



**General Purposes Committee
Electronic Meeting**

**Council Chambers, City Hall
6911 No. 3 Road**

**Tuesday, October 3, 2023
4:00 p.m.**

Pg. # ITEM

MINUTES

- GP-3** *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on September 18, 2023.*



FINANCE AND CORPORATE SERVICES DIVISION

1. **RICHMOND FOOD HUB IMPLEMENTATION PLAN**
(File Ref. No. 08-4150-01) (REDMS No. 7365675)

GP-7

See Page GP-7 for full report

Designated Speaker: Katie Ferland

STAFF RECOMMENDATION

That the staff report titled, “Richmond Food Hub Implementation Plan”, dated September 1, 2023 from the Director, Business Services, be received for information.



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ITEM

2. **COMMUNITY WAYFINDING STRATEGY GUIDING PRINCIPLES**
(File Ref. No. 08-4150-04-06) (REDMS No. 7292432)

GP-14

See Page **GP-14** for full report

Designated Speaker: Katie Ferland

STAFF RECOMMENDATION

- (1) *That the Guiding Principles, as detailed in the staff report titled “Community Wayfinding Strategy Guiding Principles”, dated September 7, 2023, from the Director, Business Services be endorsed; and*
- (2) *That these Guiding Principles be used to inform the strategic direction and actions of the draft Community Wayfinding Strategy.*

☐

ENGINEERING AND PUBLIC WORKS DIVISION

3. **CITY CENTRE DEU BYLAW NO. 9895 AMENDMENT BYLAW NO. 10473**
(File Ref. No. 01-0060-20-LIEC1) (REDMS No. 7253727)

GP-45

See Page **GP-45** for full report

Designated Speaker: Alen Postolka

STAFF RECOMMENDATION

That the City Centre District Energy Utility Bylaw No. 9895, Amendment Bylaw No. 10473 be introduced and given first, second, and third readings.

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, September 18, 2023

Place: Council Chambers
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Chak Au
Councillor Carol Day
Councillor Laura Gillanders (by teleconference)
Councillor Kash Heed
Councillor Andy Hobbs
Councillor Alexa Loo (by teleconference)
Councillor Bill McNulty
Councillor Michael Wolfe

Call to Order: The Chair called the meeting to order at 4:02 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on September 5, 2023, be adopted as circulated.

CARRIED

DELEGATION

1. Walter Cadwallader and Mark Grattan, Volunteer members of Unit 284 Veterans Association, spoke on financial hardships endured by the association during the Covid-19 pandemic and requested that the 2022 property taxes be exempt or deferred until the association can repay it.

General Purposes Committee

Monday, September 18, 2023

In response to queries from Committee, staff advised that (i) financial assistance to businesses is prohibited under the Community Charter, (ii) the premises on which the non-profit is located is a commercial space, (iii) there is no deferral opportunity in place as the special legislation that was in place during Covid-19 is no longer in effect, and (iv) non-profits located on City property are exempt.

As a result of the discussion the following **referral motion** was introduced:

It was moved and seconded

That staff work with the Unit 284 Veteran's Association to explore options regarding assistance to pay their property taxes, with the condition that Unit 284 disclose to staff the Association's financial and accounting books and records.

CARRIED

ENGINEERING AND PUBLIC WORKS DIVISION

2. **2023 ZERO CARBON STEP CODE AND BC ENERGY STEP CODE REQUIREMENTS FOR NEW BUILDINGS**

(File Ref. No. 10-6125-07-02) (REDMS No. 7315264)

Staff provided an overview of the BC Energy Step Code and the Zero Carbon Step Code.

In response to queries from Committee, staff noted that (i) smaller buildings such as duplexes and single family homes are not required to be full electric at this time.

It was moved and seconded

- (1) *That Building Regulation Bylaw 7230, Amendment Bylaw 10467, which amends Sections 10.1.1 and 16.1 regarding updates to existing BC Energy Step Code and greenhouse gas intensity requirements for Part 9 residential buildings and Part 3 residential, hotel, commercial retail and office buildings, be introduced and given first reading;*
- (2) *That an owner would be permitted to submit a Building Permit application in compliance with prior requirements if:*
 - (a) *A Development Permit was issued by Council prior to adoption of Amendment Bylaw No. 10467; or,*

2.

General Purposes Committee

Monday, September 18, 2023

- (b) *An in-stream Development Permit application in accordance with existing Zoning Bylaw provisions is issued by Council within one year of the adoption of Amendment Bylaw No. 10467, and an acceptable Building Permit application has also been submitted to the City within this timeframe.*

CARRIED

3. **BC UTILITIES COMMISSION - REGULATORY EFFICIENCY INITIATIVE INTERVENER REQUEST**

(File Ref. No. 10-6000-00) (REDMS No. 7374506)

It was moved and seconded

- (1) *That authorization and approval be given for the City of Richmond to seek Intervener status and exercise full participatory rights, including making submissions, filing evidence, asking questions, and responding in the British Columbia Utilities Commission (BCUC) Regulatory Efficiency Initiative.*
- (2) *That the City of Richmond, as the sole shareholder of Lulu Island Energy Company Ltd. (LIEC), endorse the decision of LIEC's Board of Directors to seek Intervener status and exercise full participatory rights, including making submissions, filing evidence, asking questions, and responding in the BCUC Regulatory Efficiency Initiative.*
- (3) *That a Letter be sent to the Minister of Environment and Climate Change Strategy, the Minister of Energy, Mines and Low Carbon Innovation and to local Members of the Legislative Assembly, expressing the City's concerns that:*
- (i) *the BCUC's Regulatory Efficiency Initiative is inadequate in its scale and scope to address the Minister of Energy, Mines and Low Carbon Innovation's mandate to "Work with the BC Utilities Commission to identify an appropriate role for the Commission in supporting B.C.'s clean energy transition, in alignment with our province's climate goals to achieve net zero by 2050 and affordability objectives", as detailed in the report; and,*
- (ii) *the Minister of Energy, Mines and Low Carbon Innovation appoint an Independent Task Force to review and advise on how BCUC can deliver on the Minister's mandate.*

CARRIED

3.

General Purposes Committee
Monday, September 18, 2023

ADJOURNMENT

It was moved and seconded
That the meeting adjourn (4:28 p.m.).

CARRIED

Certified a true and correct copy of the
Minutes of the meeting of the General
Purposes Committee of the Council of the
City of Richmond held on Monday,
September 18, 2023.

Mayor Malcolm D. Brodie
Chair

Sarah Goddard
Legislative Services Associate



City of Richmond

Report to Committee

To: General Purposes Committee

Date: September 1, 2023

From: Katie Ferland
Director, Business Services

File: 08-4150-01/2023-Vol
01




Re: Richmond Food Hub Implementation Plan

Staff Recommendation

That the staff report titled, "Richmond Food Hub Implementation Plan", dated September 1, 2023 from the Director, Business Services, be received for information.

Katie Ferland
Director, Business Services
(604-247-4923)

Att. 1

| REPORT CONCURRENCE | |
|--|--|
| CONCURRENCE OF GENERAL MANAGER  | |
| SENIOR STAFF REPORT REVIEW | INITIALS:  |
| APPROVED BY CAO  | |

Staff Report

Origin

This report responds to a referral from Planning Committee dated February 3, 2021:

That staff investigate opportunities for establishing a food hub in Richmond, possibly in conjunction with the Steveston Harbour Authority, explore potential food hub partnership with the Ministry of Agriculture, Food and Fisheries in terms of funding, and look at the fisheries food hub in the City of Port Alberni, and report back.

When staff initially responded to this referral in early 2022 following research and discussion with potential partners, Ministry staff had advised that funding was no longer available through the B.C. Food Hub Network Grant Program. The most immediate opportunity identified for the creation of a food hub in Richmond was the attraction of a for-profit business that was in the process of establishing a shared-use commercial kitchen in the city. This facility is expected to open in 2024.

A new opportunity has now emerged for the City to pursue the development of a Richmond Food Hub with support from the Government of B.C.

On March 7, 2023, the Government of B.C. announced an overarching investment of \$200 million in food security, noting that the Ministry of Agriculture and Food would be investing in new and enhanced programs to strengthen B.C.'s food supply chain and expand local food production. Subsequently, the Ministry indicated a commitment to provide a \$1 million grant to the City of Richmond toward establishing a commercially-focused Richmond Food Hub, which would be the 14th hub in the B.C. Food Hub Network.

In a previous memorandum dated April 20, 2023, Council received notification of the \$1 million grant from the Ministry of Agriculture and Food to conduct a feasibility study and support the development of a commercially-focused food hub as part of the B.C. Food Hub Network. The grant was publicly announced by the Ministry of Agriculture and Food in a News Release¹, dated June 13, 2023.

The purpose of this report is to provide information on the project implementation plan for this initiative.

This report supports Council's Strategic Plan 2022-2026 Focus Area #2 Strategic and Sustainable Community Growth:

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

2.5 Work collaboratively and proactively to attract and retain businesses to support a diversified economic base.

¹ <https://news.gov.bc.ca/releases/2023AF0035-000926>

This report supports Council's Strategic Plan 2022-2026 Focus Area #5 A Leader in Environmental Sustainability:

5.4 Support agriculture and local food systems to enhance food security.

This report supports Council's Strategic Plan 2022-2026 Focus Area #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.

Analysis

Background

The B.C. Food Hub Network² was created to foster growth and innovation in the food processing sector through improved industry access to facilities, technology, technical services and business supports.

A "Food Hub" in this context refers to the provision of shared-use commercial facilities for food and beverage processing, storage and distribution as well as services and resources to support business development and growth.

The network of food and beverage processing and innovation hubs is being developed in collaboration with industry, communities and post-secondary institutions.

