General Purposes Committee
Electronic Meeting

Anderson Room, City Hall
6911 No. 3 Road

Monday, December 15, 2025
4:00 p.m.

Pg. #   ITEM

MINUTES

Motion to adopt the minutes of the meeting of the General Purposes Committee held on December 1, 2025 and the Special General Purposes Committee held on December 3, 2025. (distributed separately)

PLANNING AND DEVELOPMENT DIVISION

1. **BUILDING OUR FUTURE TOGETHER: SOCIAL DEVELOPMENT STRATEGY (2025–2035)**
   (File Ref. No. 08-4055-01) (REDMS No. 8214348)

GP-5

See Page **GP-5** for full report

Designated Speakers: Dorothy Jo & Melanie Burner

STAFF RECOMMENDATIONS

(1)   That the Building Our Future Together: Social Development Strategy (2025–2035) as outlined in the report titled "Building Our Future Together: Social Development Strategy(2025–2035)", dated November 21, 2025, from the Director, Community Social Development, be adopted; and

(2)   That the Building Our Future Together: Social Development Strategy (2025–2035) be distributed to key partners and community organizations, federal and provincial ministries related to social development, local Members of Parliament and Legislative Assembly, and posted on the City's website.

2.   **BILL M216, PROFESSIONAL RELIANCE ACT**
(File Ref. No. 12-8360-01) (REDMS No. 8239577)

GP-139

See Page **GP-139** for full report

Designated Speaker: James Cooper

STAFF RECOMMENDATIONS

(1)   That a letter from the Mayor be sent to the Premier, Minister of Housing and Municipal Affairs, Minister of Post-Secondary Education and Future Skills, and all Richmond MLAs, conveying the concerns related to Bill M216 as outlined in the report titled "Bill M216, Professional Reliance Act", dated November 27, 2025, from the Director, Building Approvals;

(2)   That the report titled "Bill M216, Professional Reliance Act", dated November 27, 2025, from the Director, Building Approvals be forwarded to the Union of British Columbia Municipalities (UBCM);

(3)   That staff submit concerns to the Legislature's Select Standing Committee on Private Bills and Private Members' Bills for debate via the provincial government portal; and

(4)   That staff contribute to a joint communiqué of the Regional Permitting and Licensing Committee (regional chief building officials) for submission to the Legislature's Select Standing Committee on Private Bills and Private Members' Bills.

FINANCE AND CORPORATE SERVICES DIVISION

3.   **DRAFT RICHMOND TOURISM MASTER PLAN 2035**
(File Ref. No. 08-4150-03-01) (REDMS No. 8209758)

GP-152

See Page **GP-152** for full report

Designated Speakers: Katie Ferland & Jill Shirey

STAFF RECOMMENDATIONS

(1)   That the draft Richmond Tourism Master Plan 2035, included as Attachment 1 of the report titled "Draft Richmond Tourism Master Plan 2035," dated November 27, 2025, from the Director, Business Services, be endorsed for the purpose of seeking public and interest holders' feedback on the plan; and

(2)   That the final Richmond Tourism Master Plan 2035, incorporating feedback from the public and interest holders on the draft plan, be brought back to Council for consideration.

PARKS, RECREATION AND CULTURE DIVISION

4.   **RICHMOND CELEBRATES SOCCER – SCHEDULE AND FUNDING ALLOCATIONS**
(File Ref. No. 11-7400-20-FIFA1) (REDMS No. 8217030)

GP-200   See Page **GP-200** for full report

Designated Speaker: Dee Bowley & Marie Fenwick

STAFF RECOMMENDATIONS

That the Richmond Celebrates Soccer schedule and funding allocations, as detailed in the staff report titled "Richmond Celebrates Soccer - Schedule and Funding Allocations", dated November 24, 2025, from the Director, Arts, Culture and Heritage be approved.

COUNCILLOR CAROL DAY

5.   **RECORDING OF COUNCIL MEETINGS**
(File Ref. No.) (REDMS No.)

GP-214   See Page **GP-214** for background materials

MOTION

That staff be directed to review the protocol for the audio and video recording of council meetings for the purpose of improving the quality of the recordings.

ADJOURNMENT

City of Richmond

Report to Committee

To:	General Purposes Committee	**Date:**	November 21, 2025
From:	Kim Somerville Director, Community Social Development	**File:**	08-4055-01/2025-Vol 01
Re:	Building Our Future Together: Social Development Strategy (2025–2035)		

Staff Recommendations

1. That the Building Our Future Together: Social Development Strategy (2025–2035) as outlined in the report titled "Building Our Future Together: Social Development Strategy (2025–2035)", dated November 21, 2025, from the Director, Community Social Development, be adopted; and

2. That the Building Our Future Together: Social Development Strategy (2025–2035) be distributed to key partners and community organizations, federal and provincial ministries related to social development, local Members of Parliament and Legislative Assembly, and posted on the City's website.

Kim Somerville
Director, Community Social Development
(604-247-4671)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	**CONCURRENCE**	**CONCURRENCE OF GENERAL MANAGER**
Arts, Culture & Heritage	☑	
Building Approvals	☑	
Business Services	☑	
Clerks	☑	*Wayne*
Climate & Environment	☑	
Communications	☑	
Community Bylaws	☑	
Development Applications	☑	
Facilities & Project Development	☑	
Finance	☑	
Fire & Emergency Services	☑	
Housing Office	☑	
Human Resources	☑	
Intergovernmental Relations	☑	
Parks Services	☑	
Policy Planning	☑	
PRC, Planning & Strategic Initiatives	☑	
RCMP	☑	
Real Estate Services	☑	
Recreation & Sport Services	☑	
Richmond Public Library	☑	
Transportation	☑	
SENIOR STAFF REPORT REVIEW	**INITIALS:**	**APPROVED BY CAO**

8214348

Staff Report

Origin

On September 8, 2025, City Council approved the following recommendations with respect to the draft Social Development Strategy (2025–2035):

(1) That the draft Social Development Strategy (2025–2035), as outlined in the staff report titled "Draft Social Development Strategy (2025–2035)", dated August 11, 2025, from the Director, Community Social Development, be endorsed for consultation with residents and interested parties; and

(2) That staff report back with the final Social Development Strategy, including a summary of the feedback received.

The Building Our Future Together: Social Development Strategy (2025–2035) builds on the achievements of the previous strategy, Building Our Social Future: A Social Development Strategy for Richmond (2013–2022) and reaffirms the City's steadfast commitment to enhancing residents' well-being and cultivating a more inclusive and thriving community.

This report seeks City Council's adoption of the final Social Development Strategy (Attachment 1) and provides a summary of the feedback received from the second phase of community engagement on the draft Strategy (Attachment 2).

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.

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

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.

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

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

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Analysis

Since Council's adoption of the previous Social Development Strategy (2013–2022) in September 2013, communities across Canada, including Richmond, have faced a broad range of economic, environmental, health and social challenges. These overlapping pressures have contributed to declining social outcomes and have impacted the quality of life for many residents. Key challenges include housing affordability and increasing homelessness, rising living costs and growing income inequality, the toxic drug crisis, climate change and extreme weather events, deteriorating mental health and growing social isolation. Together, these factors have intensified the complexity of social issues, requiring more time, resources and cross-sectoral collaboration to respond effectively.

The Social Development Strategy (2025–2035) (the Strategy) reaffirms the City's long-standing commitment to planning for and responding to the evolving social needs of the community. The Strategy was developed using a multi-stage process that included a jurisdictional scan of best practices, in-depth analysis of Canadian Census and community-level data, and a comprehensive community engagement process. Two rounds of engagement were conducted with community organizations, public partners and the broader community to help shape a shared vision for a more inclusive and thriving Richmond. A Council appointed committee, the Social Development Strategy Advisory Committee, comprising of representatives from key City departments and local social service organizations provided valuable insights throughout the development of the draft Strategy.

Community Engagement

Community engagement was central to the development of the Strategy, which was carried out in two distinct phases. Phase One was conducted to inform the development of the draft Strategy that was endorsed by Council on September 8, 2025. This phase helped to identify and deepen an understanding of the social issues faced by community members and gained insights into their hopes for the future. Phase Two took place following the development of the draft Strategy with the purpose of validating and refining the Strategy. During this phase, the draft strategic directions and priority actions, shaped by insights from the initial round of community engagement, were shared with community members to gather feedback and ensure the Strategy addressed identified community needs.

Both phases of engagement provided community members with a range of opportunities to share their feedback, including surveys, community pop-up events, targeted outreach with equity-deserving groups as well as presentations and discussions with community partners. The engagement processes included one-on-one survey support, language interpretation and translation services and accessible feedback materials. In total, more than 1,200 responses were received for the two phases of engagement, demonstrating a strong and diverse community commitment to addressing social issues in Richmond. Table 1 provides an overview of community engagement activities during the two phases.

8214348

Table 1: Summary of Community Engagement

Phase 1	Survey via Let's Talk Richmond and paper format (185 responses)	4 community pop-up events (121 participants)	8 targeted conversations with equity-deserving groups (85 participants)	56 community partners (140 responses)
Phase 2	Survey via Let's Talk Richmond and paper format (77 responses)	9 community pop-up events (478 participants)	6 targeted conversations with equity-deserving groups (45 participants)	39 community partners (108 responses)

Overall, feedback from the engagement activities reflected strong community support for the Strategy and its proposed priority actions. Participants appreciated the opportunity to provide input and identified key priorities that mattered most to them. Across all engagement activities, themes of affordability, safety, accessibility and meaningful engagement consistently emerged as essential to fostering a more inclusive and resilient Richmond. These themes informed and validated the strategic directions and priority actions in the Strategy.

Strategic Directions and Priority Actions

The Strategy outlines five strategic directions and 73 priority actions that will guide and inform the City's planning and response to Richmond's social needs over the next 10 years. The five strategic directions are:

1. Improve Access to Basic Needs: Help residents access services and resources to meet their basic needs, such as food and shelter.

2. Enhance Inclusion and Belonging: Celebrate Richmond's diversity by building cross-cultural understanding and fostering mutual respect.

3. Foster a Safe, Resilient and Accessible Community: Create more welcoming public spaces in the city while strengthening social networks.

4. Strengthen Community Voice and Engagement: Increase access to information and offer inclusive opportunities for residents to take part in local decision-making processes.

5. Empower Community Capacity for Collective Action: Promote coordinated action across sectors and all levels of government to develop effective solutions that address Richmond's social needs.

The 73 priority actions build on ongoing initiatives and progress made to date and were developed in response to identified community needs. Each of the actions includes an anticipated timeline for implementation and classified as short-term (1-2 years), medium-term (3-6 years), long-term (7-10 years) or ongoing.

Strategy Revisions

Overall, feedback from the engagement activities confirmed that the strategic directions and priority actions outlined in the Strategy were representative of community needs. Minor revisions were made to improve clarity, strengthen priority actions and incorporate visual elements. Additional details were incorporated into existing priority actions and seven new actions were introduced in response to feedback received during the second phase of community engagement, as outlined below.

