



To:	Richmond City Council	Date:	August 1, 2007
From:	Councillor Linda Barnes, Chair Parks, Recreation & Cultural Services Committee	File:	11-7000-20-01/2007- Vol 01
Re:	PARKS, RECREATION AND CULTURAL SERVICES MASTER PLAN 2007 ANNUAL PROGRESS REPORT		

The Parks, Recreation and Cultural Services Committee, at its meeting held on July 24, 2007, considered the attached report, and recommends as follows:

Committee Recommendation

- (1) *That the Parks, Recreation and Cultural Services Master Plan 2007 Annual Progress Report (attached to the report dated July 3, 2007, from the Director of Recreation and Cultural Services, and the Director of Parks Design and Programs) be received for information; and*
- (2) *That copies of the Parks, Recreation and Cultural Services Master Plan 2007 Annual Progress Report be forwarded to stakeholders and partners.*

Linda Barnes, Chair
Parks, Recreation and Cultural Services Committee

Attach.

VARIANCE

Please note that Committee added Part (2) above.

Staff Report

Origin

The 2005-2015 Parks, Recreation and Cultural Services (PRCS) Master Plan was adopted by Richmond City Council on June 12, 2006 with a list of amendments and recommendations, including that staff proceed with the implementation of the Master Plan and report on the progress to Council once per year.

Analysis

The Parks, Recreation and Cultural Services Master Plan 2007 Annual Progress Report includes an overview of the key components of the PRCS Master Plan: Relationship-based Approach, Being Accountable, Service-based Approach, Programs and Services, Places and Spaces, Facilities and Amenities and, Financial.

The report also provides a summary of the status of each Master Plan recommendation, as well as Parks, Recreation and Cultural Service's major projects and achievements.

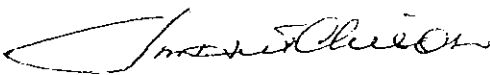
The Parks, Recreation and Cultural Services Master Plan 2007 Annual Progress Report will be available for public viewing on the City's website. Hard copies will be distributed to PRCS community partners and Richmond civic recreation and cultural facilities.

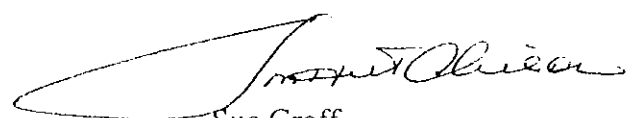
Financial Impact

None.

Conclusion

The Parks, Recreation & Cultural Services Master Plan 2007 Annual Progress Report be received for information.


for Kim Somerville
Marketing Specialist
Parks, Recreation & Cultural Services
(4062)


for Sue Groff
Coordinator
Recreation & Cultural Services
(8913)

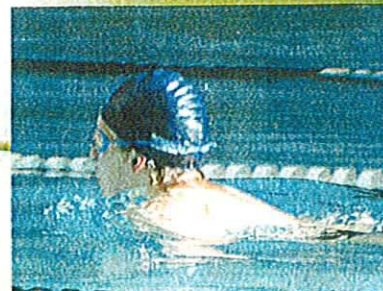
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Attach (1)

LIVE.

CONNECT.

GROW.



Live. Connect. Grow.

Parks, Recreation
and Cultural
Services

A Master Plan
for 2005 – 2015

*Improving quality of life
for individuals, families
and communities today
and tomorrow*

2007 Annual Progress Report


Island City, by Nature

PRCS Master Plan 2007 Annual Progress Report

Purpose of the Annual Progress Report

The Parks, Recreation and Cultural Services (PRCS) Annual Progress Report contains an overview on the key components of the PRCS Master Plan: Relationship-based Approach, Being Accountable, Service-based Approach, Programs and Services, Places and Spaces, Facilities and Amenities and, Financial. These areas help provide direction on the future of Richmond's parks, recreation and cultural services in an integrated manner.

In addition to a summary on the status of each recommendation, we are pleased to provide a summary of the department's major projects and achievements.

By working within the Master Plan framework that incorporates and integrates the key components, PRCS can work towards achieving the City's vision *"to be the most appealing, livable and well-managed community in Canada"*

"The Master Plan is intended to be a strategic and directional resource that will guide policy development and decision-making. It is a comprehensive document to be used as a reference by all those involved in the delivery of parks, recreation and cultural services."

The 2005 - 2015 Parks, Recreation and Cultural Services Master Plan provides a framework that incorporates and integrates the key components required to achieve the future Vision as developed by the community.

“Building relationships between and among quality of life service providers is critical to the sustainable success of the system. These relationships will help ensure effective and efficient use of scarce resources and will lead to exciting new service-delivery relationships for the community.”

The City recognizes the importance of ensuring a healthy and active not-for-profit sector and will work with the community to develop strategies and actions to enhance and strengthen groups within this sector.



Activate 55+ Volunteers

Relationship-based Approach

Overview

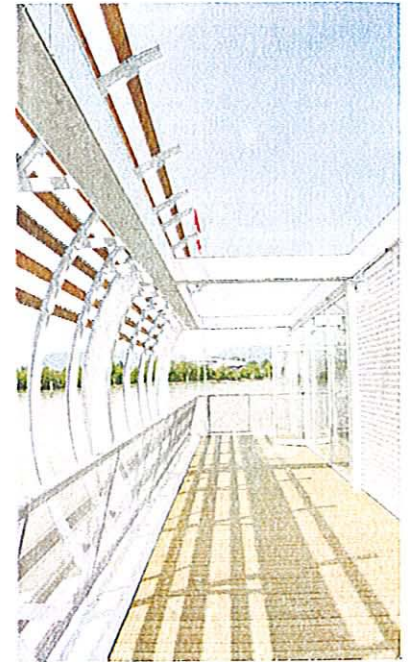
To meet the community's current and future needs, PRCS continues to recognize the importance of building effective relationships with quality of life service providers. Building community capacity is encouraged through cooperative and collaborative efforts between community organizations, government agencies, non-government organizations and the private sector.

