



General Purposes Committee

Anderson Room, City Hall
6911 No. 3 Road

Monday, November 18, 2024
4:00 p.m.

Pg. # ITEM

MINUTES

Motion to adopt the minutes of the meeting of the General Purposes Committee held on November 4, 2024 (distributed seperately).



CAO'S OFFICE

1. **INDIGENOUS RELATIONS STRATEGY – PROPOSED GUIDING PRINCIPLES AND FOCUS AREAS**
(File Ref. No. 01-0005-01) (REDMS No. 7762260)

GP-4

[See Page GP-4 for full report](#)

Designated Speaker: Jason Kita and Colin Pennier

STAFF RECOMMENDATION

- (1) *That the Indigenous Relations Strategy proposed Guiding Principles and Focus Areas outlined in the staff report titled “Indigenous Relations Strategy – Proposed Guiding Principles and Focus Areas,” dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be endorsed; and*
- (2) *That staff be directed to develop an Indigenous Relations Strategy and engage with Indigenous communities to seek collaboration into the development of the Strategy.*



Pg. # ITEM

2. **RESPONSE TO REFERRAL - RICHMOND CELEBRATES FIFA WORLD CUP 26**

(File Ref. No. 01-0005-01) (REDMS No. 7808316)

GP-11

See Page GP-11 for full report

Designated Speaker: Jason Kita and Trevor Penrose

STAFF RECOMMENDATION

- (1) *That the proposed event campaign to celebrate the Fédération Internationale de Football Association (FIFA) World Cup 2026 (FIFA World Cup 26) in Richmond, as detailed in the staff report titled “Richmond Celebrates FIFA World Cup 26 – Response to Referral,” dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be endorsed for the purposes of continuing with planning and partner engagement; and*
- (2) *That one-time funding of the associated budget as outlined in the report be considered as part of the 2025 budget process.*



DEPUTY CAO'S OFFICE

3. **ESTABLISHING A HOUSING PRIORITIES GRANT PROGRAM**

(File Ref. No. 08-4057-05) (REDMS No. 7845004)

GP-31

See Page GP-31 for full report

Designated Speaker: Greg Newman

STAFF RECOMMENDATION

- (1) *That the proposed framework for a Housing Priorities Grant Program, as outlined in the report titled “Establishing a Housing Priorities Grant Program,” dated October 28, 2024, from the Director, Housing Office, be approved; and*
- (2) *That staff bring forward eligible applications received through the Housing Priorities Grant Program for Council consideration.*



COMMUNITY SAFETY DIVISION

4. **FIRE VEHICLE REPLACEMENT RESERVE PURCHASES (2021 TO 2024) BUDGET AMENDMENT AND ANNUAL FUNDING REQUIREMENT FOR EQUIPMENT REPLACEMENT RESERVE FUND - FIRE RESCUE VEHICLES RESERVE FUND**
(File Ref. No. 09-5140-01) (REDMS No. 7670334)

GP-43

See Page GP-43 for full report

Designated Speaker: Fire Chief Jim Wishlove

STAFF RECOMMENDATION

- (1) *That a capital request for a one-time funding of \$5.0 million for Fire Vehicle Replacement Reserve Purchases be funded by Emergency Response Fuel Facility Provision (contribution from Vancouver Airport Fuel Facility Corporation), detailed in the staff report titled “Fire Vehicle Replacement Reserve Purchases (2021 to 2024) Budget Amendment and Annual Funding Requirement for Equipment Replacement Reserve Fund - Fire Rescue Vehicles Reserve Fund”, dated October 7, 2024, from the Fire Chief, be submitted through the 2025 budget process; and*
- (2) *That an additional level request to increase the annual contribution to the Vehicle and Equipment Reserve - Fire Rescue Vehicles by \$600,000 be submitted through the 2025 budget process to ensure solvency for identified future purchase needs.*

ADJOURNMENT



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** October 28, 2024
From: Jason Kita **File:** 01-0005-01/2024-Vol
 Director, Intergovernmental Relations and 01
 Corporate and Strategic Planning
Re: **Indigenous Relations Strategy – Proposed Guiding Principles and Focus Areas**

Staff Recommendations

1. That the Indigenous Relations Strategy proposed Guiding Principles and Focus Areas outlined in the staff report titled “Indigenous Relations Strategy – Proposed Guiding Principles and Focus Areas,” dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be endorsed; and
2. That staff be directed to develop an Indigenous Relations Strategy and engage with Indigenous communities to seek collaboration into the development of the Strategy.

Jason Kita
 Director, Intergovernmental Relations and Corporate and Strategic Planning
 (604-276-4091)

Att: 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	
Law	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

At the Regular Council Meeting on May 8, 2023, City Council approved:

That the report “Truth and Reconciliation Update”, dated April 11, 2023, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be endorsed.

The purpose of this report is to present Council with eight proposed Guiding Principles and four Focus Areas being recommended for the Indigenous Relations Strategy.

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

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

1.1 Continue fostering effective and strategic relationships with other levels of government and Indigenous communities;

1.2 Advocate for the needs of Richmond in collaboration with partners and stakeholders; and

1.3 Increase the reach of communication and engagement efforts to connect with Richmond’s diverse community.

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 programs, services, and community amenities to support diverse needs and interests and activate the community; and

6.3 Foster intercultural harmony, community belonging, and social connections.

Background

The City of Richmond understands that reconciliation is essential to creating a welcoming community while developing connections with the local Indigenous Peoples. The Indigenous Relations Strategy will guide the City’s path to reconciliation through the actions and initiatives developed within the plan. Indigenous issues will be addressed by the Manager, Indigenous Relations and this position will work towards achieving the recommended actions supported by Council.

Analysis

The Manager, Indigenous Relations was hired in January 2024. A key responsibility for this position is to create an Indigenous Relations Strategy and corresponding action plan for the City which will guide the organization to support work related to Truth and Reconciliation.

The Strategy will focus on relationships, education and implementing a city-wide approach to reconciliation. The process of reconciliation requires a long-term commitment to renew or develop relationship with Indigenous Peoples based on the recognition of rights, respect, and cooperation.

Engagement with the City's closest Indigenous neighbouring community, the Musqueam Indian Band, will be prioritized in the development of the strategy along with other Indigenous communities where alignment of interests exist. It will be important to understand, through our engagement process, the interests of each community and their contribution to the Strategy.

Objectives

The objectives of the strategy are:

- Prioritize Indigenous knowledge to foster an environment of trust, inclusion, and confidence.
- Foster relationships built upon honest and open communication.
- Accountability for personal and professional development on the path to reconciliation.
- Provide a foundation for a shared vision that respects individual values, beliefs, and collective knowledge.

Proposed Guiding Principles

The City's Indigenous Relations Strategy will require thoughtful consideration of cultural, historical, and social contexts. The following proposed Guiding Principles are meant to guide the City's initial efforts in moving forward with strategy development and may change as Indigenous and community engagement occurs. The Principles are reflective of the reconciliation framework rooted from Canada's Truth and Reconciliation Commission being adopted nationally by provincial authorities and local governments and will help ensure that Richmond's strategy is respectful, effective, and collaborative.

1. **Respecting diversity and the unique interests** - recognize and respect the unique cultural practices, traditions, and values of Indigenous peoples. Understand the historical context of Indigenous communities, including the impacts of colonization.
2. **Inclusion and participation of Indigenous Peoples** – engage Indigenous communities and utilize their insights and perspectives to address the desires and needs of the communities they live in.
3. **Partnerships, collaborations and capacity building** – facilitate relationships between the City, Indigenous Peoples, communities and organizations supporting opportunities for advancement.

4. **Promote and facilitate cultural inclusion** – promote and protect the cultural heritage and practices of Indigenous Peoples and communities and support education initiatives.
5. **Complement City strategies** – maintain ongoing and open communication so that Indigenous planning processes align and support the City’s overall objectives and priorities.
6. **Provide measurable outcomes** – continually measure and monitor the effectiveness, value and quality of the outcomes and ensure they support the priorities and focus areas of the Council Strategic Plan.
7. **Promote a learning environment** – promote city-wide Indigenous awareness, education and training in a safe and inclusive environment.
8. **Build integrity and trust** – uphold integrity and trust as critical building blocks for strong relationships and effective engagement through open, honest, and transparent communication.

Proposed Focus Areas

The purpose of the focus areas is to provide a clear set of high level outcomes for the Indigenous Relations Strategy. Action items will be developed for each of the four focus areas.

Proposed Focus Areas include:

1. **Government to Government Relationships** – the process of reconciliation requires a long term commitment to address the harms caused by systemic racism, and most importantly, to renew and develop relationships with Indigenous Peoples based on recognition of rights, respect and cooperation.
2. **Coordination and Prioritization of Reconciliation Efforts** – City departments are diverse and unique in their operations. Topics to be targeted in each department will include: engagement, education, cultural awareness, networking, relationship building, and Indigenous inclusion.
3. **Taking Action in Our Community** – The City of Richmond’s goal of recognizing and respecting diversity is embedded in the process of reconciliation. Through an Indigenous Relations webpage, programming, activities, and Commemorative Events, the community will be supporting the City’s commitment to Diversity, Equity and Inclusion.
4. **Organizational Cultural Competency** – Education and training is an important focus for the organization to inform City staff on the core Indigenous issues and history and improve relationship building with Indigenous organizations and communities.

Next Steps

Subject to Council’s approval, the Guiding Principles and Focus Areas will provide guidance towards the development of a framework for the Indigenous Relations Strategy. An outline of the Strategy Development Stages is included in **Attachment 1**. Staff will immediately focus on Stages 1 to 5 with an anticipated completion timeline of Stage 6 by the end of 2025. Staff will have a better indication of the full Strategy Development timeline after the completion of Stage 6.

Regular updates to Council will be provided including gathering feedback from Council on the Draft Strategy Framework, Revised Strategy Framework, and Draft Indigenous Relations Strategy. In addition to gathering feedback from Council, engagement with various Council Advisory Committees may occur.

Since the final strategy may take some time to develop, key Indigenous initiatives will continue to take place throughout the year.

Financial Impact

None.

Conclusion

The Indigenous Relations Strategy will demonstrate the City's commitment to building relationships with Indigenous Nations, Peoples and communities. It will provide a framework for setting priorities and allocating resources. The Guiding Principles and Focus Areas will be fundamental in the development of the Strategy and will demonstrate the City's leadership in advancing social equity and reconciliation.