Richmond is home to many existing strengths in the agri-food and seafood processing ecosystem, and this grant funding provides the opportunity to build on that strong foundation. This initiative can also explore how to bolster the innovation ecosystem in this specific sector, providing a platform for newer entrepreneurs and growing businesses to access key resources, information, equipment, tools and space.

Project Plan

There are three key phases planned for this project. First, this funding provides the opportunity to conduct a gap analysis and needs assessment to better understand Richmond's current strengths and identify how a Food Hub could respond to gaps and benefit the economy of the local community (Phase 1). It is expected that significant public and stakeholder engagement will be a key part of this process. This phase is expected to start in Fall 2023 and be completed by the end of 2024. A report to Council will be prepared that will provide a summary of the engagement activities, gap analysis and needs assessment, and recommended next steps.

Based on the results of Phase 1, and depending on Council direction and the ability to secure sufficient additional funding, the City could then proceed with Phases 2 and 3. This could

² <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/growbc-feedbc-buybc/bc-food-hub-network/regional-food-processing-and-innovation-hubs-in-bc>

include issuing a Request for Proposals or similar competitive procurement approach to seek an entity (or partnering entities) to provide the location and/or facility to establish a Food Hub. This would include a business plan for its operations and governance structure. Phase 2, during which an appropriate site and operating structure would be established, is anticipated to take place during Spring 2025. Phase 3, the construction and/or redevelopment of the potential site with partners would follow, with a potential launch date in Fall 2026.

Depending on Council direction, it is anticipated that the City's role in this initiative may include assessing needs, supporting start-up activities, and governance oversight, while the Hub would be self-sustaining in the future.

Funds from the Government of B.C. will be used to support staff resourcing, consultant costs, and Hub implementation costs related to advancing an identified site/facility toward launch. It is anticipated that approximately 24% of the grant will be spent in Phase 1, 2% in Phase 2, and 75% in Phase 3. For a more detailed implementation plan, including information on activities expected to take place in each phase, see Attachment 1: Detailed Implementation Plan.

Financial Impact

There is no expected financial impact in 2023. Proposed expenditures in 2024, 2025, and 2026, up to the total amount of the \$1 million grant received from the Government of B.C., will be included in the Five-Year Financial Plan.

Conclusion

With many existing agri-food and seafood sector strengths in Richmond and a past referral from Planning Committee to explore the establishment of a Food Hub, this recent \$1 million grant from the Ministry of Agriculture and Food provides an opportunity to advance this initiative. This seed funding to explore the gaps in the current agri-food and seafood processing ecosystem and establish a new Richmond Food Hub will help move the city toward a strong, connected, and innovative food system that provides opportunities for growers, fishers, processors, and creators in the local community.

As a next step, staff will proceed with Phase 1, which includes commissioning a gap analysis and needs assessment study. Plans for public engagement and information to support decision-making on key milestones will be provided to Council as this project develops.



Jill Shirey
Manager, Economic Development
(604-247-4682)

Att. 1: Detailed Implementation Plan: Richmond Food Hub



City of Richmond

Detailed Implementation Plan: Richmond Food Hub

Description

- As a member of the Government of B.C.'s successful network of commercial food hubs, the Richmond Food Hub will be a key connection point in the city's agri-food and seafood ecosystem, providing space, infrastructure, and services for local food businesses to innovate and grow.
- With an emphasis on connecting local farming and fishing businesses, food processors, restaurants, and other culinary businesses, the Richmond Food Hub will be home to shared-use food processing facilities, training, innovation, product development, and business services opportunities for the full agri-food and seafood value chain.

Goal

- To identify and explore the gaps in the current agri-food and seafood processing ecosystem and establish a new Richmond Food Hub that will address those gaps and move the city toward a strong, connected, and innovative food system that provides opportunities for growers, fishers, processors, creators, and customers.
- It is anticipated that the Richmond Food Hub will act as an incubator for nascent, innovative food businesses, will help provide market opportunities for local farming and fishing communities, and will support food security and community food systems.

Objectives

- Depending on the results of the gap analysis and specific needs identified, the benefits of the Richmond Food Hub will include:
 - New shared-use food processing equipment, facilities and services for value-added food production, including for innovation and new product development; and
 - Food industry training and job opportunities.
- It may also include:
 - Storage and related facilities for distribution and retail of locally produced food, which can help encourage increased production and local sales by farmers and fishers; and
 - Space for programs and initiatives offered by community partners that support community food systems and food security, including those focused on circular economy and reduction of food waste.

Project Plan

Key Activities

- **Phase 1: Gap analysis and feasibility study.**
 - This will be undertaken by a proponent identified through a Request for Proposals or similar public, competitive procurement process.

- The analysis will identify and explore the current institutions, initiatives, and partners that are part of Richmond’s agri-food and seafood processing ecosystem and identify gaps and pathways toward a strong, connected, and innovative food system that provides opportunities for growers, fishers, processors, creators, and customers. It will also provide information on market demand and recommendations on the feasibility of various Food Hub business models in Richmond.
 - It is expected that public engagement and consultation will be a key part of this work.
 - Results of the gap analysis and feasibility study will be presented to Council for direction on next steps.
- **Phase 2. Food Hub site identification and business plan.**
 - Depending on Council direction, the City may issue a Request for Proposals or similar public, competitive procurement approach to seek an entity (or partnering entities) to provide the location and/or facility and establish a full-scale HACCP¹-ready food hub, along with a business plan for its operations and governance structure.
 - The role of the City in the ongoing governance of the facility will be need to explored and confirmed, and depending on the business model, may include role(s) on the Board of Directors or similar body.
 - Depending on the site, business plan, and partners, the City may seek and/or allocate additional funding sources to support this project.
 - **Phase 3. Construction/ redevelopment and launch.**
 - The successful proponent and partners will proceed with construction and/or appropriate redevelopment activities on the identified site to ready it for launch.
 - Staffing, identification of client businesses, and programming activities will commence to establish the Food Hub as outlined in the approved Request for Proposals, and toward the goal of moving toward a strong, connected, and innovative food system that provides opportunities for growers, fishers, processors, creators, and customers.
 - It is expected that the facility will be designed, managed, and programmed by the successful proponent in such a way as to be both commercially viable and welcoming of programs and initiatives offered by community partners that support community food systems and food security.
 - At launch, it is expected that early client businesses will have been confirmed and ready to operate, and that the Richmond Food Hub will have a plan in place for continued growth and additional services and programming.

Key Milestones

- Completion of Phase 1: Gap analysis and feasibility study (*Winter 2024-25*)
- Completion of Phase 2: Food Hub site identification and business plan (*Spring 2025*)
- Completion of Phase 3: Construction/redevelopment of site and Hub Launch (*Fall 2026*)

¹ HACCP refers to “Hazard Analysis Critical Control Points,” which is a systematic preventative approach to food safety during production processes.

Estimated Timelines (subject to change)

- **Phase 1: Gap analysis and feasibility study (Fall 2023 – Winter 2024-25)**
 - **Fall 2023.** Issue Request for Proposals (or similar public, competitive procurement process).
 - **January 2024.** Successful proponent confirmed and contracting completed.
 - **January 2024.** Resource hired to project manage the development of the Richmond Food Hub
 - **January-December 2024.** Gap analysis and feasibility study undertaken, including public consultation and engagement.
 - **Winter 2024-25.** Presentation of final report to Council; direction regarding next steps.
- **Phase 2: Food Hub site identification and business plan (Spring 2025)**
 - **Spring 2025.** Pending Council direction, the City may issue a Request for Proposals (or similar public, competitive procurement approach) to identify an entity to provide the location and/or facility and establish the Food Hub. The City may also seek additional funding partners and sources.
 - **Late Spring 2025.** Proponent and location identified; additional discussions and approvals as required.
- **Phase 3: Construction/ redevelopment and launch (Summer 2025 – Fall 2026)**
 - **Summer 2025 – Summer 2026.** Depending on the location and facility identified, the proponent's construction and/or redevelopment will proceed, including City permitting and licencing processes as required.
 - **Fall 2026.** Launch of the Richmond Food Hub, with early tenant businesses in place and operational.



City of Richmond

Report to Committee



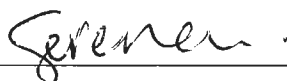
To: General Purposes Committee
From: Katie Ferland
Director, Business Services
Date: September 7, 2023
File: 08-4150-04-06/2023-
Vol 01
Re: **Community Wayfinding Strategy Guiding Principles**

Staff Recommendation

1. That the Guiding Principles, as detailed in the staff report titled "Community Wayfinding Strategy Guiding Principles," dated September 7, 2023, from the Director, Business Services be endorsed; and
2. That these Guiding Principles be used to inform the strategic direction and actions of the draft Community Wayfinding Strategy.

Katie Ferland

Katie Ferland
Director, Business Services
(604-247-4923)

| REPORT CONCURRENCE | | |
|-----------------------------------|---|--|
| ROUTED TO: | CONCURRENCE | CONCURRENCE OF GENERAL MANAGER |
| Parks Services | <input checked="" type="checkbox"/> |  |
| Transportation | <input checked="" type="checkbox"/> | |
| Communications | <input checked="" type="checkbox"/> | |
| Policy Planning | <input checked="" type="checkbox"/> | |
| Development Applications | <input checked="" type="checkbox"/> | |
| Arts, Culture and Heritage | <input checked="" type="checkbox"/> | |
| SENIOR STAFF REPORT REVIEW | INITIALS:  | APPROVED BY CAO  |

Staff Report

Origin

The Richmond Community Wayfinding Strategy is being undertaken as a tourism destination enhancement initiative using Municipal and Regional District Tax (MRDT) funding, in collaboration with tourism stakeholders. This initiative is aligned with the City's 5-Year Tourism Plan (2022-2027) and has been endorsed by the City's MRDT Program partners, Tourism Richmond and the Richmond Hotel Association, which are each contributing \$25,000 toward project costs.

