



## City of Richmond

## Report to Committee

**To:** Planning Committee  
**From:** Terry Crowe  
Manager, Policy Planning  
**Date:** September 14, 2004  
**File:** 4055-01  
**Re:** 2004 - 2010 RICHMOND INTERCULTURAL STRATEGIC PLAN AND WORK PROGRAM

### Staff Recommendation

That the 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program (**Attachment 1**) as per the Manager of Policy Planning Report dated September 14, 2004, be approved.

Terry Crowe  
Manager, Policy Planning

Att. 2

FOR ORIGINATING DIVISION USE ONLY					
<b>ROUTED TO:</b>		<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>	
Recreation & Cultural Services .....		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
<b>REVIEWED BY TAG</b>		YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>	
				YES <input type="checkbox"/> NO <input type="checkbox"/>	

## Staff Report

### Purpose

The purpose of this report is to present the revised 2004 - 2010 Richmond Intercultural Strategic Plan and Work Program.

### Origin

*This report is the same report that was presented to Council on March 8, 2004, except that:*

- Council's directives and*
- RIAC amendments*

*are addressed in italics.*

On February 25, 2002 Council approved the 2002 Work Program of the Richmond Intercultural Advisory Committee (RIAC), including 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”.

On April 28, 2003 Council approved the RIAC Intercultural Strategy Focus Group consultation sessions that allowed RIAC to conduct community focus groups and develop the 2004 - 2010 Richmond Intercultural Strategic Plan and Work Program.

*On March 8, 2004 the Richmond Intercultural Advisory Committee presented the draft 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program to Council. The following motion was passed:*

*That:*

- (i) the 2004 – 2010 Richmond Intercultural Strategic Plan (attached to the report dated February 19<sup>th</sup>, 2004, from the Manager, Policy Planning), be received;*
- (ii) within the 2004 – 2010 Intercultural Strategic Plan, Vision for Intercultural Life in Richmond, Introduction, Promote, that the order of the first two bullets be reversed; and*
- (iii) the matter of the proposed staff position be referred to staff for review.*

### Findings Of Fact

The RIAC community consultation process involved three phases:

RIAC Community Consultation Process*	
Phases	Participants
1. Stakeholder Consultation, October 2002	26 organizations, 65 attendees
2. Public Consultation, February 2003	12 presenters, 45 attendees
3. Focus group sessions with residents of Richmond conducted during September and October 2003: <ul style="list-style-type: none"> <li>- five adult public focus groups</li> <li>- four youth focus groups</li> </ul>	48 adult participants, 100+ youth participants

\* Attachments describing the three stages of the Community Consultation Process are not included in this revised report.

In addition,

- a focus group was held with RIAC members to ensure that their expertise was incorporated, and
- a RIAC Strategic Planning session based on the results of the community consultation process was conducted.

Now, with Council's revisions addressed, RIAC presents the attached report, "2004 - 2010 Richmond Intercultural Strategic Plan and Work Program" (**Attachment 1**), to Council for approval.

## **Analysis**

### **1. Key Themes**

Two themes pervade the revised plan and work program:

- "Interculturalism" is described as "a culturally interactive and vibrant process" compared to the relatively static concept of "multiculturalism", and
- "Partnership", which recognizes that no "one" stakeholder can achieve interculturalism alone.

Founded on these key concepts, RIAC has developed a thorough and far-reaching Strategic Plan and Work Program to help Richmond stakeholders to achieve an Intercultural Vision of becoming the "most welcoming, inclusive and harmonious community in Canada".

### **2. Next Steps**

Once approved, in 2004, the RIAC will:

- distribute the 2004 - 2010 Richmond Intercultural Strategic Plan and Work Program widely,
- meet with a wide range of community stakeholders to build awareness, consensus and commitment for stakeholders' participation, and
- encourage a wide range of stakeholders to participate.

RIAC will take the lead role in coordinating and implementing the Work Program and reporting progress to Council annually, or as necessary.

The accomplishment of many of the strategic initiatives will depend on the willingness of stakeholders to participate and the availability of the required resources.

### 3. Council-Requested Amendments & Clarification

(1) The attached Strategic Plan and Work Program (**Attachment 1**) has been revised to reflect changes requested by Council on March 8, 2004;

- in "Vision for Intercultural Life in Richmond" (p. 4), the order of the first two bullets has been reversed; and
- the "Key Overarching Strategic Recommendation, (a)" (p. 7) regarding a staff position has been reworded as follows:

**Original Wording:**

"Establish a City staff position, funded through partnerships, to develop, co-ordinate, and facilitate initiatives in this Strategic Plan. Doing so would be seen as consistent with recognizing that attention to cultural issues is a core aspect of City and community partner functioning."

**Revised Wording:**

"Invite stakeholders to share and find ways to make resources available (e.g., staff, volunteers, facilities, equipment, funding) to implement this Strategic Plan and Work Program.

Note: The City will support the implementation of this Strategic Plan and Work Program through its existing contributions, which include providing:

- organizational support for RIAC,
- staff liaison services to RIAC,
- space for RIAC meetings, public forums and other RIAC sponsored events, and
- support offered through various City departments, programs and services (e.g., communications, recreation programming, community facilities)."

(2) At the May 17, 2004 presentation by RIAC to the General Purposes Committee regarding the Inclusiveness of the Election Process, clarification was sought about a report to Council (**Attachment 2**, Section 2.1) regarding recommendations from the Civic Education Society (CES).

