



City of Richmond

## Report to Committee

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**To:** Community Safety Committee  
**From:** Shawn Issel  
Manager, Policy Development & Corporate Programs  
**Re:** Richmond Safe Communities Alliance Business Plan  
**Date:** March 24, 2004  
**File:**

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### Staff Recommendation

That the Richmond Safe Communities Alliance (RCSA) Business Plan be endorsed, and

That Council appoint a representative to the Interim Executive Board of the Richmond Safe Communities Alliance, and

That staff be directed to forward the Business Plan to the Canadian Safe Communities Foundation to be considered for designation as a "Safe Community".

Shawn Issel  
Manager, Policy Development & Corporate Programs  
(4184)

Att. 1

FOR ORIGINATING DIVISION USE ONLY

CONCURRENCE OF GENERAL MANAGER

## Staff Report

### Origin

On June 10th, 2003, the Community Safety Committee approved the following resolution:

*“That the Community Safety Advisory Task Force investigate the establishment of a Safe Communities Foundation in Richmond”.*

This report is to present the RCSA (Richmond Safe Communities Alliance) business plan (*Attachment 1*) to the Community Safety Committee.

### Background

The Safe Communities Foundation is a national, privately funded organization that works with community and business leaders. Its goal is to make Canada the safest place in the world to live, learn, work and play.

Since 1996, the number of designated Safe Communities has grown to include 38 communities across Canada, predominantly in Ontario, the Maritimes and Alberta. Although there are presently no designated Safe Communities in B.C. both Richmond and Kamloops are preparing business plans to be considered by the Board of the Safe Communities Foundation in June.

### Analysis

There is considerable support for establishing this kind of organization in Richmond. On December 4, 2003, 19 representatives of City safety departments, the community, and external safety agencies met to discuss the formation of a Richmond Safe Communities Alliance. At each subsequent meeting more agencies are represented and showing interest in becoming a part of the Alliance. Additionally, community agencies have indicated their endorsement of establishing the RCSA through letters of support.

The purpose of the Richmond Safe Communities Alliance is not to reinvent safety programs. It is to provide a structure and resource for communication and coordination between existing programs. Forming this type of alliance is a means of involving a number of stakeholders from community agencies and the community at large, the business community, and safety agencies in Richmond in safety education and awareness. It enhances cooperation and coordination between stakeholders, provides a higher profile to safety initiatives and gives assurance to residents and businesses that Richmond is indeed a safe community. Discussions have already lead to information sharing, identifying possible partnership opportunities, and safety education/prevention directions for the future.

It is envisioned that the Alliance will become a non-profit organization with an organizational structure, budget and three year implementation plan. It will be a community-based alliance rather than city-established advisory committee. It is not necessary to establish a formal foundation, as the national Foundation gives member coalitions access to its registered charitable tax number.

Interim Executive Board

An interim Executive Board (*Attachment 2*) has been appointed to guide the formation of the Alliance over the next year. This Board will be tasked with:

- ensuring the Alliance receives designation by the National Safe Communities Foundation
- providing leadership and direction to the RCSA in fulfilling its mandate and goals
- providing progress reports to the National Safe Communities Foundation

One of the Board positions has been reserved for a representative from Richmond City Council.

Timelines

- April 14<sup>th</sup> ..... RCSA Business Plan presented to the Community Safety Committee
- April 26<sup>th</sup> ..... RCSA Business Plan presented to Richmond Council
- June 4<sup>th</sup> ..... National Safe Communities Board meets to approve RCSA Business Plan
- Fall 2004 ..... Official designation ceremony (held in Richmond)

Funding

Once the RCSA meets the designation criteria it is eligible for up to two year’s seed funding from the Safe Communities Foundation. The amount of funding the RCSA can expect to receive in Year One of their business plan is \$12,000, with a subsequent amount of \$7,200 in Year Two.

The Foundation expects that a community will raise up to 65% of their first year budget through local sponsorship of either direct funding or in-kind contributions. The Alliance, has drafted a budget as part of the business plan, and in its first year of implementation will secure funding sources.

**Financial Impact**

At this time there is no financial impact. Once the plan is approved by the National Safe Communities Foundation then the Alliance will begin to secure funding from community sources. The City is one of a number of agencies which will be approached to contribute funding. Since the Alliance is intended to be a community based non-profit organization any request for funding will be channelled through the City Grants Program.

**Conclusion**

The Richmond Safe Communities Alliance is an extension of Council’s Community Safety Committee’s goal “to increase community safety, and people’s perception of community safety, by bringing community safety resources closer to the people...”. The community and stakeholder based alliance, is ideally positioned and suited to promote and coordinate various safety education/prevention initiatives.

March 24, 2004

- 4 -



Shawn Issel  
Manager, Policy Development & Corporate Programs  
(4184)

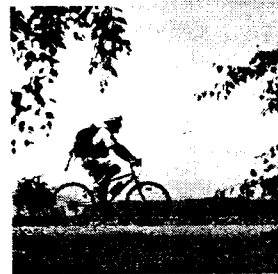
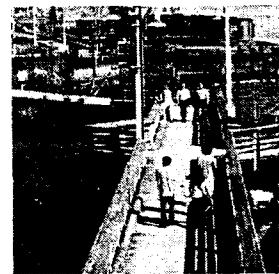
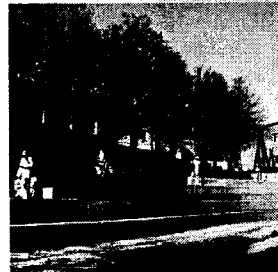
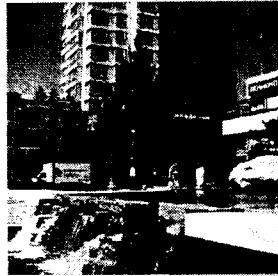


Kari Huhtala  
Senior Planner

SI:si

**Richmond Safe Communities Alliance**  
**Interim Executive Board**

- Chair                    Dr. James Lu                    *Medical Health Officer,  
Richmond Health Services,  
Vancouver Coastal Health Authority*
  
- Secretary                    *(To be determined at first Board Meeting)*
  
- Treasurer                    *(To be determined at first Board Meeting)*
  
- Member                    Sheila Yamamoto                    *Coordinator,  
Richmond Block Watch*
  
- Member                    Susan Newham                    *Business Development Manager, Coast  
Capital Insurance Services.*
  
- Member                    Christa Mullaly                    *Coordinator,  
Richmond Alcohol & Drug Action Team  
(RADAT)*
  
- Member                    Lisa Dorian                    *Community Member, President,  
PowellDorian Services Inc.*
  
- Member                    Alex Lee                    *Regional Loss Prevention Coordinator,  
Insurance Corporation of B.C.*
  
- Member                    Florence Gordon                    *President,  
Richmond Chamber of Commerce*
  
- Member                    Bill Sorenson                    *Community Member, Former Councillor,  
City of North Vancouver*
  
- Member                    *Sgt. Maria Salzl*                    *Community Policing, RCMP*
  
- Member                    *Vacant*                    *Council Representative*



# Richmond Safe Communities Alliance

**DRAFT**

# BUSINESS PLAN

April 2, 2002

*"Safety... It's Everyone's Responsibility"*

# Richmond Safe Communities Alliance (RSCA)

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- Attachment 1:** Community Safety Plan Qualitative Study (Ipsos Reid)
- Attachment 2:** Community Safety Task Force Final Report
- Attachment 3:** Community Safety Advisory Task Force – Community Input Survey Results
- Attachment 4:** Richmond Community Safety Alliance Interim Executive Board
- Attachment 5:** Richmond Community Safety Alliance Executive Board Terms of Reference
- Attachment 6:** City of Richmond Statistical Profile
- Attachment 7:** Community Safety Programs and Services
- Attachment 8:** Letters of Support



# Draft

## The Richmond Safe Communities Alliance (RSCA)

### Business Plan

*Safety... it's everyone's responsibility*

## 1. Background Information and History

### 1.1 Formation of the Community Safety Division

In June 2002, the City of Richmond formed the Community Safety Division with a mandate to provide a more integrated and community-based approach to the delivery of public safety services. These services included Fire-Rescue, RCMP, Community Bylaws, and Emergency and Environmental Programs. The Community Safety Division adopted the goal of "A community where everyone takes responsibility for the safety of people and property".

An important component of the Community Safety Division 2001-2003 Plan was public safety input from Richmond residents and businesses. As a result, the City commissioned Ipsos-Reid to conduct a series of focus groups with residents and business representatives to explore safety issues in the community. **Attachment 1** presents the findings of the focus group discussions. The four main community safety categories identified were: crime and violence, natural disasters, fire and traffic.

### 1.2 Community Safety Advisory Task Force

The Community Safety Advisory Task Force was formed in October 2001 (a Council appointed group comprising ten members of the community). The mandate of the Task Force was to provide input from the community on safety issues, and work in conjunction with the Community Safety Division to determine various safety initiatives. The Task Force role ended November 13, 2003 with a final report presented to the City's Advisory Community Safety Committee (**Attachment 2**).

The Task Force undertook a series of presentations to community groups to gather input on identifying community safety priorities. As part of these presentation, a survey was distributed. **Attachment 3** presents the survey findings that indicate community interest in Home Safe and community safety educational programs, particularly for youth and children.

The Ipsos-Reid focus group discussions and the Community Safety Advisory Task Force survey coincide with the directions of the Richmond Safety Communities Alliance's Strategic Three Year Plan directions that are presented on page 16 of this Business Plan.

### 1.3 2003 – 2005 Corporate Plan

In pursuit of the City of Richmond's goal of becoming the most appealing, livable, and well-managed community in Canada, seven core strategies were adopted by City Council for the 2003-2005 Corporate Plan. One of these strategies was Community Safety (Community Safety Strategic Team) which requires the City to ensure that public safety services and resources are effectively targeted to community needs and priorities.

From this strategy, several staff groups were formed, one of which was related to Partnership and Sponsorship. This group discussed Paul Kells' founding of the Safe Communities Foundation in his attempt to reduce and eliminate injuries in communities across Canada. Learning about this Foundation created interest in the development of the Richmond Safe Communities Alliance, and this became the group's principal project. Subsequently, Dawn Vallet, Program Manager for the Safe Communities Foundation, met with Richmond staff and community organizations on April 2<sup>nd</sup> to 4<sup>th</sup>, April 8<sup>th</sup>, and September 23<sup>rd</sup> 2003 to discuss the concept.

### 1.4 Development of the Richmond Safe Communities Alliance (RSCA)

Starting in December 2003, City staff held a series of information meetings involving various community groups interested in the concept.

These community groups formed the RSCA Advisory Group as listed on page 7 (Table 3).

## 2. Executive Summary

The Richmond Safe Communities Alliance (RSCA) is a group of like-minded organizations (i.e. public and private organizations, companies and individuals) committed to the reduction and elimination of injuries in our community. The Alliance works in partnership to bring to the community the existing groups that have education and awareness programs aimed to the promotion of safety and wellness in our community.

### 2.1 Vision

***"Safety ... it's everyone's responsibility"***

The Richmond Safe Communities Alliance (RSCA) is dedicated to creating a safe community to live, work, and play, where everyone takes responsibility for the community's health and safety.

### 2.2 Values

The RSCA:

- 0 **Recognizes** that Richmond is made up of a number of unique and distinctive communities, defined by geography, culture, language and history.
- 0 **Respects** the cultural, language and values of each community and recognizes that this is what makes our city vibrant, diverse and inclusive.

- 0 **Values** the commitment and work carried out by existing organizations and groups who presently address the issues of workplace and community safety.
- 0 **Draws** on the strengths of the community to make Richmond a safe place to live, work, and play.

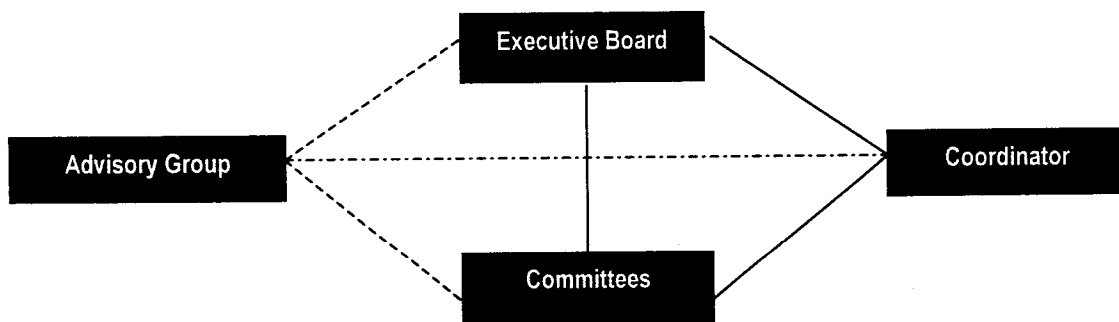
### 2.3 Goals

The RSCA goals are to:

- 0 Increase community and personal safety, with the long term plan to eliminate predictable and preventable injuries in the community and workplace, by working together to increase the awareness of safety and injury prevention in the community.
- 0 Provide a forum for people to get together, creating a supportive environment amongst governments, community and business leaders committed to community health and safety.
- 0 Enhance existing programs and resources through networks and partnerships at the grass roots level to achieve sustainable results.
- 0 Involve the whole community in a meaningful way, particularly Richmond’s unique cultures.

