



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services Committee    **Date:** June 20, 2019

**From:** Kim Somerville  
Director, Community Social Development    **File:** 07-3425-02/2019-Vol 01



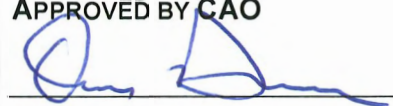
**Re:** 2015–2020 Youth Service Plan: Where Youth Thrive – 2018 Update

### Staff Recommendation

That the staff report titled “2015–2020 Youth Service Plan: Where Youth Thrive – 2018 Update” dated June 20, 2019 from the Director, Community Social Development, be distributed to key stakeholders and posted on the City website.

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

Att. 2

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

## Staff Report

### Origin

The 2015–2020 Youth Service Plan: Where Youth Thrive was adopted by Council on March 9, 2015. The Youth Service Plan guides the City on youth matters, is a resource for external stakeholders and is in effect from 2015 to 2020. The Plan provides a framework with goals and actions for the planning and development of services and programs that generate opportunities for Richmond’s youth (13–24 years) to have a safe and healthy journey into adulthood. The report is currently in its fourth year and achievements over the first three years were detailed in previous annual progress reports received by Council.

The purpose of this report is to provide an update on the implementation of the Plan for 2018.

This report supports the 2013–2022 Social Development Strategy’s Strategic 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 supports the 2018–2023 Community Wellness Strategy’s Focus Area:

*#1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.*

This report also supports the Youth Service Plan’s 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

Since the Youth Service Plan was adopted in 2015, the City, community partners, youth serving organizations, residents and other stakeholders have used it as a roadmap to improve the lives of youth in Richmond. This report provides a high-level summary of the City and community achievements in meeting the goals, themes and actions of the Plan in 2018. It is important to note that, as the Plan is implemented, some actions have timelines that, due to community context, may no longer be considered short or medium term and are better suited to be ongoing actions.

The following goals and corresponding themes include items for action and associated timelines for completion:

1. Goal 1: Building Youth Assets through Engagement and Partnerships
  - Theme 1: Youth Asset Development
  - Theme 2: Youth Engagement, Leadership and Empowerment

- Theme 3: Collaboration with Community Partners
2. 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
  3. 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 the Community

The Youth Service Plan showcases the important role the City, community partners and youth serving organizations play by working collaboratively to meet the needs of youth and to support young people in developing the character strengths they need to become healthy, caring and responsible adults.

### **Highlighted Achievements for 2018**

The following are some highlighted 2018 achievements in implementing the Youth Service Plan:

#### **Goal 1: Building Youth Assets through Engagement and Partnerships**

- The Youth U-ROC (Richmond Outstanding Community) Awards celebrated its 20<sup>th</sup> Anniversary, recognizing outstanding youth for their mentorship, leadership and teamwork and adult asset champions, who mentor, support and make a difference in the lives of youth. In 2018, there were 165 nominees acknowledged (72 youth representing seven youth groups, 34 adult Asset Champions and 59 Outstanding Youth);
- The Youth at the Booth initiative created 88 positions for youth (15 to 18 years) to serve as election officials for the 2018 Richmond Municipal and School Board Elections; and
- The Youth on Council Appointed Advisory Committees initiative provided opportunities for youth (18-24 years) to serve on Council Appointed Advisory Committees.

#### **Goal 2: Expanding Opportunities for Youth**

- Financial Literacy programs were offered by community partners, in partnership with local businesses, to 192 youth at six community centres (West Richmond, Steveston, Cambie, City Centre, Thompson and South Arm);
- The Richmond Youth Media Program worked with five youth who participated in a guided and supervised live video stream of the Remembrance Day Ceremony at City Hall providing the public a real-time broadcast of the Ceremony; and
- An “unplugged” camping experience gave 15 youth from Richmond and 90 youth throughout the Lower Mainland an opportunity to camp at Sasamat Outdoor Centre.

### Goal 3: Improving Quality of Youth Services

- Increased training in mental health, substance misuse, inclusion and mindfulness provided City and Community Partner staff with enhanced knowledge, skills and abilities to better meet the needs of vulnerable youth;
- In preparation for Summer Day Camp, 275 Summer Leaders and volunteers attended City Wide Training to be better prepared in providing a safe, positive and inclusive experience for children in programs; and
- The City and community partners released the new Youth Facility Pass that allows youth access to a variety of youth friendly spaces, activities, recreation, either for free or at a subsidized price, at Richmond community centres.

The 2018 highlights above showcase the progress towards the achievement of actions outlined in the Youth Service Plan. Within the Plan, three goals and nine themes continue to provide a framework that guide the City's decisions and resource allocations on youth matters from 2015 to 2020. A one-time additional level request will be submitted for 2020 to update the Youth Service Plan.

Additional details on the highlights noted above are available in Attachment 1. A summary of the progress made on all of the Youth Service Plan's actions is available in Attachment 2.

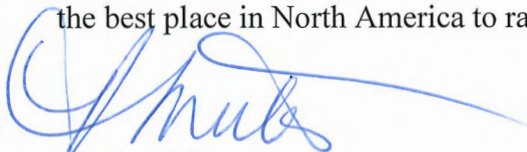
### Financial Impact

None.

### Conclusion

The City, community partners and youth serving organizations continue to work collaboratively to address the service needs of youth in Richmond and to achieve the actions in the Youth Service Plan. The Plan aims to create opportunities for youth to actively engage, develop competence and skills, make decisions, have a voice, be connected to community and develop a lasting identity.