Mr. Balwant Sanghera, Chair of the Richmond Intercultural Advisory Committee, clarified that these recommendations would be referred to in the 2004 – 2010 Richmond Intercultural Strategic Plan. The following initiative has been added to the revised Strategic Plan (**Attachment 1**) to more explicitly state the Committee's support of the CES recommendations:

**Additional Strategic Initiative:**

Added under "Strategic Direction #4: Address participation gaps observed in Provincial, Federal, City and stakeholder events and electoral processes to facilitate immigrant involvement":

- c) "Support stakeholder activities that foster civic participation (e.g., Richmond-based research on electoral participation, tours of civic facilities including City Hall & community centres, study circles)."

#### **4. RIAC Initiated Amendment**

- (1) *Following further discussion of the recommendations, RIAC has removed one of the initiatives identified under Strategic Direction #1, "Address language barriers that interfere with building a connected and welcoming community, while also encouraging the use of heritage languages":*

***Removed Strategic Initiative:***

- a) *Recommend that training initiatives in Richmond currently identified as "ESL" (English as a Second Language) be renamed as English Language Training or "ELT" in recognition that English is the primary and unifying language spoken in Richmond City activities and schools.*

*While RIAC agrees in principle with this initiative, it was removed because "ESL" is a nationally and internationally-recognized term, whereas ELT is not. To re-name Richmond training initiatives as ELT may confuse potential students, practitioners working in other jurisdictions, and the public about what is being offered.*

#### **5. Revised 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program**

*Minor wording changes have also been incorporated to clarify the Strategic Plan and Work Program.*

*The revised 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program is presented for Council's consideration and approval in Attachment 1.*

#### **Financial Impact**


2004 – 2010 Strategy and Work Program Funding:

- Approval of the 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program does not commit Council to fund any specific initiative.
- Any Council financial contribution to implementing the 2004 – 2010 Richmond Intercultural Strategy and Work Program will be first reviewed and if acceptable, approved by Council.

#### **Conclusion**

RIAC has completed an extensive community consultation process in the development of the 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program and, because of the emphasis on partnerships and cultural interaction, the community will continue to be involved in its implementation.

The achievement of Richmond's corporate vision, of making Richmond the "most appealing, liveable, and well-managed city in Canada" will be greatly enhanced by City and stakeholders' endeavours to make Richmond "the most welcoming, inclusive and harmonious community in Canada".

  
Lesley Sherlock,  
Social Planner (4220)  
LS:cas

**Richmond Intercultural Advisory Committee**

City of Richmond  
6911 No. 3 Road  
Richmond, BC V6Y 2C1

January 27, 2004

Richmond City Council  
6911 No. 3 Road  
Richmond, BC  
V6Y 2C1

Dear Mayor and Council:

**Re: 2004-2010 Richmond Intercultural Strategic Plan and Work Program**

The Richmond Intercultural Advisory Committee (RIAC) is pleased to present you with the 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program. The Richmond community was consulted extensively in the course of development of this document. It was an enriching and challenging experience for RIAC and participants. We look forward to engaging the community in its implementation.

Your support throughout this process has been critical to its success, and is greatly appreciated by the RIAC.

RIAC looks forward to discussing the 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program with you.

For clarification, please call Lesley Sherlock, Social Planner, at 604-276-4220.

Yours truly,



Balwant Sanghera  
*Chair, Richmond Intercultural Advisory Committee*

:ls

pc: Richmond Intercultural Advisory Committee  
Terry Crowe, Manager, Policy Planning  
Lesley Sherlock, Social Planner



*Island City, by Nature*

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# **2004 – 2010 Richmond Intercultural Strategic Plan and Work Program**

**Prepared by:**  
Richmond Intercultural Advisory Committee

**With the support of:**  
Larry Axelrod, Ph.D., Project Consultant  
The Neutral Zone Coaching and Consulting Services  
and  
The City of Richmond

September 2004

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## Introduction

### RIAC Mandate

The Richmond Intercultural Advisory Committee (RIAC) was established by the Richmond City Council in February 2002 to assist the City in working toward its Corporate Vision of making Richmond the "most appealing, liveable, and well-managed city in Canada."

The mandate of the RIAC, as outlined in its terms of reference, is to "enhance intercultural harmony and strengthen intercultural co-operation in Richmond." The RIAC will achieve this mandate through several interrelated functions including providing information, options and recommendations to City Council and community stakeholders regarding intercultural issues and opportunities, and responding to intercultural issues referred to it by Council.

The purpose of this initiative is to develop an Intercultural Strategic Vision and Work Program to support the City and the Richmond community in making Richmond more appealing, liveable, and well-managed.

The RIAC recognizes that the successful achievement of the Intercultural Vision necessitates the City working in partnership, especially in a facilitative role, with the numerous stakeholders that make up the Richmond community. The Intercultural Strategy cannot be successfully implemented without the participation and involvement of the many diverse cultural groups and other stakeholders in Richmond.

Stakeholders include federal and provincial governments, institutions, agencies, educational organizations, the private sector, communities, associations, the media, religious and cultural groups, and the general public.