### 2.4 Organizational Structure

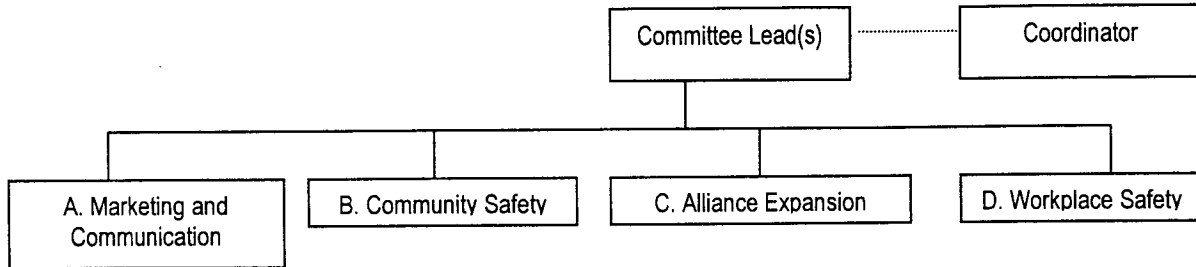
**2.4.1 Table 1: Executive Board, Advisory Group, Committees, and Coordinator**



- 0 **Executive Board** – Community leaders providing guidance and expertise in fostering partnerships between the community, businesses and government to develop, initiate, and evaluate programs and services to achieve the RSCA vision (Chair; Secretary; Treasurer; Members -numbers may vary between 7-15; and Coordinator). Interim Board members are outlined in – **Attachment 4**. **Attachment 5** presents the Executive Board Terms of Reference.
- 0 **Advisory Group** - Government, business and community leaders with expertise in health and safety, education, and media to provide advice and guidance to the Executive Board, and the Coordinator, as outlined on page 8.
- 0 **Committees** (Workplace Safety, Community Safety, Communication and Alliance Expansion) work on strategies and initiatives under the direction of the Board.

- 0 The **Coordinator** acts as a link to the community and, supports the administration of the RSCA, as outlined on page 23.

**2.4.2 Table 2: Committees**



- 0 **Marketing and Communication Committee** will develop a marketing and media plan which will increase the awareness of RSCA within the community. It will make recommendations to the Executive Board on strategies that will achieve the RSCA goal and vision.
- 0 **Community Safety Committee** will provide strategic leadership towards a strategy that fulfills the goals and vision of RSCA. They will facilitate the work of community groups, governments, agencies and business community and facilitate community based assessments to identify service gaps and community safety needs.
- 0 **Alliance Expansion Committee** will develop a viable and strategic plan that allows the RSCA to expand its network and recognise existing task force and working groups to bring on board strategic partners.
- 0 **Workplace Safety Committee** will advise the Executive Board on programs and initiatives that have the impact of educating people on safety and reducing injuries in the workplace. The Committee will develop strategic partnerships with groups, governments and the business community that fulfill the RSCA goal and vision.

**2.4.3 Table 3: Advisory Group (Current Membership)**

The Advisory Group is an open membership of individuals that have expertise on health and safety in the community or workplace. The Group provides advice to the Executive Board.

The **RSCA Advisory Group** is represented by the following organizations:

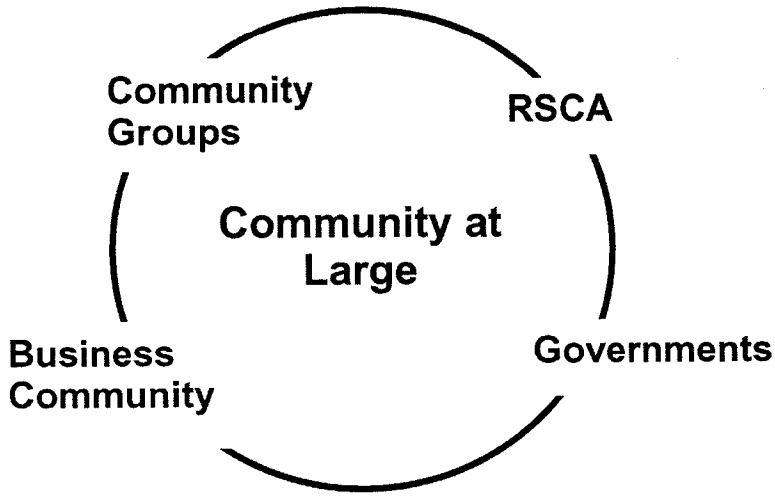
<b>B.C. Ambulance Service</b>	Pascal Rodier, Paramedic Unit Chief
<b>British Columbia's Workers' Compensation Board</b>	Jennifer Leyen,
<b>Canadian Coast Guard</b>	Jeff Nemrava Brian Wootten
<b>City of Richmond</b>	Councillor Linda Barnes Rob Armstrong, Manager, Occupation Health and Safety Mary Brunet, Manager, Facilities Design Suzanne Bycraft, Manager, Emergency Programs Steve Chua, Building Technologist, Building Design Victor Duarte, Licensing Inspector, Business Licenses Amar Gottenbos, Clerk, Fire-Rescue Administration Tony Hillan, Manager, Roads and Construction Services Kari Huhtala, Senior Planner, Policy Planning Shawn Issel, Manager, Policy Development & Corporate Programs Derrick Lim, Coordinator, Emergency Programs Pam Portman, Executive Assistant, CAO's Office Gregg Wheeler, Area Coordinator, Recreation and Cultural Services Sheila Yamamoto, Assistant Coordinator, RCMP Block Watch
<b>Coast Capital Savings Credit Union</b>	Susan Newham, Business Development Manager, Coast Capital Insurance Services
<b>Community Members at Large</b>	Bill Sorenson
<b>E-Comm19-1-1</b>	Ken Shymanski, President and General Manager Jody Robertson, Director of Corporate Communications
<b>Insurance Corporation of British Columbia</b>	Alex Lee, Regional Loss Prevention Coordinator
<b>RCMP</b>	Ward Clapham, Superintendent Tony Mahon, Inspector
<b>PowellDorian Services Inc.</b>	Lisa Dorian, President
<b>R.A.D.A.T. (Richmond Alcohol Drug Action Team)</b>	Christa Mullaly, Coordinator
<b>Richmond Chamber of Commerce</b>	Florence Gordon, President
<b>Richmond Committee on Disabilities</b>	Vince Miele, Chair
<b>Richmond Community Action Team</b>	Christine Brodie, Teacher and Consultant
<b>Richmond District Parents' Association</b>	Pat Broz, Safety Representative
<b>Richmond Fire-Rescue</b>	Jim Hancock, Fire Chief
<b>Richmond Health Services – Vancouver Coastal Health Authority</b>	Dr. James Lu, Medical Health Officer Ann Dauphinee, Community Health Promotion Coordinator
<b>Richmond Multicultural Concerns Society</b>	Balwant Sanghera, President
<b>Richmond School District</b>	Mary Campbell, Health and Safety Officer
<b>S.U.C.C.E.S.S. (United Chinese Community Enrichment Services Society)</b>	Francis Li, Centre Manager, Richmond Office
<b>Vancouver International Airport Authority</b>	Kathy DeLisser,
<b>Way to Go! School Program</b>	Sandra Jones, Regional Coordinator

The RSCA Advisory Group, under the Chair of Kari Huhtala, Senior Planner, City of Richmond, prepared the Richmond Safe Communities Alliance Business Plan. When the RSCA Business Plan is endorsed by the National Safe Communities Foundation, its implementation will be coordinated under the auspices of the RSCA Interim Executive Board.

**2.4.4 Alliance Structure**

The RSCA is a multi-layered organization comprised of community organizations, agencies, governments, business community, and the community at large. RSCA believes that for community safety awareness and education model to work, it must include all sectors of the community.

2.4.4.1 Table 4 – Alliance Organizational Chart



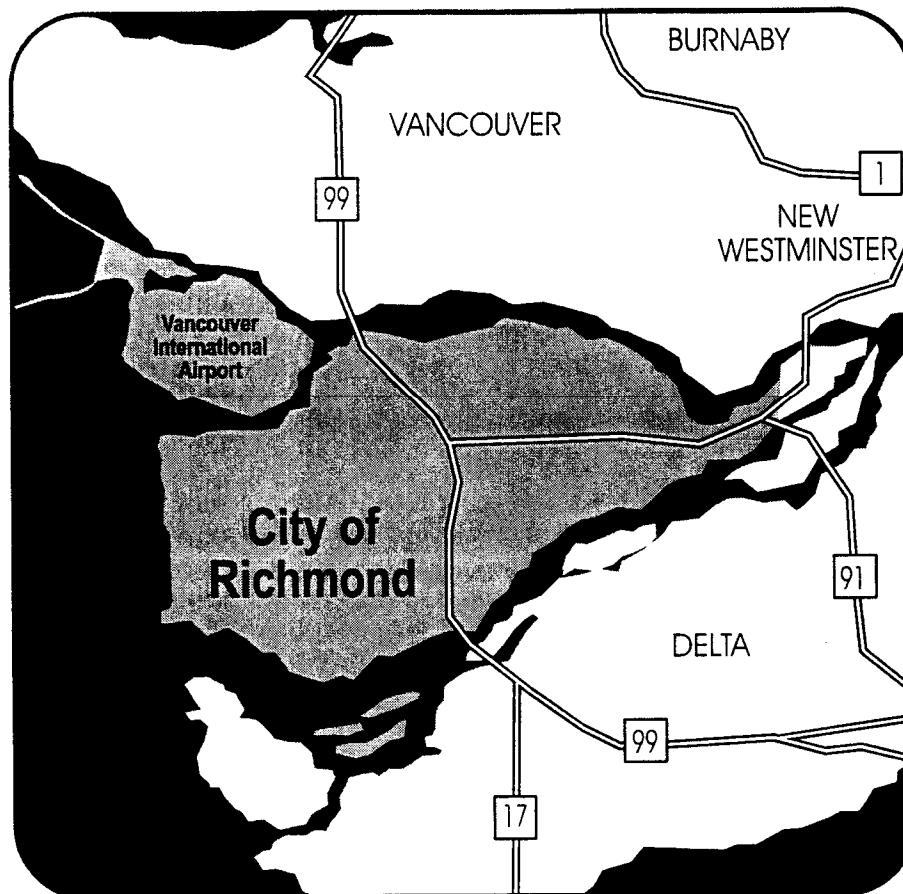
**3. Community Profile – City of Richmond**

**3.1 Location**

The City of Richmond is a unique island city comprised of 17 islands set amidst beautiful natural surroundings. Located on British Columbia’s beautiful Pacific Coast, Richmond sits at the mouth of the Fraser River within the Greater Vancouver Regional District. The City encompasses a land area of 128.75 square km and still maintains half of its land base as farmland, parks, trails, and other open space areas.

World-renowned Vancouver International Airport and two seaports within Richmond, as well as close proximity to the US border, leaves the City strategically at the forefront as a gateway with our neighbours and the world. The City of Richmond’s vision is to be the most appealing, liveable, and well-managed community in Canada.

### 3.1.1 Map 1 – Richmond Planning Area Map



### 3.2 History

Richmond was initially incorporated as a municipality November 10, 1879, receiving designation as a City on December 3, 1990.

The Fraser River and rich delta soils have shaped the growth of Richmond over the years, and the basis for economical and industrial development has been entrenched in industries such as fishing, agriculture, shipping, and aviation. In addition, Richmond continues to evolve with manufacturing, service, and technological industries.

### 3.3 Population

A model of diversity, Richmond's 164,345 people (2001 Statistics Canada) are comprised of diverse ethnic origins with 55 percent of Richmond's population being visible minorities. Since 1996, Richmond has experienced a 10.4 percent increase in population, more than doubling British Columbia's average of 4.9 percent.

Further details on Richmond statistics, which include population, employment and industry, public amenities and climate are presented in **Attachment 6**.

### **3.4 Community Safety Resources**

Major safety resources include: RCMP, Fire/Rescue, Emergency and Environmental Programs, BC Ambulance, Richmond Health Services. The corporate office of the BC Workers' Compensation Board is also located in Richmond. As the community is situated on an island, close working relations with the Canadian Coast Guard continue to be an important priority.

## **4. Existing Community Safety Programs in Richmond**

**Attachment 7** presents the safety programs, groups and agencies which have been assembled from information received from the Safe Communities Alliance members. This is not to be considered a complete listing of existing injury prevention programs, groups and agencies.

In addition, some of the groups listed, while not focusing on injury prevention or community health and safety, may have a safety awareness or education element, and so are included as a reference only. Community Safety Programs have not been entered in any particular order.

RSCA encourages any program, group or agency that has a mandate of injury prevention, community health and safety (*awareness and education*) to come forward to be included in the Community Safety Program database. Development of the database will be a priority initiative of the Business Plan.

### **4.1 Active Community Participation in Safety Programs**

Richmond is a community that has active community participation in safety. Excellent examples to showcase this participation are the Richmond Block Watch Program, the "Way to Go" School Program, and the Richmond Emergency and Response Programs.

