



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Kim Somerville
Manager, Community Social Development

Date: November 8, 2017

File: 07-3425-02/2017-Vol
01

Re: 2015-2020 Youth Service Plan: 2015-2016 Update

Staff Recommendation

1. That the staff report titled "2015-2020 Youth Service Plan: 2015-2016 Update" dated November 8, 2017 from the Manager of Community Social Development, be received for information; and
2. That the 2015-2020 Youth Service Plan: 2015-2016 Update be distributed to key stakeholders and posted on the City website.

Kim Somerville
Manager, Community Social Development
(604-247-4671)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Arts, Culture & Heritage Parks & Recreation Services	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: CS	APPROVED BY CAO

Staff Report

Origin

The City, Community Associations and a host of other community organizations have a long history of responding to the needs and aspirations of youth. By working together, programs and services are provided that connect youth to the community, enhance their resiliency to face challenges and enable them to live healthy lives.

The 2015-2020 Youth Service Plan: Where Youth Thrive, provides a road map to help the City and its community partners create an environment that generates opportunities for Richmond's youth to have a safe and healthy journey into adulthood.

The Youth Service Plan Vision is:

For Richmond to be the best place in North America to raise children and youth.

The plan is organized around three key goals, nine themes and a number of actions which help to provide a guiding framework to support the development and delivery of programs and services that help youth thrive. This report highlights 2015-2016 achievements from the 2015-2020 Youth Service Plan to Council for information (Attachment 1).

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.2. *Effective social service networks.*

2.3. *Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.

5.2. *Strengthened strategic partnerships that help advance City priorities.*

This report supports the Social Development Strategy Direction #4: Help Richmond's Children, Youth and Families Thrive:

Action 13 – Monitor and update the Youth Service Plan, striving to create an environment that generates opportunities for Richmond's youth to have a safe and healthy journey into adulthood.

This report also supports the 2015-2020 Youth Service Plan Theme #9: Tracking the Progress and Reporting to Community.

Action 9.2 – Annually monitor and report on the accomplishments from the Youth Service Plan.

Analysis

The 2015-2020 Youth Service Plan: 2015-2016 Update highlights achievements in program and service delivery that address the plan's short-term and ongoing actions.

The City and the Community Associations continue to see success in expanding opportunities for youth, bridging services for vulnerable youth and collaboration with other youth serving organizations. This has resulted in the development of many unique programs and opportunities for young people in Richmond. Some of these opportunities include: the creation of a new program for youth with cognitive delays and social impairments; the U-ROC Awards held annually to recognize youth and adults who support youth; and the creation of the \$19 Summer Swim and Skate pass for youth.

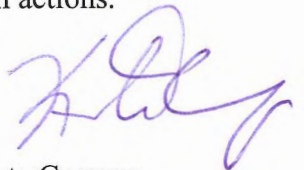
Through these initiatives and many other opportunities, youth are able to build Developmental Assets which are essential in their healthy growth and development so that they can make wise decisions, choose positive paths and grow into competent, caring and responsible adults.

Financial Impact

None.

Conclusion

The City continues to work diligently to understand and meet the ever-changing needs of its youth population. The 2015-2020 Youth Service Plan: 2015-2016 Update highlights a variety of achievements made through the actions of the City, Community Associations and other youth serving organizations toward creating a community where youth have the potential to thrive. Future reports will continue to inform Council about the City's progress in implementing the 2015-2020 Youth Service Plan, with particular emphasis on its ongoing, medium term and long term actions.



Krista Germyn
Coordinator, Youth Services
(604-276-4110)

Att. 1: Youth Service Plan 2015-2016 Update

City of Richmond

Youth Service Plan: Where Youth Thrive 2015-2016 Update

Community Social Development Department





Introduction

The City of Richmond has a long history of responding to the needs and aspirations of youth. The 2015-2020 Youth Service Plan has acted as a road map to build on that history of responsiveness.

The Youth Service Plan was developed following extensive consultations with youth and community stakeholders in 2013 and 2014 and was built on the foundation of the previous Youth Service Plan (2008-2012). The Youth Service Plan has proven to be an invaluable resource in guiding the City's programs and services for young people.

Community Services has taken a lead role in implementing the Youth Service Plan and works collaboratively with its Community Associations and other youth serving organizations to ensure that young people have a safe and healthy journey into adulthood. Youth deserve to reach adulthood equipped with the necessary knowledge, skills and social connections to make informed decisions about their lives.

The 2015-2016 Youth Service Plan Update highlights the achievements and progress made toward the ongoing and short term actions identified in the 2015-2020 Youth Service Plan. During the first two years of Youth Service Plan implementation, Richmond youth engaged in a wide variety of quality programs and services that provided opportunities to develop the assets necessary for young people to thrive.

This report lists the goals, themes and objectives from the Youth Service Plan and details the corresponding achievements and progress made over the first two years of the plan's implementation.

Guiding Principles for Implementation

The following guiding principles will aid in decision-making and prioritization for implementation of the actions identified in the 2015-2020 Youth Service Plan:

- The action addresses a recognized need and is compatible with the City Vision, Council Term Goals and the Corporate Plan.
- The action contributes to the City's Social Development Strategy and Parks, Recreation and Cultural Services Master Plan's objectives.
- The action provides opportunities for leveraged funding and/or strategic partnerships.
- There is a strong likelihood of success for pursuing the action.
- There are existing resources to pursue the action or the need for adequate resources will be assessed on a cost-benefit basis and allocated accordingly.
- The action builds on and enhances the social capital of youth, contributes to social infrastructure, develops assets and promotes community engagement.

The Youth Service Plan

The Youth Service Plan is organized around a vision with three key goals and nine themes. Each theme is linked to the external and internal developmental assets that it aims to help build within youth. The 40 Developmental Assets are qualities adolescents need to make wise decisions, choose healthy paths and transition positively into adulthood (see Appendix A). Actions are also suggested under each theme which aim to address the challenges and gaps that were identified by youth and stakeholders during the development of the Youth Service Plan (see Appendix B).

The Youth Service Plan vision is:

"For Richmond to be the best place in North America to raise children and youth."

The goals and themes of the Youth Service Plan are:

Who is responsible for implementation?