Master Plan Recommendations

1. Foster effective working relationships with the community, using shared values and commitment as the foundation. (in progress)
2. Ensure that the City continues to work with a wide range of community-based organizations and is committed to establishing and maintaining effective relations with others. (in progress)
3. Develop positive relationships with a wide range of community-based organizations to attain outcomes.
4. Support the development of a comprehensive volunteer strategy and increase the City's investment in volunteer management. (in progress)
5. Provide a range of community engagement opportunities to build citizenship and community capacity at all levels in the community.
6. Work with other government organizations and other institutions to develop new programs, respond to new opportunities and to share leadership and awareness.
7. Endorse the Community Involvement Framework Model. Ensure protocols are in place that clearly defines accountabilities.
8. Adopt four core business focuses for the PRCS Department and align resources to support these business areas:
 - Community and neighbourhood building
 - Research, planning, development and marketing;
 - Programs and services to meet community needs
 - Places and spaces: Facility and parks operations

Progress and Achievements

- UBC, St. George's School, the City of Richmond and friends and family of John Lecky partnered to build a new boathouse on the middle arm of the Fraser River. The boathouse will be used as a training centre for school rowing crews as well as host community paddling programs, regattas and the annual Richmond Dragon Boat Festival.
- A PRCS newsletter called the Communiqué was introduced in December 2005 to provide community partners with an update on highlights in Parks, Recreation and Cultural Services, as well as information on research and trends and key initiatives that the City is involved with that may affect PRCS. Distributed electronically five times per year, Volume 7 of the Communiqué was released in May 2007.
- The City received a \$35,000 community health promotion grant from UBCM to create Walk Richmond, an initiative aimed at building a legacy of healthy lifestyles in Richmond by engaging people in life-long walking. The City, with partners, Richmond Health Services and the Richmond School Board have developed an interactive walking website for the community, highlighting opportunities and resources and have provided grants to schools and community groups.
- Diversity Services and the community-based charitable Canadian Tire Jumpstart program facilitated the involvement of Richmond children and youth in financial need with opportunities to participate in physical activities within the community.
- In partnership with the City, the Fruit Tree Sharing Project established a permanent home in Terra Nova Rural Park. In the past six years, the project has harvested close to 90,000 pounds of fruit and vegetables to give to those living in poverty.
- The Asset Group was created. This group of senior officials from the following organizations (School, Health, RCMP, MCFD and PRCS) have rallied around the City's vision, "to be the best place in North America to raise children and youth" and has adopted the Asset Development program as guidelines for discussion and initiative.
- The School Community Connections Program was developed to encourage innovative and sustainable partnerships between schools and local governments to greater utilize school facilities for broader community purposes. The Richmond School District and the City received funding for Phases 1 and 2 and have completed the two phases, which explore ways in which the current extensive use of school assets by City Centre and Hamilton could be expanded or existing use enhanced.
- After operating for 18 months, Richmond's first community-based wellness centre was officially opened by the City and Vancouver Coastal Health. The lease for Garratt Wellness Centre will expire in August 2011.
- The Department of Canadian Heritage, through the Canadian Culture Online Partnership Fund awarded Richmond Museum and Heritage Services \$106,853 for an online exhibit project titled "In their Words: The Story of BC Packers". The project explores the development and impact of BC Packers Ltd through the voices of its workers. Numerous community partners including the City's Archives, Gulf of Georgia Cannery and the Richmond School District have supported the project.



UBC Lecky Boathouse

The Department of Canadian Heritage, through the Canadian Culture Online Partnership Fund awarded Richmond Museum and Heritage Services \$106,853 for an online exhibit project titled "In their Words: The Story of BC Packers". The project explores the development and impact of BC Packers Ltd through the voices of its workers.



Richmond Arenas

Positive Ticketing, an ongoing program built around partnerships with the private business community and the City of Richmond provides police officers with positive "tickets" that they can issue to young people to recognize them for good behaviour; reward them for good deeds, or simply to connect with them at the street level to build trust and relationships.

- A facilitated session was held with the Council of Community Associations and the City to clarify the role of this group. Out of the session, the Richmond Communities Committee was formed, with a common vision of "community-based recreation services groups and the City to work collaboratively toward common goals and to address common issues". Members include the eight community associations, Minoru Seniors Society and the City of Richmond Parks, Recreation and Cultural Services.
- A Joint School District/City Management Committee (JSCMC) was formed to facilitate ongoing discussion and timely sharing of information on business and program matters of mutual interest and to provide a forum through which new initiatives can be introduced and explored. Two sub-committees - a Land Committee and a Program Committee have been formed.
- During the closure of UBC Arena, from September 2006 to March 2007, Richmond Arenas supported UBC's Men's and Women's Varsity Teams by providing non-prime ice times, storage facilities and game ice times. This revenue generator for Richmond Arena Services, also provided UBC with a temporary home while they were awaiting their new arena. Minoru Arenas hosted four Men's and four Women's home games throughout the season as well as eight practices per week.
- The City partnered with the Richmond Health Department, the Richmond School District and the Richmond Public Library to promote the Health Department's 3rd annual health bookmark contest. The theme this year was: Brushing, flossing, eating well. Play outside and you'll feel swell! The goal was to increase the school community's awareness and knowledge that proper dental care, nutrition and physical activity have a long-term, positive impact on health.
- Positive Ticketing, an ongoing program built around partnerships with the private business community and the City of Richmond provides police officers with positive "tickets" that they can issue to young people to recognize them for good behaviour, reward them for good deeds, or simply to connect with them at the street level to build trust and relationships. The tickets provide free admission to City facilities for public skating, public swimming and pitch and putt.
- Management portfolios within the PRCS Department have been realigned to ensure the department is able to successfully deliver the core lines of business set out in the Master Plan: Community and Neighbourhood Building, Research, Planning, Development and Marketing, Places and Spaces, and Programs and Services.

Being Accountable

Overview

PRCS staff are committed to ensuring availability of a broad range of quality of life services for individuals and groups working within available resources. Staff continue to be accountable to its citizens, through effective management and allocation of public resources, responsible planning and effective public consultation.