### Summary of Process

To prepare the Intercultural Strategic Plan, an initial directive to this Committee from Council was to "hold public consultations to discuss with the community, a vision, ideas, opportunities, issues and partnerships that need to be addressed to enhance intercultural harmony." This consultation process involved three phases:

- Phase 1 involved conducting a Stakeholder Consultation held in October 2002.
- Phase 2 involved a Public Consultation held in February 2003.
- Phase 3 involved the implementation of focus group sessions with residents of Richmond conducted during October and November 2003.

In addition, the RIAC conducted, in conjunction with its Project Consultant, its own focus group in July 2003 and held a full-day strategic planning session in November 2003 to support the development of the Intercultural Strategic Plan and Work Program described in this report.

A summary of themes from the Community Consultation Processes is found in **Appendix A**.

## **Summary of Community Intercultural Issues and Challenges**

### **Richmond's Diverse Multicultural Population**

Richmond is one of the most multicultural cities in Canada. The 2001 Census reports that 59% of Richmond residents indicated that they are a 'visible minority,' with 40% of the total population being of Chinese heritage. Fifty-four percent of Richmond residents indicated that they are immigrants to Canada, with over 23,800 newcomers coming to Richmond between 1996 and the first four months of 2001.

Of Richmond's total population, 15% were born in Hong Kong, 10% in the People's Republic of China, 5% in Taiwan and hundreds more have arrived from the Philippines, India, Ukraine, Pakistan, United States, Iran and South Korea since 1996. In terms of language, only 44% of Richmond residents indicated English as their mother tongue.

Over the past six years, Richmond's overall growth rate has slowed while the rate of immigration continues to climb as a percentage of the total population.

This level of diversity and immigration offers Richmond residents a wonderfully eclectic and dynamic multicultural life. Yet, this cultural diversity also presents challenges to promoting and preserving the kind of life and community that Richmond residents' value.

The key intercultural issues and challenges that form the targets of the recommended strategic directions and work program include the following:

### **Communication Issues**

- Various issues related to English as the common language in Richmond, including exclusionary non-English signage that doesn't express 'welcomeness' to persons who don't speak the language, an insufficient level of English language training opportunities, and divisive perceptions sparked by the concept of ESL (English as a second language).
- A lack of meaningful information (i.e., messages prepared in a manner that does not reflect the needs and communication traditions of diverse peoples) that is readily accessible to City residents on a variety of issues such as community and municipal events, and governance and electoral procedures.
- The use of the term 'multicultural' to refer to immigrant or visible minority groups, rather than its intended inclusive meaning, as well as other messages that perpetuate stereotypes, divisiveness and 'otherness' by the Richmond media, City officials and others.

### **Awareness and Attitude Issues**

- A lack of recognition of and appreciation by some for commonly-held values and goals of Richmond residents.
- The assumption by some that newcomers choose to come to Canada as their primary motivation rather than choose to leave their former country which results in unrealistic expectations toward newcomers and prejudicial viewpoints when expectations aren't met.

- Immigrants coming to Richmond for purposes other than permanent residency, such as 'astronaut' parents, contributes to prejudicial views toward certain cultural groups.

### **Administrative and Service Issues**

- The perceived current approach to City planning and decision-making that considers cultural diversity as a peripheral issue rather than a core aspect of City life and processes.
- The perception that City procedures use advocacy-based approaches (e.g., public hearings) to decide issues rather than processes that may be more adept at fostering intercultural understanding and achieving shared outcomes.
- Some community services (e.g., some settlement services, ethno-specific cultural activities) are offered on the basis of ethnicity or language, thus unintentionally reinforcing an isolating approach to resident service and community planning.
- The perception that the City has not been a sufficiently positive role model in implementing equitable hiring and service practices and as serving as an ambassador for intercultural respect and harmony.
- A lack of participation by immigrants in the political system and the pursuit of block voting (i.e., pursuing the support of voters along ethnic lines).
- Significant populations of underemployed residents due to Canada not accepting foreign credentials even while Canada Immigration actively recruits skilled immigrants and offers immigration points for those skills and credentials.

### **Community Conflict Issues**

- Some level of geographic separation of the community along ethnic lines.
- Tensions existing within certain cultural groups that can create difficult incidents within those groups as well as contribute to misperceptions of those groups by the general population.
- Incidents of racism and discrimination continue to occur in Richmond.

## 2004 - 2010 Intercultural Strategic Plan

### Vision for Intercultural Life In Richmond

#### Introduction

To achieve the overall vision of the City, "to be the most appealing, liveable and well-managed community in Canada," Richmond needs to better incorporate a value for and understanding of diversity into all its planning and services. The vision for intercultural life in Richmond should:

#### *Promote:*

- Pride in and acceptance of Canadian values and laws.
- Pride in and respect for diverse heritages and traditions.
- Pride in and participation in community life.

#### *Recognize:*

- That 'culture' is an integrated pattern of thought, speech, action and behaviour which is passed on from one generation to another, through education and learning.
- That 'culture' evolves, and Richmond's culture is shaped by historic patterns and traditions, current practices and trends, and future planning.

#### *Embrace:*

- The concept of 'Interculturalism,' a culturally interactive and vibrant process, as the next step for Canadian multiculturalism.

