



City of Richmond

Report to Committee

To: Planning Committee **Date:** April 8, 2003
From: Terry Crowe **File:** 4055-01
Manager, Policy Planning
Re: **RICHMOND INTERCULTURAL ADVISORY COMMITTEE COMMUNITY
CONSULTATION INTERIM REPORT**

Staff Recommendation

That as per the Manager, Policy Planning report dated April 8, 2003 the RIAC Intercultural Strategy Focus Group consultation sessions be approved.

Terry Crowe
Manager, Policy Planning

Att. 6

FOR ORIGINATING DIVISION USE ONLY

CONCURRENCE OF GENERAL MANAGER

Staff Report

Origin

The following referral was made by Council on March 24, 2003:

That the Richmond Intercultural Advisory Committee provide an interim report to Planning Committee based on the work completed on the public consultation phase, including any requests for further action and funding.

Findings Of Fact

The Richmond Intercultural Advisory Committee (RIAC) has provided information (**Attachment 1**) about:

1. the Community Consultation process,
2. the results of the Stakeholder Consultation (held October 17, 2002) and Public Consultation (held February 20, 2003), and
3. the goal, rationale, method, time-frame and budget of the proposed Focus Group consultation.

Analysis

1. Proposed Focus Group Facilitation

The RIAC has been mandated to consult with the public. It has reached out to community stakeholders and members of the public to hear about intercultural issues and strategies. For the City to fully benefit from this information-gathering and relationship-building process, additional community involvement in the preparation and implementation of an Intercultural Strategy is required. Focus group methodology is well suited to this purpose.

A facilitator is required because:

- the RIAC has limited time and resources, and
- the City staff liaison has limited time due to other work priorities, and limited overtime.

(1) Options

a. Option 1: Conduct Focus Group Consultations with Facilitator (Recommended)

Pros:

- Focuses on cooperative prevention, not reaction.
- A facilitator is necessary to do the following:
 - organize and schedule consultation sessions,
 - recruit participants,

- facilitate sessions,
- record session comments and strategies,
- prepare a report on session findings,
- assist RIAC in identifying goals, and
- draft the Strategy and multi-year implementation Work Program.

Cons:

Cost to the City of \$20,000 – however, this cost may be more than offset by partnership involvement in implementing solutions at their cost.

b. Option 2: Focus Group Consultations – No Facilitator

Pros:

- would initially save \$20,000 but City may pay more later by having a less effective strategy, and during the implementation program

Cons:

If the RIAC does not undertake the Focus Group consultations with a facilitator, the following implications arise:

- a more superficial understanding of the issues,
- fewer strategies being proposed,
- less effective strategies being developed,
- less community involvement in proposed strategies,
- fewer partnerships being established,
- less pooling of resources,
- a lengthier process for developing strategies,
- missed opportunities,
- the RIAC may be perceived as “driving” the process and outcomes, and
- the City may be expected to pay more to implement “its” strategy with fewer partnerships.

(2) Staff Overtime

It is necessary to provide overtime in this budget because:

- the Staff liaison must attend the Focus Group consultations to learn stakeholder issues and to provide guidance, and
- the regular staff overtime budget is limited and does not accommodate such special consultations.

(3) Honorariums:

Honorariums will be provided to community members participating in focus groups. Those attending as organizational representatives will not be paid an honorarium.

2. RIAC Focus Group and PRCS Renewal Community Working Group: Combining Consultation Processes

(1) Background

At the General Purposes Committee Meeting of April 7, 2003, it was proposed that the RIAC Focus Groups be included in the PRCS Renewal Community Working Group process.

(2) Purpose

The purpose of this section is to better clarify why the RIAC Focus Group and PRCS Renewal Community Working Group consultation processes should initially be kept separate.

(3) Staging

The coordination of RIAC Focus Group consultations with the PRCS Renewal Community Working Group consultations is best managed:

- separately for strategy development, and
- coordinated for program/service delivery.