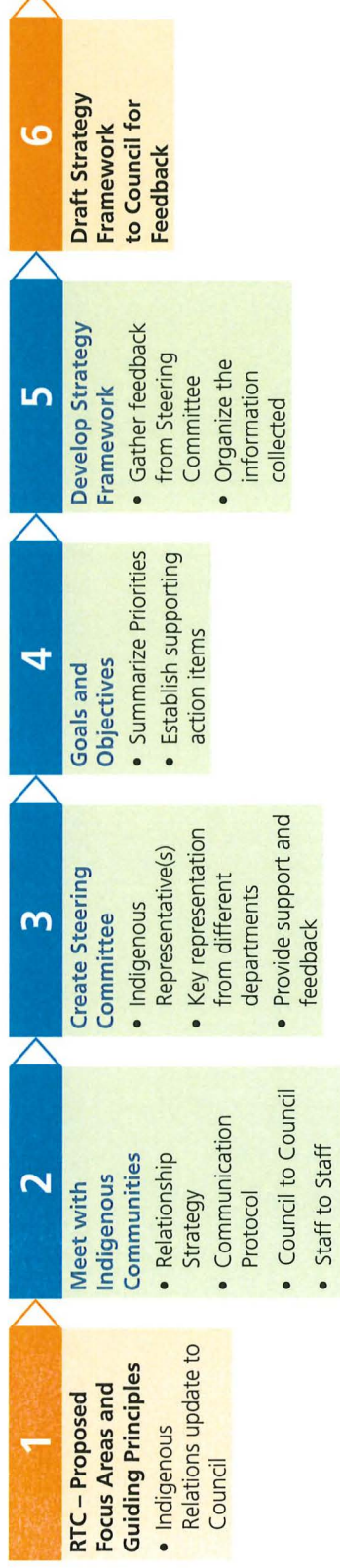


Colin Pennier
Manager, Indigenous Relations
(604-276-4349)

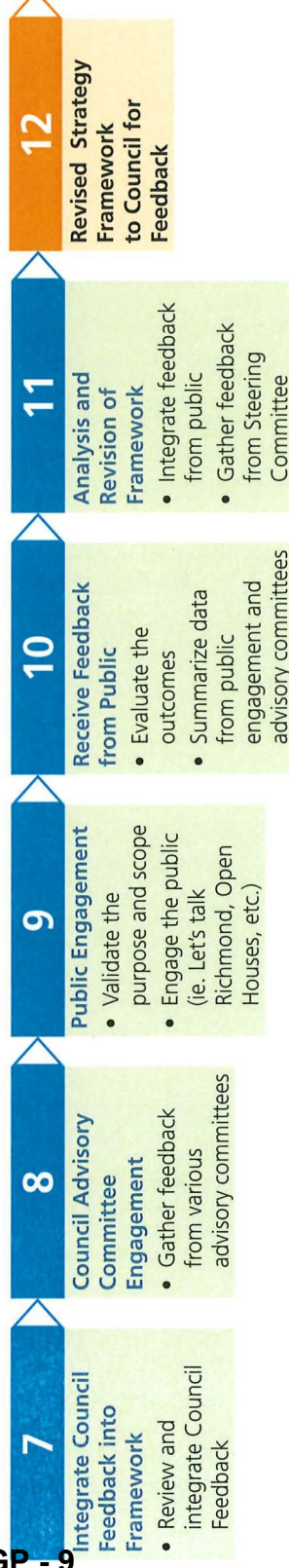
Att: 1 Proposed Strategy Development Stages

Proposed Strategy Development Stages

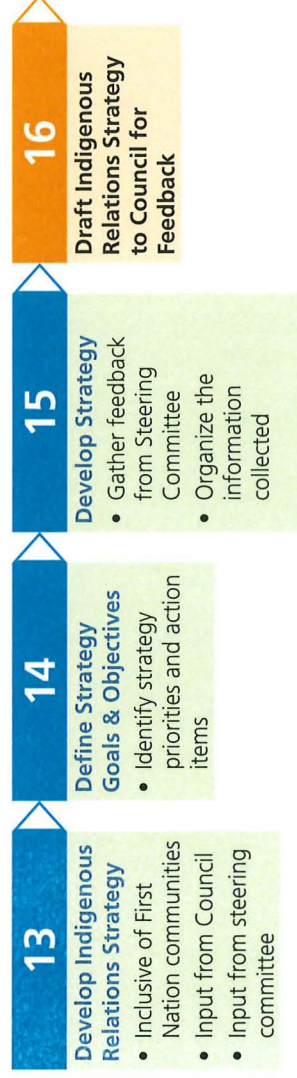
Framework Development



Community Engagement



Strategy Development

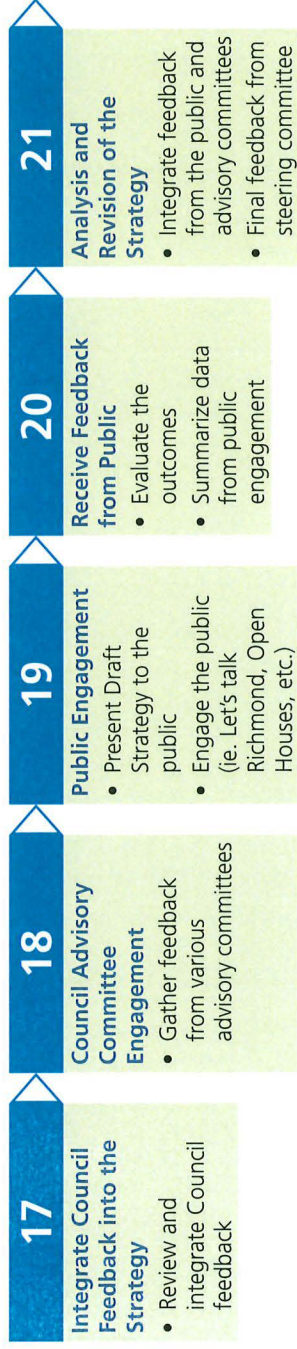


*Strategy development stages may be revised through the process. Staff will provide regular updates.



Proposed Strategy Development Stages continued . . .

Community Engagement



Strategy Approval and Implementation



*Strategy development stages may be revised through the process. Staff will provide regular updates.



To: General Purposes Committee **Date:** October 28, 2024
From: Jason Kita **File:** 01-0005-01/2024-Vol
 Director, Intergovernmental Relations and 01
 Corporate and Strategic Planning
Re: **Response to Referral - Richmond Celebrates FIFA World Cup 26**

Staff Recommendations

1. That the proposed event campaign to celebrate the Fédération Internationale de Football Association (FIFA) World Cup 2026 (FIFA World Cup 26) in Richmond, as detailed in the staff report titled “Richmond Celebrates FIFA World Cup 26 – Response to Referral,” dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be endorsed for the purposes of continuing with planning and partner engagement; and
2. That one-time funding of the associated budget as outlined in the report be considered as part of the 2025 budget process.

Jason Kita
 Director, Intergovernmental Relations and Corporate and Strategic Planning
 (604-276-4091)

Att. 6

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	SENIOR STAFF REPORT REVIEW	INITIALS:
Economic Development	<input checked="" type="checkbox"/>	APPROVED BY CAO 	
Finance Department	<input checked="" type="checkbox"/>		
Arts, Culture & Heritage	<input checked="" type="checkbox"/>		
Parks Services	<input checked="" type="checkbox"/>		
Recreation & Sport Services	<input checked="" type="checkbox"/>		
Emergency Programs	<input checked="" type="checkbox"/>		
RCMP	<input checked="" type="checkbox"/>		

Staff Report

Origin

At the General Purposes Committee meeting held on September 3, 2024, staff presented a report on a proposed community event campaign to celebrate the FIFA World Cup 26 in Richmond, which resulted in the following referral to staff:

That the recommended Option 3, as outlined in the report titled “Richmond Celebrates FIFA World Cup 26 – Proposed Community Event Campaign,” dated August 20, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be referred back to staff to obtain more detail on the possibilities focusing on Options 2 and 3.

The purpose of this report is to respond to the referral and provide a revised recommendation for Council’s consideration.

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

Responsible financial management and efficient use of public resources to meet the needs of the community.

4.4 Work with all levels of governments for grant and funding opportunities.

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.

This report also supports a number of Council endorsed strategies including: The Richmond Arts Strategy 2019–2024, City of Richmond Community Wellness Strategy 2018–2023, Cultural Harmony Plan 2019–2029, City of Richmond Youth Strategy 2022–2032, City of Richmond Accessibility Plan 2023–2033, and the Seniors Strategy 2022–2032.

Analysis

Background

At the General Purposes Committee meeting on September 3, 2024, staff presented a report titled “Richmond Celebrates FIFA World Cup 26 – Proposed Community Event Campaign,” dated August 20, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning. The report outlined five options for a community event campaign to celebrate FIFA World Cup 26 in Richmond for Council’s consideration. Following discussion, Council referred the matter back to staff to consider an alternative option that falls within the original Option 2

and Option 3 presented in the report, with additional details about what such an option would entail.

This report proposes an Option 3 scaled-back campaign that maximizes community-driven, grassroots programming opportunities with additional details regarding community partner engagement, potential event locations, programming, and sponsorship and funding opportunities.

New Campaign Option

In response to Council’s direction, staff have developed a new recommendation (New Campaign Option), which proposes a more community-focused campaign. *Table 1* provides a comparison of the original Options 2 and 3 alongside the New Campaign Option, which reflects the feedback received from Council. The New Campaign Option is intended to enhance community programming, leverage existing audiences and event infrastructure, and reduce both the City's budget estimate and the need for standalone events.

