




To: Parks, Recreation and Cultural Services Committee **Date:** November 9, 2009
From: Dave Semple **File:** 11-7000-01/2009-Vol
General Manager, Parks and Recreation 01
Re: **Parks, Recreation and Cultural Services Master Plan 2009 Annual Progress Report**

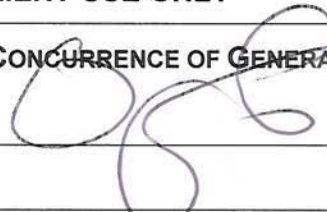

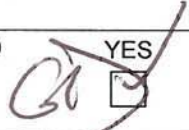
Staff Recommendation

That the attached Parks, Recreation and Cultural Services Master Plan 2009 Annual Progress Report be received for information.



Vern Jacques
Acting Director, Recreation
(604-247-4930)

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY			
ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER
Art, Culture & Heritage.....	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
Community Social Services	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
REVIEWED BY TAG	YES	NO	REVIEWED BY CAO
	<input checked="" type="checkbox"/> 	<input type="checkbox"/>	 YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

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

June 12, 2006 Council Resolution:

(1) That the 2005 to 2015 Parks, Recreation and Cultural Services Masterplan be adopted with the following amendments and recommendations... (not included here).

(3) That subject to the decisions on priorities and amenities in relation to facilities, and secondly the City Centre Amenity Study, that staff proceed with implementation of the Master Plan recommendations and report on the progress to Council once per year.

To date, two *PRCS Annual Progress Reports* have been presented to Council (in June 2007 and June 2008). In order to coincide with the timing of information required for the City's Annual Report, and also to provide a PRCS Annual Report in line with the calendar year, staff decided to delay this year's report to later in the year and present it at this November's PRCS Committee. It is likely that subsequent PRCS Annual Progress Reports will continue to be presented at this time of year.

Analysis

The 2009 Annual Progress Report includes an overview of the key components of the PRCS Master Plan: Relationship-based Approach, Being Accountable, Service-based Approach, Programs and Services, Places and Spaces, Facilities and Amenities, and Financial.

Working with our community partners, a wide range of projects and initiatives have been undertaken by staff from both the Parks & Recreation Department and the Community Services Department (Arts, Culture & Heritage Services and Community Social Services - Seniors, Youth and Diversity Services).

While the main body of the Annual Progress Report provides brief summaries of initiatives and projects according to the key components of the Master Plan, the appendices contain a review of accomplishments related to:

- Older Adults Service Plan: Active and Healthy Living in Richmond
- Youth Service Plan: Where Youth Thrive
- Volunteer Management Strategy: Building the Volunteer Spirit
- 2009 Summer Program Highlights.

The Parks, Recreation and Cultural Services Master Plan 2009 Annual Progress Report will be available for public viewing on the City's website.

Financial Impact

None.

Conclusion

The projects, initiatives, services and programs provided by the City (both the Parks & Recreation Department and the Community Services Department), working in partnership with a wide range of community partners, contribute significantly towards achieving the City's vision "to be the most appealing, livable and well-managed community in Canada".

A handwritten signature in black ink, appearing to read "Lucy Tompkins". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Lucy Tompkins
Acting Manager, Parks and Recreation Projects & Programs
(604-247-4611)

LT:lt

LIVE.



CONNECT.

Live. Connect. Grow.

Parks, Recreation
and Cultural
Services

A Master Plan
for 2005 – 2015

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

2009 Annual Progress Report



PRCS Master Plan 2009 Annual Progress Report

Purpose of the Report

This Annual Progress Report contains an overview on the key components of the Parks, Recreation and Cultural Services (PRCS) Master Plan 2005-2015:

- Relationship-based Approach
- Being Accountable
- Service-based Approach
- Programs and Services
- Places and Spaces
- Facilities and Amenities
- Financial

These areas help provide direction on the future of Richmond's parks, recreation, culture, arts, heritage and diversity services in an integrated manner.

A summary of the major projects and achievements related to each of the above areas is provided in this Annual Progress Report. While the Main Report provides brief summaries of initiatives and projects according to the key components of the Master Plan, the Appendices contain a review of accomplishments related to:

- Older Adults Service Plan: Active and Healthy Living in Richmond 2008 to 2012
- Youth Service Plan: Where Youth Thrive 2008 to 2012
- Volunteer Management Strategy: Building the Volunteer Spirit! 2007 to 2012

Working with our community partners, a wide range of projects and initiatives have been undertaken by staff from both the Parks & Recreation Department and the Community Services Department (Arts, Cultural & Heritage Services and Community Social Services - seniors, youth and diversity services).

The first PRCS Master Plan Progress Report was produced in June 2007. This year's report on 2009 initiatives continues to highlight progress and achievements and upholds staff's commitment to report out to City Council on an annual basis. By working within the Master Plan framework that incorporates and integrates the key components, both the Parks & Recreation Department and the Community Services Department can work towards achieving the City's vision "*to be the most appealing, livable and well-managed community in Canada*"

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

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



Relationship-based Approach

Overview

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

Master Plan Recommendations

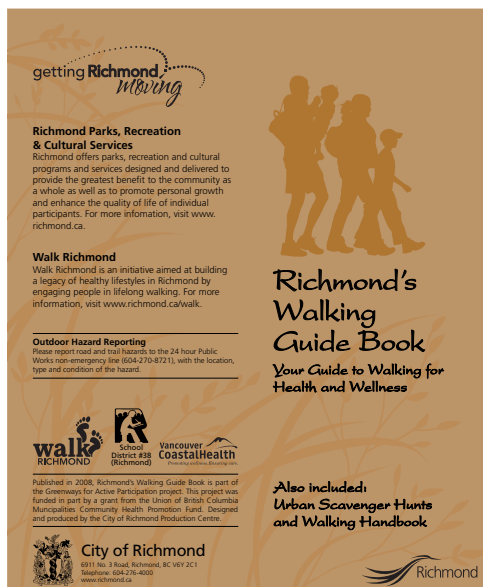
1. Foster effective working relationships with the community, using shared values and commitment as the foundation.
2. Ensure that the City continues to work with a wide range of community-based organizations and is committed to establishing and maintaining effective relations with others.
3. Develop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

Progress and Achievements

- A partnership-based initiative (between the City and Vancouver Coastal Health) won the 2009 BCRPA Program Excellence Award for the innovative UBCM pilot program Decreasing Barriers, Increasing Wellness – a seniors' outreach programs designed to bring frail and isolated seniors back into parks, recreation programs and services. The program was also featured in a national publication by the Active Living Coalition for Older Adults.

- A new technology-based Volunteer Management Software has been installed on the City's server, which went live in May. The <https://icanhelp.richmond.ca> site can be accessed from the City's website and allows individuals or groups to register as volunteers for the City or community partners (including for parks, recreation, culture, arts, heritage and environmental services). To date, there are 2,150 volunteers registered, including Summer Camp 2009 volunteers. Standard volunteer screening, risk management, orientation and evaluation tools have also been developed and shared with City and partner Associations/Societies staff.
- The City Fitness Services now offers seven weekly programs at the Garratt Wellness Centre (operated as a community health partnership – the facility is owned by the City of Richmond with facility operations coordinated by Vancouver Coastal Health) for individuals with cardiac risk factors, diabetes or overweight/obesity issues. These programs continuously service up to 84 individuals who are supervised in physical activity in order to decrease their health-risk factors.
- A recent partnership between the City and Vancouver Coastal Health created 25 new community garden beds at Garratt Wellness Centre. A small number of the plots are allocated to Garratt Wellness Centre for use in its programming initiatives around chronic disease management. The rest of the plots are used by the general population with allocation through the existing waitlist. The new Garratt Community Garden opened in May 2009.
- Richmond Children First created the program "Helping Kids Succeed - Hamilton Style" with the goal of building successful, caring and resilient children. This program, rolled out at Hamilton Elementary School and Hamilton Community Centre, identified 20 role models and provided them with information, support and a free workshop held by an asset-building specialist (Derrick Peterson) to help them continue to positively affect the lives of children. Participants continue to be provided with additional resources to sustain the long-term success of the program.
- With the support of local business Lafarge, the Hamilton Community Association offered a free Open Air Movie Night attended by over 400 Hamilton families. The movie was preceded by a community picnic.
- Hamilton Community Centre staff worked with the Richmond RCMP to create a community Speed Watch program. This program addresses the problems that are regularly raised by the community regarding excessive speeding on Westminster Highway, as well as associated roadways. A complement of eight volunteers, led by a community member, have been monitoring traffic within the community, resulting in a reduction of traffic speed on Hamilton roads.
- The Steveston Farmers & Artisans Market, an initiative of the Steveston Community Society and Richmond Agricultural and Industrial Society, is now in its second year. The market has increased its vendor base from an average of 45 vendors per market in 2008, to 120 at the peak of summer 2009. The market operated on a bi-weekly basis for eleven Sundays from May 24 to October 11. Community support for the market was very apparent, with hundreds to thousands of people attending each market day. The market was supported by a significant number of volunteers, and an appreciation event was held in recognition of their significant efforts.
- The Steveston's Legacy statue, a life-size bronze sculpture of three cannery workers located in Fisherman's Park adjacent to the Gulf of Georgia Cannery, was unveiled in August. Spearheaded by artist Norm Williams (a Steveston High Alumni), the project came to life thanks to the combined efforts of the Steveston Alumni Association, the Steveston Community Society, the Gulf of Georgia Cannery Society, the Province of BC, City of Richmond, CUPE 394 and many others.

In partnership with the Richmond Intercultural Advisory Committee (RIAC), the City produced the City of Richmond Guide for Newcomers – a widely available document that helps new Canadians settle in Richmond by providing locally relevant information. The Guide was launched in September and is available in both English and Chinese.