Many individuals and groups contribute to achieving the actions set out in the Youth Service Plan. The following information defines their roles:

Youth Services Coordinator

The Youth Services Coordinator is employed by the City of Richmond and acts as a resource to internal staff and external community partners on youth matters, including working with other City departments for planning and facility development that meets the needs of youth in Richmond. The Youth Services Coordinator collaborates with others on initiatives, activities and events that achieve the actions set out in the Youth Service Plan.

GOAL 1

Building Youth Assets Through Engagement & Partnerships

Theme 1: Youth Asset Development
Theme 2: Youth Engagement, Leadership and Empowerment
Theme 3: Collaboration with Community Partners

GOAL 2

Expanding Opportunities for Youth

Theme 4: Youth Program Development and Delivery
Theme 5: Bridging Services for Vulnerable Youth
Theme 6: Safe and Social Spaces for Youth

GOAL 3

Improving Quality of Youth Services

Theme 7: Moving Towards Standards
Theme 8: Marketing and Communication
Theme 9: Tracking the Progress and Reporting to Community

Youth Services – Youth Outreach Workers

As part of the Roving Leader Program, the Youth Outreach Workers build mentor relationships with youth who are identified as being low in assets. They create programs and events to meet the individual needs and interests of youth. The Youth Outreach Workers are City staff and are supervised by the Youth Services Coordinator.

Youth Development Coordinators

Youth Development Coordinators develop programs and services for youth within their community centres. Additionally, they lead activities, programs and events and supervise Youth Development Leaders. Youth Development Coordinators are supervised by City staff within their facility however, each Youth Development Coordinator is employed by a Community Association.

Youth Development Leaders

Youth Development Leaders are program staff within community centres. They lead and supervise youth programs under the direction of their supervisor and are also employed by a Community Association.

Arts Services – Youth Outreach Workers

These Youth Outreach Workers are located in the Media Lab at the Richmond Cultural Centre. These specialized workers build relationships with youth through the Richmond Youth Media Program and lead activities in the Media Lab that help youth build media arts skills. They are contracted by the City and supervised by City staff.

The above mentioned staff are considered the “Youth Staff” or “Youth Team” within the City of Richmond. It is important to note that there are many other staff that deliver valuable services to youth, but they are not specifically identified as youth workers. These staff work in the Arts, Arenas, Aquatics, Heritage, Fitness, Parks, Volunteer Services, and the Richmond Oval.

Community Associations

The City of Richmond works collaboratively with eight Community Associations who deliver programs and services at the City's nine Community Centres and across the City. Youth Development Coordinators are employed at six of the larger community centres and Youth Development Leaders are employed at all eight facilities.

Richmond Community Associations

City Centre Community Association
East Richmond Community Association
Hamilton Community Association
Sea Island Community Association
South Arm Community Association
Steveston Community Association
Thompson Community Association
West Richmond Community Association

Community Partner Organizations

Community partner organizations include any youth-serving organization that works with Richmond youth. These partners include the Richmond Youth Service Agency, Richmond Addiction Services, Touchstone Family Association, Chimo, Vancouver Coastal Health, the Richmond School District, the Ministry of Children and Family Development, RCMP, Richmond Public Library, community sports teams such as the Kajaks Track and Field Club and many others.



CNCL - 70

GOAL 1

Building Youth Assets Through Engagement & Partnerships

Theme 1: Youth Asset Development

Asset development is a key element underpinning the Youth Service Plan.

All External and Internal Developmental Assets

Objective: The 40 Developmental Asset framework provides a shared vision and language to guide practice and decision-making. Community Services, in collaboration with various community partners, will ensure common understanding of the 40 Developmental Asset framework in youth programming. Youth will be aware of how their participation influences their asset development. The community, as a whole, will also have an awareness of the principles of developmental asset-building and its role in collectively increasing the assets of Richmond youth.

More information about the 40 Developmental Assets can be found in Appendix A.

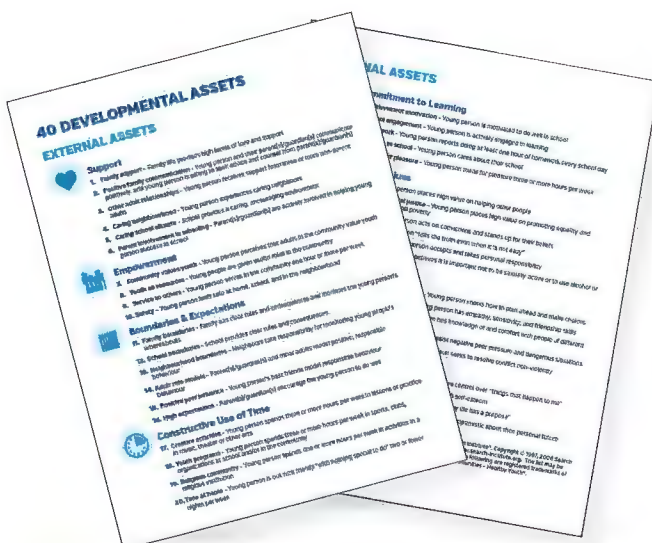
40 Developmental Assets

Research shows that the 40 Developmental Assets, developed by the Search Institute of Minnesota, act as essential building blocks for adolescents to make wise decisions, choose positive paths and grow into competent, caring, and responsible adults. These building blocks are made up of Assets that are internal and external to the individual youth.



Youth Street Team

The 40 Developmental Assets are at the core of Youth Services and through actions in the Youth Service Plan this framework is intentionally becoming more visible in programs and services. The City of Richmond Youth Street Team is comprised of volunteers who are trained on the 40 Developmental Asset philosophy. They attend community events during the summer, promoting the Assets and positive youth culture through games and age appropriate marketing tools. In 2016, the Street Team training was updated to more clearly communicate the Assets to the volunteer team members. Additionally, new marketing materials were created to enhance the promotion of the Assets to the community.



The Roving Leader Program

The Roving Leader Program is the youth outreach program for Youth Services. Two Youth Outreach Workers build mentor relationships with disconnected youth in an effort to help build youth's developmental assets through discovering their interests and connecting to the community. A review of the program began in 2016 which produced recommendations to help the program best utilize resources, improve administrative processes and better meet the needs of today's youth.