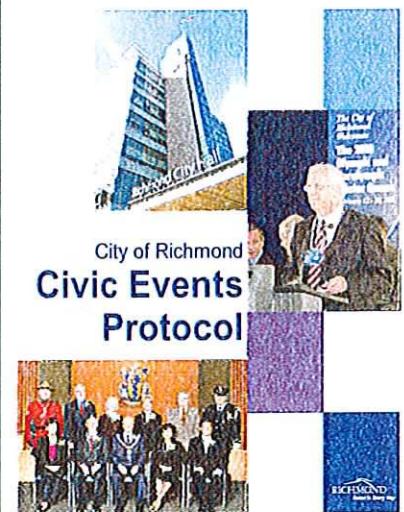
Master Plan Recommendations

9. Establish public consultation standards and practices.
10. Allocate resources to system-wide and project specific planning. (complete)
11. Develop clear and consistent direction through system-wide, Council-approved policies as a foundation in areas of access, use, pricing, public involvement and customer service. (in progress)
12. Develop standards and guidelines to address safety and risk, effective use of resources and service quality.
13. Ensure the City is responsible for leadership, expertise and allocation of City resources.
14. Establish agreements with organizations that provide a service on behalf of the City, with a clear focus on service definition, roles, responsibilities, finances, business plans, accountability and evaluation. (in progress)
15. Ensure excellence in customer service.

Progress and Achievements

- A Public Participation Toolkit is being developed using the International Association for Public Participation (IAP2) framework to provide staff with tools to help better inform, consult, involve, collaborate our community partners. The Toolkit will help staff understand why, when, how and if to undertake consultation. A key focus is on how to involve diverse communities and the different types of methods that can be used for consultation.
- The City of Richmond Civic Events Protocol Guide was developed to assist staff when involving City of Richmond elected officials in an event. The guidelines address both Civic and Civic-related events and procedures to follow for event organization, speaking priorities, addressing elected officials and sending out invitations.
- Risk Management Program Guidelines, specific to the delivery of community facility programs and services, are continuing to be developed to address Parks, Recreation and Cultural Service's needs. These guidelines safeguard the excitement and challenges of play through the reduction or elimination of hazards to participants, and threats of liability actions. They direct program and service delivery decisions by serving as an overall framework for consistent, systematic risk management practices.
- Through a departmental reorganization, a new section was formed that encompasses Planning, Marketing and Diversity Services as well as the responsibility for a range of projects. Amongst the many projects are: the PRCS Volunteer Strategy; the PRCS Facilities Strategic Plan; Hamilton Childcare Centre; Richmond Family Place relocation to Debeck House; Recreation and Cultural Services Financial Review and Pricing Policy; the production of a Translation Guide; a Consultation Tool Kit; and the PRCS Marketing Plan.

"The role of municipal government is to ensure the availability of the broadest range of quality-of-life services, including parks, recreational and cultural opportunities, for individuals and groups, within available resources. The City of Richmond is accountable to its citizens to ensure that it effectively manages and allocates public resources to meet the broadest public good."



Since April 2006, Diversity Services has facilitated seven cultural workshops to provide staff with the awareness and skills to work effectively in a culturally diverse environment. These well-received sessions have included the following topics: General Introduction to Cultural Diversity Service Planning, Woman's/Muslim Women Swimming Program, Somali Woman's Group, Introduction to Chinese Culture, Aboriginal Issues and History (for staff and partners), Introduction to Lesbian Gay, Transsexual, and Bisexual Communities, Muslim Culture.



Variety Program

- The PRCS Leadership Team was formed in fall 2005 and since then successfully planned and developed various strategies to help staff better understand Master Plan concepts and processes. The team has provided site visits, tools and resources, recognition for PRCS staff and three sets of staff workshops, which focused on key components of the Master Plan: June 2006 (Master Plan overview, “De-mystifying the Master Plan”), Oct 2006 (Service-based Approach) and April 2007 (Relationship-based approach). Each set of workshops brought 120 PRCS staff together to learn, network and share perspectives.
- Considerable work has been completed on a PRCS Access Policy, a framework to ensure parks recreation and cultural programs and services are available to all in our community. A draft of the policy has received community input and will be included as a companion to the Pricing Policy to be developed in the fall.
- Since April 2006, Diversity Services has facilitated seven cultural workshops to provide staff with the awareness and skills to work effectively in a culturally diverse environment. These well-received sessions have included the following topics: General Introduction to Cultural Diversity Service Planning, Woman's/Muslim Women Swimming Program, Somali Woman's Group, Introduction to Chinese Culture, Aboriginal Issues and History (for staff and partners), Introduction to Lesbian Gay, Transsexual, and Bisexual Communities, Muslim Culture.

Service-Based Approach

Overview

As the city continues to grow and change, PRCS staff's focus has evolved from the traditional facility-based approach, to a broader service-based approach. This shift has progressively changed program and service priorities to research, planning and system wide policies. Staff are working with others to better understand and respond to the diverse needs in the community in a more coordinated approach, by intentionally focusing on specific target markets and service areas.

Master Plan Recommendations

16. Endorse the process for addressing community needs.
17. Conduct a broad Needs Assessment that involves all sectors of the population every 5 years commencing in 2007.
18. Develop and adopt three-year Service Plans in 12 key service areas of: Volunteerism, Youth Services, Sports, Arts, Heritage, Special Events and Festivals, Older Adult, Environment and Nature, Active Living and Wellness, Childcare, Community and Neighbourhood Building and Community Recreation. (in progress)
19. Adopt an asset-based approach to creating a child and youth-friendly community. (adopted)
20. Adopt an outcome or results-based approach to planning and evaluating programs and services.
21. Ensure services are provided at Neighbourhood, Community, Citywide and Regional levels and there is support for national and international program and event development.
22. Ensure programs and services are developed based on sound principles, guidelines and policy.
23. Establish a cooperative planned approach with a common vision, clearly defined roles for the City and others and a consistent coordinated delivery system.
24. Encourage and facilitate partnerships between the City and other organizations in the delivery of parks, recreation and culture services. (in progress)