- The City of Richmond partnered with the BC Golf Association (BCGA) and introduced a Starting New At Golf (SNAG) program - an introductory golf program available to girls in physical education classes at local high schools. BCGA provided funding to buy equipment for 30 students; training and certification by professional golf instructors for 24 girls and two City of Richmond instructors; and funding to cover the cost for the course (NCCP Level 1). Once teachers are certified, the City will develop a schedule for BCGA to visit each school to kick-start their golf unit and mentor the teachers. The equipment will then be shared amongst interested schools throughout the school year and City of Richmond during the summer months.
- A \$4,000 Community-based Public Awareness grant (a joint initiative of the BC Recreation & Parks Association and the Heart & Stroke Foundation of BC & Yukon) was received for the Walk Richmond Connections project. This campaign targeted Chinese-speaking immigrants in Richmond to encourage participation in Walk Richmond activities. It included three targeted walks with a Cantonese speaking leader, the translation and printing of the spring/summer and fall/winter free walk schedules, as well as the translation and printing of Richmond's Walking Guide Book.
- Over 300 people attended the World Move for Health Day celebration at Garden City Park in May. This event was a collaboration between the City of Richmond, City Centre Community Association, Vancouver Coastal Health, Richmond Fitness & Wellness Association and Richmond School District #38. Twenty students from McNeill Secondary School volunteered to guide preschooler walks, while Walk Richmond leaders guided other visitors through the park. Community Association fitness staff conducted warm-up activities.
- The Richmond Museum participated in the University of British Columbia's Alma Mater Society (AMS) Connect Internship Program and accepted a student intern for a seven-month term. The intern gained hands-on experience conducting research of the collection, delivering school programs and assisting with the installation of an exhibition. This created a new relationship between the Richmond Museum and UBC.
- The Richmond Museum, in partnership with the Milan and Maureen Ilich Foundation, Friends of the Richmond Archives, the Minoru Seniors Society and the Richmond Public Art Commission, delivered a special event to mark the centenary of Minoru Park Racetrack and to celebrate the unveiling of a public art sculpture – a bronze, life-size statue of the racehorse – in Minoru Park.
- Richmond Museum hosted a series of tours, in partnership with Tourism Richmond, for the International Travel Media Association Conference held locally this year. A Richmond Heritage Sites Bus Trip enabled writers to discover local sites of interest and heritage sites. On the Richmond Temples of Faith Bus Trip writers experienced the spiritual and cultural traditions of Richmond's proud immigrant communities. As a result of this tour, travel stories about Richmond's heritage were featured in several national travel media publications and reached audiences that normally would not have been aware of the City.

- The Richmond Art Gallery continues to partner with a range of organizations and receive funding from corporate sponsors:
 - The Royal Bank of Canada (RBC) continues to sponsor the Art Gallery's Family Sunday program (a free, drop-in program run by teens under the supervision of the Gallery's Education Coordinator on the fourth Sunday of every month). More than 7,000 children and their parents have attended since the program's inception seven years ago. Around 1,200 participants attend the program each year. RBC has donated \$64,700 to date.
 - TD Bank continues to sponsor the School Art Program, with \$18,000 received for 2010 and 2011. The program serves 100 lower mainland schools annually, representing approximately 2,400 children.
 - Other grant support was received from VANOC (Arthur Renwick photographic exhibition), BC Arts Council grant (operating assistance), Gaming Commission (programming assistance) and corporate sponsorship from the Sheraton Vancouver Airport Hotel.
- In partnership with the Richmond Intercultural Advisory Committee (RIAC), the City produced the City of Richmond Guide for Newcomers – a widely available document that helps new Canadians settle in Richmond by providing locally relevant information (such as how to access services and support in Richmond). The Guide was launched in September and is available in both English and Chinese. It was produced with sponsorship from Royal Bank of Canada (RBC) and ASPAC Developments Ltd.
- The City, in partnership with RIAC and the Institute for Canadian Citizenship, hosted a Citizenship ceremony at the Richmond Cultural Centre in January. This ceremony marks an important milestone for new Canadians, as it is when they are officially granted citizenship. Richmond's Citizenship Ceremony included an innovative difference, having a participatory discussion component. These forums enabled participants to share their experiences on coming to Canada - their successes and challenges in integrating into mainstream society, the barriers they faced, as well as helpful solutions. City staff, elected officials and Council advisory committee members helped facilitate these sessions and the results were widely shared.
- 2009 was the first full year of the Parent Support Series, a partnership-based initiative between parent groups, non-profit societies, Vancouver Coastal Health, Richmond Library, the Richmond School District and the City. Weekly information sessions are held for new immigrants, with each session based around a theme, such as voting in municipal elections, youth services in Richmond, counselling and mental health services, parks and recreation, City government and many more. The sessions are aimed at assisting new immigrants to integrate into the Richmond community and to promote civic engagement, intercultural linkages, bridge-building and cross cultural understanding.
- Diversity Services organized and conducted over 25 New Canadians Tours in 2009, with a total of over 500 new immigrants participating. These tours take new immigrants who have settled in Richmond on tours of City and partner facilities, including heritage sites, Community Centres, City Hall, the Richmond Olympic Oval, the Richmond Cultural Centre, Watermania and the Richmond Nature Park. The tours assist new Canadians in getting established, successfully settling in Canada and informing them of access services. Partner organizations on this project include S.U.C.C.E.S.S., Richmond Multicultural Concerns, local language colleges, the Richmond School District, Richmond Chinese Parents Association and many others.
- Aquatic Services coordinates learn-to-swim lessons with the Richmond School District in order to provide students with the opportunity to participate in a swim program as part of their school curriculum. School swim lesson attendance totalled 19,636 visits as of the end of the third quarter for 2009.



The City's Recreation Fee Subsidy program, which runs in partnership with Richmond's Community Associations, has provided 687 low-income Richmond residents the opportunity to participate in various recreation programs.

Richmond's BC Seniors Games were a community-led initiative and collaboration of Richmond's seniors, sports and community associations, multicultural communities and the City. The Games were supported by over 1,200 event volunteers and attracted 3,689 athletes - making this the largest sports event ever held in Richmond.

- The City continues to have a fruitful relationship with the Richmond Centre for Disability (RCD). The Centre advises the City on disability issues and this year assisted the City with projects as diverse as providing input into the development of accessible play areas for the Middle Arm dyke redevelopment, to providing disability awareness training for City staff. The City has worked with RCD to deliver cultural diversity training, to fundraise by supporting an RCD event at the Richmond Olympic Oval and also its annual fundraising Gala event. Diversity services has also been involved in strategic planning with the RCD to assist with its long term vision for service provision. The City continues to provide financial assistance to assist RCD in operating its facility, through which it provides services and support to those residents in Richmond who are living with disabilities.
- In September, Richmond hosted the BC Seniors Games. This community-led initiative was a collaboration of Richmond's seniors, sports and community associations, multicultural communities and the City. Directed by a community volunteer board, the games were supported by over 1,200 event volunteers and one part-time staff. These Games attracted 3,689 athletes - making this the largest sports event ever held in Richmond. There were 28 sports at the games, along with three demonstration sports. These games are about encouraging healthy living, participation, recognizing athletes and activity achievement and celebrating "Sport for Life".
- The West Richmond Community Centre teamed up with Work Safe BC and the Richmond School District to host Play with the Pros. This event provided an opportunity for youth to interact and play with professional athletes, including CFL players. The event kicked off with several up-and-coming youth rock bands and artists, while Richmond Secondary Culinary Arts apprentices served up an after-school barbeque. While many youth enjoyed playing Xbox and PS3 in the Video Games trailer, other youth played wheelchair basketball and got their hair designed, spiked and coloured by the Hugh Boyd Cosmetology Apprentices.
- The City continues to partner with the Richmond Sport Council and Sport BC to operate KidSport Richmond. This initiative reaches out to low income residents to facilitate their participation in field sports as part of the "Everyone Can Play" strategy. The goal is to reduce financial barriers that prevent low-income families from participating in field sport activities. From January to October 2009, 120 children have been assisted through KidSport Richmond in comparison to 74 children in 2008.
- To date this year, the City's Recreation Fee Subsidy program, which runs in partnership with Richmond's Community Associations, has provided 687 low-income Richmond residents the opportunity to participate in various recreation programs. An additional 122 residents have so far been involved in sport and physical activities through the City's involvement with the Canadian Tire Jumpstart program, which compares to 97 residents in 2008.

- The City continues to work with its community partners to provide opportunities for those living with a permanent disability. A major way in which it does this is by managing the Recreation Access Card program. The card is available to facilitate those living with a permanent disability in accessing the recreation drop-in programs they need to remain active. The number of successful applications for the Recreation Access Card shows that it continues to be a needed and a popular resource. In 2008, 126 individuals were issued Cards compared to 138 from January to October 2009.
- The Working Poor Fund, the City of Richmond's officially-sponsored charity, coordinated generous donations from local businesses, community organizations, individuals and City staff to support many local families identified as being in need during the holiday season. In December 2008, 229 families were assisted and close to \$24,500.00 was raised. The program is about to kick off again for the 2009 holiday season.

A Public Participation Toolkit: Community Involvement in Developing Public Policy, Services and Programs, was launched in May. This toolkit is a staff resource to assist them in devising, implementing and then monitoring and evaluating public participation processes.



Public Participation Toolkit
Community Involvement in Developing Public Policy, Services and Programs



The City recently launched a new online Calendar of Events (www.richmond.ca/events) in which the public is encouraged to submit information about events taking place in Richmond.

Being Accountable

Overview

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

Master Plan Recommendations

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

Progress and Achievements

- The City has replaced its registration software (which is used to register participants in programs, issue fitness passes, and book sports fields and courts online) with CLASS software (developed by the Active Network), and now joins most other Metro Vancouver cities in using this software. City and community partner programming staff has been trained, and the live launch of this new system takes place November 24. The new system will be more user friendly for customers and will enable better tracking of information and statistics.
- The City of Richmond recently launched a new online Calendar of Events (www.richmond.ca/events) in which the public and staff are encouraged to submit event information. Events range from the Steveston Salmon Festival to amateur sport tournaments to the Concerts in the Park series.

