



To: Parks, Recreation and Cultural Services Committee
From: Dave Semple, Director of Parks Operations
Re: Partners For Beautification 2004 Update and Volunteer Recognition Event

To Parks, Rec & Culture - Apr 27, 2004
Date: April 15, 2004
File: 11-7200-01

Staff Recommendation

1. That the report "Partners For Beautification Update and 2004 Recognition Event" be received for information; and
2. That Council proclaim May 29th, 2004 as "Partners for Beautification Volunteer Recognition Day."

Dave Semple
Director of Parks Operations
(3350)

Att. 1

FOR ORIGINATING DIVISION USE ONLY		
CONCURRENCE OF GENERAL MANAGER <i>file out to</i>		
REVIEWED BY TAG	YES <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>

Staff Report

Origin

On April 14, 1998, Council approved the Partners for Beautification - Adoption Program (PFB). Since that time, the PFB program has grown in size and popularity with both the residential and business communities in Richmond. The purpose of this report is to summarize the achievements of the many residents who have dedicated their time to the program over the past year and to approve the Partners for Beautification recognition event for May 29, 2004.

Analysis

PFB Program Objectives

The concept of encouraging the public and local business to work in partnership with the community with respect to the stewardship of public owned open space continues to grow in popularity. Efficiencies in operation have been attained, a greater level of public involvement has been realised and corporate sponsorship monies have been secured. All of these initiatives have contributed to enhancing community livability and help to preserve and enhance Richmond's public parks and open space.

The PFB program directly relates to the achievement of Richmond's Official Community Plan goal of "...*Building on Richmond's Garden City legacy to achieve a "park-like city" by making strategic use of natural amenities and landscape resources, and by fostering civic pride and partnership,*" this is accomplished by:

"...Encouraging public participation and civic pride in greening and beautifying the City, through initiatives such as the Garden Contest, the national Communities in Bloom contest, and Adopt-A-Park programs. (Richmond OCP Bylaw 7100, Parks Open Spaces, Trails & Greenways.)"

PFB Program Outcomes

Building on the objectives of the PFB program, over the six years since the program's inception several key outcomes have been realised. Each of these outcomes directly contribute to Richmond's vision of becoming the most appealing, livable and well-managed community in Canada.

A New Opportunity for Volunteerism: residents, businesses, service clubs and associations have a formal process for becoming involved in the stewardship and adoption of Richmond's public parks and open spaces. The PFB program provides volunteer opportunities for all ages and abilities to participate in unstructured activities on their own time which range from one time activities to longer term ongoing commitments. This is hands-on volunteer work where participants can see the results of their work and builds neighbourhood and community pride. For businesses the program has also been an opportunity for businesses to increase their exposure and connect with the community.

Neighbourhood Building: The PFB program brings neighbours together to undertake such activities as traffic circle adoptions, graffiti removal, and also contributes to enhancing community safety in areas where volunteers take ownership for Richmond's diverse public open spaces.

One-Stop-Shopping: The PFB program provides a conduit for community involvement in eight key areas of focus: Adopt-a-street, Adopt-a-garden, Adopt-a-tree, Graffiti removal, Sponsorship/Adopt through Donations, Adopt-a-park, Adopt-a-trail, Adopt-an-environmentally sensitive area.

Leveraging Community Capital: Building on the incredible efforts of groups such as Richmond's baseball, and softball organizations who provide a level of maintenance and facility provision beyond what the City is able to provide at a base level of service, the PFB program is an avenue to direct community capital donations towards areas where the City's ability to undertake projects is limited.

Examples include: playground upgrades, wildflower plantings, invasive species removal and control- blackberries and scotch broom, community garden building, dog bag sponsorship, street banner sponsorship, tree plantings, maintenance and provision of horticultural features, provision of enhanced native area plantings, and many more opportunities which in many cases are only limited by imagination.

A Model Program: The PFB program has served as a model for many other municipalities who have considered or have implemented similar programs in other municipalities. Staff continue to receive annual requests for program information and visits from staff in other BC municipalities to learn from the Richmond PFB model. The program has been recognized in several awards to the City including the CAMA Willis Award, Communities in Bloom, Nations in Bloom.

