



**General Purposes Committee
Electronic Meeting**

**Anderson Room, City Hall
6911 No. 3 Road**

**Monday, November 3, 2025
4:00 p.m.**

Pg. # ITEM

MINUTES

GP-3 *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on October 20, 2025.*



FINANCE AND CORPORATE SERVICES DIVISION

1. **ADVANCE PLANNING FOR THE 2026 ELECTION**
(File Ref. No. 12-8125-80-01) (REDMS No. 8164991)

GP-6

See Page GP-6 for full report

Designated Speaker: Claudia Jesson

STAFF RECOMMENDATION

- (1) *That the proposed election program for the 2026 General Local and School Election, as described in the report, "Advance Planning for the 2026 Election," dated October 16, 2025, from the Director, City Clerk's Office, be endorsed; and*
- (2) *That one-time funding of \$1,113,000 to support the planning and implementation of the 2026 Election be submitted for consideration in the 2026 budget process.*



General Purposes Committee Agenda – Monday, November 3, 2025

Pg. # ITEM

PARKS, RECREATION AND CULTURE DIVISION

2. **CITY OF RICHMOND SOCIAL MEDIA ACCOUNTS**

(File Ref. No. 01-0190-01) (REDMS No. 8137876)

GP-14

See Page GP-14 for full report

Designated Speakers: Dammy Ogunseitan and Gerina Heathe

STAFF RECOMMENDATION

That the report titled “City of Richmond Social Media Accounts”, dated October 16, 2025, from the Director, Corporate Communications and Marketing be received for information.

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, October 20, 2025

Place: Anderson Room
Richmond City Hall

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

Call to Order: The Chair called the meeting to order at 4:00 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on October 6, 2025, be adopted as circulated.

CARRIED

ENGINEERING AND PUBLIC WORKS DIVISION

1. **MEMORIAL ROAD NAME SIGN PROGRAM**

(File Ref. No. 10-6500-01) (REDMS No. 8161999)

It was moved and seconded

That the implementation of the poppy-emblem on Francis Road, as described in the report titled "Memorial Road Name Sign Program", dated September 24, 2025, from the Director, Transportation be approved.

CARRIED

General Purposes Committee
Monday, October 20, 2025

2. **RECOMMENDATIONS TO AMEND RICHMOND'S DEMOLITION WASTE AND RECYCLABLE MATERIALS BYLAW NO. 9516**

(File Ref. No. 10-6125-07-04) (REDMS No. 7993034)

It was moved and seconded

That draft amendments to the City's Demolition Waste and Recyclable Materials Bylaw No. 9516, as outlined in the report titled "Recommendations to Amend Richmond's Demolition Waste and Recyclable Materials Bylaw No. 9516", dated October 9, 2025, from the Director, Climate and Environment, be prepared.

The question on the motion was not called as discussion ensued with respect to the current and future diversion targets.

In response to queries from Committee, staff noted (i) the target diversion rate will increase in phases as the market needs to be ready; currently 80% and will go to 90%, (ii) the incremental phase will be supported through legislative change, (iii) engagement with stakeholders will continue, (iv) many Richmond facilities have been quite successful in diverting mixed materials for projects for different purposes and market demand is growing, e.g., demand for reclaimed wood for low carbon projects, (v) staff will be complementing the proposed updated bylaw with a range of industry and homeowner support mechanisms to cater to diverse needs, which will include traditional learning through guidance and training, also digital tools partnership opportunities, pilot opportunities, and work with non-profits and industry associations as well, with the goal to ensure that compliance is collaborative and manageable.

The question on the motion was then called and it was **CARRIED**.

3. **PROPOSED AMENDMENTS TO TRAFFIC BYLAW 5870 AND CONSOLIDATED FEES BYLAW NO. 8636 FOR COMMERCIAL TRUCK PARKING**

(File Ref. No. 10-6455-04) (REDMS No. 8182481)

It was moved and seconded

(1) *That the Traffic Bylaw No. 5870, Amendment Bylaw 10703 be given first, second and third readings; and*

(2) *That the Consolidated Fees Bylaw No. 8636, Amendment Bylaw 10720 be given first, second and third readings.*

The question on the motion was not called as a brief discussion ensued with respect to commercial trucks registered in Richmond.

General Purposes Committee

Monday, October 20, 2025

In response to queries from Committee, staff noted (i) as part of the approved pilot project, registration is open to all registered commercial trucks, (ii) it was noted through infraction data that 60% of the trucks parking illegally on Richmond streets are registered outside of Richmond, and the proposed bylaw will help to capture those vehicles as well as vehicles registered in Richmond and, through the monitoring of the pilot program, that is a metric collected to see the vehicles using the on street parking that are registered in and outside of Richmond, (iii) the table in the consolidated bylaw is an amalgamation of what currently exists with the only addition being the commercial truck parking zones.

Further discussion ensued with respect to preference for Richmond registered vehicles.

The question on the motion was then called and it was **CARRIED**.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (4:21 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, October 20, 2025.