- In 2008, the British Columbia Recreation and Parks Association (BCRPA) took the lead in supporting healthier vending and concession options in recreation sites across the province with three pilot-project granting phases. The City of Richmond was a phase one grant recipient for that pilot project and continues to build upon the project successes. To date, four community centres' vending options are in 100% agreement with the provincial school vending guidelines. One centre is now at 70% agreement, as are the City's aquatics and arena facilities. The City continues to work towards providing education, promotion and enlarging the scope of healthy choices within City facilities, including the Minoru Arena and Watermania concession stands.
- A Public Participation Toolkit: Community Involvement in Developing Public Policy, Services and Programs, was launched in May. This toolkit is a staff resource to assist them in devising, implementing and then monitoring and evaluating public participation processes. The guide lays out different public participation techniques, along with a 12-step process for conducting a public participation exercise. It contains in-depth information on involving harder to reach groups within the community and has a substantial reference and resources section that allows the user of the guide to research key relevant topics in greater depth.

The 2009 PRCS Community Needs Assessment has been completed and the main finding is that residents feel the City and its partners currently do an excellent job of providing parks, recreational and cultural facilities and services. Overall levels of participation are high and residents make excellent use of public facilities.



Service-Based Approach

Overview

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

Master Plan Recommendations

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

Progress and Achievements

- The following service plans have been endorsed by Council in the past three years, and an update on their implementation is provided as appendices to this report:
 - Volunteer Management Strategy: Building the Volunteer Spirit! 2007-2012
 - Older Adults Service Plan: Active and Healthy Living in Richmond 2008-2012
 - Youth Service Plan: Where Youth Thrive (Aligning the Power of Park, Recreation and Cultural Services for Positive Youth Development) 2008-2012.

- The 2009 PRCS Community Needs Assessment has been completed. Based on an extensive phone survey of Richmond residents, and 20 focus groups conducted with residents in a variety of languages, this report maps out public awareness of, participation in, and satisfaction with the City's parks, recreation, sports and cultural programs, services and facilities. The study identified unmet needs and determines current gaps in service programs and facilities and also develops recommendations and strategies for addressing barriers and gaps, in order to meet the needs of local residents. The main finding is that residents feel the City and its partners currently do an excellent job of providing parks, recreational and cultural facilities and services. Overall levels of participation are high and residents make excellent use of public facilities. Highlights of the report's recommendations include:
 - The City should continue to work with its community partners to reach all cultural communities and raise awareness about the full range of PRCS services.
 - The City should continue to reach out to newcomers to Richmond and educate them about Richmond's extensive public facilities and services.
 - The City should continue to evaluate how information is disseminated via its website and the PRCS 'Parks Recreation and Culture Guide', while also ensuring that appropriate resources are allocated to ensure provision of effective online communication.
 - The City should continue to promote volunteerism with an emphasis of stressing and promoting the benefits of volunteerism to new Canadians.
 - That there should be a review and possible expansion of the Richmond trail system.
 - That there should be continued work to explore the issue of increased dog off-lease areas, and that this work should take into account the views of both dog owners and non-dog owners.
- Youth Services and community partner organizations continue to develop a number of asset-based initiatives to create a youth-friendly community. Summaries of these initiatives are listed in Appendix 2.

The 64th Annual Steveston Salmon Festival, organized by the Steveston Community Society, drew an estimated attendance of 100,000, shattering the previous record set last year of an estimated 85,000.



Programs and Services

Overview

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

Master Plan Recommendations

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

Progress and Achievements

Community Recreation

- East Richmond's New Year's resolution of 177 community participants was met by their enrolment in a three-month fitness challenge. Clients sweated daily in order to be eligible to win prizes donated by a large number of corporate and community partners.

- The City Centre Community Association hosted Le Carnaval in February 2009, an annual family event that celebrates French culture in Richmond. The event was attended by over 3,000 people and showcased some of the Richmond's School Board French Immersion school talent on stage (Bridge, Whiteside and Dixon) and also included a fire juggler, Maple Sugar on a Stick, Hockey Shoot Out, Carnival Games, BBQ, Ice Sculptures and a break dance performance.
- The annual City Centre Celebration was re-vamped to the new City Centre Celebrates in the Park event. This event, produced in partnership between the City Centre Community Association and the Richmond/Delta Boys & Girls Club, was held July 17 at Garden City Park with approximately 3,000 people in attendance. The event activities included demonstrations, carnival games and youth entertainment on the main stage. Both the Coast Capital and City of Richmond Youth Street Teams participated and the event concluded with a free outdoor movie.
- The Thompson Community Association presented a new one-day Thompson Fall Fair community event on September 12. This event replaced the two-day Nibbles & Bites community event, historically held every September. This year's smaller one-day event featured a pancake breakfast, carnival games, petting zoo and pony rides attracting many young families from the Thompson area. Local country artist Shanna Lynn closed out the show with an excellent musical set.
- The Thompson Community Association funded a pilot project for people who are challenged mentally and physically to use the fitness centre with a fully certified personal trainer in one-on-one sessions. The goal of the Adaptive Fitness Program was to eliminate barriers to users with a disability. This has been achieved by the purchase of several pieces of specialized equipment for the weight room and keeping admission costs to a minimum. Equipment purchased to date includes an Active Passive Trainer and a Recumbent Stepper for the promotion of cardiovascular health and a balance bar for walking, strengthening and stretching purposes. The Association budgets \$8,700 for operating costs, which includes trainer fees. In September 2008, Thompson received a grant from the Milan Illich Foundation for \$8,700.00 to double the size of the program from eight training slots per week to 16. The grant was received again in 2009.
- On April 18, East Richmond came together for a Clean Up! Fix Up! Spruce Up! event at King George Park and Bath Slough. For three hours the neighbourhood was alive with energy and enthusiasm as 75 community members worked toward the common goal of cleaning up their neighbourhood park and waterway.
- The City of Richmond Halloween Fireworks Festival was held in Minoru Park on October 31, with costumed performers and fire dancers, setting the stage for a fireworks extravaganza. Five community fireworks displays, sponsored by local community associations, also took place at West Richmond Community Centre, South Arm Community Centre, Sea Island (Burkeville Park), Hamilton (McLean Park), and Cambie Community Centre (King George Park).
- Pedal for a Purpose was a 12-hour indoor cycling event held by Steveston Community Society in June to raise money and awareness for Vasculitis. Participants "travelled" over 1,900 kms, burned over 30,000 calories and, most importantly, raised over \$5,000 for charity. This event had great community support from both businesses in Richmond and the public.
- The 64th Annual Steveston Salmon Festival, organized by the Steveston Community Society, drew an estimated attendance of 100,000, shattering the previous record set last year of an estimated 85,000. The village of Steveston was abuzz from early in the day as thousands of people lined the streets from Garry Point Park to Railway and Moncton, for the annual parade of over 100 entries including colourful floats, marching bands, community groups and vintage vehicles. The salmon bake served over 2,300 plates. Nearly 400 volunteers assisted with this event. A volunteer appreciation dinner was held for nearly 200 volunteers.



The second Richmond Doors Open event was held in May and recorded close to 23,000 site visits to 40 of Richmond's arts, cultural and heritage sites.

- The Steveston Community Centre has not hosted a tennis tournament for many years, but this past June saw over 150 participants register for the weeklong Steveston Tennis Tournament. The tournament was geared towards all ages and skill levels, from teen singles to 55+ and women's and men's doubles. Many exciting matches were played throughout the week.
- South Arm Community Association's 24-Hour Hockeython is a youth-initiated fundraising event that consists of a 24-hour continuous ball hockey game in support of Canuck Place Children's Hospice. The event was developed three years ago by youth in the South Arm community with the aim of giving back to the less fortunate. Through their commitment and love for the game, this hockey-based event was developed. The youth then focused on identifying a charity they felt would benefit most from the proceeds of this event. They turned to Canuck Place for its goal to improve the lives of sick children. Over its three years, this event has enlisted the help of over 70 volunteers and 200 hockey players, while raising over \$7,300 for Canuck Place.
- In 2009, Walk Richmond continued to inspire participants to take part in physical activity and explore new walks and social connections in the City. The Walk Richmond Coordinator is funded by the Richmond Fitness and Wellness Association. Walk Richmond offered 42 free guided walks, and was a presence at seven community events this year. There are eight volunteer walk leaders, with an average of 21 people taking part in each walk, and an average of four new people joining each week.
- Wee Walk Richmond is a walking initiative aimed at increasing physical activity within the preschool age sector, while building awareness for parents around the benefits of walking. Over 900 children attending preschool programs at the various Richmond community centres took part in the 2008/2009 Wee Walk initiative, charting their progress on a virtual walk to Disneyland. The children and their families had a celebration to wrap up the year at Hugh Boyd Park on June 3, with a Disneyland theme, games and activities.
- The Grade 5 Active! Pass was implemented in Fall 2007 to encourage youth physical activity. As of mid October, 292 passes have been issued for the current school year. The new Stay Active! Pass, which is a 10-visit card available to any student who held a Grade 5 Active! Pass in the previous year, was implemented in the 2008/09 school year and is continuing for 2009/10. As an added incentive, a 50% discount on a 3, 6 or 12-month Richmond Aquatics Super Pass is given to any Stay Active! Pass holder completing their 10-visit punch card by the end of August.
- On March 4, 100 Grade 9 girls from schools across Richmond participated in the daylong Girls Only Lifestyle Expo (GO Day). This event, now in its second year, gave girls the choice to try over 20 activities, such as curling, golf, meditation, fencing, tai chi, Bollywood dance and nutrition education. The girls were then able to sign up for free post-GO Day activities of their choice, sponsored by the various Richmond Community Associations, as well as Quilchena Golf and Country Club. The City of Richmond, the Richmond School District and Richmond Public Health (Vancouver Coastal Health) partnered on this joint initiative.