Theme 2: Youth Engagement, Leadership and Empowerment

Engaged and empowered youth are the leaders of today and tomorrow.

External Developmental Assets: Support & Empowerment

Internal Developmental Assets: Positive Values, Social Competencies & Positive Identity

Objective: Community Services values Richmond youth as contributing members of our society and recognizes the importance of youth being involved in

the decisions that affect them. Richmond youth will be connected to opportunities to provide direct input in decision-making, to collaborate with adults and their peers and to be involved in meaningful volunteer experiences with the City of Richmond and the community. Empowered youth know that they are valued by society and this helps them create positive views of themselves and develop social competencies required to succeed in life.

Trusting Relationships

Trusting relationships are a key component of youth programs and services in Richmond; whether the relationships are among youth or between youth and adults, all play a valuable role. Mentorship between older youth and younger youth is the hallmark of many youth programs. The Richmond Youth Media Program utilizes older more experienced youth in program promotion and as resources for teaching younger youth new skills. Friday night programs in community centres are another opportunity for older youth to mentor younger youth. Trusting relationships between youth and adults allows for many opportunities throughout Richmond to acknowledge diverse youth. Each year youth and adults are acknowledged through the City of Richmond U-ROC Awards as well as through volunteer appreciation events.



U-ROC Awards

The U-ROC (Richmond Outstanding Community) Awards recognize Outstanding Youth and Asset Champions (adults who support youth) through an annual ceremony held during Youth Week (May 1-7). Thirty-two Outstanding Youth were recognized at the awards in 2015 and thirty-six in 2016.

Leadership and Volunteering

Richmond youth are deeply invested in their community through volunteerism. Youth can volunteer through the City of Richmond, Community Associations and many other community organizations. In 2016, data collected from the City's volunteer website, icanhelp.richmond.ca, reported that there were 3,642 registered youth volunteers, 42,699 volunteer hours logged and 492 available volunteer opportunities for youth. Additionally, in 2016 four community centres operated volunteer Youth Councils. Youth Councils are often responsible for running events and providing input into youth matters at their centre.

"I finally feel like I have some type of control in my life and it's a good feeling because today I woke up and I thought to myself 'I am proud of what I have accomplished because yesterday I went to the community center and joined the Youth Council' ... It is something I hold close to my heart and something a lot of people do. I think that we can actually help people with this."

- A South Arm youth on his experience joining Youth Council

Parks Programs

Parks Programs engage many youth through volunteerism in programs and at special events. Over 1,600 hours of volunteer service were completed by youth in 2015 and 2016 through parks programs and events such as Ships to Shore and Halloween activities. In collaboration with the Partners for Beautification Program, an additional 300 hours were completed by youth on invasive plant removal during this time.

Youth Employment

The City of Richmond and Community Associations benefit tremendously from the employment of young people in programs. Youth who have participated in programs and services often have a more intimate and relevant understanding of the needs of current participants and engage in two way learning with adult staff. All Community Associations have employed youth in programs including afterschool care, cooking programs, art classes and sports programs.

Theme 3: Collaboration with Community Partners

The delivery of Youth Services is strengthened through the City's community partnerships.

All External and Internal Developmental Assets

Objective: Relationships with community partners increases capacity and pooled resources and, therefore, the success of the Youth Service Plan. The City will maintain and expand its network with community partners to provide more flexible outreach services and accommodate the diverse needs of youth. Youth will be better connected to the wide range of opportunities and services that the City of Richmond has to offer.

Youth Network

The Youth Network is a group of Richmond youth-serving organizations who meet quarterly to share information about programs and services and meet face to face with any new youth staff in the community. This relationship building amongst community partners has contributed to an extremely well connected and open environment, which lends itself easily to collaboration and partnerships.

Connecting the Dots

In 2015, two Connecting the Dots events were held for youth service providers in Richmond. The events were hosted by CORE (Collaborative Opportunity for Resources), which is a group of Richmond service providers who aim to enhance community collaboration, improve service provision for families and meet the needs of Richmond residents. The two events educated youth workers about available youth services and fostered stronger community connections. City staff participated on the committee to host Connecting the Dots and City and Association staff attended both events.

+POS Tickets

Positive Tickets (+POS Tickets) are a collaboration between the City of Richmond, Richmond Arenas Community Association and the Richmond RCMP where adults “catch youth doing good” and issue them with a positive ticket that is valid for one free admission to swim, skate and pitch and putt. The City of Richmond distributes these tickets to youth-serving organizations. Those who work with Richmond youth are then able to hand out the +POS Tickets to reinforce youth’s positive decision making and constructive use of time while creating stronger relationships with young people.

G.O. Day

G.O. Day (Girls Only Day) is a day-long expo where a selected group of Grade 9 girls are provided the opportunity to participate in fun physical activities and workshops on healthy living. This initiative is planned and delivered in partnership with Vancouver Coastal Health and the Richmond School District. The goals of G.O. Day are to remove barriers that may limit Grade 9 girls from being physically active, help participants develop healthy recreational habits and improve attitudes toward physical activity.



GOAL 2

Expanding Opportunities for Youth

Theme 4: Youth Program Development and Delivery

Youth benefit from developing and participating in a wide range of social, cultural and recreational programs.

External Developmental Assets: Boundaries and Expectations & Constructive Use of Time

Internal Developmental Assets: Positive Values, Social Competencies & Positive Identity

Objective: Youth are aware and have equitable access to a number of diverse recreational, social, volunteer and cultural opportunities that are responsive to their specific needs and interests, and build on their Developmental Assets. Deliberate planning with community partners and youth around a core grouping of programs will result in a broader range of programs and services that will accommodate a variety of needs and interests.

Youth Involved Process

Youth Services is built on the foundation of a youth involved process. Strong relationships with young people ensure that there can be open conversations about what is going well and what can be improved in programs and services. Youth Councils often act as conduits for information gathering from their peers regarding what young people wish to see in their community centres. Providing anonymous surveys to youth after programs allow staff an opportunity to gather honest opinions from the youth who are participating in these programs. Other opportunities for young people to provide feedback and participate in planning include their involvement on Community Association Boards, such as with Thompson Community Association.