Wayfinding connects people to their surroundings and helps guide them through their physical environment, including through directional signage and visual landmarks. Wayfinding can also be used to promote public attractions, places of special interest, and the best routes for moving through the city. In this context, the focus is on public wayfinding rather than wayfinding on private property or to specific private businesses.

While many people may use digital tools such as online maps to assist with wayfinding, these are not equally accessible to all and can also be enhanced through physical wayfinding to improve the user's overall experience. Those with accessibility concerns may find physical wayfinding particularly helpful in navigating the city, as may international travellers without digital access or those using active transportation. For visitors and residents alike, the integration of physical and digital tools can assist in finding a destination once one has arrived in an area – and exploring previously unknown nearby destinations.

The Community Wayfinding Strategy (the Strategy) will guide and coordinate future public wayfinding and signage investments in Richmond, ensuring that these are designed and implemented in a well-planned and resource efficient manner. Over time, as the Strategy is implemented, the wayfinding approach in Richmond will enhance the experience for both visitors and residents as they move through the city.

The Community Wayfinding Strategy is being informed by a research and needs assessment phase as well as a public and stakeholder engagement process. The outcome of the project will be a Community Wayfinding Strategy that includes a conceptual design framework and an implementation framework with recommendations for phased implementation and priority projects.

In a previous memorandum dated February 1, 2023, Council received notification regarding the launch of the public and stakeholder engagement process on February 21, 2023. That initial engagement phase is now complete.

In addition to the input received through the public and stakeholder engagement, the consultant team has made site visits to various areas of the city, undertaken work on the research and needs assessment phase, and has held follow-up focus groups to expand and confirm initial findings.

The purpose of this report is to seek Council's approval on the proposed Guiding Principles identified through the public and stakeholder engagement process and other work to date which, if endorsed by Council, will shape the direction and development of the Strategy.

This report supports Council's Strategic Plan 2022-2026 Focus Area #1 Proactive in Stakeholder and Civic Engagement:

1.4 Leverage a variety of approaches to make civic engagement and participation easy and accessible.

This report supports Council's Strategic Plan 2022-2026 Focus Area #2 Strategic and Sustainable Community Growth:

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

2.3 Ensure that both built and natural infrastructure supports sustainable development throughout the city.

This report supports Council's Strategic Plan 2022-2026 Focus Area #3 A Safe and Prepared Community:

3.4 Ensure civic infrastructure, assets and resources are effectively maintained and continue to meet the needs of the community as it grows.

This report supports Council's Strategic Plan 2022-2026 Focus Area #4 Responsible Financial Management and Governance:

4.2 Seek improvements and efficiencies in all aspects of City business.

This report supports Council's Strategic Plan 2022-2026 Focus Area #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 program, services, and community amenities to support diverse needs and interests and activate the community.

Analysis

Public and Stakeholder Engagement

An important aspect of developing the Community Wayfinding Strategy is through the engagement and input of a broad group of residents, businesses, and other key organizations. Between February 22 and April 21, 2023, public and stakeholder engagements were conducted,

including a Let's Talk Richmond¹ survey, pop-up events in Steveston and at Lansdowne Station, and a series of seven focus groups.

There was strong engagement from the community, which included 160 participants at the pop-up events, 39 participants from 28 organizations at the seven focus groups, 999 visitors to the Let's Talk Richmond page about the initiative, and 203 survey responses from the general public.

Participants were given an opportunity to share input and priorities for Richmond's wayfinding strategy, including identification of key destinations, wayfinding challenges and opportunities, general style and design aesthetics, and guiding principles for the strategy. Their input is captured in the "What We Heard" Report from the consultant team (Attachment 1).

Guiding Principles

Through the expertise and early research undertaken by the consultant team, as well as early engagement with the City's cross-departmental staff working group on the Community Wayfinding Strategy, 20 potential Guiding Principles were created. These Guiding Principles were then presented to participants in the public and stakeholder engagement activities to gain feedback and insights on participants' key priorities for wayfinding in Richmond. Six Guiding Principles have now been identified as most important for a wayfinding system in Richmond.

The Guiding Principles will be key in shaping the direction of this initiative, supporting decision-making and informing the development of the Community Wayfinding Strategy. The following draft Guiding Principles are proposed:

1. Clear and intuitive
 - Easy-to-understand language, legible fonts, and simple graphics should be used.
 - Establish consistent use of terminology, nomenclature and visual cues.
 - Position and locate signs appropriately to ensure good visibility and legibility.
2. Inclusive and accessible for all backgrounds and abilities
 - Employ accessibility best practices regarding contrast, font size, and typeface, to ensure improved legibility.
 - Where appropriate, include braille or other tactile elements for those who are visually impaired.
 - Employ pictograms to support an inclusive and accessible experience, as these display information quickly and universally, transcending language barriers and levels of ability.
3. Encourage discovery and exploration
 - Wayfinding and signage can foster a sense of discovery by highlighting key destinations and making users aware of the wide range of attractions proximate to their current location.

¹ <https://www.letstalkrichmond.ca/wayfindingstrategy>

- Application of unique graphics or other design elements to create an inviting atmosphere and encourage people to explore the area.
4. Consider the role of technology in navigation and placemaking
 - Explore and enhance the interface between physical and digital elements in helping people move through the city.
 5. Promote city and neighbourhood character and identity
 - Support city place-making with the development of an overarching “Richmond” character for the family of signs.
 - Explore opportunities that allow individual neighbourhoods to communicate their own identity (i.e. a sub-brand or differentiating feature).
 6. Support local business and economy
 - Wayfinding and signage should highlight a range of destinations and attractions, in support of the local economy.

The Guiding Principles will inform the draft Community Wayfinding Strategy and provide direction to the project team and the City staff cross-departmental project working group in the development of the Strategy.

Project Update and Next Steps

There are many components that will help shape the Community Wayfinding Strategy, ensuring that it is informed by global best practices and is also uniquely “made in Richmond” to enhance the experience of the city. The public and stakeholder engagement phase and research and needs assessment work (including site visits to multiple locations) have been foundational in producing and prioritizing the principles on which the Strategy will be based to deliver on its goals.

Following Council’s endorsement of the proposed Guiding Principles, work will proceed on the draft Community Wayfinding Strategy, including strategic recommendations and approach and the development of a design framework.

Staff anticipate presenting a draft Community Wayfinding Strategy in Winter 2024 for Council’s consideration prior inviting public input on the draft and then proceeding to the development of a final version of the Strategy. An implementation plan framework with recommendations for phased implementation and priority projects will then follow.

Financial Impact

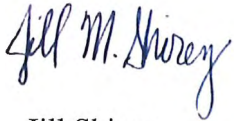
None.

Conclusion

The Guiding Principles, based on expert research and prioritized through a public and stakeholder engagement process, will provide a strong foundation for the consultant project team and staff working group to develop the draft Community Wayfinding Strategy. These Guiding

Principles will inform and shape the overall wayfinding approach in the Strategy and the associated design and implementation frameworks.

The final result expected is a Community Wayfinding Strategy that will guide and coordinate future wayfinding investments in Richmond and improve the experience of the city for residents and visitors alike.

A handwritten signature in blue ink that reads "Jill M. Shirey". The signature is written in a cursive, flowing style.

Jill Shirey
Manager, Economic Development
(604-247-4682)

Att. 1: "What We Heard" Report



City of Richmond Community Wayfinding Strategy

What we heard report

May 2023

Prepared by Happy Cities

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1. Introduction

Project overview

As Richmond grows, both as a place to live and as a place to visit, the City wants to unify and enhance Richmond as a vibrant destination. The new Community Wayfinding Strategy will consider how people move—through all types of transportation—to elevate the experience of Richmond for visitors and residents alike. The Strategy will include recommendations for implementation, such as new signs, digital wayfinding systems, and potential pilot projects.



What is wayfinding?

Wayfinding connects people to their surroundings and helps them find their way—for example, through directional signage and visual landmarks. Wayfinding can also promote attractions, places of special interest, and the best routes for moving through the city.

To inform direction and ensure success, the Strategy requires community input. The public and key stakeholders were invited to share their ideas. Participants' priorities and concerns will help shape the direction of the Community Wayfinding Strategy, for example, in identifying areas around the city that will benefit from improved signage.

Opportunities for engagement were informed by the local context of Richmond, including reaching people with diverse backgrounds and a significant number of Mandarin and Cantonese speakers. While the Community Wayfinding Strategy will be completed in English, an interpreter was available at the public pop-up events to assist with translation of the survey, questions, and comments, enabling participation from a wider range of people.

Timeline

- Spring 2023 | Public engagement to inform the Community Wayfinding Strategy
- Winter 2024 | Draft Community Wayfinding Strategy
- Summer 2024 | Final Community Wayfinding Strategy

2. What we did

Promotion

We aimed to create an inclusive engagement process to hear from voices across Richmond, including residents and visitors from all different backgrounds. To do so, we:

- Met residents where they are, rather than asking them to come to us
- Offered a variety of easy, accessible, and inclusive ways to give feedback (online and in person)
- Provided translation of the press release and interpretation services at in-person pop-up events

We reached out to share graphics and key messages with Richmond residents and visitors through:

1. **Press release:** A press release in English and Traditional Chinese was published on three media outlets (Richmond News, Richmond Sentinel, Sign Media Canada) and the City's website.
2. **Social media:** The City, and Happy Cities, and Entro shared social media posts to encourage participation in engagement activities (on Instagram, Facebook, Twitter, and LinkedIn).
3. **Posters:** The City displayed eye-catching posters at community centres and civic facilities and digital posters at select transit shelters across Richmond.
4. **City email:** The City emailed over 6,000 community members registered via Let's Talk to announce the project launch, sharing a link to the project page and online survey.
5. **Email invitations:** Over 45 stakeholders were emailed (including organizations and individual representatives from local business, tourism, sports, arts and culture, and transportation).
6. **Newsprint:** Advertisements were placed in the printed versions of the Richmond News and Richmond Sentinel.