As priorities for youth in the community are addressed, the quality of life in Richmond continues to be enriched and the City further realizes the Youth Service Plan's vision for Richmond to be the best place in North America to raise children and youth.



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(604-204-8599)

Att. 1: 2015–2020 Youth Service Plan: Where Youth Thrive - 2018 Update

Att. 2: 2015–2020 Youth Service Plan: Where Youth Thrive - Status of Actions



City of Richmond

# 2015–2020 Youth Service Plan: Where Youth Thrive

## 2018 Update

Community Services Division









## Introduction

The City's 2015–2020 Youth Service Plan was developed to address the service needs for youth 13–24 years and acts as a road map for the City, its Community Partners (Community Associations and Societies) and Youth Serving Organizations to support and respond to the demands and aspirations of youth in Richmond. The Plan aims to create an environment that generates opportunities for Richmond's youth to have a safe and healthy journey into adulthood. The Youth Service Plan was the result of collecting best-practice information from other jurisdictions in Canada, related research, and extensive community consultations with youth, Community Partners and Youth Serving Organizations.

The 2015–2020 Youth Service Plan consists of three goals and nine themes with associated actions (see page 2). Each theme is linked to the Search Institute's 40 Developmental Assets, a framework that the City of Richmond has adopted for working with youth. Developmental Assets are positive supports and strengths that young people need to succeed (see Appendix A on page 19). The actions suggested under each theme aim to address the needs that were identified by youth and stakeholders during the development of the Youth Service Plan (see Appendix B on page 23). Since the 2015–2020 Youth Service Plan was adopted, there has been significant progress in addressing the short term (0–2 years), medium term (2–3 years), long term (4–5 years) and ongoing actions.

This 2018 Update showcases the progress made towards the actions in the 2015–2020 Youth Service Plan. The City, Community Partners and Youth Serving Organizations continue to collaborate to better meet the needs of youth in Richmond. These vital partnerships resulted in numerous benefits to the community and supports the vision of the 2015–2020 Youth Service Plan *"for Richmond to be the best place in North America to raise children and youth."*

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# 2015–2020 Youth Service Plan Framework

## 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 the Quality of Youth Services

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

## Who is responsible for implementation?

Many individuals and groups, in particular the City, its Community Partners and Youth Serving Organizations, contribute towards achieving the actions set out in the Youth Service Plan. The following defines their roles:

### City of Richmond

The City has maintained an ongoing commitment to support the unique needs of youth through resource allocation and the design of services, programs and

spaces. Working closely with Community Partners, the following City staff positions are dedicated to working with Richmond youth:

- **Youth Services Coordinator:** Acts as a resource to City staff, Community Partners, Youth Serving Organizations and the public on youth matters in Richmond. The Youth Services Coordinator develops and manages policies and strategies that meet the needs of youth and young adults, 13–24 years, and collaborates with others on initiatives, activities and events that achieve the actions set out in the Youth Service Plan.

- **Youth Outreach Workers:** Develop and implement programs and opportunities to meet the individual needs and interests of youth in Richmond. The two Youth Outreach Workers connect youth to their community through social, recreational and cultural activities.
- **Youth Outreach Worker, Media Arts Specialist and Media Arts Programmer:** Build relationships with youth through the Richmond Youth Media Program and lead activities in the Media Lab at the Richmond Cultural Centre that help youth build media arts skills.

It is important to note that there are many other City staff that deliver valuable services to youth, however, they are not specifically identified as youth workers. These staff work in City facilities throughout Richmond (e.g. Arenas and Aquatics).

### Community Partners (Community Associations and Societies)

The City of Richmond works collaboratively with Community Partners who deliver programs and services at community centres in the city. Community Associations and Societies are led by volunteer boards comprised of committed community members. Richmond Community Partners include:

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

The following Community Partner staff are dedicated to working with youth:

- **Youth Development Coordinators:** Develop programs and services for youth within community centres. Additionally, they lead activities, programs and events as well as 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 or Society.
- **Youth Development Leaders:** Lead and supervise preteen and youth programs at community centres under the direction of the Youth Development Coordinator.
- **Volunteer Coordinators:** Recruit, coordinate, supervise, support and evaluate volunteers for Community Partner programs, services and events.

It is also important to note that there are many other Community Partner staff that deliver valuable services to youth, however, they are not specifically identified as youth workers. These staff work in City facilities throughout Richmond (e.g. Community Development Coordinators and Fitness Centre staff).

### Youth Serving Organizations

Youth Serving Organizations include those organizations that work with Richmond youth.

Organizations include the Richmond School District, Vancouver Coastal Health, Connections Community Services, Richmond Addiction Services Society, Touchstone Family Association, Chimo Community Services, the Ministry of Children and Family Development, RCMP, Richmond Public Library, Community Sports Organizations and many others.









## GOAL 1

# Building Youth Assets Through Engagement & Partnerships

## Theme 1: Youth Asset Development

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

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

### 40 Developmental Assets

The City and its Community Partners use the 40 Developmental Assets as a framework for working with youth. Asset development is accomplished by building relationships with youth that are grounded in mentoring, role modelling and engagement; creating meaningful experiences for youth and adults; and working with other Youth Serving Organizations to support all youth.

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. Internal Assets are assets that youth can work on independently and External Assets focus on positive experiences that young people receive from the people and institutions in their lives.