### Richmond's Intercultural Vision

***"For Richmond to be the most  
welcoming, inclusive and harmonious community in Canada"***

## **Guiding Principles for Action**

In pursuing this intercultural vision, the following principles are to guide all City and stakeholders' planning, decision-making and service delivery:

- Inclusion: Participation by all sectors of the community is to be invited and encouraged.
- Co-operation: Partnerships are to foster co-operation, rather than competition.
- Collaboration: The interests (e.g., needs, goals, concerns) of all stakeholders are to be considered in decision-making processes.
- Dynamism: Flexibility and adaptability is required to stay alert to emerging needs, issues and opportunities, and being open to new ideas and approaches.
- Integration: Cultural diversity is to be recognized as a core aspect of Richmond life, and the principles of multiculturalism and the vision of interculturalism applied.
- Equity: Strategic initiatives are to be implemented in a manner that is fair to all groups, communities and individuals in need.

## **City And Stakeholder Intercultural Roles**

- It is acknowledged that achieving improved intercultural harmony requires full stakeholder participation and that neither the City nor any one stakeholder can achieve it alone.
- The City's role:
  - emphasizes leadership and facilitation,
  - involves using existing City resources, including staff time, and
  - is to be accomplished within existing budget levels, unless otherwise approved by Council.
- Stakeholders' roles include:
  - participation,
  - mutual support,
  - funding, and
  - resource sharing.

## **Strategic Components**

To implement this Strategic Plan, intercultural stakeholders can be guided by the following strategic components:

- Coordination
- Partnerships
- Research
- Information
- Education & Training
- Promotion
- Project Management
- Planning

## **Strategic Directions**

To achieve the Vision set forth in this Plan, the RIAC recommends that the following strategic directions be established and pursued over the next six years by the City and other stakeholders.

1. Address language barriers that interfere with building a connected and welcoming community, while also encouraging the use of heritage languages.
2. Address the perception and reality of racism and discrimination in the community. Dispel misconceptions related to culture that maintain stereotypes and foster prejudice.
3. Ensure that information about the community in general, and specific City and community activities, is available for newcomers and residents. Present the information in a manner that appreciates the needs, communication skills and traditions of different cultural groups.
4. Address participation gaps observed in Provincial, Federal, City and stakeholder events and electoral processes to facilitate immigrant involvement.
5. Develop opportunities for community members to participate in positive and educational intercultural experiences.
6. Ensure that City and stakeholder administrative, employment and service practices are a role model of inclusiveness and equity.
7. Ensure that City and stakeholder systems, policies and planning processes are aligned with the Intercultural Vision recommended in this Plan and use 'best practice' methods to make decisions and prevent cross-cultural misunderstanding and antipathy.
8. Advocate for community intercultural needs with other levels of government and external agencies.
9. Continue support for newcomers through current City and stakeholder programs and partnerships.
10. Identify programs and partnerships that support the development and integration of Richmond's immigrant youth population, while respecting family and cultural traditions.

### ***Key Overarching Strategic Recommendations***

- a) Invite stakeholders to share and find ways to make resources available (e.g., stakeholder staff, volunteers, facilities, equipment, funding) to implement the Strategic Plan and Work Program.

Note: The City will support the implementation of this Strategic Plan and Work Program through its existing contributions, which include providing:

- organizational support for RIAC,
  - staff liaison services to RIAC,
  - space for RIAC meetings, public forums and other RIAC sponsored events, and
  - support offered through various City departments, programs and resources (e.g., communications, recreation programming, community facilities).
- b) Encourage the provision of training for all City and stakeholder staff, particularly staff who interact with the community as part of their role, on attitudes, practices and communication skills that are central to achieving the Intercultural Vision and adhering to the principles set out in this plan.

### **Strategic Initiatives**

In addition, for each strategic direction, specific initiatives are suggested that should be considered for development and implementation by the City and stakeholders in conjunction with the RIAC.

#### **Strategic Direction #1**

**Address language barriers that interfere with building a connected and welcoming community, while also encouraging the use of heritage languages.**

##### *Suggested Specific Initiatives*

- a) Consider establishing a City bylaw that would require all public stores and businesses to have some basic level of signage in English.

#### **Strategic Direction #2**

**Address the perception and reality of racism and discrimination in the community.**

**Dispel misconceptions related to culture that maintain stereotypes and foster prejudice.**

##### *Suggested Specific Initiatives*

- a) Facilitate the development of an intercultural intervention resource package and subsequent training, within City and stakeholder structures, to respond to intercultural conflicts and incidents.
- b) Participate in the establishment of media watch mechanisms with stakeholders to monitor the local media, City and community communication and work to redress misperceptions created by inaccurate or insensitive references.

- c) Encourage the City, stakeholders, property owners and individuals to remove racist graffiti in a timely manner (e.g., City bylaw).

### **Strategic Direction #3**

**Ensure that information about the community in general, and specific City and community activities, is available for newcomers and residents. Present the information in a manner that appreciates the needs and communication skills and traditions of different cultural groups.**

#### *Suggested Specific Initiatives*

- a) Explore the development of an interactive information website network linking the City's and other stakeholders' websites, that would present information to the public on intercultural life in Richmond. The website could:
- present a complete calendar of City, stakeholder and other community events,
  - offer profiles of different community groups and individual residents,
  - provide updates on issues being considered by City Council and stakeholders, and
  - provide an online dialogue forum to enable more interaction among the City, stakeholders and the community.
- b) Advise on the publication of a monthly or bi-monthly intercultural newsletter prepared by stakeholders from the information developed for the website and distributed as an insert with the local community newspapers, as well as through other resources such as businesses and community centres.