Swim and Skate Pass

In 2016, the \$19 Summer Swim and Skate pass was introduced. Young people ages 5 to 16 years old were offered unlimited swimming and skating at four local pools and the Richmond Ice Centre from the end of June to the beginning of September. Teens 13 to 16 years old were also able to use the fitness centre at Watermania. This new Summer Pass offered excellent value and was a fun way for young people to keep physically active and socially engaged over the summer. 380 Summer Swim and Skate passes were sold in 2016.



Youth Week

Each year from May 1-7 the City of Richmond participates in BC Youth Week, a provincial initiative where municipalities recognize and celebrate young people in their communities. The City of Richmond and the Community Associations celebrate Youth Week through seven days of events and activities geared toward youth. Staff coordinate a wide array of activities during Youth Week to meet the varied interests of Richmond's youth. Events in 2015 and 2016 included: bubble soccer at West Richmond Community Centre, a teen swim at Watermania, an art contest at Steveston Community Centre, glow in the dark dodge ball at City Centre

Community Centre, a free clothing shop at South Arm Community Centre, a paint war at Hamilton Community Centre and many other fun and engaging activities. Participation in Youth Week events is free. An estimated 1,000 youth participated in Youth Week events in 2016.

The Richmond Youth Dance Company

The Richmond Youth Dance Company performs throughout the year and presents a feature showcase in the spring. Company dancers attend multiple ballet classes each week and work with guest artists throughout the season. 12 dancers participated

in this highly talented troupe in 2015 and 18 dancers in 2016. The Richmond Youth Dance Company also performed at the 2016 U-ROC Awards.

The Richmond Youth Basketball League

The Richmond Youth Basketball League is a developmental league for children and youth aged 5 -17 years. Participation in this league promotes self-esteem, friendship, cooperation and leadership opportunities for Richmond for youth at all skill levels. There were 349 youth participants in Richmond Youth Basketball League programs in 2015 and 394 in 2016. The Richmond Youth Basketball League is delivered in collaboration with the Community Associations.

Reaching Outlying Communities

Hamilton Community Association continues to meet the needs of local youth and ensures that they have meaningful opportunities that are close to home. The 2016 Youth Week Colour Bonanza event had 25 participants. The event included a paint slip and slide and a colour war. The Youth Outdoor Movie Night in 2016 included an outdoor screening of the Jungle Book. 150 participants were in attendance.



FREE | CITY CENTRE ANDANTÉ CAFÉ YOUTH SHOWCASE
Listen to or watch some of Richmond's amazing youth talent at this event that showcases singers, musicians, poets, performers and comedians all in a relaxed café-like setting.
Sunday, May 1 | 6:00-8:00 p.m.
City Centre Community Centre
Info: Contact Loryn at llegear@richmond.ca or 604-204-8571.

FREE | CITY OF RICHMOND U-ROC YOUTH AWARDS
Celebrate the achievements and dedication of Richmond's Outstanding Youth and Asset Champions at this very special and entertain award ceremony, presented by Kwantlen Polytechnic University. This event is by invitation only.
Monday, May 2 | 5:30-8:30 p.m.
Gateway Theatre
Info: Visit www.richmond.ca/u-roc or email youthweek@richmond.ca.

FREE | YOUTH WEEK FEASTIVAL
Come for the free food and fun games, try to win prizes and browse the booths for extra info and freebies at this event to thank youth for their involvement within the community.
Tuesday, May 3 | 12:30-1:30 p.m.
Cambie Community Centre
Info: Contact Denisa at dmohr@richmond.ca or 604-233-8379.

FREE | BOOT CAMP AND BBQ
• **BOOT CAMP-REGISTRATION REQUIRED**
Register to take this fitness class and receive a free 1-month fitness pass! To register, call 604-238-8432 or visit www.richmond.ca/register and quote barcode #1504768.
• **BBQ-DROP-IN**
Join in the BBQ and a fun game of Ultimate Frisbee!
Tuesday, May 3 | 3:30-5:00 p.m.
Thompson Community Centre
Info: Contact Bryce at babbott@richmond.ca or 604-238-8432.

FREE | CLOTHING EXCHANGE AND FASHION SHOW
Pick up some new-to-you clothes, shoes, accessories and more during this teen shopping extravaganza with a variety of styles and sizes to choose from. Also, participate in or watch a fabulous fashion show! Snacks provided.
Note: Bring any clean clothing or accessories to donate to South Arm Community Centre before 5:00 p.m. on Thursday, April 28.
Tuesday, May 3 | 4:00-7:00 p.m.
South Arm Community Centre
Info: Contact Amanda at amcintosh@richmond.ca or 604-238-8071.

FREE | BBQ AND WATER FIGHT
Dine on 50 cent hot dogs and participate in fun games, activities and a group water fight. Come ready for a battle!
Wednesday, May 4 | 2:30-5:30 p.m.
South Arm Community Centre
Info: Contact Amanda at amcintosh@richmond.ca or 604-238-8071.

FREE | YOUTH ART SHOWDOWN
Join in on this timed competitive event in which eight youth artists per round compete to create art that is voted on by the audience!
Thursday, May 5 | 6:00-8:00 p.m.
Steveston Community Centre
Info: Contact Andrew at achornohus@richmond.ca or 604-238-8019.

FREE | CITY OF RICHMOND PECHAKUCHA VOL. 15-RICH CITY LIFE
Watch a presentation by dynamic and engaging youth who present 20 images for 20 seconds each, igniting passion and creative thinking about the urban youth experience in Richmond. Presented by the City of Richmond's Public Art Program and Youth Services.
Thursday, May 5 | 8:00-9:00 p.m.
Steveston Community Centre
Info: Contact Alvin at al@richmond.ca or 778-870-3453.

FREE | BUBBLE SOCCER
Join this action-packed modified version of soccer that includes playing five on five all while enclosed in a personal, plastic bubble that is both safe and fun!
• **REGISTRATION REQUIRED**
To register, call 604-238-8416 or visit www.richmond.ca/register and quote barcode #1514068.
Friday, May 6 | 4:00-6:00 p.m.
West Richmond Community Centre
Info: Contact Duncan at dbrow@richmond.ca or 604-238-8416.