Recognition

As with any volunteer program, to ensure it's sustainability recognition of the participants is key. For 2004 staff are proposing to celebrate the accomplishments of the existing PFB participants on May 29th, 2004 as a prelude to Environment Week. The purpose of this event will be to:

- recognise each of the organized groups, families, individuals and businesses who have contributed to the program over the past year
- coordinate a natural area planting opportunity at MacDonald Beach for the participants
- establish a planting of 125 trees at the site in commemoration of Richmond's 125th Anniversary
- to officially have Council proclaim May 29th, 2004 as "Partners for Beautification Volunteer Recognition Day."

If approved, staff will undertake the process of inviting all of the existing volunteer groups and prepare recognition certificates for distribution at the event.

PFB Program Accomplishments and Current Initiatives

The projects that these groups and individuals participate in compliments the existing level of services in the City. The PFB program creates opportunities for the Public to learn new skills, feel a sense of pride and continue to strive towards the vision of being the most appealing, liveable, and well-managed community in Canada.

Additional programs such as the Landscape and Garden Contest and the Street Banner Contest are coordinated under the Partners for Beautification Program umbrella. Through word of

mouth, the media, and marketing, the Partners for Beautification Program continues to grow overall community participation has increased.

Projects and Key Activities

Since the Partners for Beautification Program’s inauguration, many sponsorship opportunities and volunteer-based stewardship activities have occurred. Significant press coverage has also been attained which assists in advertising, volunteer recognition and promotion. The projects and summary of key activities from June 2002-November 2003 are detailed in Table 1 below:

Table 1: Summary of Sponsorship and Key Projects	Donation Value
7,205 Volunteer Hours	\$72,050
Imperial Landing Banners	\$5,000
Steveston Judo Club Banners	\$1,100
Progressive Construction (Street Banners at Terra Nova)	\$700
Vancouver Natural History Society Terra Nova Natural Area Planting	\$3,000
Garden Contest Prizes (32 Sponsors) 2002 & 2003	\$4,500
Wakayama Kenjin Kai Cherry Tree Planting at Garry Point	\$6,300
The corporate sponsorship and maintenance of dog bag dispensers	\$5,000
Camden Crescent Cul-de-sac adoption plants	\$1,500
Toyota Park	\$150,000
Steveston Playground Upgrade	\$108,000
Thompson Climbing Wall	\$60,000
Arboretum (Millennium Garden	\$3,500
Vancouver International Airport	\$500
Bike Park in Steveston	\$12,000
East Richmond Community Association (EYC)	\$17,000
Eco Action Planting	\$2500
Steveston Harbour Commission Tree Planting	\$3,000
Bulb donations	\$60,000
2010 Olympic Banners	\$20,000
John Haberin (Heritage Pear Tree Adoption companion planting)	\$400
Trees Canada (Ikea No 3 Road Dog park planting)	\$1,200
Steveston Nisei Baseball League	\$4,000
Total Value of Projects (including estimated volunteer labour)	\$541,250

Table 2: Program Statistics to Date (June 2002-November 2003)

Activity	Numbers
Number of Volunteers	583
Number of Volunteer Hours	7,205
Streets Adopted	14
Trails Adopted	24 km
Parks Adopted	11
Cul De Sacs/Traffic Circles Adopted	4
Number of Dog Bag Dispensers Adopted and Maintained (frequency of 2000 bags/month average per location maintained by volunteers)	5
Bulbs Planted	6,000
Shrubs Planted	50

See Attachment 1 for a listing of other project areas and a current listing of existing participants.

Financial Impact

Program Contributions

For the period of June 2002 – November 2003, the approximate dollar value of: direct sponsorship is valued at \$469,200, excluding the community sport group in-kind contributions to field maintenance, and the estimated value of volunteer hours using \$10/hour as a standard is: \$72,050 (7205 hours * \$10 per hour). The total value of the PFB program contributions for the period is estimated at \$541,250.