Table 1

Campaign Scale	Option 2: Small-Scale Campaign	Option 3: Medium-Scale Campaign	New Campaign Option
Kick-Off Event	N/A	Two-day Kick-Off Event.	One-day Kick-Off Event: World Soccer Day.
Community Events	N/A	Select matches aligned with existing community-led events.	Select matches aligned with existing community-led events.
Watch Party	Championship match at the Event Centre Plaza at Minoru Centre for Active Living.	Significant matches in various City spaces.	Watch parties incorporated into community-led events
Signature Event	N/A	Three-day event featuring the bronze final and championship match.	One-day event on July 19: Soccer and Cultural Celebration
Match Viewing	All matches subject to City facility’s hours of operation.	All matches subject to City facility’s hours of operation.	All matches subject to City facility’s hours of operation.
Neighbourhood Block Party and Community Celebration Grants	One-time supplement in proposed budget.	One-time supplement in proposed budget.	One-time supplement in proposed budget: Richmond Kicks Grant Program
Campaign Budget	\$200,000	\$700,000	\$600,000
Confirmed External Contribution	\$100,000	\$400,000	\$400,000
City Contribution	\$100,000	\$300,000	\$200,000

Campaign Events

In alignment with the Council-endorsed *Guiding Principles for City Events (Attachment 1)*, the New Campaign Option proposes five levels of events designed to be delivered with our community partners. These events aim to be inclusive, reach multiple audiences across the City and empower Richmond's residents in shaping affordable, local celebrations that reflect the City's diverse cultures throughout FIFA World Cup 26. These events include:

Kick-Off Event

To kick-off the campaign on June 12, 2026—*World Soccer Day*—in conjunction with Richmond School District No. 38, students from across the City will be invited to participate in a day-long event designed for a youth audience. The event will feature fun soccer and FIFA-themed activities that connect classroom learning with sports. Additionally, students will receive a calendar of events to help share details about the campaign and its events with their families.

World Soccer Day will also welcome residents to enjoy community programming and public viewing of two matches, including the Canadian Men's National Team's opening match of the group stage.

Community Events

Engagement to date with community partners has shown strong interest in aligning existing programs and events with the FIFA World Cup 26 schedule. Staff will work with these partners to coordinate the alignment of community events across the City with significant match dates and offer resources and support to promote and enhance each community-led event and leverage the excitement of FIFA World Cup 26.

While each community event will maintain its core purpose and character, staff will work with these partners to ensure the campaign program offerings are specifically tailored to each event. Event dates may be adjusted to align with key match dates, maximizing broader community involvement, promoting grassroots programming, and integrating FIFA World Cup 26-themed activities. Throughout the campaign, these events could include screenings of up to six matches from the group stage, as well as the rounds of 32 and 16, and the semi-finals.

Signature Event

The championship match on Sunday, July 19, 2026, presents the opportunity to work with key community partners to produce an exciting culminating event that will wrap up the campaign titled *Soccer and Cultural Celebration*. This Signature Event would feature community-led activities, live performances, art installations, family-friendly fun, food trucks, and a public viewing of the championship match. It would take place at a central location with easy access to transportation, community amenities, and local businesses, making it an ideal opportunity to attract sponsorships and encourage broad community participation.

Match Viewing

Where possible, FIFA World Cup 26 matches will be broadcast in common areas of City facilities during regular hours of operation, creating inviting and accessible spaces for residents to watch live games together. These screenings would offer an inclusive and comfortable environment where individuals can drop-in to watch a match, fostering a sense of community. Additionally, staff will be encouraged to enhance the atmosphere with FIFA-themed decorations in facilities and provide information on upcoming matches and events to encourage ongoing participation and engagement throughout the campaign.

Richmond Kicks Grant Program

The Richmond Kicks Grant Program, similar in concept to the Neighbourhood Block Party Program and the Community Celebration Grants Program, would offer two streams of funding that prioritize events aligned with FIFA World Cup 26:

- **Stream 1 – Neighbourhood Level:** Richmond-based individuals and neighbourhood groups could apply for Neighbourhood-Level funding of up to \$500 to host their own watch parties.
- **Stream 2 – Community-Level:** Richmond-based non-profit groups would be able to apply for Community-Level funding of up to \$2,000 to host free public FIFA-related celebrations and match-viewing events.

On designated dates, applicants can request funding and access to an event kit to host a Weekend Block Party in their neighbourhood. The event kit may include various items to support and enhance their events, such as:

- Soccer equipment;
- Lawn games;
- Generator;
- Large screen;
- Portable tables, chairs, tents; and
- Campaign-branded materials.

Priority for these dates would be given to Community-Level requests, providing additional opportunities for residents to engage and connect with one another around the excitement of the FIFA World Cup 26.

Event Schedule

A proposed event schedule aligned with key match dates is included in **Attachment 2**. This schedule was developed based on initial engagement with community partners, including Community Associations and Societies (Associations and Societies) that provide recreation programs and services at City community centres, the Richmond Chamber of Commerce, Richmond School District No. 38, local soccer groups such as Richmond United Football Club, TSS Football Club, and the Nations Cup organizing committee. While these dates reflect

preliminary planning, they are not firm commitments from the partners. Further detailed planning will be necessary with these partners if Council endorses the New Campaign Option.

Event Programming

The campaign would provide dedicated resources, including branded materials and infrastructure such as soccer-themed equipment/activities and a large screen for public viewing events. Program offerings would be tailored to fit each individual event's mandate, audience, and physical space, ensuring a unique, community-focused experience. Staff will work with the participating community partners to ensure programming enhances each event with the excitement of FIFA World Cup 26.

Attachment 3 provides some examples of how each event could incorporate campaign activities and programming, and **Attachment 4** provides example activity and program offering descriptions. Further programming will be developed and refined through detailed planning with the community partners involved.

Projected Attendance

Attendance estimates, based on community partner engagement and current similar City events, have been prepared for each level of event within the proposed campaign:

1. **Kick-Off Event:** 700-1,000 attendees.
2. **Community Events:** 500-1,500 attendees per event, depending on the event. Exception would be the Steveston Salmon Festival, which draws more than 70,000 annually.
3. **Signature Event:** 5,000-7,500 attendees.
4. **Match Viewing:** 100-500 viewers per match combined across all City facilities showing matches.

The community event campaign is expected to engage over 25,000 Richmond residents and visitors across the six-week campaign, providing numerous opportunities for the community to embrace the spirit of this global event.

These projections can vary depending on factors such as the day of the week, time of day, weather conditions, match significance, and venue capacity.

Event Budget

An associated budget for the New Campaign Option is detailed in **Attachment 5**.

External Funding

Follow-up discussions with Tourism Richmond and the Richmond Hotel Association (collectively referred to as the Richmond Tourism Community) have confirmed that their financial contribution will remain at \$400,000 if the revised recommendation is selected. Should there be a need to scale the campaign back further, their Boards may engage in additional discussions to determine their contribution.

Additional Funding Opportunities

Grants: Staff have been researching potential provincial and federal funding opportunities and engaging local Members of Parliament to explore these opportunities and seek support. Staff will continue to monitor and apply for relevant grants should they become available to support the campaign. Any funding secured will be used to reduce the City's contribution. Details regarding available grants and application processes will be finalized and communicated as they become available.

Sponsorship: All public viewing events showing televised FIFA World Cup 26 matches must be licensed by FIFA and comply with FIFA sponsorship regulations. Sponsorship details for FIFA World Cup 26 public viewing events have not yet been released, but restrictions and requirements are expected to be similar to those from the past three World Cup tournaments. Based on past events and FIFA's licensing rules, the City would only be permitted to offer sponsorship opportunities to FIFA Commercial Affiliates or local businesses that do not conflict with FIFA's larger commercial program. Any local sponsorships will require FIFA's written approval before they can be confirmed.

Should Council endorse the New Campaign Option, staff will work to engage potential sponsors within these restrictions and requirements when FIFA releases sponsorship guidelines. A tiered sponsorship package will be developed to attract eligible sponsors, offering various levels of support, including cash contributions and value-in-kind donations. A framework for this sponsorship package is available in **Attachment 6**.

FIFA Public Viewing Event Licensing Fees and Broadcasting Fees

In order to broadcast matches to a public audience, the City will be responsible for paying associated licensing fees to FIFA and broadcasting fees to the FIFA-nominated broadcaster, who will have rights to the FIFA feed. These fees have not yet been determined or published by FIFA or the broadcaster.

A contingency for licensing has been included in the budget under Event Production based on costs from previous World Cups. Should fees for licensing exceed these anticipated costs, further discussions will take place regarding the feasibility of public viewing events, and additional information will be provided for Council's consideration.

Financial Impact

The revised campaign budget of \$600,000 for the New Campaign Option includes a \$400,000 financial contribution from the Richmond Tourism Community. This budget does not include staff campaign planning resources but does include specialized event staff resources (ie. specialized electrical staff to set up large screen, auxiliary event staff support, staff to deliver equipment to various sites, etc.).

One-time funding of \$200,000 from the Rate Stabilization Account is recommended to fund the requested City contribution. Subject to Council's endorsement, a one-time funding request from the Rate Stabilization Account will be brought forward for consideration in the 2025 budget process.

Securing the entire amount in 2025 is essential due to the significant demand for these products and services related to the FIFA World Cup in 2026. Spending will not occur until an approved program is in place.

To reduce the financial impact on the City, grant and sponsorship opportunities will be pursued. Any funds secured will be used to further reduce the City's contributions for the event campaign.

Conclusion

In response to Council's referral, staff have developed a New Campaign Option that leverages support from community partnerships and external funding to maximize programming and offerings while also reducing the City's financial contributions. The community-driven campaign will encourage broad participation and celebrate Richmond's diverse neighbourhoods.



Trevor Penrose
Corporate Project Leader, Corporate Programs Management Group
(604-247-4489)

- Att. 1: Guiding Principles for City Events
- 2: Proposed Event Schedule
- 3: Proposed Event Programming
- 4: Proposed Campaign Programming Details
- 5: New Campaign Option Budget
- 6: Richmond Celebrates FIFA World Cup 26 Sponsorship Deck

Guiding Principles for City Events

1. Build capacity of local event organizers by prioritizing and investing in community-driven events.
2. Provide opportunities for Richmond residents and community groups to collaborate, contribute, and participate.
3. Maximize social connections and foster a sense of community pride and belonging for both volunteers and event participants.
4. Celebrate local themes, cultural diversity, and include programming that is uniquely Richmond.
5. Advance the City's environmental sustainability and accessibility goals.
6. Ensure events are safe, well-organized and sustainably funded.
7. Encourage and support the development of unique events with a regional draw that bring economic and community benefit and raise the profile of Richmond.

