



# City of Richmond

## Report to Committee

**To:** Planning Committee **Date:** January 30, 2015  
**From:** Cathryn Volkering Carlile **File:** 08-4055-01/2015-Vol 01  
 General Manager, Community Services  
**Re:** **Richmond Intercultural Advisory Committee (RIAC) 2014 Annual Report and 2015 Work Program**

### Staff Recommendation

That the Richmond Intercultural Advisory Committee (RIAC) 2014 Annual Report and 2015 Work Program be approved.

Cathryn Volkering Carlile  
General Manager, Community Services  
(604-276-4068)

Att. 1

REPORT CONCURRENCE		
<b>ROUTED TO:</b>  Communications Administration & Compliance Human Resources	<b>CONCURRENCE</b>  <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<b>CONCURRENCE OF GENERAL MANAGER</b>   <hr/>
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b>  	<b>APPROVED BY CAO</b>   <hr/>

## Staff Report

### Origin

This report presents the Richmond Intercultural Advisory Committee (RIAC) 2014 Annual Report to Council, describing RIAC activities and accomplishments for the year 2014, and the proposed RIAC 2015 Work Program (Attachment 1).

This report supports Council's 2011 – 2014 Term Goal #2 Community Social Services:

*To develop and implement an updated social services strategy that clearly articulates and communicates the City's roles, priorities and limitations with respect to social services issues and needs.*

*2.1. Completion of the development and implementation of a clear City social services strategy that articulates the City's role, priorities and policies, as well as ensures these are effectively communicated to our advisory committees, community partners, and the public in order to appropriately target resources and help manage expectations.*

### Analysis

#### 2014 Annual Report

Highlights of RIAC's activities for 2014, as summarized in the Annual Report, include:

- The development and launch of the first edition of a Russian language version of the Richmond Newcomers Guide.
- The development of a Newcomers Guide Planning Protocol, which will be used as template to frame all aspects of future Guide development.
- Providing input into the development of diversity training modules for City staff. Assisting with planning the first City of Richmond Diversity Symposium- being held January 30, 2015.
- Working, in partnership with Richmond Community Social-Services Advisory Committee (RCSAC), to respond to a Council referral to research and advise on funding changes within the immigrant settlement and English language provision sectors.

### Proposed 2015 Work Program

RIAC has identified four strategic directions from the “2012 – 2015 Richmond Intercultural Strategic Plan and Work Program”, and specific initiatives pertaining to each to implement in 2015. Planned initiatives include:

- The revising and updating of all four language versions of the Richmond Newcomers Guide and identification of future funding sources for new editions.
- Continuing to work with City staff to assist with the planning and implementation of the City of Richmond Diversity Symposium project.
- Through the continued development of the ‘Hi Neighbour’ project, promote civic engagement education with new immigrant groups and build links and understanding between neighbours.
- Continuing to assist with implementation and feedback on the City of Richmond Social Development Strategy, as and when required.

In addition, RIAC will continue with its primary function: serving as a resource to Council on intercultural matters, providing information and advice as required.

Staff will support the RIAC 2015 Work Program as City policies, work programs, time and resources permit.

### **Financial Impact**

The RIAC budget for 2015 is \$2,500.

### **Conclusion**

RIAC’s 2015 Work Program presents steps to further achieve the Council approved vision for intercultural life in the City: “for Richmond to be the most welcoming, inclusive and harmonious community in Canada”.

Staff recommend that the Richmond Intercultural Advisory Committee 2014 Annual Report and 2015 Work Program (Attachment 1) be approved.



Alan Hill  
Cultural Diversity Coordinator  
(604-276-4391)

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Att. 1: RIAC 2014 Annual Report and 2015 Work Program

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**Richmond Intercultural Advisory Committee**  
**2014 Annual Report and 2015 Work Program**

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## **1. INTRODUCTION**

Richmond City Council established the Richmond Intercultural Advisory Committee (RIAC) in February 2002 to assist the City in working towards its Corporate Vision of making Richmond the “most appealing, liveable, and well-managed city in Canada”. The mandate of RIAC, as outlined in its Terms of Reference, is to “enhance intercultural harmony and strengthen intercultural co-operation in Richmond”. In 2014 the RIAC continued to work to achieve its goals as laid out in the 2012 - 2015 Richmond Intercultural Strategic Plan and Work Program.