Strategic Direction 1: Improve Access to Basic Needs

- **Priority Action 1.11**: Strengthen connections between non-profit housing providers, funding agencies and developers to increase the provision of affordable housing for vulnerable populations. (Short-term)
    - **Revised Version:** Strengthen connections between non-profit housing providers, funding agencies and developers to increase the provision of **safe,** affordable and **accessible** housing for vulnerable populations. (**Ongoing**)

- **Added Priority Action 1.12:** Leverage municipal tools to strengthen protections for tenants, promote housing stability, prevent unjust evictions, and ensure safe, affordable living conditions. (Medium-term)

- **Added Priority Action 1.13:** Work with senior levels of government to increase housing that is more affordable for essential workers on low to moderate incomes enabling them to live and work in the communities they serve while supporting the sustainability of vital services. (Medium-term)

- **Added Priority Action 1.14:** Advocate to senior levels of government for funding to upgrade aging housing stock to meet evolving community needs while enhancing energy efficiency. (Ongoing)

Strategic Direction 2: Enhance Inclusion and Belonging

- **Priority Action 2.9:** Continue to review and update the delivery of programs and services to reflect societal trends and remain responsive to evolving needs and interest of the community's diverse age groups. (Ongoing)
    - **Revised Version:** Continue to review and update the delivery of programs and services to reflect societal trends and remain responsive to the evolving needs and interests of the community's diverse age groups, **including youth, working adults, young families and seniors.** (Ongoing)

- **Priority Action 2.10:** Support the expansion of universal, quality and affordable child care through collaboration with the private and public sectors, non-profit organizations and senior levels of government. (Ongoing)
    - **Revised Version:** Support the expansion of universal, quality and affordable child care, **including flexible and non-traditional hours**, through collaboration with the private and public sectors, non-profit organizations and senior levels of government. (Ongoing)

8214348

- **Added Priority Action 2.11:** Promote a child and youth-friendly community through the continued development of policy, land use planning, and programs and services that enable active transportation, play, participation, safety and social connectedness. (Ongoing)

Strategic Direction 3: Foster a Safe, Resilient and Accessible Community

- **Priority Action 3.5:** Improve transportation options throughout the community to enhance independence and access to services, employment, education and social opportunities for people of all ages, incomes, and abilities. (Ongoing)

  o **Revised Version:** Improve **road safety** and transportation options throughout the community to enhance independence and **equitable** access to services, employment, education and social opportunities. (Ongoing)

- **Priority Action 3.8:** Explore and implement strategies to increase access to a wider range of amenities and services in local neighbourhoods through updates of the official Community Plan, Zoning Bylaws and planning policies. (Ongoing)

  o **Revised Version:** Explore and implement strategies to increase **equitable** access to a wider range of amenities and services in local neighbourhoods through updates of the Official Community Plan, Zoning Bylaws and planning policies. (Ongoing)

Strategic Direction 4: Strengthen Community

- **Added Priority Action 4.6:** Promote City communication tools, such as MyRichmond, to improve access to City information and services, while creating meaningful opportunities for residents to engage directly with the City and share feedback. (Ongoing)

- **Priority Action 4.12:** Encourage and support community-based pre-employment, supported employment, job training and mentorship initiatives that provide opportunities for equity-deserving groups. (Ongoing)

  o **Revised Version:** Encourage community-based pre-employment, supported employment, job training and mentorship initiatives that provide opportunities for equity-deserving groups, **including community members in different life stages.** (Ongoing)

Strategic Direction 5: Empower Community Capacity for Collective Action

- **Strategic Direction 5:** Build Community Capacity

  o **Revised Strategic Direction 5:** Empower Community Capacity for Collective Action

- **Priority Action 5.3:** Advocate to the Government of Canada and the Province of BC for sustainable funding to respond to identified community needs and priorities that require their leadership and involvement. (Ongoing)

  o **Revised Version:** Advocate to the Government of Canada and the Province of British Columbia for **long-term**, sustainable, **operating and capital funding** to respond to identified community needs and priorities that require their leadership and involvement. (Ongoing)

8214348

- **Added Priority Action 5.14:** Design and implement evaluation tools to measure outcomes and track progress towards social development objectives, with a focus on improving community well-being. (Medium-term)

- **Added Priority Action 5.15:** Create a concise, plain-language companion guide to the Strategy, including translated copies, to enhance community awareness and understanding. (Short-term)

Implementation

All 73 actions identified in the Strategy are intended to enhance the social well-being of community members. Implementation of short-term and ongoing actions will begin following the Strategy's adoption.

Examples of these initial priority actions include:

- Explore opportunities with senior levels of government and non-profit housing providers to increase the development of affordable housing options for individuals experiencing homelessness or in core housing need. (Ongoing)

- Develop and implement a community food action plan to address food insecurity and foster a coordinated approach to meeting current and future community food access needs. (Short-term)

- Increase awareness and understanding of the needs and safety concerns of the 2SLGBTQI+, Indigenous, religious and racialized communities, and individuals experiencing homelessness in Richmond. (Ongoing)

- Conduct regular reviews of the City Grant program to ensure that it aligns with City priorities, is flexible to current and emerging community needs, and is an effective use of City resources. (Ongoing)

- Further expand free or low-cost community opportunities for individuals of all ages, backgrounds, identities and abilities to reduce social isolation, help households with financial pressures and foster stronger community connections. (Ongoing)

- Engage individuals from specific age groups in the planning and development of places and spaces intended for their use, including leadership roles in age-specific projects. (Ongoing)

Successful implementation of the Strategy will depend on strong collaboration between the City, key players in the social-serving sector, senior levels of government and community members. The Richmond Social Development Advisory Committee, a City Council Advisory Committee consisting of residents and leaders of social-serving community organizations, will play a key role in the Strategy's implementation. The Committee will provide advice on the City's response to current and emerging social trends and needs in the community, as well as on the overall direction of the Strategy's implementation. The City will also prioritize strengthening relationships with senior levels of government, other local municipalities and public partners. To enhance collaboration among City departments with key roles in advancing social development, an internal staff working group will be formed to support the implementation, monitoring and evaluation of the Strategy.

8214348

<u>Communications</u>

Should Council adopt the Strategy, a concise, plain-language companion guide—along with translated versions—will be created to support broader community awareness and understanding of the Strategy's strategic directions and priority actions. Copies of the Strategy will be distributed to key partners and organizations, federal and provincial ministries related to social development, local Members of Parliament and Members of the Legislative Assembly. An update on the Strategy outlining the progress made towards achieving the strategic directions and priority actions will be provided to Council and shared with the public every three years.

<u>Anticipated Operating Budget Impacts</u>

While many of the Strategy's priority actions can be implemented using existing financial and staffing resources, some actions may require additional funding to achieve the intended outcomes. Requests for financial and staffing support will be brought forward to Council for consideration in the future.

Financial Impact

None.

Conclusion

The Building Our Future Together: Social Development Strategy (2025–2035) demonstrates the City's leadership in addressing the diverse social needs of Richmond's growing population. The Strategy will guide the City and its partners in responding to both current and future social issues in the community over the next 10 years, with the goal of ensuring that everyone who lives, works, plays and learns in Richmond can thrive and fully participate in community life.

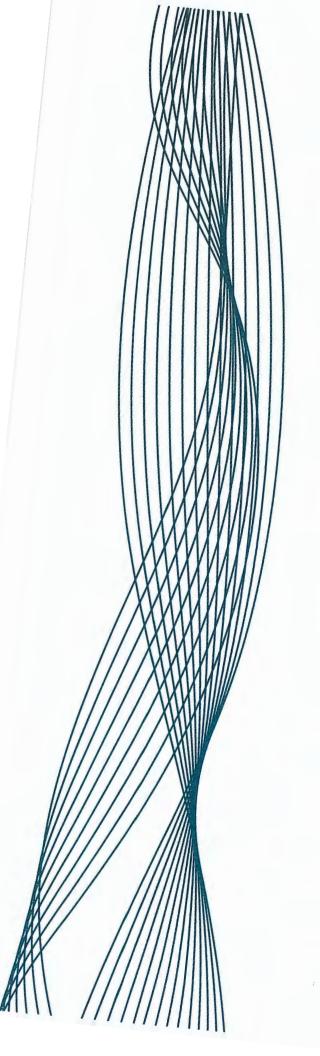Dorothy Jo
Program Manager, Social Planning
(604-276-4391)

Att. 1: Building Our Future Together: Social Development Strategy (2025–2035)
    2: Social Development Strategy (2025–2035): Engagement Summary Report

8214348

City of Richmond

BUILDING OUR FUTURE TOGETHER

SOCIAL DEVELOPMENT STRATEGY (2025–2035)

Community Social Development Department

Richmond

Acknowledgement

Table of Contents

Executive Summary

The City of Richmond (the City) has a well-established history of investing in the social needs and priorities of the community. *Building Our Future Together: Social Development Strategy (2025–2035)* (the *Strategy*) reaffirms the City's commitment to planning for Richmond's future, while continuing to be responsive to current community social needs. Its aim is to enhance the social well-being of all community members, so that everyone can fully participate in the social, economic and cultural life of the community.

The *Strategy* leverages the progress made from the previous *Building Our Social Future – A Social Development Strategy for Richmond (2013–2022)* and the City's efforts in advancing social development over the last decade. It was developed using a multi-stage process that included a jurisdictional scan of best practices, in-depth analysis of Canadian Census and community-level data, and a comprehensive engagement process. This process involved two rounds of engagement with community members, equity-deserving groups, community organizations and public partners to shape a collective vision for a more inclusive and thriving Richmond.

The *Strategy* outlines five strategic directions and 73 priority actions that will guide and inform the City's planning and response to Richmond's diverse social needs over the next 10 years. It serves as an overarching framework that aligns with and reinforces other City Council-adopted plans and strategies ensuring a comprehensive and collective approach to social development. To review the *Strategy* at a glance, see Appendix A.

The *Strategy* is organized into five strategic directions:

1. Improve Access to Basic Needs

Ensuring residents can meet their basic needs, such as food and shelter, is essential for building an inclusive, thriving community. The priority actions under this strategic direction outline how the City can support Richmond residents in meeting these needs and increase access to services and resources that promote individual and community well-being.

2. Enhance Inclusion and Belonging

Fostering inclusion and connections among community members, cultural communities and age groups is vital to social well-being. The priority actions outlined in this strategic direction focus on celebrating diversity, building cross-cultural understanding and intergenerational connections, and encouraging mutual respect among Richmond's diverse population.

3

3. Foster a Safe, Resilient and Accessible Community

Building a safe and accessible community means designing welcoming parks and open spaces, connected and secure neighbourhoods, and inclusive gathering places for all community members to enjoy. The priority actions in this strategic direction focus on creating inclusive public spaces and transport options, while strengthening community networks and collaboration to foster resiliency in responding to emergencies and climate change.