Endorsed by Richmond City Council on October 21, 2024

Proposed Event Schedule

FIFA Schedule			CALENDAR		Event
FIFA Schedule	Number of Matches	Month	Day		Type of Event
Opening Match	2	June	Thu	11	
CAN / TOR MATCH	2		Fri	12	World Soccer Day Kick-Off Event with the Richmond School District No. 38
VAN MATCH	4		Sat	13	Weekend Block Party
	4		Sun	14	Hamilton Celebration and TSS Football Club Tournament and Showcase
	4		Mon	15	
	4		Tue	16	
	4		Wed	17	
CAN / VAN MATCH	4		Thu	18	South Arm Neighbourhood Block Party
	4		Fri	19	
	4		Sat	20	Weekend Block Party
VAN MATCH	4		Sun	21	Burkeville Days at Sea Island
	4		Mon	22	
	4		Tue	23	
CAN / VAN MATCH	6		Wed	24	Summer Picnic at Thompson Community Centre
	6		Thu	25	
VAN MATCH	6		Fri	26	Richmond United Football Club Tournament at Hugh Boyd Park
	6		Sat	27	
	1		Sun	28	
	3		Mon	29	
	3		Tue	30	
	3		Wed	1	Steveston Salmon Festival Canada Day Celebration
VAN MATCH	3		Thu	2	
	3		Fri	3	
	2		Sat	4	Minoru Centre for Active Living Plaza Block Party
	2	Sun	5	Weekend Block Party	
	2	Mon	6		
VAN MATCH	2	Tue	7	Cambie Community Carnival	
REST DAY	0	Wed	8		
	1	Thu	9		
	1	Fri	10		
	2	Sat	11	Weekend Block Party	
REST DAY	0	Sun	12		
REST DAY	0	Mon	13		
	1	Tue	14	Summer West Fest at West Richmond	
SEMI FINALS	1	Wed	15		
	1	Thu	16		
REST DAY	0	Fri	17		
REST DAY	0	Sat	18	Weekend Block Party	
BRONZE	3rd	Sun	19	Soccer and Cultural Celebration Event	
FINAL	1st	Mon	20		

Proposed Event Programming

The table below outlines examples of programming that the campaign could bring to enhance each event. All events will feature matches broadcast on a large screen and opportunities for community giving. Events held in June will promote activities and participation in the ParticipACTION Community Challenge. Staff will work closely with each group to develop programming that aligns with the event’s mandate, audience, and available space.

Type of Event	Event Name/Location	Program Examples
Kick-Off Event	World Soccer Day	<ul style="list-style-type: none"> • Partner with Richmond School District No. 38 • Educational and Curriculum Programming • Mini Matches • Soccer Workshops • Interactive Soccer Stations • Human Foosball • Athlete Meet-and-Greet • Mascots Meet-and-Greet • Food Trucks • Walk and Roll the World Cup • Soccer Sport Science • World Cup Storytelling • Team and Fan Map • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • ParticipACTION Community Challenge
Signature Event	Soccer and Cultural Celebration	<ul style="list-style-type: none"> • Soccer Workshops • Interactive Soccer Stations • Human Foosball • Athlete Meet-and-Greet • Mascots Meet-and-Greet • Live Performances • Cultural Showcases • Photo Booths • World Cup Trivia • Face Painting • Food Trucks • Local Vendors • Soccer Equipment Swap • Team and Fan Map • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • World Cup Mural Creation

Type of Event	Event Name/Location	Program Examples
Community Events	Hamilton Celebration and TSS Football Club Tournament and Showcase	<ul style="list-style-type: none"> • Community Soccer Tournament and Showcase Matches • Soccer Equipment Swap • Soccer Workshops • Athlete Meet-and-Greet • Mascots Meet-and-Greet • Walk and Roll the World Cup • Soccer Carnival Games • Food Trucks and/or Food Vendors • Face Painting • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Soccer Movie Night • Team and Fan Map • ParticipACTION Community Challenge
	South Arm Neighbourhood Block Party	<ul style="list-style-type: none"> • Walking Soccer Tournament • Soccer Equipment Swap • Walk and Roll the World Cup • Lawn Games • Face Painting • World Cup Storytelling • Swimming Pool Access • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Soccer Movie Night • Team and Fan Map • ParticipACTION Community Challenge
	Summer Picnic at Thompson Community Centre	<ul style="list-style-type: none"> • Walking Soccer Matches • Lawn Games • Balloon Soccer • Soccer Workshops • Cultural Showcases • Team and Fan Map • Walk and Roll the World Cup • Face Painting • World Cup Storytelling • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Soccer Movie Night • ParticipACTION Community Challenge

Type of Event	Event Name/Location	Program Examples
Community Events	Burkeville Days at Sea Island	<ul style="list-style-type: none"> • Walk and Roll the World Cup • Lawn Games • Face Painting • World Cup Storytelling • Local Vendors • Soccer Equipment Swap • Soccer Scavenger Hunt • Human Foosball • Photo Booths • FIFA-Themed Craft Stations • Team and Fan Map • ParticipACTION Community Challenge
	Minoru Centre for Active Living Plaza Block Party	<ul style="list-style-type: none"> • Community Soccer Tournament and Showcase Matches • Photo Booths • Bubble Soccer • Human Foosball • Walk and Roll the World Cup • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Team and Fan Map • ParticipACTION Community Challenge
	Richmond United Football Club Tournament	<ul style="list-style-type: none"> • Community Soccer Tournament and Showcase Matches • Interactive Soccer Stations • Athlete Meet-and-Greet • Mascot Meet-and-Greet • Photo Booths • Food Trucks and/or Food Vendors • Soccer Equipment Swap • Human Foosball • Soccer Scavenger Hunt • Team and Fan Map • ParticipACTION Community Challenge

Type of Event	Event Name/Location	Program Examples
Match Viewing	City Facilities (where feasible)	<ul style="list-style-type: none"> • Broadcast matches on screens in common areas • Venue Decorations • Seating in common spaces/rooms • Provide access to match schedules and promotions for upcoming events • Soccer-related programming such as fitness/yoga classes, story walk, cooking classes, scavenger hunt and jersey day • Staff are encouraged to wear jerseys or country colours

Proposed Campaign Programming Details

Program Offering	Description
Public Viewing Screen	Feature large LED screens at each event to broadcast live FIFA World Cup matches.
Educational Programming	Offer sessions that teach attendees about countries competing in the FIFA World Cup, covering geography, culture, and history. Activities include soccer-related math challenges, quizzes on world flags, and workshops that align with school curriculums.
Athlete Meet-and-Greet	Offer opportunities for fans to meet current professional soccer players (e.g., Vancouver Whitecaps) and retired soccer legends.
Mascots Meet-and-Greet	Invite mascots, such as Active Jack or local team mascots, to interact with kids, pose for photos, and add excitement.
Community Soccer Tournaments and Showcases	Integrate local soccer tournaments and showcase matches into events, providing support to elevate competitions, enhance visibility, and encourage participation.
Mini Matches	Organize short, small-scale soccer matches for all ages and skill levels in a fun, non-competitive environment.
Walking Soccer Matches	Organize walking soccer matches designed to encourage intergenerational participation, making the game accessible to all age groups in a fun, low-impact format.
Walk and Roll the World Cup	A contest encouraging residents to walk or roll distances equivalent to other FIFA World Cup 26 stadiums.
Soccer Workshops	Interactive demonstrations and skills clinics led by local coaches and players, offering hands-on learning for all ages.
Interactive Soccer Stations	Set up soccer-themed stations where participants can test their skills and engage in fun challenges.
Bubble Soccer	Provide bubble soccer games, offering a fun twist where participants wear inflatable bubbles and bounce, bump, and roll to score goals.
Human Foosball	Create a life-sized foosball game where players hold on to poles and mimic the classic game.
Balloon Soccer	A playful version for children to kick large, colourful balloons in a safe environment.
Soccer Carnival Games	Set up soccer-themed carnival games like penalty kick challenges and ball tosses, offering fun challenges to participants of all ages.
Face Painting	Provide face painting stations where children can have their faces painted with soccer-related designs (team logos, flags, etc.) or fun characters.

FIFA-Themed Craft Stations	Organize craft stations where participants can make soccer-related items, such as team flags or mini trophies.
Soccer Movie Night	After the live matches have concluded, show popular soccer films such as <i>Bend It Like Beckham</i> , <i>The Game of Their Lives</i> , and <i>Air Bud: World Pup</i> .
World Cup Storytelling	Themed storytelling sessions by local storytellers, librarians, or performers, focusing on soccer-related or multicultural stories.
Photo Booths	Themed photo booths with soccer props and backdrops of participating nations.
Soccer Sport Science	Activities that explore the physics, biomechanics, nutrition, and math behind soccer.
World Cup Trivia	Test knowledge of FIFA World Cup history, players, and teams in interactive trivia sessions.
Team and Fan Map	An interactive world map where attendees place pins to show their origins and learn about the diversity of FIFA teams.
Live Performances	Local musicians, dancers, and artists showcase diverse cultural expressions.
Cultural Showcases	Highlight FIFA World Cup nations' cultures through performances, food, art, and music.
Lawn Games	Create an area featuring a variety of fun lawn games such as spikeball, ladderball, and cornhole. These engaging games provide opportunities to socialize, compete, and enjoy friendly challenges.
Food Trucks	A diverse selection of food trucks offering cuisines representing competing FIFA World Cup nations.
Community Giving Program	Organize a fundraising campaign to support charitable causes, such as collecting sports equipment or funds for community sports programs.
ParticipACTION Community Challenge	Encourage participation in activities that contribute to the City's totals in the ParticipACTION Community Challenge, held in June.
Jersey Day	Encourage residents and local businesses to wear jerseys of their favourite FIFA World Cup teams on specific days to show their support and build excitement.
Venue Decorations	Decorate venues with FIFA World Cup colours, flags, soccer-themed banners, and photo backdrops to enhance the festive atmosphere.
Soccer-Themed Fitness Classes	Offer fitness classes inspired by soccer training, such as agility drills, strength training, and cardio workouts, designed for all fitness levels.

Soccer Scavenger Hunt	Create a soccer-themed scavenger hunt within an event venue where participants collect soccer balls or World Cup-related items.
World Cup Mural Creation	Organize a community art project where local artists and residents collaborate to create a FIFA-themed mural, celebrating soccer, diversity, and community spirit.
Soccer-Inspired Cooking Classes	Offer cooking classes that focus on dishes from FIFA World Cup nations, teaching participants how to make popular or traditional foods from competing countries.
Story Walk	Create a self-guided walk through a local park, where signs tell the story of past FIFA World Cups, legendary players, and memorable moments in soccer history.
Soccer Equipment Swap	Organize a soccer equipment exchange where families can donate, trade, or receive gently used soccer gear, making the sport more accessible to everyone in the community.

