



City of Richmond

Report to Committee

To: Planning Committee

Date: March 1, 2023

From: Kim Somerville
Director, Community Social Development

File: 08-4055-01/2023-Vol 01

Re: Social Development Strategy Guiding Principles

Staff Recommendation

That the Guiding Principles detailed in the staff report titled “Social Development Strategy Guiding Principles,” dated March 1, 2023, from the Director, Community Social Development, be endorsed and used to inform the strategic directions and actions of the draft Social Development Strategy.

Kim Somerville
Director, Community Social Development
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REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Corporate Communications & Marketing	<input checked="" type="checkbox"/>	
Community Bylaws & Licensing	<input checked="" type="checkbox"/>	
Development Applications	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Policy Planning	<input checked="" type="checkbox"/>	
Real Estate	<input checked="" type="checkbox"/>	
Recreation and Sport Services	<input checked="" type="checkbox"/>	
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Transportation	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

In 2013, City Council endorsed the 2013–2022 Social Development Strategy, which provided a roadmap for the City, community partners, residents and other stakeholders to improve the quality of life for Richmond residents. The strategy provided a vision, three goals, nine strategic directions and 53 recommended actions that guided the City on social development matters and acted as a resource for external stakeholders.

In response to the 2013–2022 Social Development Strategy nearing the end of its life cycle, City Council approved the development of a new Social Development Strategy in the 2021 Operating Budget. The new strategy will build on the progress made on the 2013–2022 Social Development Strategy and incorporate foundational elements of the previous strategy. It will also provide an overarching framework for the City and its partners to support and address the current and emerging social needs of Richmond’s diverse population.

The strategy will be developed under the direction of a project team and Advisory Committee and will utilize data-informed and evidence-based research with input from the community. The development of the strategy will be divided into four phases:

1. Phase One: Establish a Social Development Strategy Advisory Committee, conduct background research and develop guiding principles (in progress);
2. Phase Two: Conduct initial community engagement and develop draft strategic actions;
3. Phase Three: Develop a draft Social Development Strategy and seek public input; and
4. Phase Four: Finalize the Social Development Strategy.

The purpose of this report is to seek Council’s approval of the draft guiding principles that will help shape the development of a draft Social Development Strategy.

This report supports Council’s Strategic Plan 2022–2026 Strategy #1 Proactive in Stakeholder and Civic Engagement:

Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond’s interests.

This report also supports Council’s Strategic Plan 2022–2026 Strategy #2 Strategic and Sustainable Community Growth:

Strategic and sustainable growth that supports long-term community needs and a well-planned and prosperous city.

This report also supports Council’s Strategic Plan 2022–2026 Strategy #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of programs, services and community amenities to support diverse needs and interests and activate the community.

6.3 Foster intercultural harmony, community belonging and social connections.

6.4 Support vulnerable populations through collaborative and sustainable programs and services.

Analysis

The draft guiding principles were developed in collaboration with the Social Development Strategy Advisory Committee, which consists of representatives from key City departments and Richmond-based community organizations that provide a broad range of social services, including:

- City Centre Community Association
- Richmond Addiction Services Society
- Richmond Centre for Disability
- Richmond Family Place
- Richmond Multicultural Community Services
- Richmond Public Library
- Richmond School District
- Turning Point Recovery Society
- Vancouver Coastal Health

The Social Development Strategy Advisory Committee was formed to support the development of the new strategy and provide subject matter expertise on the diverse needs of community members. Other community organizations will be involved throughout the public engagement process.

Guiding Principles

Guiding principles are a set of values that establish a framework for expected behaviour and decision-making. They are intended to help guide the project team and the Advisory Committee through the different phases of the project. The following draft guiding principles are proposed to inform the development of a draft Social Development Strategy for Richmond.

1. **People-Centred:** Ensure the people who live, work, learn and play in Richmond are at the centre of the strategy's development and implementation. This includes utilizing an evidence-based and data-informed approach, considering both quantitative and qualitative information that values people's knowledge and lived experiences.
2. **Collective Impact:** Develop a shared vision with aligned strategic actions that promote collaboration across the community to draw on strengths from various levels of government, community agencies, non-profit organizations, the private sector and individual residents to achieve the best possible social outcomes for the Richmond community.
3. **Overarching Framework:** Provide an overarching framework to guide the City's approach in addressing city-wide issues related to social development and align with existing City strategies, plans and policies that address and affect social development.
4. **Inclusive and Accessible:** Commit to and facilitate public engagement processes that are inclusive and accessible that allow for a wide range of experiences and perspectives to be heard and considered in the design, implementation and evaluation of the strategy.
5. **Accountable:** Consider the roles and mandates of those involved in implementing the strategy to ensure actions and mechanisms for demonstrating progress and social impact are reliable, realistic and transparent.
6. **Responsive:** Ensure the strategy is based on current need, while being future-focused and proactive and developed in a manner that allows for agile, innovative and responsive action.

The draft guiding principles are intended to inform the development of the draft Social Development Strategy and guide the project team and Advisory Committee when making decisions, planning engagement activities and considering actions for the draft strategy.

Next Steps

Upon City Council endorsement of the proposed guiding principles, staff will undertake initial broad engagement activities that may include interviews, focus groups, pop-up events and a survey that would seek to understand the community's diverse social needs and priorities that will be considered in the development of the draft strategy.

Staff are working towards presenting a draft Social Development Strategy to City Council in the fourth quarter of 2023 for Council's consideration prior to seeking public input. Subsequently, the final draft of the Social Development Strategy, including public feedback on the draft strategy, will be presented to City Council for its consideration in the second quarter of 2024.

Financial Impact

None.

Conclusion

The guiding principles proposed in this report will set a strong foundation to help guide the project team and the Advisory Committee in creating the draft Social Development Strategy. Building on and advancing the progress made on the 2013–2022 Social Development Strategy, the new strategy will help sustain and enhance a vibrant, equitable and inclusive Richmond, and inform the City’s approach to responding to and addressing social matters in the community.



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