Throughout 2014, the Committee invited guest speakers to present on current intercultural issues in our city as well as organized events and activities with the aim of assisting diverse cultures in integrating and assisting communication between communities and City of Richmond staff and elected officials.

Newly appointed members, who replaced the outgoing members, were welcomed and the collaboration between the new and the continuing members made 2014 a successful year.

In keeping with the committee’s rotational system, Chairs and Vice-Chairs were elected in January 2014 for six-month terms.

## **2. RIAC’s 2014 ACTIVITIES**

### **2.1 Guest Speakers**

#### **2.1.1 February Guest Speaker**

##### **Andrea Davidson, District Administrator SD38**

A speaker from the Richmond School District gave an overview of social and community issues for First Nations/ Aboriginal people and the history of First Nations in British Columbia. Andrea Davidson and her colleagues at the School District are endeavouring to increase the profile of Aboriginal/First Nations students in the district. Out of about 22,000 students in the district, about 225 students are given aboriginal support. First Nations/Aboriginal people believe each child has a gift that must be nurtured for the benefit of everyone and that community and a sense of community are incredibly important to identity. Most First Nations students in Richmond are ‘Urban Aboriginals’. Andrea Davidson spoke of the fact that many Aboriginal people feel they do not see themselves represented in the community and can feel quite invisible in Richmond.

### **2.1.2 March Guest Speaker**

#### **Colin Dring, Executive Director, Richmond Food Security Society (RFSS)**

Colin spoke about one of RFSS's main objectives, which is to undertake an Intercultural Food Security Study, looking at how we can move towards supporting local food contributors and bringing them into the conversation about food security (whereas current conversations revolve around things such as Farmer's Markets, where farmers/contributors of color are largely absent). Second, he spoke about another major undertaking, which is the creation of a Richmond Food Charter. He asked that RIAC members consider inviting RFSS to run workshops with their respective organizations in order to provide maximum intercultural stakeholder input into the Food Charter – what are our food values (i.e. health) and issues (i.e. accessibility) in Richmond? He also invited RIAC to invite RFSS back to do a workshop that would take our input and incorporate it into the Charter.

### **2.1.3 April Guest Speaker**

#### **Guest Speaker: Carole Sauro – Manager of Special Projects, VCH.**

Carole spoke of the project at VCH to overhaul 'way-finding' (signage) at the Richmond Hospital in public areas. Richmond Hospital hopes to improve people's ability to find their way around the site while addressing multi-lingual and cultural needs. Some ideas for improving 'way-finding' at the hospital put forward by RIAC members included colour coding, the improved use of volunteers, multilingual signage and the use of on-line directories and maps. The use of "universal symbols" was also suggested and RIAC members also debated the merits of translating into Simplified versus Traditional Chinese characters.

### **2.1.4 May Guest Speakers**

#### **Councillor Bill McNulty and Irena Vodchen**

Councillor McNulty and Irena Vodchen have been working together to develop a version of the Newcomers Guide in Russian. This version of the guide is now neatly complete and RIAC were asked by Councillor McNulty to endorse the project.

#### **Lee Anne- Smith – Richmond Public Library- Coordinator, Learning Place Services**

Lee- Anne Smith introduced the innovative programming planned for 'Multiculturalism Week' which is to be the third week of November. She asked for RIAC ideas for activities for the week and discussed how RIAC could potentially be involved in some of the dialogue events planned. It is hoped that the week will feature events and dialogue that explore cross cultural ideas for community building and involvement in civic life.

### **2.1.5 June Guest Speakers**

#### **Michael Yu and Olga Scherbina – Diversity Clues**

Diversity Clues have been contracted by the City of Richmond to carry out diversity training with City staff that work directly with the public. They have carried out two sessions for a 'pilot' which will now be evaluated by City staff. Diversity Clues fed back on these sessions and shared course material- which they asked for input on. This course material will be shared with RIAC members by email. Diversity training for front line City staff is an action in

both the Richmond Intercultural Strategic Plan- 2012-15 and in the Council endorsed Social Development Strategy. Diversity Clues will continue to keep RIAC informed of their work and seek input as the training package continues to be fine tuned.

### **2.1.6 September Guest Speaker**

#### **Sabrina Cordeiro- Bank of Canada-Senior Analyst**

Ms. Cordeiro introduced the work of the Bank of Canada. The Bank of Canada has 1,400 employees nation-wide and is a regulatory authority for the financial industry. The Bank works in this role by partnering with other governments, police authorities, and central banks to ensure legitimate and legal banking and financial practice.