Mayor Malcolm D. Brodie
Chair

Lorraine Anderson
Legislative Services Associate



City of Richmond

Report to Committee

To: General Purposes Committee

Date: October 16, 2025

From: Claudia Jesson
Director, City Clerk's Office

File: 12-8125-80-01/Vol 01

Re: **Advance Planning for the 2026 Election**

Staff Recommendations

1. That the proposed election program for the 2026 General Local and School Election, as described in the report, "Advance Planning for the 2026 Election," dated October 16, 2025, from the Director, City Clerk's Office, be endorsed; and
2. That one-time funding of \$1,113,000 to support the planning and implementation of the 2026 Election be submitted for consideration in the 2026 budget process.

Claudia Jesson
Director, City Clerk's Office
(604-276-4006)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Corporate Communications and Marketing	☒	
Information Technology	☒	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

With the General Local and School Election in Richmond less than a year away, it is appropriate to bring forward a report that provides a detailed overview of the proposed election program for the 2026 election and the commensurate costs for Council's consideration.

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

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

Findings of Fact

The next General Local and School Election will be held in all local jurisdictions across BC on October 17, 2026. The General Local and School Election in Richmond is coordinated and administered through the City Clerk's Office in accordance with the requirements of the *Local Government Act*, the *Community Charter* and the City's Bylaws.

The election is partially funded through an Election Reserve to which an annual transfer of \$118,000 is made. The balance in the Election Reserve as at September 30, 2025 is \$369,841. These annual transfers are set aside and kept in the Reserve for use during the election year. Funds from the Election Reserve and a one-time additional level request were utilized to fund both the 2022 Election that was held on October 15, 2022 and the By-Election that was held on May 29, 2021. Funding for the 2026 General Local and School Election will come from the Election Reserve and a recommended one-time additional level request that will be submitted for Council consideration in a separate report as part of the 2026 budget process.

Analysis

Voting Model – Voting Divisions and Vote Anywhere

Elections in Richmond represent a combined model of "vote anywhere" and divisional voting. The "vote anywhere" approach is applied to Advance Voting allowing residents to vote at any of the advance voting locations. The divisional voting model is applied to voting on General Voting Day where residents are required to vote at their designated voting location.

An analysis of the current voting divisions and the number of voters in the 2022 election will be undertaken along with a review of the population growth to ensure that there will be sufficient voting locations to manage the number of voters in 2026. Should changes to the current 38 voting divisions be warranted, recommendations will be brought to Council for consideration since voting divisions and their boundaries must be established by bylaw. Based on a preliminary review of population statistics, it is anticipated that the 2026 election will again have 38 voting divisions on General Voting Day.

In addition to voting on General Voting Day, opportunities to vote in advance will also be available. In 2022, the City held 10 advance voting opportunities over five days, applying the “vote anywhere” model giving residents the flexibility of voting at any location. Advance Voting has always been received well by voters, in the 2022 election, 23% of all votes were cast during the advance voting opportunities.

In general, when incumbent election officials do not seek re-election, there is an increased public interest in the upcoming election, especially for the Office of Mayor. Accordingly, voter turnout is anticipated to be higher in 2026 and staff will be considering adding additional advance voting opportunities to ensure that residents have even more options to vote prior to General Voting Day. The locations for the additional voting opportunities have not been determined at this time.

The Election Program

Following are the main components of the election program:

1. Staffing

Staffing levels at voting places and staff training programs are established with a view to providing a positive, orderly and efficient experience for the voting public. Voting place staff (those that work at the polling places at the time of voting) are supported by a staff team in the Election Office in order to deliver a well-organized and legislatively compliant election.

The scale and commensurate resourcing of elections has increased with each election. In 2018, 485 temporary staff were hired to support the process. In 2022, approximately 600 temporary voting place staff were hired and trained to work at the 38 voting places on General Voting Day, at the 10 advance voting opportunities, and at the Mail Ballot Office. With an anticipated higher voter turnout in 2026, additional temporary staff will need to be hired to ensure that the additional Advance Voting opportunities and General Voting Day locations will be well staffed to ensure for a smooth and positive voting experience. It is estimated that 100 additional staff will need to be hired, bringing the total to approximately 700 temporary staff required for the 2026 election.

Election Office positions are often filled by regular City staff whose regular positions are subsequently backfilled by auxiliary or temporary staff. Assignments vary from approximately 4 to 10 months in duration. The work undertaken by the Election Office staff team is further supplemented and supported by the Clerk’s Office and IT staff who are assigned to support the election in addition to their usual duties. In all cases, wages have increased since the 2022 election resulting in a required budget increase.

Included in the staffing component is the Youth at the Booth program, which is a youth outreach program. In 2022, 89 youth were hired to work and support the 2022 Election during Advance Voting and General Voting Day. For the 2026 Election, it is anticipated that this program will continue and 100 youth will be hired to participate in this successful initiative.