#### **4.1.1 Richmond Block Watch Program**

The Richmond Block Watch Program is designed to organize neighbourhoods, provide crime awareness messages and develop effective communication links between participants, their neighbours and the Police. Block Watch was specifically developed to reduce residential break-ins, and also provides the tools for neighbours to effectively reduce other crime trends on their blocks.



4.1.1.1 *Table 5 – Richmond Block Watch Program Participation, 1992 – 2003*

Year	Number of Participants
1992	90
1993	1,316
1994	2,426
1995	4,408
1996	5,330
1997	6,075
1998	6,765
1999	7,408
2000	8,043
2001	8,682
2002	9,490
2003	10,207

**4.1.2 Way To Go**

In 1999, Richmond schools first took part in International Walk (Iwalk) to School Day. 7 schools participated. Numbers increased steadily as below:

4.1.2.1 *Table 6 - "Way To Go!" Iwalk Registration*

Year	Number of Schools
1999	7
2000	21
2001	23
2002	23
2003	33

In 2000, Way to Go! became an activity in the Richmond District Parents Association (RDPA) led March Traffic Safety Awareness Week. This is a unique Richmond event that is organized with the RDPA, ICBC, the City of Richmond and the RCMP. The first Walking Yellow Wednesday competition amongst schools took place in 2000. This high profile event provides community awareness for a year-round program aimed at creating safer school sites, and safer routes to school. Numbers increased steadily as below:

4.1.2.2 *Table 7 - Walking Yellow Wednesday*

Year	Number of Schools
2000	16
2001	16
2002	23
2003	26
2004	30

There are a total of 39 public elementary schools in Richmond, and an additional 8 independent elementary schools. Some of these schools take part in the program, but not on a consistent basis.

Since 1999, participation in Richmond-wide walking event days has increased by over 400%.

**4.1.3 Richmond Emergency Preparedness and Response Programs  
Community Awareness Program**

The goal of the Emergency Community Awareness Program is to reduce injuries and to lessen the economic and psychological impacts caused by major disasters, individuals, families and businesses need to be prepared. To help residents understand the risks, develop their emergency plans, and take action, the Program aims to deliver key emergency preparedness messages through a variety of mediums.

With the assistance of our volunteer presenters, Richmond Fire Rescue and first aid partners, we are able to reach a greater number of residents through our public forums, lunchtime work presentations and community centre programming as illustrated in *Table 8* (page 13).

4.1.3.1 *Table 8 - Community Awareness Statistics*

Year	No. of Presentations and Displays	No. of Participants
1999	20	725
2000	22	896
2001	24	1812
2002	27	2364
2003	24	1469

### Volunteer Program

Volunteers are at the heart of an emergency response. They are typically the individuals who work with families to get them the assistance they need, with community groups to prepare for emergencies or with staff to ensure the response goes well. *Table 9* illustrates the number of volunteers registered with the Emergency Program, the total number of sessions held, number of volunteers that participated, and the number of hours contributed by volunteers during emergency responses, public education workshops, training, exercises and special events.

4.1.3.2 *Table 9 - Volunteer Participation*

Year	No. of Volunteers	Participation in special events, public education, training and exercises		
		Sessions	No. of Volunteers	Total Volunteer Hrs.
1999	0	0	0	0
2000	35	2	112	283
2001	24	51	291	1613
2002	200	55	336	1895
2003	154	33	146	828

### Emergency Social Services Response

Emergency Social Services are those services, including the temporary provision of emergency food, clothing, lodging, transportation and other assistance, provided on a short term basis to preserve the emotional and physical well-being of those affected by an emergency. During a response, volunteers and staff assess the needs of the individuals at the scene or in a reception centre and work with provincial, regional or local organizations to provide the necessary assistance. *Table 10* illustrates the number of hours volunteers have invested in ESS responses to assist evacuees.

4.1.3.3 *Table 10 - Emergency Social Services Response Statistics*

Year	No. of Incidents	People Assisted	Volunteer Hours
1999	1	6	0
2000	7	102	0
2001	5	250	70
2002	4	172	151
2003	2	9*	439

*\*Several volunteers contributed over four hundred volunteer hours to assist the thousands of residents affected by the BC Wildfires.*

## 4.2 Asset Building

The Asset Building philosophy creates healthy relationship and supportive communities for youth.

Richmond RCMP, Richmond School District, Richmond Parks and Recreation, and the community are working on Asset Building to build service capacities that can effectively address a range of recreational, social and cultural needs of youth. The work is based on the belief that these experiences have the potential for developing life long skills for youth.

The RSCA and the community will be adapting the concepts behind the development of Asset Building through a commitment to a meaningful involvement of young people. Developmental Assets have been identified as 40 critical factors that affect cognitive, social and personal development in youth.

Youth involvement in Asset Building unleashes their potential to be positively involved in their communities, resulting in reduction of anti-social or harmful activities.

A recent Asset Building Champions Project Conference in Richmond attracted 100 youth.

## 5. Research and Findings on Community and Safety

According to Health Canada, the following factors have an impact in determining our health and, when combined together, signify:

- 0 where we live;
- 0 the state of our environment;
- 0 genetics;
- 0 income;
- 0 education; and
- 0 relationships with friends and family.

### 5.1 Mortality Rates

**Motor vehicle traffic incidents** are the leading cause of death for ages 0-24 years.

**Completed suicide** is the leading cause of death for ages 25-34, 45-64, and 65-74 years. Although not the leading cause of death, across all age groups **falls** are the leading cause of hospitalization.

**5.1.1 Table 11 - Deaths From Injuries (number of cases – Five Year Summary – Richmond, BC)**

Type of Injury	Total number of deaths in Richmond 1997-2001
Motor-Vehicle Incidents	46
Suicide	65
Falls	49
Poisoning	22
Homicide	7
Drowning	6
Fire, Flames and Hot Substances	5
<b>Total</b>	<b>200</b>

Note: B.C. Injury Research and Prevention Units Reports, 1991 - 2001

**5.2 Injury Rates**

Injuries are not *accidents*. They are *predictable* and *preventable* occurrences.

There are two main categories of injury:

- 0 **Unintentional injuries** are involuntarily caused by motor vehicle incidents, falls, and poisoning
- 0 **Intentional injuries** are the deliberate result of suicide, homicide, etc.

From 1990 to 2003 (May), between children 0-19 years old, 95,628 visits due to injuries were made to the Emergency Department of the BC Children's Hospital (BCCH). The patterns of injuries found in BCCH Emergency Department reflect the activities children participate in, and their levels of development.

BCCH Emergency Department data suggests the existence of regular patterns in terms of age, time of occurrence of injuries, as well as where and how most injuries seen in that department occur. Both genders showed similar patterns of injuries with the highest number of injuries occurring between the ages of 2-14, peaking between the ages of 10-14.

The annual distribution shows stable frequencies for both genders and a higher frequency of injuries during the summer and early to late fall months. More injuries occur between the hours noon to 8:00 pm:

- 0 Leisure activity (playing) has the highest frequency of injuries followed by other events, which include activities such as walking, running, and sports activities.
- 0 Organized sport and recreational activities have the third highest incidence for injuries.
- 0 Motor vehicle accident collisions were the most common event for injuries, followed by falls.
- 0 Face, head, fingers and elbows were the most common injured body parts.

The leading cause of death for Canadians for ages 1-44 years is **injury**. For the elderly, the rate of injuries resulting in hospitalization or death is the highest when compared to all other age groups in Canada. More specifically, **falls** are the leading type of injury for the elderly.

**5.2.1 Table 12 – Hospitalized Due to Injuries (average annual number of cases) – Five Year Summary – Richmond, BC Trends,**

Type of Injury	Average annual number of hospitalised injuries in Richmond 1991-2001
Motor-Vehicle Incidents	146
Suicide	63
Falls	351
Poisoning	22
Homicide	7
Drowning	2
Fire, Flames and Hot Substances	3
<b>Total</b>	<b>594</b>

*Note: B.C. Injury Research and Prevention Units Reports, 1991 - 2001*

The economic burden of injuries due to **unintentional injuries** is estimated to account for approximately 11% (8.7 to 14.3 billion dollars per year) of health costs with approximately a third of these costs being direct costs. Injuries are responsible for more productive years of life lost than cancer, stroke and heart disease (1995).

Every year in BC, the direct cost of injuries is approximately **\$852 million**, while the indirect cost totals **\$1.2 billion**. On average, 200 children and youth die from **unintentional injuries** each year.

## 6. Strategic Three-Year Plan – 2004 - 2007

As previously noted in section 5, (Research and Findings on Community Safety) the number of injuries to children and youth remains high, and are the leading cause of death for Canadians up to age 44.

RSCA will work to partner with local, provincial, and national injury prevention groups (including safety, health, business, government and education programs) that already exist in Richmond.

The RSCA will work toward achieving its goals and vision by developing, enhancing and supporting the following community safety areas:

- 0 Motor Vehicle and Traffic Safety
- 0 Suicide Prevention
- 0 Substance Misuse and Addiction Awareness
- 0 Slips, Trips and Falls Prevention
- 0 Crime Prevention
- 0 Youth, Adult, and Family Safety Education
- 0 Community Safety Marketing Campaign and Communication Strategy
- 0 Safe Communities Alliance Expansion

*It is assumed that the implementation of the above noted community safety areas will involve a collaborative and integrated effort of all the Alliance's committees (i.e. Communication and Marketing Committee, Community Safety Committee, Alliance Expansion Committee, and Work Place Committee) to ensure that they will equally apply to safety efforts, education and awareness in the home, workplace and community.*

## **6.1 Motor Vehicle and Traffic Safety**

RSCA will increase community awareness and commitment to motor vehicle, traffic, cycling and pedestrian safety in the community.

### **Objective**

To increase the awareness of motor vehicle crashes and road-related personal injuries in the home, workplace and community. This will result in a corresponding decrease in motor vehicle crashes and road related injuries of 10% over three years.

### **Strategy**

RSCA will work to partner with and facilitate existing educational awareness programs to create a more effective safety delivery system relating to "sensible" motor vehicle and traffic safety practices.

### **Year 1:**

1. Identify gaps and link to existing groups and agency safety programs in the community.
2. Conduct a baseline assessment to determine the current level of awareness.
3. Identify an appropriate base line statistics source that can be used annually to measure and report on program results.

### **Year 2 and 3:**

1. Based on the results and evaluation from year one, continue to implement and refine the program service delivery approach.
2. Continue implementation and partner development.

**Evaluation:**

1. Undertake regular data monitoring to assist in the evaluation.
2. Identify numbers of motor vehicle crashes and road-related personal injuries.
3. Identify active community participation in motor vehicle and safety programs.
4. Identify any problems or gaps that may have occurred in the program service delivery approach.

**6.2 Suicide Prevention**

RSCA will increase community awareness and support to reduce the suicide rates among the young (including teens and young adults) and the elderly populations.

**Objective**

To advocate and facilitate an increase in public awareness and education about suicide and its prevention in the home, workplace and community. This will result in a corresponding decrease in suicides of 2% over three years.

**Strategy**

RSCA will work to partner and facilitate existing educational awareness programs relating to suicide prevention.

**Year 1:**

1. Identify gaps and link to existing group and agency suicide programs in the community.
2. Conduct a baseline survey to determine current awareness level regarding suicide awareness and prevention.
3. Identify an appropriate base line statistics source that can be used annually to measure and report on results.

**Year 2 and 3:**

1. Based on the results and evaluation from year one, continue to implement and refine the service delivery approach.
2. Continue implementation and development.

**Evaluation:**

1. Undertake regular data monitoring to assist in the evaluation.
2. Identify active community participation in suicide prevention and awareness.
3. Identify any problems or gaps that may have occurred in the service delivery approach.

**6.3 Substance Misuse and Addiction Awareness**

RSCA will partner with the RSATF (Richmond Substance Abuse Task Force) to coordinate existing educational awareness programs relating to substance misuse.



**Objective**

To increase public awareness and understanding of substance misuse and addiction in the home, workplace and community. This will result in a corresponding decrease in substance misuse of 5% over three years.

**Strategy**

RSCA will work to partner and facilitate existing educational awareness programs relating to substance misuse.

**Year 1:**

1. Identify opportunities to raise awareness of the Richmond Substance Abuse Education and Prevention Strategy to group and agency safety programs in the community.
2. Identify opportunities to pool resources on specific educational awareness initiatives.
3. Identify an appropriate base line statistics source that can be used annually to measure and report on results.

**Year 2 and 3:**

1. Based on the results and evaluation from year one, continue to implement and refine the service delivery approach.
2. Continue implementation and development.

**Evaluation:**

1. Undertake regular data monitoring to assist in the evaluation.
2. Identify active community participation in substance misuse and addiction awareness.
3. Identify any problems or gaps that may have occurred in the service delivery approach.

**6.4 Slips, Trips and Falls Prevention**

RSCA will promote safety by working to reduce environmental hazards areas (e.g. public areas, workplace and in the home).

**Objective**

To increase public awareness and education regarding the prevention of slips, trips and falls in the home, workplace and community. This will result in a corresponding decrease in fall injuries of 15% over three years.

**Strategy**

RSCA will promote awareness, health education, and the development of safer public, workplace and home environments.

