



City of Richmond

Report to Committee

To General Purposes - July 7, 2008

To: General Purposes Committee
From: Kate Sparrow
Acting Director Richmond Olympic Office
Re: 2010 Information and Volunteer Program

Date: June 30, 2008
File: 03-1000-05-079

Staff Recommendation

- 1. That implementation of the 2010 Information and Volunteer Program as outlined in the attached report be approved.
2. That the General Manager, Olympic Business and Major Projects be authorized to enter into a interim Memorandum of Understanding with Volunteer Richmond Information Services to facilitate implementation of the program.
3. That the General Manager, Olympic Business and Major Projects be authorized to complete a contract agreement with Volunteer Richmond Information Services when appropriate and as outlined in the attached report.

Handwritten signature of Kate Sparrow

Kate Sparrow
Acting Director Richmond Olympic Office
(604-276-4129)

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ROUTED TO: CONCURRENCE
Olympic Business Office..... Y [X] N []
Communications..... Y [X] N []
Recreation & Culture Y [X] N []
CONCURRENCE OF GENERAL MANAGER
[Signature]
REVIEWED BY SECRETARIAT YES [X] NO []
REVIEWED BY CAO YES [X] NO []

Staff Report

Origin

The 2010 Olympic and Paralympic Winter Games Strategic Operational Plan was approved by Council in April, 2008. One of the legacy programs identified in the Strategic Operational Plan was the establishment of a 2010 Information and Volunteer Centre. As detailed in the plan, the centre and its associated programs will “increase community engagement and awareness of Games-related events, programs and initiatives as well as serve as a focal point for the City’s volunteer recruitment, training and placement of Games-related volunteers.” This program is designed to be complementary to VANOC’S volunteer program in ensuring 2010-related volunteer opportunities are maximized for local residents and long-term volunteer capacity is enhanced.

City Staff and Volunteer Richmond are now seeking to implement this program in order to address the immediate and ongoing information and volunteer needs associated with the City’s 2010 initiatives.

Analysis

The 2010 Information and Volunteer Program was created to meet two complimentary needs related to the City’s Olympic activities as envisioned in the 2010 Olympic and Winter Games Strategic Operation Plan:

- The creation of a physical 2010 community information centre in a prominent and high-traffic retail location.
- The coordination of volunteers for the City’s 2010-related special events leading up to and during the Olympic Games.

2010 Community Information Centre

The 2010 Community Information Centre will be a booth located in a high traffic retail location within Richmond City Centre that will serve as a 2010 information and communication centre for Richmond residents and others, as well as a clearing house for information about community services and special events. While initially focussed on providing information about the Richmond Oval and the City’s 2010 activities, the centre can also be used to support other public engagement activities, such as consultation on the Official Community Plan and other planning exercises.

The Centre will also become a focal point for bringing people and volunteer opportunities together in Richmond and for the initial recruitment and screening of volunteers for special events leading up to 2010 and beyond.

The Information Centre would include: a booth housing information about resources in the community; information displays about the 2010 Games and the Richmond Oval; public access computer kiosks for volunteer registration; volunteers providing information and referral to

residents and others; and a gathering space for community consultation (e.g. open houses) and special events.

Subject to securing a location, construction of the planned information booth and other operational issues, the Centre is proposed to open in the fall of 2008.

Volunteer Richmond Information Services has secured commitments from a corporate partner to provide significant funding in support of the centre. In addition, Volunteer Richmond, has had discussions with other corporate and community partners in regards to donating space for the centre in a desired high traffic central location and the costs of building the proposed information booth. All of these potential partners are awaiting a commitment from the City to support the project before confirming their support.

While the information centre and volunteer program is providing services related to the City's 2010 activities, any partners will be made aware that their participation in the program must and will not create an association with the 2010 Olympic and Paralympic Winter Games. Promotion, signage and other marketing activities in relation to the centre will be designed to ensure this requirement is met and that there are no conflicts with the City's own sponsorship program.