GRADE 5 ACTIVE! PASS

Name: _____

VALID
September 14, 2009 to
June 25, 2010

PHOTO
HERE

Pass No. _____

Heritage Services

- May marked the grand opening of Britannia Shipyard's newest exhibit, "How We Lived", which reveals the captivating stories of work and play at Britannia between 1910 and 1930. Innovative displays, hands-on activities and audio/video components animating the daily lives of residents continue to be well received by visitors from all over the world.
- The Richmond Museum initiated a pilot iTour project to attract and engage youth, through a partnership with the Richmond Arts Centre's Sound Studio. Youth from the program provided the technical expertise. Using iPods, audio tours of the exhibits are now available to museum visitors (with iPods loaned out at the Cultural Centre front desk).
- The Richmond Museum accepted a collection of objects ranging from textiles, pottery, jewellery, statues and household items that were collected by Mr. Helmut Eppich of EBCO Industries, Richmond. These artefacts will be highlighted in the new exhibition "From Far and Wide: Cultural Artefacts from the Helmut Eppich Collection" that will be on display during the 2010 Olympics through October 2010.
- The Museum published two new publications on 'Richmond's Industrial Heritage' and 'Richmond's High-Tech Heritage'. The research and development of these publications allowed the museum to connect and build relationships with these sectors.
- As part of staff's role as a resource for heritage projects and sites in Richmond, the Curator has provided support to London Heritage Farm by assisting with the creation of a collection policy, inventory plan and supervising a student for curatorial support through Young Canada Works, so that they may better manage and provide professional care for artefacts. This move towards organizing the collection is a part of the Richmond Museum & Heritage Strategy to create a city-wide collection, collections policy and standards. A full inventory of the collection of artefacts at London Heritage Farm is underway and this past summer students worked towards identifying and evaluating the outdoor artefacts and equipment.
- In recognition of Asian Heritage Month, the City of Richmond's Diversity Services, Richmond Arts Centre staff and city partners organized a wide range of events throughout May to celebrate local and regional Asian talent and to explore intercultural connections and influences. These events ranged from the 2nd Annual Richmond Asian Film Festival, to an intercultural drumming extravaganza, to a healthy Asian cooking demonstration at the Garrett Wellness Centre.
- The second Richmond Doors Open event was held in May and recorded close to 23,000 site visits to 40 of Richmond's arts, cultural and heritage sites. Over 45 diverse groups, from various sectors of the community, provided a Doors Open venue, show or event for this signature city-wide free event. This year's resounding success has firmly established Doors Open Richmond as an annual event.

Arts Services

- An Arts Update 2009 Report has been prepared as a separate document. Highlights include:
 - The first annual Richmond Winter Festival of the Arts (February 1-March 15) and first annual Children's Arts Festival (February 19 and 20).
 - In April, the City of Richmond announced the winners for the inaugural Richmond Arts Awards, a program to recognize the artistic achievements and contributions to the arts community by City residents, artists, educators, organizations and business leaders.
 - Richmond's first annual Arts Symposium was held in April, with more than 80 registrants, guest speakers and workshop leaders taking part in a full day of professional development for individual artists and members of arts and cultural organizations.
 - Over 35,000 people attended the Richmond Art Gallery in 2009, which presented 10 exhibitions focussed primarily on work by British Columbia-based artists.



As of the third quarter, total aquatic attendance (including the outdoor pools) was 728,114 resulting in overall aquatic attendance on target to exceed 900,000 visits for the 2009 year.

- 2009 was a big year for the Richmond Arts Centre (RAC) with a record breaking number of high quality, yet affordable arts and culture programs available to the public.
- The Richmond Public Art Commission and City staff produced a new full-colour guide to showcase Richmond's public art collection, entitled Public Art in the City.
- A variety of arts-related events and series continue to be held, including the Asian Film Festival, Encore Music Society Concert Series, Musical Expressions and Lulu: Art in the City Annual Lecture Series.
- The City of Richmond's Sister City Committee brought the 80-piece Xiamen Philharmonic Orchestra from China in October. As well as being a sold out event, this was a highly successful cultural exchange with representatives from local government, businesses and Chinese friendship associations coming together to play host to the musicians while here.
- The Richmond Public Art Program, endorsed by Council in June 1997, now boasts more than 50 public art pieces. The program consists of three distinctive initiatives: civic, private sector and community. The various public art projects at the Richmond Olympic Oval, including works by Susan A. Point, Janet Echelman and Buster Simpson, were officially opened in June.
- The Art Truck, which had a record-breaking year, was out at almost every festival and community event in the city over the summer. School and in-house bookings at the Richmond Arts Centre has more than doubled this year over last.

Aquatics

- The 12th Annual Aquatic Fitness Challenge achieved a new record high registration with 1,582 participants. Of those participants, another new record was set, with 887 individuals successfully completing the challenge of 36 visits over a three-month period.
- Watermania successfully hosted the BC Senior Games swimming events, held in September. By the end of 2009, the facility will have hosted over 20 swim meets, including the Fraser South Regional Championship, the BC High School Provincial Championship, the Richmond Rapid's West Coast Open and its Fast Swim Classic. An estimated 4,750 athletes will participate in these events.
- Minoru Aquatic Centre won the Super Splash Challenge for BC for the third year with 84 people attending the Aquasize class held on May 6 as part of World Move for Health Day.
- A School Swim/Skate promotion distributes free swim and skate passes directly to every elementary school student in Richmond for each of the three holiday breaks. The promotion is designed to help encourage students to participate in physical activity during the holiday breaks. A total of 7,859 passes were redeemed for the 2008/09 school year.

- Aquatic Services continues to receive a high percentage of the registration for and attendance with the Grade 5 Active! Passes. This year also saw the addition of the Grade 6 Stay Active! Passes. Participation at the end of the third quarter for these passes reached 2,969 visits.
- Aquatic Services continues to participate in the +posi tickets cooperative venture between the City and the RCMP. As of the end of September, 413 tickets had been redeemed for swimming.
- As of the third quarter, Watermania's attendance was 358,769 visits (an increase of 36,324 visits over the same period last year); the Minoru Aquatic Centre's attendance was 311,397 (an increase of 7,429 over last year); total aquatic attendance (including the outdoor pools) was 728,114 resulting in overall aquatic attendance on target to exceed 900,000 visits for the 2009 year.
- A combined total of over 3,100 learn-to-swim lessons and advanced leadership courses were programmed for 2009.
- Public swim lesson attendance at the end of the third quarter totalled 155,915 compared to 133,790 last year (an increase of 22,125).
- Over 188 advanced aquatic instructional programs offered leadership training and development opportunities to approximately 1,500 youth.
- Aquatic Services introduced a new Red Cross swim program targeted at teens. A total of 32 classes were programmed, with 174 registrants to date.
- Richmond's Aquatic Services teamed up with the UBC Boathouse to offer Dragon Boating, a new program for youth 12 years and older. A total of four classes were offered with 36 participants registered.

Arenas

- Approximately 10,000 people took part in the annual Winter Wonderland special event skate that ran from December 12, 2008 to January 4, 2009 on the Silver Rink at Minoru Arenas. Staff and Richmond Arenas Community Association (RACA) volunteers worked very hard this past year turning the ice rink into a winter-themed event with trees, lights, music, snow banks, murals and ice carvings.
- Richmond Girls Ice Hockey, Seafair Minor Hockey Richmond Minor Hockey, Richmond Ringette, Richmond Rockets, Connaught Skating Club and Richmond Lacrosse combined together to use over 10,750 hours of ice and dry floor at the two facilities.
- The two arena facilities have hosted 15 minor sport tournaments to date this year. In total, 413 teams have taken part in the various tournaments with 1,081 games of hockey, lacrosse and/or ringette being played by the tournament participants. Of note was Richmond Lacrosse hosting the Bantam Provincial Championships along with Richmond Minor hosting the Juvenile Provincial Championships.
- The Richmond Sockeyes hosted and won the Provincial Junior B Hockey Cyclone Taylor Cup, held in April at Minoru Arenas. The Sockeyes then went on to win the Western Canadian Junior B Keystone Cup Championship in Thunder Bay.
- Minoru Arenas and the Richmond Ice Centre hosted approximately 24 teams who played 60 games of hockey as part of the recent Richmond BC Seniors Games.
- The Connaught Skating Club staged a production of the Wizard of Oz ice show on the Minoru Arena Stadium Rink in March. The two-day production attracted over 1,000 spectators to the facility.
- The Connaught Skating Club will be hosting the 2010 BMO Financial Group BC/Yukon Section Skate Canada Sectional Championships on the Stadium Rink from November 11-15. Organizers are expecting close to 300 skaters, officials and volunteers to attend the competition along with spectators.

Minoru Arenas and the Richmond Ice Centre had a total of 312 schools visits and approximately 17,000 students take part in Arenas school skate program for the 2008/2009 school year.

- Minoru Arenas was also used for a variety of non-traditional activities while the ice was out for the spring and summer months including the National Taekwondo Championships, Kajaks Elementary School Track Championships, Relay For Life, Cartwheels Gymnastics recital, Circus Gatti, Air Cadets Band Competition and three roller derby events.
- Minoru Arenas and the Richmond Ice Centre had a total of 312 schools visits and approximately 17,000 students take part in Arenas school skate program for the 2008/2009 school year.
- Over Spring Break and summer vacation, the arenas school coupon redemptions, for free admission to public skating, were 1,396 and 739, respectively.



Places and Spaces

Overview

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

Master Plan Recommendations

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

Progress and Achievements

- The 2009 Waterfront Strategy “Redefining Living on the Edge” was adopted by Council in February. The strategy sets the vision and framework for how Richmond’s waterfront is to be developed, along with goals and actions for the next five years. The Vision is “Richmond will be a community that celebrates its rich past and recognize the full potential of its island legacy – a dynamic, productive and sustainable world class waterfront”. The strategy is a resource for staff and provides a basis for establishing policies in the upcoming Official Community Plan update.

The Parks and Recreation Department was honoured with the BCRPA 2009 Environmental Leadership Award and the Union of BC Municipalities Leadership & Innovation in Environmental Excellence for Terra Nova Park.