FREE | MEGA YOUTH NIGHT
Try a bunch of different activities that include pool, air hockey, glow-in-the-dark capture the flag/dodge ball, Karaoke and more. Come out, be active, and have fun!
Friday, May 6 | 8:00-11:00 p.m.
City Centre Community Centre
Info: Contact Loryn at llegear@richmond.ca or 604-204-8571.

FREE | COLOUR BONANZA
Grab some friends, choose a team name, wear a white t-shirt and clothes that can get dirty and try to stain the most people with your team's colour. Expect prizes, paint slip and slide, spray paint art, food and tons of fun!
Saturday, May 7 | 12:00-2:00 p.m.
Hamilton Community Centre
Info: Contact Halle at hwanvethuijen@richmond.ca or 604-718-8055.

FREE | RYMP PRESENTS CIRCUIT BENDING
Make new musical or visual instruments by learning how to creatively customize electronic devices in this workshop that covers all aspects of the process. No experience necessary.
• **REGISTRATION REQUIRED**
To register, call 604-276-4300 or visit www.richmond.ca/register and quote barcode #1506518.
Saturday, May 7 | 12:00-4:00 p.m.
Media Lab
Info: Contact Lauren at medialab@richmond.ca or 604-247-8303.

FREE | WATER MANIA
Swim, dive and flop to great music during this "free for teens" time that also includes prizes for boat races and other fun competitions!
Saturday, May 7 | 7:00-9:00 p.m.
Watermania
Info: Contact Krista at kgermy@richmond.ca.

FOR ALL DETAILS, VISIT WWW.RICHMOND.CA/YOUTHWEEK

Youth Week
British Columbia • May 1-7

Logos for various organizations: West Vancouver, Fraser Health, erca, Thompson Community Centre, City Centre, and Richmond.



Theme 5: Bridging Services for Vulnerable Youth

Vulnerable youth have unique needs and can thrive with access to appropriate programs and services.

External Developmental Assets: Support & Constructive Use of Time

Internal Developmental Assets: Positive Identity & Social Competencies

Objective: Community Services aims to reach all youth in a variety of programs and services while being particularly vigilant about addressing the very specific needs of vulnerable youth. These groups might include Aboriginal youth, youth with disabilities or special needs, newcomer/immigrant youth, LGBTQ youth, youth from low-income families and youth in conflict with the law. Serving diverse youth, and vulnerable youth in particular, requires targeted approaches and strong relationships with a variety of community partners and with youth themselves. Community Services will ensure that vulnerable youth are better connected to resources and opportunities to build assets.

Friday Night Programs

On Friday nights at Cambie, Steveston, West Richmond, City Centre, South Arm and Thompson Community Centres, social and games rooms become lively youth only spaces offering free drop-in activities to young people as a constructive and safe alternative for youth to start the weekend. During Friday night programs youth participate in cooking, baking, video games, billiards and theme nights.

Surfari Program

In 2015 and 2016 Youth Services partnered with Richmond Addiction Services to lead the Surfari Program. This program is geared toward low-asset youth and includes activities focused on positive identity, healthy relationships and building empathy during a four-day surfing adventure to Tofino, BC. Each year two alumni are invited back and trained as Junior Leaders for the next group.

In 2016, previous staff and Junior Leaders from the Surfari Program were sponsored by Tourism Tofino to return to Tofino to watch the Queen of the Peak Surf Competition, participate in surf lessons and go zip-lining. The Surfari Program was highlighted at a media event prior to the surf competition with two of the Junior Leaders speaking about their experience surfing and the impact the Surfari Program has had on their lives.



Youth Integration Program

The Youth Integration Program was developed in 2015 at Cambie Community Centre. This program is tailored to high functioning youth with cognitive delays and/or social impairments and offers fun outings and activities focused on the development of positive social interactions. Creating increased opportunities for youth with disabilities is an ongoing action of the Youth Service Plan. Five youth participated in the Youth Integration Program in 2015 and 23 youth participated in 2016.

Richmond Youth Media Program

The Richmond Youth Media Program (RYMP) is a free program for youth, delivered in partnership with Richmond Addiction Services Society and supported by Vancouver Coastal Health's Sharon Martin Community Health Fund. Programming includes drop-in sessions and a variety of structured classes. Participants learn media literacy skills that are relevant to their interests and experience a supportive environment where they engage with positive role models. Forty eight youth were signed up as members of RYMP in 2016 with 288 additional guest visits.

"That's what I love about the Media Lab – the cultural diversity!"

- RYMP participant on their experience in the program



The Band of Brothers

The Band of Brothers is a program offered to male youth from Richmond. Staff and youth plan, organize and attend a four day camping adventure to Juan de Fuca Provincial Park. The program is geared towards male youth 14-18 years and is designed to intentionally build self-esteem, self-confidence, personal power, sense of purpose, caring and positive peer relationships within the youth who participate. Youth Services partnered with Richmond Addiction Services to deliver the Band of Brothers in 2015 and 2016.

The Richmond Oval

An innovative partnership was established between the Richmond Oval and Youth Services which connects youth from the Roving Leader Program to opportunities at the Oval. The Education Programmer at the Richmond Oval has acted as a direct link to other staff to ensure that the Roving Leader Program is recognized in the facility and that low-asset youth who attend feel welcomed and their needs are met. Through this relationship Roving Leader Program participants have utilized the climbing wall, the track, the ROX exhibit, drop-in basketball and the weight room.

Theme 6: Safe and Social Spaces for Youth

Indoor and outdoor youth spaces foster their development and independence.

External Developmental Assets: Boundaries and Expectations

Internal Developmental Assets: Commitment to Learning, Positive Values & Social Competencies

Objective: All youth have access to indoor and outdoor spaces in the community where they can take ownership, be responsible, feel welcome, socialize, obtain information and receive services.

Youth friendly spaces will be designed and operated in a way that promotes social gathering and safety. Recognizing that safety goes beyond physical safety, efforts will be made to ensure that youth have access to spaces where they have more autonomy and independence within “adult-like” facilities.

“Through my volunteer work at Thompson Community Centre I have had the opportunity to help create a stronger sense of community. Working with younger children as well as the elderly has introduced me to the beauty in all walks of life.”