The primary activities of staff delivering the election include the following:

Election Office Staff Team

- Recruit approximately 700 temporary voting place staff
- Plan and conduct training for voting place staff using a combination of in-person sessions and workshops, printed training materials and online video resources
- Respond to inquiries and requests from the public, the media and candidates
- Coordinate and prepare all forms of public communication materials, both printed and electronic
- Manage and update the Voters List
- Coordinate ballot production and prepare vote counting machines
- Administer the Mail Ballot Office and manage the distribution of mail-in ballots
- Make arrangements for voting place locations and source, organize and deliver all necessary supplies, equipment, signage, instructional materials, voters lists, voting booths, ballot boxes, ballots, etc. required at the various voting places

Voting Place Staff

- Interact directly with the voting public on General Election Day, at advance voting and at special voting opportunities at care facilities
- Set-up the voting places in the morning, administer the vote for the full 12 hours, take down the voting place and report out on the results of the vote
- Ensure that all aspects of the voting process are conducted in strict adherence with legislative requirements

2. Advertising, Public Awareness and Engagement

Along with core advertising initiatives such as statutory notices and individual Voter Cards which are mailed to each registered elector, public awareness is a key component of the election program. In 2022, significant work was undertaken to ensure that the public was aware of the election and the various voting opportunities. In addition, assistance was offered to prospective candidates by regularly fielding queries and receiving/compiling submissions for the Voter's Guide.

At the appropriate time, staff will be exploring engagement opportunities aimed to raise voter awareness and public engagement. As in past elections, the City's Website will be used to promote the election and the separate Election microsite will be activated to house election-specific information. In addition, a mobile election app will be re-launched to provide voters with election information in an accessible manner. Advertising will be undertaken to meet the statutory requirements, with additional supplemental ads placed in various publications and digital ads to reach a wide audience.

Primary Activities related to Advertising, Public Awareness and Engagement include the following:

- Prepare and coordinate legislatively-compliant advertising
- Manage the preparation and distribution of Voter Cards to registered voters

- Prepare all content for the Voters Guide, including candidate profiles, and arrange for printing and distribution of the Guide to all Richmond households
- Prepare content and (along with IT) coordinate upgrade of the Richmond Election “app”
- Manage the social media campaign
- Prepare and update website content relating to the election as the process unfolds
- Liaise with members of the media; prepare and issue news releases as appropriate
- Coordinate all other forms of advertising and public awareness (for example, bus shelter ads, poster campaign, and inter-municipal regional radio campaign).

3. Equipment and Technology

Automated vote counting machines have been in use locally for over 25 years. In 2022, the vote counting equipment provider was changed, as the prior vendor no longer had tabulating units available for lease to the City. The change of the vote counting provider had significant hardware and software implications for the 2022 election, as the entire election program had to be rewritten and new software had to be learned by Election Staff. Overall, the vote counting units worked extremely well at all the voting opportunities. In 2022, a decision was made to deploy additional vote counting units for the first time to busier locations to ensure for the efficient processing of voters. Based on the success of that initiative, the enhanced deployment will be repeated and expanded in 2026. In addition, Richmond will continue to utilize a voters list software system and will work with IT staff to continue to utilize the Richmond Election “app”, a downloadable smartphone application that includes candidate profiles, broadcasts real-time election results, provides voting place location look-ups and general election-related information.

With regards to other critical election equipment, 120 laptops were leased to support election training and actual voting opportunities in 2022. For the 10 Advance Voting opportunities, a “vote anywhere” model was applied and all laptops were programmed to enable voters to be processed and struck off as having voted. On General Voting Day, the laptops were then deployed to all 38 voting locations and utilized by key election staff to assist in processing voters. For 2026, approximately 140 laptops will need to be leased.

In terms of equipment and technology, the primary activities include the following:

- Prepare and coordinate vote counting machines and electronic tabulation of results
- Update, refresh and launch the Richmond Election “app”
- Manage the Voters List using electronic voters list software system
- Engage the public through social media and website content, including tools such as voters registration confirmation look-up, and “find my voting place” look-up

4. Supplies, Printing, Postage, and Miscellaneous

There are many miscellaneous administrative and hard-costs associated with staging an election, including ballot production and printing, postage, office supplies and equipment, moving and deliveries, and general printing. For the 2022 Election, global supply chain challenges significantly impacted the availability and cost of all categories of election supplies. There was an increase in costs of all supplies required to stage the election, most notably paper products. In

2022, 142,992 voter cards were produced and mailed via addressed mail to residents to communicate their voting location on General Voting Day. A comprehensive Voter's Guide, was mailed to all residential and farm addresses via neighborhood mail to 87,000 households. For the 2026 election, it is anticipated that more voter cards will need to be mailed out due to increased voter registration. With each election, the cost of general supplies has increased and staff anticipate increased costs in 2026 for ballot printing, general printing (training material), courier, moving and delivery expenses; the most notable increase from 2022 to 2026 will be postage costs.