Engagement activities

We offered three primary ways for the Richmond community to share feedback. These avenues of participation ensured that, regardless of technological abilities, people were able to share their ideas and priorities for wayfinding in Richmond.



Survey: Residents and visitors alike were invited to fill out an online survey on the City of Richmond's Let's Talk page (www.letstalkrichmond.ca/). A printed version of the survey was available at each pop-up.



Focus groups: We organized and hosted seven focus groups with key stakeholders. Sessions were 1.5 to two hours long each, and took place between March 5-14 and on April 20, 2023. Four of these sessions were held online and three in person (at City Hall, the City Centre Community Centre, and Tourism Richmond).

Pop-up events: We hosted two public pop-up events in Richmond. Each event was three hours long, with free beverages and healthy snacks.

- Saturday, March 11 in City Centre (by the Lansdowne SkyTrain station)
- Saturday, April 2 in Steveston (by the Gulf of Georgia Cannery)

3. Who we heard from

Participation

Pop-up events

160 participants

Focus groups

39 participants
from 28
organizations

Let's Talk page

999 visitors

Online survey

203 responses

Pop-up events

- Participants who shared optional demographics were a mix of residents (42%), visitors from the Lower Mainland (31%), students (19%) and tourists (8%).
- Participants reflected a relatively even balance of genders, ages, and backgrounds.
- Most participants spoke briefly with the engagement team, contributing to two to four of the interactive display boards (see Appendix 2). A smaller number asked questions to the team (e.g., on language, location, and digital wayfinding).

Focus groups

- Across seven sessions, we heard from 39 participants. Many more participants were invited but either declined the invitation or were unable to attend.
- Over 28 community organizations and committees were represented, including:
 - City departments
 - Vancouver Airport Authority
 - Translink
 - Tourism Richmond
 - Kwantlen Polytechnic University
 - Chamber of Commerce
 - Public Library
 - Metro Vancouver
 - HUB Cycling
 - Steveston Harbour Authority
 - Steveston Heritage Sites
 - Sea Island Heritage Society
 - Richmond Centre for Disability
 - Alzheimer Society of BC
 - McArthur Glen Designer Outlet
 - Sheraton Airport Hotel
 - Lansdowne Centre
 - Richmond Arts Coalition
 - Richmond Arts Council
 - Richmond Art Gallery
 - Gateway Theatre
 - Richmond Sport Hosting
 - The Sharing Farm
 - Seniors Advisory Committee
 - Rod & Gun Club



Participation (continued)

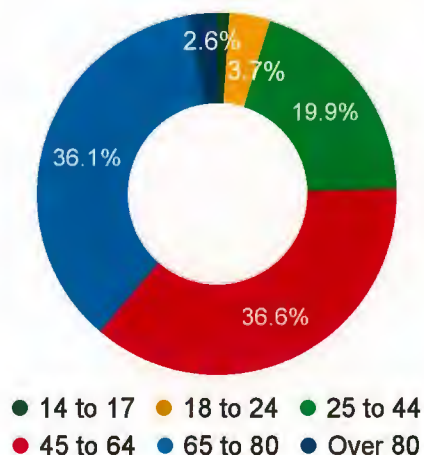
Let's Talk page

- The Let's Talk page launched to the public on February 22, 2023, hosted at www.letstalkrichmond.ca/wayfindingstrategy.
- Between February 22 and April 10, the page received 999 visitors.
- Let's Talk categorized 800 visitors as aware, 452 of which were informed, and 203 of which were engaged:
 - Aware participants visited the landing page
 - Informed participants visited multiple pages, downloaded a document, or viewed key dates
 - Engaged participants filled out the survey

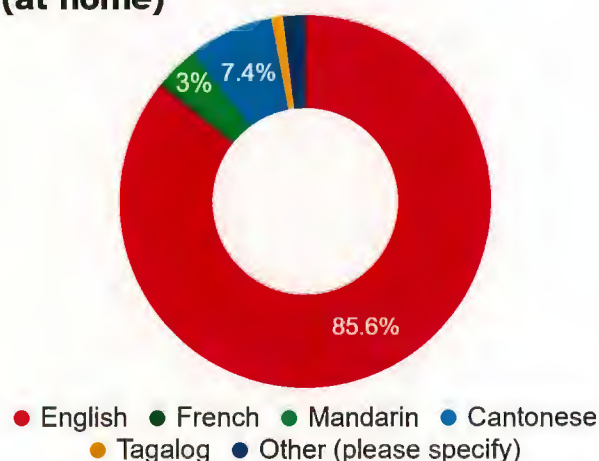
Online survey

- A total of 203 responses were submitted to the online survey. Zero responses were received through the printed survey at the pop-ups.
- Just over half of respondents identified as female (55%) compared to male (44%).
- A large majority of respondents were Richmond residents (90%), compared to tourists or international visitors (4%), visitors from the Lower Mainland (4%), and students (2%).

Age



Language (at home)



4. What we heard

Wayfinding priorities

Guiding principles

Participants at the focus groups and pop-ups identified and voted for the following as top priorities to guide the development of the new wayfinding system.

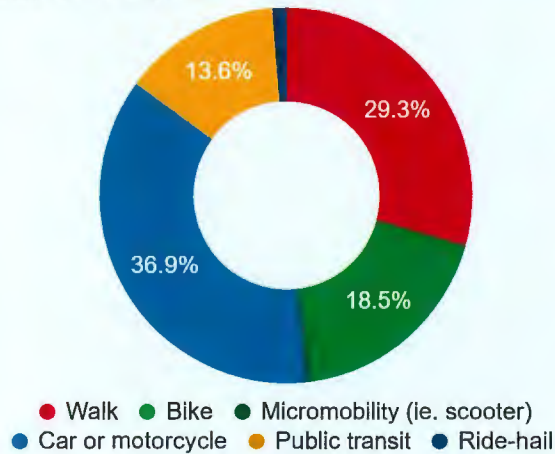
| | | | | |
|---|---|---|--|---|
| 1 | 2 | 3 | 4 | 5 |
| Clear & intuitive (35) | Inclusive & accessible for all backgrounds & abilities (34) | Encourage discovery & exploration (23) | Promote neighbourhood character & identity (20) | Support local business & economy (19) |
| Creative & innovative (17) | Inclusive & welcoming (15) | High quality & future-proof (14) | Guide visitors & tourists (13) | Encourage active transportation & promote health (13) |
| Unique & distinct from other cities (12) | Facilitate ease of movement for all modes (12) | Tell the story of Richmond—heritage & experience (11) | Integrate with digital wayfinding opportunities (11) | Represent Richmond's diverse population (10) |
| Reflect Richmond's natural environment (10) | Uniform & integrated across the city (7) | Bold & eye-catching (7) | Flexible & adaptable (6) | Create a strong sense of place & community (6) |



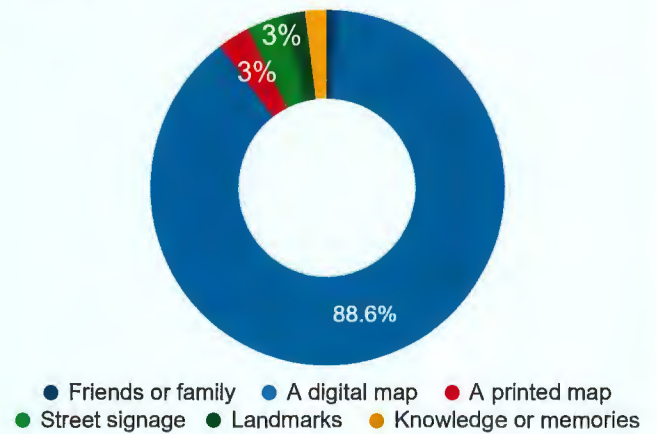
Getting around

Survey respondents shared how they get around the city, and the navigation tools that they use regularly.

Mode of travel



Method of navigation



9/10

Survey respondents use their phone or car map to navigate.

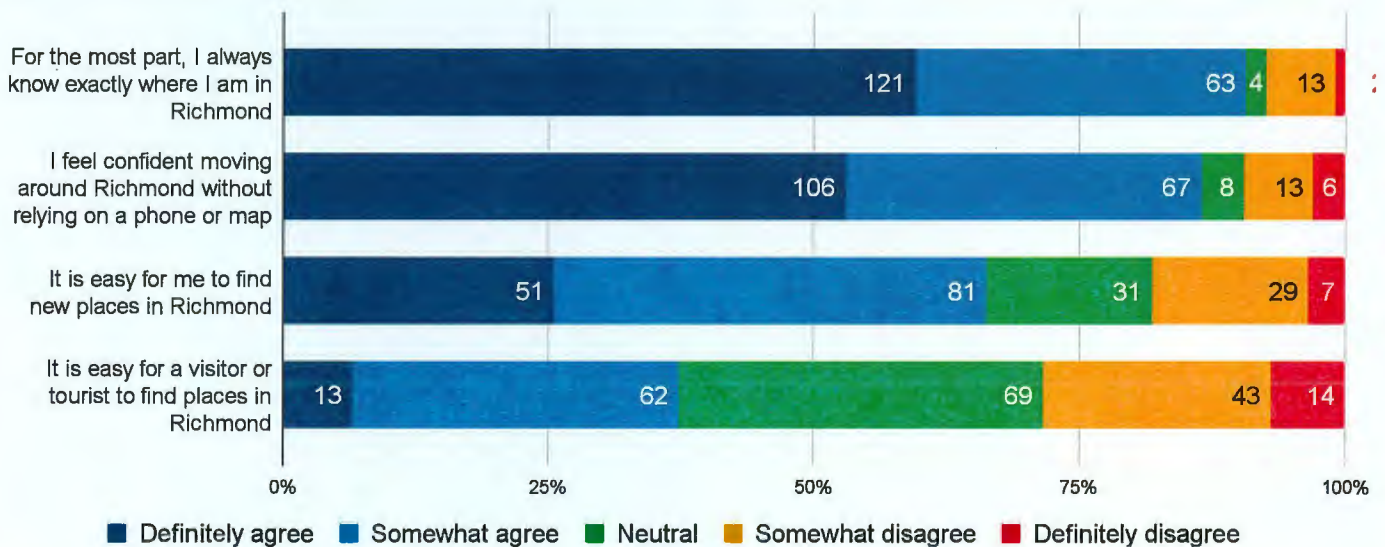
50%

Of survey respondents are active—walking or biking.