4. Strengthen Community Voice and Engagement

Promoting a more connected city involves removing barriers to participation, increasing access to information and offering diverse engagement opportunities so all community members can participate in and contribute to the community in a meaningful way. The priority actions outlined in this strategic direction focus on creating more opportunities for everyone to become engaged in the community and take part in local decision-making processes.

5. Empower Community Capacity for Collective Action

Strengthening collaboration across all sectors and all levels of government and with community members is essential to developing effective solutions that respond to the complexity of today's social issues. The priority actions outlined in this strategic direction focus on fostering collective action, strengthening both community capacity and advocating to senior levels of government for sustainable funding to address the community's social needs, now and in the future.

Understanding that local decisions greatly influence quality of life, the City is dedicated to addressing inequities to ensure improved social outcomes for all community members. The *Strategy* focuses on strengthening both the City's and community's capacity to respond to social issues, while fostering strategic partnerships that promote shared responsibility in shaping a future where equity, opportunity and social well-being are possible for all.

To ensure the successful implementation of the *Strategy*, it will be shared with senior levels of government and community partners. The approach will strengthen strategic alignment with existing policies and initiatives, promote coordinated action and support the integration of social development priorities into wider community planning processes. This collective effort will foster a more inclusive framework for addressing community needs and advancing shared goals.

4

Introduction

The *Social Development Strategy (2025–2035) (Strategy)* reflects the City's ongoing commitment to improving the well-being of Richmond residents and fostering a more inclusive and thriving community. The *Strategy* is intended to guide the City's approach, in collaboration with community partners, to advancing social development in Richmond over the next 10 years. The aim is to ensure that everyone who lives, works, plays and learns in Richmond can thrive and participate fully in the community.

Richmond has a strong track record in prioritizing and investing in the social well-being of the community. The City's first social development strategy, *Building Our Social Future – A Social Development Strategy for Richmond (2013–2022) (Social Development Strategy 2013–2022)*, was adopted in 2013 and provided strategic direction in advancing social development in the community. The new *Strategy* builds on this work and presents further insights into Richmond's current and future social needs and progress that can be advanced within the municipal context. When combined with other City Council-adopted strategies and plans that address specific areas of social development, such as accessibility, homelessness and cultural harmony, the *Strategy* provides a comprehensive approach to addressing the evolving needs of Richmond's diverse population.

To advance the strategic directions and priority actions set out in the new *Strategy*, collaboration is essential. The *Strategy* works to strengthen the capacity of the City and its partners to develop and implement new approaches to social development. By strengthening engagement with senior levels of government, partners across different sectors and members of the community to respond to priority social issues, the City continues to provide leadership and support in building a community where everyone can thrive. This in turn, contributes to advancing the City's vision of being "the most appealing, livable and well-managed community in Canada."

Understanding Social Development

Social development can be defined as the process of improving the quality of life for all members of society and involves the sharing of community resources, commitments and responsibilities, with the aim of achieving a better society for all. Social development aims to improve a broad range of personal, social, economic and environmental factors that affect individual and community well-being. Individual well-being is impacted by the quality of community members' daily lives. This includes their ability to meet basic needs, maintain physical and mental health, connect with each other and access opportunities that build stronger futures, such as education and employment. Community well-being is affected by overall livability, community participation and connections, sense of belonging, safety and community resiliency.

5

These factors that influence individual and community well-being are interconnected and overlap. They are also influenced by an individual's unique identity, background and experiences. Today, there is growing recognition that for some individuals and groups, systemic and historical barriers have limited their full participation in all aspects of community life. The City recognizes the importance of removing these barriers and is committed to working with its partners and the community to build a more equitable Richmond.

The Importance of Equity

Equity can be defined as a condition where "everyone [is] treated according to their diverse needs in a way that enables all people to participate, perform, and engage to the same extent."[1] Equity considers people's unique identities and experiences, and the ways oppression and discrimination affect each person's access to power, opportunities and resources. In Richmond and across Canada, inequities disproportionally affect Indigenous Peoples, racialized groups, 2SLGBTQI+ communities, newcomers and refugees, people living in poverty, people with disabilities, women, children, youth and seniors, who are often referred to as equity-deserving groups.

As the level of government most directly connected to residents, decisions made at the local government level can have a profound impact on people's standard of living and quality of life. The City acknowledges its responsibility in addressing social inequities through its planning and service delivery as well as across its physical and social infrastructure. This involves reducing and removing systemic barriers and fostering inclusion for all community members. It also involves working with partners and community members to collectively develop and implement responses to social issues that consider the gaps and barriers experienced by equity-deserving groups in the community.

"By embedding intersectionality and equity lenses in institutional policies, practices and processes, equity efforts ensure that those who are not getting a fair share of access, influence and resources are not excluded from services and opportunities, but rather are systematically prioritized."

- Government partner

6

HONOURING
THE PAST
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"You can't really know
where you are going
until you know where
you have been."

– Maya Angelou

Background

The City has a strong history of planning for and responding to the social needs of the community. Since the early 1980s, Richmond has successfully introduced and implemented a number of City Council-adopted policies and strategies to advance social development in the community. These include the City's *Multiculturalism Policy* (1991), the *Affordable Housing Policy* (1989) and the *Senior Services Policy* (1982). Over the past three decades, as Richmond's population has grown, the social needs of the community have become more complex and diverse. In response to the evolving social landscape, the City began developing specialized strategies to respond to specific social issues, including the introduction of the City's first *Youth Strategy* in 1995 and the *Affordable Housing Strategy* in 2007. See Appendix B for a timeline of the development of the City's social development policies and plans.

In an effort to provide an overarching strategy to respond to the social needs of the community, in 2013, City Council adopted Richmond's first social development strategy, *Building Our Social Future – A Social Development Strategy for Richmond (2013–2022)*. This strategy aimed to advance Richmond as "an inclusive, engaged and caring community – one that considers the needs of its present and future generations, values and builds on its diversity, nurtures its social capital and treats its citizens with fairness and respect."[2] Through the implementation of its nine strategic directions and 53 corresponding actions, the *Social Development Strategy (2013–2022)* created the foundation for a more coordinated and sustainable approach to social development in Richmond.

Highlighted Achievements from 2013–2022

Between 2013 and 2022, the City made significant strides in improving the social well-being of Richmond residents through the implementation of the *Social Development Strategy (2013–2022)*. By the end of this 10-year period, the City advanced or completed all 53 term-related or ongoing actions. Central to this success was the City's partnerships and collaborations with community organizations and residents.

Achievements spanned the range of social development areas and addressed the diverse and complex needs of various population groups, demographics and communities. These include, but are not limited to, the highlighted achievements presented in Figure 1.

Figure 1: Highlighted Achievements from the *Social Development Strategy (2013–2022)*

Eight new City-owned child care facilities were opened (from 2013–2022), providing a combined **483 new licensed child care spaces** in the community:

- West Cambie Children's Centre (2013)
- Cranberry Children's Centre (2014)
- Willow Early Care and Learning Centre (2017)
- Gardens Children's Centre (2018)
- Seasong Child Care Centre (2018)
- River Run Early Care and Learning Centre (2020)
- Sprouts Early Childhood Development Hub (2022)
- Seedlings Early Childhood Development Hub (2022)

Four **affordable housing** developments and an **emergency shelter** were opened (from 2013–2022), in partnership with BC Housing and a number of non-profit community organizations:

- Kiwanis Towers (2015)
- Storeys (2017)
- Alderbridge Supportive Housing (2019)
- Richmond House Emergency Shelter (2019)
- Aster Place Supportive Housing (2022)

835 affordable housing units were secured and approximately **$15 million in cash-in-lieu contributions** were made to the Affordable Housing Reserve Fund under the City's Low-End Market Rental (LEMR) program (from 2013–2022), to support future affordable housing developments in Richmond

The first **annual Diversity Symposium** was hosted (2015); it has since become an annual event that aims to equip professionals, volunteers and community members with the knowledge, skills and tools to build diverse, equitable and inclusive communities

A **permanent rainbow crosswalk** was installed on Minoru Boulevard across from the Richmond Cultural Centre (2019) to recognize Pride Week and the City's ongoing support and acceptance of the 2SLGBTQI+ communities

The City was designated as an **Age-Friendly BC Community** (2015) by the Province of BC for its commitment to developing initiatives that increase access to services, programs and opportunities for people as they age and promote inclusion and participation of seniors in all aspects of community life

City Council adopted the **Richmond Food Charter** (2016) as a key step towards supporting urban agriculture, strengthening the local food system and increasing access to affordable and healthy food in Richmond

An updated and more inclusive **Recreation Fee Subsidy Program** was implemented (2018) with expanded eligibility from children and youth to include Richmond residents of all ages who are experiencing financial hardship

City Council adopted the **City's Enhanced Accessibility Design Guidelines and Technical Specifications** (2018) to assist City staff and the development community in incorporating accessibility features in City-owned or City-leased infrastructure

10

The **Youth Civic Engagement Program** was launched (2019) to create opportunities for youth to learn about and discover the inner workings of the City and City Council's decision-making process that helps to shape the Richmond community

The City launched its first **Age-Friendly Neighbourhood Group** in Seafair (2019), funded partly by an Age-Friendly Communities Grant, to engage seniors and plan for aging population needs at the neighbourhood level–an initiative that has since been expanded to other Richmond neighbourhoods

The **Emergency Response Centre** (ERC) was opened (2020), in partnership with BC Housing and Turning Point Recovery Society, to provide **40 temporary shelter spaces** and basic supports, including daily meals, showers and access to community services, for people experiencing homelessness during the COVID-19 pandemic

City Council adopted the **Non-Profit Organization Replacement and Accommodation Policy** (2020) to ensure replacement space is provided to non-profit organizations leasing space in buildings that are subject to demolition to make way for new development

A mandatory online **staff training program** was initiated (2021) about the history and culture of **Indigenous Peoples and communities in Canada**, including the history and legacy of residential schools, in response to the Truth and Reconciliation Commission of Canada's 94 Calls to Action

$3.35 million in provincial funding was secured through the Strengthening Communities' Services grant (2021), implementing a number of projects in response to the pandemic to **support individuals experiencing homelessness** in Richmond, including:

- A Drop-in Centre and Shower Program
- Winter Warming Centres
- A Food Outreach Program

- City staff training programs
- Clinical support programs
- Community dialogues and awareness training

$8.93 million was allocated to **non-profit community organizations** in Richmond through the City Grants Program (from 2013–2022), to support initiatives that promote improved quality of life for residents and/or build community and organizational capacity to deliver programs and services

The **Menstrual Equity Initiative** was launched (2021), installing a total of 30 dispensers providing free menstrual products in public washrooms at City community facilities and Richmond libraries, with more dispensers added at City Hall, City Hall Annex and Public Works Yard washrooms (2022), to address period poverty and menstrual stigma
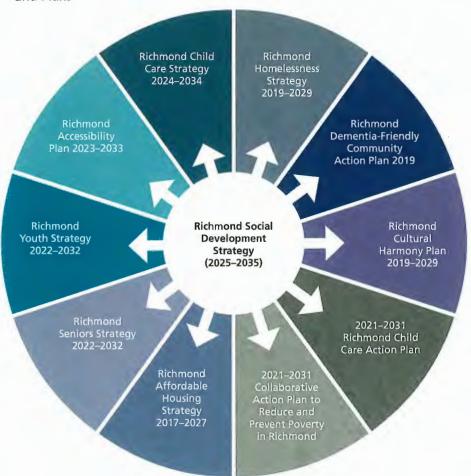
Alignment with other City Strategies

The new *Strategy* builds upon the achievements of the *Social Development Strategy (2013–2022)* and serves as an overarching framework to guide the City's approach in responding to city-wide social issues. It aligns with current City Council-adopted strategies and plans that address specific areas of social development, as illustrated in Figure 2.