**Year 1:**

1. Undertake regular data monitoring and to assist in the evaluation.
2. Inform the public of the risks of falls through information campaigns, and promotion of recreation and health activities.
3. Identify community wellness programs.
4. Promote the need to make environmental changes in the home, workplace, and community to reduce the risk of slips, trips and falls.
5. Promote the City of Richmond Falls Prevention Hotline, and the Richmond Health Services Older Adult Falls Prevention Program.

**Year 2 and 3:**

1. List community participation events and programs will be published annually.
2. Based on the results and evaluation from year one, continue to implement and refine the service delivery approach.
3. Continue implementation and development.

**Evaluation:**

1. Undertake regular data monitoring to assist in the evaluation.
2. Identify active community participation in events and programs.
3. Identify any problems or gaps that may have occurred in the service delivery approach.

**6.5 Crime Prevention**

RSCA will facilitate broad community-based partnerships that would provide support in the attempt to increase the availability of crime prevention programs in the community.

**Objective**

To review existing community crime prevention programs, and recommend initiatives that will promote an increase in community awareness in crime prevention in the home, workplace and community. This will result in a corresponding decrease in the crime rate of 5% over three years.

**Strategy**

RSCA will partner with the RCMP to identify existing crime prevention programs, review current crime trends and statistics, and identifying education measures that will support and increase community crime prevention initiatives.

**Year 1:**

1. Identify the links between crime trends and statistics and existing community crime prevention programs.
2. Identify gaps in the existing community crime prevention programs.

**Year 2 and 3:**

1. Identify audiences, where existing community crime prevention programs need to be better targeted.
2. Based on the results and evaluation from year one, continue to implement and refine the service delivery approaches.

**Evaluation:**

1. Undertake regular data monitoring to assist in the evaluation.
2. Identify any problems or gaps that may have occurred in the program service delivery model.

**6.6 Youth, Adult, and Family Safety Education**

RSCA will promote youth safety for and with youth, adults, and families in Richmond.

**Objective**

To promote safety and the range of resources available to youth, adults and families, and increase safety awareness to them in the home, workplace and community. This will result in a corresponding decrease in youth, adult and family related injuries of 15% over three years.

**Strategy***Youth*

RSCA will partner and involve youth in the process of identifying, developing, and delivering sustainable youth safety education programs.

*Adults and Families*

RSCA will partner and involve adults and families in the process of identifying, developing, and delivering sustainable youth safety education programs.

**Year 1:**

1. Identify youth, adult and family specific safety issues.
2. Identify current programs and resources offered to youth, adults and families.
3. Identify programs that incorporate youth-to-youth involvement in youth safety education.
4. Work with community organizations in the development of the Asset Building initiative.

**Year 2 and 3:**

1. Based on the results and evaluation from year one, continue to implement and refine the service delivery approaches.
2. Continue implementation and development.

**Evaluation:**

1. Undertake regular data monitoring to assist in the evaluation.
2. Identify any problems or gaps that may have occurred in the service delivery approaches.

## **6.7 Community Safety Marketing Campaign and Communication Strategy**

RSCA will initiate a Community Safety Marketing Campaign to increase community awareness and commitment to health and safety in the home, workplace and community. The Alliance will incorporate methods to effectively include residents and businesses whose primary language is other than English (e.g. Cantonese and Mandarin).

### **Objective**

To increase public and personal safety awareness in the community. This will result in the corresponding increase in overall community awareness of safety programs to 80% of the population over three years.

### **Strategy**

RSCA will develop a marketing strategy that promotes, informs, educates, and addresses safety concerns and opportunities to Richmond residents, workers and visitors.

This would include locating various avenues of funding and resources as well as the development of partnerships that are mutually beneficial to the community and the Alliance.

### **Marketing Strategy and Communication**

The Marketing and Communication Committee will develop a strategy for communicating the messages of the Alliance in the home, workplace and community.

The goals would include:

- 0 Increase community awareness about the causes and costs of injuries and how preventing
- 0 injuries in the community is important to a healthy, vibrant and liveable city.
- 0 Support for the RSCA from the community, government, and business partners.
- 0 Build credibility for the RSCA, its network partners, programs and services offered.
- 0 Raise awareness and support for fundraising activities.
- 0 Generate media interest in RSCA and injury prevention and community and workplace health
- 0 and safety.

Planned RSCA communication and marketing initiatives include:

- 0 Develop the RSCA web site.
- 0 Create links with groups such as Smart Risk, Safe Kids Canada, local, provincial and federal government agencies and ministries as well as open the links to other organizations.
- 0 Develop a 'Champion' program for recognized and inspiring individuals to promote community health and safety.
- 0 Develop the Safety First Newsletter.

- 0 Create and maintain an electronic distributing list for network members and the community
- 0 Develop a portable display.
- 0 Increase media exposure showing a positive effect of injury prevention and education of community and workplace health and safety, including programs and services already offered by various agencies and organizations.
- 0 Develop a standard media kits providing additional background information, including public services announcements that can be used in video, audio, and print.
- 0 Establish linkages with media outlets on a local and regional level.
- 0 Create packages that link to network partnerships and recognize corporate community support and sponsorships.

**Year 1:**

1. Identify the main causes of injury in the community.
2. Conduct a baseline assessment to determine the current awareness level.
3. Identify the various community groups and agencies that have an interest in partnering with RSCA.
4. Develop the RSCA web site with resources, links and contacts.
5. Develop a “Richmond Safety First” newsletter.
6. Develop a presentation and marketing templates.
7. Develop and translate marketing material based on the City’s demographics with safety information.

**Year 2 and 3:**

1. Based on the evaluation from year one, continue to market the Community Safety Marketing Campaign.
2. Expand the business core group of participants.
3. Continue to evaluate information marketing.

**Evaluation**

1. Measure the effectiveness of the Alliances’ ability to coordinate the various organizations in the City.
2. Conduct a sample survey to determine if people have become more aware of community safety initiatives in the community.

**6.8 Safe Communities Alliance Expansion**

RSCA is a network of agencies, governments, individuals and groups within Richmond. To achieve our goals and objectives as set out in this business plan, the network has to expand to include a wide variety of expertise and resources, and provide communication in other languages (e.g. Mandarin and Cantonese).

**Objective**

To meet our goals and objectives, RSCA must develop and build strong community and business networks, and to expand and develop partnerships, services and resources whenever possible.

### Strategy

RSCA will develop an expansion strategy to ensure that the Alliance continues to work with existing supporters, and attract new partners in achieving its goals and objectives.

#### Year 1:

1. Review and approve the business plan.
2. Identify the Alliance's existing partners and develop list of potential partners.
3. Continue to develop the partnership with local government, business and community leaders to expand the network resources.
4. Develop and implement a communication and marketing strategy for the RSCA.
5. Continue to develop the relationships between the existing network members.
6. Identify and secure 'Champion' spokespersons for RSCA.
7. Solicit and develop participation and support of community leaders.
8. Target and prioritize existing safety issues, and community's and agency's readiness to participate.

#### Year 2 and 3:

1. Continue to seek out partnerships with community groups on injury prevention and community health and safety.
2. Review current marketing and promotional materials.
3. Continue to expand the business and community partnerships.
4. Develop and maintain a network membership database.

#### Evaluation:

1. Reevaluate the current Alliance membership and identify gaps in representation.

## 7. Financial Development and Support Strategy (2004 - 2007)

The anticipated budget projections for 2004, 2005, and 2006 are presented as follows:

### 7.1 Table 10 - Projected Revenues

Projected Revenue	2004 (6 months)	2005	2006 / 2007
<b>Corporate Donations:</b> Sponsorship/Donations(Corporate Sources)	3,000	20,000	25,000
<b>Volunteer Hours (Projected):</b> (in-kind volunteer hours)	3,000	4,200	6,000
<b>Fundraising:</b> (From donations, grants, fundraising)		\$11,000	17,000
<b>In-Kind / Other Revenue (Projected):</b> (Some in-kind donations may require a charitable tax receipt)			

Projected Revenue	2004 (6 months)	2005	2006 / 2007
Office Space	2,400	7,200	7,200
Furniture	2,000	0	0
Meeting Space	1,000	2,000	2,000
Phone/Fax/Internet	600	1,800	1,800
Photocopying	200	1,200	1,200
Advertising	4,000	4,000	4,000
Promotional, Marketing Material Translation	4,000	4,000	4,000
<b>Safe Communities Foundation Grant</b>	12,000	7,200	0
<b>Total Projected Revenue:</b>	<b>\$32,200</b>	<b>\$62,600</b>	<b>\$68,200</b>

## 7.2 Table 11 - Projected Expenses

Projected Expenses	2004 (6 months)	2005	2006 / 2007
<b>Administrative Expenses</b>			
Office Space	2,400	6,200	6,200
Furniture	2,000	0	0
Travel	500	1,000	1,000
Refreshments	500	1,000	1,000
Photocopying	200	1,200	1,200
Computer Hardware and Software	4,000	0	0
Office Supplies	1,000	1,600	1,600
Internet, Phone and Fax Line	600	1,600	1,600
<b>Salaries</b>			
Coordinator (Salary)	8,000	24,000	24,000
<b>Volunteer Hours (Projected):</b> (in-kind volunteer hours)	3,000	4,200	6,000
<b>Program Expenses</b>			
Promotional / Marketing Material Translation	5,400	7,800	10,000
Advertising	600	7,200	9,600
Community Safety Day	0	4,000	5,000
Web Site Design and Maintenance	4,000	2,800	1,000
<b>Total Expenses:</b>	<b>\$32,200</b>	<b>\$62,600</b>	<b>\$68,200</b>

### 7.3 Projected Financial Sustainability Target:

The budget plan will include a comprehensive plan to financially sustain our project. This will include active fundraising activities, business and government grant opportunities, corporate sponsorship, cash, and in-kind donations.

Organization (Potential Sources)	Target Year	Approx. Value 2004 - 2007
<b>Government Grants</b> <input type="checkbox"/> Provincial & Federal Gov't	All	\$50,000+/-
<b>Corporate Sponsors</b> <input type="checkbox"/> Vancouver Foundation <input type="checkbox"/> Financial Institutions <input type="checkbox"/> LSG Lufthansa Service/Sky Chef's <input type="checkbox"/> Macdonald Dettwiler & Associates Ltd. <input type="checkbox"/> Globeground North America Inc. <input type="checkbox"/> Cara Airport Services <input type="checkbox"/> Ebco Industries Ltd. <input type="checkbox"/> Air Canada Jazz <input type="checkbox"/> HBC Logistics <input type="checkbox"/> Crown Packaging Ltd. <input type="checkbox"/> Richmond Plywood Corporation Ltd. <input type="checkbox"/> Tree Island Industries Ltd. <input type="checkbox"/> McDonald's Restaurants	All	\$250,000+/-
<b>Fundraising Activities</b> <input type="checkbox"/> Community <input type="checkbox"/> Financial Institutions	All	\$50,000+/-
<b>In Kind Donations</b> <input type="checkbox"/> City of Richmond <input type="checkbox"/> Richmond business community <input type="checkbox"/> Community & Gov't safety organizations & agencies	All	\$50,000+/-

## 8. Staffing and Resources

The RSCA cannot operate solely on a volunteer basis. It is recognized that in order to meet the goals and objectives of the RSCA, a Coordinator position is to be created to oversee the day-to-day administrative duties as directed by the Executive Board.

Within the RSCA, the role of volunteers is crucial to meeting the goals and objectives of the RSCA as coordinated by the Coordinator and directed by the Board.



## 8.1 Coordinator Job Description

The Board of Directors for the RSCA may from time to time appoint a Coordinator to oversee the day-to-day administrative duties of the RSCA and as directed by the Board.

The Coordinator will:

- 0 Guide the Alliance partners through the process of becoming a safer, injury-free City.
- 0 Assist the Alliance in achieving maximum input to the programs.
- 0 Liaise and recruit other groups interested in the concept of the RSCA.
- 0 Coordinate banking and financial administration activities with Chair and Treasurer.

## 9. Letters of Support

The Richmond Safe Communities Alliance has received letters of support from the following individuals, organizations, companies, and agencies (**Attachment 8**).