Progress and Achievements

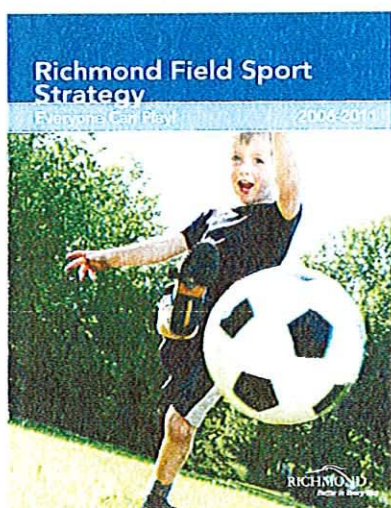
- Youth Services, with the support of Richmond RCMP launched the support youth ad campaign in May 2007 as a social marketing effort to promote the simplicity behind supporting youth in the pursuit of their passions. The campaign augments an already organic approach to Asset-building and helps to further Richmond's vision of being "the best place in North America to raise children and youth."
- New staff positions were added to the Parks, Recreation and Cultural Services team to further the City's commitment to making Richmond a livable and appealing community: Arts Planner, Seniors Wellness Coordinator and Manager, Sport and Community Events. Two additional positions have been approved and will be added to the City staff complement in the near future: Volunteer Coordinator and Manager Events Development.
- The City's Working Poor Fund coordinated generous donations from local businesses, community organizations, individuals and City staff to support those families identified as being in need during the holiday season. In 2006, a total of 196 families were assisted and approximately \$16,500 was raised.

"As the community grows and changes, the City and organizations it works with must shift to a broader focus. A service-based approach focuses more on program and service priorities based on research, planning and system-wide policies."



Youth Services Asset Campaign

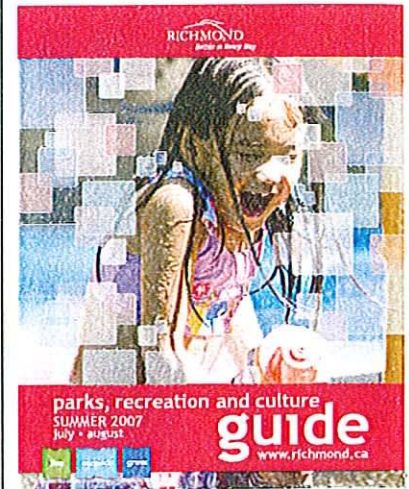
"The City will work with others to ensure that volunteers have a variety of meaningful roles, including, but not limited to, program delivery and support. This will include developing a coordinated city-wide network of volunteers who want to help advance Richmond's quality of life."



Everyone Can Play!

- The PRCS Volunteer Management Strategy: Building Community Spirit was adopted by Council on March 12, 2007. The Strategy's vision is "Richmond's PRCS connecting people with volunteer opportunities; leading and sustaining a strong volunteer spirit." PRCS is currently working with Volunteer Richmond to identify a suitable technology-based volunteer management system that supports and manages volunteers, and training sessions in volunteer management are being developed for staff.
- City Council endorsed the 2007-2012 Major Events Plan in March 2007. The plan will support the need to proceed with the development of a detailed 5-year major events implementation plan that will bring exciting events and business opportunities to Richmond residents and capitalize on Richmond's Olympic profile, legacy and unique global showcasing opportunity.
- Through the City's operating budget, funding has been allocated to major events to offset the cost on special event insurance for the following events: Steveston Salmon Festival, City Centre Celebration, East Richmond Multifest, Thompson Nibbles and Bites, Halloween Fireworks, Nature Park Festival of Lights, Hamilton Community Picnic, Sea Island Burkeville Days.
- Providing quality service to customers continues to be a top priority for PRCS. Looking at how our PRCS services impact the community and the customer experience helped to make improvements to facility and program safety standards, practices and guidelines related to community programs, resources available in smaller centres, and PRCS marketing materials, such as the City website and the Recreation and Culture Guide.
- In June 2006, City Council approved the 2006-2011 Field Sport Strategy. The vision for field sport in Richmond is to create an environment where "Everyone can play". The fundamental challenge in field sport service delivery for the next five years and beyond is: "How to meet the ever increasing demand for high quality sports fields, so that everyone who wants to play, can play."
- Richmond was the proud recipient of the Bell Canada True Sport Community Award at the prestigious Canadian Sport Awards. The Bell True Sport Community Award promotes the importance of values based sport and publicly recognizes those communities who are living examples of fair and ethical sport initiatives.
- A Translation and Interpretation Guide was created to help staff make empowered and intentional decisions on when to translate and/or use an interpreter. The guide is aimed at ensuring messages about our services are communicated effectively and appropriately to those who use English as a second language.
- UBC Art Education, Art Professors and Emily Carr Visual Art Professors collaborated with Richmond families and community members to create the Richgate Project; public art about identity, place and community. Photographic images and museum display cases told the stories of the eight immigrant families. Banners and postcards were also part of the community-based art project.
- Richmond is a city that proudly celebrates its past, present, and future. Endorsed by Council in June, the Museum and Heritage Strategy will provide an effective and realistic framework that will direct the next steps in Richmond's development and integration of its museum and heritage services and will interpret the unique and dynamic story of where Richmond came from, where it is now, and how it will develop into the future.