## Highlighted Achievements

### 40 Developmental Assets Training

City staff delivered 40 Developmental Assets training to both staff and volunteers at a variety of events in 2018 including: Youth Development Leader Training; Richmond Summer Staff and Volunteer Training; and the Richmond Olympic Oval Staff and Volunteer Training. In 2018, approximately 375 City, Richmond Olympic Oval and Community Partner staff and volunteers participated in these training opportunities.

### Youth Services Street Team

The Youth Services Street Team is a youth-focused social marketing project that is designed to bring awareness of the 40 Developmental Assets to the community. Street Team staff recruit, train and support up to 20 youth volunteers (15–18 years) to participate in the project throughout the summer. In 2018, 16 Street Team youth volunteers promoted the 40 Developmental Assets philosophy and positive youth culture through games and age appropriate marketing tools at five community events including Steveston Salmon Festival, West Fest, Steveston Dragon Boat Festival, City Centre Outdoor Movie Night and Richmond World Festival.





## Theme 2: Youth Engagement, Leadership and Empowerment

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

**Objective:** Community Services values Richmond youth as contributing members of society and recognizes the importance of youth being involved in the decisions that affect them. Richmond youth are connected to opportunities to provide direct input in decision-making, to collaborate with adults and their peers, and are involved in meaningful volunteer experiences with the City 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.

### Highlighted Achievements

#### Community Activation Event: Opioid Crisis

In February 2018, City and South Arm Community Association staff attended a Community Action Initiative project intended to prevent overdoses in the community and educate the public and service providers on the opioid crisis. Over 20 youth provided input about addiction and the opioid crisis and were educated about the importance of their involvement in this process. Youth were encouraged to represent their thoughts, opinions and recommendations at the seminar to more than 80 community members and service providers.

#### Community Centre Youth Councils

Community Partners continue to provide leadership skill development opportunities for youth in Richmond. In 2018, over 80 youth participated in Community Centre Youth Councils at City facilities across the community. Youth Council members are empowered to have a voice to influence decisions that affect them and to contribute to improving programs and services at their community centre.

#### Event Collaboration

The Holla Bak Youth Leadership Program at City Centre Community Centre, devoted to engaging children in the community, worked in conjunction with City staff to organize 10 different activity stations for Minoru Fireworks during Halloween 2018. This team of 18 youth spent six weeks planning for the event and created age appropriate games, ordered supplies and worked within the budget providing valuable job readiness skills for future employment.

#### Environmental Stewardship

The City of Richmond's Green Ambassadors are a dedicated group of high school students who participate in monthly symposiums to learn about environmental sustainability and apply what they learned as volunteers at City events and activities. These energetic and environmentally conscious youth also manage green initiatives at their schools, including the annual Richmond Earth Day Youth Summit. In 2018, 145 youth volunteered 2,752 hours in the Green Ambassador program at 24 special events across Richmond. Youth volunteers gained valuable teamwork and leadership skills while learning more about environmental sustainability.

#### Job Readiness in Aquatics

The City's Aquatics Services continue to offer a variety of volunteer opportunities for youth to gain valuable job readiness skills for future employment. In 2018, there were 26 new volunteers who contributed 569 hours to Aquatics programs and services in roles such as Assistant Water Safety Instructor, Special Event Assistant and Shadow Lifeguard. Of those 26 volunteers, 80 per cent were hired as Aquatics staff highlighting the importance of leadership training for young people to gain the skills needed for the job market.

#### Richmond Art Gallery Youth Art Collective

The Richmond Art Gallery (RAG) Youth Art Collective provides opportunities for youth to participate in workshops by guest artists to work on their own art projects and to assist in the planning and delivery

of the RAG Family Sunday program; a program that encourages families to do something creative and fun together. The youth volunteers gain valuable work experience including event planning and promotions, public speaking, and skills for working with children. In addition, youth volunteers gain art experience by meeting professional artists, working on various art projects for their own portfolios and working with gallery staff to learn more about how galleries operate. In 2018, 14 youth volunteered in the Youth Art Collective at the Richmond Art Gallery.

### **Richmond Earth Day Summit**

The Richmond Earth Day Youth (REaDY) Summit is a youth-led event that provides Richmond students the opportunity to learn, lead and connect as they actively engage in environmental stewardship. Through the unique partnership of the City of Richmond, the Richmond School District, and the David Suzuki Foundation, REaDY helps build capacity for environmental education amongst Richmond secondary and elementary students, positioning them as change agents in their school and community. In 2018, 270 students from nine elementary schools plus 50 student leader volunteers participated in this youth-led, youth-oriented Summit at Cambie Secondary School.

### **Richmond Heritage Fair Youth Planning Committee**

The Richmond Regional Heritage Fair is an annual two-day event presented by the Richmond Museum that showcases history projects created by Richmond students and offers activities that inspire a deeper appreciation for and curiosity about Canada's past. In 2018, 12 Richmond students, who presented their projects at the BC Provincial Heritage Fair, were invited to join the Richmond Heritage Fair Planning Committee. Committee members attended planning meetings and, through their own initiative, set up interview clinics to help students prepare for their interviews at the Regional Heritage Fair. During the Fair, the committee members guided students through various activities, emceed the event and interviewed students about their research gaining valuable leadership and public speaking skills.