- 0 British Columbia Ambulance Service
- 0 British Columbia Ataxia Society
- 0 City of Richmond – Emergency Social Services\Volunteer Management
- 0 Community Safety Advisory Task Force
- 0 Disability Resource Centre
- 0 E-Comm\9-1-1 (Emergency Communications)
- 0 Insurance Corporation of British Columbia (ICBC)
- 0 Richmond Block Watch
- 0 Richmond Committee on Disability
- 0 Richmond Detachment, RCMP
- 0 Richmond District Parents Association
- 0 Richmond Fire-Rescue Department
- 0 Richmond Health Services – Vancouver Coastal Health
- 0 Richmond Multicultural Concerns Society
- 0 Richmond Seniors Advisory Council
- 0 Richmond Therapeutic Equestrian Society
- 0 United Chinese Community Enrichment Services Society (SUCCESS)

*(Other community organisations are in the process of submitting Letters of Support for the Richmond Safety Communities Alliance)*

## 10. Attachments

- 0 **Attachment 1:** Community Safety Plan Qualitative Study (Ipsos Reid)
- 0 **Attachment 2:** Community Safety Advisory Task Force Final Report
- 0 **Attachment 3:** Community Safety Advisory Task Force – Community Input Survey Results
- 0 **Attachment 4:** Richmond Community Safety Alliance Interim Executive Board
- 0 **Attachment 5:** Richmond Community Safety Alliance Executive Board Terms of Reference
- 0 **Attachment 6:** City of Richmond Statistical Profile
- 0 **Attachment 7:** Community Safety Programs and Services
- 0 **Attachment 8:** Letters of Support



**City of Richmond**  
British Columbia, Canada

Community Safety Plan  
Qualitative Study  
*- Final Report -*  
*Submitted to: City of Richmond*  
*February 2002*



**Ipsos**  **Reid**

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## **Background**

To ensure Richmond remains the safe community that it is today for its residents, Richmond City Council has identified public safety as a top priority for their Council Term Goals. Essentially, the City's goal is to ensure a more integrated approach to the delivery of public safety services to the community. To facilitate this process, Council created the Community Safety Division in the spring of 2001. The Division was created by consolidating the City departments responsible for public safety—Community Bylaws, Emergency & Environmental Programs, Fire-Rescue and RCMP.

The 2001–2003 Plan identifies priority areas and initiatives that will ensure the service delivery of public safety-related programs and operations are relevant, effective and based on the needs and priorities of the Richmond community.

## **Objectives**

An important component of the Community Safety Division 2001–2003 Plan is public input from Richmond residents and businesses. Therefore, the City commissioned Ipsos-Reid to conduct a series of focus groups with residents and business representatives in order to explore safety issues in their community.

The purpose of the focus group sessions were to gather community input in the following areas:

- Raising awareness of the Community Safety Division;
- Communicating more effectively and involving the community in the decision-making process;
- The community's perception of how safe the community is;
- The community's issue regarding community safety;
- Individual's sense of preparedness (e.g., do people feel they know what to do in different emergency situations and determining types of programs which could be offered); and
- Perceived quality of protective services (fire and police) provided by Richmond.

## Methodology

Six two-hour focus groups were held in total. The following table outlines the focus group schedule.

Group	Participants	Date	Time
1	English Adults (aged 19-59)	Mon., January 21 <sup>st</sup>	6:00 PM
2	Cantonese (aged 19+)	Mon., January 21 <sup>st</sup>	8:00 PM
3	Businesses	Tues., January 22 <sup>nd</sup>	9:00 AM
4	English Youth (aged 13-15)	Tues., January 22 <sup>nd</sup>	6:00 PM
5	English Youth (aged 16-18)	Tues., January 22 <sup>nd</sup>	8:00 PM
6	English Seniors (aged 60+)	Wed., January 23 <sup>rd</sup>	6:00 PM

A total of 23 women and 28 men participated in the discussions. Both resident participants and business participants were screened to ensure they had not participated in a focus group in the past year. They were also screened to ensure they did not work for an advertising agency, a market research company, the media (television, radio and newspaper), the City of Richmond or the fire or police departments. Further, each participant was asked to confirm that they or their business were located in Richmond.

Specifically, resident participants were recruited to ensure a roughly representative mix of Richmond residents. That is, they were asked questions relating to gender, region of Richmond, years living in Richmond, owning versus renting, type of dwelling, employment status and ethnic background. The resident participant groups were segregated by age and language (English and Cantonese).

Business participants were recruited to ensure a roughly representative mix of businesses in Richmond. Specifically, they were asked questions relating to size of business, type of business, region of Richmond and number of years business has been located in Richmond.

Finally, all participants were asked to rate the importance of public safety in Richmond, using a scale from 1 to 10, where 1 meant not at all important and 10 meant very important. Only those who considered public safety to be an important issue (rated a 4 to 10) were invited to participate in the groups.

Resident participants received an honorarium of \$50 and business participants received an honorarium of \$70 to offset any expenses they may have incurred to attend the discussion.

## Detailed Findings

### Top Issues in Richmond

For many residents and businesses participating in the groups, safety is not a top-of-mind issue. Very few residents, with the exception of youth and Cantonese, mentioned it as something they are concerned about.

### Right Direction

Generally speaking, most residents and businesses that participated in the focus groups think Richmond is going in the “right direction.”

When asked what specifically was going in the right direction in the City of Richmond, most participants mentioned physical aspects of the City. For example, participants in the youth groups said they liked the various amenities that are available in Richmond including the mall and SilverCity. Similarly, participants in the seniors group said they appreciated the many different facilities available to them including community centres, senior centres and the library. They also liked the landscaping around the City and enjoyed the outdoor amenities including the dykes.

Participants also frequently mentioned access to amenities in other parts of the GVRD. Business participants specifically mentioned how Richmond was easily accessible by other municipalities, effectively drawing additional customers. This was supported by mentions of the City's recent attempts to improve the traffic conditions on No. 3 Road.

A few participants mentioned that they felt Richmond is on the right track because it is generally a safe place to live.

### Wrong Track

Traffic was the most frequently mentioned "wrong track" issue, with many specific mentions of No. 3 Road. The recently proposed pay parking policy was also top-of-mind for some participants, especially in the English adult group and the Cantonese group, as there was some concern that fewer people would come in from other municipalities to visit Richmond. The "group homes" issue was also mentioned as a concern during the Cantonese group. Participants in the younger youth group mentioned that there was little for them to do in Richmond by way of social activities at night.

Few participants mentioned crime and safety as a top-of-mind negative aspect of the City of Richmond. When probed, participants in the groups mentioned the specific issue of gangs while those in the youth groups elaborated on the issues of drugs, school bullying and racism.

## Top Local Issues

The issues of access to Richmond, both in and out of the municipality, and traffic were mentioned frequently as the top local issues.

Among the few mentions of safety, business participants referred to issues of vandalism and breaking and entering. Those in the younger youth group again mentioned gangs, racism and violence while those in the older youth group mentioned drug use. Only the Cantonese group placed safety on top of the list, mentioning break-ins, the lack of a police presence, school safety and drugs.

Most participants said that they learn about issues in their municipality either from personal experience or word-of-mouth from other residents or businesses. A few also indicated that they learn about local issues from the local media, especially the weekly papers.

## Safety in Richmond

Along with access to amenities and other municipalities, there was a consensus that safety in the community is one of the most important criteria participants would look for if moving their home or business to a different municipality. However, when asked, very few participants said they considered safety specifically when previously deciding where to move their home or business.

## Safety Collage Exercise

Participants were asked to select a picture from a stack that best described what “safety” means to them. They were then asked to explain why the picture illustrates “safety.”

There were three general themes among the pictures chosen:

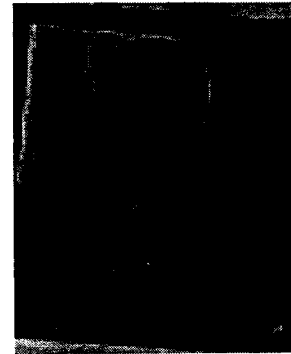
- Prevention
- Protection
- Freedom and comfort



Frequently, participants chose pictures that had **preventative devices** in them, such as bicycle helmets and boxing gloves. They felt that in order to be safe, one must be proactive in preventing harm. This picture was chosen in particular, as it illustrated the importance of teaching prevention to youth.



Participants also frequently chose pictures like this one that represent authority figures such as the police. They felt that the “protectors” in society are important because they provide residents and businesses a sense of security. A few participants mentioned though, that too much of a presence would give the feeling that they were actually living in an unsafe community.



Pictures of people engaged in outdoor activities such as jogging, camping, hiking and cycling illustrated to participants that safety means being comfortable enough or having enough freedom to go outside their home without worry. A few participants who chose a similar type of picture related it to the dykes that surround Richmond, saying that they were a safe place where residents can be comfortable going without worry of being accosted in some way.

### Richmond is a Safe Place to Live

There was a general consensus among participants that Richmond is a safe place to live, when compared to other municipalities or places of origin (for example, Hong Kong and Taiwan). Most felt that Richmond is among the safest municipalities to live in the GVRD because it is smaller in area (as compared to Surrey and Coquitlam) and has a smaller population (as compared to Vancouver and Surrey). Further, there is less traffic into Richmond as the SkyTrain does not go into the municipality (crime was perceived to be highly correlated with the SkyTrain route).

The perception among some Cantonese participants that there is an absence of drug addicts and dealers in Richmond (compared to the Vancouver Chinatown area) and the fact that Richmond is a newly developed community contributed to their impression that Richmond is a safe place to live. While many participants in the youth groups said they were concerned about the level of drug usage in the schools, they felt it wasn't as bad as a problem as in Vancouver because of the type of drugs being used (e.g. marijuana versus heroin).

Some participants suggested, however, that recent crimes (several gunshot homicides and dead bodies found in Richmond) appear to be foreshadowing a deterioration of community safety and should therefore warrant more attention. This was supported by general sentiments that the worsening gang situation contributes to the level of violence in schools.

## **Breadth of Safety Issues**

When asked to think about specific safety issues, participants came up with four main categories of safety issues including:

- Crime and Violence
- Natural Disasters
- Fire
- Traffic

Participants, especially youth, generally mentioned **crime and violence** first. Specifically, they mentioned issues of breaking and entering, gangs in the schools, homicides, vandalism (businesses and cars), drug use and grow ops.

**Natural disasters** such as earthquakes and floods were mentioned unprompted by participants in the English adult group and the senior group. Comparatively, it was only after prompting that participants in the other four groups considered natural disasters to be a safety issue.

There was some level of confusion among participants as to whether or not **fire** fell under the category of safety issues. They were not sure as to whether or not it belonged under crime (arson) or natural disaster.

**Traffic** was also mentioned as a safety issue. Again, many of the traffic-related comments focused on No. 3 Road in terms of traffic accidents and drinking and driving.

## **Preparedness and Prevention**

Upon first reflection, participants in the focus groups generally felt that they were not prepared and had low familiarity with preventative measures for any of the safety issues previously discussed.

### **Crime and Violence**

Alarms for the home, business and vehicle were frequently mentioned as a measure participants take in preventing break-ins. One participant mentioned that she had sensor lighting and bars on her windows installed after her home was broken into. Participants in the senior group agreed that it was important to get to know their neighbours so that they could feel confident living alone or being away from home.

Younger participants believed that common sense is necessary in avoiding crime and violence. Specifically, young women said that they don't walk around at night by themselves while young men avoid situations where violence may ensue and travel in groups.

### **Natural Disasters**

Many participants, especially in the English adult group, felt that they would be helpless in the case of an earthquake as they speculate that Richmond would be devastated as a result. In fact, some participants have taken no measures in order to be prepared for an earthquake.

Despite this, younger participants are relatively better educated as to what to do as they have most recently participated in earthquake drills at school. Seniors also seem to be better educated as they mentioned a number of measures they take in order to be prepared for an earthquake including:

- Strap down hot water heater.
- Have water, food, radio, batteries and candles stored.
- Have someone outside the province to pass information to in order to keep in touch with family members who are separated.

## Fire

As with natural disasters, resident participants took some precautions in order to prevent fire. Mentions of fire prevention measures included smoke alarms, fire extinguishers and evacuation plans.

Participants in the youth groups were familiar with protocol at their school in the event of a fire. However, when asked if they knew what to do if there was a fire at home, many were not sure what they would do.

## Role in Prevention

“It’s to your personal benefit to be aware”

Participants generally agreed that everyone has a role in prevention and preparedness: residents, businesses, community, police, fire department, emergency programs and City Hall. Specifically, participants in the business groups said they take a proactive role in prevention and preparation through monthly meetings and the administering of safety standards set by the Workers’ Compensation Board.

Many participants in the resident groups admitted to their personal responsibility of being prepared but felt that they did not know enough about it. Many expressed a desire to learn more and wondered where they could go for information. However, few participants had actively searched out this type of information in the past.

## City of Richmond: Safety Services

Awareness of what City Hall does in taking an active role in promoting and delivering safety services in Richmond is limited. However, many participants felt they should take an organizational role of educating residents in how to deal with safety issues.

It is difficult to say whether or not participants had positive or negative overall impressions of safety services in Richmond because impressions were loosely based upon personal experiences and were divided as experiences varied. Those participants who have no direct experience have neutral opinions of Richmond’s safety services.

For example, with respect to fire services, one participant in the Cantonese group recalled an instance where fire fighters arrived long after the alarm and sprinkler system had activated in a shopping mall food court. While it turned out not to be a real fire, the fire fighters spent some time on the premises to turn off the alarm and then cleaned up. Some participants in other groups had not had any experience with fire services and felt that they could not comment.

With regard to policing, some participants commented on the apparent lack of a police presence, while others argued that this was a benefit as it did not give the City the feeling of being unsafe. While many participants liked the concept of having community policing stations, some were confused as to their function (i.e. whether or not they fingerprinted people there). Others felt that they ought to stay open until late at night, as that is when most crime in neighbourhoods was perceived to occur.

However, many participants saw a role of educating the public for both the fire and police departments in Richmond. Specifically, some younger participants expressed an interest in developing a dialogue with their local police representatives as they felt that students are the ones that really know about the issues in their schools. They said that they wanted to feel that the representatives were really listening to them and cared about them (for example, attending school basketball games).

