service currently provided by staff. Richmond has a strong history of working in partnership with the community to provide parks, sports and recreation using the community development model, the PFB program continues that tradition also building partnerships with business and neighborhoods.

Since the inception of the PFB program, established programs such as the Richmond Landscape Garden Contest, and the City of Richmond Street Banner program have become part of the PFB program. By expanding the level of community involvement and targeting marketing and coordinating efforts to the public, a greater level of participation in these programs has been achieved.

Projects and Key Activities

Since June of 1998 the PFB program has been a conduit for many sponsorship and volunteer based activities directed towards the beautification and stewardship of Richmond's public parks and open space. Significant press coverage has also been attained in unpaid advertising, volunteer recognition and promotion. The projects and summary of key activities are detailed in table 1 below:

**Table 1: Summary Of Sponsorship And Key Projects
June 1998 – October 1999**

7223 volunteer hours	\$72,000.00
The development of the Richmond Community Garden with total sponsorship at approximately	\$30,000.00
The corporate sponsorship and maintenance of dog bag dispensers	\$9,600.00
Street banner sponsorship	\$15,000.00
Tree donations	\$4,000.00
1999 Landscape Garden Contest Donations	\$2,000.00
Water Wise Demonstration Garden Donations	\$750.00
Another significant sponsorship was the placement of 2 grant positions to assist with the promotion of the PFB programs **	\$11,520.00
Seniors Advisory Committee Golden Gardens	\$1,500.00
Total Value of projects completed including estimated volunteer labour	\$146,370.00

*** In 1998 and 1999 two 6 month Partnership Grant placement positions were provided through Human Resources Development Canada. The placements were sponsored by the Delta Recycling Society and the Richmond Nature Park Society. Both positions assisted with the coordination of volunteers, organization of the Richmond Landscape Garden Contest and significant research was completed towards the development of a Graffiti removal strategy for Richmond.*

Program Statistics to date:

- Number of Volunteers June 1998 to October 1999 - 2313
- Number of Volunteer Hours – June 1998 December 1998 - 2,423
- Number of Volunteer Hours – January 1999 to October 1999 - 4,800⁺
- Streets Adopted - 6
- Trails Adopted - 22 kms
- Parks Adopted - 7
- Trees Adopted - 42
- Bags of Garbage Collected -1999 -325 bags
- Illegally dumped truck tires collected 1999 - 250 tires
- Number of Dog Bag Dispensers Adopted and Maintained - 5 (frequency of 2000 bags/month average per location maintained by volunteers)
- Bags of Purple Loosestrife Removed - 20
- Bulbs Planted -350
- Shrubs Planted -100
- Total revenue from sponsorship June 1998 to October 1999 - \$72,870
- Total value of projects completed including estimated volunteer labor - \$144,870 (1998/1999 estimate).

Other Project Areas:

Graffiti Removal

- Volunteer groups are being supplied with a safe, non-toxic graffiti removal product, safety equipment and training to remove graffiti in locations throughout Richmond. A concurrent program is presently being implemented within the Parks and Sanitation and Recycling Departments where crews will carry graffiti removal towels in their trucks to remove unsightly graffiti at worksites. A key component of the City graffiti removal program will include a process for reporting graffiti on City owned properties to enhance the current policy of graffiti being identified and removed within 24 hours of being reported to Civic Properties.

Spring Clean up Event at Garry Point

- On Saturday May 15, 1999 the 1st Annual Garry Point Park and surrounding area "Spring Clean Up Event" was held in conjunction with the official opening of the public washroom and caretaker facility at Garry Point. This event drew a crowd of approximately 500 volunteers who cleaned up the park, Chatham street and six kilometres of the dyke trail system.

Vandalism/Park Stewardship Strategy

- A four staged process to deal with the recurring vandalism in Richmond' s parks was initiated in 1999. The process included components of Education, Enforcement, Design and Partnerships. A significant part of this proposal is the modernization of the Public Parks and Schoolgrounds Bylaw which dates back to 1963.

Corporate Sponsorship of Hanging Baskets for Y2K

- Staff are currently working with a corporate sponsor to negotiate the sponsorship of the Richmond Hanging Basket Program for the year 2000.