One of the roles of the Bank of Canada is to educate the community on counterfeit money detection. Newcomers to Canada can be the target of counterfeiters and often are not aware of how to spot fraud and counterfeit bank notes. Ms. Cordeiro showed a visual presentation on currency fraud and asked committee members to distribute information on the topic to their contacts.

### **2.1.7 October Guest Speaker**

#### **Sheila Yamamoto RCMP Crime Prevention Section**

Sheila introduced their recently released "Crime Prevention Guide". This document is designed to replace Block Watch Manual which was 25 years old and Provincial in scope. The RCMP wanted something with local content and were inspired by the RIAC City of Richmond Newcomers Guide. The Crime Prevention Guide supports local RCMP and City priorities

It's an entirely new type of Guide for the City. There has been a Richmond News article supporting the Guide and its content and the Guide is now available throughout Richmond City facilities. Top date the Guide is available in English and Chinese. The Nelson BC Police Department (Chief Falcone) have asked to use the Guide as a template for a similar Guide for their community.

RIAC were asked to provide feedback on the Guide and help publicize it in different cultural communities across Richmond.

### **2.1.8 November Guest Speaker**

#### **Mei Lan Fang, MPH- Gerontology Research Centre, Simon Frazer University**

Mei Lang Fang introduced the SFU research study into 'placemaking' at the currently being developed affordable housing development in the Kiwanis towers complex. RIAC members were introduced to the study and were asked for questions and feedback. Community consultation has identified the need for housing interventions that build 'sense of place', ascribed through access to supports to keep tenants mentally and physically active, opportunities to build social capital and also by facilitating an enhanced role for seniors in the design process. To address these needs this research will: (i) understand how sense of place is experienced by older adults transitioning into affordable housing (ii) translate lived experiences into formal and informal supports that foster meaningful aspects of place, and (iii) create a role for older people as active 'placemakers' in community planning and development.

## **2.2 Major Projects for 2014**

### **2.2.1 Newcomers' Guide**

A Russian language version of the Newcomers Guide was produced and launched in October 2014. The launch event was a great success with participation from Russian speaking newcomers and the more established Russian speaking community in Richmond.

A 'Newcomers Guide' protocol/planning document was developed to assist with all aspects of the planning of City of Richmond Newcomers Guides.

The existing English Language version of the Guide was extensively redesigned and edited and corporate sponsorship secured. This will allow the re-launch of both the English and Chinese versions of the Guide in 2015.

## **3. RIAC SUB-COMMITTEES**

The following sub-committees are actively working on issues pertaining to their areas (please see sub-committee reports below):

- Newcomers Guide
- Civic Engagement
- Intercultural Vision and Outreach
- Youth Integration

## **4. RIAC 2015 WORK PROGRAM**

The 2015 work program is based on an extensive evaluation and review of the 2012-2015 RIAC Intercultural Plan, adopted by Council in February 2012. The main focus areas of this new plan are civic engagement and fulfilment of the RIAC intercultural vision and these priorities are reflected in the 2015 Work program.

## **5. RIAC 2015 PROPOSED BUDGET**

RIAC is requesting an operating budget of \$2,500 for 2015. This will cover costs incurred by meetings, forums, interpretation/translation of materials and consultant fees (should these be required) associated with the implementation of the 2015 Work Program.

## **6. ACKNOWLEDGEMENTS**

I would like to take this opportunity to thank all RIAC members who have worked so diligently with great enthusiasm throughout the year, Mayor and Council for their ongoing support and Councillor Derek Dang (RIAC Council Liaison) for attending the meetings and supporting us. I would also like to extend our greatest appreciation to Alan Hill, Staff Liaison, for undertaking extensive work to ensure that committee needs are met and its goals reached.