### **Richmond Museum Internship Program**

The City's Richmond Museum partners with the University of British Columbia to provide 4-month Arts Internship Program opportunities to UBC students 18–22 years. In 2018, two students participated in internships with the Richmond Museum; one as a Collections Assistant Intern and the other as a Museum Assistant Intern. The Internships are a rare opportunity for students to work in a museum and be mentored by museum, cultural and education professionals. Internship students provide an opportunity for young people to learn more about or pursue a career in the museums or heritage sector. The 2018 Internship projects included preventative conservation work, artefact accessioning, and oral history and exhibition support.

### **Specialized Leadership Opportunities**

In 2018, City Centre Community Association had over 75 young people participate in specialized youth groups including: Green Initiatives Environmental Education group comprised of 21 youth; Beta U Business and Entrepreneurship group comprised of 33 youth; and C-Change Social Development and Social Change group comprised of 24 youth. These unique groups harness enthusiasm, spark imagination and unlock creativity in youth while raising awareness of issues impacting society.

### **Spring Break Camping Trip**

The City Youth Services Spring Break Camping Trip to Squamish in July 2018 encouraged leadership and teamwork amongst youth in a supportive outdoor setting. The trip empowered youth to be leaders through intentional team-based activities and a volunteer component leading up to the trip. The six youth participants provided input on activities and logistical planning in preparation for the trip gaining valuable planning skills and enhancing relationships amongst participants.



### U-ROC Awards

The City annually hosts the U-ROC (Richmond Outstanding Community) Awards as part of BC Youth Week (May 1–7). In 2018, the U-ROC Awards celebrated its 20<sup>th</sup> Anniversary awarding outstanding youth recognized for their mentorship, leadership and teamwork; and adult asset champions, who mentor, support and make a difference in the lives of youth. There were 165 nominees (72 youth representing seven youth groups, 34 adult Asset Champions and 59 Outstanding Youth) were acknowledged in 2018.

### Youth at the Booth

The Youth at the Booth initiative created 88 positions for youth (15–18 years) to serve as Election Workers for the Richmond Municipal Local and School Election in Fall 2018. Successful youth applicants assisted voters with wayfinding and provided general information inside each voting facility. Recruitment for the program was launched at a Job Fair, drawing 120 interested youth applicants. Youth at the Booth participants gained valuable employment experience and provided early exposure to the democratic process with the intention of increasing youth voting interest.

### Youth on Council Appointed Advisory Committees

In 2018, the City initiated the Youth on Council Appointed Advisory Committees initiative that provides opportunities for youth (18–24 years) to serve on Council Appointed Advisory Committees. The two youth who were appointed to committees were given an orientation and paired with a staff liaison that provides coaching and mentoring. This youth engagement initiative provides youth with exposure to civic life and the ability to develop leadership and employment skills, which will help to serve them in the future.

## Theme 3: Collaboration with Community Partners

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

**Objective:** Relationships with Community Partners increase the City's capacity and pooled resources and therefore, the success of the Youth Service Plan. The City maintains and expands its network with Community Partners to provide flexible outreach services and accommodate the diverse needs of youth. Youth are better connected to the wide range of opportunities and services that the City of Richmond and Community Partners have to offer.

### Highlighted Achievements

#### Collaborative Programs

The City and Community Partners collaborated with other youth serving organizations to produce new programming in 2018. Highlights include partnerships with the Richmond Public Library (Youth Book Club), Touchstone Family Association (Youth Cooking Night), the Richmond School District Settlement Workers in Schools (Newcomer Youth on Remembrance Day), Connections Community Services Society (Interview Skill-Building Workshop) and Richmond Addiction Services Society (Youth Facility Pass for Recovery Day Program). These collaborations support and facilitate regular communication between youth serving organizations to share information and knowledge, coordinate activities, and to better meet the needs of young people in Richmond.

#### Federal Youth Policy Forum

In 2018, the Government of Canada launched a national conversation with youth. Young people were encouraged to participate online, attend in-person roundtables, or host their own discussions and submit



their ideas to the Federal Government. Richmond youth provided feedback via the online survey at youthaction.ca and participated in an in-person Youth Policy Forum at City Centre Community Centre in February 2018. Youth discussed the issues that affect their lives, the types of supports they need to succeed and the ways they wish to be engaged. The responses received from youth across the country helped to shape Canada's Youth Policy that was announced in May 2019 by the Federal Government.

### Foundry Richmond

In 2017, the province announced that Vancouver Coastal Health (VCH) and lead agency Richmond Addiction Services Society (RASS), secured funding for a Foundry Youth Centre in Richmond. Foundry centres provide a one-stop-shop for young people to access mental health care, substance use services, primary care, youth and family peer supports in addition to other local service services. As a stakeholder and partner of the Foundry Project, the City continues to participate on the Leadership Advisory Council (LAC). Exploration continues in the community for a home for Foundry Richmond.

### Girls Only Day (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, Richmond School District and Community Partners. 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. In 2018, 74 Grade 9 girls participated in a variety of unique fitness programs including rock climbing, Pilates, yoga and hip-hop dancing at Thompson Community Centre.

### Reducing Barriers to Physical Activity

The \$19 Summer Swim and Skate pass offered young people 5–16 years unlimited swimming and skating at the City's four aquatic facilities and the Richmond Ice Centre from the end of June to the beginning of September. Youth 13–16 years were also able to use the fitness centre at Watermania. The Summer Pass offered excellent value and was a fun way for young people to keep active and engaged over the summer. There were 409 Summer Swim and Skate passes sold in 2018 with a total of 2,255 visits scanned (1,846 children and 409 youth).