(4) Separate strategies

The RIAC Focus Group initiative should be separate because:

- the purpose is to identify a wide range of intercultural solutions by addressing cultural barriers, youth, and community involvement issues,
- a focused, intensive consultation is necessary to identify usable solutions, and
- participants must be specifically recruited for their potential to contribute to and participate in the strategies developed.

The separate PRCS Renewal Community Working Group consultation is focused on how best to manage the community centres by:

- developing a planning framework, identifying the role that community associations and the City should play, and
- identifying a proposed service delivery system.

To successfully address these initiatives, separate detailed and clear discussions are required. As the information being solicited and participants will differ, the processes should be distinct to maximize effectiveness.

(5) Coordinated delivery

After the Intercultural Strategy is identified, it would be appropriate to have RIAC meet with the City and the community association stakeholders to determine how best to deliver intercultural initiatives through community centres.

(6) Summary

Strategy Development:

At the current strategy development stage, each initiative requires separate discussions to identify meaningful respective results. Blending the two would likely:

- dilute and/or obscure results for both, leading to less effective results, and
- confuse the public.

Service/Program Delivery:

At the future service/program delivery stage, coordination of strategies will be important.

Financial Impact

A budget allocation is provided in the 2003 budget.

Conclusion

It is appropriate to authorize the RIAC Intercultural Strategy Focus Group consultation sessions.



Lesley Sherlock
Social Planner (4220)

LS:ls

April 7, 2003

Community Consultation Interim Report Richmond Intercultural Advisory Committee

1. Council Referral

The following referral was made by Council on March 24, 2003:

That the Richmond Intercultural Advisory Committee provide an interim report to Planning Committee based on the work completed on the public consultation phase, including any requests for further action and funding.

2. Background

The Richmond Intercultural Advisory Committee (RIAC) was established by Council in February, 2002. The first directive from Council is to:

- hold public consultations to discuss with the community, a vision, ideas, opportunities, issues and partnerships which need to be addressed to enhance intercultural harmony.

3. Consultation Process

To achieve this directive, RIAC has initiated a four-step consultation process:

- (1.) Stakeholder Consultation, held on October 17, 2002,
- (2.) Public Consultation, held on February 20, 2003, and
- (3.) the proposed Focus Groups, yet to be done.

4. Stakeholder Consultation Results

Stakeholders in intercultural relations, including ethnocultural organizations, service organizations, community groups, religious groups, statutory organizations, etc. were invited to present at the Stakeholder Consultation. They were asked to:

- introduce the organization,
- identify intercultural issues, based on the organization's experience in a diverse community, and
- indicate how the organization can work in partnership with the community and with RIAC to address these issues.

At the Stakeholder Consultation, a total of 26 organizations presented (**Attachment 2**).

Committee members compiled a list of issues raised by stakeholders (**Attachment 3**) and from this list identified three priority areas for RIAC to work with (**Attachment 4**). Priority was given to those areas deemed most suitable for work on the municipal level:

- cultural barriers
- community involvement, and
- youth.

5. Public Consultation Results

At the Public Consultation, held on February 20, 2002 during Multicultural Week, members of the public were asked to speak about intercultural harmony and cooperation issues and strategies in Richmond pertaining to the three priority topics emerging from the stakeholder consultation (cultural barriers; community involvement; youth). Twelve members of the public spoke, and approximately 45 attended.

Again, a list of issues was compiled from presentations and written submissions to the Public Consultation (**Attachment 5**). Several strategies were also suggested, and those pertaining to the three priority topics are indicated in **Attachment 6**.

6. The Challenge

Most presenters at the Stakeholder Consultation used their presentation time to acquaint others with their organization and services, highlighting intercultural initiatives already underway. Intercultural issues and needs also emerged, but few strategies were proposed.

At the Public Consultation, issues were identified. Again, few strategies were proposed.