Figure 2: Linkages between City of Richmond Social Development Strategies and Plans

The *Strategy* is also supported by a number of City Council-adopted plans and strategies that have one or more strategic actions or outcomes focused on inclusion, well-being or community development and planning. Together, these documents create a comprehensive and collective approach to advancing social development and fostering an environment in which all community members can thrive. Current City strategies and plans that align with the *Strategy* are summarized in Appendix C.

12

UNDERSTANDING THE PRESENT

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"There is no power for change greater than a community discovering what it cares about."

– Margaret J. Wheatley

An Evolving Social Landscape

Since the *Social Development Strategy (2013–2022)* was adopted by City Council in September 2013, communities across Canada, including Richmond, have faced a broad range of economic, environmental, health and social challenges. These compounding challenges have led to diminished social outcomes and affected the quality of life for many community members. They include the COVID-19 pandemic, housing shortages and increasing experiences of homelessness, rising living costs and growing income disparity, the toxic drug crisis, impacts of climate change and extreme weather events, declining mental health outcomes and increasing social isolation. When combined with growing inequality and demographic shifts, such as an aging population, these pressures have resulted in more complex social issues. At the same time, public expectations and polarization around how best to address these challenges have grown.

Meanwhile, advancing reconciliation with First Nations and fostering social inclusion have emerged as priorities for communities. In recent years, there has been growing awareness of historical and systemic inequities against Indigenous Peoples, along with a renewed urgency for both individuals and governments to take action. This has led to an increased focus on advancing reconciliation, diversity, equity and inclusion across Canadian society and within the Richmond community.

As a result of these intersecting challenges, effectively responding to social issues requires more time, resources and coordination across multiple sectors. Consequently, municipalities are increasingly assuming responsibilities that fall beyond their traditional mandate to better serve the needs of their communities. Enhanced collaboration and cooperation with community partners, residents, other sectors and senior levels of government is increasingly important to respond to these challenges over the coming decade.

"The affordability crisis is making it difficult for people with low and moderate incomes to meet basic needs, such as housing and food. This, in turn, is likely affecting stress levels and people's ability to make time for other important, health-promoting activities, such as socialization and physical activity."

- Community member

15

Roles in Advancing Social Development

The City recognizes the importance of fostering strong, collaborative relationships with key partners to implement collective solutions in response to social issues in Richmond. All three levels of government, non-profit organizations, community agencies, local businesses and community members have essential roles to play. These roles and responsibilities are outlined below.

Senior Levels of Government

All three levels of government (federal, provincial and municipal) are responsible for a range of policies, programs and services that impact social development. The following information provides an overview of each level of government's responsibility.

The Government of Canada

The Government of Canada is responsible for laws that govern the rights of all Canadians and the broader macro-economic policies and social programs that affect the social well-being of Canadians. This includes areas such as federal taxation, immigration and Indigenous rights. It provides funding to provincial governments in specific policy areas related to social development. These include health care, social assistance and social services, post-secondary education, early childhood development and child care. The Government of Canada also provides funding for projects and social programs which align with federal priorities, including funding that is accessible to municipalities, community agencies and other groups. Various federal agencies, such as the Canada Mortgage and Housing Corporation, work closely with municipalities on areas of mutual concern like affordable housing.

The Province of British Columbia

The Province of BC has jurisdiction over many areas related to social development including health, education and income assistance. In addition, it establishes the legislative structure within which municipalities operate and is typically responsible for municipal borrowing and revenue transfers. The Province pursues its social development mandate in a number of ways: direct service provision (e.g. through Ministry of Children and Family Development programs), service provision through Health Authorities or crown agencies (e.g. BC Housing) and contractual arrangements or grant funding with non-profit service providers. For example, with respect to income assistance, the Province is responsible for legislation, policy, regulation and distribution of funds.

The City of Richmond

As the level of government that is closely connected to the communities they serve, municipal governments are uniquely positioned to understand and respond to the growing number and complexity of local social issues. Generally,

municipalities are responsible for services that directly affect community members' daily lives. These responsibilities include management of policing and firefighting services, roads and transportation, municipal zoning and land use, and economic development. Additionally, municipalities provide a variety of community facilities, amenities and parks that offer recreational, sporting, cultural and social opportunities for community members. However, in order to advance social development, the City remains committed to proactively planning for and addressing the social needs of the community through the following tools:

- **Develop and Implement:** The City develops and implements plans, policies and strategies to guide its approach to social development, including actions that respond to the social needs of Richmond's diverse population.

- **Research and Analyze:** The City tracks and analyzes a wide range of data and engages with Richmond residents to identify trends, needs and gaps in social programs and services in the community.

- **Partner:** The City partners with senior levels of government and public partners, including the Richmond School District, Richmond Public Library, Vancouver Coastal Health and provincial ministries, to address social issues of mutual concern.

- **Deliver:** The City delivers a variety of programs and services within its municipal mandate that improve the well-being of community members.

- **Collaborate:** The City collaborates with Community Associations and Societies and community organizations to support the provision of a wide array of programs and services that promote positive social outcomes in the community.

- **Advocate:** The City advocates to senior levels of government for sustainable funding and supports to meet community social needs.

- **Design, Build and Maintain:** The City designs, builds and maintains a broad range of infrastructure and natural environments.

- **Secure:** The City secures affordable housing, child care facilities and other community amenities through a range of tools which may include community planning, zoning, density bonus.

- **Promote:** The City promotes community capacity building by allocating resources and funding to social development priorities in the community and coordinates joint planning tables and initiatives that support the development of collective responses to social issues.

Table 1 outlines the key roles and responsibilities of all three levels of government related to a number of social policy areas. While these social policy areas fall primarily within the jurisdiction of senior levels of government, municipalities play an essential role. Through community planning, design and service delivery, municipalities can significantly impact individual and community well-being. This table illustrates how municipal efforts to advance social development are interconnected with, and reliant on, collaborative actions from both the Government of Canada and the Province of BC.

Table 1: Government Roles and Responsibilities for Social Development

Policy Area	Government of Canada	Province of BC	City of Richmond
General	Responsible for laws that govern the rights of all Canadians and broader policies and social programs that affect the social well-being of the whole of Canada.	Responsible for provincial laws and a wide range of policies and social programs that impact residents living in BC.	Responsible for community-level planning, bylaws and essential local services.
Accessibility	• **Sets** national accessibility standards and regulates federal institutions through the *Accessible Canada Act* • **Provides** grant funding for local projects that improve accessibility • **Offers** disability tax benefits and credits (e.g. Disability tax credit)	• **Sets** provincial accessibility standards through the *Accessible BC Act* • **Administers** the BC Disability Assistance program • **Provides** grant funding for local projects that improve accessibility	• **Develops** local accessibility plans • **Identifies, removes and prevents** accessibility barriers in the City's public realm, programs and services • **Facilitates** initiatives to advance accessibility in areas outside of municipal jurisdiction (e.g. private and non-profit sectors)
Child care	• **Sets** national standards and policy frameworks for child care • **Provides** funding to Provinces through early learning and child care agreements • **Offers** child care tax benefits and credits (e.g. Canada Child Benefit)	• **Regulates** child care licensing, program standards and educator qualifications • **Provides** operating and capital funding to support new and existing child care spaces • **Provides** fee reduction programs and child care subsidies for lower income families	• **Develops** policies, strategies and design guidelines to meet local child care needs • **Facilitates and supports** the development of child care sites • **Provides** grant funding for capital expenses and professional and program development opportunities
Food insecurity	• **Sets** national policy frameworks and strategies like *A Food Policy for Canada* • **Provides** grant funding for local food programs and food insecurity research	• **Delivers** social programs that support households in accessing food (e.g. income assistance) • **Coordinates** emergency food response in times of crisis • **Provides** grant funding for local food security initiatives (e.g. school meal programs, local food networks)	• **Develops** local food policies and poverty reduction plans • **Offers** space, land and logistical support for local food production, distribution and education programs • **Provides** grant funding for local food security-related initiatives
Health	• **Sets** national health care and public health standards, frameworks and competencies • **Provides** funding to the Provinces through the *Canada Health Transfer* • **Regulates** pharmaceuticals and health products	• **Delivers** health services, including hospitals, community services, population health, health promotion, and disease prevention services • **Regulates** doctors, nurses and other health professionals • **Provides** grant funding for local health promotion initiatives	• **Supports** local planning and collaborates with service providers to promote positive health outcomes for residents • **Provides** grant funding for local initiatives that support the well-being of community members
Homelessness	• **Sets** national strategies aimed at reducing homelessness and improving affordable housing • **Provides** funding through programs like the *Reaching Home* initiative • **Coordinates** efforts between the Provinces, municipalities and First Nations	• **Delivers** affordable housing and shelter projects and programs • **Coordinates** services, including mental health, addiction support and social assistance programs • **Provides** operating and capital funding for emergency shelters and transitional housing	• **Develops** homelessness strategies and action plans • **Delivers and collaborates** with non-profits to provide homelessness outreach services • **Coordinates** joint planning and action tables to advance community initiatives • **Provides** space for the delivery of shelters, winter services and drop-in programs • **Provides** grant funding for local homelessness outreach initiatives