5. Mail Ballot Voting

Mail Ballot Voting is an important tool in ensuring those who cannot or do not feel comfortable voting in person have an opportunity to vote. While mail ballot voting has always been available in past elections, the 2021 By-Election enabled all voters to vote by mail as the Province issued a ministerial order due to the pandemic. While the vote by mail option for all electors was a Covid-19 safety measure that helped to reduce the number of voters physically attending voting places, the vote by mail option also introduced a flexible and accessible means of voting to all Richmond residents. Both the 2021 By-Election and 2022 Election had an established Mail Ballot Office and an online mail ballot application process. In 2022, 926 mail ballots were cast out of a total of 35,093 ballots, representing 2.6% of the votes.

While the undertaking of the Mail Ballot program that incorporates the online mail ballot application process is resource intensive, the opportunity for residents to apply online and receive a mail ballot still represents the most accessible means of voting. In 2022, Mail Ballot Office staff worked with various local care facilities to provide voting opportunities via mail ballot voting. This approach is intended to continue in 2026.

Financial Implications

The Election Reserve is the main funding source for elections. The purpose behind the reserve is to spread out the cost and budget impact of the election evenly over the Council term. Currently, the reserve receives an annual transfer of \$118,000. There is currently \$369,841 in the Election Reserve. There will be an additional \$118,000 transferred at the beginning of 2026 fiscal year. At this time, staff is targeting an elections budget of \$1,600,000. The future Finance Committee report will be recommending a one-time additional level budget request of \$1,113,000 to make up the difference. The primary drivers for the proposed increase to the 2026 election budget are expansion to advance voting opportunities, increased staffing requirements, leasing additional voting equipment and laptops, and overall inflation costs. Outlined below is a high-level breakdown of the key components of the 2026 Election program with the proposed costs, and along with the 2022 Election Budget actual costs.

Election Program Components	2022 Election (Actual Costs)	2026 Election (Proposed Costs)
Salaries (Elections Office, Voting Locations, Mail Ballot Office, IT)*	\$586,607	\$750,000
Marketing (Advertising, Voter Guide, Voter Card)		
Advertising	\$22,188	\$30,000
Voter Guide	\$32,164	\$40,000
Voter Card	\$38,747	\$50,000
Equipment		
Vote Counting Machines	\$177,410	\$225,000
Software	\$1,066	\$5,000
Other Equipment (Laptops, Photocopier, Plexiglass Screens)	\$130,094	\$175,000
Voter's List Software (Datafix)	\$91,067	\$110,000
Supplies		
Postage	\$77,277	\$100,000
Printing	\$23,178	\$30,000
General Supplies	\$10,701	\$15,000
Meeting Expenses	\$1,944	\$5,000
Covid Safety Plan	\$5,817	N/A
Office Equipment and Miscellaneous (Carpentry/Locksmith)	\$10,470	\$15,000
Contingency	N/A	\$50,000
Project Cost	\$1,208,730	\$1,600,000

*Note: Staffing cost breakdown is approximately 79% of salary costs are for External staff (Voting Location staff) and 21% of salary costs are for Internal staff (Election Office, IT, Mail Ballot Office)

If Council wishes to consider reducing the proposed election budget, a scaled-down election program option could include the following:

- Reduced Advance Voting (Approximate saving of \$15,000 per Advance Voting Opportunity)– The legislation only requires two days of advance voting opportunities. For 2026, staff is proposing additional advance voting to match the 10 advance voting days that were offered in 2022. Reducing Advance Voting opportunities will directly reduce staffing and equipment costs.
- Reduced Mail Ballot Voting (Approximate saving of \$100,000) – The online mail ballot application process is resource intensive to undertake and manage and could be eliminated. Mail ballot voting would still be available for all voters but the application process to receive a mail ballot would become a manual process, requiring voters to submit an application only in person.
- Elimination of Election Mobile App (Approximate saving of \$40,000) – While unanticipated, there was low utilization of the Richmond Election App in 2022 which

provided voters with election-related information. As only 300 users downloaded the election app, the app could be eliminated from the 2026 election program.

The above suggested reductions to the proposed election program could result in savings of approximately \$155,000. However, the estimated savings would depend on the number of Advance Voting opportunities being reduced.

The proposed 2026 election budget has been built with the consideration of all factors, staff do not foresee any unexpected components that have not been accounted for in the proposed budget. To ensure for adequate funding to plan for and undertake the election, staff recommend that the proposed 2026 election program be endorsed.

Next Steps

The additional level budget request relating to the election will be considered by Council in a separate future Finance Committee report. Some consequential matters will require further Council approval in due course, if required, such as the consideration of possible changes to voting division boundaries, the appointment of election officers, and other necessary housekeeping amendments to bylaws that may arise following further analysis by staff. Other updates on the progress of the election program will be provided over the course of next year.

Financial Impact

A one time additional level request for the election program will be submitted for consideration in the 2026 budget process.

Conclusion

The proposed 2026 election program is based on the successes and lessons learned from past election programs. In anticipation of a higher voter turnout for the 2026 election, the proposed election program will ensure election staff are in the best position to undertake the election that is both legislatively compliant and a positive voting experience for residents.