Further and more intensive consultation regarding strategies and implementation is required to find ways of effectively addressing cultural barriers, community involvement and youth issues.

7. Focus Group Consultation

Focus groups are proposed as the next stage of consultation.

(1.) Goal:

The goal of the focus groups is to identify effective strategies and partnerships. Discussion will centre on identifying acceptable partnership strategies for the three priority topics (cultural barriers, community involvement, youth). Using a focus group methodology will best help RIAC and the community to achieve this goal.

(2.) Rationale:

Focus groups are more appropriate than hearings for this stage of the consultation process because in-depth discussion is required.

- Developing strategies and implementation options is a more complex process than conveying issues and needs.
- Discussions must be held with key players and concerned individuals for viable strategies to be developed that are community driven, acceptable, relevant, and effective.
- Focus group participants will include stakeholders who may partner with RIAC in implementation, hence their participation in strategy development is critical.

(3.) Method:

It is estimated that a minimum of six focus groups with stakeholders and members of the public would be held to identify strategies related to the three priority issues. Focus group participants will include the RCMP, Schools, Library, community groups, Richmond Health Services, Corporations (e.g. banks, shopping malls, transit, grocery chains), youth and parents. Each focus group may address all three priority topics.

(4.) Time-frame:

Focus groups would be conducted as soon as possible, as the third stage of the consultation process.

(5.) Budget:

The focus groups are estimated to cost \$20,000:

Facilitator's fee:	\$12,000
GST	\$ 840
Honorariums (community members)	\$ 2,000
Translation/interpretation:	\$ 2,000
Staff overtime:	\$ 2,000
Misc. (materials, refreshments, etc.)	\$ 1,160
Total	\$20,000

8. Preparing the Strategy

After the Focus Group sessions, RIAC will, using the Program Logic Model, take the following steps:

- (1.) list issues, needs and strategies identified in the Community Consultation Process,
- (2.) propose an Intercultural Strategy (e.g. vision, principles, goals, objectives, partnerships, policies and actions), and
- (3.) develop a multi-year implementation work program and budget.

Once these steps are complete, the RIAC will review the draft strategy with stakeholders.

9. Final Report

The finalized strategy will be presented to Council in the Fall of 2003.



**Richmond Intercultural Advisory Committee
Stakeholder Consultation
October 17, 2002**

Presenters – Follow-Up Table

Organization	Representative(s)
1. Bahai Community of Richmond	Afsaneh Sabet
2. Broadmoor Baptist Church	Tom Mei
3. Eitz Chaim Congregation	Alan Rees Dr. Jeffrey Dian
4. Family Services of Greater Vancouver in Richmond	Elaine Shearer Ethel Whitty
5. Fraser Delta Girl Guides	Gail Rawle Glenda Jinn
6. India Cultural Centre of Canada	Balwant Sanghera Kenny Jarmana
7. Kwantlen University College	Derek Nanson
8. Ministry of Children and Family Development	Jim McDonald
9. OMF International	Gary Roosma
10. RCMP, Richmond Detachment	Inspector Tony Mahon Inspector Gary Law
11. Richmond Chinese Community Society	Henry Beh
12. Richmond Chinese School	Richard Su
13. Richmond Health Services	Brenda Reynolds Kiran Malli
14. Richmond Family Place	Adriana Molina Christine Viitanaki
15. Richmond Filipino and Canadian Baynihan Society	Rod Belleza
16. Richmond Multicultural Concerns Society	Gordon Partovi Dr. Satyen Banerjee
17. Richmond Public Library	Greg Buss
18. Richmond Pentecostal Church	Pastor Bert Liira
19. Richmond School Board	Tony Carrigan
20. Richmond Sunrise Rotary Club	Elena Agala
21. Scouts Canada	Ken McAteer Beverly Nann
22. SUCCESS	Francis Li Ken Tung
23. St. Joseph the Worker School	Suzanne Nixon Marie Thom
24. Touchstone Family Assoc.	Michael McCoy
25. Vancouver Airport Chaplaincy	Layne Daggett Terry Clements
26. Vancouver & Lower Mainland Multicultural Family Support Services	Vidya Sharma Uma Grant

RIAC Stakeholder Consultation: Issues and /or Needs

PURPOSE: To identify issues and/or needs raised by participants in the RIAC Stakeholder Consultation held October 17, 2002.