- Diversity Services is working in partnership with the official advisory committee to Council on Intercultural Issues (Richmond Intercultural Advisory Committee) to create the City's first comprehensive Newcomer's Guide. The guide will provide newcomers to Richmond, primarily immigrants relevant information on what services the City provides and how to access those services.
- The SV Concordia, a three-masted barkentine floating school that sails around the world was docked at Britannia for three weeks in August preparing for the coming school year. Staff, students and parents from around the world stayed in Richmond and took part in the Richmond Maritime Festival, providing free-guided tours.
- In fall 2006, a three year PRCS Marketing Plan was developed to guide the marketing activities and initiatives for Parks, Recreation and Cultural Services. The plan provides a clear vision for PRCS' marketing activities and enables the department to evaluate its current marketing strategies, to identify its target markets and competitors, to outline a strategy for attracting and retaining customers, and to identify and anticipate change.
- The "new and improved" Parks, Recreation and Culture Guide was launched in spring 2007. Changes to the guide were a result of listening to customers and conducting best practice research in the field. The new guide is intended to improve its effectiveness as a registered program tool, to create more cross-promotional opportunities and to increase awareness of the benefits of PRCS through social marketing opportunities.
- The City of Richmond, in partnership with the Gulf of Georgia Cannery Society and Tourism Richmond are scheduled to host the BC Museums Association Annual Conference in October 2007. The conference provides an opportunity to draw attention to culture and heritage in the City as we approach 2010.
- An Older Adults Service Plan is currently under development. Its vision is for "Richmond to be a community where older adults live healthy and active lives in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of older adults." In just over twenty years, older adults (those over 55 years old) will make up nearly one quarter of Richmond's entire population. This strategy aims to ensure that relevant, accessible, meaningful and appropriate parks, recreation and cultural programs and opportunities are provided for this age group in Richmond.
- A Youth Service Plan is also currently under development. Its vision is for "Richmond to be the best place in North America to raise children and youth." The strategy builds on 13 strategic directions as the foundation for how the City and its partners will provide services in the future to Richmond's youth.
- ASSET Building Workshops were presented to staff and community leaders by Derek Pedersen in March 2007. The full day staff workshop, "Helping Kids Succeed Richmond Style", a partnership with the Richmond School District and Richmond Children's First was well attended by PRCS, School Board, RCMP, and agency staff. The evening presentation to Community Leaders, "Building Community Webs of Support for all Richmond Children", was also well received. Both workshops focused on Integrative Youth Development, which incorporates evidence based resiliency frameworks that offer youth, families, agencies and schools a way to measure the effectiveness of their work.



The City of Richmond, in partnership with the Gulf of Georgia Cannery Society and Tourism Richmond are scheduled to host the BC Museums Association Annual Conference in October 2007. The conference provides an opportunity to draw attention to culture and heritage in the City as we approach 2010.

Programs and Services

Overview

PRCS staff regularly assess market requirements, identify opportunities and work with other service providers to ensure programs and services address community needs and ensure that the broadest possible range of programs and services are available to Richmond residents. Staff continue to play a leadership role in fostering and facilitating new PRCS opportunities. Current and new service providers are encouraged to contribute to building the well-being framework: live, connect, grow. The four overarching outcomes (Asset Development, Increasing Physical Activity, Cultural Harmony, Literacy and Learning) are built into all aspects of programs and service.

Master Plan Recommendations

25. Implement Service Plans in the following key areas: Volunteerism, Youth Services, Sports, Arts, Heritage, Special Events and Festivals, Older Adult, Environment and Nature, Active Living, Childcare, Community and Neighbourhood Building and Community Recreation.
26. Implement an asset-based approach for children and youth. (in progress)
27. Develop and implement a marketing strategy for programs and services.
28. Encourage and facilitate partnerships between the City and other organizations in the delivery of quality of life programs. (in progress)
29. Emphasize and invest in programs and services with a wellness focus, which help individuals, families and neighbourhoods stay physically active and socially connected. (in progress)
30. Create capacity for a broad variety of events, tournaments, filming and special community activities. (in progress)
31. Embrace 2010 challenge – increase by 20% the number of Richmond citizens being physically active by 2010. (in progress)
32. Evaluate the impact of the Oval program and link with local community programming.
33. Plan for and implement the wellness, high performance sport and community program for post games use of the Richmond Oval. (in progress)
34. Create a Parks, Recreation and Cultural Services system that is open, accessible and customer friendly.

“In order to ensure that the broadest possible range of programs and services is available to Richmond residents and offered through a range of service providers, the City will play a leadership role in coordinating, facilitating and, where appropriate, providing programs and services.”



Richmond Art Centre

The City of Richmond will regularly assess market requirements, identify opportunities and work with other service providers to ensure that programs and services offered address community needs.

Progress and Achievements

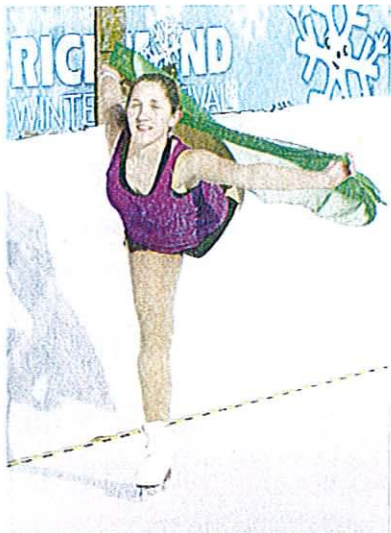
- Aquatic Services Fitness Challenge ran for the 10th consecutive year with a record high, 1409 participants. In order to complete the challenge, participants must work out a minimum of three times per week for three months. A measurable contribution to the Premier's Challenge to increase physical activity by 20% by 2010.
- Collaborating with community partners, the City's Summer Project contributed to the health, social and cultural well-being of residents. Participation in summer programs expose children and youth to positive, supportive environments.
- Getting Richmond Moving prescribed a healthy active summer in 2006 by encouraging children and leaders in daycamps to eat five or more fruits and veggies a day, plus 30 minutes of physical activity. This summer, Getting Richmond Moving will focus on promoting walking through Urban Scavenger Hunts.
- Families from Richmond and surrounding areas in the Lower Mainland celebrated play and the fun, freedom and learning that naturally comes with it at Richmond PlayDay. Over the past three years, the popularity of the event has grown to more than 12,000 participants.
- The "Edible Schoolyard Program", hosted by a community volunteer at Terra Nova Rural Park enlisted over 100 students in learning about food security, food production and the environment.
- Richmond Seniors Services, the City, Richmond Addiction Services, Health Services and Volunteer Richmond received a grant from Horizons. "Seniors Acting Out" is a theatrical group that will perform skits based on seniors issues related to health, safety and social issues.
- Thompson received the New Horizons Grant for Seniors for \$24,900 to fund a new initiative called Connecting Seniors. The initiative is a series computer courses aimed at enhancing the quality of life for seniors by engaging them in educational, social, and intergenerational opportunities.
- GO Day (Girls Only Initiative), a special event planned for April 2008, will target and encourage Grade 10 girls to participate in the event's workshops and focus groups. The goal is to engage girls in activities that they will enjoy for the rest of their lives, raise awareness of the importance of physical activity, and develop healthy lifelong habits.
- A street team comprised of Richmond's finest youth has been developed to further the Asset messages of supporting youth in the community. The Youth Street Team will be roving the community at festivals and special events year round.
- Seniors Information and Referral Services was developed by Minoru Place Activity Centre staff, in partnership with Volunteer Richmond. This program is a city-wide initiative, which connects older adults in the community with resources that are available to them. Staffed by trained volunteers, Senior Information and Referral Services provides a vital link between seniors and service access, which is extremely important in the quality of life of older adults in the community. Services include assistance with pension applications, housing, income assistance, Pharmacare, and counselling services.
- For the third consecutive year, Minoru Arenas hosted the Spirit of BC Skate in