### Steveston Alive! Walking Tour Vignettes

In 2018, the City's Steveston Museum and the Steveston Historical Society presented Steveston Alive! Walking Tour Vignettes—a five part play during a walking tour of Steveston. Over 150 audience members saw how Steveston's early immigrants overcame hardship, and learned to live and work together in this diverse community. The play showcased the talent of ten drama students from Hugh McRoberts Secondary, who had the opportunity to participate in local theatre, gaining experience and knowledge of the history of Steveston.





## 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.

**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 results in a broad range of programs and services that accommodate a variety of needs and interests.

#### Highlighted Achievements

##### Financial Literacy Programs

Financial literacy pertains to the understanding of basic financial concepts and the ability to use that information to make wise personal and financial decisions. In 2018, West Richmond, Steveston, Cambie, City Centre, Thompson and South Arm Community Centre staff teamed up with local businesses to provide workshops for youth on how to build a budget, plan for the future, and to balance a bank account. A total of 192 youth participated in Financial Literacy programs in 2018.

##### New Programs

The City and its Community Partners strive to offer programs for young people that are current and up to date with youth trends. In 2018, West Richmond Community Centre introduced a youth kickboxing

program that demonstrated to 11 youth a new way to be fit, active and healthy. Thompson Community Centre offered a scooter and skateboarding program which gave 67 youth the opportunity to hone their riding skills; further increasing physical literacy and providing non-mainstream options for young people in the community.

##### Richmond Youth Dance Company

In 2018, 17 dancers were enrolled in the Richmond Youth Dance Company (RYDC) at the Richmond Arts Centre. The Company dancers attended multiple ballet classes each week and worked with guest artists throughout the season. In March 2018, the dancers shared their skills and love of dance with over 150 audience members through their original production of "Choices" at the Richmond Cultural Centre. The youth in RYDC gained important lifelong skills including physical literacy, teamwork and discipline.

##### Richmond Olympic Oval

The Richmond Olympic Oval High Performance Programs are aligned with the long term athlete development pathway and have a number of programs that help youth reach their goals. These programs focus on the Train to Train and Train to Compete stages of the Long Term Athlete Development (LTAD). On the professional development front, another program the Oval offers is Sport Leadership, specifically designed to give youth the training (National Coaching Certification Program courses, Oval Camp), mentorship and volunteer experience towards becoming a sport/recreation leader in sport camps and programs. The Active Life and Leadership Camp (for ages 11–14) is a precursor to this program and is focussed on building sport leadership skills. A total of 39 youth participated in 2018.



## Richmond Remembers

On November 11, 2018, five members of the Richmond Youth Media Program participated in a guided and supervised live video simulcast of the Richmond Remembers Remembrance Day Ceremony at City Hall. In preparation for the event, the youth attended two skill sessions led by a professional filmmaker. Together, the group learned important skills relevant to the film industry and obtained first-hand experience creating a quality simulcast for members of the public to enjoy.

## Young Entrepreneurs Program

In 2018, the Richmond Public Library offered the Young Entrepreneurs Program (YEP) to nine youth between the ages of 15 and 25 years who were interested in becoming entrepreneurs. The program's goal is to equip young people with the basic knowledge and tools required to help start their journey on being a successful entrepreneur. Participants gained valuable business skills including budgeting, marketing, branding and writing a business plan.

## Youth Art Mart

The 5<sup>th</sup> Annual Youth Art Mart was held in December 2018 at the Richmond Cultural Centre. This event showcased the artistic talents of youth in Richmond and enhanced youth life skills and career training. In preparation for the event, youth attended skill sessions which taught them new technical and business-related skills to promote their work. A total of 10 youth vendors sold their one-of-a-kind pieces of art to the public.

## Youth Week

Youth Week, held annually from May 1–7, offers multiple opportunities to engage youth throughout the Community. In 2018, City and Community Partner staff coordinated a wide array of activities during Youth Week to meet the varied interests of Richmond's youth. Events included: a Grab n' Go Clothing Shop, U-ROC Awards, Youth Job Fair, Basketball Tournament, Archery Tag and Youth Swim

# Theme 5: Bridging Services for Vulnerable Youth

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

**Objective:** Community Services reaches all youth through a variety of programs and services while being particularly vigilant about addressing the specific needs of vulnerable youth. These groups include Indigenous youth, youth with diverse abilities, 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 the youth themselves. Community Services ensures that vulnerable youth are connected to resources and opportunities to build assets.

## Highlighted Achievements

### Get Out Camping Trip

Aimed at youth who face barriers to getting out in nature, 'Get Out!' is all about being active, pushing boundaries and reaching for goals and dreams. By unplugging from devices and spending time in a beautiful natural setting, youth connect to each other and to the environment. In 2018, 15 youth from Richmond (out of 90 youth from Metro Vancouver) participated in this cross-municipal program at Sasamat Outdoor Centre in Port Moody. Through engaging and intentional activities such as the high ropes course, nature walks, kayaking and canoeing, youth are taught to "unplug to connect" by having an electronic free weekend in the outdoors.

### Inclusion Programs

City Centre Community Association partnered with the Richmond School District Settlement Workers in Schools (SWIS) to provide a variety of supported

opportunities to new immigrant youth. In 2018, 40 youth participated in programming including a weekly dance drop-in, three newcomer youth focus groups to identify the needs and wants of youth new to Canada, and other activities surrounding the holidays to better understand Canadian traditions.