Recognition Event

For the proposed 2004 recognition event costs are projected to be \$2000.00 for the BBQ, event set-up and take down and are proposed to be funded from the 2004 Partners program operating budget.

To facilitate the Richmond 125 tree planting of 125 native trees at the site the estimated costs are \$100 per tree for a total project cost of \$12,500 to be funded from the 2004 Parks Capital tree planting program. For the native area planting during the recognition event estimated costs for the approximately 200 - 1 gallon plant material pots is \$1,000 to be funded from the 2004 Partners for Beautification Operating Budget.

Conclusion

The PFB program has fostered community involvement while enhancing the already existing services to the public. Most importantly, the Partners for Beautification program has increased community pride, participation, neighbourhood building and has raised the level of environmental and beautification awareness within Richmond. The proposed recognition event on May 29th, 2004 will help to continue community interest in the program and most importantly recognise the efforts of all involved.



Mike Redpath
Manager, Parks - Programs, Planning & Design
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Other Project Areas:

Cul De Sac/ Traffic Circle Adoptions

- The adoption of Cul De Sacs and Traffic Circles was added to the portfolio. There were four such adoptions in 2002- 2003. Camden Crescent, Barnard Drive traffic circle Lindsay Court and Garrison Court. With these adoptions, City Staff have gone in and removed the old vegetation and the residents have adopted the area by planting various plants or maintaining the area by cutting the grass.

Stewardship Saturdays

- The City of Richmond along with some of its partner groups hosted a series of eight workshops and activities to promote gardening, environmental stewardship and information sessions during the months of July and August. These sessions were designed to inform and involve people in making Richmond the most liveable city in Canada.

BC Wakayama Kenjin Kai Cherry Tree Planting Project

- The Wakayama Kenjin Kai annually contributes to the Akebono cherry tree planting project at Garry Point. Now in its fourth year, this group has donated over \$12,000 in trees.

Environmental Youth Corps

- Once Again the East Richmond Community Association along with Ecowaste Industries, Univar Canada Ltd., HRDC and the City of Richmond was able to offer this worthwhile opportunity for youth. This group had over 700 hours of volunteer time during the two months of operation.

Richmond Landscape Garden Contest

- In 2002, a record 125 entries were received and in 2003,120 entries were received. Participants entered in a variety of categories including commercial, residential, institutional, and community gardens.

Street Banner Contest

- Over 500 entries were received for the 2003 street banner program and the Imperial Landing banner contest. Over 900 Street Banners were printed with eight winning designs and displayed on street poles in the City Centre. Preparations are currently under way for the 2004 Street Banner Competition.

McDonalds Restaurants

- In 2003, six McDonalds restaurants joined the Partners for Beautification program. Their responsibility would be to clean the area surrounding the restaurants on a regular basis.

ATTACHMENT 1

Listing of Volunteers as of November 2003:

10th Richmond Sea Scouts	McDonalds Restaurants
11th Richmond Scouts	McMath Leadership Class
Accent Inns	McMath School Environmental Club
BC Wakayama Kenjin Kai	Mrs. Nikolaev
Bob Haras	Murphy Family
Chandler Family	Nadine Jarry
Christensen Family	Neel Family
Claudette Siegel	Petts Road Crew
Debra Hamel	Richmond Animal Hospital
Developmental Disabilities	Richmond Dog Fanciers
Duncan Mclean	Richmond Rod and Gun Club
EYC	Riverworks
Fairmont Hotel	Robert Fowler
Fraser Delta Girl Guides	Roots and Shoots
Friut Tree Sharing Project	Scheer Family
Garden Contest Judges	St. Joseph the Worker
General Currie School	Steveston Academy
Graham Corrigan	Steveston General Store
Great Shoreline cleanup	Steveston Harbour Lions
GYRO Club	Steveston Rotary
Haakon Industries	Sunset Rotary
Heringers Meats	Tanco Smiths
John Haberlin	Tzu Chi Foundation
Kingswood School	West Richmond OSC
Lackner Family	Yamamura Family