New Campaign Option Budget

Area	Amount
Marketing and Materials	\$30,000
Technical Needs and Activation Kit	\$130,000
Event Production	\$125,000
Kick-Off Event	\$15,000
Community Events and Viewing Parties	\$30,000
Signature Event	\$180,000
Richmond Kicks Grant Program (Stream 1 and 2)	\$40,000
Contingency	\$50,000
Subtotal	\$600,000

Richmond Celebrates FIFA World Cup 26 Sponsorship Deck

Sponsorship Opportunities

Signature Event Main Stage Sponsor: \$25,000+

- Main stage sponsor
- Special mention from the main stage at Signature Event and throughout the day
- VIP seating at Signature Event
- Logo placed on all festival websites, event kiosks, and event communication
- Sponsor thank you social media post and print materials
- Hyperlinked logo on website
- Festival signage with the company logo at key locations on the festival grounds, including near the main stage
- Logo on the viewing screen before the matches start
- Additional sponsorship opportunities for audience engagements will be considered

Special Event Kit: \$20,000+

- Sponsor logo on signage at an event recognizing the equipment sponsorship
- Special mention from the main stage at the signature event
- VIP seating at the signature event
- Logo on the marketing materials for the special events kit
- Hyperlinked logo on website
- Company name included in the advertising of the kits

Community Event: \$5,000 per event

- Sponsor logo on signage
- Special mention from the main stage at the signature event
- Logo on the marketing materials for the event
- Logo on the viewing screen before the match starts
- Opportunity to be the host of the match broadcast (may include a welcome to the crowd, introducing the competing teams, and your company)
- Opportunity to hand out brand swag (expense of company)

Neighbourhood Block Party: \$500

- Sponsor a Richmond Neighbourhood Block Party
- Special mention at the Block Party from the neighbourhood applicants
- Opportunity to hand out brand swag (expense of company)



City of Richmond

Report to Committee

To: General Purposes Committee

Date: October 28, 2024

From: Peter Russell
Director, Housing Office

File: 08-4057-05/2023-Vol 01

Re: **Establishing a Housing Priorities Grant Program**

Staff Recommendations

1. That the proposed framework for a Housing Priorities Grant Program, as outlined in the report titled "Establishing a Housing Priorities Grant Program," dated October 28, 2024, from the Director, Housing Office, be approved; and
2. That staff bring forward eligible applications received through the Housing Priorities Grant Program for Council consideration.

Peter Russell
Director, Housing Office
(604-276-4130)

Att. 4

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF DEPUTY CAO
Finance	<input checked="" type="checkbox"/>	
Development Applications	<input checked="" type="checkbox"/>	
Policy Planning	<input checked="" type="checkbox"/>	
Law	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

On January 22, 2024, the City announced a three-year partnership with the federal government to add 1,022 homes by utilizing \$35.9 million in committed funding through Canada Mortgage and Housing Corporation's (CMHC) Housing Accelerator Fund (HAF). Attachment 1 includes a list of projects put forward by the City that were subsequently approved by the CMHC. Per the HAF agreement, eligible projects must incur costs and utilize funding by December 2027.

One of the initiatives identified by the City was to develop a one-time Housing Priorities Grant Program (the Grant Program) using the HAF funding. The Grant Program is intended to help address financial barriers that limit the delivery of affordable housing. It is proposed that \$10 million in funding be allocated for the program with a target of accelerating the development of 220 affordable rental homes. HAF funding to the City is tied to two key milestones, the first is Council approving a Grant Program design by November 30, 2024 and the second is that the Grant Program is launched by June 28, 2025.

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.

2.2 Develop and implement innovative and proactive solutions that encourage a range of housing options and prioritize affordability.

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

Responsible financial management and efficient use of public resources to meet the needs of the community.

4.4 Work with all levels of governments for grant and funding opportunities.

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.

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

This report supports the implementation of Richmond's Housing Accelerator Fund Contribution Agreement with CMHC, specifically Initiative 2, developing a Housing Priorities Grant Program.

Analysis

Through its Affordable Housing Strategy (the Strategy), the City has identified affordable rental housing as a key housing type and tenure needed to support households that may not otherwise be served by the private market. Priority groups, as identified in the Strategy, include families, seniors, persons with disabilities, Indigenous peoples, persons experiencing homelessness, women and women with children fleeing violence, and individuals with mental health and addiction challenges. The Strategy also recognizes the importance of building the capacity of partners, particularly non-profit organizations (NPOs) and Cooperatives, to support the delivery of affordable housing. NPOs bring community-focused mandates and expertise in operating affordable housing, with some growing commercial capabilities as housing developers. Furthermore, NPOs and Cooperatives typically receive some form of financial assistance from other levels of government to enable the delivery of housing at below-market rents.

Proposed Funding Streams

Staff propose two main funding streams for the allocation of HAF funding, outlined below. Affordable rental housing has rents, or in the case of housing cooperatives “housing charges”, that generally do not exceed the maximums established within the City’s Low-End Market Rental (LEMR) program or, where BC Housing’s Household Income Limits (HILs) are used, housing for which annual rents do not exceed 30 per cent of the HIL. All eligible applications will be brought forward for Council consideration.

1. **NPO and Cooperative Grant Funding:** Provision of grant funding to NPOs and Cooperatives to offset Development Cost Charges (DCCs) and other costs to develop affordable rental housing.
2. **For-Profit Homebuilder Funding for Additional LEMR Homes:** DCC offsets provided to for-profit home builders who deliver voluntary affordable rental housing above existing policy targets or zoning requirements.

A high-level overview of the Grant Program is included in Attachment 2.

Staff recommend a phased approach for the Grant Program. The Program will begin with an initial funding call in early 2025 and may be followed by a second call later in the year. Depending on the uptake, the eligibility criteria may be amended prior to any subsequent call to maximize funding expenditure. Staff will assess each application and provide funding recommendations for Council consideration. Assessment of NPO and Cooperative Grant Funding applications will be guided by the criteria in Attachment 3.

Funding Stream 1: NPO and Cooperative Grant Funding

An Eligible Project for grant funding has to have a registered NPO or Cooperative as specified by the *Cooperative Association Act* as the applicant and owner of any affordable rental housing. Equity or Homeownership Cooperatives are excluded as this organizational structure allows private ownership. The proposal must increase NPO or Cooperative ownership of affordable rental housing. Eligible projects must incur costs that are payable before December 2027.

The proposed grants stream has been scoped to support Eligible Projects by way of two funding options:

Grant Funding 1A - City development fee grants for build-ready projects.

Grant Funding 1B- Feasibility funding

Grant Funding 1A- City development fee grants for build-ready projects

The first funding option is geared towards covering the cost of City fees tied to an Eligible Project. An Eligible Project for this grant funding stream must be tied to a development application for which conditional approval has been granted (i.e. third reading of a rezoning bylaw) and/or a development permit issued.

Eligible Fees are fees typically paid by the applicant to the City, including City development application fees, City DCCs, building permit fees, and related permitting costs payable to the City of Richmond. Ineligible fees include site servicing costs, security deposits and third-party charges, including School Site Acquisition Charges, Metro Vancouver Water and Sanitary Sewer DCCs, and TransLink DCCs. Third-party charges may be excluded where there are existing waiver options in place, subject to the terms established by those third parties.

Eligible Fees are those applicable to the entire project and are not limited to the proportion of fees that might be exclusively attributed to affordable homes. This approach will provide more certainty to NPOs and lessen the complexity of administering the allocation of funds to an Eligible Project.

Grant amount

Staff propose limiting the total grant to the lower of \$40,000 per affordable rental home or the total of all Eligible Fees. The \$40,000 per affordable rental home grant was determined based on:

- The expected cost to cover the minimum DCCs on a three-bedroom LEMR home, which at 980 square feet are currently \$35,074;
- Alignment with other grant and DCC waiver programs in municipalities in the Lower Mainland which were found to allocate between \$2,000 and \$50,000 in funding per affordable rental home (Attachment 4); and
- Alignment with the City's recent contributions to affordable housing projects from the Affordable Housing Reserve, including:
 - 80-home development at 5491 No. 2 Road for which the City contributed \$2.2 million, or \$27,500 per home, from its Affordable Housing Reserve; and
 - 25-home development at 4831 Steveston Highway for which the City contributed \$850,000, or \$34,000 per home, from its Affordable Housing Reserve.

Grant Funding 1B - Feasibility Funding

The second funding option focuses on feasibility funding which offsets the costs of project conceptualization and technical due diligence necessary to advance development approvals and permitting. At this early stage of development, the feasibility of a project may be unknown. Accordingly, the risk associated with moving a project forward remains higher than the stage at which a proposal receives conditional or full development approval from the City.

Access to the funding would be limited to projects that have already secured feasibility-related funding from other sources, including, for example, BC Housing, the Canada Mortgage and Housing Corporation (CMHC), or private lending agencies. The modest top-up funding would lessen the amount of equity required for the NPO or Cooperative.

Top-up funding also provides a mechanism for early engagement between the City and NPO or Cooperative, allowing for project refinement in advance of spending more money on detailed project design. The early project review by the City may also allow the review of a subsequent submission to be streamlined, thereby accelerating the approvals process. Finally, the funding stream has the potential to facilitate the building of partnerships with local NPOs and Cooperatives, which supports another HAF-related funding initiative currently under development.

Grant amount

Staff propose one-time grants of up to \$50,000 per development. The grant amount was set to be substantial enough to support project development activities while limiting the risk that the funding goes towards a project that does not materialize in the delivery of affordable housing. A \$50,000 grant represents an estimated five per cent of the cost of progressing a 100-150 home project from conceptual design to planning approval.

Funding Stream 2: For-Profit Homebuilder Funding for Additional LEMR Homes

This stream will target for-profit housing providers as they are not eligible for grants. An Eligible Project for a DCC offset has to have a business or other for-profit entity not eligible for grant funding as the applicant and involve the voluntary construction of new affordable rental housing. Eligible projects must be tied to a development application for which conditional approval has been granted and/or a development permit issued and incur DCCs that will be offset before December 2027. Voluntary affordable housing is affordable housing delivered in excess of any existing affordable housing delivery targets or requirements set out in the Official Community Plan, Affordable Housing Strategy, Zoning Bylaw and applicable Area Plans.

DCC offsets will be implemented through project-specific DCC bylaws. The DCC bylaw would be presented in a Council report concurrent with a report presenting the Housing Agreement Bylaw ultimately used to secure the affordable rental housing. The financial impact of the DCC offset will be mitigated by internal transfers to a newly established Reserve Fund, utilizing HAF funding. The Reserve Fund will be used for capital costs otherwise supported through DCC funds. Staff will seek to establish the necessary Reserve Fund for internal transfers once an applicant seeks a DCC Offset.