### Richmond Youth Media Program (RYMP)

The Richmond Youth Media Program (RYMP), a free referral-based program for youth ages 13–24 delivered in partnership with Richmond Addictions Services Society and Vancouver Coastal Health, completed its eighth year at the Richmond Media Lab. RYMP members gain skills in media arts and build connections in the community, with a focus on Asset Development. In 2018, a total of 30 program members, 120 guests and 21 adults (including youth workers and professional artists) spent 2,641 hours in the Media Lab and at community outreach events as part of the Richmond Youth Media Program. Youth in RYMP also logged 131 hours volunteering for 16 media projects utilizing their learned skills in photography and video production.

### Surfari Girls Surfing Trip

In 2018, the City partnered with Richmond Addiction Services to lead the Surfari program. This program is geared toward female youth and includes activities focussed 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 future trips. In 2018, 11 young women participated in the program, all of which had no prior surfing experience.

### Youth Clothing Shop

Each year staff from the Youth Team partner to deliver a free youth Clothing Shop. Staff collect donations of youth friendly, gently used items and set up a mock retail store at a community centre where youth “shop” for free clothes, shoes, and accessories. Developed out of the financial need identified by youth and an effort to be sustainable, this event has

been offered annually over the past eight years. In 2018, approximately 60 youth participated in the Youth Clothing Shop event hosted at City Centre Community Centre.

### Youth Integration Programs

Youth Integration Programs are suitable for youth with cognitive delays and/or social impairments and focuses on reducing stress and building self-esteem. In 2018, East Richmond Community Association received a \$5,000 Coast Capital Savings Community Investment Fund grant to implement a Youth Integration Program at Cambie Community Centre and the Steveston Community Society received funding for staffing from Richmond Society for Community Living to support Youth Integration Programs (Steveston United Peers and Youth Integration Summer Camps) at Steveston Community Centre. The Youth Integration Programs supported 20 individuals in 2018 by helping them identify and achieve individual goals, connecting them to other resources and creating social opportunities in the community. Volunteers were a key component of the program with over 380 volunteer hours logged in 2018.

## Theme 6: Safe and Social Spaces for Youth

Indoor and outdoor youth spaces foster their development and independence.

**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 are 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 facilities.



## Highlighted Achievements

### AllWays and GLITTER

For the past five years, the AllWays and GLITTER (Gay, Lesbian, Intersex, Trans, Two-Spirit, Everyone in Richmond) Programs have been providing a safe drop-in space to discuss gender and identity as well as meet like-minded peers. Supported and led by Community Partner staff, the programs have generated wide interest across the community. In 2018, 13 youth participated in GLITTER at South Arm Community Centre. In addition, there were over 200 youth visits to AllWays at City Centre Community Centre, up from 160 youth visits in 2017.

### Friday Night Programs

On Friday nights at Cambie, Steveston, West Richmond, City Centre, South Arm and Thompson Community Centres, games rooms become dynamic 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, sports, video games, pool, table tennis and theme nights. In 2018, there were over 4,000 Friday Night program visits at community centres.

### Nature Park Overnight Trip

In September 2018, the City and Community Partner staff worked with the Richmond Nature Park Society to offer an overnight camping experience for 18 youth. The goal of the trip was to promote an electronic free environment in nature and to plan activities that would contribute to youth asset development. The overnight trip included an evening educational tour of the Richmond Nature Park, a meditation session and team building activities.

### Sharing Farm Social

The Sharing Farm Society, in partnership with the City, offered an intergenerational program in Summer 2018. The program brought 13 seniors and youth together to work on small gardening projects at Terra Nova Rural Park; sharing and learning while helping to bring vegetables to harvest for the Richmond Food Bank. Accessible garden beds, free transportation and lunch was provided reducing barriers to participation. Youth and seniors gained valuable knowledge about the environment and had the opportunity to give back to the community, meet people from different generations, experience the outdoors and have fun.









## GOAL 3

## Improving the Quality of Youth Services

### Theme 7: Moving Towards Standards

High quality and consistent youth services deliver results.

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

### Highlighted Achievements

#### BC Recreation and Parks Association (BCRPA) Empower YOUth: Provincial Conference for Youth Workers

Every two years the BCRPA, in partnership with municipalities across the Province, host the Empower YOUth Conference in the Lower Mainland. City of Richmond and Community Partner staff attended the 2018 conference in Vancouver and brought back relevant information to share with their teams. Sessions included: The Youth Experience of Social Media and Technology; From a Youth's Perspective: Creating Safe Spaces for All Youth; Burnout; Compassion Fatigue; and Vicarious Trauma: Coping Tools and Strategies.

#### 2018 Canadian Child and Youth Care Conference

In 2018, City staff presented a session titled "Relationships First" at the Canadian Child and Youth Care Conference highlighting the 40 Developmental

Assets Framework through storytelling and information sharing. Over 30 delegates gained further knowledge on how to implement the 40 Developmental Assets Framework into their work and to put relationships first when engaging with youth.

#### Inter-Municipal Youth Coordinators Committee

The City's Youth Services Coordinator participates in the Inter-Municipal Youth Coordinators Committee. Meeting on a quarterly basis, the Committee consists of Youth Service Coordinators from municipalities across the Lower Mainland and offers an opportunity for participants to discuss best practices, challenges and success in working with youth. The Committee contributes to a greater connection amongst municipalities in supporting youth in their communities.