Claudia Jesson
Director, City Clerk's Office
(604-276-4006)



City of Richmond

Report to Committee

To: General Purposes Committee

Date: October 16, 2025

From: Dammy Ogunseitan
Director, Corporate Communications and Marketing

File: 01-0190-01/2025-Vol 01

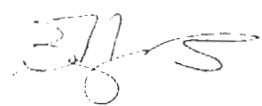
Re: City of Richmond Social Media Accounts

Staff Recommendation

That the report titled "City of Richmond Social Media Accounts", dated October 16, 2025, from the Director, Corporate Communications and Marketing be received for information.

Dammy Ogunseitan
Director, Corporate Communications and Marketing
(604-276-4399)

Att. 3

REPORT CONCURRENCE		
ROUTED TO: Information Technology	CONCURRENCE ☒	CONCURRENCE OF GENERAL MANAGER 
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

At the General Purposes Committee on March 17, 2025, staff received the following referral:

That staff analyze the various social media platforms used by the City and report back with recommendations.

In response to this referral, staff reviewed the City's social media platforms, performance metrics, comparable municipalities and potential opportunities.

The purpose of this report is to report back on these findings and provide information on next steps.

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

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

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

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

Findings of Fact

The City uses a range of tools to connect and engage with various audiences. They include news releases, the City website (richmond.ca), the Let's Talk Richmond website, the recently launched City e-News and other e-newsletters, along with several social media platforms such as Instagram, Facebook, Bluesky, and X (Twitter). The City is among the region's most active municipalities on social media, maintaining a visible and consistent presence across six platforms (Facebook, Instagram, X (Twitter), LinkedIn, YouTube, and Bluesky), with research into non-English language social platforms underway.

Since March 2025:

- A comparative analysis of social media activity across Metro Vancouver municipalities was conducted. Richmond is one of five municipalities actively managing six social media platforms, placing the City among the region's most engaged local governments online (Attachment 1).
- Steady growth was observed across the City's official accounts on primary platforms (Facebook, Instagram, LinkedIn, and YouTube) with notable increases in followers and engagement from March to September 2025.
- The City's X (formerly Twitter) account maintains a stable follower base (10,000+); therefore, remains an important tool for a multichannel approach to sharing news, updates, emergency communication and inter-agency coordination.

- The City launched its Bluesky account in January 2025. Despite regular posting and community engagement efforts, follower growth has been modest. While Bluesky recently added support for third-party scheduling tools, its built-in analytics capabilities remain limited. This lack of integrated analytics tools continues to constrain its effectiveness as a communications and engagement tool.
- In line with local demographics, staff have explored opportunities to expand the City's presence on platforms commonly used by residents who speak languages other than English. After reviewing options such as WeChat and RedNote, staff determined that these platforms are not suitable for official City use due to verification, data security, and governance risks (see the *Considerations* section below for more information). One alternative being considered is WhatsApp, which supports multiple languages and is widely used among Chinese, South Asian, and Middle Eastern communities.

Analysis

Existing Social Media Channels

A visible, consistent presence is maintained on six social media channels – Facebook, Instagram, X (Twitter), LinkedIn, YouTube, and Bluesky. Each has its own audience focus, which is reflected in the style and nature of content. To reach more people and encourage interaction, it's best to tailor content to each platform. Table 1 shows the follower, user or subscriber counts for the City's social media accounts from March to September 2025:

Table 1: Richmond's social media followers – March to September 2025

Month	Facebook	X (Twitter)	Instagram	LinkedIn	Bluesky *	YouTube
March	12,959 (+48) *	10,602 (-14)	7,892 (+184)	15,859 (+225)	175	2,240 (+20)
April	12,999 (+71)	10,604 (+2)	8,031 (+141)	16,037 (+181)	-	2,250 (+20)
May	13,122 (+145)	10,567 (-40)	8,178 (+203)	16,210 (+173)	-	2,280 (+30)
June	13,159 (+62)	10,587 (+15)	8,325 (+206)	16,387 (+178)	-	2,300 (+20)
July	13,268 (+142)	10,608 (+28)	8,482 (+165)	16,646 (+257)	-	2,330 (+30)
August	13,348 (+80)	10,630 (+22)	8,665 (+183)	16,905 (+259)	-	2,330 (+/-0)
September	13,438 (+90)	10,640 (+10)	8,826 (+161)	17,157 (+252)	311	2,350 (+20)

* Bluesky does not allow monthly analytics reports, therefore the City does not have a month-to-month record of the growth of followers.

** Numbers in bracket shows month-to-month changes in followers/subscribers.

These numbers above only reflect the social accounts managed by the Corporate Communications and Marketing team. A number of other social media platforms and accounts are used and managed by other City departments directly for specific purposes (such as @FunRichmond, which promotes City events). Several associations and societies also maintain their own social media presence. A full list of other accounts is provided in Attachment 2. Table 2 provides a brief description of the various social media platforms currently used by the City as well as their benefits. More detailed descriptions of each platform, along with additional examples, are provided in Attachment 3.