"The City will continue to emphasize and invest in programs and services with a wellness focus which help individuals, families and neighbourhoods stay physically active and socially connected."



Minoru Place Activity Centre

Seniors Information and Referral Services was developed by Minoru Place Activity Centre staff, in partnership with Volunteer Richmond. This program is a city-wide initiative, which connects older adults in the community with resources that are available to them.



Winter Fest 2007

The Grade 5 Get Active! Pass will be implemented in fall 2007 to encourage youth participation in physical activity. By offering free admission to drop-in activities, it is hoped this added incentive would attract more young people to recreational activities to support this trend towards active living.

February as part of the celebrations leading up to the 2010 Winter Olympics. Over 500 people took part in the free afternoon public skate at Minoru Arenas. Representatives from Richmond's Spirit of BC Committee were in attendance to welcome participants and give out freebies to skaters. The Richmond rockets provided a demonstration on Short Track Speed Skating.

- Over 500 people had the opportunity to skate on the outdoor skating rink during Winter Festival, the countdown to 2010 Olympic event on February 10, 2007. Five local minor sport groups including: the Connaught Figure Skating Club, Seafair Minor Hockey, Richmond Ringette, Richmond Rockets Speed Skating Club and Richmond Girls Ice were also able to provide demonstrations during the event.
- Richmond Arenas has become host to many large scale tournaments and events: Richmond Minor Hockey – Midget Major/AAA/B Tournament, Seafair Minor Hockey Association – Bantam AA Provincials, RCMP – Western Canadian Hockey Tournament, CanWest Adult Hockey Tournament, Challenge Cup Hockey Tournament, Taekwondo National Training Camp & Team Trials, Roller portion of JCC Macabi Games, Richmond Rockets Speed Skating Club, and the Karate Provincial Championships. Each year, Richmond Arenas is also a venue for annual tournaments that bring a mix of teams in from around the lower mainland as well as across North America.
- The Grade 5 Get Active! Pass will be implemented in fall 2007 to encourage youth participation in physical activity. Research has shown that developing healthy lifestyles at this age – when children start to choose their own activities and are interested in an increasing number of social recreation programs – builds a pattern of physical activity and healthy living that they continue as adults. By offering free admission to drop-in activities, it is hoped that the added incentive will attract more young people to recreational activities to support the trend towards active living.

Places and Spaces

Overview

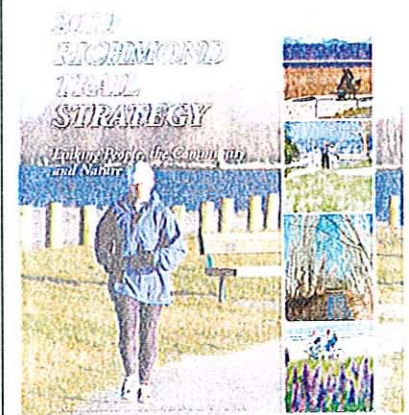
PRCS staff continue to plan, develop and promote parks, open spaces, trails and facilities to provide people with places and spaces to relax, reflect, be active and connect with others. Stewardship of these resources and preservation and protection of urban parks, open spaces and natural areas continue to be priorities.

Master Plan Recommendations

35. Develop and adopt a Parks and Open Space Strategy.
36. Adopt the parks classification system that provides an integrated hierarchy of parks, natural areas and open space at four functional service levels: neighbourhood, area, city-wide and regional. (in progress)
37. Develop a framework to achieve well-designed and coordinated improvements to sidewalks, boulevards, streets and open spaces.
38. Develop a Natural Areas Strategy to ensure that natural areas are incorporated into the overall open-space network within the City.
39. Develop and adopt an Outdoor Sports Field Strategy. (in progress)
40. Encourage the development of welcoming passive gathering places and spaces in public facilities. (in progress)
41. Adopt and implement the City of Richmond Memorial Park Feasibility Strategy as a guideline for the City potentially providing a memorial park facility in the community in future and/or as a benchmark to evaluate private-sector proposals. (in progress)
42. Implement and fund the 2010 Trails Strategy. (in progress)
43. Implement the 2001 Urban Forestry Strategy, with a focus on tree retention, tree removal, hazardous tree policies, tree removal policies and establishing a city-wide tree plan. (in progress)
44. Continue and expand the beautification initiative to other areas of the City and coordinate beautification improvements around RAV. (in progress)
45. Continue to implement the existing Waterfront Strategy. (in progress)
46. Adopt and fund on-going capital to ensure upgrades, improvement and minimize risks to existing parks and open spaces.
47. Adopt and advance the acquisition and development of parkland through the 2021 Land Acquisition Development Cost Charge Program (DCC). (in progress)
48. When the Garden City Lands Mater Planning process begins, bring forward the PRCS Master Plan facility and park priorities for consideration within that process. (new recommendation)

Stewardship of all resources is a priority as is the preservation and protection of urban parks, open spaces and natural areas. The legacy of built assets is a source of pride and will be protected and enhanced with planned maintenance strategies in order to maximize the use of our facility investments.