YOUTH*

- violence, including bullying
- drug use
- cultural shock and resulting problems
- lack of opportunities to involve in social programs
- intergenerational issues

FAMILY

- intercultural/intergenerational issues
- parent/teen conflicts
- couple conflict/family breakdown
- unemployment

LANGUAGE BARRIERS

- missed opportunities to help develop English Language skills due to superseding priorities of employment pressures on new immigrants
- language barriers - verbal and written
- need for signage in other languages
- need for multilingual staff
- making material available in peoples mother tongue and in different forms

RACISM

- since September 11 travel and employment for people from specific backgrounds have become a nightmare
- backlash against persons of Muslim faith
- racism manifests itself in many ways in our Community
- discrimination in jobs

CULTURAL BARRIERS*

- cultural awareness and acceptance within the wider community
- how to communicate the cultural and religious values of different groups effectively to positively impact on issues such as racism

COMMUNITY INVOLVEMENT*

- lack of involvement in community affairs
- lack of knowledge and understanding of Richmond residents of government policy, rules and regulations
- lack of community groups that openly integrate all cultural groups
- lack of trust or familiarity with Canadian Institutions, e.g. RCMP

SERVICE FUNDING

- funding for settlement support (ESL, orientation, conversation, information, etc.)
- how to provide Chinese language classes to people of all heritages without adequate funding
- acknowledgement by federal and provincial government of the role that schools play in the adaptation of immigrants

*Identified as issues that the City can best address, therefore proposed as priorities in RIAC strategy development

ACCESS TO SERVICES

- counselling in the mother tongue
- location; need services in East Richmond where there is a large population of immigrants
- lack of information re: services available to immigrants
- lack of venue to hold regular meetings

SERVICE PROVISION

- creating a welcoming environment
- how to strengthen staff and clients to be more inclusive -lack of knowledge about other cultures within "mainstream" organizations; need for staff sensitivity training
- systematic changes required in many "main stream" traditional institutions whose policies must reflect changing community and inclusion of minorities
- lack of staff in many private and public institutions with language skills to deal with minority groups
- how to meet the needs of increasingly more diverse clients
- how to reach out and develop trust with non-participants
- how to adapt and develop programs
- ensuring choice between ethno-specific and "mainstream" services
- greater cultural representation at all decision-making levels

HIRING POLICIES

- equity hiring policies
- hiring policies relating to recognition of non-Canadian work experiences and academic/professional qualifications
- certification and accreditation
- provide supports for foreign-trained professionals, e.g. cultural orientation

STRENGTHS

- "mainstream groups" working hard at being able to serve diverse cultural groups
- openness among ethno-specific groups to work with others
- willingness to work with the committee and community groups in partnership
- overall, a high level of engagement in and knowledge of the issues