Table 2: Richmond's Current Social Media Platforms

Platform	Description	Target Audience	Rationale
Facebook	A widely used social networking platform that supports text, image, video, direct messaging and event content.	25–65+ (Most within the range of 35–54)	- Reaches a broad cross-section of Richmond residents quickly and effectively. - No limits on post length. Works well for both short updates and detailed messages. - Affordable paid ads help extend reach to specific community groups. - Targeting tools make it easy to reach the right audience for each campaign.
Instagram	A visually driven platform focused on photos, Reels, stories and direct messaging.	18-65+ (Most within the range of 25–54)	- Ideal for sharing stories and updates through photos and short videos. - Highly interactive – people comment, share, and engage easily. - Reels and carousel posts help our content reach new audiences organically. - Paid ads can be targeted to reach residents by location, age or interest.
X (Twitter)	A microblogging platform that emphasizes real-time updates, short-form messaging, and direct interaction.	Other government organizations, residents.	- Best for time-sensitive updates such as emergencies or service disruptions. - Has an established audience that follows the City for quick information. - Allows coordination and visibility with other government and emergency accounts. - Paid promotion is costly and brand safety is a growing concern on the platform.
LinkedIn	A professional networking platform used for business-to-business communication, recruitment, and employee engagement.	Professionals, employees, other organizations	- Professional space for connecting with staff, job seekers, and partner organizations. - Helps build the City's reputation as a great place to work. - Useful for sharing stories about our workplace culture and achievements. - Paid advertising is more expensive than other platforms but targets a highly specific audience.
YouTube	A video-sharing platform for both short- and long-form content, including live streams.	18–65+ (Most within the range of 25–44)	- Showcases videos of all lengths, from short explainers to full Council and Committee meeting broadcasts. - Free to use and widely accessed by residents searching for local information. - Advertising options can help increase visibility of key messages. - Serves as both a video library and a search tool for how-to or educational content.
Bluesky	A decentralized microblogging social media platform used as an alternative to mainstream networks.	Residents, residents who are not on X	- Emerging alternative to X that promotes open dialogue with fewer ads or algorithm interference. - Early adoption could position the City as forward-thinking and accessible to residents seeking credible sources beyond X.

Considerations

Resource Capacity

Managing the City's six active social media channels already requires the full capacity of existing staff. Sustaining and expanding this presence across multiple platforms demands time, strategic planning, and investment in high-quality content creation. If additional platforms are introduced in the future, increased staff resources will be required to maintain quality, responsiveness, and alignment with the City's communications standards.

Chinese Language Platforms

Establishing a WeChat or a RedNote account presents significant challenges for government or organizational entities. Both platforms' stringent requirements make obtaining an official government or organization account unfeasible. Using a personal account for official purposes is not recommended, as the verification process requires submitting sensitive personal information, increasing the risk of identity theft. If the City were to register an account under a staff member's name, any changes to account details would be limited to that individual, creating potential continuity and security concerns. Alternatively, engaging a third-party vendor to assist with account setup would still require the City to share substantial personal and organizational information with both the vendor and the platform, further exposing the City to potential fraud and compromising data security. China also enforces strict content censorship, particularly for posts involving certain sensitive topics, and monitors user comments, which may discourage people from commenting on such issues.

Use of Comments on Social Media Platforms

Comments on social media play a vital role in two-way communication between the City and its audiences. Unlike traditional forms of communication, social media allows for immediate public feedback, questions and engagement. Comments provide insight into how messages are resonating with residents, how information is being received, highlighting areas of public interest or concern, and offer opportunities to clarify information or address misconceptions in real time. Being responsive to comments on social media (when appropriate) builds trust and transparency by demonstrating that the organization is listening and responsive. In addition, community members can "tag" each other in comments as way of drawing the attention of other community members to a particular post. This could be seen as the digital equivalent of sharing a flyer or calling someone to let them know about an event or activity.

In many ways, comments serve as a digital form of community dialogue, enhancing connection and accountability between the organization and the public it serves. This practice is consistent across all municipalities in Metro Vancouver and is also considered a best practice in social media communications. Under only exceptional circumstances, such as when addressing highly sensitive topics where public safety or legal considerations are involved, the municipality may choose to temporarily limit or turn off comments.

Next Steps

Social media continues to serve as an essential component of the City's communications and engagement strategy. The City actively monitors emerging trends and platform algorithm

changes to ensure its communications uphold the City's commitment to inclusivity as well as reach audiences across diverse channels. Sustaining a meaningful and responsive presence on social media requires dedicated resources, and the City's growth across multiple platforms reflects a deliberate and strategic approach to delivering targeted and engaging content. In light of the positive outcomes achieved to date, the associated resource considerations, and the evolving opportunities and challenges of the platforms, the City will:

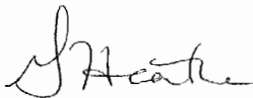
- Continue to maintain an active presence on existing core platforms: Facebook, Instagram, LinkedIn, YouTube, and X (Twitter);
- Continue using Bluesky, while monitoring the platform for growth and functionality;
- Implement WhatsApp as a tool for emergency alerts and outreach to multilingual communities, with rollout scheduled for November 2025;
- Not proceed with a RedNote or WeChat account at this time due to complex registration requirements, privacy and cybersecurity concerns, and limited content flexibility; and
- Review and adjust resources as platforms and audience preferences evolve to keep pace with new opportunities and expectations.