IYOP Banners

- To celebrate the United Nations 1999 designation of the International Year of Older Persons, corporate sponsorship monies were secured to promote this designation with street banner tail flags on Minoru Blvd. This partnership was between the Royal Bank of Canada, the Richmond Seniors Advisory Committee and the City.

AIC Banners

- The first major corporate sponsorship of street banners was completed in 1998 and 1999. By working in partnership with Asia International Services Corporation, \$13,500 in sponsorship monies was directed into a display of banners on No. 3 Road, and Hazelbridge Way.

Golden Gardens-Minoru Park

- Staff have received \$1500 in sponsorship from the Richmond Seniors Advisory Committee to begin the development of a small garden in Minoru Park in recognition of the U.N. International Year of Older Persons.

Database/Program Tracking

- Working with information services, staff have developed a comprehensive database for tracking the activities of volunteers, thereby streamlining program tracking and gaining efficiency in the management of the PFB programs.

Expansion of Richmond Landscape Garden Contest

- In 1999 the Richmond Landscape Garden Contest was expanded to encourage participation of the business and commercial communities in Richmond.

See attachment 1 for complete list of current Partners for Beautification.

Future Project Areas:

While maintaining and supporting the existing level of community involvement, several goals are set and/or being investigated for the year 2000:

"Gift Guide"

- Using models from other cities, the concept of a gift guide is being developed to streamline the current processes of tree/bench donations and to create a process for planned giving to the City of Richmond for things such as park amenities and improvements.

"Litter Education Campaign"

- As part of the Education strategy to reduce the amount of illegal litter in the community, staff are researching models for the development of an anti-litter education campaign for the City.

"Compost Demonstration and Water Wise Gardening Promotion"

- Promotion of water wise gardening techniques will continue at the Richmond Community Garden in the year 2000, and staff are also preparing design options for the inclusion of the Compost Demonstration Garden at the Richmond Community Garden.

"Expansion of School Adoptions"

- Staff will continue to work with the School Trustees, Principals and Parent Advisory Committees to encourage school adoptions of school parks.

"Expansion of Business Involvement"

- Staff will encourage and target several businesses in Richmond (i.e. fast food chains) to adopt adjacent streets and rights of way in their neighbourhoods for adoption and litter control.

FINANCIAL IMPACT

The value of sponsorship and total hours of donated time generated by the PFB program volunteers and participants totals approximately \$144,000 to date. Several initiatives such as the street banner sponsorship and dog bag dispenser program among the many PFB programs provide an increase in the level of service to the community at no additional cost to the City.

The total cost of the program in 1998 (6 months) was estimated to be \$45,000. This represents the Co-ordinator's salary, initial promotional items, equipment etc. Funding in the amount of \$35,000 was provided in the Parks 1998 Capital Budget. The balance in 1998 was been funded from the Sanitation and Recycling Budget.

The total estimated cost of the program including the Landscape Garden Contest and project specific promotional material for 1999 is estimated at \$135, 000. Staff recommend inclusion of \$135, 000 in the Parks operating budget for the year 2000.

CONCLUSION

The Partners for Beautification program has met and surpassed its initial goals while generating revenue and providing an increased level of service with minimal cost to the City. Most importantly the PFB program has garnered community participation, community pride and raised the level of environmental and beautification awareness from a cross section of residents and businesses from many cultures and age groups.

If this program were not to continue, the increased level of volunteer/community participation would be difficult to sustain as would the financial contributions to the City. Staff recommend that the program be included in the Parks operating budget beginning in the year 2000 as an additional level of service.