-Thompson Community Centre Volunteer

Youth-friendly Spaces

Many facilities in Richmond boast youth-friendly spaces and youth-only times to ensure that youth feel comfortable and welcome when they walk through the doors. The new City Centre Community Centre features a multi-use space with youth-friendly elements such as tables designed for individual studying or group work, comfortable seating and wall partitions to increase privacy for youth programs. The Brighthouse Library has a well-used youth section with a collection of books tailored to teens. Additionally, all community centres have dedicated discounted youth hours in their weight rooms.

Garden City Bike Park

The Garden City Bike Park is a unique addition to the existing outdoor youth-friendly spaces in the City of Richmond. Featuring a start ramp, jumps of various heights and pump tracks, this bike park is suitable for riders at all skill levels. Additional parks for young people to enjoy skating and biking in the City include the skate park at River Road and the plaza with skateable elements at Thompson Community Centre.





GOAL 3 Improving the Quality of Youth Services

Theme 7: Moving Towards Standards

High quality and consistent youth services deliver results.

All Internal and External Developmental Assets

Objective: Community Services will foster consistency in the delivery of services to youth across all City facilities and programs. Youth will benefit from having programs delivered with consistent city-wide messages. Community Services will attract and retain high performing employees as the City is recognized as a desirable place to work with fair compensation. Standardized training will provide employees with professional skills required to be successful in their work and will enhance their ability and capacity to deliver high-quality youth services.

2016 BC Parks & Recreation Association (BCRPA) In Your Face Youth Workers Conference

Every two years the BCRPA, in partnership with municipalities across the Lower Mainland, hosts the In Your Face Youth Workers Conference. City of Richmond and Community Association staff attended the 2016 conference and brought back relevant information to their teams. Sessions included: Putting a Youth Twist on Addictions Services; The Rules of Engagement for Relationship Building with Youth; Gang Prevention in BC; and Mindfulness-based Interventions for Adolescents.

Consistency in Youth Programming

Over the course of 2015-2016, Youth Development Coordinators have been working collaboratively to ensure that similar programs at different community centres are offered at a consistent cost. This effort will help improve the public's understanding of the services being offered.

Staff Development

The youth staff with the City and Community Associations meet bi-weekly to discuss important issues, plan activities and share information. These meetings also provide valuable opportunities to bring in subject matter experts to present to staff on relevant topics that relate to current youth trends. These presentations have included information on substance use, LGBTQ2S and mental health.



Theme 8: Marketing and Communication

Awareness of programs, services and facilities encourages youth participation.

External Assets: Empowerment & Constructive Use of Time

Internal Assets: Social Competencies & Positive Values

Objective: Youth and the community will be more aware of programs, services and facilities available in Richmond. Community Services actively seeks input from youth and the community in the development and delivery of marketing to ensure that a wide range of youth are reached. Providing youth with timely, accurate and easy-to-understand information about community events and opportunities will give them a gateway to making informed choices.



ERASE Poster and Video Contest

In 2015, the Respectful City Committee was created in partnership between the City of Richmond and the Richmond School District to raise awareness about bullying in the community and the desire to have a respectful, safe and connected Richmond. One of the committee's first initiatives was to develop the Expect Respect and A Safe Education (ERASE) Poster Contest which encouraged youth to submit designs that communicated the ERASE Bullying and Respectful City messages. These posters were then utilized in the promotion of Pink Shirt Day. In 2016 a video contest was added to the campaign to increase opportunities for youth-centred marketing approaches.

Communication Channels

The City and Community Associations utilize a variety of communication channels to share information. The City website houses a wealth of information on youth initiatives, events, programs and services. Additionally, some Community Associations utilize their own websites. Facebook and Twitter are social media platforms utilized by the City and Community Associations and are valuable tools to reach youth and parents. News releases are yet another way the City disseminates information. Utilizing a variety of communication channels ensures that a wide audience of youth within the community receive information.

The Media Lab

The Media Lab, located in the Richmond Cultural Centre, is a hub of youth media arts activity and is a valuable resource to the City for marketing and promotions. In 2015 staff at the Media Lab assisted Youth Services to create a promotional video for the Youth Service Plan. In 2016 Media Lab staff and participants helped Youth Services create a video promoting the 40 Developmental Assets. Other promotional activities supported by the Media Lab included videos for the U-ROC Awards, city strategy documents and posters for youth events across the City.



Youth Art Mart

The Youth Art Mart is an annual arts and crafts fair hosted in partnership between the Youth Outreach Workers in Youth Services and Arts Services, where vendors aged 13-24 get a free table to sell their handmade merchandise.



WURd

What's Up Richmond? (WURd) is a website, designed and maintained by youth in Richmond, for youth in Richmond. Events, opportunities and other listings on this website are independently submitted by local organizations. WURd is supported by the Richmond Community Services Advisory Committee. The City's youth staff utilize this website as a marketing and communication tool to reach local youth.

Theme 9: Tracking the Progress and Reporting to Community

External Developmental Assets: Boundaries and Expectations

Internal Developmental Assets: Social Competencies

Objective: Monitoring and evaluation enable continued learning, ensure success and are key to delivering effective, efficient and responsive services. Community Services and Community Associations will monitor and evaluate the progress on implementing the actions of the 2015-2020 Youth Service Plan. Qualitative and quantitative indicators will be used to measure success in achieving desired outcomes and provide useful information for program development, resource allocation and decision making. Community Services will report back to community organizations and citizens on the progress of Youth Service Plan implementation and ensure consistency and accountability in reporting mechanisms.

Information Sharing

Public awareness and education about the Youth Service Plan began in 2015 with presentations to City and Association staff, Community Association Boards and youth-serving organizations in Richmond. Through 2015 and 2016, new Community Services youth staff were educated about the Youth Service Plan and worked collaboratively to achieve its actions. Youth staff often present to their Community Association Boards on various Youth Service Plan achievements.



Next Steps

The 2015-2016 Youth Service Plan Update will be shared with internal and external stakeholders by disseminating information through various communication channels (e.g. social media).

Upcoming initiatives and activities for 2017/2018 include:

- presentations on asset development by City staff to internal partners;
- the development of an inter-municipal Youth Coordinator Committee;
- the 20th anniversary of the U-ROC Awards;
- the development of more youth-friendly promotional and advertising materials; and
- a targeted approach to encouraging youth involvement on City committees.