Policy Area	Government of Canada	Province of BC	City of Richmond
Housing	• **Sets** national housing standards and strategies • **Provides** funding, loans and financing initiatives for affordable housing • **Co-funds** the Canada Housing Benefit with the Provinces for individuals and families with lower incomes	• **Delivers** affordable housing projects and programs • **Oversees** tenancy laws and building codes • **Provides** operating and capital funding for supportive housing, non-market housing and low-end market rental housing	• **Develops** land use policies to encourage diverse housing types • **Provides** permits, incentives and land for affordable housing projects • **Collaborates** with developers, non-profits, and federal and provincial agencies to build and maintain affordable housing
Immigrants & refugees	• **Sets** national policies for immigration, refugee protection and citizenship • **Provides** funding to support initial settlement needs (e.g. basic supports, language and skills training) • **Coordinates** refugee resettlement (e.g. arrival, sponsorship programs and temporary housing)	• **Delivers** settlement services (e.g. language and skills training) • **Provides** access to housing, health care, education and community programs • **Coordinates** employment programs to support job placement and recognition of foreign credentials • **Provides** grant funding for local settlement and integration services	• **Develops** local policies and strategies that foster diversity and inclusion • **Delivers** cultural programs, events and newcomer welcome initiatives • **Provides** grant funding for local initiatives that support the well-being of immigrants, newcomers and refugees in Richmond
Poverty reduction	• **Sets** the national poverty line and poverty reduction strategies • **Administers** income supports (e.g. Employment Insurance) • **Offers** tax benefits and credits for targeted poverty relief (e.g. GST/HST credit)	• **Sets** provincial poverty reduction plans like *TogetherBC* • **Administers** the BC Income Assistance program • **Provides** grant funding for local poverty reduction initiatives	• **Develops** local poverty reduction plans • **Coordinates** joint planning and action tables to advance community initiatives • **Provides** grant funding to support local poverty reduction efforts
Seniors	• **Administers** income supports (e.g. Old Age Security, Guaranteed Income Supplement) • **Offers** senior tax benefits and credits (e.g. Age Amount tax credit) • **Provides** grant funding for age-friendly communities, elder abuse prevention and seniors programs	• **Delivers** health care services for seniors • **Delivers** seniors housing projects and programs • **Subsidizes** public transportation for seniors (e.g. HandyDART, BC Bus Pass Program)	• **Develops** local seniors strategies • **Delivers and collaborates** with non-profits to provide local seniors services and programs • **Develops** accessible and age-friendly public spaces • **Provides** grant funding for local initiatives that support the well-being of Richmond seniors
Youth	• **Sets** priorities for youth through the *Youth Policy of Canada* • **Provides** funding for youth employment and skills development programs • **Offers** financial aid (e.g. student loans, grants and scholarships)	• **Delivers** K-12 education • **Provides** child welfare services and supports • **Delivers** youth employment and training programs • **Offers** financial aid (e.g. student loans, grants and scholarships)	• **Develops** local youth strategies • **Delivers and collaborates** with non-profits to provide local youth services and programs • **Supports** youth engagement and inclusion at the local level • **Provides** grant funding for local initiatives that support the well-being of Richmond youth

19

Public Partners and Government Agencies

The City of Richmond has strong working relationships with public partners and government agencies that include the Richmond School District (SD38), Richmond Public Library, Vancouver Coastal Health, BC Housing, Ministry of Social Development and Poverty Reduction and Richmond RCMP. These agencies deliver a variety of services and supports that directly benefit the social well-being of Richmond residents. The City is committed to ongoing collaboration and partnerships with these public partners and government agencies to advance social development in Richmond.

Community Organizations and Faith Communities

Richmond has an extensive network of community organizations and faith communities that provide a wide range of social services and supports to address the needs of the individuals and families they serve. These organizations are well positioned to identify community needs and barriers and participate in joint planning on social issues affecting community members in Richmond. They deliver a wide range of social services, including:

- Management of affordable housing units
- Crisis counselling
- Family services and supports
- Information and referral supports
- Job skills training and career mentoring
- Legal services
- Support services for new immigrants
- Homelessness outreach
- Opportunities for social and community connection
- Peer counselling
- Provision of emergency food supports, including community meals and food hampers
- Referrals to government programs, health care and mental health services
- Translation and interpretation

As well as providing these important services and supports, these organizations continue to advocate on behalf of community members for additional resources to address social needs.

Community Associations and Societies

In addition to the direct provision of programs and services for community members, the City works with Community Associations and Societies to provide recreation, sport, arts, culture and heritage opportunities to the community. The City provides the facilities and core staffing, and most of the Community Associations and Societies are responsible for the delivery of programs and events. Through opportunities provided by these non-profit organizations, community members can participate and volunteer in a variety of social events, physical activities, health and wellness programs, and cultural experiences that meet the diverse needs and interests of community members.

The Private Sector

The private sector has an important role in social development. Members of the private sector are both employers and, in some cases, Richmond residents. Their decisions and actions have a direct impact on employment levels, labour and income, and overall quality of life in the community. The private sector provides goods and services, builds housing and infrastructure, develops technology and communication systems, creates employment opportunities and influences many other important aspects of community life. It can also offer mentoring opportunities and assist in sponsoring programs and events that foster economic and social inclusion of Richmond residents.

Richmond Community Members

Well-informed, active and engaged community members play an integral role in Richmond's social development. Either as individuals or as part of a group, community members raise public awareness on important social issues and shape the community through civic engagement opportunities, such as participating on community tables and voting. For many years, volunteerism in Richmond has played a significant role in strengthening the community's social system, as many of the social services and supports offered rely heavily on volunteers to help deliver these vital services. Community members also contribute their ideas, backgrounds and experiences to enhance the cultural vibrancy of the community.

By working with these key partners, the City continues to make meaningful progress in responding to the complex and systemic social issues in Richmond. Strengthening and expanding these effective partnerships will be essential to advancing social development over the next 10 years. The City remains committed to working with its partners to implement solutions that reflect shared responsibilities, priorities and commitments.

What is your vision for a more inclusive and thriving Richmond?

"I imagine a city where someone, regardless of their abilities, [is] able to move independently and access services without barriers. Whether that is accessible [sidewalks] [and] intersections, equipped with accessible pedestrian signals and tactile walking surface indicators, or city [staff that are] trained and ready to serve and support anyone with any disabilities…"

- Community member

21

Developing the New Strategy

The new *Strategy* was developed through a multi-stage process, beginning with a comprehensive needs analysis to identify current and emerging social issues in the community. Data to inform the *Strategy* was collected from a range of sources, including an analysis of community and government data (e.g. 2021 Census of Population) to examine changing community demographics and trends, along with a jurisdictional scan of municipal approaches to social development. Community members also provided input through two-rounds of engagement, offering insights into the local context and helping shape the strategic directions and priority actions outlined in the *Strategy* to address both current and future social needs of residents. Figure 3 represents the process for developing the *Strategy*.

Figure 3: Process for Developing the *Social Development Strategy* (2025–2035)

Phase 1
- Establish a *Strategy* Advisory Committee
- Develop Guiding Principles
- Conduct background research and analysis

Phase 2
- Conduct first phase of community engagement
- Develop draft strategic directions and priority actions

Phase 3
- Present draft Strategy to Council
- Conduct second phase of community engagement
- Review and refine the Strategy

Phase 4
- Present final Strategy to Council

The Social Development Strategy Advisory Committee

A Social Development Strategy Advisory Committee was created to guide the development of the *Strategy*. The *Strategy* Advisory Committee was composed of representatives from key City departments and community organizations that provide a broad range of social services and supports. Committee membership included representatives from the following organizations: City of Richmond departments, City Centre Community Association, Richmond Addiction Services Society, Richmond Centre for Disability, Richmond Family Place Society, Richmond Multicultural Community Services, Richmond Public Library, Richmond School District, Turning Point Recovery Society and Vancouver Coastal Health.

Members of the *Strategy* Advisory Committee offered valuable insights and shared their knowledge about the social needs of Richmond residents. They played an important role in ensuring that the *Strategy* was developed according to a set of guiding principles that took into account the needs and experiences of the community. These principles are outlined in the following section.

23

Guiding Principles

The following Guiding Principles, endorsed by the Social Development Strategy Advisory Committee and adopted by City Council in April 2023, helped shape the development of the *Strategy*:

- **People-Centered:** Ensure the people who live, work, learn and play in Richmond are at the center of the *Strategy's* development and implementation. This includes utilizing an evidence-based and data-informed approach, considering both quantitative and qualitative information that values people's knowledge and lived experiences.

- **Collective Impact:** Develop a shared vision with aligned strategic actions that promote collaboration across the community to draw on strengths from various levels of government, community agencies, non-profit organizations, the private sector and individual residents to achieve the best possible social outcomes for the Richmond community.

- **Overarching Framework:** Provide an overarching framework to guide the City's approach in addressing city-wide issues related to social development and align with existing City strategies, plans and policies that address and affect social development.

- **Inclusive and Accessible:** Commit to and facilitate public engagement processes that are inclusive and accessible that allow for a wide range of experiences and perspectives to be heard and considered in the design, implementation and evaluation of the *Strategy*.

- **Accountable:** Consider the roles and mandates of those involved in implementing the *Strategy* to ensure actions and mechanisms for demonstrating progress and social impact are reliable, realistic and transparent.

- **Responsive:** Ensure the *Strategy* is based on current need, while being future-focused and proactive, and developed in a manner that allows for agile, innovative and responsive action.

These guiding principles informed the City and *Strategy* Advisory Committee during the planning of community engagement activities and development of the strategic directions and priority actions outlined in the *Strategy*.

Jurisdictional Scan and Research

Recognizing the significant impact local government policies, programs and spaces have on the standard of living and quality of life of community members, a jurisdictional scan of 17 Canadian and international local governments was completed. Through this scan, different approaches and practices for creating a more inclusive and thriving community were identified. Additionally, existing City Council-adopted plans and strategies were reviewed to assess their alignment with the *Strategy* and to determine the current level of progress Richmond has made in advancing social development in Richmond.

> **What is your vision for a more inclusive and thriving Richmond?**
>
> "People, regardless of diverse circumstances, genders, cultures etc., have a safe place to live, enough food, and a supportive community of friends and families. There are no barriers to health and wellness, and discrimination is not tolerated."
>
> - Community member

24

Furthermore, a systematic review of Canadian and international social well-being frameworks was conducted to provide a comprehensive understanding of the conditions and factors that support an individual's ability to thrive. These frameworks included:

- *The Canadian Index of Well-being:* The Canadian Index of Well-being tracks changes in the well-being of Canadians over time in eight quality of life categories or domains. The domains are community vitality, democratic engagement, education, environment, healthy populations, leisure and culture, living standards and time use.

- *Canada's Quality of Life Framework:* Introduced by the Government of Canada in 2021, Canada's Quality of Life Framework consists of a set of 84 indicators, organized into a series of domains that include prosperity, health, society, environment and good governance. The Framework also integrates two cross-cutting lenses which are applied across all of its domains: the Fairness and Inclusion Lens and the Sustainability and Resilience Lens.

- *The Shared Ingredients for a Well-being Economy:* This joint discussion paper prepared by the Centre for Thriving Places and supported by Carnegie UK, explores eight different frameworks that are widely used internationally to evaluate and monitor well-being and presents common themes or 'ingredients' found in these frameworks. The eight frameworks are: The Thriving Places Index (United Kingdom), the Social, Economic, Environmental and Democratic (SEED), the Well-being Model (United Kingdom), the Doughnut Economics Model (United Kingdom), the *Well-being of Future Generations Act* (Wales), the National Performance Framework (Scotland), the Office for National Statistics Well-being Dashboard (United Kingdom), the United Nations Sustainable Development Goals (International), and the Organization for Economic Cooperation and Development Better Life Index (International).