Prepared by: Diane Tijman  
Chair, Richmond Intercultural Advisory Committee  
December 2014

## **RIAC 2014 Membership**

### **Citizen Appointees**

Joe Greenholtz  
Shawkat Hasan  
Diane Jubinville  
Lawrence Lim  
Philip He  
Jamie Hudson  
Mohinder Grewal  
Joan Verwoord

### **Organizational Representatives**

Diane Bissenden, Vancouver Coastal Health- Richmond  
Shashi Assanand, Ministry of Children & Family Development  
David Purgart, RCMP Richmond Detachment  
Richard Lee, Richmond Community Services Advisory Committee  
Nick Chopra, Richmond Community Services Advisory Committee  
Parm Grewal, Richmond Community Services Advisory Committee  
Aileen Cormack, Richmond Seniors Advisory Committee  
Connie Clark, Richmond Community Services Advisory Committee  
Viet Vu, Richmond Centre for Disability  
Diane Tijman, School District #38

## **RIAC 2014 SUBCOMMITTEE REPORTS**

### **RIAC - Newcomer's Guide Sub-Committee**

The First Edition of the Newcomers' Guide in Russian was launched in October, 2014. This Guide largely came about through the hard work of a number of dedicated volunteers from the Russian community itself.

During the course of 2014 the existing English language version of the Newcomers Guide was completely updated and redesigned. It is hoped to re-launch the English Language version and also the Chinese language version of the Guide in early 2015. Corporate sponsorship has been secured for this purpose.

During 2014 a protocol document was developed and endorsed by RIAC. This document will guide RIAC in the future development of the Guide by providing a rationale and critical pathway for decision making and development.

Lawrence Lim  
Chair, Newcomer's Guide Subcommittee



## **Youth Integration**

After a very busy 2013, 2014 was a very quiet year. The Youth Integration Committee will be regrouping in 2014 and preparing for the update of the RIAC Intercultural Strategic Plan.

Diane Tijman  
Chair, Youth Integration Subcommittee

## **Civic Engagement**

For the Civic Engagement Committee, 2014 was a very successful year.

The committee spent the year building on the positive community participation in the Intercultural Dialogues of 2013 and continued to facilitate positive contacts among and between Richmond residents. With this in mind, the Civic Engagement committee initiated a campaign called "Hi Neighbor". Research, with assistance by community volunteers, is to be undertaken to identify common barriers to community involvement. It is planned that the "Hi Neighbor" campaign will be implemented in early 2015.

Shawkat Hasan  
Chair, Civic Engagement

## **Intercultural Vision and Outreach**

This was the first full year of this sub group. The group held a planning meeting in the summer and are getting ready to have input in the update process for the RIAC Intercultural Strategic Plan.

Joan Verwoord-  
Chair, Intercultural Vision and Outreach

## RIAC 2014 SUBCOMMITTEES

Committee/RIAC Actions	Members
<p><b>Civic Engagement</b>  <i>Participation in governance:</i></p> <ul style="list-style-type: none"> <li>- Advise RIAC re: research and information</li> <li>- Advise RIAC re: research initiatives</li> <li>- Advise Council as appropriate</li> </ul> <p><i>Information re: rights and responsibilities:</i></p> <ul style="list-style-type: none"> <li>- Advise RIAC and community partners re: existing awareness materials and information campaigns</li> <li>- Advise Council as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Shawkat Hasan*</b></li> <li>- Lawrence Lim</li> <li>- Shashi Assanand</li> <li>- Jamie Hudson</li> <li>- Aileen Cormack</li> <li>- Nick Chopra</li> <li>- David Purghart</li> <li>- Connie Clark</li> </ul>
<p><b>Intercultural Vision and Outreach</b></p> <ul style="list-style-type: none"> <li>- Expand on civic engagement exercise in partnership with community civic groups</li> <li>- Annual meeting with Richmond newcomers</li> <li>- Annual meeting with help providers for newcomers in need in Richmond. Better statistical and evaluation processes will be encouraged.</li> <li>- Promote a more “open door” policy among community religious and ethnic groups</li> <li>- Direct community feedback to Council, recommendations as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Joan Verwoord *</b></li> <li>- Joe Greenholtz</li> <li>- Shashi Assanand</li> <li>- Richard Lee</li> </ul>
<p><b>Newcomer’s Guide</b></p> <ul style="list-style-type: none"> <li>- Continue updating the Newcomers’ Guide</li> <li>- Seek corporate sponsorship and governmental support for translation (e.g., Punjabi, Tagalog)</li> <li>- Oversee the development of 2<sup>nd</sup> editions of English and Chinese versions and seek corporate sponsorship for updates to Punjabi, Russian and Tagalog editions.</li> <li>- Explore possible role for Volunteer Richmond Information Services (VRIS) and advise Council</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Lawrence Lim*</b></li> <li>- Nick Chopra</li> <li>- Mohinder Grewal</li> <li>- Diane Bissenden</li> </ul>
<p><b>Youth Integration</b></p> <ul style="list-style-type: none"> <li>- Continue to explore opportunities for youth to participate in open and respectful dialogue in a variety of venues</li> <li>- Support and promote access to information that addresses the understanding of intercultural issues in the community</li> <li>- Encourage access to cultural events for youth and their families</li> <li>- Advise Council as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Diane Tijman *</b></li> <li>- Philip Tse</li> <li>- Jamie Hudson</li> </ul>