Staff anticipate that the uptake of DCC offsets may be limited in strata developments, as modelling suggests the financial benefits are insufficient to offset the losses incurred from converting a strata home into affordable rental housing. However, staff are aware of some 100 per cent rental candidate projects and consider there is value in piloting the funding to test market interest and can expand eligibility criteria if interest is low.

Grant amount

Staff propose the offset be limited to a maximum of 75 per cent of the City DCCs applicable to the total floor area of any voluntary affordable rental homes secured through a housing agreement.

Grant Program Launch

Should Council approve the Grant Program as outlined, staff propose a launch date of January 27, 2025, supported by promotion via social media, the City’s website, and direct outreach to the development community, NPOs and Cooperatives. The application process will provide opportunities for applicants to advise on any additional funding needs beyond the scope of the Grant Program that would support affordable housing delivery. One potential avenue for expanding the Grants Program is to assist NPOs in acquiring new affordable rental housing from the private market, as well as converting new market rental or strata housing into affordable rental housing.

Staff will update Council six months, or sooner, after the launch, detailing both the demand for the grants and any feedback on additional funding needs. This report will highlight any necessary adjustments to ensure that the grant funds are fully utilized and that the grants are sufficiently supportive to foster development activity.

The results of this Grants Program, considering the interest it generates and ultimately the number of additional affordable rental homes it brings to market, will be used to inform a future review of the City’s DCC Bylaw and any related consideration of DCC waivers, incentives or reductions for affordable housing developments.

Financial Impact

None. Any financial impact to the City from the provision of grants or DCC offsets will be mitigated by HAF funding received from CMHC.

Conclusion

The proposed Grant Program aligns with the City’s Affordable Housing Strategy by focusing on affordable rental housing and supporting partners, particularly NPOs and Cooperatives, to deliver such housing. Through the multiple funding streams outlined in the report, the City can accelerate build-ready affordable housing projects while enhancing the capacity of NPOs and Cooperatives to generate a pipeline of affordable rental housing options. While this Program is currently limited by its source of federal funding, it presents an exciting opportunity to evaluate the feasibility of implementing similar funding programs to incent affordable housing delivery over the long-term. Each application will come forward to Council for consideration and approval.



Greg Newman
Manager, Affordable Housing
(604-204-8648)



Cade Bedford
Planner 2, Affordable Housing
(604-247-4916)

- Att. 1: Housing Accelerator Fund Initiatives Summary
- Att. 2: Summary of Housing Priorities Grant Program
- Att. 3: Guiding Assessment Criteria
- Att. 4: Analysis of Comparable Grant and Development Cost Charges Waiver Programs

Housing Accelerator Fund Initiatives Summary

Initiative 1 - Enhanced Fast Track Program Rental and Affordable Housing

Summary	This initiative establishes an enhanced fast-track program and corresponding staff unit to: <ul style="list-style-type: none"> • Provide expedited rezoning and development permit application review ahead of in-stream applications for new development that provides 100% of the residential use at the site as secured rental housing. • Support the timely advancement of approved non-market housing projects in partnership with senior levels of government and non-profit housing providers on City-owned lands and privately owned lands.
Status	One Planner 2 role has been appointed, and roles for Program Manager and Planner 3 are being advertised. Internal project management procedures are in place to support timely circulation and review of 100% rental applications.

Initiative 2 – Housing Grant Program– The scope of this report.

Initiative 3 – Affordable Housing Non-Profit Partnership Program

Summary	This initiative establishes an Affordable Housing Non-Profit Partnership Program with dedicated staff support. This initiative formalizes existing and new practices for partnership projects into an established program.
Status	A model is being developed for how/where/when the City can build the capacity of NPOs to create successful partnerships, learn about the development process and be better positioned to support the growing network of COOPs, LEMR and/or BC Housing built projects.

Initiative 4 – Rental Tenure & Density Increases - Spires Road Area Pilot

Summary	Under this initiative, Staff will review updates to the City Centre Area Plan for the Spires Road area. The review will determine how to apply the learnings to other neighborhoods in the City Centre Area Plan and/or through the targeted Official Community Plan (OCP) review.
Status	Staff reported back to Council in September 2023 confirming one development application with 100% rental was benefiting from the Spires Road area rental tenure overlay, along with several inquiries. The rental tenure overlay is being considered for other areas in Richmond as part of the ongoing OCP review.

Initiative 5 – Parking Requirement Reduction

Summary This initiative will review parking requirement changes that support housing development.

Status As part of the OCP review, staff will look at:

- Parking maximums
- Deeper reductions for rental housing and/or affordable housing
- Re-purposing of parking structures for affordable housing
- Alignment with other initiatives and policies to increase housing and support sustainable transportation options

Initiative 6 - Targeted OCP Review: Explore Pre-Zoning Options

Summary This initiative explores options for pre-zoning to allow affordable housing projects of a certain scale in all zones as a permitted use and address the “missing middle” through gentle density.

Status A targeted review of the OCP is underway as of June 2022, which involves a deep dive into housing affordability and how to produce more non-market housing. As part of the OCP review, staff will look at opportunities to pre-zone appropriate areas to enable more rental and/or non-market housing.

Initiative 7 - Permitting Optimization Project

Summary The Permitting Optimization Project is a multi-phased initiative aimed at digitizing and enabling customer self-service for all 36 types of development applications and building permits.

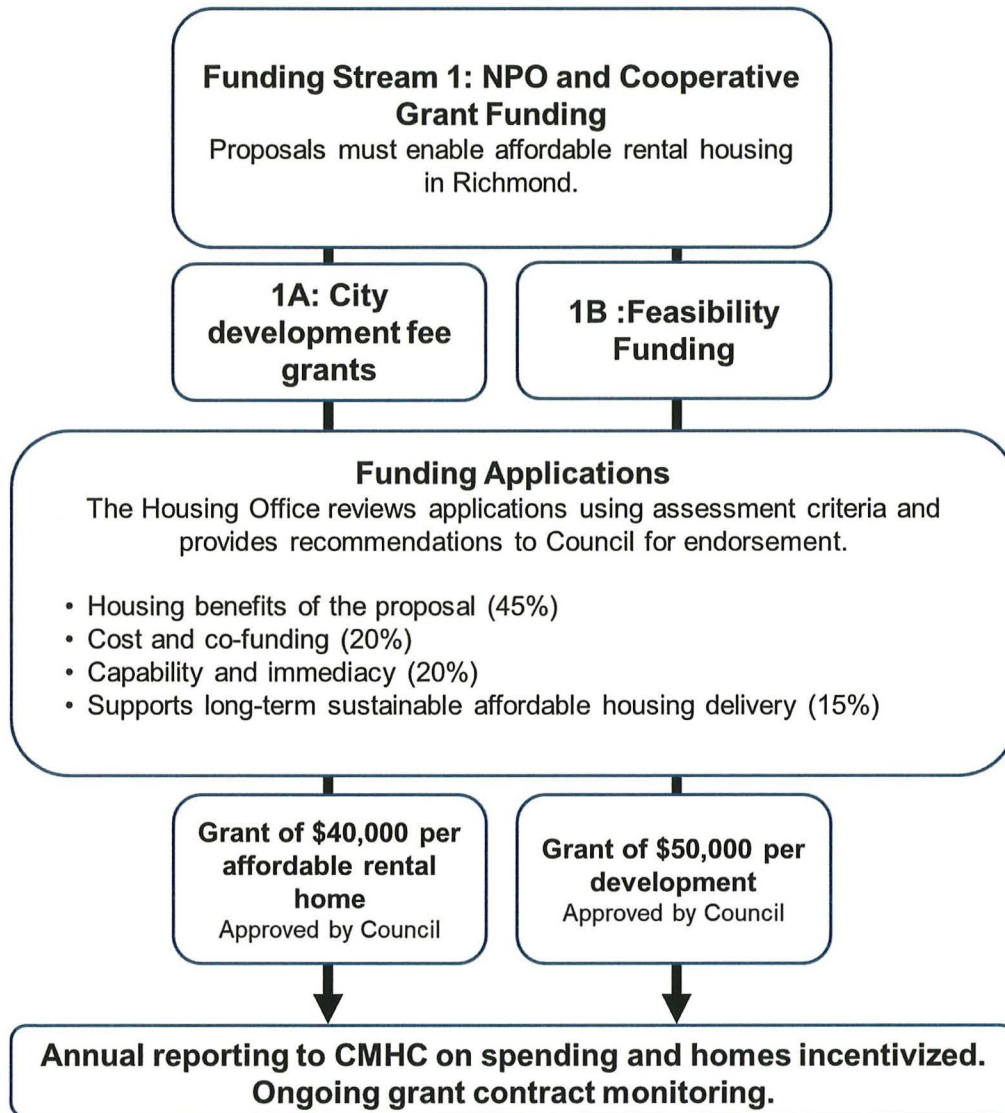
Status The MyPermit online public portal was launched in November 2023. In its first phase, the new portal streamlines the permitting processes for Gas, Plumbing and Sprinkler permit types. Servicing Agreements will be the next addition, completed in December 2024