2x

Survey respondents are twice as comfortable navigating Richmond than a visiting friend

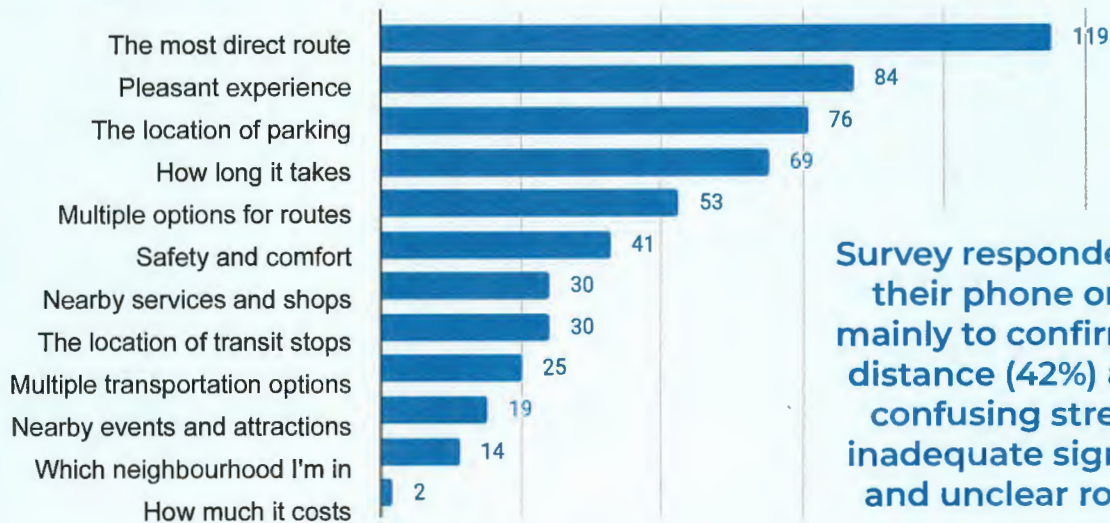
Survey respondents shared:



Experience of wayfinding

Survey respondents commented on the experience of wayfinding across Richmond, for themselves and for their friends and family.

Wayfinding tools: Survey respondents noted that wayfinding tools should provide information on:



Survey respondents rely on their phone or car map mainly to confirm time and distance (42%) and due to confusing streets (16%), inadequate signage (10%), and unclear routes (9%).

Recommended attractions

When asked which attractions or destinations they would recommend to a visiting friend, 84% of respondents mentioned Steveston Village (161 votes). The other top 10 recommendations received between 16-40 votes, and include:

- Historic sites (Steveston Village, Gulf of Georgia Cannery, and Britannia Shipyards)
- Parks (Dyke Trail, Garry Point, Terra Nova, Iona Beach, Minoru Park, and Nature Park)
- Richmond Night Market
- Richmond Olympic Oval
- Richmond Centre

Wayfinding at Steveston

Wayfinding needs are nuanced when it comes to Steveston. People indicated equally the need for improved wayfinding to Steveston (from other parts of the City) as much as improved wayfinding within Steveston to highlight the many local attractions and amenities.

Top destinations for improved wayfinding

- 1 Steveston Village
- 2 Richmond Olympic Oval
- 3 Britannia Shipyards
- 4 Iona Beach
- 5 Richmond Night Market
- 6 Neighbourhoods

Style & aesthetics

At the pop-ups and focus groups, participants were asked to vote for the wayfinding aesthetic that they thought best represents Richmond.

The “Fun & playful” aesthetic received the most votes in support, as well as the most votes of opposition. With the exception of “heritage & historic,” all aesthetic styles scored relatively high.

| | For | Against |
|---------------------|-----|---------|
| Fun & playful | 66 | 23 |
| Modern & fresh | 65 | 13 |
| Natural & authentic | 60 | 13 |
| Heritage & historic | 39 | 14 |

Fun & playful



1

Modern & fresh



2

Natural & authentic



3

Heritage & historic

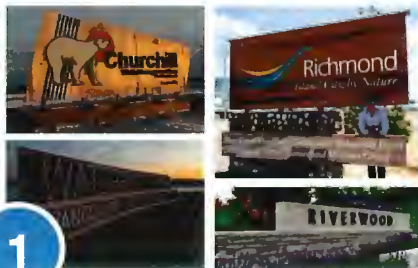


4

Similarly, when asked “How do we welcome people to the City of Richmond?” participants voted fairly comparably for monument signs, gateway signs, and big bold letters.

| | | |
|------------------|----|----|
| Monument signs | 45 | 12 |
| Gateway signs | 39 | 10 |
| Big bold letters | 34 | 12 |

Monument signs



1

Gateway signs



2

Big bold letters



3

Style & aesthetics (continued)

Comments on each of the presented aesthetic styles are summarized below. It was noted that several styles could complement each other—especially modern & fresh with natural & authentic.



1

Fun & playful

- Colour can be a strength with strong visibility (and if lit)
- Colour should be used in moderation (not overdone and with care to contrast)
- Is more suitable for certain locations (like City Centre)
- Acts as a strong advertisement for a place
- Playful may be less accessible across backgrounds
- Not compatible with existing streetscape (City and private)



2

Modern & fresh

- Represents the urban feel of Richmond
- Is clear and legible
- Is easy for diverse backgrounds to interpret



3

Natural & authentic

- Natural materials like wood reflect Richmond well, especially the many parks and access to nature
- Consideration needs to be made for lifespan, maintenance, and visibility (contrast) of natural materials
- An opportunity to tell a local story (ecological and historical—including on Indigenous place)



4

Heritage & historic

- Site specific and most suitable in Steveston
- Not representative of the City as a whole (especially as a young and diverse city)
- Consider carefully whose history is being told

Strengths & opportunities

Focus group discussion

Focus group participants were asked to identify any community interests or priorities that had not yet been discussed. The following themes were noted.

Local business and tourism

- Business owners have expressed interest in improved wayfinding and directions for customers, to highlight local businesses
- Events, conferences, and sports tournaments are a large draw to Richmond from the region and internationally
- Wayfinding could promote events and welcome people more strategically to key conference centres and sports facilities (e.g., a digital sign at the airport showcasing current events)
- Wayfinding should be able to inform people of existing destinations as well as future destinations

Accessibility and inclusivity

- Inclusivity for all—including, but not limited to, different cultures, backgrounds, languages, and physical abilities
- Safety for pedestrians and mobility aid users in car-centric parts of the city (such as City Centre) are a top priority
- Wayfinding and lighting go hand in hand for night time safety
- Wayfinding should help people orient themselves, and account for the needs of people with dementia (simple, clear, icons) or who are blind (tactile elements)
- The location, size, and contrast of new signage will be important
- Walkability and integration with public transit should be a key outcome of the wayfinding system

Neighbourhood character and identity

- Wayfinding can enhance local character and identity (for example, around the names and boundaries of neighbourhoods)
- Wayfinding in Steveston can help create a coherent experience
- Identity should encompass Indigenous history and names

Parks and trails

- Wayfinding will encourage visitors to explore destinations like parks, even spontaneously
- Wayfinding helps large parks feel easier to enter and navigate
- Public washrooms are key amenities and should be featured

Public art as landmarks

- Public art can serve as key landmarks and could improve the experience of wayfinding across the City
- An opportunity to involve local artists in contributing to a sense of place and to create assets that appeal to Richmond

Strengths

The City's grid street system and its many popular destinations were noted as strengths.

Opportunities

Include enhancing key welcome points and a sense of place when entering and visiting Richmond—for residents and visitors alike.

Challenges

Include car-centric traffic and pinch points (with limited access into the City through the bridges and tunnel).

Mapping experiences

We asked participants at the focus groups and pop-up events to map their experience of wayfinding in Richmond.

In total, participants identified 65 pain points, 143 destinations and attractions (for visitors and residents), and 17 general comments (many of which overlap with pain points). Each point is visualized in the digital map. Notably, a number of participants seconded the comments and dots on the map but did not add their own vote to the map. A general summary of the map results is presented below, highlighting the destinations and pain points that received the most votes. Call outs for City Centre, Steveston, and the northern connections are detailed on the following pages.