- The Parks and Recreation Department was honoured with the Recreation and Parks Association (BCRPA) 2009 Environmental Leadership Award for Terra Nova Rural Park. Terra Nova reflects the City's commitment to sustainability through its non-traditional use of city parkland. The park is dedicated to agricultural heritage preservation, education and ecological restoration and conservation, and has become a model for public process and involvement in developing non-traditional parkland. Terra Nova has also been recognized nationally, winning several awards for excellence in innovation and environmental best practices.
- At its convention in September, the Union of BC Municipalities (UBCM) recognized the unique features of Terra Nova Rural Park by presenting the City of Richmond with an award for Leadership & Innovation in Environmental Excellence. This category recognizes demonstrated environmental excellence in successfully implementing programs, policies and plans that have significantly benefited a BC community.
- Richmond Youth Soccer Association hosted the National Youth Soccer Championship in July, which featured 20 provincial Under 14 and Under 16 teams from across Canada. This is the highest level of CSA youth soccer competition and the most prestigious soccer tournament Richmond has hosted. The Championship's attracted national team coaches, along with university and professional team scouts, and generated over 1,000 room nights for Richmond hotels. Competitions were held at Minoru Park and Richmond High, with the championship games played at the new Minoru Park Oval synthetic turf field.
- The Middle Arm Waterfront Greenway detailed design was successfully completed in 2009, and the project was tendered, awarded and began construction in the fall of 2009. With an expected completion date of spring 2010, the Middle Arm Waterfront Greenway will be a significant open space amenity, essential to Richmond's downtown.
- The Oval Dyke Works, an integrated environmental, dyking and public art project, was tendered, awarded and began construction in the fall of 2009, with an expected completion date spring 2010. This project is a result of cooperation between Parks Design and Construction, the Major Projects Division and Cultural Services and will yield an integrated environmental, engineering and public art amenity commensurate with the high quality of the Richmond Olympic Oval site development.
- The Hollybridge Promenade, featuring cherry trees, roadway and pedestrian lighting, decorative paving and seating opened in the fall of October 2009. It represents a key upgrade to the streetscape of Hollybridge Way, and flanks the Richmond Olympic Oval site on its east side. This project was a result of cooperation between Parks Design and Construction, and the Major Projects Division, and was funded by Parks Capital as well as through a generous donation from the David & Dorothy Lam Foundation.

- In 2009, Parks staff developed the “Dogs in Parks Management Strategy” to improve the park experience for both dog owners and non-dog owners. Highlights of the strategy include, the introduction of a commercial dog walker program, the introduction of fenced dog-off leash areas, improved park signage relating to dogs and an educational program promoting responsible dog ownership. There are a total of 29 recommendations in the strategy, and staff will be working throughout 2010 on the implementation of the recommendations.
- Both Richmond seniors and preschoolers now enjoy another option to mingle and recreate while getting some outdoor exercise. A senior’s fitness circuit (the first in Richmond) and a preschool children’s play area, redesigned to meet accessibility needs, were officially opened on April 7 at Hugh Boyd Park. The senior’s fitness circuit was made possible by a \$100,000 grant from ActNow BC Seniors Community Parks (a funding initiative by the provincial government to encourage seniors to live healthy, active lives). The West Richmond Community Association also contributed \$100,000 to the circuit, while the City of Richmond contributed \$300,000 and managed the project. The facility furthers the City’s goals and vision to be an appealing, livable and healthy community for all ages. Enhancements and updates to the children’s play area was made possible with a \$50,000 grant from the Rick Hansen Foundation Let’s Play initiative, with a goal to make the preschool portion of the play area universally accessible for both adult caregivers and children with mobility concerns.
- The Garden City Community Park Play Environment won a 2009 Award of Excellence from the Canadian Society of Landscape Architects. It was one of six projects from across the country that won National Merit Awards in the category of Design.
- For the spring and summer tennis season, Steveston Community Centre’s tennis program re-obtained the Hitting Wall with the reconstruction of Steveston’s Tennis Practice Wall. The hitting wall is located on the north side of the two outdoor tennis courts offered to the public.
- This year’s Sports Awards, coordinated by the City of Richmond, the Richmond Sports Council and the Richmond Review, was held on April 30. Over 120 athletes, parents and sport representatives attended to watch the presentation of awards including Masters, Seniors, High School, University, Junior Athlete, Athlete with a Disability, Team, Official, Coach and a Builder category for long time contributors to various sports.
- Notable initiatives and accomplishments related to Parks Operations in 2009 include:
 - reached zero usage of pesticides for cosmetic purposes in the landscape before the Richmond Pesticide Bylaw was enacted in fall 2009. This took five years to accomplish as part of the environmental Integrated Pesticide Management Plan based on the philosophy of using pesticides only as a last resort.
 - completion of sections 2,3,4 on the Canada Line and (section 1 is scheduled to be completed before the end of 2009).
 - in the summer of 2009 the parks department was the recipient of a grant from the Province’s “Trees for Tomorrow” program. The funds from this grant were combined with City resources to purchase trees for the South Dyke Urban Forest at the foot of Gilbert Road. On October 3, volunteers of all ages donated their time and energy to plant trees at the forest site.
 - Terra Nova Healing Garden in the Sharing Farm was constructed with funding from Terasen, the Richmond Fruit Tree Project and the City. The Garden is made up of a large circular wood trellis with benches, two oversized wooden harvest picnic tables and benches that seat 35 people and garden plots specifically for medicinal plants.
 - Terra Nova’s former ‘Buemann’ residential house has been retrofitted to provide for office and meeting space for the two non-profit organizations in the park and for Nature Park outreach staff.



- o the 'Missio" property at 2500 River Road, a key property in the middle of the park, was acquired by the City in October. This together with another property recently demolished will allow for further development of the north waterfront side of the park.
- o receiving gold medal performance from Premier Gordon Campbell for Venue Construction and Landscape of the Richmond Olympic Oval.
- o the Hugh Boyd parking lot was redesigned to allow for better circulation and increased parking to support the successful artificial sports complex. The entry corner into the park is under construction with a new sign 'Hugh Boyd Athletic Park', landscaping, banner poles and new pathways to improved pedestrian access into the park.
- o the design and installation of the Steveston Fishermen's Memorial at the Gulf of Georgia Cannery.
- o Steveston's Legacy statue designed by Norm Williams was installed in August on the 'Tin Shed' site in front of Gulf of Georgia Cannery. The bronze statue is made up of three life size cannery workers and has already become a popular photographed image. The statue was donated to the City's Public Art collection. Wood decking and seating walls adds to make this a special gathering area.
- o Minoru Horse, designed by Sergei Traschensko, was installed in front of the Cultural Centre in Minoru Park and officially opened in July. This bronze life-size statue represents the namesake of the park and was donated to the City by the Ilich Foundation. A small plaza with seating was created as a gathering place.
- o the Terra Nova Earth Day celebration focussed on native tree and shrub planting by volunteers on the newly created 'Crabapple Ridge' (reclaimed soil from the slough excavation).



Facilities and Amenities

Overview

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

Master Plan Recommendations

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

Progress and Achievements

- In October 2008, Council considered a rezoning application for a mixed-use development for a site between Minoru Boulevard and No. 3 Road (north of Firbridge Way). As a result of negotiations between City staff and the developer, a 33,000 sq. ft. community centre on the corner of Minoru Boulevard and Firbridge Way is included in the application. The application has passed third reading (with a series of re-zoning conditions). Final approval for re-zoning will only occur once these conditions are met. City staff continues to work with the developer to finalize the lease agreement. The proposed community centre would be built as part of the development's second phase, and is currently due for completion at the end of 2013.
- A Museum Feasibility Study was completed in 2009 with a recommendation to build a new destination museum in Richmond. City Council has requested more information before proceeding with this initiative and a staff report will be presented later this year.

Richmond City Council endorsed the expansion of the existing Hamilton Community Centre (essentially tripling the size of the existing facility) which allows for a significant increase in the number of programs and services that the City's Parks and Recreation Department, and their partners, can offer the residents in Hamilton.



- Hamilton Community Centre will be expanded from 2,600 sq. ft. to 8,600 sq. ft. to accommodate the growing community. Currently there are 4,800 residents in the area, but this population number is expected to double within the next 10 to 15 years. The City recently completed a feasibility study to determine community needs and priorities and in October, Richmond City Council endorsed the expansion of the existing Hamilton Community Centre facility. The City was successful in receiving a \$1 million grant from the Recreation Infrastructure in Canada (RIInC) fund from Western Economic Diversification Canada for this project. The expansion project (essentially tripling the size of the existing facility) allows for a significant increase in the number of programs and services that the City's Parks and Recreation Department, and their partners, can offer the residents in Hamilton. The project is anticipated to be completed by Spring 2011.
- The Britannia Shipyard celebrated the official opening of the Historic Zone in May. Each of the five buildings in this unique waterfront setting explore society and community, ethnicity and cultural diversity and the all-round bustling interconnectedness of the local cannery and boat building industries.
- At South Arm Community Centre, a renovation is being undertaken to move the current RCMP office to an area in the centre not currently used. This will free up 1,400 sq. ft. of prime programmable space. Additional space will be utilized to increase Out of School Care, fitness activities and the number of multipurpose rooms available for user groups in the community.
- Steveston Pool and Community Centre are being retrofitted with a new higher efficiency centralized boiler system for space heating, pool heating and domestic hot water heating.
- Staff continue to work with other museums and societies to increase their knowledge of the workings and conservation of the #1220 Interurban Tram. To better conserve the vehicle, a new roof was added to the storage building and storage for spare parts was improved. City of Richmond staff also pulled the tram out of its enclosure for the first time in several years, for Canada Day/Salmon Festival with over 2,300 visitors boarding the tram. In October 2008, Council approved the permanent location of the Tram to be in Steveston Park.
- A new Music Studio in the Richmond Arts Centre was opened in the fall to accommodate the expanded music program. Private violin, flute and guitar lessons are now offered and the number of private singing and piano lessons has increased. – TO WHAT?
- The historically significant Japanese Nurses Residence house was saved from the wrecking ball and moved to a new permanent home on 1st Avenue behind the Steveston Museum. Restoration and interpretation work will commence in 2010.

Financial

Overview

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

Master Plan Recommendations

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

Progress and Achievements

- The recommendations of the Recreation and Cultural Services Financial Review (conducted in 2007) continue to be implemented by the City and partner organizations.
- Richmond's nine Community Associations created a Job Evaluation (JE) Committee (comprising both Association and City staff) to address wage inequalities and job description inconsistencies for Association staff. A consultant assisted them in the process. At present, all nine Associations have adopted the first round of evaluations (for 25 positions who work more than 20 hours per week), which will be completed by September 2010. The committee will continue to adjudicate disputes, maintain job descriptions and wage scales, examine new positions to determine their appropriate wage scale, start to evaluate the second group of jobs and look at the cost of living changes to determine if there should be a general wage increase on September 1 of each year.