### **Strategic Direction #4**

**Address participation gaps observed in Provincial, Federal, City and stakeholder events and electoral processes to facilitate immigrant involvement.**

#### *Suggested Specific Initiatives*

- a) Analyze available research and information regarding barriers faced by different cultural groups, from their own background and experience concerning participation in governance, elections, and volunteerism in Richmond, and make recommendations.
- b) Assist in the development of awareness materials and information campaigns, specifically designed for different populations, that address barriers to and build efficacy for participating in the rights and responsibilities afforded to residents of Richmond.
- c) Support stakeholder activities that foster civic participation (e.g., Richmond-based research on electoral participation, tours of civic facilities including City Hall & community centres, study circles).



## **Strategic Direction #5**

**Develop opportunities for community members to participate in positive and educational intercultural experiences.**

### *Suggested Specific Initiatives*

- a) Facilitate the development and co-ordination of intercultural events that:
  - focus on the concepts of learning about, participation in, and celebration of Richmond's diverse multicultural community,
  - emphasize the concepts of unity, contribution and togetherness, rather than the concept of "otherness", and
  - facilitate opportunities for active learning about the traditions of different cultures rather than the passive observation of cultural activities (e.g., food, dance, music, art).
- b) Research and develop opportunities for community-based dialogues or forums:
  - about current issues that face the community as a whole, and
  - that build intercultural interaction and awareness regarding shared values and goals as residents of Richmond.
- c) Advise regarding the integration of intercultural initiatives with Richmond's 125<sup>th</sup> Birthday and with preparations for the 2010 Winter Olympics.
- d) Explore the feasibility of establishing an "Intercultural Place" within Richmond for ethnocultural and intercultural groups that would provide:
  - (i) office space for:
    - planning
    - coordination
    - project management
    - partnership
    - education
    - research and information
    - promotion
  - (ii) a meeting place for intercultural:
    - celebrations
    - lectures and forums
    - education and training
    - demonstrations
    - displays (e.g. arts, culture)

## **Strategic Direction #6**

**Ensure that City and stakeholder administrative, employment and service practices are a role model of inclusiveness and equity.**

### *Suggested Specific Initiatives*

- a) Review policies and procedures to ensure that principles of inclusiveness and equity are addressed, in addition to full compliance with human rights law.
- b) Develop outreach mechanisms to encourage individuals from Richmond populations with little or no current representation in City government and stakeholder organizations to apply for available employment opportunities, and consider running for elected positions.

- c) Research the potential of developing an 'apprenticeship' type program for the City and stakeholders, including the business and intercultural sectors, to improve employment opportunities for immigrants with foreign training and credentials.

### **Strategic Direction #7**

**Ensure that City and stakeholder systems, policies and planning processes are aligned with the Intercultural Vision recommended in this plan and use 'best practice' methods to make decisions and prevent cross-cultural misunderstanding and antipathy.**

#### *Suggested Specific Initiatives*

- a) Encourage including a reference to the Intercultural Vision and principles recommended in this plan in the Terms of Reference of other City and stakeholder committees, task groups and the like.
- b) Foster the continued development and implementation of alternative decision-making methods (e.g., consensus-building and community facilitation processes) to help understand and resolve controversial issues in Richmond, and implement these methods in addition to public consultation based on an advocacy model (e.g., public hearings).

### **Strategic Direction #8**

**Advocate for community intercultural needs with other levels of government and external agencies.**

#### *Suggested Specific Initiative*

Encourage City Council and stakeholder discussions on intercultural issues relevant to the community and draft resolutions to be sent to the authorities responsible. Examples of issues include funding levels and distribution methods for settlement services and English language training, licensing processes for foreign-trained professionals, recruitment campaigns and immigration practices used by Canada Immigration and Citizenship.

### **Strategic Direction #9**

**Continue support for newcomers through current City and stakeholder programs and partnerships.**

#### *Suggested Specific Initiative*

Welcome newcomers to Richmond through stakeholder partnerships (e.g., hosting an annual event, brochure, letter of welcome).

**Strategic Direction #10**

**Identify programs and partnerships that support the development and integration of Richmond's immigrant youth population, while respecting family and cultural traditions.**

*Suggested Specific Initiatives*

- a) Foster stakeholder programs that focus on identifying and supporting disenfranchised youth that may be struggling with adapting to life in Richmond.
- b) Work with the School District and stakeholders to support the continued development of programs that eliminate culturally based bullying and discrimination from the schools and community, and offer more opportunities for intercultural learning and experiences.
- c) When and where necessary, encourage the development of recreation facilities for youth to congregate, integrate and participate in recreational activities.

## **Proposed 2004 - 2010 Work Program**

To implement the Intercultural Strategic Plan the following 2004 – 2010 Work Program is proposed.