When asked about City bylaws, few participants knew enough about unsightly premises, towing or parking enforcement in order to have an impression. However, among those who could comment, perceptions were generally positive.

### Community Safety Division

No participants in any of the groups had heard of the Community Safety Division before the moderator described it to them. In fact, upon first impressions, many wondered why an organization such as this wasn't in existence before. Further, many felt that something as important as this ought to be promoted among businesses and the public.

Some participants, businesses in particular, saw the Division as being a good idea as it would focus on education and prevention so as to enable people to be more prepared. Other participants felt the organization of the Division made sense and liked the idea of coordinating efforts and resources of the different municipal departments. They felt it would help in alleviating some of the situations where gaps in service provision may exist.

However, many participants wondered what role the Division would play and sometimes confused it with the 911 emergency services. Others felt that the organization of all of the safety services would lead to the development of red tape and overlapping jurisdictions. Further, some participants were concerned that the Division would be too ambitious and try to do too much at once.

### Communications: Public Input

The majority of participants agreed that the City should inform the public about the Community Safety Division as well as request public input.

Participants suggested a number of ways of reaching both residents and businesses in order to facilitate a dialogue about the Division. Ways in which to best inform the public about the Division include the local newspapers (including the Chinese media), kiosks in the mall and pamphlets in the mail. With regard to the pamphlet, participants suggested that they be provided with something that they could keep and gave the example of their recycling brochure.

Participants in both of the youth groups suggested the Internet as the best medium to communicate information about the Division to their peers. Not only do young residents use the Internet as a

learning medium but they frequently use it to develop networks of common interests (for example, in the recent teachers strike, information about a student walk-out was quickly relayed through the Internet).

Suggestions to get input from the public included approaching strata councils and 'Block watch' groups, holding public forums at City Hall and community centres and surveying the public with a self-complete questionnaire delivered in the mail. Business participants said they liked the idea of focus group-like sessions which they could attend with their peers.

Most participants said that the best way for the City to communicate with businesses and residents about the Division is an official-style personal letter in both English and Chinese which is concise and outlines the Division's objective and organization. Few participants wanted to be contacted in person.

## Conclusions

Conclusions	Implications
<p>Safety was not a top-of-mind issue for most of the focus group participants. This implies residents and businesses only consider it to be an issue when there is a lack of safety. Compared to other municipalities, Richmond is considered to be a safe place to live.</p>	<p>The messaging of the Community Safety Division needs to be positive so as not to give the impression that Richmond is, in fact, an unsafe place to live.</p>
<p>When discussed, the issue of crime and safety is very different for each of the different groups. For example, youth may be more exposed to these issues in their schools whereas adults may only witness crime and safety under specific circumstances.</p>	<p>Each group of residents and businesses in Richmond should be approached differently by the Community Safety Division.</p>
<p>There is relatively little awareness of how to prevent or be prepared for safety issues. Further, most participants agreed that they have a responsibility or a role to play in this regard. Despite this, few had looked for this type of information in the past.</p>	<p>This finding provides the Community Safety Division with a solid foundation on which to position their mandate. However, it faces the difficult task of communicating to people the importance of knowing what to do in the case of an emergency or how to prevent crime. This is especially true for those who think it is unlikely that they will ever require this information.</p>
<p>There is some confusion about the Community Safety Division as to how it will be organized. There is also some concern among participants that it will become too bureaucratic to be effective.</p>	<p>It is important that there be one key contact for the Community Safety Division so that it will appear united. Further, the Division should have a clear branding message.</p>



**City's Advisory Committee on Community Safety Final Report**

**City of Richmond**

**Report to Committee**

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**To:** Community Safety Committee **Date:** October 14, 2003  
**From:** Shawn Issel **File:** 5000-01  
Manager, Policy Development & Corporate Programs  
**Re:** **Community Safety Advisory Task Force Final Report**

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**Staff Recommendation**

The Community Safety Advisory Task Force Final Report from the Manager, Policy Development and Corporate Programs be received for information, and

That, having fulfilled their mandate, the Community Safety Advisory Task Force be thanked for their work, and

That the areas of interest highlighted by the CSATF be referred to staff.

Shawn Issel  
Manager, Policy Development & Corporate Programs  
(4184)

Att. 1<sup>1</sup>

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<sup>1</sup> this information is included in the Business Plan as Attachment 3

## Staff Report

### Origin

The CSATF (Community Safety Advisory Task Force) was appointed in June, 2002 to identify public safety issues from a community perspective and to provide a public forum for community participation.

In support of this mandate the CSATF developed and implemented a plan to identify priority initiatives for the safety of the community, and to gather input from the community on those priorities. In addition, they have taken action to support a number of these initiatives. Having fulfilled their mandate, this final report is a summary of the CSATF's activities.

### Analysis

The CSATF was thoroughly briefed by Fire Rescue, Emergency & Environmental Programs, Community Bylaws and the RCMP in the services provided to the community as well as current issues and initiatives underway. The CSATF was also provided with the findings of the Ipsos Reid Community Safety Focus Group sessions held in January, 2002. Using this information the CSATF focused on:

1. identifying priorities intended to bring the community back into taking responsibility for the general safety and welfare of Richmond through educating the public, and
2. supporting programs that make Richmond one of Canada's safest cities.

### Identifying Priorities and Gathering Community Input

The most significant component of the CSATF's mandate was to develop and implement a strategy to gather community perspectives on priorities for safety. The CSATF identified the following safety priorities, which were then presented to community groups for input:

- **Home Safe Program** - CSATF endorsement of this program
- **Community meetings** - to present the CSATF safety plan to the community for input.
- **Business Watch** - Inviting the Chamber of Commerce to assist with community safety information for businesses
- **Virtual Community Safety Village** - endorse the proposal by City Staff for the virtual Community Safety Village, and assist in promoting the concept to community partners
- **Richmond Safe Communities Coalition** - assist in developing the business plan for membership to the national Safe Communities Foundation
- **Promoting volunteerism** - for various community safety programs, i.e. Block Watch, crimewatch,
- **Educational Programs** - assisting the Community Safety Division in the development of programs and promoting to the community
- **Youth Strategy** - combined city program to encourage youth participation in safety issues
- **24 hour bylaw enforcement** - to address life quality issues, such as dogs and noise

In the Spring, 2003, the Community Safety Advisory Task Force began a series of presentations to community groups to gather input on the priorities identified. Those community groups were



the Richmond District Parent Advisory Committee, RCMP Community Police Station Volunteers, RCMP Community Consultative Groups, Minoru Senior Centre Executive, and the Richmond Amateur Radio Club.

In addition, the CSATF developed a brief, one page survey which was distributed during the presentations. At the end of each presentation attendees were asked to fill out the survey (*Attachment 1*). Further, a presentation was held inviting the general public to provide input, and the survey was also made available on the City Website.

The intent of the survey was to gather community input on the initiatives the CSATF identified as important to the community’s safety. In total, 69 surveys were completed. Respondents were asked to rate the initiatives identified by the CSATF by asking them “*if they could spend \$100 on the priorities how they would allocate the money*”. The following list represents on average the dollars the respondents would spend in each category .

Educational Programs	\$19.87
Youth Strategy	\$19.21
Home Safe Program	\$17.70
Promoting Volunteerism	\$9.14
24 Hour Bylaw Enforcement	\$8.54
Community Safety Village	\$8.19
Business Watch	\$4.83
Safe Communities Foundation	\$4.61
Community Meetings	\$3.95
<u>Safety Website</u>	<u>\$3.95</u>
<b><u>TOTAL</u></b>	<b><u>\$100.00</u></b>

Key findings from comments in the survey indicate interest in Home Safe and educational programs, particularly for youth and children. When asked what other safety issues needed to be addressed a significant number of comments indicate concerns in the area of traffic safety. The CSATF recommend that these three areas be referred to staff to determine the need to enhance current programs.

CSATF Support of Community Safety Programs

In addition to the community presentations, the CSATF actively supported a number of community safety programs. Members of the CSATF were involved in a staff grow ops workshop which provided an opportunity for citizen input into strategies on how to deal with property managers\owners. A letter from the CSATF was sent to Community Safety Committee endorsing the City’s Pilot Home Safe Program. The CSATF is providing input to staff for the Safe Communities Foundation business plan and the virtual Community Safety Village. A member of the CSATF has been in discussions with the RCMP to enhance the Business Watch program.

### Next Steps

Members of the CSATF have become very knowledgeable about the City's community safety services, issues and initiatives since the task force was formed. Although the mandate of the CSATF is complete, the task force members believe there is a benefit to having a pool of well informed citizens that would be available in an ad hoc capacity to participate in the development of specific initiatives and represent a community perspective. For example, a referral has recently been given to staff from the Community Safety Committee to prepare an Event Strategy and input from CSATF members could be beneficial.

### Financial Impact

There is no financial impact associated with this report.

### Conclusion

The conclusion of the Ipsos Reid Community Safety Focus Group report was that the citizens in the focus groups felt, in general, that Richmond was a safe place to live and work. The mandate of the CSATF was to gather community input on community safety issues and provide a public forum for community participation. The CSATF findings reinforce the Ipsos Reid report .

The CSATF has fulfilled their mandate. The task force members are to be commended for volunteering their time on this initiative, and for their diligent and thorough effort throughout.

Shawn Issel  
Manager, Policy Development & Corporate Programs  
(4184)

SI:si

**City of Richmond**  
Community Safety Division

**Community Safety Advisory Task Force**  
**Community Input Survey Results**

In the Spring, 2003, the Community Safety Advisory Task Force initiated a one page survey to gather community input on the initiatives as important to the community's safety. In total, 69 surveys were completed. The following presents the survey findings.

**1. If I could spend \$100 on the following initiatives, I would allocate the money in the following way:**

*Each respondent divided their \$100 according to what initiatives they thought were most important. The amount spent in each category was totalled, and then the total amount in each category was given a dollar value based on percentage.*

Educational Programs	\$19.87
Youth Strategy	\$19.21
Home Safe Program	\$17.70
Promoting Volunteerism	\$9.14
24 Hour Bylaw Enforcement	\$8.54
Community Safety Village	\$8.19
Business Watch	\$4.83
Safe Communities Foundation	\$4.61
Community Meetings	\$3.95
Safety Website	\$3.95
<b>TOTAL</b>	<b>\$100.00</b>

**Comments**

Education/Prevention

- Excellent Education and Safe Community with vibrant business opportunity.
- The Community Safety Village is an extremely smart idea. it's a fun activity for kids to participate in that will likely influence them in their decision later on in life.
- Home Safe Program – good for sharing info in case of emergencies
- I believe education is far more effective than enforcement in many areas, especially in immigrant communities
- Increase education in home invasion prevention
- Can Home Safe Program be done through Block Watch?
- Don't duplicate programs (similar) already in place, e.g. Block Watch

Youth/Children

- Kids and youth taught about safety issues so they will be more aware of what is happening and may be more vocal so the future will be changed
- Youth needs more attention... they are 'the future'
- Youth Strategy – peer pressure, education, restitution, community service projects, counselling
- Involve Youth as much as possible

### Traffic Safety

- Speeding in school zones (Lord Byng School, Steveston)

### Volunteers

- \$30 should be allocated to get better (new) equipment for crime watch and like groups (speed watch, bike patrols, etc.)

### Miscellaneous

- Better health services
- I'm sure there's \$10 that needs to be spent elsewhere
- please do something about the shrill screaming automatic theft devices on cars

## **2. What Community Safety Services are being done well?**

*Twelve community safety services were listed. Respondents were asked to check off any Community Safety service they felt was being done well.*

1.	Fire Prevention Education	15.56%
2.	Strategies to Discourage Street Racing	13.23%
3.	Safety at Special Events (Halloween, Tall Ships)	12.45%
4.	Responding to Medical Aid Calls	12.06%
5.	Crime Prevention	9.73%
6.	Emergency Preparedness Activities	9.73%
7.	Emergency Social Services	7.00%
8.	Eliminating Grow Ops	5.84%
9.	Drug Abuse Prevention	4.67%
10.	Eliminating Graffiti	4.28%
11.	Volunteer Recruitment	3.50%
12.	Pollution Prevention Activities	1.95%
	Total	100.00%

### **Comments**

#### Crime, grow ops and street racing

- Richmond's greatest threat
- I'm not sure I would want to say which are being done well based on public media reports. However, I am fairly certain street racing is NOT being handled strongly enough.
- Encourage parents not to buy youth such fast cars or let them use their high powered cars. Judges too lenient to offenders and repeat offenders.

#### Education

- Crime Prevention Education should be mandatory for all citizens in areas that have been classified as "high risk" by the RCMP. Officer or volunteer inspections of "underground" parking facilities, especially in Richmond Centre.
- Community Police Stations

#### Emergency Preparedness

- Not enough information is available in the event of an earthquake, where shelters will be set up
- My impression is that Richmond lags behind other municipalities such as Vancouver and the North Shore in emergency preparedness. Rather than reinventing the wheel, we should adopt a successful model that is being used elsewhere (e.g. Vector)

### Substance Abuse Prevention

- Not enough counselling, rehab. etc. for youth, families. RADAT provider counselling only if the user/alcoholic is enrolled in the program. That only leaves ALANON. Not enough being done in the school with honestly good teachers.