**\*Sub Committee Chairs**

## Council Term Goals 2011-2014

This Work Program supports the following Council Term Goals (2011-2014). RIAC will give priority to providing Council with advice regarding the following Council Community Services Goals in 2015. Topics monitored by RIAC are outlined in the table below.

2.1 - Completion of the development and implementation of a clear social service strategy for the City that articulates the City's role, priorities and policies, as well as ensures these are effectively communicated to the public in order to appropriately target resources and help manage expectations.

2.9 - Encourage the development of community volunteer programs and strategies that build a broad, knowledgeable and keen volunteer base and that provide positive and meaningful opportunities for volunteers to utilize their talents while helping to provide important services to the community.

<b>Draft RIAC 2015 Work Program</b>					
<b>Strategy/Initiative</b>	<b>RIAC Actions/Steps</b>	<b>Expected Outcome of RIAC Actions</b>	<b>Indicator of RIAC Success</b>	<b>RIAC Lead/ Sub-cte</b>	<b>Partners</b>
<b>1. Address language and information and cultural barriers.</b>					
1. Encourage civic involvement by actively exploring community understanding of Remembrance Day and shared cultural heritage around war remembrance.	Meet with immigrant groups to discuss strategies and educational opportunities to create shared understanding of Canadian war remembrance and 'Remembrance Day'	Greater community connection and awareness around shared Canadian values	Increased turn out at Remembrance Day events – shared protocols observed.	Intercultural Vision	Royal Canadian Legion/ Immigrant Serving Agencies
2. Civic education program to encourage greater participation in civic and community life	Meet with civic education groups to identify strategies for the encouragement of newcomers in community and civic life	More new Canadians and underrepresented groups involved in civic and community life	Civic education project identified and implemented	Civic Engagement	Immigrant serving agencies/ Civic education groups
3. The continuing development and updating of the Richmond Newcomers Guides.	Identify future languages for the Guide and funding sources. Re-launch and rebrand the Guide and continue to seek corporate sponsorship	Public empowered and able to make more informed choices concerning their settlement in Richmond	Newcomers Guides updated and new versions identified and funded if and as required.	Newcomers	Corporate partners/ Immigrant serving agencies.

**Draft RIAC 2015 Work Program**

<b>Strategy/Initiative</b>	<b>RIAC Actions/Steps</b>	<b>Expected Outcome of RIAC Actions</b>	<b>Indicator of RIAC Success</b>	<b>RIAC Lead/ Sub-cte</b>	<b>Partners</b>
4. Breakdown language barriers by supporting the City and its partners in their plans to develop clear translation guidelines	Work with City staff to offer ongoing advice and review on translation guidelines for the City	Clear lines of communication between the City and all section of the Richmond community.	City Translation and Interpretation Guidelines developed.	Civic Engagement	City of Richmond Corporate Communications
5. Support the City initiative regarding language and signage	Attend workshops and offer other assistance as required	Additional City tools to enhance intercultural understanding	Community workshop and staff report to Council	Civic Engagement	City of Richmond Administration and Compliance
<b>2. Address racism and misconceptions.</b>					
1. Investigate options for encouraging workplaces to consider allowing newcomers to gain Canadian experience through volunteering and job shadowing.	Research and develop 'best practice' examples of volunteering and job shadowing for new immigrants.	New Canadians empowered and gaining work and volunteering experience.	Job shadowing and volunteer work opportunities identified	Civic Engagement	Immigrant Serving Agencies / statutory partners
2. Develop, promote and assist with implementation of the "Hi Neighbour" project- a project to connect and build shared community between neighbours.	Develop a project proposal for the 'Hi Neighbour' project.  Meet with City and partner programming staff to investigate opportunities for the development of a pilot project.	Neighbours connected- newcomers and more established Richmond residents connected around common goals	Project plan developed/ partnership sought.	Civic Engagement	Immigrant serving agencies RCSAC/ City of Richmond Community Services.
3. Encourage intercultural activities with an emphasis on aboriginal groups and cultures.	Partner with non-profit and statutory agencies to develop a National Aboriginal Day celebration for 2015.	Aboriginal culture celebrated and links made between aboriginal and non-aboriginal communities	Aboriginal day planned and successfully implemented.	Youth	SD38/ Richmond Youth Service Agency.