1. City Council, assisted by RIAC in consultation with stakeholders, will establish annual intercultural priorities and yearly work programs.
2. The RIAC will coordinate and facilitate the implementation of approved work programs.
3. The purpose of the following management matrix is to guide the implementation of the Strategic Plan. This matrix outlines the suggested actions to be undertaken by RIAC and the City, and identifies stakeholders for each strategic direction and specific initiative. Additional partners will be identified over time.
4. To implement the 2004 - 2010 Work Program, RIAC will:
  - Assist the Richmond community to build its capacity (e.g., awareness, consensus and commitment) for intercultural harmony.
  - Provide information, options and recommendations to the City and other stakeholders.
  - Recommend annual priorities and initiatives to the City and other stakeholders.
  - Develop achievable work programs including, as applicable:
    - Identifying existing resources,
    - Establishing partnerships,
    - Applying for funding from diverse sources, and
    - If additional stakeholder resources are required, seeking approval through their annual budget review processes.
5. In 2004/05, the RIAC will:
  - Distribute the 2004 - 2010 Richmond Intercultural Strategic Plan and Work Program widely.
  - Meet with a wide range of stakeholders to build awareness, consensus and commitment for stakeholders participation in implementing the Plan and Work Program.
  - Encourage a wide range of stakeholders to participate.
  - Recommend short, medium and long-term goals to stakeholders.
  - Identify priority initiatives for RIAC to pursue in 2004/05.
6. The 2004 - 2010 Work Program will be amended as necessary.
7. The RIAC will report progress to Council annually, or as necessary.

## Proposed 2004 - 2010 Work Program

### Richmond Intercultural Advisory Committee

Strategic Areas and Specific Initiatives	Stakeholders*									
	Proposed RIAC Actions**	Possible City Actions***	School Board	RCMP, Fire & Rescue	Other levels of govt.	NGOs	Local, Ethnic Media	Business	Commun. Assocs.	Religious/ Ethnocult. Groups
<b>Strategic Direction #1 – Address Language Barriers</b>										
a. Consider establishing a City Bylaw requiring basic level of signage in English	Provide advice	Consider establishing bylaw		✓		✓		✓		✓
<b>Strategic Direction #2 - Address racism &amp; misconceptions</b>										
a. Facilitate the development of an intercultural intervention resource package and training	Assist in preparing resource package and training program	Assist	✓	✓	✓	✓	✓	✓	✓	✓
b. Participate in the establishment of media watch mechanisms	Develop model (e.g., RIAC Sub-cite.)	Assist	✓	✓	✓	✓	✓	✓	✓	✓
c. Encourage the removal of racist graffiti in timely manner	Provide advice	Review bylaw	✓	✓			✓	✓	✓	✓
<b>Strategic Direction #3 - Make Community Information Available</b>										
a. Explore the development of an interactive information website	Explore, coordinate, contribute articles	Consider supporting the network	✓	✓	✓	✓	✓	✓	✓	✓
b. Advise on the publication of an intercultural newsletter	Advise re: development, content, publication	Contribute resources as available	✓	✓	✓	✓	✓	✓	✓	✓
<b>Strategic Direction #4 - Address Participation Gaps in Events &amp; Electoral Processes</b>										
a. Analyze available research & information about barriers to participation in the electoral process and make recommendations	Advise re: dev't of research program	Contribute resources as available	✓	✓	✓	✓	✓	✓	✓	✓
b. Assist in the development of awareness materials and information campaign for different populations re: rights and responsibilities	Assist in preparation of materials	Contribute resources as available	✓	✓	✓	✓	✓	✓	✓	✓
c. Support stakeholder activities that foster civic participation (e.g., Richmond-based research, tours of civic facilities, study circles)	Work with stakeholders to support activities	Assist	✓	✓	✓	✓	✓	✓	✓	✓

\* ✓ Means stakeholder involvement will be sought, including providing resources (e.g., support, volunteer/staff time, ideas, facilities, funding, programs).

\*\* RIAC's role will be to facilitate, coordinate, promote, etc. as the case may be.

\*\*\* Resources that the City may contribute are limited and may include staff time, materials, funding, meeting space, subject to Council approval.

### Proposed 2004 - 2010 Work Program

Richmond Intercultural Advisory Committee

Strategic Areas and Specific Initiatives	Stakeholders*									
	Proposed RIAC Actions**	Possible City Actions***	School Board	RCMP, Fire & Rescue	Other levels of govt.	NGOs	Local, Ethnic Media	Business	Commun. Assocs.	Religious/ Ethnocult. Groups
<b>Strategic Direction #5 - Develop Opportunities for Intercultural Experiences</b>										
a. Facilitate the development & coordination of intercultural events emphasizing participation, unity, & active learning	Advise re: event development and coordination	Assist	✓	✓	✓	✓	✓	✓	✓	✓
b. Research & develop opportunities for community dialogues or forums	Work with stakeholders to implement	Contribute resources as available	✓	✓	✓	✓	✓	✓	✓	✓
c. Advise re: Integrating intercultural initiatives with Richmond's 125 <sup>th</sup> Birthday and 2010 Winter Olympics	Provide advice, participate in planning	Support RIACs participation	✓		✓	✓		✓	✓	✓
d. Explore feasibility of establishing an "Intercultural Place"	Explore feasibility and partnerships	Consider ways to accommodate	✓		✓	✓		✓	✓	✓
<b>Strategic Direction #6 - City &amp; Stakeholder Administrative, Employment and Service Inclusiveness</b>										
a. Review policies and procedures	Conduct review	Assist		✓	✓				✓	
b. Develop outreach mechanisms to encourage members of under-represented groups to apply for stakeholder jobs and run for elected positions	Explore ways to achieve initiative	Assist		✓	✓	✓	✓		✓	
c. Research apprenticeship type programs for under-employed immigrants	Explore ways to achieve initiative	Assist	✓		✓	✓	✓	✓	✓	✓
<b>Strategic Direction #7 - City &amp; Stakeholders' Decision-Making Processes</b>										
a. Encourage reference to Intercultural Vision and principles in City and stakeholders' Terms of Reference	Encourage integration	Assist	✓	✓		✓	✓	✓	✓	✓
b. Facilitate the continued development of alternative decision-making models	Oversee project and present recommendations	Assist	✓	✓	✓	✓	✓		✓	✓