Top destinations:

- Steveston
- Minoru Park
- Civic facilities in City Centre (library, cultural centre, parks)
- Terra Nova
- The Richmond Olympic Oval and area
- Bridgeport and River Rock Casino area
- Garden City
- Richmond Nature Park
- Iona Beach and MacDonald Beach Park
- Tait Waterfront Park and area
- Finn Slough
- The West Richmond Community Centre

Top pain points located across the City:

- The Massey Tunnel — signage, construction, lack of welcome
- Steveston — limited parking, knowing what's around the area
- City Centre — finding destinations, construction, lack of pedestrian infrastructure
- Northern connections — difficult to navigate (all modes), development, access points and signage
- Knight Street bridge
- Additional Richmond destinations feel cut off — Burkeville, trails north of Grauer, Richmond Nature Park, and more

Main themes of comments:

- Entrances to the City — not knowing when you've entered Richmond
- New development — impacts of construction, new towers, and road changes
- Getting around — wayfinding to better support connectivity to a variety of Richmond destinations that feel cut off (with limited signage or access for different modes of transportation)

Map

Interactive map:

www.tinyurl.com/m6sz3ewy

Mapping experiences: City Centre



City Centre summary

Top City Centre destinations:



- Minoru sports amenities
- Cultural Centre amenities
- Richmond Olympic Oval sports amenities

Top City Centre pain point locations:



- Minoru Boulevard
- No. 3 Road
- Brighthouse Station
- Cultural Centre (access and parking)
- Dinsmore Bridge

Mapping experiences: Steveston



Steveston summary

Top Steveston destinations



- Garry Point Park
- Steveston Harbour wharf area
- London Landing area
- Various points of interest along Dyke Rd and Dyke Trail

Summary of additional pain points and comments:



- Limited parking throughout Steveston

Mapping experiences: Northern connections



Northern connections summary

Top destinations: 

- Dykes along River Rd
- River Rock Casino and area
- Sea Island Centre and parks
- Tait Waterfront Park

Pain point locations: 

- Moray Bridge
- The intersection at No. 3 Rd, Bridgeport Rd and Sea Island Way
- The Arthur Laing Bridge and access points
- Parking and access to parks (including MacDonald Beach, Tait Waterfront Park, and Burkeville Neighbourhood Park)
- River Rd at Cambie Rd

Summary of additional comments: 

- Difficult access and connections for cyclists

Additional input

Tourism Richmond workshop

Style and aesthetics

- Richmond is diverse—for both people's experiences and types of places—making a representative wayfinding style difficult to identify
- There is a fine line between sterile, and too playful (colour to be used in appropriate ways)
- Consider the pros and cons of incorporating formal municipal branding into wayfinding (preference to move away from formality and regular use of City logo)
- The wayfinding style should speak to the experiences of Richmond, and be simple and versatile
 - Also noted: Elegant, sophisticated, unique, vibrant
- Consideration is needed to best place monument or gateway signs (to be located where it *feels* like you've arrived in Richmond)
 - Big bold letters could make for a strong public art initiative (to complement wayfinding)

Priorities

- Clear and intuitive
- Sense of place
- Discovery and exploration
- Flexible, adaptive, and futureproof
- Welcoming and accessible
- Pivot from existing wayfinding, while complementing Parks' assets

Digital wayfinding

- Richmond identifies proudly as forward thinking, and so digital assets should be considered as appropriate (acknowledging that digital assets can easily become outdated)
- With higher costs for both maintenance and content creation, the City may explore building on existing digital assets (such as digital bus shelter screens) or adaptable options (like QR codes)
- While digital wayfinding is important to consider, static signs remain key (providing confirmation on destinations and remaining accessible)

Pilot projects

- Both Steveston and City Centre could be considered as priority areas for wayfinding
- City Centre is preferred for the pilot project for various reasons, including new development, the cultural precinct, and connectivity to transit
- Pilot project to accommodate a full family of signage (a range of amenities, scale, and routes)

Richmond Accessibility Plan (underway)

Additional wayfinding considerations have been noted by Happy Cities through stakeholder engagement during the development of the Richmond Accessibility Plan. These include:

- Priorities for style and aesthetics:
 - Consistent style
 - Plain language
 - Reduced visual clutter
 - Clear contrast (in font, size, and colour)
 - Visuals (including clear and simple iconography and universal symbols)
 - Clarity of purpose (that a sign is a sign, and not art, for example)
- New wayfinding assets to be accompanied by lighting and auditory features, where possible



5. Recommendations

Clarity on hierarchy

As a next step, we recommend the City and Entro clarify the outcomes of the Community Wayfinding Strategy in order to understand the direction of the sign family and hierarchy. It will be important to confirm how varied the family of signs might be, versus consistent and uniform. Questions that remain include: Should the Wayfinding Strategy serve to create a cohesive city-wide image, or to celebrate Richmond's distinct neighbourhoods? Should Richmond embrace its heritage or create a modern, future-oriented wayfinding system?

Digital wayfinding

A framework for the potential integration of digital wayfinding will have to be further explored. Clarity is required to understand the City's goals for digital wayfinding, potential scope, maintenance costs, and available budget. The confirmed direction of digital wayfinding (and rationale) should be communicated clearly back to the community in order to answer a commonly asked question.

Pilot project

City Centre was the area most commonly referred to throughout our engagement. The area rose to the top as a priority area for future wayfinding interventions and as an area that faces challenges to wayfinding. Currently, City Centre is impacted by street closures, significant new development, and a new vision for the cultural precinct. Based on what we heard through community engagement, we recommend that City Centre be selected as the site of the pilot project. City Centre will provide a breadth of amenities and routes for the future pilot project to consider—from cycling routes and pathways, to civic amenities, local businesses, and multiple SkyTrain Stations.

Airport connectivity

Further exploration on the connection between YVR and the City of Richmond is recommended, including on how the wayfinding system will integrate with SkyTrain stations—welcoming people from YVR and letting people know they are in Richmond, and sharing what the City has to offer. This may require consideration to the experience of landing at YVR as well as leaving YVR (via car or SkyTrain).

Additional stakeholder engagement

We recommend a second connection with key actors and stakeholders who participated in the March-April 2023 engagement. We also recommend outreach to connect with additional leaders from the Musqueam Nation and across Richmond's accessibility and advocacy scene.

Appendices

Appendix 1: Summary snapshot

Snapshot of what we did

A range of engagement activities helped inform the direction of the Community Wayfinding Strategy. Activities were promoted through a press release, news ads, social media, digital posters, a newsletter, and emails. Participants included members of the public and key stakeholders representing a variety of related backgrounds.

Engagement activities included:

- Online survey — 203 responses (90% Richmond residents)
- Seven focus groups — 39 participants
- Two pop-up events — 160 participants

Snapshot of what we heard

- The following guiding principles rose to the top:
 - Clear and intuitive
 - Inclusive and accessible for all backgrounds and abilities
 - Encourage discovery and exploration
 - Promote neighbourhood character and identity
 - Support local business and economy
- Survey respondents shared that they:
 - Use their phone or car map to navigate (9/10)
 - Are quite active (50% walking and cycling)
 - Are confident navigating Richmond and know where they are (over 50%)
 - Are most interested in direct routes, a pleasant experience, and the location of parking
 - Recommend Steveston as the top destination to visit in Richmond
- Regarding style and aesthetic:
 - “Fun & playful” was most popular (as well as the least popular)
 - The feel of Richmond was identified as moderate, often falling between two categories (for example, between “fun & playful” and “modern & fresh”)
 - Monument signs and gateway signs were supported as ways of welcoming people to the city
- Through discussion and the mapping activity, we heard:
 - Strengths include the grid system and many popular destinations
 - There are opportunities to enhance key welcome points and a sense of place (for residents and visitors)
 - Challenges include car-centric traffic, many pinch points (with limited access into the City on tunnels and bridges), and new development making navigation difficult
 - Pain points were most prominent in City Centre, Steveston, and at entrances to the City (especially the northern connections and bridges)
 - Additional priorities included support for local business and tourism, ensuring accessibility and inclusivity, promoting neighbourhood character and identity, and using public art and landmarks

Snapshot of recommendations

Through engagement, the project team identified a series of themes for further exploration. These include: clarity on hierarchy of signs; potential for digital wayfinding; the location of the pilot project in City Centre area; considerations for connectivity with the airport; and priority stakeholders for a second round of engagement.

Engagement timeline

March-April 2023

What we heard

Please refer to the full What We Heard Report for more information.

Appendix 2: Engagement boards (1/4)

Share your thoughts on the City of Richmond's new...

Community Wayfinding Strategy

Brighthouse to Bridgeport, City Centre to Steveston, or wherever you need to go!

What is wayfinding?

Wayfinding connects people to their surroundings and helps them find their way—for example, through directional signage and visual landmarks. Wayfinding can also be used to promote public attractions, places of special interest, and the best routes for moving through the city. Improved wayfinding will enhance the City of Richmond as a destination and as a community.



About the new Community Wayfinding Strategy

The City of Richmond is seeking your input on a new Community Wayfinding Strategy. The Strategy seeks to improve people's experience of moving through and navigating the city on all types of transportation. Your priorities and concerns will help shape the direction of the Strategy, for example, by identifying areas around the city that can benefit from improved signage.

The Strategy will include recommendations for implementation, such as new signs, digital wayfinding systems, and potential pilot projects.

Anticipated completion: Spring 2024

The Community Wayfinding Strategy aligns with Richmond's Official Community Plan to be "a place where people live, work, and prosper in a connected and vibrant community."



Learn more & fill out the survey: www.LetsTalkRichmond.ca/wayfindingstrategy

Engagement boards (2/4)

Community goals & priorities

The City of Richmond is interested in hearing your ideas to help residents and visitors navigate through Richmond with ease—by foot, on wheels, or via public transit.

We invite you to help us create the guiding principles and determine practical considerations—including aesthetics—for future wayfinding in Richmond.

Instructions

Add stickers to the words that resonate most with you for the Wayfinding Strategy. Please add as many dots as you'd like, and add new ideas to the list!