While initially designed to service the City's 2010 programs, the partners long-term objective is to establish a permanent legacy in the form of a physical Community Information Centre. However, the funding allocation provided here is only to support the centre's operations until March 1, 2010.

Richmond 2010 Volunteer Management Program

The Richmond 2010 Volunteer Management Program is designed to recruit, screen, train and manage volunteer placements at events such as the 2009 Winter Festival, Torch Relay, Oval Opening, as well as Richmond 2010 "O Zone" events during the 17 days of the Olympic Winter Games. To date, 300 volunteers have been trained and screened as a result of Richmond winter Festival. An additional 400 volunteers have expressed interest in volunteering for Richmond 2010 programs and are awaiting screening subject to program approval.

Volunteer Richmond has already invested considerable resources in the development of the business plan for the program and has undertaken other developmental work to prepare for its implementation. In addition, through a preliminary contract Volunteer Richmond undertook volunteer recruitment, screening, training and management activities for the 2008 Richmond Winter Festival as an anticipated first step in achieving the program's objectives of support 2010 activities and building capacity.

The City is currently developing a Corporate Volunteer Strategy, which is designed to create better coordination in the recruitment, training and management of the many volunteers who assist City program delivery, while also building overall community capacity. As a first step, the City is acquiring a new volunteer management software that will allow creation of a central volunteer data base accessible to City partners and its affiliates and which can also support volunteer management activities.

The database will be owned by the City and supported by the City and its affiliates. The 2010 Information and Volunteer Program will jumpstart the effectiveness of this new resource. The 300 volunteers screened and trained for Winter Festival and the additional 400 unscreened applicants will be transferred into the new database by Volunteer Richmond. Additional volunteers recruited and trained through the program will also become part of this active database. The enhanced resource of having a significant active database of screened and trained volunteers will not only support the City's 2010 activities, but become a major asset in the implementation of the new Major Events Strategy and provide support for other community events and programs

It should be clear that the program will not provide universal community access to enhanced volunteer management services for events and programs. Volunteer Richmond's core function is to promote volunteerism, provide a database of volunteer opportunities and provide a variety of information and other resources. Additional services such as actual volunteer recruitment, screening, training and management are provided on a contractual basis by Volunteer Richmond to a variety of clients, including the City on a fee for service basis.

The City's role in volunteer management in relation to 2010, Oval and other special events will also vary. In most cases, volunteer management is the responsibility of the event organizing committee and the City's role may simply be to provide access to its database for purposes of recruitment. Other events may receive a graduated level of support for strategic reasons, while only those events the City is specifically responsible for organizing would be fully supported through the 2010 program.

As requested, Staff are currently finalizing detailed business plans for the various programs associated with the 2010 Strategic Operational Plan. It is anticipated that, as those business plans are developed, adjustments will be required to the initial program funding levels outlined in the Strategic Operational Plan as approved by Council in April. This will reflect changes as a result of more detail program costing and the need to remain within the available funding envelope approved by Council. For that reason, spending on most programs has been postponed or limited in order to ensure sufficient resources are available to deliver the City's priority 2010 programs.

However, there is a pressing need to move forward with the Information and Volunteer Program at this time in order to secure funding commitments from external partners and to begin building the volunteer capacity the City will require both in 2010 and the for various pre-Games events such as official opening activities for the Richmond Oval and the 2009 Richmond Winter Festival. The Information and Volunteer Program is also a fundamental element of the 2010 Strategic Operational Plan as volunteer services will be required regardless of final determination of other activities within the plan, although the needs may be scaled back should the scope of programs requiring volunteer support be reduced.