Staff will continue to monitor and report out on the achievements of the Youth Service Plan on an annual basis through future updates detailing the progress made on ongoing, medium-term and long-term actions.

Conclusion

The 2015-2016 Youth Service Plan Update demonstrates the commitment of the City of Richmond, Community Associations and partner organizations to help youth thrive. The Youth Service Plan's Guiding Principles for implementation have ensured that the City is on target to achieving the actions set out in the plan. This is being achieved in a way that utilizes resources responsibly, leverages effective partnerships and is compatible with other relevant City visions, goals, strategies and plans. The City, Community Associations and community partner organizations will continue to work collaboratively to achieve the ongoing, medium-term and long-term actions identified in the Youth Service Plan.

For more information about the 2015-2020 Youth Service Plan, please visit www.richmond.ca/youth.



Appendix A | Search Institute's 40 Developmental Assets

Why do some kids grow up with ease, while others struggle? Why do some kids get involved in dangerous activities, while others spend their time contributing to society? The Search Institute has identified 40 concrete qualities—developmental assets—that have a tremendous influence on

youth's lives and choices. Research shows that the 40 Developmental Assets help youth make wise decisions, choose positive paths, and grow up competent, caring and responsible.
(See: <http://search-institute.org>)

EXTERNAL ASSETS



Support

1. **Family support** - Family life provides high levels of love and support
2. **Positive family communication** - Young person and their parent(s)/guardian(s) communicate positively, and young person is willing to seek advice and counsel from parent(s)/guardian(s)
3. **Other adult relationships** - Young person receives support from three or more non-parent adults
4. **Caring neighbourhood** - Young person experiences caring neighbours
5. **Caring school climate** - School provides a caring, encouraging environment
6. **Parent involvement in schooling** - Parent(s)/guardian(s) are actively involved in helping young person success in school



Empowerment

7. **Community values youth** - Young person perceives that adults in the community value youth
8. **Youth as resources** - Young people are given useful roles in the community
9. **Service to others** - Young person serves in the community one hour or more per week
10. **Safety** - Young person feels safe at home, school, and in the neighbourhood



Boundaries & Expectations

11. **Family boundaries** - Family has clear rules and consequences and monitors the young person's whereabouts
12. **School boundaries** - School provides clear rules and consequences
13. **Neighbourhood boundaries** - Neighbours take responsibility for monitoring young people's behaviour

14. Adult role models - Parent(s)/guardian(s) and other adults model positive, responsible behaviour

15. Positive peer influence - Young person's best friends model responsible behaviour

16. High expectations - Parent(s)/guardian(s) encourage the young person to do well



Constructive Use of Time

17. Creative activities - Young person spends three or more hours per week in lessons or practice in music, theater or other arts

18. Youth programs - Young person spends three or more hours per week in sports, clubs, organizations at school and/or in the community

19. Religious community - Young person spends one or more hours per week in activities in a religious institution

20. Time at home - Young person is out with friends "with nothing special to do" two or fewer nights per week

INTERNAL ASSETS



Commitment to Learning

21. Achievement motivation - Young person is motivated to do well in school

22. School engagement - Young person is actively engaged in learning

23. Homework - Young person reports doing at least one hour of homework every school day

24. Bonding to school - Young person cares about their school

25. Reading for pleasure - Young person reads for pleasure three or more hours per week



Positive Values

26. Caring - Young person places high value on helping other people

27. Equality and social justice - Young person places high value on promoting equality and reducing hunger and poverty

28. Integrity - Young person acts on convictions and stands up for their beliefs

29. Honesty - Young person "tells the truth even when it is not easy"

30. Responsibility - Young person accepts and takes personal responsibility

31. Restraint - Young person believes it is important not to be sexually active or to use alcohol or other drugs



Social Competencies

- 32. Planning and decision making** - Young person knows how to plan ahead and make choices
- 33. Interpersonal competence** - Young person has empathy, sensitivity, and friendship skills
- 34. Cultural competence** - Young person has knowledge of and comfort with people of different cultural/racial/ethnic backgrounds
- 35. Resistance skills** - Young person can resist negative peer pressure and dangerous situations
- 36. Peaceful conflict resolution** - Young person seeks to resolve conflict non-violently



Positive Identity

- 37. Personal power** - Young person feels they have control over “things that happen to me”
- 38. Self-esteem** - Young person reports having high self-esteem
- 39. Sense of purpose** - Young person reports that “my life has a purpose”
- 40. Positive view of personal future** - Young person is optimistic about their personal future

The list of 40 Developmental Assets® is reprinted with permission from Search Institute®. Copyright © 1997, 2006 Search Institute, 615 First Avenue NE, Minneapolis, MN 55413 USA; 800-888-7828; www.search-institute.org. The list may be reproduced for educational, noncommercial uses only. All Rights Reserved. The following are registered trademarks of Search Institute: Search Institute®, Developmental Assets®, and Healthy Communities • Healthy Youth®.



Appendix B | Youth Service Plan: Actions

GOAL 1

Building Youth Assets Through Engagement & Partnerships

THEME 1: YOUTH ASSET DEVELOPMENT

#	ACTION	TIMELINE
1.1	Incorporate the Developmental Asset language and philosophy in City and Community Association youth marketing and communication tools.	Ongoing
1.2	Develop and implement a campaign that serves to educate parents, youth and the community at large on the Developmental Assets and their benefits.	Short Term
1.3	Develop and implement training opportunities for City staff, Community Associations and Community Organizations to enhance common understanding of Developmental Asset principles.	Medium Term
1.4	Expand the Youth Services Street Team to advance Developmental Asset education and awareness in the community.	Medium Term
1.5	Establish an asset-based leadership group with key representatives from the City's community partners.	Medium Term
1.6	Create asset development training, and coordinate and advance asset development within Community Services and other youth serving agencies.	Medium Term

THEME 2: YOUTH ENGAGEMENT, LEADERSHIP AND EMPOWERMENT

#	ACTION	TIMELINE
2.1	Enhance existing programs and services and create new opportunities for mentorship (such as youth peer leadership, intergenerational activities).	Ongoing
2.2	Increase the number of (and access to) meaningful youth volunteer opportunities in civic and community based programs and activities (such as youth representation on boards, committees, and Council-appointed groups).	Short Term
2.3	Provide leadership skills development programs that are specifically designed for youth.	Ongoing
2.4	Develop a systematic approach to engage youth in planning programs, services and facilities that are of interest and benefit to them (such as programs and services, parks and open spaces).	Medium Term
2.5	Educate youth on how their input will be used and inform young people about the outcomes of their involvement in the planning process.	Ongoing
2.6	Acknowledge diverse youth through the U-ROC Awards, volunteer recognition, and develop new and innovative methods of youth recognition.	Ongoing