RICHMOND
CITY OF THE FUTURE





Hugh Boyd Artificial Turf Field

A group of artists and community members, headed by Milenko Matanovic from the Pomegranate Centre in Washington, came together to create the Cambie Gathering Place in King George Park. The Gathering Place, which features an amphitheatre is the first of its kind in Canada.

Progress and Achievements

- Richmond's third synthetic turf sports field was built at Hugh Boyd Park in conjunction with Richmond's soccer alliance. The park accommodates 2 full size soccer fields and 2 mini size soccer fields or alternatively 2 football fields.
- A group of artists and community members, headed by Milenko Matanovic from the Pomegranate Centre in Washington, came together to create the Cambie Gathering Place in King George Park. The Gathering Place, which features an amphitheatre is the first of its kind in Canada.
- Development and design of an innovative and creative play environment in Garden City Community Park represents a bold departure from contemporary (and conventional) playground development that will be unique to Richmond. The vision is to provide children (and adults) with a rich diversity of creative play opportunities and learning experiences set with an environment that is more natural and less formal or structured in character.
- The Fraser River Middle Arm Open Space Concept sets a new direction for the City Centre riverfront to become a premier urban waterfront, intimately connected to Richmond's downtown signature parks and open spaces and opportunities for the public to experience landscape along the Fraser River.
- Paulik Gardens South Neighbourhood Park Community Art Project, by artists Jacqueline Metz and Nancy Chew of Vancouver will be working with members of the community to tell stories of the neighbourhood, personal memory and community story telling – about nature and gardens informed by and conveyed through the landscape – nature and culture entwined.
- A City Centre Places and Spaces study was undertaken by PRCS in late 2006 to feed into the City Centre Area Plan update process and the PRCS Facility Evaluation Process. It sought to identify the types of facilities and amenities that would be required by a significantly increased resident population in the City Centre, and the changing demographic profile of those residents.
- Volunteers participated in "Partners in Parks", a new program to help the Parks Division in gathering park usage statistics, reporting vandalism and providing a visible presence in the parks and trail system.
- Steveston Water Park, a partnership between the City and Steveston Community Society officially opened in June 2007. The Water Park features marine themed elements and several interactive spray elements in both a preschool and school aged children's area. The \$1.2 million project was a partnership between the City and the society, who raised more than \$530,000 in the community for the project.
- The City removed a number of trees along the No.3 Road corridor to accommodate the Canada Line. The relocation of trees is part of the City's Tree Management Plan
- The Memorial Garden Feasibility Strategy was completed in 2005 and implementation of the strategy has begun. An Expression of Interest, which will identify potential private sector partners, will be released in mid-2007. Subsequent to that, a Request for Proposal will be issued that will provide the basis for the selection of a private sector developer/operator of the Memorial Garden. Concurrent with these steps, the process is underway to secure a property for the Memorial Garden according to the criteria identified in the Strategy. That process is expected to be completed in the fall of 2007.

- An update to the Waterfront Amenity Strategy of 2004 is underway. The focus of the update is to broaden the scope to include economic, social and environmental considerations and to reflect changes that have occurred since 2004 such as the construction of the Olympic Oval and the goal of the creation of an urban waterfront on the Middle Arm as described in the City Centre Area Plan.
- The Corporate Development Cost Charge (DCC) program review was completed in 2006 and approved by Council. The program projected a potential of Park Land Acquisition and Development in response to servicing projected new growth in the community at \$322,676,985. This review was completed with public consultation, on all of the major DCC funded infrastructure in the City (Roads, Transportation, and Engineering) and the DCC Bylaw was refined in response to increased construction cost escalation for infrastructure as well as increased property values. The revised DCC rates become effective in July 2007.
- In preparation for the 2007/2008 Parks and Open Space Master Planning process, a comprehensive classification system for Richmond's parks and open spaces was developed. This information was included in the PRCS Master Plan Appendix, and forms the basis for determining park type, function, and anticipated visitor experiences. The Richmond Parks Classification System will also be used in the development of future resource management planning for Richmond's parks and open space system.
- The Parks Department continues to work on a number of major projects that enhance beautification and livability in the community:
 - Katsura Park in the McLennan North Planning Area
 - Birch Park in the McLennan North Planning Area
 - Riverport Waterfront walk and pier completed
 - Terra Nova Community Garden and Sharing Farm, Phase one Trail Development completed
 - Garden City Community Park Play Environment Approved
 - Middle Arm Open Space Strategy approved by Council, and construction scheduled to commence in late 2007.
 - Oval Site West Master Plan Completed, and Parks supported the RFP process for the sale of the Oval West lands. Significant waterfront improvements will result in the future as development on the site occurs.
 - Pinnacle/SunTech development plan was approved by Council, and a new 1.5 acre City Centre Park was approved for future construction
 - The West Cambie area plan was completed, land assembly is underway, and a Local Area Development Cost Charge program was implemented to assist in the financing of parkland development, acquisition and civic infrastructure.
- Restoration of the 1880's Parson House within the Terra Nova Historic District began. Phase One included the architectural, structural, historic analysis and research in accordance with the Parks Canada Historic Places Standards and Guidelines. Phase Two was to ensure no further deterioration and secured the building until a future use is determined.

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Richmond Oval

Through the Master Plan process, a number of community-based organizations that support and/or provide programs and services indicated that there is a need for additional access to facilities of almost all types. They are particularly interested in multi-purpose facilities that can be used for a variety of programs and services and prefer a blend of facilities that support neighbourhood, community and city-wide programs.



Lang Park

Facilities and Amenities

Overview

Through the Master Plan process a number of community-based organizations that support and/or provide programs and services indicated that there is a need for additional access to facilities. City staff are committed to evaluating PRCS facility lifecycles, strategically planning for future facility development and preserving and protecting heritage structures.