Looking to the Future

The Master Plan outlines how both the Parks & Recreation Department and the Community Services Department (Arts, Culture & Heritage Services and Community Social Services - seniors, youth and diversity services) will partner with others to sustain and build a City in which individuals and families can reach their full potential.

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

APPENDIX 1: OLDER ADULTS SERVICE PLAN: Active and Healthy Living in Richmond 2008 to 2012

November 2009 Update

In May 2008, Richmond City Council endorsed the 'Older Adults Service Plan – Active and Healthy Living in Richmond'. The changing face of the older adult sector is having an impact on municipalities across Canada in terms of delivery of services. In particular, there is a need to provide a diverse range of services for an expanding older adult population (as there will be more older adults and an increasingly diverse older adult population that need to be served in the future – ranging from active baby-boomers to frail seniors).

The plan's vision is "Richmond: to be a community where older adults live healthy and active lives in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of older adults". The Service Plan supports a beneficial and meaningful way for older adults to enjoy their lives, and provides the possibilities, promise and value of aging in their community.

The Seniors Service Team continues to strive to provide high quality, evidenced-based and sustainable programs and services that serve the diverse Older Adult population of Richmond. Working together with the Minoru Seniors Society, and other Community partners we are making progress towards realizing the vision of the Older Adults Service Plan. Following are illustrations of the 2009 priorities as set out in our work plan.

Strategic Direction #1: Ensuring Older Adults are Well Informed

Objective: To ensure that communication with older adults is timely, effective and appropriately delivered and received, so that older adults are well informed and aware of the programs and services available to them.

Progress & Achievements

- United Nations International Day of Older Persons October 1, 2009 was celebrated with the annual Positive Aging Photo Campaign featuring Richmond residents 55+ in athletic pursuits. The theme was chosen to complement community focus on sport through BC Seniors Games and the 2010 Olympic Games, and gives positive proof age is no barrier against determination.
- The Focus on Wellness Newsletter was created to increase awareness of the many diverse health and wellness opportunities for older adults city-wide, and acts as a vehicle that integrates programs and services created through Seniors Services, as well as by community partners.
- Increased translated marketing documents targeting Chinese, Punjabi, in addition to English. Updated or new translations include Slips, Trips and Falls Hazards Report, Wellness Clinic Schedule, Benefits of Membership, Seniors Week Brochure and more. In addition, information related to healthy aging from a variety of sources was sourced and widely distributed in these languages.
- Alternative communication channels have been utilized to reach out to older adults more widely. Some examples include engaging seniors to act as translators at Wellness Clinics, health presentations and as hosts orienting newcomers to our services.

Strategic Direction #2: Providing Relevant and Appropriate Services

Objective: To deliver city-wide programs and services that are relevant and appropriate to older adults' abilities, needs and wants.

Progress & Achievements

- In 2009, Seniors Services and Minoru Seniors Society have increased adaptive exercise programming by 14% over 2008, in response to demand for more options for older adults with physical limitations. Functional Fitness levels developed by these programs enable seniors to remain at home, and retain independence longer.
- Seniors Services is proud of the outreach program that received a BCRPA program Excellence Award in 2009, and was featured in a national publication by the Active Living Coalition for Older Adults. The UBCM funded pilot project conducted in 2008 demonstrated the need for specialized programming to support the needs of Richmond seniors who have multiple barriers to positive leisure engagement, such as social isolation and chronic conditions. A partnership with Vancouver Coastal Health supports this program to provide service to isolated seniors over the next year, now renamed Wellness Connections.
- In addition to developing supportive services for the "oldest old", Seniors Services recognizes the varying needs of the young and active older adult, an emerging market. Specialized and diverse programs, events and workshops are slowly replacing more traditional pursuits as programs and services adapt to meet the needs of baby boomers. These programs include evening yoga and exercise programs, new games and groups, dance classes, and active out trips like kayaking, bird watching and dragon boating. Expanded evening and weekend programs, and education about transitioning from work life to retired life are areas of change for seniors programming.

Strategic Direction #3: Promoting Cultural Inclusion and Harmony

Objective: To promote, celebrate and enjoy the diversity of the community through PRCS and partner programs, services and activities.

Progress & Achievements

- Seniors Services purposefully seeks to partner with Diversity Services and others to reach out to Older Adults to build an inclusive community, and to work toward improving communication with all citizens. This approach has yielded rich results, for example, Seniors Week opening ceremony clearly reflected the diversity as over 80% of participants were of South Asian and Chinese descent.
- Seniors Services promotes inclusion by supporting seniors with language skills to reach out to others in their first language at Wellness Clinics and during facility tours.
- South Arm and East Richmond Community Associations hosted the 2nd Annual Vaisakhi Celebration on April 20. Celebrations for the Indo-Canadian Lunar New Year included Bhangra dance performances, sari and turban demonstrations, henna hand painting, chai tea and refreshments. This event has become a cross-cultural experience for all community members with an attendance of over 100 seniors. Community partners included Richmond Aquatics, Diversity Services, Volunteer Richmond, BC Heart and Stroke Foundation and the South Arm Community Police.

Strategic Direction #4: Building a Sense of Belonging

Objective: To ensure that there is a city-wide focus and understanding of older adult needs and wants, and that older adults feel a strong sense of belonging and citizenship in their community.

Progress & Achievements

- Evergreen, the Richmond School Board, Terra Nova Schoolyard Society, Fruit Tree Sharing Project, City of Richmond and seniors in the City core area partnered to create the Richmond High Community Gardens promoting self reliance and enabling older adults to connect with youth and the community.
- Seniors Services supports opportunities for peer to peer education, for example, the Acting Out Troupe.

Strategic Direction #5: Providing Affordable Access to Programs

Objective: To create a pricing structure for parks, recreational and cultural services and programs that is collectively accessible and priced for all users.

Progress & Achievements

- Pricing Policy – Staff are conducting a study to assess and understand the services and pricing for Older Adults across the lower mainland. The intent is to standardize pricing for seniors across Richmond based on industry standard.
- Seniors Wellness Clinics provide a combination of free and very low cost services, which are a partnership between the City of Richmond Seniors Services and Vancouver Coastal Health through Richmond Health Services.
- The City in partnership with the Minoru Seniors Society continues to provide funding for the operation of the Community Leisure Transportation program. This program provides transportation for isolated seniors to attend programs, get out shopping and so forth. The buses are also used for seniors' trips where hundreds of seniors can enjoy day trips throughout the lower mainland.

Strategic Direction #6: Increasing Volunteerism

Objective: To build a staff and volunteer resource base that supports older adults programs and services. Ensure older adults are welcomed and involved in Richmond's strong volunteer culture.

Progress & Achievements

- The City of Richmond has implemented a coordinated city-wide volunteer management system, which will increase recruitment, improve tracking and other actions to increase volunteerism in this age group.
- Seniors Services has facilitated hundreds of meaningful volunteer opportunities for older adults with a focus on building opportunities that will attract younger older adults and volunteers who are immigrants to Canada. These include working with ActNow BC and BCRPA to create image enhancing roles for seniors.

Strategic Direction #7: Coordinating City-Wide Delivery of Services Through Partnerships

Objective: To deliver coordinated city-wide programs and services to older adults.

Progress & Achievements

- Seniors Services continue to coordinate city-wide delivery through a range of partnerships, combining resources and expertise to improve and expand services. Many partnerships have been established or expanded:
 - Seniors Wellness Clinics continue to serve the older adult community through partnerships between the City of Richmond Seniors Services, Community Associations, Community Groups and Vancouver Coastal Health (Richmond Health Services). City-wide wellness services received by seniors have nearly doubled over the past 18 months. The clinics are held regularly at five City community centres, Beth Tikvah Congregation and the Vedic Cultural Centre, and provide community-based health monitoring for hundreds of culturally diverse seniors.
 - A number of health promotions have been undertaken with partners, including with Vancouver Coastal Health, Canadian Mental Health Association, Arthritis Society, Alzheimer Society, Victoria Order of Nurses, BC Network for Aging Research, ActNow BC, BCRPA fitness tape auditions, Homeless Connect, Bounce Back, OASIS, Community Kitchen, Lifeline, Langara College Nursing Department and SFU Gerontology.
 - Seniors Services has partnered with Diversity Services to provide translated material to our culturally diverse community, to connect and invite cultural groups to events and to partner with cultural groups to provide services (including Multicultural Helping House, SUCCESS Multicultural Concerns Society, Filipino Grandparents Group, Women's Resource Centre Immigrant Grandmothers Walk About, Grandparents as Parents, Spanish Club, info fairs at Aberdeen Centre and Lansdowne Mall).

- o Senior Services has worked closely with many external partners to provide assistance or a contribution to special events. Events included the BC Seniors Games, Seniors Week, Vaisakhi celebrations, the Annual Old Fashioned Garden Party, the 100th Anniversary of Minoru Park and the unveiling of "Minoru" Racehorse Statue. Community partnerships, in the facilitation of events, have included, Diversity Services, the Milan Ilich Foundation, Friends of the Richmond Archives, the Minoru Seniors Society, the Richmond Public Art Commission, the Richmond Museum Society and South Arm, Thompson, Steveston, East Richmond, Sea Island, Hamilton and City Centre Community Associations.
- Seniors Services Team members selectively participate in committees actively engaged in the development of health and other initiatives that support seniors, and through this work influence broader service development while remaining well informed. Examples include the Integrated Health Network, Continuing Health Services Integrated Council, Volunteer Richmond Information & Referral Services and BC Centre of Elder Advocacy and Support.

Strategic Direction #8: Ensuring Easy Physical Access & Providing Comfortable Places

Objective: To reduce and eliminate barriers for older adults to access and use PRCS facilities, parks, and community spaces. To provide dedicated space within PRCS facilities for older adults.

Progress & Achievements

- The translated Slips, Trips and Falls, Hazard reporting form gave Richmond's Older Adults from various cultural groups a tool to help make Richmond more safe and accessible.
- Significant reorganization and aesthetic streamlining of Minoru Place facility was conducted increasing comfort, accessibility to physical space and information.

Strategic Direction #9: Involving Older Adults Through Consultation

Objective: To involve older adults in policy, procedure or facility and outdoor space changes that will affect them.