1. How should wayfinding feel in Richmond?

The wayfinding system should feel...


| | |
|---|--------|
| Creative and vibrant | Other: |
| Clear and intuitive | Other: |
| Inclusive and welcoming | |
| Innovative | |
| Accessible to people of all backgrounds and abilities | |
| Unique and distinct from other cities | |
| Future-proof or long lasting | |

2. What should the goals be for the wayfinding system?

The wayfinding system should...

| | |
|--|---|
| Encourage discovery and exploration | Promote health and physical activity |
| Guide visitors and tourists | Tell the story of Richmond's heritage and traditions |
| Represent Richmond's physical geography | Integrate with wayfinding across the Lower Mainland |
| Represent Richmond's diverse population | Be distinct from other wayfinding in the Lower Mainland |
| Support local business and economy | Other: |
| Promote neighbourhood character and identity | Other: |
| Highlight the environment and natural ecosystems | |

3. Who are we hearing from today? *Select all that apply.*

| | | | | | | | |
|---|--|--|---|---|---|--|---|
|  I'm a local resident |  I'm a tourist |  I'm a visitor from the Lower Mainland |  I'm a young person (18-25) |  I'm here with my family (parents & kids) |  I'm a student |  English is my second language |  I'm a senior (65+) |
|---|--|--|---|---|---|--|---|

Engagement boards (3/4)

Selecting a wayfinding style

The City wants to unify and enhance Richmond as a vibrant destination and a place to live. The Community Wayfinding Strategy will help to improve people's experience of Richmond, whether they are long-time residents, visitors, or newcomers. From Brighthouse to Bridgeport, Steveston to City Centre, or wherever people need to go—enhanced wayfinding will help everyone comfortably navigate and explore the city.

Instructions

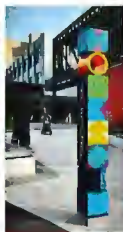
For each of the following categories, use **green** dot stickers to identify your favourite options for Richmond and use **red** dot stickers to identify options that do not work well.

1. What style do you like best? Pick your top two choices.

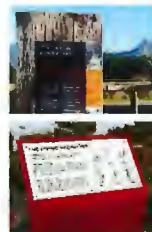
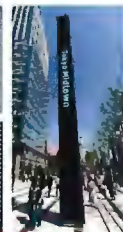


Fun & playful

Vote with stickers here



Modern & fresh



Natural & authentic



Heritage & historic



Share any other ideas here:

2. How can we welcome people (both residents and visitors) to the City of Richmond? Pick your top choice.



Monument signs

Vote with stickers here



Gateway signs



Big, bold letters



Share any other ideas here:

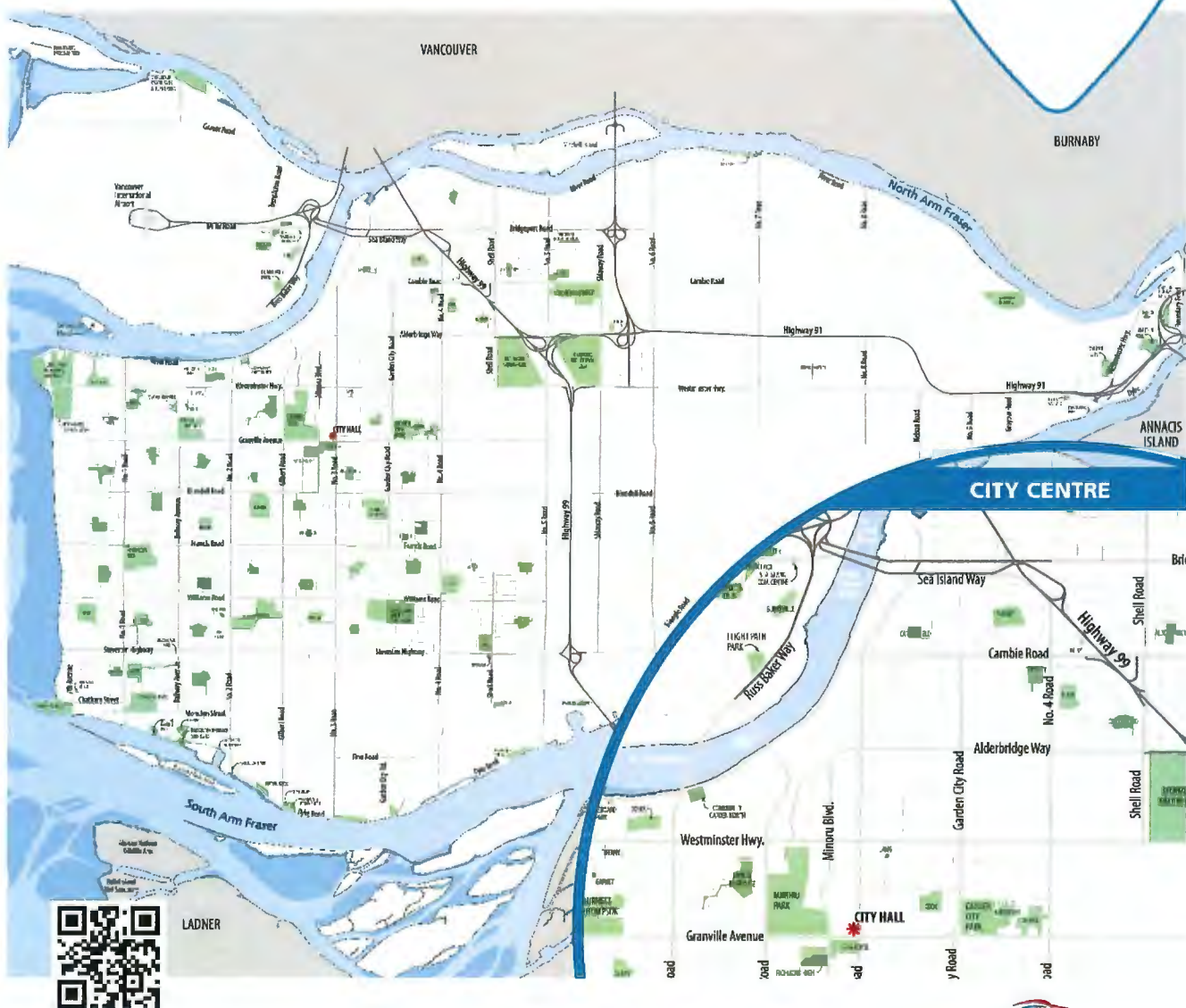
Engagement boards (4/4)

Help us map key locations in Richmond!

The Community Wayfinding Strategy must meet the needs of all community members. We invite you to share your ideas on navigating around town, whether as a resident or as a visitor. This map will help us understand the experience of moving around Richmond and identify priorities for the Strategy, including which areas will benefit most from improved signage.

Instructions

- Use **blue** dots to indicate destinations that local residents (from Richmond and the lower Mainland) visit.
- Use **green** dots to indicate destinations that visitors and tourists visit.
- Use **red** dots to indicate challenging locations (such as intersections) or other 'pain points' across Richmond. Place a sticky note if you'd like to add more thoughts about a specific location.



Appendix 3: Survey questions

1. I normally travel across Richmond in the following ways (for example, to do errands or go to work). Select and rank up to three.

- ☐ Walk
- ☐ Bike
- ☐ Scooter or other form of micro-mobility
- ☐ Motor vehicle or motorcycle
- ☐ Public transit
- ☐ Ride-hail (Uber, Lyft, taxi etc)
- ☐ Other

2. The following describes how much I agree or disagree with the following statements:

- ☐ For the most part, I always know exactly where I am in Richmond
- ☐ I feel confident moving around Richmond - such as making my way to a semi-regular destination-without relying on a phone or map for directions
- ☐ It is easy for me to find new places in Richmond
- ☐ It is easy for a visitor or tourist to find places in Richmond

3. When I need to find a destination in Richmond for the first time, I rely mostly on: (select one)

- ☐ A friend or family member
- ☐ A digital map (ie. Google Maps, Apple Maps, in-car)
- ☐ A printed map
- ☐ Street signage
- ☐ Landmarks (visible reference points such as natural features or infrastructure)
- ☐ Knowledge or memories
- ☐ Other

4. The main reasons I rely on my smart/mobile phone, digital map or in-car navigation is (select one)

- ☐ Unclear routes
- ☐ Inadequate signage
- ☐ Confusing street system
- ☐ Digital maps give info such as time and distance
- ☐ I always use a digital mapping app

5. I would recommend the following top three attractions or destinations in Richmond to a visiting friend or family member. (open answer)

6. Of these attractions or destinations which might be particularly difficult for my visitors to get to? (open answer)

7. The top three confusing locations in Richmond that would most benefit from improved wayfinding are: (open answer)

8. I've been lost or disoriented in Richmond this many times. (open answer)

9. The top priorities for me, when using wayfinding tools are to know: (select three)

- ☐ The most direct route
- ☐ Multiple options for routes
- ☐ Multiple options for transportation
- ☐ How long it takes to get somewhere
- ☐ How much it costs to get somewhere
- ☐ The safest or most comfortable routes
- ☐ The most pleasant routes as a pedestrian or cyclist
- ☐ The location of parking
- ☐ The location of transit stops
- ☐ Nearby services and shops
- ☐ Nearby events and attractions
- ☐ Which neighbourhood I'm in
- ☐ Other (please specify)

10. In Richmond, I am a (select all that apply):

- ☐ A resident
- ☐ A visitor from the Lower Mainland
- ☐ A student
- ☐ A tourist or international visitor
- ☐ Other (please specify)

11. I fall within the following age group (optional):

- ☐ 14 to 17
- ☐ 18 to 24
- ☐ 25 to 44
- ☐ 45 to 64
- ☐ 65 to 80
- ☐ Over 80

12. At home, I most often speak (select a language):

13. I identify as (optional):

- ☐ Girl / Woman
- ☐ Boy / Man
- ☐ Non-binary
- ☐ Two-Spirit
- ☐ Gender non-conforming
- ☐ Another gender not listed

14. I heard about this engagement opportunity via (select all that apply)

GP - 44 15. My final comments are (open answer)



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** August 10, 2023
From: Peter Russell **File:** 01-0060-20-
Director, Sustainability and District Energy LIEC1/2023-Vol 01
Re: City Centre DEU Bylaw No. 9895 Amendment Bylaw No. 10473

Staff Recommendation

That the City Centre District Energy Utility Bylaw No. 9895, Amendment Bylaw No. 10473 be introduced and given first, second, and third readings.