Financial Impact

None.

Conclusion

Social media is an essential communications and engagement tool that connects the City with a wide range of audiences. By continuing to use existing platforms, timely and important information about programs, services, emergency situations, strategic decisions, announcements, and more are shared. Social media also fosters stronger connections between the City and residents, offering a cost-effective way to reach target audiences. However, sustaining and expanding success across multiple platforms requires time, strategic planning, and investment in high-quality content creation. As platforms and audience preferences continue to evolve, maintaining this level of impact may require additional resourcing to keep pace with emerging opportunities and expectations.



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Att. 1: Social Media Platforms Used by Municipalities in Metro Vancouver

Att. 2: Other Social Media Accounts

Att. 3: Referenced Social Media Platforms

Social Media Platforms Used by Municipalities in Metro Vancouver

Municipality	Facebook	Instagram	X (Twitter)	LinkedIn	YouTube	Bluesky
Richmond	✓	✓	✓	✓	✓	✓
Burnaby	✓	✓	✓	✓	✓	
Coquitlam	✓	✓	✓	✓	✓	✓
Delta	✓	✓	✓	✓	✓	
New Westminster	✓	✓	✓	✓	✓	*
Surrey	✓	✓	✓	✓	✓	*
Vancouver	✓	✓	✓	✓	✓	*
White Rock	✓	✓	✓	✓	✓	
District of West Vancouver	✓	✓	✓	✓	✓	✓
North Vancouver	✓	✓	✓	✓	✓	*
District of North Vancouver	✓	✓		✓	✓	✓
Port Coquitlam	✓	✓	✓	✓	✓	✓
Maple Ridge	✓	✓	✓	✓	✓	
Pitt Meadows	✓	✓	✓	✓		
Port Moody	✓	✓	✓	✓	✓	
Langley	✓	✓	✓	✓	✓	
Township of Langley	✓	✓	✓	✓	✓	*

* Indicates the municipality has secured a Bluesky handle but does not post due to platform limitations.

Other Social Media Accounts

Account Name	Run by	Facebook	Instagram	X	YouTube	LinkedIn
How Art Works	Arts, Culture, & Heritage (City Staff)	✓	✓			
Fun Richmond	Major Events (City Staff)	✓	✓	✓		
Friends of the Richmond Archives	Friends of the Richmond Archives (Volunteers)	✓			✓	
Gateway Theatre	Gateway Theatre (Society Staff)	✓	✓	✓	✓	
Britannia Shipyards National Historic Site	Britannia Shipyards (City Staff)	✓	✓	✓		
Richmond Art Gallery	Richmond Art Gallery (Society or City Staff)	✓	✓	✓	✓	
Richmond Museum	Richmond Museum (Society or City Staff)	✓	✓	*	✓	
RPL BC	Richmond Public Library (Library Staff)	✓	✓	✓	✓	✓
Steveston Interurban Tram	Steveston Tram (City Staff)	✓	✓			
Steveston Museum & Post Office	Steveston Museum and Post Office (City Staff)	✓	✓	*		
Richmond EDO	Economic Development Office (City Staff)	✓		✓		
City of Richmond Youth	Youth Services (City Staff)		✓			
London Heritage Farm	London Farm (Society Staff)	*	*			
Cambie Community Centre	Cambie Community Centre (Association Staff)	✓	✓	*		
City Centre Community Centre	City Centre Community Centre (Association Staff)	✓	✓			
City Centre Community Centre Youth	City Centre Community Centre (Association Staff)		✓			
Hamilton Community Centre	Hamilton Community Centre (Association Staff)	✓	✓			
Sea Island Community Centre	Sea Island Community Centre (Association Staff)	✓				

Account Name	Run by	Facebook	Instagram	X	YouTube	LinkedIn
South Arm Community Centre	South Arm Community Centre (Association Staff)	✓	✓	✓		
Steveston Community Centre	Steveston Community Centre (Association Staff)	✓	✓			✓
Steveston Community Centre Youth	Steveston Community Centre (Association Staff)		✓			
Steveston Salmon Festival	Steveston Community Centre (Association Staff)	*	✓			
Thompson Community Centre	Thompson Community Centre (Association Staff)	✓	✓			
West Richmond Community Centre	West Richmond Community Centre (Association & City Staff)	✓	✓	✓		
West Richmond Childcare Services	West Richmond Community Centre (Association Staff)	✓				
West Richmond Summer Slam	West Richmond Community Centre (Association & City Staff)	✓	✓			
West Richmond Youth	West Richmond Community Centre (Association Staff)		✓			
West Richmond Preschool	West Richmond Community Centre (Association Staff)		✓			
Richmond Parks	Parks Department (City Staff)		✓			
Richmond Nature Park Society	Richmond Nature Park Society (Society Staff)	✓	✓			
Richmond-Fire-Rescue	Richmond Fire Rescue (City Staff)	✓			✓	
Richmond RCMP	Richmond RCMP (City Staff)			✓		
Minoru Centre	Minoru Centre for Active Living (City Staff – Seniors programs only)	*	✓			
Richmond Oval	Richmond Olympic Oval (Oval Staff)	✓	✓	*	✓	✓