Dave Semple
Director, Parks

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Partners for Beautification Program Statistics November 1999			
Group	No. Volunteers	Geographic Area	Notes
Developmental Disabilities Association	30	South Foot No. 3 Road - Dog Off Leash Park	Bulb naturalization planting
Richmond Society for Community Living - CJEP	16	North Arm 1.6 km	
Richmond Society for Community Living - RSE	10	North Arm 1.6 km	
Elizabeth Fry Society	15	Varies	Projects each weekend range from litter collection in vacant City lots, weed control, graffiti removal, festive decoration preparation, community garden labour and other assorted projects
Richmond Rod & Gun Club	10	North Arm 1.6 km	
Richmond Sunset Rotary Club	20	North Arm 1.6 km	Sponsorship of low income plots at Community Garden/Donation of garden shed materials and labour
East Richmond Environmental Youth Corp	15	West Dyke 1.6 km	
Hamilton Youth Advisory Committee	20	East Dyke 1 km	
West Richmond Out of School Care	65	West Dyke 1.6 km	Inaugural Group
Chandler Family	4	West Dyke 1.6 km	Bulb planting West Dyke/invasive weed removal
Diane & Mike Yamamura & Garleen Pickett	3	West Dyke 1.6 km	
Fraser Delta Girl Guides	500	Garry Point Park	Garry Point Washroom opening event participant committed until 2002
Steveston harbour Lions Club	20	Chatham Street	Garry Point Washroom opening event participant
Kathy Nikolaev	1	Adopt-A-Garden West Foot Blundell Road	Sponsorship and maintenance of two flower beds on West Dyke Trail
Claudette Seigel	1	3rd Avenue in Steveston	
Vancouver Aquarium River Works!	20	London's Landing & Trail South Dyke 1km	Habitat restoration in riparian zone/Bird and Bat box installation/environmental education
Great B.C. Beach Clean Up	80	Garry Point Park	Projects Completed in 1998 and 1999 in partnership with the Vancouver Aquarium Marine Sciences Centre
		Gilbert Beach	
		McDonald Beach	
Canadian Pacific Fairmont Vancouver Airport Place Hotel	20	McDonald Beach Park	
Richmond Chinatown Lions Club	15	Donation of Dog Bag Dispenser at Garry Point	
Richmond Animal Hospital	5	Donation of Dog Bag Dispensers at Garry Point/Blundell Road Dyke/South Foot of No. 3 Road	Sponsor and maintain supply of bags in dispensing units
Richmond Dog Fanciers Association	15	Donation of Dog Bag Dispenser at McDonald Beach	Sponsor and maintain supply of bags in dispensing unit

Partners for Beautification Program Statistics November 1999			
Group	No. Volunteers	Geographic Area	Notes
SUCCESS Colts	15	Brighthouse Park	Planning to sponsor flower bed planting and weed control in year 2000
Mr. Joe Howard	1	Ash Street	Recently moved
Vancouver/Richmond Buddhist Compassion Relief Tzu-Chi Society	50	South Dyke 1 km	Partner in No. 3 Road Pier re-opening event
Hovik Manufacturing	2	South Dyke 1 km	
Canada Trust Seafair Branch	15	Williams Road from #1 Road to Dyke and 1km Dyke trail	
Royal Bank of Canada No. 3 Road Branch		Donation of funds for United Nations International Year of Older Persons Banners	
Richmond Seniors Advisory Committee		Donation of Funds for IYOP Banners/Sponsorship of Golden Gardens Project in Minoru Park	
Asia International Corporation		Corporate Sponsorship of Street Banners for #3 Road and Hazelbridge Way	
Gilmore Elementary School	462	Adoption of School Park and Stewardship of newly planted trees/flowerbeds	Park Adoption beginning Fall 1999
Kingswood Elementary School	344	Adoption of School Park	
Talmey Elementary School	259	Stewardship of newly planted trees	
Neel Family	10	McNair School Park	
ET Brothers & Swing Kids	18	River Road Ease-by Riverside Banquet Hall	
Point-Moore Family	3	Shell Road Trail 1km	
Emmanuel Christian Community	175	South Dyke 1km	partner in Garry Point Washroom Opening Event
Chuck Dunn & Family	4	Shell Road Trail 1km	
Ashbrook Court Residents (15 Families)	50	Ashbrook Court	
Salmon City Music Society	10	Varies	Provide Live music and entertainment at Community Events Free of Charge
Shady Island Bar and Grill	10	Bayview Street in Steveston	Adpotion beginning Winter 1999
Sea Island Youth Group	10	Burkeville	
Total Number of Volunteers	2323		