## Proposed 2004 - 2010 Work Program

Richmond Intercultural Advisory Committee

Strategic Areas and Specific Initiatives	Stakeholders*									
	Proposed RIAC Actions**	Possible City Actions***	School Board	RCMP, Fire & Rescue	Other levels of govt.	NGOs	Local, Ethnic Media	Business	Commun. Assocs.	Religious/Ethnocult. Groups
<b>Strategic Direction #8 - Advocate for Community Intercultural Needs</b>										
a. Encourage discussion & draft resolutions pertaining to immigrant selection, settlement and integration.	Draft resolutions	Review resolutions	✓	✓	✓	✓		✓	✓	✓
<b>Strategic Direction #9 - Continue Support for Newcomers</b>										
a. Welcome newcomers to Richmond through stakeholder partnerships (e.g., hosting an annual event, brochure, letter of welcome)	Encourage, advise	Assist	✓	✓	✓	✓	✓	✓	✓	✓
<b>Strategic Direction #10 - Programs for Integrating Youth</b>										
a. Foster stakeholder programs that help disenfranchised youth	Review programs, prepare recommendations	Assist	✓	✓	✓	✓		✓	✓	✓
b. Support the development of stakeholder anti-bullying and intercultural programs	Work with School District and other stakeholders	Assist	✓	✓	✓	✓		✓	✓	✓
c. When and where necessary, encourage the development of stakeholder recreation facilities for youth	Consult with stakeholders to determine need	Assist	✓		✓	✓		✓	✓	✓
<b>Key Overarching Recommendations</b>										
a. Invite stakeholders to share and find ways to make resources available to implement the Strategic Plan and Work Program	Discuss with stakeholders	Current City contributions	✓	✓	✓	✓		✓	✓	✓
b. Encourage the training of all City and stakeholder staff on appropriate intercultural attitudes, practices and communication skills	Assist in developing objectives, seek funding	Work towards this objective	✓	✓	✓	✓			✓	✓

## **Appendix A**

### **Themes from Community Consultation Processes**

#### **Stakeholder Consultation - 17 October 2002**

At the stakeholder consultation, a total of 26 organizations presented to the RIAC. Concerns were presented on a range of issues related to intercultural harmony and communication including:

- Language barriers and signage that impair communication across cultures.
- Barriers that reduce awareness and acceptance across cultures.
- Ongoing acts of racism and discrimination in Richmond.
- A lack of community involvement and understanding by many Richmond residents regarding government policies and procedures and the electoral process.
- A lack of adequate funding for, and access to, settlement, counselling and language training services for immigrant populations.
- Intergeneration and safety issues affecting youth and families including violence and cultural bullying, drug use, culture shock, cultural disconnection between youth and parents.

From these concerns the RIAC determined that it would focus on addressing issues of:

- Community involvement
- Cultural barriers
- Youth

#### **Public Consultation - 20 February 2003**

At this public consultation meeting held during Multicultural Week, twelve members of the public responded to the opportunity to speak about intercultural harmony and strategies pertaining to the three priority topics identified from the Stakeholder Consultation.

A common theme throughout the presentations was the need of the City to use its resources (e.g., financial, space, areas of influence) and capacity for partnerships more effectively in the effort to improve community involvement, address cultural barriers and support youth.

#### **Focus Group Consultations — 30 September - 16 October 2003**

The purpose of this consultation process was to provide residents of Richmond an opportunity to discuss their views and experiences related to intercultural life in Richmond in a small group, discussion-oriented, format.

In all, five adult focus groups were conducted, involving 48 participants, and four youth sessions, involving over 100 participants, representing a good cross-section of the Richmond population.



During the focus groups, participants discussed intercultural experiences they have had as residents of Richmond, perceptions of intercultural issues affecting life in Richmond, views regarding the role that the City should play in shaping intercultural community life, and ideas on how intercultural life could be enhanced in Richmond. Key themes raised during these discussions included:

- References to intercultural tensions arising from language barriers and signage.
- Lack of structured opportunities for residents to develop intercultural awareness and acceptance.
- A lack of accessible information regarding government processes and community services.

Interestingly, adult participants tended to support the notion of focusing efforts on youth, whereas youth participants indicated they already have a more advanced acceptance of diversity and efforts should focus on adults.

### **Consultation Process Summary**

In summary, an extensive array of input was received from the three consultation processes. This input serves as the basis for the observations, vision and strategic directions proposed in this report.

Prepared by: Larry Axelrod  
Project Consultant  
January 2004

**Richmond Intercultural Advisory Committee**  
 Richmond City Hall  
 6911 No. 3 Road  
 Richmond, B.C. V6Y 2C1

		INT
✓	JM	
✓	DW	DW
	KY	
	AS	
	DB	
	WB	

February 16, 2004

0100-20-RIADI-01  
 Xr 8125-01

Mayor and Council  
 Richmond City Hall  
 6911 No. 3 Rd  
 Richmond, BC V6Y 2C1

Dear: Mayor and Council

**Re: Report on the Inclusiveness of the Election Process**

In response to Council's request of November 25, 2002, the Richmond Intercultural Committee (RIAC) has reviewed the City election process to ensure that the entire community can be involved.