Account Name	Run by	Facebook	Instagram	X	YouTube	LinkedIn
OVALHP	Richmond Olympic Oval (Oval Staff)		✓			
Walk Richmond	Recreation Services (Association Staff)	✓				
Richmond Sport Hosting	Richmond Sport Hosting (Richmond Sport Hosting Staff)	*		✓		✓

* Denotes account exists but is inactive.

Referenced Social Media Platforms

Facebook

Launched in 2004, Facebook is a widely used social networking platform owned by Meta Platforms. It supports text, image, video and event content, with most users in the 35–65 age range. Once a primary source of mainstream news for users, Canada's Online News Act of 2023 (Bill C-18) resulted in Facebook blocking news outlet posts on the platform.

Instagram

Launched in 2010, also owned by Meta, Instagram is a visually driven platform focused on photos, reels, and stories. Its primary user base is aged 24–45. Because it shares Meta's policies with Facebook, it also blocks news outlet posts.

X (Twitter)

Since its purchase by Elon Musk in 2022, X (Twitter) has undergone significant changes but remains a microblogging platform that emphasizes real-time updates, short-form messaging, and direct interaction. Users post short messages that can include text, videos and links. Users are generally aged 25–34.

LinkedIn

Launched in 2003, predominantly a professional networking platform for business-to-business communication, recruitment, and employee engagement. Targeting professionals, employees and organizations, its popular with users aged 25–54.

Bluesky

A decentralized microblogging social media platform similar to X (Twitter), Bluesky was launched as an alternative to mainstream networks. It aims to be open source with an emphasis on community control. It experienced a significant spike in interest following the November 2024 US presidential election that has subsequently waned. While Bluesky has recently introduced scheduling through third-party tools, its built-in analytics remain limited, constraining its effectiveness as a communications and engagement tool. The City continues to post and curate content for Bluesky and is one of only five municipalities actively using the platform.

YouTube

Founded in 2005, YouTube is a video-sharing platform where users can upload short- and long-form content, as well as live stream. Owned by Google, it hosts a vast library of entertainment and educational content. It is used to live stream Council meetings. The largest audience is 25–34 years old, however, 88 per cent of those ages 55 and over use YouTube on a weekly basis.

TikTok

A social platform predominantly for short-form videos from 15–60 seconds. The focus is largely on entertainment with music, dance, filters and special effects. Increasingly, the Gen Z population are using short-form social media platforms such as TikTok and Instagram as their search engine of choice. Due to cybersecurity concerns related to ownership, the platform is not used by the City or permitted on City-owned devices.

WeChat

A Chinese-language messaging, social media and payment app, WeChat requires significant steps to acquire an official City account. This includes sharing a copy of the organization's Business Registration Certificate, as well as specific account operator identification including a copy of their passport and phone bills for the previous three months. Any account is subject to strict regulations, with official accounts facing monitoring and content restrictions. Government accounts have additional compliance requirements. Due to cybersecurity concerns related to ownership, the platform is not used by the City or permitted on City-owned devices.

RedNote (Xiaohongshu)

RedNote, or Little Red Book, is an interactive, trend-driven platform described as a cross between YouTube and Instagram. While it is popular among Chinese residents in Richmond and its algorithm could support a more approachable and relatable brand image for the City, pursuing an official account would require navigating complex registration steps and compliance considerations. The platform is also subject to content monitoring and restrictions, which limits flexibility for government communications. Due to cybersecurity concerns related to ownership, the platform is not used by the City or permitted on City-owned devices. For these reasons, it is not being considered.

WhatsApp

WhatsApp is a free, cross-platform messaging and voice-over-IP (VoIP) service, and similar to Facebook and Instagram, is part of the Meta ecosystem. Users can send text messages, voice messages, make voice and video calls, as well as share photos, videos, documents, locations, and other content. Staff are actively setting up WhatsApp as a new platform because it is widely used by residents whose first language may not be English, providing an opportunity to reach a broader and more diverse audience. While content would primarily be posted in English, the platform also supports multilingual messaging which is an advantage for emergency notifications and public advisories when messages may need to be shared in multiple languages. WhatsApp will be a valuable tool for emergency communications, potentially reducing reliance on X (Twitter). It can be used to send alerts about road closures, emergencies, weather events, or public health advisories, directly to residents' phones. The platform could also help expand the City's audience for surveys and newsletters as well as support digital mail-outs. Additionally, WhatsApp has Hootsuite integration, enabling staff to schedule and manage posts from a central platform.