### Not Sure

- Unless you actually need a service you really do not know effectiveness unless someone describes each area in detail
- Have no idea
- I find it very hard to answer as I am not very aware of any of these services and how well they are being done
- Not sure

### Miscellaneous

- The gardens are excellent, the city is very clean
- Most of them
- Good Work!
- More of the same
- Can the two local newspapers donate space to have this survey to a larger part of the population?
- Too much talk not enough do

## **3. Are there any other safety issues which need to be addressed?**

*Respondents commented on any other safety issues which had not be been addressed either in the presentation or by their comments elsewhere in the survey. The principle area of concern was traffic safety overall.*

### **Comments**

#### Traffic Safety

- Street racing. I would be VERY willing to work in a volunteer effort to combat street racing.
- Need for late night/early morning public transportation
- Speeding in residential areas especially around parks and popular tourist attractions such as Moncton Street in Steveston. The city should install large speed bumps or other devices to slow the street racing and lower the speed limit during all hours of the day.
- Speeding in school zones – usually by the parents
- More pedestrian crosswalk signals
- Speed of vehicles in the City
- Irresponsible driving
- excessive speed on Steveston highway and elsewhere in the City, reckless drivers
- No. 3 and Westminster Highway – jaywalkers that get off buses and run behind buses
- Issue tickets for illegal crosswalks.
- Help drivers to remember to stop and be sure no one is in the crosswalk when they are making a right turn
- Cell phones should be banned while driving
- Students from Richmond High crossing anywhere at their own leisure on Minoru, and not using crosswalk provided
- The flashing orange for pedestrian crossings are still not safe or safe than without. People need information on the use of them – both drivers and pedestrians
- Home security
- Traffic enforcement, longer yellow lights
- More left turn signals at busy streets
- Dangerous parking, e.g. on both sides of a minor street where it meets a major street (non-locals who park and then take a bus)
- Enhanced traffic law enforcement

- Jay walking on streets
- Speeding on residential streets
- General traffic safety (school zones, buses, crosswalks, speeding) – not just street racing

Perception of Safety

- Street safety...the ability to walk in Richmond, evenings and still feel safe. Property crimes are too high...public needs to be educated
- House and car break-ins
- Home security (break-ins, etc)
- Poor lighting in some park areas with attract loitering

Youth/Children

- Youth groups and gatherings
- Increase in gang activity
- Youth on streets, youth violence
- Reinstatement of block parent program (closed temporarily) and clear education (safety, etc.) for children

Prevention/Education

- First aid – everyone with a basic CPR certificate, public AEDS
- continuation of receptive, proactive reactive police officers, firefighters, paramedics, community policing) and that is where the money is best spent... manpower more so then pamphlets, stickers that don't get read or thrown out

Lobbying

- Think the police and courts try hard but how do we alter laws for strong sentencing for drugs, road racing, etc.

Better Communication

- More information needs to be broadcasted when there is a community concern. The more people that know and maybe things will get better.

Quality of Life

- SPCA and vicious dogs.
- Monitoring altitude of low flying aircraft over residential Richmond
- dumping of aviation fuel by aircraft over Richmond

Grow Ops

- In my opinion there needs to be more done about Grow Ops

Health

- Ban of cosmetic pesticides
- Health issues awareness, i.e. SARS

Volunteering

- Identification for assisting safety in community

**4. I am interested in helping the CSATF in implementing these initiatives.**

Yes	17
No	31
Did not answer	21

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**Total number of surveys                      69**

**Richmond Safe Communities Alliance  
Interim Executive Board**

- Chair           Dr. James Lu           *Medical Health Officer,  
Richmond Health Services,  
Vancouver Coastal Health Authority*
- Secretary                               *(To be determined at first Board Meeting)*
- Treasurer                               *(To be determined at first Board Meeting)*
- Member           Sheila Yamamoto       *Coordinator,  
Richmond Block Watch*
- Member           Susan Newham           *Business Development Manager, Coast  
Capital Insurance Services.*
- Member           Christa Mullaly         *Coordinator,  
Richmond Alcohol & Drug Action Team  
(RADAT)*
- Member           Lisa Dorian             *Community Member, President,  
PowellDorian Services Inc.*
- Member           Alex Lee                 *Regional Loss Prevention Coordinator,  
Insurance Corporation of B.C.*
- Member           Florence Gordon        *President,  
Richmond Chamber of Commerce*
- Member           Bill Sorenson            *Community Member, Former Councillor,  
City of North Vancouver*
- Member           Sgt. Maria Salzl        *Community Policing, RCMP*
- Member           Vacant                    *Council Representative*





## Richmond Community Safety Alliance Executive Board Terms of Reference

### A. Executive Board

1. The purpose of an Executive Board is to provide community leadership and guidance in fostering partnerships between community, business, and governments in order to develop, facilitate and evaluate the programs, services and education that are utilized to facilitate a combined vision.
2. The Executive Board will:
  - a. Work together with the community partners to ensure that the RSCA is designated as a Safe Community by the Safe Communities Foundation (SCF).
  - b. Provide to the SCF community progress reports by way of an annual report. The Board can, from time to time, provide interim reports based on need as defined by the Board or funding partner.
  - c. Develop by-laws and principles that will guide the RSCA in fulfilling our mandate and vision.
  - d. Provide leadership and direction to the coordinator and the various committees that will be created to facilitate the goal of increase personal and community safety in the City of Richmond.
  - e. Initiate the process for RSCA to become incorporated under the Federal Government, and Industry Canada (Corporations Canada).
  - f. Ensure that application is made to Canada Customs and Revenue Agency for charitable status in order that RSCA can write charitable tax receipts to donors and sponsors.
  - g. Meet on a regular basis to carry out the business of the RSCA Executive.
  - h. Be comprised of (7) seven to (15) fifteen community leaders from government, non-profit agencies, business, community safety service providers and individuals that are dedicated to give their time and expertise to meet the vision, values and goals of the RSCA.
  - i. Comprise of a balanced mix of representation from all sectors within our community and be action-oriented with respect to increasing personal and community safety in the City of Richmond.
  - j. Create one or more committees to carry out the business of the RSCA with respect to our vision, values, and goals.

### B. Committees

From 2004 - 2006, the RSCA structure was based upon a number of sub-committees. The following are links to the primary Sub-Committees that made up the Alliance at the time (i.e. financial, industry, media, evaluation, child and youth, business, education, fundraising, and emergency services).



## City of Richmond Statistical Profile

### 1. Population

#### 1.1 Table: Changes in Population 1996/2001

The following table is a comparison of population from 1996 to 2001 for both the City of Richmond and the Province of British Columbia.

Characteristics	Richmond	British Columbia
Population in 2001	164,345	3,907,738
Population in 1996	148,867	3,724,500
1996 to 2001 population change (%)	10.4	4.9
Total private dwellings	58,272	1,643,969
Population density per square kilometre	1,276.5	4.2
Land area (square km)	128.75	926,492.4

source: Statistics Canada 2001 Census

#### 1.2 Table: Ethnic Groups in Richmond

The most frequently reported (single) ethnic origins.

Ethnic Group	1996	2001	% Change
Chinese	50,215	65,325	30.09%
English	30,720	25,800	-16.02%
Canadian	20,045	23,000	14.74%
Scottish	20,010	16,890	-15.59%
Irish	13,140	12,090	-7.99%
East Indian	8,635	10,850	25.65%
German	11,440	9,880	-13.54%
Filipino	5,035	8,145	61.77%
French	7,345	6,720	-8.51%
Ukrainian	4,770	4,385	-8.07%

source: Statistics Canada 2001 Census

### 1.3 Table: Population by Age and Gender (2001)

The following table is statistics on population and gender for both the City of Richmond and the Province of British Columbia.

Characteristics	Richmond			British Columbia		
	Total	Male	Female	Total	Male	Female
<b>Age Characteristics of the Population</b>						
Total - All persons	164,345	79,295	85,055	3,907,740	1,919,100	1,988,635
Age 0-4	7,895	4,080	3,815	205,650	105,370	100,285
Age 5-14	20,090	10,350	9,740	500,415	256,560	243,855
Age 15-19	12,320	6,420	5,900	270,275	139,195	131,085
Age 20-24	12,030	6,085	5,950	244,065	121,945	122,120
Age 25-44	49,125	22,975	26,150	1,174,775	573,415	601,365
Age 45-54	28,225	13,610	14,615	599,705	297,030	302,680
Age 55-64	15,335	7,460	7,870	379,750	188,910	190,840
Age 65-74	10,690	5,010	5,690	286,710	139,535	147,175
Age 75-84	6,700	2,680	4,025	186,345	77,325	109,020
Age 85 and over	1,930	630	1,305	60,030	19,815	40,220
Median age of the population	38.5	37.5	39.2	38.4	37.8	39.0
% of the population ages 15 and over	83.0	81.8	84.1	81.9	81.1	82.7

source: Statistics Canada 2001 Census

## 2. Employment and Industry

### 2.1 Table: Occupations of Richmond Residents

The following table is a comparison of occupations taken from the 2001 National Occupation Classification for Statistics (2001 NOC-S) for both residents from the City of Richmond and Province of British Columbia.

Characteristics	Richmond	%	British Columbia	%
<b>Occupations</b>				
Total - Experienced labour force	83,535	100%	2,014,600	100%
Management occupations	10,775	12.9%	218,445	10.8%
Business, finance and administration occupations	18,615	22.3%	353,710	17.6%
Natural and applied sciences and related occupations	6,465	7.7%	123,755	6.1%
Health occupations	3,955	4.7%	105,690	5.2%
Social science, education, government service and religion	5,560	6.6%	160,650	8.0%
Art, culture, recreation and sport	2,540	3.0%	67,325	3.3%
Sales and service occupations	23,200	27.8%	514,985	25.6%
Trades, transport and equipment operators and related occupations	8,300	10.0%	288,940	14.3%

Characteristics	Richmond	%	British Columbia	%
<b>Occupations</b>				
Occupations unique to primary industry	1,085	1.3%	84,525	4.2%
Occupations unique to processing, manufacturing and utilities	3,035	3.7%	96,585	4.8%

source: Statistics Canada 2001 Census

## 2.2 Table: Top ten Private Sector Employers in the City of Richmond

The following table illustrates the top ten private sector employers by number of full time and part time employees.

Companies	Full Time Employees	Part Time Employees
LSG Lufthansa Service/Sky Chef's	496	149
Macdonald Dettwiler & Associates Ltd	600	31
Globeground North America Inc	311	290
Cara Airport Services	366	125
Ebco Industries Ltd	450	0
Air Canada Jazz	300	103
HBC Logistics	140	250
Crown Packaging Ltd	371	4
Richmond Plywood Corporation Ltd	350	25
Tree Island Industries Ltd	360	10

Source: City of Richmond, Business Licence Section

## 3. Public Amenities

### 3.1 Recreation and Culture

Cultural Amenities: Libraries, Live Theatre, Cultural Centres, Arts Centre, and Heritage Sites

Recreation Facilities: 100 parks or 1,500 acres of parks/open space, including the 320 acre Iona Island Regional Park, an 80 km system of interconnecting dyke trails, cycling routes and walkways, 8 Community Centres, Cultural Centre, Fitness Centre, 2 arenas, 8 rinks, 2 indoor Aquatic Centres and 3 outdoor pools

Community Involvement: Over 200 volunteer community organizations, 50 advisory committees and task forces, as well as partnerships with business and community groups

## 4. Climate

January Avg. Temperature: 2.5° C (37°F)

July Avg. Temperature: 17.3° C (71°F)

Annual rainfall: 1112.6 mm (43.8 in.) (30 % less than Vancouver)



## Community Safety Programs and Services

Program or Service Name	Descriptions
1. <b>Slips, Trips and Falls Program</b> (City)	<input type="checkbox"/> Promotes pedestrian safety in the City by working towards reducing outdoor hazards through public reporting and 48 hour City work yard assessment and response.
2. <b>Car Seat Safety Program</b> (Fire Rescue)	<input type="checkbox"/> Fire service assessment and correct installation of infant car seats.
3. <b>Block Watch</b> (RCMP)	<input type="checkbox"/> A free, community-based, crime prevention program helping residents prevent crime in their neighbourhood.
4. <b>Extinguisher Demonstrations</b> (Fire Rescue)	<input type="checkbox"/> Showcases the proper use of fire extinguishers in emergency fire situations.
5. <b>Victim/Witness Services</b> (RCMP)	<input type="checkbox"/> Provides support and guidance for victims of crime and their families.
6. <b>Home Safe Program</b> (Fire Rescue)	<input type="checkbox"/> Consists of home inspections to promote and educate homeowners on fire safety practices.
7. <b>Richmond Speed Watch</b> (RCMP)	<input type="checkbox"/> Equipped with radar and a speed "reader board", volunteers monitor traffic in school zones, on busy road ways and in target areas. This is a public education program to raise awareness about safety and speed.
8. <b>Way to Go School Program</b>	<input type="checkbox"/> A BC wide road safety and alternative transportation education program for elementary schools sponsored by Autoplan Brokers and ICBC
9. <b>Emergency Social Services Plan</b> (Emergency Programs)	<input type="checkbox"/> Action plan for assisting citizens and visitors who are not able to provide for themselves after a significant emergency. Assistance may include temporary food, clothing, lodging and personal services
10. <b>Restorative Justice – Community Forums</b> (RCMP)	<input type="checkbox"/> An alternative justice measure that brings together all parties involved to share in a facilitated communication process to restore relationships. The program encourages offender accountability and an understanding for the victim.
11. <b>Richmond Citizen's Crime Watch</b> (RCMP)	<input type="checkbox"/> Volunteers patrol during weekend evenings to observe and report suspicious activity to the police through a volunteer dispatcher
12. <b>Home Security</b> (RCMP)	<input type="checkbox"/> A free home security inspection program to increase safety and reduce break and enters.
13. <b>Steveston and South Arm Volunteer Bike Patrols</b> (RCMP)	<input type="checkbox"/> Pairs of volunteers on bikes patrol to observe and report suspicious activity and provide a visible presence/deterrent.