Peter Russell
Director, Sustainability and District Energy
(604-276-4130)

Att. 2

| REPORT CONCURRENCE | | |
|---------------------------------|--|---------------------------------------|
| ROUTED TO: | CONCURRENCE | CONCURRENCE OF GENERAL MANAGER |
| Development Applications Law | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | |
| REVIEWED BY SMT | INITIALS: | APPROVED BY CAO |

Staff Report

Origin

In September 2018, City Council adopted the City Centre District Energy Utility Bylaw No. 9895 (CCDEU Bylaw). In November 2022, City Council endorsed an amendment to the CCDEU Bylaw which extended the boundaries of CCDEU service area in line with the Council-endorsed expansion plan. The CCDEU project is expected to reduce greenhouse gases (GHG) emissions by one million tonnes by 2050 (Attachment 1).

The purpose of this report is to recommend an amendment to the CCDEU Bylaw to expand the sites designated to provide onsite low carbon energy plants.

This report supports Council's Strategic Plan 2022-2026 Focus Area #3 A Safe and Prepared Community:

Community safety and preparedness through effective planning, strategic partnerships and proactive programs.

3.4 Ensure civic infrastructure, assets and resources are effectively maintained and continue to meet the needs of the community as it grows

This report supports Council's Strategic Plan 2022-2026 Focus Area #5 A Leader in Environmental Sustainability:

Leadership in environmental sustainability through innovative, sustainable and proactive solutions that mitigate climate change and other environmental impacts.

5.1 Continue to demonstrate leadership in proactive climate action and environmental sustainability.

Analysis

Several developments have committed to incorporating onsite centralized low carbon energy plants through the rezoning or OCP Amendment processes previously approved by Council.

In order to secure these developer commitments, Schedule E of Bylaw No. 9895 needs to be amended in order to denote the sites as Energy Generation Plant Designated Properties. This approach is consistent with securing onsite energy plant commitments for the first 12 developments located in the City Centre DEU service area.

Financial Impact

None.

Conclusion

Amending the CCDEU bylaw as proposed will ensure onsite energy plant commitments from developers are secured.



Peter Russell
Director, Sustainability and Dist Energy
(604-276-4130)

PR:cd

Att. 1: District Energy in Richmond
Att. 2: Sites Proposed for Bylaw No. 9895 Schedule E Expansion

District Energy in Richmond

Richmond's 2041 Official Community Plan (OCP) establishes a target to reduce GHG emissions 50 percent below 2007 levels by 2030 and 100 percent by 2050. The City identified district energy utilities (DEUs) as a leading strategy to achieve the City's GHG reduction goals and incorporated Lulu Island Energy Company Ltd. (LIEC) in 2013 for the purposes of carrying out the City's district energy initiatives on the basis of the following guiding principles:

1. The DEU will provide end users with energy costs that are competitive with conventional energy costs, based on the same level of service; and
2. Council will retain the authority of setting customer rates, fees and charges for DEU services.

The City established three DEU service areas: ADEU, OVDEU, and CCDEU. Table 1 below provides a summary of the developments connected to the DEU service areas to-date.

Table 1 – DEU Service Areas - Current and Projected Connected Space

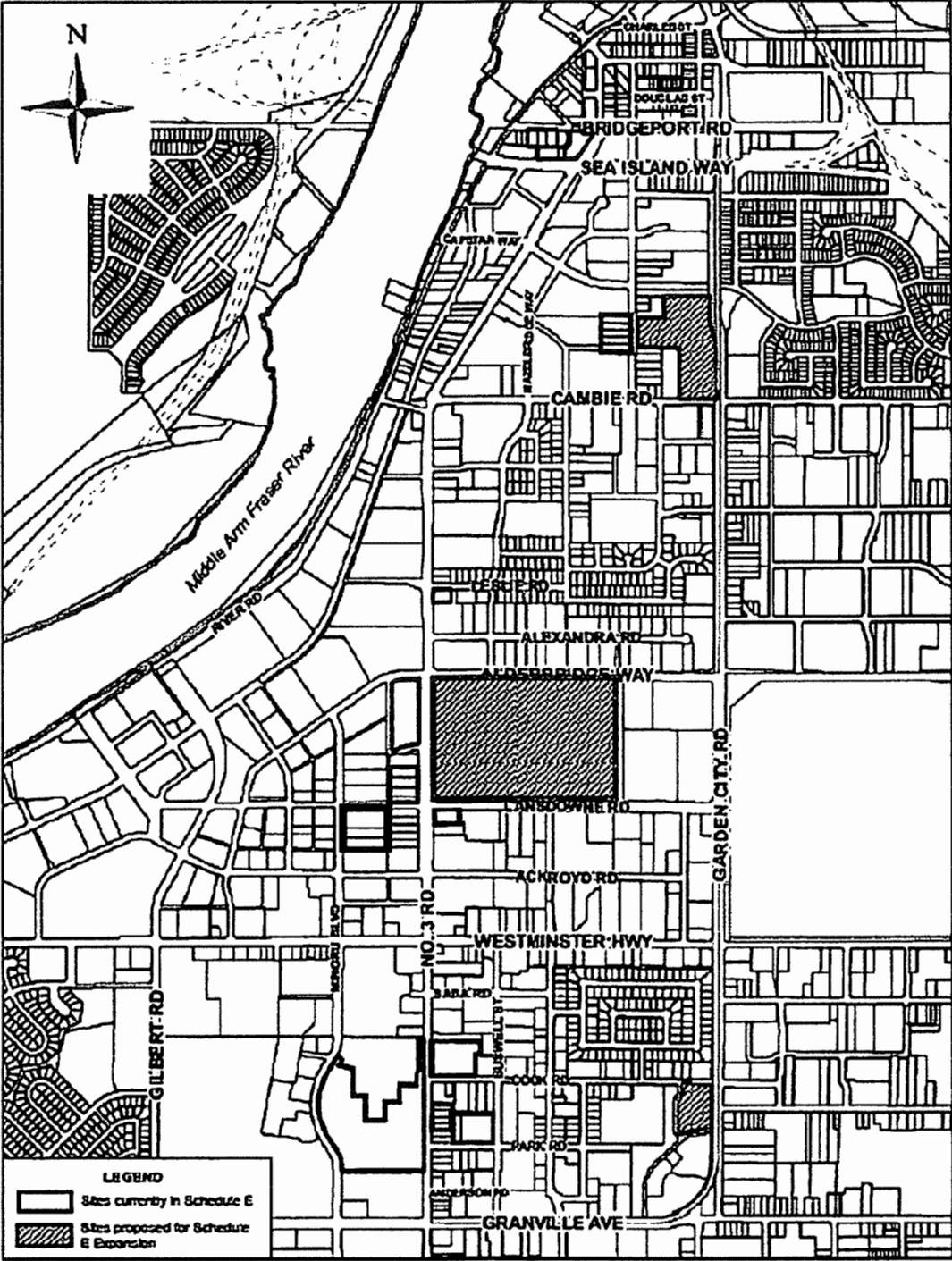
| | Buildings To-Date | Residential Units To-Date | Floor Area | |
|------------------|----------------------|------------------------------|----------------------------|-----------------------------|
| | | | To-Date | Build-out |
| Alexandra DEU | 13 | 2,200 | 2.4M ft ² | 4.4M ft ² |
| Oval Village DEU | 14 | 3,174 | 3.7M ft ² | 6.4M ft ² |
| City Centre DEU | 2 | 728 | 0.8M ft ² | 48.0M ft ² |
| Total | 29 | 6,102 | 6.9M ft² | 58.8M ft² |

The ADEU provides heating and cooling services to ten residential buildings, the large commercial development at "Central at Garden City", the Richmond Jamatkhana temple, and Fire Hall No. 3, comprising of over 2,200 residential units and over 2.4 million square feet of floor area. While some electricity is consumed for pumping and equipment operations, most of this energy is currently produced locally from the geo-exchange fields in the greenway corridor and West Cambie Park, and highly efficient air source heat pumps.

The OVDEU services 14 buildings, containing over 3,100 residential units. Energy is currently supplied from the three interim energy centres with natural gas boilers which provide 16 MW of heating capacity. LIEC received a \$6.2 million grant from the CleanBC Communities Fund for the design and construction of the sewer heat recovery technology and a permanent energy centre for the area. Once completed, the system will be able to produce up to 80% of low-carbon energy from the Gilbert Trunk sanitary force main sewer.

The CCDEU currently services two buildings, comprised of 728 residential units and approximately 800,000 ft² of floor area. To-date, future developments in the City Centre service area have already committed 5.5M ft² of building floor area for future connection. As permanent energy centres progress through development, CCDEU utilizes on-site low carbon energy plants as a source of energy production. At full build-out, 176 developments, 28,000 residential units and approximately 48M ft² of floor space will be serviced by 5 permanent energy centres with over 130 MW of heating and 115 MW of cooling capacity. The built out system is estimated to reduce over 1,000,000 tonnes of GHG emissions compared to conventional service.

Sites Proposed for Bylaw No. 9895 Schedule E Expansion





**City Centre District Energy Utility Bylaw No. 9895
Amendment Bylaw No. 10473**

The Council of the City of Richmond enacts as follows:

1. City Centre District Energy Utility Bylaw No. 9895, as amended, is further amended by deleting Schedule E (Energy Generation Plant Designated Properties) in its entirety and replacing it with a new Schedule E attached as Schedule A to this Amendment Bylaw.
2. This Bylaw is cited as “**City Centre District Energy Utility Bylaw No. 9895, Amendment Bylaw No. 10473**”.

FIRST READING

SECOND READING

THIRD READING

ADOPTED

MAYOR

CORPORATE OFFICER

| |
|---|
| CITY OF RICHMOND |
| APPROVED for content by originating dept.  |
| APPROVED for legality by Solicitor  |

Schedule A to Amendment Bylaw No. 10473

SCHEDULE E to BYLAW NO. 9895

Energy Generation Plant Designated Properties