RIAC Stakeholder Consultation: Priority Issues and Existing Initiatives	
Purpose: To identify issues selected by RIAC as priorities in strategy development and to identify existing initiatives	
Proposed Priority Issues	Existing Initiatives (incomplete)
YOUTH <ul style="list-style-type: none"> • violence, including bullying • drug use • cultural shock and resulting problems • lack of opportunities to involve in social programs • intergenerational issues 	<ul style="list-style-type: none"> • Youth Advisory Council, Youth Strategy (City) • School District Strategies • Street Racing Working Group • Richmond Substance Abuse Task Force (City) • Family Services • SUCCESS • BC Council for the Family • Richmond Bahai Community
CULTURAL BARRIERS <ul style="list-style-type: none"> • cultural awareness and acceptance within the wider community • how to communicate the cultural and religious values of different groups effectively to positively impact on issues such as racism 	<ul style="list-style-type: none"> • A number of organizations have their own committees (e.g., MCFD, Richmond Health Services), many others have done work in the community (e.g., RMCS, Independent Schools, Bahai) and internally (e.g., Broadmoor Baptist Church, Touchstone) – as identified in Stakeholder Consultation Submissions
COMMUNITY INVOLVEMENT <ul style="list-style-type: none"> • lack of involvement in community affairs • lack of knowledge and understanding of Richmond residents of government policy, rules and regulations • lack of community groups that openly integrate all cultural groups • lack of trust or familiarity with Canadian Institutions, e.g. RCMP 	<ul style="list-style-type: none"> • Civic Education Society • Richmond Chinese Community Society • Richmond Filipino and Canadian Baynihan Society • Political parties

**RIAC Public Consultation, Feb. 20, 2003
Issues/Needs**

PURPOSE: To identify issues and/or needs raised by participants in the RIAC Public Consultation held February 20, 2003

YOUTH*

- focus on bullying, schools are less safe every day, students are concerned about safety
- need social workers who speak different languages
- racism expressed in schools through lack of understanding of culture
- need more community events and cultural events
- need more youth activities
- intercultural training sessions needed in schools

CANADIAN IDENTITY

- need to give multiculturalism a rest
- need to say "I am a Canadian", identify as a Canadian
- need classes about Canada offered by the Richmond School Board
- give new immigrants guidelines on what it means to be Canadian

LANGUAGE BARRIERS

- language barriers a challenge to integration and mobility within the community
- language a barrier to services - need for multilingual staff

RACISM

- racism is happening
- racism expressed in schools through lack of understanding of culture

CULTURAL BARRIERS*

- seniors concerned about safety (publicity re: gang activity, street racing, grow-ops)
- cultural communities need to be integrated
- cultures need to be recognized
- resources, time, expertise needed to promote integration
- Immigration levels – not too many of a cultural group is healthy
- intercultural training sessions needed in schools and the community
- understanding that integration takes time and that it is not an easy process
- need acceptance and respect, not "tolerance"
- language and communication barriers
- difference of ideas and opinions
- lack of English signage in businesses

COMMUNITY INVOLVEMENT*

- communication channels in own language need to be open for people to get involved in the community – information is key to involvement
- need to talk at "grassroots" level/neighbourhoods

Policy Planning
City of Richmond
February 2003

*Identified as issues that the City can best address, therefore proposed as priorities in RIAC strategy development

**RIAC Public Consultation, Feb. 20, 2003:
Preliminary Strategies**

PURPOSE: To identify strategies to address RIAC priority issues proposed by participants in the RIAC Public Consultation

YOUTH

- need School Board to really meet the needs of residents
- neighbourhood sharing programs – awareness
- youth/parents/seniors social club
- “art of making friendship programs” – social group togetherness
- after school programs
- open communication/support programs
- better disciplinary/recreation system
- monitor high risk behaviour and positive means of improvement

CULTURAL BARRIERS

- need City, Community Centres to really meet the needs of residents
- use a pool of interpreters/translators to get the message to new immigrants
- strata councils – provide welcome letters in different languages
- churches provide new immigrant orientation – faith groups are key (can provide ESL classes, etc.)
- volunteer helpers for immigrants
- share food
- spiritual awareness programs

COMMUNITY INVOLVEMENT

- leadership needed from RIAC
- RIAC to mingle freely with cultural groups to understand their needs
- use community centres as a “centre for community”, e.g. as a neighbourhood house
- resources, time, expertise needed to promote integration
- elected leaders, city staff should reflect community diversity
- rewards/recognitions/awareness programs
- sharing of programs/educational meetings etc. among other groups