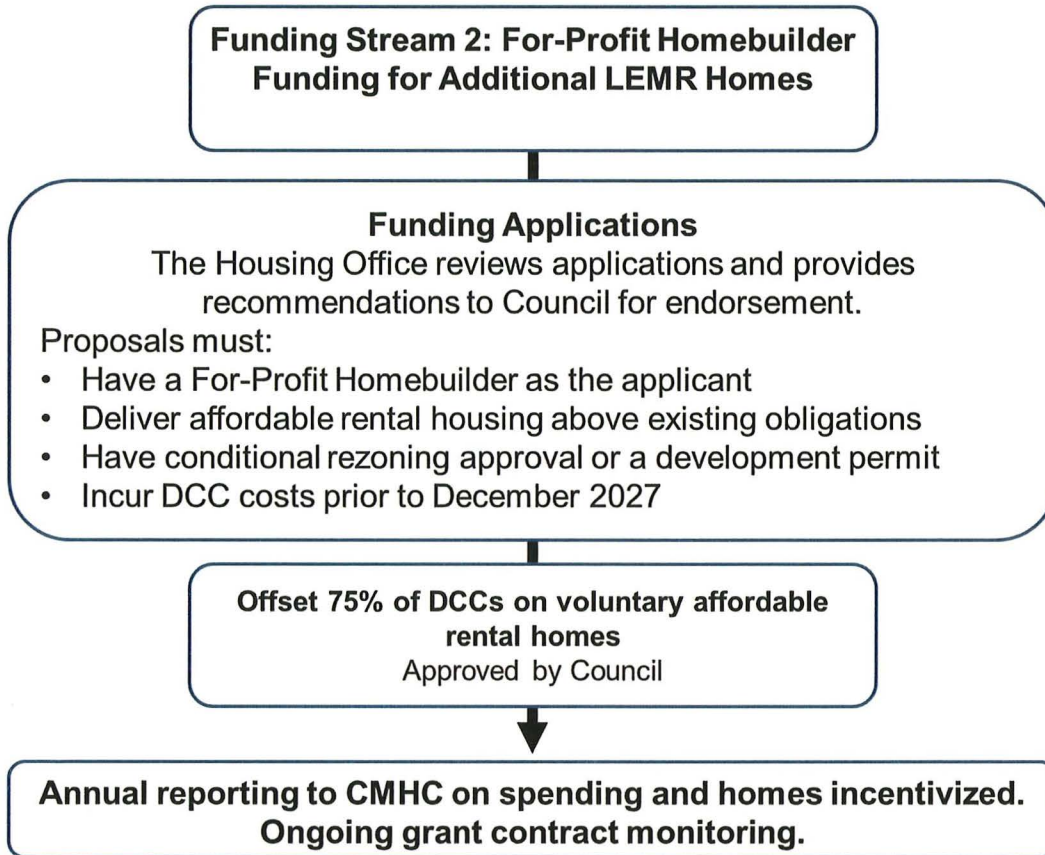
Initiative 8 - Automated Plan Review Project

Summary This initiative involves the development of intelligent software that integrates Artificial Intelligence (AI) and Building Information Modelling (BIM) systems to enable automated plan review, accelerating the processing of development applications and issuance of building approvals.

Status An RFP for the Planning Study has concluded. The work will assist the City to identify the scope of functions and user requirements that will comprise objectives for an Automated Plan Review software platform.

Summary of Housing Priorities Grant Program





Guiding Assessment Criteria

Criteria (weighting)	Components of Criteria
<p>Housing Benefits of the Proposal (45%)</p> <p>Proposal needs to show how they create additional housing for the target cohorts</p>	<ul style="list-style-type: none"> • The number of additional affordable rentals and depth of affordability that the investment will enable relative to demand in that area. • The proportion of affordable houses expected to be enabled relative to specific housing needs of that area (i.e., family friendly 2- to 3-bedroom homes and accessible homes).
<p>Cost and Co-funding (20%)</p> <p>Proposal represents a cost-effective solution</p>	<ul style="list-style-type: none"> • The extent to which the proposal leverages other funding sources to deliver additional housing and provides value for the money. • The impact that this funding will have on the housing development advancing, or on the pace and scale at which it will advance compared to what is currently expected.
<p>Capability and Immediacy (20%)</p> <p>Proposal provides assurance that if funding is approved, the project will advance at pace</p>	<ul style="list-style-type: none"> • Confidence in the ability of all parties to deliver the housing as proposed and at pace. • Demonstrated alignment where relevant between all necessary parties including provincial government, development partners and affected persons needed to advance the proposal.
<p>Supports Long-term Sustainable Affordable Housing Delivery (15%)</p> <p>Proposal supports long-term housing outcomes for Richmond</p>	<ul style="list-style-type: none"> • The extent to which the proposal addresses recycling or reinvestment of funding for future housing needs. • The extent to which the delivery model enables local leadership, collaboration or use of prudent commercial partnerships to deliver projects. • The extent to which the proposal enables wider well-being outcomes (eg., job creation, utilization of Indigenous enterprises, climate change adaptation, design for community, etc.)

Analysis of Comparable Grant and Development Cost Charges (DCC) Waiver Programs

Other Local Municipalities Grant Programs

Coquitlam		Vancouver		North Vancouver		Richmond (Proposed)	
Lower Limit	Upper Limit	Lower Limit	Upper Limit	Lower Limit	Upper Limit	Lower Limit	Upper Limit
\$10,000	\$50,000	\$25,000	\$38,000-	-	\$10,000	-	\$ 40,000
Any development increasing AH solutions		NPOs & Cooperatives constructing AH on their own land		Non-capital related projects by NPOs that support the City's AH objectives		NPOs delivering AH	

AH = Affordable Rental Housing

Other Local Municipalities DCC Waiver Programs*

	Port Moody	City of North Vancouver	Delta	Langley Township	Vancouver	Richmond (proposed)
Policy Settings	50% waiver for NPO-delivered AH or 25% for for-profit AH	Waiver for NPO rental housing	Waiver for NPO dev. with 30% AH	Waiver for NPO dev. with 30% AH	Waiver for for-profit 100% rental dev. with 20% AH	75% DCC offsets for for-profit voluntary AH
Studio (400 ft²)	\$4,921	\$2,310	\$9,822	\$38,934	\$14,184	\$14,316
1 Bdrm (535 ft²)	\$6,581	\$3,090	\$9,822	\$38,934	\$18,971	\$19,148
2 Bdrm (741 ft²)	\$9,115	\$4,280	\$9,822	\$38,934	\$26,276	\$26,520
3 Bdrm (980 ft²)	\$12,055	\$5,660	\$9,822	\$38,934	\$34,751	\$35,074

* Estimated DCC costs using Low-End Market Rental minimum sizes. Note that the proposed Richmond DCC offset is exclusive to for-profit projects, as NPO projects are covered by grants rather than DCC offsets.

Feasibility Funding Programs

	VanCity	BC Housing	CMHC	Richmond (Proposed)
Funding	Grants of up to \$50,000 plus loans, average being \$500,000	\$250,000 starting loan, plus up to \$2 million in construction financing	Up to \$150,000 grant and \$350,000 as an interest-free loan	\$50,000 grant



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** October 7, 2024
From: Jim Wishlove **File:** 09-5140-01/2024-Vol
 Fire Chief 01
Re: **Fire Vehicle Replacement Reserve Purchases (2021 to 2024) Budget Amendment and Annual Funding Requirement for Equipment Replacement Reserve Fund - Fire Rescue Vehicles Reserve Fund**

Staff Recommendations

1. That a capital request for a one-time funding of \$5.0 million for Fire Vehicle Replacement Reserve Purchases be funded by Emergency Response Fuel Facility Provision (contribution from Vancouver Airport Fuel Facility Corporation), detailed in the staff report titled "Fire Vehicle Replacement Reserve Purchases (2021 to 2024) Budget Amendment and Annual Funding Requirement for Equipment Replacement Reserve Fund - Fire Rescue Vehicles Reserve Fund", dated October 7, 2024, from the Fire Chief, be submitted through the 2025 budget process; and
2. That an additional level request to increase the annual contribution for identified future purchase needs to the Vehicle and Equipment Reserve - Fire Rescue Vehicles by \$600,000 be submitted through the 2025 budget process.

Jim Wishlove
 Fire Chief
 (604-303-2715)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO

Staff Report

Origin

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.

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

Responsible financial management and efficient use of public resources to meet the needs of the community.

Findings of Fact

Equipment Replacement

Pursuant to Council Policy 3001, Budget Amendments, staff are requesting additional funding in the amount of \$5.0 million in order to fulfill the procurement of four previously approved fire trucks.

Operating a fire service that supports Council mandated services and response to routine, specialized, minor and major incidents and meets industry standards to deliver these services 24/7 requires a contingent of equipment including large emergency vehicles, support vehicles and other capital assets such as: Self-Contained Breathing Apparatus (SCBA) ladders, and hose.

Managing and maintaining this equipment to ensure it is operationally and financially viable requires continuous attention and evaluation. Replacement costs are balanced against repair costs, including the operational downtime when vehicles are unavailable for use while being repaired. When equipment is being repaired, without adequate back-up resources, there are potential safety risks to the community with respect to the ongoing provision of emergency responses.

The operational viability of emergency vehicles is guided by the North American standardized best practises for vehicle and equipment replacement cycles to mitigate failures and forecast maintenance issues.

North American standardized best practises identified a fifteen (15) year life cycle for frontline service emergency vehicles with an additional five (5) years of service in a secondary role, for a total lifespan of twenty (20) years. Through comprehensive inspections and appropriate service and maintenance Fire-Rescue has been able to extend vehicle life cycles out to twenty-two (22) years.

The recommended replacement life cycle for the City of Richmond fleet of support vehicles is ten (10) years. Richmond Fire-Rescue (RFR) follows these standards. An annual thorough inspection of the vehicles has the potential to extend these life cycles.

During the annual inspection process, RFR takes the following factors into consideration to inform the decision whether to replace equipment or continue to deploy:

- North American standardized best practices.
- Vehicle conditions, including mileage, and maintenance costs.
- Community need and service provision.
- Equipment efficiencies and sustainability.
- New technology and innovations.
- Community risks.
- Regular and ongoing response data reviews.

RFR's inventory of emergency vehicles consists of front line vehicles, used for initial, primary response and second line vehicles for back up purposes (i.e. when front line vehicles are being repaired or there is a large incident).

When there is new inventory added to the front line, the existing front line vehicles are reassigned to the second line provided they've met the annual inspection standards. The previous second line unit is then scheduled for decommissioning.

Large vehicles and other equipment such as SCBA and fire fighting hose which are funded from the Equipment Replacement Reserve Fund - Fire Rescue Vehicles (the Reserve) account also have a specific life cycle and require replacement on a regular basis. A reserve, as a means to fund equipment, allows for proactive planning and provides assurance that emergency response equipment remains in good operational readiness to meet the City's safety response mandate.

Richmond-Fire has a vehicle and equipment replacement schedule adhering to standards in order to maintain existing service levels. The North American best practices standards were used as a guideline to establish the replacement year for emergency vehicles. However, based on the current vehicle condition and usage, some of the life spans have extended to more efficiently sustain the reserve. This schedule reflects the replacement requirements of the existing vehicle and equipment inventory

Analysis

In 1965, a reserve fund ("Equipment Depreciation Fund Bylaw") was established to set aside funding for the procurement of replacement frontline, emergency response equipment. In 2002, the reserve was restructured and became the "Equipment Replacement Reserve Fund - Fire Rescue Vehicles" (the Reserve) and was established for the replacement of Fire Rescue vehicles and equipment. An annual contribution to the Reserve, which sets aside funds for the replacement, was included in the operating budget. In 2011, RFR brought forward a report to Council regarding the status of the Reserve. Since then, market and industry conditions have evolved to the point that staff believe it is prudent to inform Council of the current status and

capacity of the reserve. The funding of the Reserve is based on the planned replacement of front line fire apparatus, support vehicles and fire equipment utilizing the industry standards for each type of vehicle and equipment. The Reserve has been sustainable until the recent dramatic cost escalations of both Fire trucks and support vehicles.