<b>Program or Service Name</b>	<b>Descriptions</b>
14. <b>Business Watch</b> (RCMP)	☐ Maintains contact with businesses in local area to provide timely information about crime trends. Provides crime prevention education and pamphlets re: robbery, shoplifting, counterfeits and fraud.
15. <b>Operation Green Team</b> (RCMP)	☐ Education for residents and property managers to detect and prevent the establishment of marijuana grow operations in homes and businesses. Information is available from Block Watch.
16. <b>Block Parent</b> (RCMP)	☐ Provides children with a safe identifiable place to go if in distress. Block Parents are security screened by police and if suitable, are given a recognizable sign to post in a window when he/she is at home and ready to help.
17. <b>Combat Auto Theft (CAT)</b> (RCMP)	☐ Provides a visible decal for installation on vehicles. This is for vehicle owners who are not ordinarily on the road late at night. It give police officers the right to stop the vehicle late at night to determine if the vehicle is stolen.
18. <b>Adopt-A-School</b> (RCMP)	☐ Assigns each local elementary schools with a part-time police liaison officer. Officers provide education on a variety of topics, raise awareness about safety and befriend youth.
19. <b>Youth Officers</b> (RCMP)	☐ Assigns local high schools with a full- time police liaison officers. Officers handle criminal investigations, provide guidance about disciplinary issues, teach law, raise awareness about safety and support youth. Youth Officers are also proactive, in the community looking for opportunities to support youth and youth-based activities.
20. <b>Positive Ticket Initiative</b> (RCMP)	☐ Recognizes youth for positive behaviour and activity by providing a variety of coupons to free events and/or items (i.e. stickers). Co-sponsored by local businesses and the City of Richmond.
21. <b>Youth Academy</b> (RCMP)	☐ Hosted by big 5 Lower Mainland Detachments. Provides high school age youth with an opportunity to attend mock "boot camp"/ RCMP Cadet Training. Youth selected via application process and recommendation of sponsor school. In partnership with local School Boards.
22. <b>READITT</b> (Responsibility, Education and Development instilled through tutoring) (RCMP)	☐ Program aimed at providing tutoring for youth who have fallen outside the traditional school system and are now in conflict with the Police or another agency because they are "acting out". Provides "one on one" tutoring and mentor ship



<b>Program or Service Name</b>	<b>Descriptions</b>
23. <b>CPTED</b> (Crime Prevention Through Environmental Design) (RCMP)	☐ Trained police officers provide analysis of building and property design to create safe crime-free environment. Analysis available on request and also done in partnership with City of Richmond's Design Panel.
24. <b>Crime Stoppers</b> (RCMP)	☐ Encourages the public to report "tips" anonymously to the police via Crime Stoppers telephone line. Offers cash rewards if court conviction. Richmond under the umbrella of Greater Vancouver Crime Stoppers Program.
25. <b>Crime Prevention Unit</b> (RCMP)	☐ Provides crime prevention education through lectures, displays, participation in public events, and "Red Serge" appearances. Has large quantity of free pamphlets available to public regarding crime prevention topics.
26. <b>Kidz Printz</b> (RCMP)	☐ Child identification program done nationally. Provides parents and guardians with "do-it-yourself" fingerprint kit for their children that they keep on file. Distributed by members at crime prevention talks.
27. <b>Auxiliary Constable Program</b> (RCMP)	☐ Auxiliaries are trained civilians who provide uniformed support to regular members on a voluntary basis. Trained to assist in regular police work and crime prevention education.
28. <b>YVR</b> (Vancouver International Airport) <b>Store Front</b> (RCMP)	☐ Volunteer staff provide information, directions and support to traveling public. Also assist regular Police Officers by staffing store front office and calling for service if a traveler requires police assistance.
29. <b>Criminal Driving (Year Round)</b> (RCMP)	☐ Targeted enforcement towards criminal driving. Has public awareness and education component done in concert with Richmond School Board, City of Richmond and ICBC.
30. <b>Aggressive Driving</b> (2 week per year) (RCMP)	☐ Campaign to combat aggressive driving.
31. <b>3 Strikes – You're Out</b> (RCMP)	☐ Targeted enforcement done in conjunction with Richmond Speed Watch program to raise driver awareness re: speed regulations. Drivers are ticketed if they speed through two road-side check points and continue to speed.
32. <b>Impaired Driving Enforcement Initiatives</b> (RCMP)	☐ Targeted enforcement at alcohol-related crash locations and at entrances and exist to the City. Involves road checks.
33. <b>Seat Belt Enforcement</b> (RCMP)	☐ Failing to wear one's seat belt is the second highest cause of motor vehicle fatalities. Enforcement carried out in conjunction with national campaign to raise public awareness and compliance.
34. <b>Causation and Effect During Collisions</b> (Grade 12 - Physics class component) (RCMP)	☐ Provincial committee with members from Richmond Detachment Traffic section targeting education and enforcement.

<b>Program or Service Name</b>	<b>Descriptions</b>
35. <b>Hug-A-Tree</b> (RCMP)	☐ Program designed to teach children how to survive in the outdoors if they become lost and to attract assistance / search and rescue / police.
36. <b>Volunteer Management Programs</b> (Emergency Programs)	☐ Volunteer recruitment strategy that recruits, orients, and trains volunteers to prepare for any emergency or disaster.
37. <b>Dangerous Goods Spill Response Program</b> (Emergency Programs)	☐ Addresses dangerous goods spills and pollution incidents. The program includes a response plan and supporting initiatives to clearly outline the roles and responsibilities, risk assessment, general procedures, training supplies and supporting resources.
38. <b>Community Awareness Program</b> (Emergency Programs)	☐ Helps residents to understand the risk of natural and man-made hazards, develop their own emergency plans and take actions to prepare.
39. <b>Emergency Training and Exercise</b> (Emergency Programs)	☐ Allows individuals with key roles during an emergency and a exercise program which will provide opportunities for staff and volunteers to apply their skills through orientations, table tops, drills, functional and full-scale exercises
40. <b>West Nile Virus</b> (Emergency Programs)	☐ Implementation of proactive treatment initiatives and regional planning strategy development to mitigate the potential health impacts of the West Nile Virus.
41. <b>Chinese Help Lines</b> (SUCCESS)	☐ Operates a seven days a week telephone line (10:00a.m. to 10:00p.m) with trained volunteers supervised by professional staff (in either Cantonese or Mandarin). Clients will be referred to professionals if necessary.
42. <b>"Safe Zone" Program for Youth</b> (Riverport Area) (Community Action Team)	☐ Provide training to Riverport business staff and management regarding youth sexual exploitation, and how to keep youth safe that access their business. The training would be for the staff to understand and be aware of the signs of exploitation and for the youth to know that they can find help at Riverport if needed.
43. <b>Addiction Awareness, Prevention and Education Program</b> (RADAT)	☐ Addiction awareness, prevention and education; addictions counseling (in clinic and outreach); resources and referral re: addiction and addiction related-services.
44. <b>Road Improvement Program</b> (ICBC)	☐ Identification of high crash locations and cost-sharing with municipalities on engineering countermeasures to reduce frequency and severity of crashes.
45. <b>Auto Crime Prevention - Stolen Auto Recovery</b> (ICBC)	☐ Access to stolen auto plate information, lock out auto crime parking lot audits, combat auto theft, decal program, auto crime awareness campaigns.
46. <b>Counterattack and Impaired Driving Education Campaigns</b> (ICBC)	☐ Safe driving programs.

<b>Program or Service Name</b>	<b>Descriptions</b>
47. <b>Elementary and Secondary School Road Safety Teaching Guides</b> <i>(ICBC)</i>	☐ Created in conjunction with BC Ministry of Education road safety learning in the schools.
48. <b>Unsafe Speed and Aggressive Driving Campaigns and the Speed Watch Program</b> <i>(ICBC)</i>	☐ Education to promote safe driving.
49. <b>Vehicle Safety Devices Usage Program</b> <i>(ICBC)</i>	☐ Promotes usage of seatbelts, head restraints, infant child restraints
50. <b>Healthy Babies and Families Programs</b> <i>(Richmond Health Services)</i>	☐ For families with children ages birth to 2 years to promote car seat programs, distribution of parent information, injury prevention advice at well baby clinics, advocacy for community services for post partum depression.
51. <b>Children, Youth and Families Programs</b> <i>(Richmond Health Services)</i>	☐ For families with preschoolers (ages 2-5), elementary children ( 6-12) and youth (ages 13-24) to promote participation in the annual Kid's Safe Fair at the Richmond Auto mall, promoting and partnerships regarding (e.g., bike safety, sports safety, youth and safe driving, depression screening in schools, concussion awareness in sports etc.).
52. <b>Community Falls Prevention Program</b> <i>(Richmond Health Services)</i>	☐ Focus on working with seniors living in the community and creating partnerships with other local service agencies
53. <b>Community Mental Health Promotion Programs</b> <i>(Richmond Health Services)</i>	☐ Focus on children, youth and their families to provide support for community action on promoting youth safe driving initiatives, and youth suicide prevention
54. <b>Community Care Licensing Programs</b> <i>(Richmond Health Services)</i>	☐ Focus on health and safety standards in licensed community care facilities; and training in "playground equipment" inspections
55. <b>Health Inspection Programs</b> <i>(Richmond Health Services)</i>	☐ Provide safety inspections including pools schools, seniors and child care facilities, playgrounds (e.g., arsenic levels); and worker safety as part of food safe courses.
56. <b>Richmond High School Career Preparation - Student Ride-a-Long Program</b> <i>(BCAS)</i>	☐ Work with Richmond School Board to prepare graduating high school students by giving talks and career presentations. ☐ Students involved in the Richmond High School Mentorship Programs participate on ride-a-longs, and mentorship, as part of a job experience program.
57. <b>Richmond High School Student First Responder Program</b> <i>(BCAS)</i>	☐ Support and work with the local high schools to assist senior students who are trained, and perform, all first aid care for their peers. Students also take part in on the job training with BCAS Paramedics.
58. <b>Vile-of-Life Program</b> <i>(BCAS)</i>	☐ Packages contain patient information, and are placed in a vile in the refrigerator with a sticker on both the front door of the residence, and the refrigerator requesting Paramedics be notified of its existence. This can then be used in the event the patient is unable to communicate

<b>Program or Service Name</b>	<b>Descriptions</b>
59. <b>YVR Store Front</b> (BCAS)	<input type="checkbox"/> Facility shared with Richmond RCMP. Storefront is staffed by BCAS Paramedics who travel the airport on bicycles - when not responding to calls, provide information to the travelling public. The Paramedics also respond to the YVR Emergency Operations Centre in the event of a major incident at the airport.
60. <b>Department of Defense Training</b> (BCAS)	<input type="checkbox"/> Provides all on car practical training for the DND, which includes training for the local medics at the 12 <sup>th</sup> Service Battalion.
61. <b>Richmond City Planning</b> (BCAS)	<input type="checkbox"/> Represented at all City and Community planning sessions, and assist the City in making plans for events, and everyday issues in order to provide a safer community for its citizens.
62. <b>YVR Planning</b> (BCAS)	<input type="checkbox"/> Represented at all YVR planning sessions, assisting the Vancouver International Airport in making plans for events and everyday issues in order to provide a safer community for its users.

## **Letters of Support**

**British Columbia Ambulance Service**  
**British Columbia Ataxia Society**  
**City of Richmond – Emergency Social Services\Volunteer Management**  
**Community Safety Advisory Task Force**  
**Disability Resource Centre**  
**E-Comm\9-1-1 (Emergency Communications)**  
**Insurance Corporation of British Columbia (ICBC)**  
**Richmond Block Watch**  
**Richmond Committee on Disability**  
**Richmond Detachment, RCMP**  
**Richmond District Parents Association**  
**Richmond Fire-Rescue Department**  
**Richmond Health Services – Vancouver Coastal Health**  
**Richmond Multicultural Concerns Society**  
**Richmond Seniors Advisory Council**  
**Richmond Therapeutic Equestrian Society**  
**United Chinese Community Enrichment Services Society (SUCCESS)**

*(Other community organisations are in the process of submitting Letters of Support for the Richmond Safety Communities Alliance)*