#### Summer Leader and Volunteer Training

Summer City Wide Training is a professional development opportunity that provides Summer Leaders and volunteers the chance to participate in educational and engaging workshops related to Summer Day Camp Programs. Integral to the delivery of summer programs, Summer Leaders and youth volunteers develop leadership skills and learn the tools required to provide a safe, positive, and inclusive experience for children in summer programs. In 2018, approximately 275 Summer Leaders and volunteers from across Richmond attended the City Wide Training.

#### Staff Development

City and Community Association/Society youth staff meet bi-weekly to discuss important issues, plan activities and share information. These meetings 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 inclusion, substance use, mental health, and mindfulness.



## Theme 8: Marketing and Communication

Awareness of programs, services and facilities encourages youth participation.

**Objective:** Youth and the community are 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 is 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.

### Highlighted Achievements

#### Erase Bullying Day

The annual ERASE (Expect, Respect, and a Safe Education) anti-bullying campaign, also known as Pink Shirt Day, runs in collaboration with the Richmond School District. The campaign increases awareness and education in efforts to reduce the prevalence of bullying amongst children and youth. In 2018, the City worked closely with the School District to promote the event through a poster campaign created by students, social media, media releases, and in-house promotions at all City facilities.

#### Pride Week – Rainbow Stairs

In July 2018, nine Richmond Youth Media Program (RYMP) members created and executed a visual project for Pride Week in Richmond. In an effort to celebrate inclusivity, youth painted a “Rainbow Staircase” at both entrances to the Richmond Library/Cultural Centre. Under the guidance and supervision of RYMP staff, each stair was hand-painted to reflect the colors of the Pride rainbow.

## Theme 9: Tracking the Progress and Reporting to Community

Monitoring and evaluation enable continued learning, ensure success and are key to delivering effective, efficient and responsive services.

**Objective:** Community Services and Community Partners monitor and evaluate the progress on implementing the actions of the 2015–2020 Youth Service Plan. Qualitative and quantitative indicators are used to measure success in achieving desired outcomes and provide useful information for program development, resource allocation and decision making. Community Services reports back to community organizations and citizens on the progress of the Youth Service Plan implementation and ensures consistency and accountability in reporting mechanisms.

### Highlighted Achievements

#### Youth Facility Pass Implementation

In January 2018, the City and Community Partners came together to release the new Youth Facility Pass. The pass allows youth to access a variety of youth friendly spaces, activities, clubs and recreation, either for free or at a subsidized price at Richmond community centres. The Youth Facility Pass has improved tracking of youth participation and provides staff another mechanism to better plan for the future. In 2018, 1,468 Youth Facility Passes were used 8,773 times at community centres across Richmond.

#### Youth Service Plan Progress Report

The Youth Service Plan Report provides a snapshot of annual highlights and also assists the City, its Community Partners and Youth Serving Organizations in monitoring the progress of the actions outlined in the 2015–2020 Youth Service Plan. This report is shared with City Council, disseminated to Community Partners and Youth Serving Organizations and posted to the City’s website for the community to review.







## Next Steps

The 2015–2020 Youth Service Plan: Where Youth Thrive continues to be a valuable tool to guide the development and delivery of City of Richmond and Community Partner youth programs and services. Future initiatives and activities for 2019 include:

- Presentations on asset development to internal and external partners;
- An enhanced Positive Ticket Program;
- A variety of training opportunities for youth staff;
- A focus on four key areas in program and service delivery: Engagement; Partnerships; Programs and Events; and Training and Education;
- An intentional focus on providing programs and services for youth up to 24 years; 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, short term, medium term and long term actions. For more information about the 2015–2020 Youth Service Plan, please visit [richmond.ca/youth](http://richmond.ca/youth).

## Conclusion

The 2015–2020 Youth Service Plan: 2018 Update demonstrates the commitment of the City of Richmond, Community Partners and other Youth Serving Organizations to help youth thrive. The work completed in 2018, through many important partnerships and collaborations, demonstrates the City and its Community Partners' commitment to ensure effective, meaningful and appropriate services, programs and opportunities are provide to youth. The Plan also acts as an important framework and guide for those who work with youth in Richmond.

The City, Community Partners and Youth Serving Organizations will continue to work collaboratively in an effort to further the vision, *"for Richmond to be the best place in North America to raise children and 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







# Appendix B: Youth Service Plan: Actions



## 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. <b>PRCS - 45</b>	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 Youth Service 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

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## 2015–2020 Youth Service Plan: Where Youth Thrive Status of Actions

### Legend:

#### Timeline

- *Ongoing*: For ongoing actions
- *Short Term* refers to 0–2 years
- *Medium Term* refers to 2–3 years
- *Long Term* refers to 4–5 years

#### Status

- *Ongoing*
- *Complete*: This Action has been achieved.
- *Significant Progress*: 50% or more of the work has been completed to address this Action.
- *In Progress*: There has been some progress towards addressing this Action, but more work remains.
- *Work Not Begun*: Work towards achieving this Action has not been initiated.