Enclosed please find RIAC's report on the subject.

We would be pleased to meet with you to discuss it further. Please feel free to contact me if you have any questions in this regard.

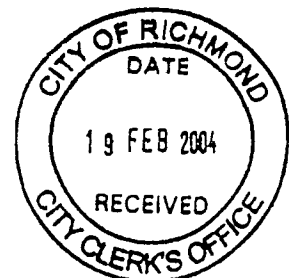
As per its mandate, RIAC has been exploring many issues relating to intercultural awareness and harmony in our community. Election inclusiveness has been one such issue.

Yours truly,



Balwant Sanghera  
 Chairperson

mg



1125414

# **Richmond Intercultural Advisory Committee**

## **Report on the Inclusiveness of the Election Process**

### **1. Municipal Election Process**

On November 25, 2002 Council moved that:

*"the Richmond Intercultural Advisory Committee be requested to review the election process to ensure that the entire community is involved."*

As a result, David Weber, the Acting City Clerk, was invited by the Richmond Intercultural Advisory Committee to present on the municipal election process.

The Committee was impressed with David Weber's explanation of the mandate of the Chief Election officer. He clarified the requirement for the Chief Election Officer to ensure that the election process is fair, their need to go to a great length to be neutral and impartial, and not get involved in debates on issues which is the responsibility of the candidates. He also informed the Committee that they do not advertise all candidates' meetings and remain at arm's length at all times during the election process. Their role is to get information, regarding the mechanics of voting as opposed to the issues, out to the voters.

Mr. Weber presented and distributed a detailed report of the process that involved translated voting materials as well as signage information in Chinese and Punjabi. The Committee also had the opportunity to look at the Presiding Election Official's summary results regarding the multicultural aspects of the election process.

The presentation was well received by RIAC. The awareness of the election officials for the need to reach out to the ethnic communities in Richmond and their effort to include them in the election process were greatly appreciated by the members of RIAC.

The Committee made the following suggestions:

- 1) Polling stations should make it a requirement for each polling station to have a person who speaks another language. If there are, for example, five only, they should rotate from one to the other polling station.
- 2) Generally, everyone felt that there should be no changes to the ballots.
- 3) There is no need for multilingual ballots.
- 4) Voters must vote in English or French, the two official languages. However, they can use interpreters who would not impose their own choice on the candidates.
- 5) Recruit voting place staff with diverse language skills.
- 6) Provide orientation for Presiding Election Officers regarding the linguistic make-up of Richmond.
- 7) Information on the candidates should be made available to the voters.
- 8) Use trained volunteers to help the city to educate diverse communities.

## **2. Voter Participation**

### **i. Civic Education Society Presentation**

In the May 15, 2003 meeting, the Committee received a presentation from the Civic Education Society (CES) on this issue. The recommendations of the CES presented by Michael Yu and Philip Fung on enhancing ethnic participation in the municipal affairs focused on the ethnic voters participation during elections and their civic participation between election periods. Some recommended actions were proposed to better serve ethnic groups' information needs around election time. Between election periods, three specific recommendations were submitted by CES to ensure civic participation by various ethnic communities.

- 1) Conduct local research to identify challenges faced by ethnic groups in the civic participation process;
- 2) Multilingual City Government Information Tours; and
- 3) Multilingual Study Circles to better serve civic participation by members of the ethnic communities.

In their discussion, the Committee concluded that these recommendations would require the city's leadership and would be reported to the Council in the Committee's report.

### **ii. 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program**

In order to involve and receive feedback from the Richmond residents, the RIAC held consultations with stakeholders and the public. With the help of the Project Consultant, focus groups were conducted with approximately 150 Richmond residents. These consultations resulted in the development of the 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program.

#### **Richmond Intercultural Strategic Plan Recommendations**

The following recommendations pertaining to voter participation will be presented in the Richmond Intercultural Strategic Plan and Work Program.

##### **“Strategic Direction #4**

*Address participation gaps observed in Provincial, Federal, City and community partner events and electoral processes to facilitate immigrant involvement.*

##### **Suggested Specific Initiatives**

- a) Research the understanding of and barriers faced by different cultural groups, from their own background and experience, regarding the practice of governance, elections and volunteerism in Richmond.
- b) Develop information campaigns specifically designed for different population groups that address their barriers and build efficacy for participating in the rights and responsibilities afforded to residents of Richmond.”

### **"Strategic Direction #9**

***Continue support for newcomers through current City and Community partner programs and partnership with community agencies.***

#### **Suggested Specific Initiative**

Consider hosting, in partnership with community settlement service agencies, an annual welcoming event for newcomers to Richmond."

Council will be asked to approve all Strategic Plan recommendations together in a separate report.

### **3. Conclusion**

RIAC would like to extend its appreciation to City Clerk's staff for their efforts in making the election process inclusive and election officers' awareness of the need to reach out to different linguistic groups. It is RIAC's hope that Council will consider implementing RIAC's Suggestions to further enhance the inclusiveness of the election process.

To encourage voter participation, RIAC hopes that Council will support its work in achieving the strategic initiatives outlined above, and its future work with partners such as the CES in achieving increased voter participation.

Prepared by:  
Shashi Assanand  
Member, Richmond Intercultural Advisory Committee  
January 2004