Progress & Achievements

- Seniors Services continues to look for opportunities to engage seniors to contribute to planning the policies, programs and services that affect them. Currently, seniors contribute to program and newsletter committees, special events and other planning committees including boards.

Strategic Direction #10: Monitoring and Evaluating the Service Plan

Objective: To monitor the progress made by City staff and various community partners in accomplishing this Plan.

Progress & Achievements

- Senior Services will continue to provide an annual update on accomplishments.

APPENDIX 2: YOUTH SERVICE PLAN: Where Youth Thrive 2008 to 2012

November 2009 Update

PRCS, its partners and community organizations, have a long history of responding to the needs and aspirations of youth in the city. The “Where Youth Thrive” Plan for serving youth builds on the foundations laid in the City’s 1995 Youth Strategy. In 2007, the plan was created by the Youth Services Steering Committee - a partnership between the City, youth, Community Associations, RCMP, Richmond School District, Richmond Health Services, Richmond Sports Council and non-profit agencies (including SUCCESS, Richmond Addiction Services and Touchstone Family Services). Developing the plan through this collaborative effort reflects how important it is for the variety of youth-serving agencies in Richmond to work together in order to create positive and enriching environments for our youth to flourish.

Strategic Direction #1: The Power of Asset Building

Objective: Youth involved with PRCS will enter into environments that build and influence any number of their developmental assets. The Community will also have a greater awareness of the Power of Asset Building and its role in supporting youth. This assets-based framework will produce measurable results as to how effective PRCS is in influencing positive youth development.

Progress & Achievements

- Youth are involved and engaged in the planning of many programs and events, throughout the year and through the City. Some examples include: Youth Week events, Steveston RockFest and City Centre’s Celebration in the Park.
- The Richmond Street Team was in place for the third consecutive summer with 24 youth investing over 600 volunteer hours, at community events and festivals to promote the 40 developmental assets to youth and parents.
- The City continues to work in partnership with the RCMP on the youth +posi marketing campaign, which focuses on promoting the 40 Developmental Assets in youth.
- This summer, 10 girls (aged 14 to 16) participated in the Sisters’ Surfari program. This program includes a series of workshops, fun activities, self-discovery, leadership opportunities and a four day (three night) surfing adventure. One focus of the trip was to teach healthy lifestyles as all participants contributed to the healthy meal planning, grocery shopping, cooking, eating and cleaning together.
- The S.U.P. (South Arm/Steveston United Peers) program is a social development and networking program for youth in the City of Richmond aimed at providing a safe and secure environment for youth to thrive. The program is a partnership with Richmond Society for Community Living and was developed to fill a gap in the existing childcare system that lacked the provision of care for youth with special needs during after school hours. Over the past five years, South Arm and Steveston Community Centre continue to host and show their commitment to the program. Through a variety of activities, games and out trips, youth are partnered with peers to assist in the development of social skills. Through these interactions the youth are able to develop new skills, and foster friendships and meaningful relationships.
- Over the past four seasons, Youth Services has successfully used ice hockey as a means of creating an affordable and safe environment for youth. During free after-school ice time made available once a week, youth staff hand-select the youth participants. The experience allows youth to increase their physical activity, discover a new passion, meet new adult role models, get connected to other people and places in the city and most importantly, to be in a safe, supported environment with peers and adults.
- In August, six East Richmond youth ventured into the wilds of Squamish backcountry. By learning teamwork skills in wilderness food preparation, they were physically fuelled and able to conquer the mighty 7,600 foot high Black Tusk. In order to make this youth opportunity possible, Coast Mountain Sports donated \$4,600 of equipment. Hamilton’s Camp Capilano Outdoor Leadership Camp (the second annual spring break camping trip) was a huge success this year. Sixteen children, four staff, three parent volunteers and a student volunteer came together to enjoy this wonderful event. Activities included hiking in the forest, themed crafts and games, campfires, theatrics and much more.

- For the first time, and in combination with South Arm, Cambie and West Richmond, Hamilton Community Centre offered a summer outdoor camping experience for children. This event was a wonderful experience and created many wonderful memories for the 32 children involved.
- City of Richmond Roving Leaders continue to work with many youth from across Richmond in one-to-one and group settings. Successes this year range from receiving a constant stream of referrals from a variety of youth serving agencies, helping many youth return or stay in school, bridging youth and their families to the many services the City and community provides, and using the recreational, cultural and social opportunities in the City to positively influence the 40 Developmental Assets in youth.

Strategic Direction #2: Marketing and Communications

Objective: Youth and parents will be more knowledgeable about PRCS programs and opportunities available in Richmond. The application of new-media technology is needed to keep pace with a technologically-competent age group. Giving youth timely, accurate and easy-to-understand information about community events and opportunities will give them a gateway to making informed choices. Youth will be able to access and navigate through a wide variety of youth-oriented services in a seamless manner.

Progress & Achievements

- Preliminary research was conducted into the use of social networking sites and its application for the government sector. This initiative is to be continued with a third quarter target with a business case for the use of such technology.

Strategic Direction #3: Increased Opportunities for Youth

Objective: Youth will have access to an increased number of recreational, social and cultural opportunities that are geared towards their specific interests and needs. Deliberate planning with partners around a core grouping of activities can ensure a broader range of programs being offered at any given time. This will serve to enhance signature programs and bring about more choices for youth.

Progress & Achievements

- The music specialist continues to provide leadership and mentorship to city-wide youth working with approximately 70 youth and assisting them in exploring and developing their artistic talents. Many of these youth regularly volunteer at youth events to provide music and MC services.
- A variety of low cost opportunities are offered for youth that include: after school open gym times, nightshift programs and drop-in sport opportunities.

Strategic Direction #4: Increasing Inter-Agency Programming

Objective: PRCS will establish broad networks with other youth-serving agencies. Youth will be connected to other opportunities and services in the city and region through a system of referrals and networking, in order to meet individual needs and interests.

Progress & Achievements

- City Centre and Hamilton Community Centres work closely with the Boys and Girls Club of Delta/Richmond to provide affordable program options for youth. Without this partnership these programs would not be possible.
- Richmond Youth Services has partnered with Richmond Multicultural Concerns Society in the delivery of the new pilot program "YES." This program is designed to integrate recent youth immigrants into the workforce by providing them with the necessary language skills and also introduces them to recreation programs and services as a means of learning about Canadian customs and "way of life."

Strategic Direction #5: Moving Towards Standards

Objective: PRCS will aim towards consistency in the delivery of recreation services to youth across all city facilities. Youth will benefit from having programs delivered with consistent city-wide messages across the city. PRCS will attract and retain high performing employees as it is recognized as a fairly compensated and desirable place to work.

Progress & Achievements

- The youth team has initiated a review of program fees and is working towards a consistent schedule of fees and charges for youth programs city-wide.

Strategic Direction #6: Bridging Services to Low Asset Youth

Objective: Building upon the Roving Leader model, PRCS will increase its ability to identify and transition low-asset youth into existing activities. The bridging requires strong relationships with the numerous service agencies and places (such as schools), where these youth have already made first contact with an adult counsellor. There will be an increase in programs and opportunities for low-asset youth participating in Parks, Recreation and Cultural Services.

Progress & Achievements

- Youth that have been involved with the roving youth leaders are often transitioned into “regular” youth programs with the guidance and mentorship of youth staff in the facilities. This additional support increases the chance of a successful transition.
- The roving youth leaders receive referrals from a wide variety of sources including other agencies, the schools and past youth participants. There is often a wait list of youth waiting for the assistance of a roving youth leader, as the program has become known for the excellent work that the leaders provide!

Strategic Direction #7: Acknowledge and Increase the Social Capital of Youth

Objective: ‘Social Capital’ refers to the collective values, networks and relationships of trust and tolerance that all contribute to weaving a social fabric in the community. Ultimately, what youth, institutions and the community bring to the table becomes a shared set of values, virtues, and expectations to develop youth. The social capital of youth exists throughout a community embedded with strength-based approaches to helping youth thrive. This Plan embraces the community’s role in influencing youth to be problem-free, fully prepared and engaged. It is mindful that one of our great strengths is what we all, including youth, contribute to this.

Progress & Achievements

- The City of Richmond hosted the 12th Annual U-ROC (Richmond Outstanding Community) Awards at the Gateway Theatre in May in celebration of the achievements and dedication of youth, youth groups and asset champions within the Richmond community. These awards acknowledge the outstanding efforts of our young people, as well as the adults that provide invaluable mentorship and everyday supports.

Strategic Direction #8: Dedicated Safe and Social Places

Objective: City spaces will be designed and operated in a way that promotes social gathering and safety. Recognizing that safety goes beyond physical safety, youth also feel safe when prevailing attitudes are welcome and friendly.

Progress & Achievements

- Youth have a variety of places throughout the City where they can participate in a youth friendly environment. One example was Cambie Community Centre’s improvements to their games room making it more youth friendly.

Strategic Direction #9: Undertaking Evaluation

Objective: PRCS will monitor and evaluate the progress on implementing the actions in the Youth Service Plan. City staff will report back to Richmond organizations and citizens, as well as the Parks, Recreation and Cultural Services Committee annually on the status of the Implementation Plan.

Progress & Achievements

- Youth Services will continue to provide an annual update on accomplishments.

APPENDIX 3: VOLUNTEER MANAGEMENT STRATEGY: Building the Volunteer Spirit! 2007 to 2012

November 2009 Update

Council adopted the PRCS Volunteer Management Strategy in March 2007. The Strategy's vision is "Richmond's (parks, recreation and cultural services) connecting people with volunteer opportunities; leading and sustaining a strong volunteer spirit."