*Note: Due to the changing community context, some Actions are better suited as Ongoing as reflected in the Status*

Goal #1 – Building Youth Assets Through Engagement and Partnerships		
Theme #1 – Youth Asset Development		
Action	Timeline	Status
1.1 Incorporate the Developmental Asset language and philosophy in City and Community Association youth marketing and communication tools.	Ongoing	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	Complete
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	Significant Progress
1.4 Expand the Youth Services Street Team to advance Developmental Asset education and awareness in the community.	Medium Term	Complete
1.5 Establish an asset-based leadership group with key representatives from the City's community partners.	Medium Term	In Progress
1.6 Create asset development training, and coordinate and advance asset development within Community Services and other youth serving agencies.	Medium Term	Significant Progress

<b>Theme #2 – Youth Engagement, Leadership and Empowerment</b>		
<b>Action</b>	<b>Timeline</b>	<b>Status</b>
2.1 Enhance existing programs and services and create new opportunities for mentorship (such as youth peer leadership, intergenerational activities).	Ongoing	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	Complete
2.3 Provide leadership skills development programs that are specifically designed for youth.	Ongoing	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	Significant Progress
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	Ongoing
2.6 Acknowledge diverse youth through the U-ROC Awards, volunteer recognition, and develop new and innovative methods of youth recognition.	Ongoing	Ongoing
<b>Theme #3 – Collaboration with Community Partners</b>		
3.1 Build new relationships and foster existing relationships with community partners.	Ongoing	Ongoing
3.2 Support and facilitate regular communication between partners to share information and knowledge, coordinate activities and discuss youth needs and issues.	Ongoing	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	Complete
3.4 Organize a Richmond Youth Forum to bring together youth and youth stakeholders, provide education and information, and improve interagency communication.	Medium Term	Complete



<b>Goal #2 – Expanding Opportunities for Youth</b>		
<b>Theme #4 – Youth Program Development and Delivery</b>		
<b>Action</b>	<b>Timeline</b>	<b>Status</b>
4.1 Enhance communication city-wide about the importance of regular physical activity for youth health and wellness.	Ongoing	Ongoing
4.2 Involve youth in program planning to ensure development of appropriate opportunities to combat inactivity.	Ongoing	Ongoing
4.3 Improve accessibility of Community Services programs and services, facilities and spaces.	Ongoing	Ongoing
4.4 Identify opportunities to provide more low cost, no cost programs and services to youth.	Ongoing	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	Ongoing
4.6 Support the Richmond sport community to develop youth to reach their highest level of sport achievement.	Ongoing	Ongoing
4.7 Identify transportation needs to access youth programs and services, particularly in outlying areas of Richmond.	Ongoing	Ongoing
4.8 Identify opportunities for relevant programming targeting specific age groups of youth.	Medium Term	Complete
4.9 Enhance youth life skills and build career training into programs and services for youth.	Ongoing	Ongoing
<b>Theme #5 – Bridging Services for Vulnerable Youth</b>		
5.1 Identify barriers to existing programs, services and opportunities for vulnerable youth, focusing on particular target groups.	Short Term	Complete
5.2 Improve access to and information about existing City programs, services and opportunities for vulnerable youth.	Medium Term	Ongoing
5.3 Enhance programs and services for vulnerable youth.	Medium Term	Ongoing
5.4 Enhance the [Youth Outreach Program] and if applicable, develop additional approaches to provide more flexible outreach services.	Short Term	Complete
5.5 Develop ways to better reach parents of vulnerable youth.	Ongoing	Ongoing
5.6 Create more opportunities for (and increase access to) opportunities and activities for young people with disabilities.	Ongoing	Ongoing

Action	Timeline	Status
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	Ongoing
5.8 Enhance opportunities for vulnerable youth within the Richmond Youth Media Program.	Ongoing	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	Ongoing
5.10 Support English Language Learner (ELL) youth to build their confidence in speaking English.	Ongoing	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	Ongoing
5.12 Participate annually in anti-bullying week, leverage opportunities and create ongoing awareness and education throughout the year.	Ongoing	Ongoing
<b>Theme #6 – Safe and Social Spaces for Youth</b>		
6.1 Involve diverse youth in the ongoing development, design and operation of youth spaces to address their needs and gather their input.	Ongoing	Ongoing
6.2 Examine community needs in connection to increased youth-specific space in Richmond.	Long Term	Significant Progress
6.3 Enhance existing youth-friendly spaces to better accommodate the needs of youth.	Ongoing	Ongoing
6.4 Provide new and innovative youth programming in the Richmond Cultural Centre Media Lab through the Richmond Youth Media Program (RYMP).	Ongoing	Ongoing
6.5 Utilize multifunctional, youth-friendly outdoor spaces for programs and services.	Medium Term	Significant Progress



<b>Goal #3 – Improving Quality of Youth Services</b>		
<b>Theme #7 – Moving Towards Standards</b>		
<b>Action</b>	<b>Timeline</b>	<b>Status</b>
7.1 Create and implement city-wide youth service criteria and program standards.	Ongoing	Ongoing
7.2 Continue to enhance Performance Evaluation Systems that are aligned to service standards and support staff development.	Ongoing	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	Significant Progress
7.4 Create a standardized data collection method for Community Services youth programs and services.	Short Term	Complete
<b>Theme #8 – Marketing and Communication</b>		
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	Significant Progress
8.2 Provide opportunities for youth to be proactively and creatively engaged in the development and delivery of marketing materials.	Ongoing	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	Ongoing
8.4 Utilize the Media Lab to develop videos and/or use Media Arts in marketing and communication.	Ongoing	Ongoing
<b>Theme #9 – Tracking the Progress and Reporting to Community</b>		
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	Complete
9.2 Annually monitor and report on accomplishments from the Youth Service Plan.	Ongoing	Ongoing
9.3 Develop a Youth Service Plan reporting tool to periodically communicate progress of implementation and achievements to the public.	Short Term	Complete
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	Complete