The unallocated balance of the Reserve as of December 31, 2023 is \$1,732,822. The 2024 annual budgeted contribution to the Reserve is \$1,363,000.

Current Market Analysis

Currently, there are few manufacturers in North America with limited capacity to produce the volume of heavy vehicles required to meet global market demand. The market has experienced and continues to experience significant and rapid cost escalation without any foreseeable mitigating factors to curb this market trend. For example, the City paid \$1.1 million for the last Fire Engine received in 2021; which took 1.5 years from the time of order to delivery. As a comparison, the Cities of Burnaby and Surrey recently entered into manufacturing contracts with vendors and have publicly identified costs at \$2.2 million and \$2.4 million respectively for replacement (heavy) fire apparatus excluding equipment. The trend is showing that replacement costs are currently doubled for a manufactured pumper or frontline heavy truck. The wait time between ordering and delivery has also increased from approximately 20 months to an estimated 36 months. The cost escalation and increasing wait time are key replacement planning considerations for all Fire Departments in the region. This analysis has an inflation rate based on the current CPI built-in for front line Fire Vehicle replacement.

Council has previously approved \$6.0 million for the Fire Vehicle Replacement Reserve Purchases projects from 2021 to 2024. Beginning in the 2021 fiscal year, a number of barriers impacted RFR’s ability to procure replacement Fire Apparatus including: the discontinuation by the vendor of the current RFR standard Fire Engine model, a lack of on-time capacity for the contracted vendor to produce Fire Apparatus due to post-Covid staffing, and logistics and supply chain impacts during vehicle construction. The combined project scope is to replace four 2004 Fire Apparatus - Engines and a high-flow industrial pumper. The purchasing process for these vehicles is in the planning phase until funding is secured. The current total replacement cost is estimated to be \$11.0 Million. Due to the recent price escalation, there is a funding shortfall of \$5.0 million. To move forward with the replacement, one-time funding of \$5.0 million is required as illustrated below:

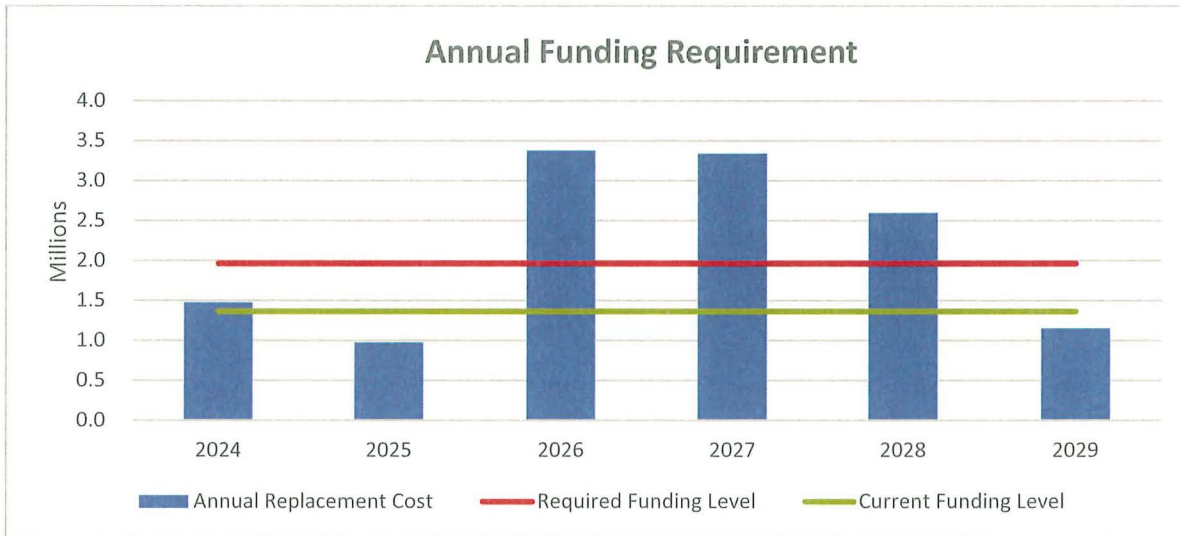
Project Name	Plan Year	Vehicle	Approved Budget	Estimated Cost	Additional Funding Required
Fire Vehicle Replacement Reserve Purchases	2021	2004 -Fire Engine	\$ 1,198,000	2,557,750	\$ 1,359,750
Fire Vehicle Replacement Reserve Purchases	2022*	2004 -Fire Engine	2,021,000	3,357,750	\$ 1,336,750
Fire Vehicle Replacement Reserve Purchases	2023	2004 -Fire Engine	1,336,000	2,557,750	\$ 1,221,750
Fire Vehicle Replacement Reserve Purchases	2024	2004 -Fire Engine	1,476,000	2,557,750	\$ 1,081,750
Total			\$ 6,031,000	\$ 11,031,000	\$ 5,000,000

*2022 included industrial pumper estimated at \$800,000
 Amounts are all rounded to \$'000s

Annual Funding Requirement

Since the onset of the COVID pandemic, goods and services, including fire apparatus and equipment, have seen significant cost escalations beyond the control of the City. Most fire truck

manufacturers were closed due to COVID for a period of time and once reopened had experienced issues with staffing and getting back up to previous production capacity. Based on the current market trends and projection, staff project a substantial shortfall between the current annual contribution to the Reserve and the annual funding requirement. A \$600,000 increase in the annual contribution to the Reserve will be required.



Potential Funding Options for Consideration:

Option 1 - Status quo (Not Recommended)

Under this option, staff will modify the current project scope to acquire 2 Fire Engines instead of 4 Fire Engines so that the capital projects will stay within budget. As per Budget Amendment Policy 3001, Council approval is required for the modification of the existing capital projects scope. Based on the current annual contribution level to the Reserve, after the planned truck purchase for 2026 there will not be sufficient funding to acquire future vehicle and equipment replacements. Any future replacements will have to be deferred, or funds borrowed from other funding sources. If RFR is unable to replace end of life vehicles, service levels will be impacted.

Option 2 – A one-time capital funding of \$5.0 million (Not Recommended)

As per Budget Amendment Policy 3001, Council’s approval is required for the additional \$5.0 million capital funding to replace the 4 Fire Engines. Staff will submit a one-time capital funding request for the Fire Vehicle Replacement Reserve Purchases in the total amount of \$5.0 million funded from the Emergency Response Fuel Facility Provision (contribution from Vancouver Airport Fuel Facility Corporation), for Council’s consideration as part of the annual budget process. Based on the current annual contribution level to the Reserve, after the planned truck purchase for 2026 there will not be sufficient funding to acquire future vehicle and equipment replacements. Any future replacements will have to be deferred, or funds borrowed from other funding sources. If RFR is unable to replace end of life vehicles, service levels will be impacted.

The Emergency Fuel Facility Provision has been identified as a suitable funding source. These funds are not in a formal reserve account nor are they subject to any restrictions on use. Moreover, the contemplated use of this provision is consistent with Council's initial expressed interest in having these funds available for emergency response. The City received these funds under the Site-Specific Municipal Access Agreement entered into with the Vancouver Airport Fuel Facility Corporation (VAFFC) and in 2021 Council authorized the expenditure of \$800,000 from this provision for the purchase of a high flow industrial pumper that, among other things, is able to support the operations with a front line fire engine, to be used during a major disaster and as a high-volume foam pumper for major semi-tractor/trailer fires. It should also be noted that emergency response in relation to VAFFC's operations is the responsibility of VAFFC alone and that significant safeguards, conditions, insurance and indemnities are in-place for this purpose. As with the high industrial pumper, the purchase of fire engines are of benefit to the entire City for emergency response and is an appropriate use of this provision.

Option 3 – A one-time capital funding of \$5.0 million and an increase in the annual contribution to the Reserve by \$600,000 (Recommended)

As per Budget Amendment Policy 3001, Council's approval is required for the additional \$5.0 million capital funding to replace the 4 Fire Engines. Staff will submit a one-time capital funding request for the Fire Vehicle Replacement Reserve Purchases in the total amount of \$5.0 million funded from the Emergency Response Fuel Facility Provision (contribution from Vancouver Airport Fuel Facility Corporation), and an additional level request to increase the annual contribution to the Reserve by \$600,000 through the 2025 budget process for Council's consideration, based on the current known market prices and conditions. This will ensure solvency for identified future purchase needs. This Reserve will be monitored regularly, and if the adjustments to market rates and conditions change, staff will keep Council informed of any substantial changes of funding requirement. As described in Option 2 above, the use of the Emergency Response Fuel Provision for the \$5.0 million capital funding to replace the 4 Fire Engines is an appropriate use of this provision.

Financial Impact

Staff recommend Option 3, that a capital request for a one-time funding for Fire Vehicle Replacement Reserve Purchases in the total amount of \$5.0 million, funded from the Emergency Response Fuel Facility Provision (contribution from Vancouver Airport Fuel Facility Corporation), and an additional level request for \$600,000 increase in the annual contribution to the Reserve be submitted for Council's consideration as part of the 2025 budget process.

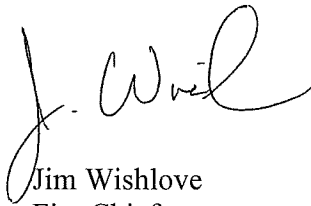
Conclusion

The City remains steadfast in its commitment to responsible financial management and recognize the supply chain environment has presented significant challenges with respect to cost escalation. This Reserve will be monitored regularly, and if the adjustments to market rates and conditions change, staff will keep Council informed of any substantial changes affecting the Reserve.

October 7, 2024

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Staff remain committed to informing and mitigating the future community safety fiscal decisions, ensuring long-term sustainability and a continued ability to deliver essential services to our residents.

A handwritten signature in black ink, appearing to read "J. Wishlove". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

Jim Wishlove
Fire Chief
(604-303-2715)

JW:js