Strategic Direction #1: Implement a Technology-based Volunteer Management System

#	Action	November 2009 Update
1.1	City to develop a website as a one-stop location for a PRCS volunteer management system in Richmond: develop and maintain website; consultation support from Volunteer Richmond Information Services (VRIS)	The Volunteer Recruiter public web site (https://icanhelp.richmond.ca) was launched in May. VRIS provided consultation support in its planning and implementation. The website is a one-stop site developed and customized to accommodate City, Association/Society and VRIS needs. The website is hosted on a City server and is maintained by the Volunteer Development Coordinator.
1.2	City to develop a central database to hold PRCS volunteer information.	The volunteer software was selected through an RFP process, and its purchase, installation and customization was carried out in late 2008/early 2009. The database now holds information and contact details for 2,150 individuals.
1.3	Develop online resource library	VRIS collated online volunteer management resources for the City, which are available to City, Association and Society staff with access to the Volunteer Management System as E-Coordinators.
1.4	Hire PRCS Volunteer Development Coordinator position as dedicated City PRCS staff employee to oversee program and work with PRCS partner organizations	A PRCS Volunteer Development Coordinator was recruited in November 2007. Since that time, the position has overseen the program and worked with PRCS partner organizations to improve and further customize the software to meet changing volunteer management needs.
1.5	PRCS Volunteer Development Coordinator to work with the Richmond Olympic Business Office (ROBO) and VRIS around volunteer opportunities for 2010 related events	The PRCS Volunteer Development Coordinator has provided regular updates to ROBO regarding the volunteer software and its capability to VRIS in recruiting and managing Richmond 2010 volunteer opportunities and volunteers. In particular, the O Zone Workforce team is utilizing the software to manage and schedule their suppliers and staff and a new section within the software has been developed for this function. In addition, all past Winterfest volunteer profiles have been transferred into the new database and VRIS staff, overseeing the City's 2010 Volunteer Program, have been trained to use the system.

Strategic Direction #2: Working Together (Synergy)

#	Action	November 2009 Update
2.1	Create a City/Partner task team	All City/Association/Society volunteer coordinators and VRIS staff are E-Coordinators. They receive regular support from the Volunteer Development Coordinator, along with regular updates on volunteer management workshops and software upgrades. Four City staff have been trained as Administrators, along with the Volunteer Development Coordinator.
2.2	Build partnerships to encourage participation	A variety of partnerships have been formed by working with the BC Seniors Games and Rotarians to encourage participation in local Richmond events and programs. VRIS and London Heritage Farm also use the software to manage volunteers for other City-related events (e.g., World Speed Skating).
2.3	Liaison with RCMP to streamline CRC process	Richmond RCMP does not have a system for streamlining the CRC process online. The Volunteer Software now allows City/Association/Society/VRIS staff to input a brief note (CRC completed or not completed) in a volunteer's profile. This information can only be viewed by the facility E-Coordinators where the volunteer applied to help. A revised volunteer CRC policy document is under development.
2.4	Encourage sharing of resources	City/Association/Societies volunteer opportunities have been promoted together at many volunteer fairs and events.
2.5	Encourage cost sharing	Cost sharing initiatives are being examined.
2.6	Encourage sharing of volunteers	The majority of volunteers currently registered have indicated they are interested in volunteering for many different programs and at different venues. The ability to promote and cross-share volunteers is one of the main advantages of this software.

Strategic Direction #3: Organization and Volunteer Capacity Building

#	Action	November 2009 Update
3.1	City/Partner task team to identify capacity building needs	Staff have been asked to identify their capacity building needs, including techniques to determine volunteer requirements, training, scheduling, orientation and evaluation.
3.2	Training to strengthen community organizations in their volunteer services and management	The PRCS Volunteer Development Coordinator collaborated with VRIS in providing training to strengthen community organization in volunteer services and management matters (e.g., Board development, volunteer recruitment, volunteer recognition workshops and so forth)
3.3	Support the development of volunteer structure & plan for PRCS partner organisations	The PRCS Volunteer Development Coordinator has provided input into developing volunteer structures and plans for a variety of Richmond special events and 2010 volunteer opportunities (e.g., Britannia Shipyard Society, Doors Open, Salmon Festival and so forth)

#	Action	November 2009 Update
3.4	Staff training in volunteer management	Volunteer management software training (initially a weeklong session, followed up with two-day refresher training) has been provided to City and partner staff. Ongoing support is provided by the Volunteer Management Coordinator to staff who need guidance in volunteer management matters (e.g., City Centre board development, CRC clearance, parental consent form, West Richmond volunteer policy development and so forth)
3.5	Volunteer training	The PRCS Volunteer Development Coordinator has conducted Doors Open Richmond orientations with City staff and provided brief orientations to potential volunteers who attended the new immigrant workshops and career finding sessions.
3.6	Development of resources / manuals	A display board for recruiting PRCS and Emergency volunteers, a one-page flyer and the revised rack cards for volunteer promotions has been developed.
3.7	Development of communication strategies for supervisors	One-to-one support to individual City/Association/Society staff that need help in communicating to their supervised volunteers. The Volunteer Software allows E-Coordinators to send mass email to their department volunteers and it also has systematic ways of communicating with and receiving feedback from volunteers.
3.8	Evaluation of training	Feedback from the Volunteer Software staff training have been positive. A training plan for volunteers is yet to be developed.

Strategic Direction #4: Volunteer Profile and Value

#	Action	November 2009 Update
4.1	Develop a marketing campaign to recruit volunteers.	Membership with UBC, SFU and other post secondary institutions has been established to target young adults to volunteer.
4.2	Establish volunteer job descriptions	City/Association/Societies staff have been trained individually or in VRIS group sessions to develop volunteer job descriptions. The Volunteer Software has specific guidelines for staff to develop and post jobs with clear descriptions online.
4.3	Develop measures to increase recognition	The Volunteer Software allows specific measures like birthdays, milestones, anniversaries and other criteria for staff to recognize volunteers. Staff are just learning to develop and use these measures.
4.4	Develop succession planning	This item has not been discussed, as the current focus is to incorporate the Software into daily volunteer management practice.
4.5	Track the value of volunteer contribution to use as a means to increase profile	The Software allows each facility E-Coordinator to show and present their recorded and approved volunteer hours in any combination. The volunteer can see his/her contribution in their individual logbook by date, area and event.
4.6	Put volunteers needs first – identifying the goals of the volunteers	Staff are able to see the values and goals of their volunteers after learning how the Software can help manage their teams. Some staff have already begun to incorporate the volunteers' goals with the objective of ensuring that the volunteer's participation is enjoyable and that they will sign up online again another time.

Strategic Direction #5: Standards

#	Action	November 2009 Update
5.1	Develop standard Volunteer Screening process	The Software has a systematic process of referring, approving and placing volunteers. The majority of staff have used this system in their Volunteer Screening process.
5.2	Develop Risk Management tool to assess risks within volunteer operations	CRC clearance and parental consent have been incorporated into the Software and authorized staff (E-Coordinators) can retrieve these two pieces of information easily from the volunteer profiles. In addition, interview records, documents and photos can now be attached to the individual volunteer accounts.
5.3	Develop volunteer orientation process for all sites	This will be the next step after all E-Coordinators become familiar with the Volunteer Software.
5.4	Develop evaluation tools and surveys	E-Coordinators can now send one email to all volunteers (individualized and no listing of other volunteer's names or emails) for evaluation and surveys developed through the attachments. In the mass email, E-Coordinators can also have volunteers log into Survey Monkey.
5.5	Recognition	In both 2008 and 2009, Thank You recognition banners were developed and positioned in all City facilities during National Volunteer Week. The Software now also allows E-Coordinators to send birthday and/or anniversary notes to individual volunteers via email. A Volunteer Recognition staff committee will be developed in 2010 to plan a city-wide recognition event.

APPENDIX 4: 2009 Summer Programs Highlights

The City of Richmond has a long history of offering outstanding summer programs and services to its communities. Summer 2009 was no exception. Staff from the Parks and Recreation Department and the Community Services Department, worked in partnership with our community partner organizations, to provide programs and services that will leave lasting memories for the thousands of children and families who participated.

Some facts and figures:

- 166 dynamic summer staff were hired
- 211 volunteers provided over 17,000 hours of support to the campers
- 6,300 children registered in summer camps (a slight decrease from 2008)
- 10,000 children registered in summer programs (a slight increase from 2008)

Summer 2009 saw the implementation of several new initiatives.

Ticket To 2010

The Ticket to 2010 event was designed as a new city-wide event to promote the spirit of the Olympics while encouraging physical activity to children in summer programs. Ticket to 2010 was held on Friday, August 7 at Cambie's King George Park, with participation from 10 facilities across Richmond - Cambie, City Centre, South Arm, Thompson, West Richmond, Steveston, Britannia, the Arts Centre, Sea Island and Hamilton. The event had 27 Olympic-themed activities such as skeleton races, the luge, building the Olympic Village and the Inukshuk Challenge. Olympic mascots made a special guest appearance to meet and take photos with the children throughout the day. The event had an attendance of 550 children and over 100 staff. Ticket to 2010 ended with the crowd singing the national anthem at the closing ceremonies. This event met its goals by providing an event to celebrate the Olympic spirit in Richmond and promote the message of the Olympics in 2010.

Volunteer Appreciation Dinner

The annual Summer Programs Volunteer Recognition Dinner was held on August 20 at the UBC Boathouse. This recognition dinner has always been held at the City Hall outdoor plaza and this new venue provided a fresh take on this event. Speeches by Dave Semple, General Manager of Parks and Recreation and Marty Tanaka, Area Coordinator for Steveston Community Centre, started the evening off followed by a catered dinner by Cravings Restaurant and a Gelato Bar by Amato Gelato bar. After dinner, each facility presented a unique form of recognition to their volunteers and door prizes were awarded. Feedback from the event confirmed that it was well received by all the volunteer staff.

Outreach Programs

A highlight of the summer was the launch of a new outreach initiative. In a coordinated approach, Summer Coordinators and Youth Development Workers paired up in eight facilities to offer outreach programs to lower income housing communities throughout Richmond. The purpose of this program was to offer free events and daycamp type activities to children and families to build a stronger sense of community, provide a service to those living in affordable housing complexes and to provide an opportunity to showcase programs and services offered at each facility.

In order to run this exciting and stimulating outreach program, an outreach kit was created that was made available to all staff at participating facilities throughout the summer. The kit included programming essentials such as sports equipment, a stereo, arts and crafts supplies, a first aid kit and a barbeque. Wages for two staff were covered to run the first event as well as a \$100 budget for food, prizes and other specialized supplies. South Arm, Thompson, Hamilton, City Centre, Sea Island, Cambie and West Richmond provided at least one outreach event, all of which were well attended by the community and well received by the BC Housing complexes.



City of
Richmond

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