THEME 3: COLLABORATION WITH COMMUNITY PARTNERS

#	ACTION	TIMELINE
3.1	Build new relationships and foster existing relationships with community partners.	Ongoing
3.2	Support and facilitate regular communication between partners to share information and knowledge, coordinate activities and discuss youth needs and issues.	Ongoing
3.3	Develop and regularly maintain an inventory of youth-serving organizations in Richmond to more efficiently communicate youth related information and resources.	Medium Term
3.4	Organize a Richmond Youth Forum to bring together youth and youth stakeholders, provide education and information and improve interagency communication.	Medium Term

GOAL 2

Expanding Opportunities for Youth

THEME 4: YOUTH PROGRAM DEVELOPMENT AND DELIVERY

#	ACTION	TIMELINE
4.1	Enhance communication city-wide about the importance of regular physical activity on youth health and wellness.	Ongoing
4.2	Involve youth in program planning to ensure development of appropriate opportunities to combat inactivity.	Ongoing
4.3	Improve accessibility of Community Services programs and services, facilities and spaces.	Ongoing
4.4	Identify opportunities to provide more low cost, no cost programs and services to youth.	Ongoing
4.5	Provide youth with a full range of opportunities to participate in sport and physical activity and ensure they are aware of these opportunities.	Ongoing
4.6	Support the Richmond sport community to develop youth to reach their highest level of sport achievement.	Ongoing
4.7	Identify transportation needs to access youth programs and services, particularly in outlying areas of Richmond.	Ongoing
4.8	Identify opportunities for relevant programming targeting specific age groups of youth.	Medium Term
4.9	Enhance youth life skills and build career training into programs and services for youth.	Ongoing

THEME 5: BRIDGING SERVICES FOR VULNERABLE YOUTH

#	ACTION	TIMELINE
5.1	Identify barriers to existing programs, services and opportunities for vulnerable youth, focusing on particular target groups.	Short Term
5.2	Improve access to and information about existing City programs, services and opportunities for vulnerable youth.	Medium Term
5.3	Enhance programs and services for vulnerable youth.	Medium Term
5.4	Enhance the Roving Leader Program and if applicable, develop additional approaches to provide more flexible outreach services.	Short Term
5.5	Develop ways to better reach parents of vulnerable youth.	Ongoing
5.6	Create more opportunities for (and increase access to) opportunities and activities for young people with disabilities.	Ongoing
5.7	Develop additional opportunities for low-income youth by improving access to programs and services and by connecting them to existing low cost/no cost programs and services (such as Recreation Fee Subsidy Program).	Ongoing
5.8	Enhance opportunities for vulnerable youth within the Richmond Youth Media Program.	Ongoing
5.9	Create and support welcoming and inclusive community events, programs and services to allow youth (particularly immigrant youth) to celebrate their cultural identities and feel connected to their community.	Ongoing
5.10	Support ELL youth in building their confidence in speaking English.	Ongoing
5.11	Provide opportunities for staff to increase their education and awareness to best support the needs of youth who are experiencing mental health challenges.	Medium Term
5.12	Participate annually in anti-bullying week, leverage opportunities and create ongoing awareness and education throughout the year.	Ongoing

THEME 6: SAFE AND SOCIAL PLACES FOR YOUTH

#	ACTION	TIMELINE
6.1	Involve diverse youth in the ongoing development, design and operation of youth spaces to address their needs and gather their input.	Ongoing
6.2	Examine community needs in connection to increased youth-specific space in Richmond.	Long Term
6.3	Enhance existing youth-friendly spaces to better accommodate the needs of youth.	Ongoing
6.4	Provide new and innovative youth programming in the Richmond Cultural Centre Media Lab through the Richmond Youth Media Program (RYMP).	Ongoing
6.5	Utilize multifunctional, youth-friendly outdoor spaces for programs and services.	Medium Term

GOAL 3**Improving the Quality of Youth Services****THEME 7: MOVING TOWARDS STANDARDS**

#	ACTION	TIMELINE
7.1	Create and implement city-wide youth service criteria and program standards.	Ongoing
7.2	Continue to enhance Performance Evaluation Systems that are aligned to service standards and support staff development.	Ongoing
7.3	Develop and implement a standardized orientation and training program for staff that enhances skills and positively contributes to youth programs and services.	Medium Term
7.4	Create a standardized data collection method for Community Services youth programs and services.	Short Term

THEME 8: MARKETING AND COMMUNICATION

#	ACTION	TIMELINE
8.1	Develop a dynamic, age appropriate Youth Marketing Plan designed specifically to appeal to youth that is contemporary and delivered for a tech-savvy audience.	Short Term
8.2	Provide opportunities for youth to be proactively and creatively engaged in the development and delivery of marketing materials.	Ongoing
8.3	Identify and engage Youth Promotion Ambassadors who will conduct "word of mouth" and "Face-to-Face" promotion of youth events, programming and services.	Medium Term
8.4	Utilize the Media Lab to develop videos and/or use Media Arts in marketing and communication.	Ongoing

THEME 9: TRACKING THE PROGRESS AND REPORTING TO COMMUNITY

#	ACTION	TIMELINE
9.1	Develop target and baseline indicators using the outcome-based evaluation framework to monitor the progress of the Youth Service Plan and evaluate the outcomes.	Short Term
9.2	Annually monitor and report on accomplishments from the YouthService Plan.	Ongoing
9.3	Develop a Youth Service Plan reporting tool to periodically communicate progress of implementation and achievements to the public.	Short Term
9.4	Create a marketing and education plan to introduce and educate City and Community Association staff and community partners on the 2015-2020 Youth Service Plan.	Short Term



City of Richmond

6911 No. 3 Road, Richmond, BC V6Y 2C1
Telephone: 604-276-4000
www.richmond.ca