Thus, Staff are recommending that the City enter into a Memorandum of Understanding with Volunteer Richmond Information Services, which will allow program implementation to begin and to provide the certainty required to secure external funding commitments. This memorandum would include:

- description of the specific volunteer recruitment, screening, training and management services to be provided by Volunteer Richmond under the direction of the City of Richmond;
- outline of services and resources to be provided by the City in support of the program, including development and implementation of information centre displays and content; use of the City’s volunteer database; collaboration on volunteer training and management for specific events;
- measurable deliverables and reporting mechanisms to ensure accountability;
- identification of program leads for the City and Volunteer Richmond and responsibilities;
- provisions for the transfer of funding to Volunteer Richmond;
- requirements and limitations related to sponsorship and its representation, including an Olympic non-association clause;
- provisions should all anticipated funding/sponsorship not be realized;;
- term for the volunteer program and funding support of the information and volunteer centre;
- termination and dispute resolution clauses;
- indemnity and related clauses;
- other standard contractual clauses

A final more detailed contractual agreement would subsequently be completed once all funding commitments for the proposed program are in place and once all the business plans for proposed 2010 programs are completed and can be reviewed within the greater context of the 2010 Strategic Operational Plan and available funding.

Funding Framework

The City’s costs for funding the program will be \$466,240. The City’s contribution represents about one-third of the total costs (including value in kind) associated with delivering this program through 2010 which totals \$1,310,440.

Contributions:

	2008	2009	2010	Total
City	175,000	160,120	131,120	466,240
VRIS*	281,705	338,910	223,590	844,200
Total	456,705	499,030	354,710	1,310,440

- includes organizational, in-kind and sponsorship contributions

This represents a variance of the request of \$515,000 in financial funding from Volunteer Richmond to support the program. However, in analyzing the proposal Staff and Volunteer Richmond agree the program can be reduced to only reflect those costs necessary to meet the City’s 2010-related needs.

Community Legacies

The 2010 Information and Volunteer Program provides the potential for significant post-Games legacies for the Richmond community.

In order to sustain some of the projected program legacies an ongoing or additional investment by the program partners would be required beyond the Games period (e.g. costs to operate the Information Centre post-2010). The current program funding is designed to meet the City's immediate needs and thus the budget provided through the 2010 Strategic Operational Plan will be expended by early 2010. By that time, the Corporate Volunteer Strategy will be in place and Staff will be able to further review the effectiveness of the program and provide recommendations to Council on whether and how the program may be sustained beyond 2010.

Potential Program Legacies:

- A community information centre at a high-profile, high-traffic retail location where residents and visitors can discover more about City events and initiatives as well as other resources in the community. The Centre will also act as a gathering place for community consultation, open houses and City public information displays.
- Richmond residents will be more attracted to volunteering, and have a central place to access information about volunteer opportunities throughout the City.
- The Richmond 2010 Volunteer Program will offer thousands of Richmond citizens of all ages the opportunity to participate in the Olympic experience leaving behind a pool of skilled, trained, experienced and enthusiastic event volunteers whose talents can be applied to other volunteer opportunities in the community.
- A framework to sustain the recruitment, training and management of volunteers at major City events post-Games and the opportunity to help build community capacity.

Financial Impact

The City's contribution to the 2010 Information and Volunteer Program will be \$466,240 over a 21-month period. Funding would come from within the monies already allocated by Council in support of the 2010 Olympic and Winter Games Strategic Operational Plan. Should the full funding for the Strategic Operational Plan not be available, the need for this program will be scaled back accordingly.

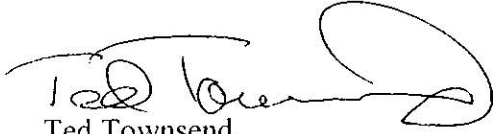
Conclusion

As a key venue city for the 2010 Winter Olympic Games, Richmond has an unprecedented opportunity to increase our community's capacity to deliver and host quality major and community events. Enhanced community pride and spirit can also be fostered by engaging our citizens in a Richmond Olympic volunteer experience. The City also has the chance to enter into a collaboration with community agencies and local businesses to leave a tangible legacy for

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Richmond in the form of a Community Information Centre. Authorization is required to complete the agreement necessary to implement the 2010 Information and Volunteer Program. This agreement will contract Volunteer Richmond Information Services to deliver this innovative program in partnership with and on behalf of the City, help us fulfil objectives outlined in the Strategic Plan and realize our desire of enduring legacies for the community.



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