All of the frameworks reviewed discuss the necessary conditions for a thriving life and have assisted the City in identifying key areas within its mandate that contribute to both individual and community well-being. They highlight the relationship between a range of social, economic, environmental, and community health and well-being, while also demonstrating a strong linkage between community design and the promotion of health, social well-being and a sense of inclusion among community members.

From this research, learnings and opportunities for Richmond were identified and used to inform the strategic directions and priority actions in the new *Strategy*.

> "Ensuring that all community members have access to, and get sufficient doses of 'protective factors', such as social connectedness and belonging, physical activity, nutrition, safety, and security—constitutes an 'upstream' approach that promotes wellness and reduces the increasing demand for downstream services."
>
> - Government partner

Engaging the Community

Community engagement was central to the development of the *Strategy*, which was carried out across two phases. Phase One was conducted prior to the development of the draft *Strategy*, informing its direction from the start. This phase helped to identify and deepen an understanding of the social issues faced by community members, gained insights into their hopes for the future, and informed the strategic directions and priority actions in the *Strategy*.

Phase Two took place following the development of the draft *Strategy*. The primary goal during this phase was to validate and refine the *Strategy*. During this phase, the draft strategic directions and priority actions, shaped by insights from the initial round of community engagement, were shared with community members to gather feedback and ensure the *Strategy* aligned with identified community needs.
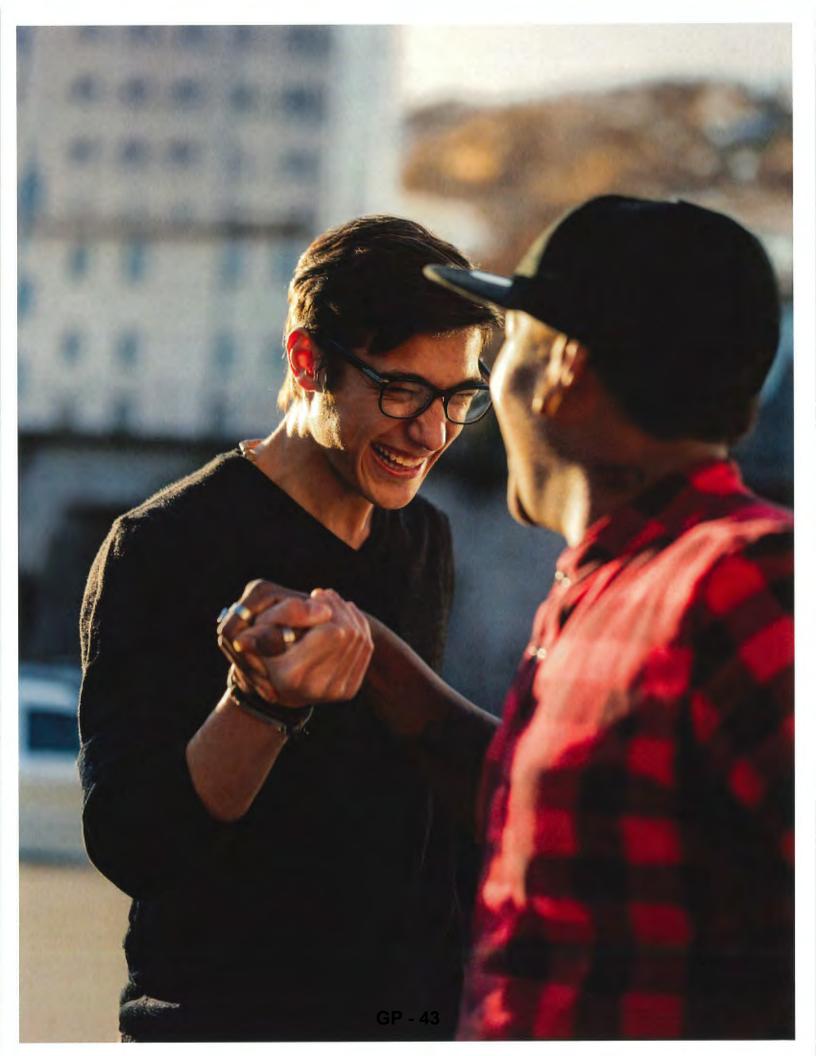
During the two phases of engagement, community members were offered a range of engagement opportunities to share their feedback, including surveys, community pop-up events, targeted outreach with equity-deserving groups and presentations and discussions with community partners. The engagement processes included one-on-one survey support, language interpretation and translation services, and accessible feedback materials. In total, more than 1,200 responses were received for the two phases of engagement, demonstrating a strong and diverse community commitment to addressing social issues in Richmond (refer to Appendix D for a summary of activities). Table 2 provides an overview of the community engagement results from both phases of the engagement process.

Table 2: Summary of Community Engagement

Phase 1	Survey via Let's Talk Richmond and paper format (185 responses)	4 community pop-up events (121 participants)	8 targeted conversations with equity-deserving groups (85 participants)	56 community partners (140 responses)
Phase 2	Survey via Let's Talk Richmond and paper format (77 responses)	9 community pop-up events (478 participants)	6 targeted conversations with equity-deserving groups (45 participants)	39 community partners (108 responses)

GP - 41

During the two rounds of community engagement, Community Ambassadors were hired and trained to support the engagement process and reach a broader audience. These Ambassadors were Richmond residents whose backgrounds and experiences gave them unique insight into the experiences of equity-deserving groups. Their local knowledge and language skills helped bridge gaps between the project team and the community, increasing meaningful participation. This approach contributed to a robust engagement process that gathered a range of perspectives, including feedback from equity-deserving groups who are traditionally underrepresented in engagement efforts.

The comprehensive and inclusive approach to community engagement drew on expertise and perspectives across demographics and communities, contributing to a final strategy that is both representative of and responsive to the community.

Profile of Community Members in Richmond

Today, people of all ages, backgrounds and abilities are establishing roots and connections in Richmond. The following provides a profile of community members in Richmond using data from the 2021 Census of Population (2021 Census) as well as other local, regional and national sources. By drawing on data from multiple sources, this profile provides a more complete picture of Richmond's most recent demographics and emerging trends. Other data sources mentioned include:

- BC Housing, Applicant Registry (2021–2024)
- Metro Vancouver, Point-in-Time Homeless Count (2020, 2023, 2025)
- Metro Vancouver, Regional Growth Strategy Projections (2024)
- Ministry of Social Development and Poverty Reduction, BC Employment and Assistance Program (2021–2024)
- NewToBC, Richmond Immigrant Demographic Profile (2023)
- Richmond Centre for Disability, Accessible Parking Permit Program (2021, 2024)
- Richmond Food Bank Society, Impact Reports (2021–2024)
- Statistics Canada, Canadian Survey on Disability (2022)

This information has informed the development of the strategic directions and priority actions outlined in the *Strategy*. As this data is both current and future-focused, it will continue to be tracked to support the City in planning and responding to Richmond's evolving social needs over the next 10 years.

Unless otherwise noted, data is from the 2021 Census, which is based on 2021 population data, with the exception of income data, which is sourced from Canada Revenue Agency's 2020 tax and benefits records. To ensure confidentiality, the values in the census data are randomly rounded to multiples of five or 10. As a result, totals may not match the individual values since totals and subtotals are independently rounded. Similarly, percentages, which are calculated on rounded data, may not necessarily add up to 100%.

Population Size

Richmond's population is growing and is estimated at 241,375 in 2025.[3] From the 2016 to 2021 Census, Richmond's population increased by 11,628 individuals, representing a growth rate of approximately 6%. This rate was even greater when looking at changes over the last two decades. According to census data from 2001 to 2021, Richmond saw an increase of more than 45,000 residents (28%) from 164,345 individuals in 2001 to 209,937 individuals in 2021.

From 2025 to 2050, Richmond's population is projected to increase by another 29% or 69,861 individuals, from the estimated 241,375 residents in 2025 to a

projected 311,236 residents in 2050. This is the same as a population increase of just over 1% each year. It is important to note that the population projections are based on forecasts developed by the City of Richmond in collaboration with Metro Vancouver. They represent an approximate figure for the given year and reflect the 2024 Metro Vancouver Regional Growth Strategy population projections based on a medium population growth scenario. These projections do not reflect legislative changes since 2024, such as the provincial Transit Oriented Areas and Small-Scale Multi-Unit initiatives and the federal 2025–2027 Immigration Levels Plan.

Age Groups in Richmond

Population Pyramid

Richmond's population encompasses a range of ages, from babies to centenarians. This is highlighted in the following population pyramid (Figure 4), which shows proportional differences by generation. Each bar in the graph illustrates the number of individuals in each five-year age group in Richmond by gender based on the 2016 and 2021 Census. The 'bumps' indicate a larger number of individuals in certain age ranges, while the overall graph shows significant growth in some age segments over the past five years (2016–2021). The terms woman or man throughout this document refer to self-identified gender and may include those who identify as non-binary.[4]
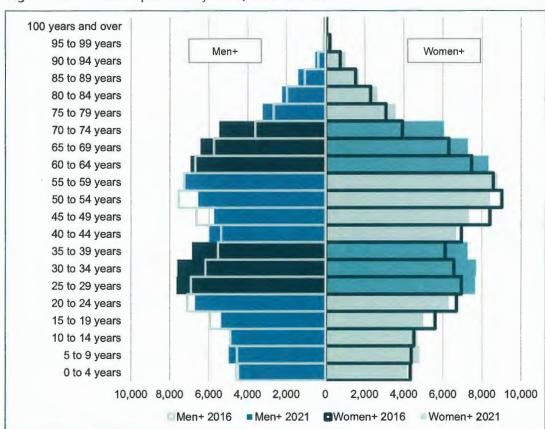
Figure 4: Richmond Population Pyramid, 2016 and 2021

Source: Statistics Canada, 2016 and 2021 Census of Population

The two largest generations represented in the population pyramid are the baby boomer generation (first 'bump' in the upper half of the pyramid) and the millennial generation (second 'bump' in the lower half of the pyramid). Baby boomers represent individuals born between 1946 and 1964 while millennials represent individuals born between 1981 and 1996. As of the 2021 Census, individuals in the baby boomer generation were between the ages of 57 and 75 years and totalled 52,060 individuals or approximately 25% of Richmond's population. The most significant population shift between 2016 and 2021 occurred in the 70 to 74 years cohort, which increased to 11,515 individuals in 2021 from 7,535 individuals in 2016. Millennials were between the ages of 25 and 40 years at the time of the 2021 Census and made up a total of 47,220 individuals, representing almost another quarter (22%) of Richmond's population.