Master Plan Recommendations:

49. Adopt the development of new facilities as per the 2005-2015 proposals and include in the 5-year capital budget program. (Revised to include Minoru Place Activity Centre in 2005-2015 priorities)
50. Develop Facility Evaluation Framework for future facility development to assess how the City will make decisions regarding infrastructure investment. (new recommendation)
51. Adopt and fund a lifecycle program for ageing facilities. (in progress)
52. Adopt and fund ongoing capital to ensure upgrades and improvements to existing facilities.
53. Develop feasibility studies and business plans for all future major facility development.
54. Develop multi-use facilities and, where possible, co-locate them with other community service facilities.
55. Focus on City Centre improvements as a response to RAV and increased growth in the City Centre area. (in progress)
56. Invest appropriately (balance between lifecycle and expansion) in existing facilities, based on program demand and funding availability.
57. Prepare a plan for cultural and heritage facilities for the development of expanded theatre and performance space, expanded library, expanded art gallery and new City Museum reviewing the facilities in Minoru Park and need for expansion or relocation.
58. Seek external funding opportunities for future facility development.

Progress and Achievements

- A PRCS Facility Evaluation Framework and Toolkit was adopted by Council in June 2007 and has been included in the PRCS Master Plan. The Framework was developed to provide PRCS with a process to enable staff, in collaboration with stakeholders, to rigorously and consistently examine and prioritize potential facilities investments.
- A PRCS Facilities Strategic Plan has been developed by PRCS staff, working with Facilities Management, Finance and Planning. The Plan was endorsed by Council in June 2007, and provides a long-term PRCS strategy for replacing, retrofitting and upgrading existing buildings, and for new facility development. The Strategic Plan recommends a development scenario based on:
 - identifying project locations
 - 'packaging' amenities so that those with synergies are co-located
 - phasing implementation of the 21 projects
 - order-of-magnitude development costs
 - identifying potential partnerships.
- In June 2007 Council directed staff to undertake the following feasibility studies:
 - A joint feasibility study and funding strategy for three new facilities: City Centre Community Centre, Older Adult's Activity Centre and Minoru Aquatic Centre
 - A feasibility study and funding strategy for Hamilton Community Space
 - A feasibility study and funding strategy for a new Richmond Museum
- After being closed to the public for renovations, the Richmond Art Gallery re-opened its doors in September 2006 with three exhibitions: Jun Yun; Even Birds Choose Trees to Perch, Charlotte Wall; Boundless I and II, Shima Iuchi; Illuminations
- Phase 1 construction of the historic development at Britannia Shipyard was completed. A Chinese Bunkhouse, two stilt-pile houses and two pre-fabricated houses found along the Steveston waterway will be incorporated into the site to support the historic integrity and visitor experience.
- An official groundbreaking ceremony for the Hamilton Childcare Facility was held in March 2007. The City has been working with the Society of Richmond Children's Centres (SRCC) to enable the society to develop and operate a childcare facility on the recent vacant firehall site in Hamilton. The childcare facility, operated by SRCC will provide needed licensed child care to more that 25 children over the age of 30 months in the Hamilton area.
- In February 2007, the City entered an agreement with Richmond Family Place Society for the use of DeBeck House as the new location for Richmond Family Place. DeBeck House is substantially larger than the long serving Family Place location in Minoru Park and is expected to accommodate the growing family program needs. A full complement of programs will offered in fall 2007.
- City Council approved the purchase of three new electric ice resurfacers in February 2006. The Olympic-Ice Bears are zero emission vehicles and replace three 10-year old propane powered Zambonis. Thus, resulting in a significant reduction of green house gases and elimination of the need for twice daily air quality testing for carbon monoxide, carbon dioxide and nitrogen dioxide levels.



Britannia Heritage Shipyard

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There has been a long tradition in Richmond of relying on the strength of the community and community volunteers to assist in the provision of facilities and services. The City uses a variety of models to operate, maintain and program these facilities and infrastructure.

“The City serves its residents’ parks, recreation, cultural and heritage needs with a range of places and spaces, programs and services, provided both directly and in partnership with a variety of different organizations.”



Minoru Park Concert in the Plaza

Financial

Overview

PRCS staff are working towards achieving the two key directions provided by Council: Master Plan Guiding Principle, “to ensure financial sustainability, and the financial sustainability strategy which was adopted in 2003. Staff are committed to improving financial and operating performance, providing responsible financial management of facilities, assessing the financial effectiveness of current operating models, designing business principles to guide the department, improving financial reporting, and exploring all avenues for alternative funding to minimize the impact on the City’s tax base, expand fund development and build reserves.

Master Plan Recommendations

59. Improve financial and operating performance.
60. Ensure the City has responsibility for financial management of its facilities, staff and resources.
61. Assess the financial effectiveness of current operating models to benchmark their efficiency and effectiveness and to potentially restructure or adopt new models to meet any shortfalls. (in progress)
62. Design business principles to guide departments/units.
63. Improve financial reporting.
64. Explore all avenues for alternative funding to minimize impact on tax base, expand fund development and build reserves.

Progress and Achievements

- Directed through the PRCS Master Plan Process, Recreation and Cultural Services Division embarked on a Financial Review. Stage one was completed in fall 2006 and stage two is now underway, being guided by a Steering Committee of City staff and partner organization representatives. The key outcome is for the City and partner organizations to be able to provide better financial information that will be more consistent and more usable for service wide analysis. Work is expected to be complete with recommendations provided for both the City and partner organizations in fall 2007.
- The City is in the process of developing a Pricing policy for PRCS, which includes options for the recovery of some City costs. The policy will allow the consistent application of prices to programs and services, ensure similar prices for similar services, provide a rationale for fees and reflect the community’s values and “safety net” to ensure access to services.

Looking to the Future

The Master Plan outlines how Parks, Recreation and Cultural Services will work with others to sustain and build a City in which individuals and families can reach their full potential.

In 2015, a decade from now, nearly a quarter of a million people will proudly call Richmond home. Richmond will be the community of choice for those who want to live and work in the Lower Mainland region of British Columbia.

By continuing to embrace the future and working to achieve the Master Plan recommendations, Parks, Recreation and Cultural Services will contribute to the well-being of individuals and the community so that both current and future generations have a variety of opportunities to LIVE. CONNECT. GROW.

"In 2015, a decade from now, nearly a quarter of a million people will proudly call Richmond home. Richmond will be the community of choice for those who want to live and work in the Lower Mainland region of British Columbia."