**Draft RIAC 2015 Work Program**

<b>Strategy/Initiative</b>	<b>RIAC Actions/Steps</b>	<b>Expected Outcome of RIAC Actions</b>	<b>Indicator of RIAC Success</b>	<b>RIAC Lead/ Sub-cte</b>	<b>Partners</b>
4. Share information about RIAC mandate and plans amongst City departments	Intercultural Strategic Plan and 2015 Work Plan distributed to all City departments	Intercultural vision and mandate understand and incorporated across all City Departments	Intercultural Work plans distributed to all City departments.	Civic Engagement	City of Richmond- various departments
<b>3. Ensure that City &amp; other governmental and stakeholder systems, policies and planning processes are aligned with the Intercultural Vision</b>					
1. Work with City of Richmond Community Social Development and Community partners assist with the implementing of the City of Richmond Social Development Strategy.	Assist and advise on implementation as required.	Actions identified and advise given to assist City of Richmond staff and community partners implement the Social Development Strategy	Practical actions identified and implemented and advise given as and when requested.	Civic Engagement	City of Richmond – Community Social Development and others
2. Respond in a timely and thorough manner to referrals and requests from City Council , as and when required	Assist and advise City Council as and when requested	Referrals and requests responded to in a manner that meet Council needs	Number of Council referrals and requests responded to.	Intercultural Vision	City of Richmond- various departments.
3. Working to actively encourage intercultural education and understanding.	Assist with planning and development of the City of Richmond Diversity Symposium 2015 and ensure the City of Richmond Intercultural Vision is incorporated into the event.	Attendees actively more aware, understanding and supportive of the City of Richmond Intercultural Vision.	Practical actions identified and implemented to encourage intercultural education, planning and programming.	Intercultural Vision	City of Richmond Community Social Development

**Draft RIAC 2015 Work Program**

<b>Strategy/Initiative</b>	<b>RIAC Actions/Steps</b>	<b>Expected Outcome of RIAC Actions</b>	<b>Indicator of RIAC Success</b>	<b>RIAC Lead/ Sub-cte</b>	<b>Partners</b>
4. <i>Informed outreach to immigrant communities and visible minorities</i>	<i>Work with community partners to develop outreach strategies to immigrant communities</i>	<i>Immigrants connected – lines of communication secured with underrepresented communities.</i>	<i>Outreach strategies planned and partnerships identified and developed.</i>	<i>Intercultural Vision</i>	<i>City of Richmond Community Services/ Immigrant Serving Agencies</i>
5. <i>Intercultural education and the encouragement/ and endorsement of cultural programs to celebrate diversity.</i>	<i>Meet with Community Service programmers to discuss City of Richmond Intercultural Vision.</i>	<i>City programmers designing and delivering programs that incorporate the City of Richmond Intercultural Vision.</i>	<i>Meeting held with City of Richmond programming staff.</i>	<i>Civic Engagement</i>	<i>City of Richmond Community Services</i>
<b>4. To support the development and integration of Richmond's immigrants while doing this in a way that respects family and cultural traditions.</b>					
1. <i>Intercultural media/education campaign to put Richmond on the map as the first intercultural City.</i>	<i>Investigate sponsorship opportunities, plan out media education campaign and present draft campaign to City Council for input and approval.</i>	<i>Interculturalism and the City of Richmond's role in promoting it promoted and understood by Metro Vancouver wide audience.</i>	<i>Media campaign planned.</i>	<i>Civic Engagement</i>	<i>City of Richmond Corporate Communications</i>
2. <i>Encourage cross cultural bridging and understanding through celebrations and events.</i>	<i>Establish RIAC presence at various Richmond cultural events (e.g. Salmon Festival). Investigate feasibility of initiating a 'Richmond Day' for possible presentation to Council for consideration.</i>	<i>Broaden community awareness of, and support for, interculturalism.</i>	<i>RIAC presence at events. Proposal re: Richmond Day developed.</i>	<i>Civic Engagement</i>	<i>City of Richmond Community Services</i>