In Canada, millennials are the fastest growing generation due to higher rates of immigration. Nationally, more than half of the immigrants who settled in Canada from 2016/2017 to 2020/2021 were millennials, and by 2029, it is projected that millennials will become the largest generation in the country.[5]

Past and Projected Population by Age Groups

Based on the City's broader age categories which include children (birth to 12 years), youth (13 to 24 years), adults (25 to 54 years) and seniors (55+ years), the overall age distribution of Richmond's population remained relatively stable between the 2016 and 2021 Census (Table 3).

Table 3: Past and Projected Population by Age Groups in Richmond

Age Group	2016	2021	2035 MVRGS[6] Population Projection	2050 MVRGS Population Projection
Children (birth to 12 years)	23,275	23,955	25,073	26,290
Youth (13 to 24 years)	29,240	27,375	31,212	32,125
Adults (25 to 54 years)	82,120	85,355	122,123	133,399
Seniors (55+ years)	63,625	73,240	95,908	119,421
Total	**198,309**	**209,937**	**274,316**	**311,236**

Source: Statistics Canada, 2016 and 2021 Census of Population, and 2024 Metro Vancouver Regional Growth Strategy (MVRGS) population projections based on a medium population growth scenario

Of all the age categories, adults (25 to 54 years) continued to represent the largest proportion of Richmond's total population in both 2016 and 2021, accounting for approximately 41% (82,120 individuals in 2016 and 85,355 in 2021). The most notable change was in the proportion of seniors (55+ years), which increased from 32% (63,625 individuals) in 2016 to approximately 35% (73,240 individuals) in 2021. This growth was consistent with national trends related to Canada's aging population and changes observed in municipalities across the country. While the number of children (birth to 12 years) increased slightly by 680 individuals, their proportion of the population remained relatively

stable at just over 11% between 2016 and 2021. Conversely, the youth population (13 to 24 years) declined by 1,865 individuals, resulting in nearly a 2% decrease in their overall segment of the population. However, together, children and youth collectively accounted for 24% of Richmond's population in 2021.

The trend of adults (25 to 54 years) and seniors (55+ years) comprising the majority of Richmond's population is expected to continue through 2050, according to population projections for both 2035 and 2050. By 2035, the number of adults is expected to increase by 36,768 individuals or 43% while the number of seniors is estimated to increase by another 22,668 individuals or 31%. When looking ahead to 2050, both age groups are projected to more than double in comparison to the 2021 Census, with seniors driving much of the growth. The seniors population is forecasted to increase by 63%, reaching 119,421 individuals, and will represent approximately 38% of Richmond's total population in 2050. The adult population is projected to grow by 56%, increasing to 133,399 individuals, and will make up approximately 43% of Richmond's total population in 2050.

Household Composition

According to the 2021 Census, Richmond's population included a total of 81,080 private households. The most common household type was couples with children, making up 28% or 22,720 households of the total number of households (Table 4). The second and third most common types were households that contained only one-person, otherwise known as one-person households, representing 25% or 20,345 households, and couples without children, representing 22% or 18,095 households.

Table 4: Household Types in Richmond, 2021

Household Type	Households	
	Number	%
Couple-family households with children	22,720	28.0%
Couple-family households without children	18,095	22.3%
One-parent-family households	7,660	9.4%
Multigenerational households	4,490	5.5%
Multiple-census-family households	1,030	1.3%
One-census-family households with additional persons	3,075	3.8%
Two-or-more-person non-census-family households	3,665	4.5%
One-person households	20,345	25.1%
Total	**81,080**	**100.0%**

Source: Statistics Canada, 2021 Census of Population

Figure 5 provides a more detailed breakdown of the composition of census families in Richmond, which includes the number of married, common-law and one-parent family households, both with and without children, based on the 2021 Census.

Figure 5: Composition of Census Families in Richmond, 2021

Source: Statistics Canada, 2021 Census of Population

In 2021, there were 22,610 families without children and 38,215 families with children in Richmond. Of the families with children, the majority (70%) were married couples with children, totalling 26,855 families. Additionally, there were 10,165 one-parent families, representing approximately 27% of all families with children in Richmond. Among the one-parent families, 8,380 were families where the parent was a woman and 1,785 were families where the parent was a man.

Family Size

As of the 2021 Census, the average size of census families in Richmond was estimated to be 2.8 persons. The proportion of two person families continued to increase from approximately 46% in 2016 to just over 48% in 2021, while the proportion of three-person, four-person and five-or-more-person families continued to decrease across the same period (Table 5).

Table 5: Family Sizes in Richmond, 2016 and 2021

Family Size	2016	2021
Two person	45.5%	48.4%
Three person	27.5%	26.2%
Four person	20.9%	19.8%
Five or more persons	6.1%	5.5%

Source: Statistics Canada, 2021 and 2016 Census of Population

33

Ethnicity

In 2021, there were over 180 different ethnic origins (with at least 25 residents) and 100 languages spoken in Richmond. Statistics Canada defines ethnic origin as the ethnic or cultural origins of the person's ancestors, who are usually more distant than grandparents. A person can also have more than one ethnic origin.[7] The most commonly reported ethnic origin was Chinese (99,780 individuals), followed by Filipino (15,905 individuals) and English (12,185 individuals).[8] The 10 most common ethnic origins are shown below in Table 6.

Table 6: Most Common Ethnic Origins of Richmond Residents, 2021

Ethnic Origin	Number
Chinese	99,780
Filipino	15,905
English	12,185
Hong Konger	9,760
Scottish	9,750
Indian	9,330
Canadian	8,280
Irish	7,720
Taiwanese	6,715
German	6,305

Source: NewToBC (2023). Richmond Immigrant Demographic Profile. https://newtobc.ca/wp-content/uploads/2023/11/2023-NewToBC-Richmond-DemoProfile-WEB-Final.pdf

In 2021, 80% or 167,395 individuals of Richmond's population identified as racialized, which gives Richmond the distinction of having the highest proportion of racialized groups of any municipality in British Columbia, and the second highest percentage in Canada, after Markham, Ontario (Table 7). The concept of "racialized group" is based on the visible minority variable in the Canadian Census. The *Employment Equity Act* defines visible minorities as persons, other than Aboriginal Peoples, who are non-Caucasian in race or non-white in colour. The racialized population in Canada consists mainly of the following groups: South Asian, Chinese, Black, Filipino, Arab, Latin American, Southeast Asian, West Asian, Korean and Japanese.[9] The predominant racialized group in Richmond in 2021 was Chinese (68% or 113,060 individuals) followed by South Asian (9% or 15,370 individuals) and Filipino (9% or 15,130 individuals).

Table 7: Most Common Racialized Groups in Richmond, 2021

Racialized Group	Number	%
Chinese	113,060	68%
South Asian	15,370	9%
Filipino	15,130	9%
Multiple racialized groups	6,090	4%
Japanese	3,885	2%
Southeast Asian	3,305	2%
Arab	2,205	1%
Latin American	2,155	1%
Korean	2,035	1%
Black	1,775	1%
West Asian	1,670	1%
Racialized groups n.i.e.[10]	710	0.4%
Total racialized population	**167,395**	**100%**

Source: Statistics Canada, 2021 Census of Population

Indigenous Population

According to the 2021 Census, a total of 1,540 individuals, including 270 children between birth and 14 years, reported Indigenous identity in Richmond, which accounted for 0.7% of the total population. Indigenous identity refers to a person who identifies with the Indigenous Peoples of Canada, which is defined by Statistics Canada as those who identify as First Nations, Métis and/or Inuk (Inuit), and/or those who report being Registered or Treaty Indians (that is, registered under the *Indian Act* of Canada), and/or those who have membership in a First Nation or Indian band.[11] Of the total who identified as Indigenous in Richmond, 58% identified as First Nations, 36% as Métis and less than 1% as Inuit.

It is important to recognize how historical and systemic barriers including racism, discrimination and the ongoing effects of colonization have contributed to a higher incidence of poverty among Indigenous individuals and families in Canada. Indigenous Peoples continue to be disproportionately impacted in the Lower Mainland and within the Richmond community. Indigenous individuals were over-represented in the 2025 Metro Vancouver Point-in-Time Homeless Count (the Count). During the Count in Richmond, 14% of people who responded to the question relating to Indigenous identity identified as Indigenous, despite making up less than 1% of Richmond's total population.

GP - 50

Immigration to Richmond

In the last two decades, Richmond experienced a significant growth in its population mainly due to immigration. Between 2001 and 2021, Richmond's immigrant population rose by 37,300, accounting for 85% of the total increase. The term immigrant refers to a person who is, or who has ever been, a landed immigrant or permanent resident. Such a person has been granted the right to live in Canada permanently by immigration authorities. In the 2021 Census, this includes immigrants who were admitted to Canada on or before May 11, 2021.[12]

Richmond has consistently maintained a larger share of immigrants compared to Greater Vancouver and almost all other Canadian municipalities.[13] In 2021, immigrants represented just over 60% of Richmond's total population in comparison to approximately 42% of Greater Vancouver's total population. Table 8 highlights the overall population and immigration trends in Richmond and Greater Vancouver from 2016 to 2021.

Table 8: Population and Immigration Trends for Richmond and Greater Vancouver, 2016 and 2021

Year	Richmond			Greater Vancouver		
	Total Population	Immigrant Population	% of Total Immigrant Population	Total Population	Immigrant Population	% of Total Immigrant Population
2021	208,400	125,600	60.3%	2,607,010	1,089,185	41.8%
2016	198,309	118,305	60.2%	2,463,431	989,540	40.8%

Source: NewToBC (2023). Richmond Immigrant Demographic Profile. https://newtobc.ca/wp-content/uploads/2023/11/2023-NewToBC-Richmond-DemoProfile-WEB-Final.pdf

In 2021, Richmond was also the fourth largest recipient of recent immigrants to British Columbia after Vancouver, Surrey and Burnaby. Statistics Canada defines a recent immigrant as a person who obtained landed immigrant or permanent resident status in the five years preceding a given census. In the 2021 Census, this refers to the period from January 1, 2016 to May 11, 2021.[14] The three leading countries of birth for recent immigrants in Richmond were China (52%), the Philippines (12%) and India (7%) (Table 9).

GP - 51

Table 9: Most Common Places of Birth for Total and Recent Immigrants in Richmond, 2021

Total Immigrants	Number	%	Recent Immigrants	Number	%
China	46,490	37%	China	7,090	52%
Hong Kong	24,335	19%	Philippines	1,580	12%
Philippines	13,570	11%	India	955	7%
Taiwan	7,745	6%	Hong Kong	820	6%
India	5,380	4%	Taiwan	365	3%
United Kingdom	2,210	2%	United States	275	2%
United States	1,605	1%	South Korea	215	2%
Vietnam	1,510	1%	Brazil	195	1%
South Korea	1,230	1%	Syria	125	1%
Pakistan	995	1%	Iran	120	1%
Other Places	20,530	16%	Other Places	1,965	14%

Source: NewToBC (2023). Richmond Immigrant Demographic Profile. https://newtobc.ca/wp-content/uploads/2023/11/2023-NewToBC-Richmond-DemoProfile-WEB-Final.pdf

Between 2016 and 2021, 540 individuals in Richmond immigrated to Canada as refugees. The term refugee refers to individuals granted permanent resident status in Canada based on a well-founded fear of returning to their country of origin for reasons including race, religion and nationality.[15] From the pre-1980s through to the 2021 Census, there were a total of 4,120 individuals who had immigrated to Canada as refugees living in Richmond.[16]

Language

According to the 2021 Census, English was the most commonly spoken language at home for 96,275 Richmond residents, representing 46% of the total population. Following English, Mandarin (approximately 18% or 37,000 speakers) and Cantonese (almost 18% or 36,515 speakers) were the second and third most common home languages (Table 10).

Table 10: Most Common Languages Spoken at Home in Richmond, 2021

Home Language	Number	%
English	96,275	46.1%
Mandarin	37,000	17.7%
Yue (Cantonese)	36,515	17.5%
Tagalog	4,575	2.2%
Punjabi	3,250	1.6%
Min Nan (Chaochow, Teochow, Fukien, Taiwanese)	1,360	0.7%
Russian	1,330	0.6%
Spanish	1,155	0.6%
Japanese	1,110	0.5%
Korean	1,000	0.5%
Arabic	905	0.4%
Other Languages	7,825	3.7%
Multiple responses – English and other language(s)	15,895	7.6%
Multiple other language(s) not including English	845	0.4%

Source: Statistics Canada, 2021 Census of Population

37

In 2021, 69% of recent immigrants to Richmond spoke languages other than English or French at home. This was a decrease from 74% in 2016, suggesting that Richmond has welcomed more recent immigrants with official language (English and French) skills. The most common non-official home languages spoken by immigrants in Richmond are shown in Table 11.

Table 11: Most Common Non-Official Home Languages Spoken by Total and Recent Immigrants in Richmond, 2021

Total Immigrants	Number	%	Recent Immigrants	Number	%
Cantonese	32,000	25%	Mandarin	5,510	40%
Mandarin	29,405	23%	Cantonese	1,245	9%
Tagalog	4,270	3%	Tagalog	710	5%
Punjabi	2,365	2%	Arabic	200	1%
Russian	1,265	1%	Punjabi	175	1%
Min Nan	1,200	1%	Portuguese	170	1%
Japanese	820	1%	Spanish	150	1%
Spanish	780	1%	Korean	130	1%
Korean	725	1%	Hindi	115	1%
Arabic	660	1%	Russian	100	1%
Other Non-Official Languages	6,075	5%	Other Non-Official Languages	935	7%

Source: NewToBC (2023). Richmond Immigrant Demographic Profile. https://newtobc.ca/wp-content/uploads/2023/11/2023-NewToBC-Richmond-DemoProfile-WEB-Final.pdf

Additionally, the proportion of Richmond residents without English fluency decreased to 21,795 individuals in 2021 from 22,045 in 2016. This shift may also indicate that more residents are immigrating with English language skills and/or learning English following immigration to Canada. In 2021, the top three mother tongues of those who were unable to hold a conversation in English were Mandarin (9,710 speakers), Cantonese (9,020 speakers) and Punjabi (625 speakers).

Gender Identity

According to the 2021 Census, 285 individuals living in Richmond self-identified as transgender and 100 individuals self-identified as non-binary. The term transgender refers to a person whose gender identity does not correspond with the sex they were assigned at birth.[17] The term non-binary refers to a person whose gender is not exclusively male or female, and includes people whose reported gender is, for example, agender, genderqueer, gender-nonconforming or Two-Spirit, a term specific to some Indigenous Peoples of North America.[18] For the first time in 2021, Statistics Canada collected population data on gender diversity, making Canada the first country in the world to do so on a national census.

People with Disabilities

According to the 2022 Canadian Survey on Disability (CSD), which is the official source of data on persons with disabilities (15+ years) in Canada, approximately one in five (19%) or 33,380 Richmond residents who were 15+ years had one or more disabilities that limited their daily activities. Between the 2017 and 2022 CSD, the number of people reporting a disability in Richmond increased by 5,330 individuals, from 28,050 (17%) individuals in 2017 to 33,380 (19%) individuals in 2022. This increase can be partially attributed to both the aging population and the large increase in mental health-related disabilities among youth and working-age adults.[19]

The CSD was designed to report on disability data for Canada, the provinces, and the territories. As a result, much of the CSD data is suppressed at smaller levels of geography. Despite this, the CSD data has continued to provide insight into the possible rate of disability and potential needs of people with disabilities in Richmond.

Trends in community data similarly suggest that the number of residents with disabilities continues to grow in the community and that individuals are connecting to disability-related supports more often. When possible, data from 2021 has been provided for comparison as a baseline indicator.

- Between 2021 and 2024, the average number of Richmond households supported by BC Disability Assistance steadily grew, from 2,170 households in 2021 to 2,404 households in 2024, increasing by approximately 11%. These increases were seen particularly among singles and families with children.
- Between 2021 and 2024, the number of accessible parking permits for people with disabilities issued by Richmond Centre for Disability grew from 2,388 to 4,994, representing a 109% increase.

Religious Diversity

A little over half (53%) of Richmond's population reported no religious affiliation based on the 2021 Census (Table 12). Of those who did report a religious affiliation, the most common were Christian (approximately 31% or 64,405 individuals), followed by Buddhist (approximately 6% or 11,590 individuals), and Muslim (almost 4% or 7,630 individuals).

Table 12: Religious Affiliation of Richmond Residents, 2021

Religious Affiliation	Number	%
No religion and secular perspectives	111,140	53.3%
Christian	64,405	30.9%
Buddhist	11,590	5.6%
Muslim	7,630	3.7%
Sikh	6,985	3.4%
Hindu	2,605	1.3%
Jewish	2,515	1.2%
Other religions and spiritual traditions	1,490	0.7%

Source: Statistics Canada, 2021 Census of Population

39

Income Data

As identified in the 2021 Census and based on 2020 income data, the median after-tax annual household income in Richmond was $71,000. This marked an increase of almost 14% from $62,400 reported in 2016. While income-based data has limitations, it is also one of the most consistent measures available for Richmond and is used nationally and internationally as an indicator of poverty.

Low Income

While poverty is influenced by a number of factors, at the most fundamental level, households experiencing poverty lack the income and resources needed to meet a basic standard of living. The prevalence of low income refers to the percentage of a population that falls below an identified income threshold. The City has referenced the Low-Income Measure After Tax (LIM-AT), a relative measure of low-income status that uses 50% of the median after-tax income of households.[20]

Based on the 2021 Census, the prevalence of low income in Richmond decreased to 16% (LIM-AT) in 2021 from 22% in 2016 as indicated in Table 13. However, this decrease was largely attributed to pandemic income replacement benefits, such as the Canadian Emergency Response Benefit (CERB) that provided a temporary boost to income levels for some lower socioeconomic households. As the benefit has not continued, the resulting effect was likely temporary.[21]

Table 13: Comparison of Richmond Residents Living in LIM-AT, 2016 and 2021

Richmond Residents	2016	2021
Total number of residents	198,309	208,395
Below LIM-AT	44,040	33,225
% Below LIM-AT	22.2%	15.9%

Source: Statistics Canada, 2016 and 2021 Census of Population

Low Income by Household Composition

According to the 2021 Census, 33,225 individuals in Richmond reported annual incomes below the LIM-AT thresholds, which corresponded to 16,655 households. The prevalence of low-income varied by household composition, with a greater proportion of one-parent families (25%) and individuals living alone (36%) falling below the LIM-AT threshold compared to other household types (Figure 6). Couples, both with and without children, reported lower rates of low-income status, likely due to the presence of two-income earners in these households.
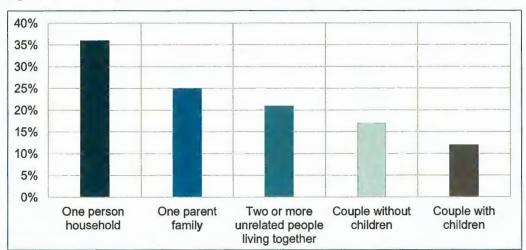
40

Figure 6: Percentage of Richmond Households Living in LIM-AT by Household type, 2021

Source: Statistics Canada, 2021 Census of Population

Low Income by Family Type

A closer look at low-income trends among families in the 2021 Census identified that the estimated prevalence of low income was higher among those with young children. Factors such as family structure, parental level of education and a child's age influence how likely a family is to be living with low income. For families with young children, factors such as high child care costs create barriers to full-time employment. This disproportionally affects one-parent families. Among families with children, one-parent families in which the parent was a woman with children under five were more likely to be living with low income than any other type of family (Figure 7). In total, half (50%) of single parents (in which the parent is a woman) with children under five years of age and one third (33%) of single parents (in which the parent is a man) with children under five were considered low income in Richmond, compared to 15% of couples with children in this same age range.
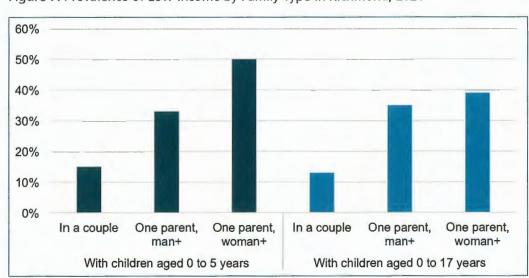
Figure 7: Prevalence of Low-Income by Family Type in Richmond, 2021

Source: Statistics Canada, 2021 Census of Population

41

While data based on reported income provides one measure of poverty levels in the community, it does not provide a complete picture. Instead, it has been used as an initial reference point and supplemented with community-based data to provide a better understanding of the local context.

Trends in community data suggest that the positive effects of pandemic-related financial assistance were temporary. Data from local and regional sources indicate there is a growing number of Richmond residents accessing supports to meet basic needs. When possible, data from 2021 has been provided for comparison as a baseline indicator.

- The average number of Richmond households supported by BC Income Assistance grew by more than 70%, to 1,278 households in 2024, up from 743 households in 2021. This included increases among all household types (singles, couples and families with children).
- The total number of households supported by the Richmond Food Bank more than doubled, growing to 4,770 households in 2023, up from 2,173 households in 2021.
- In 2024, the Richmond Food Bank continued to experience substantial demand, supporting 4,501 households in Richmond. While this marked a slight decrease in unique households served, the number of household visits increased to 62,672 in 2024 from 59,061 in 2023. This suggests increased vulnerability of households that use Food Bank services as these households relied on them more frequently to meet their basic needs in 2024.

Housing

In 2021, Richmond's population was made up of a total of 81,080 private households. Of this total, 71% were owners (57,800 households) and the remaining 29% were renters (23,280 households). The percentage of renter households in Richmond has steadily increased since 2011 when renters represented 23% of households. This has remained consistent with national trends and is partially due to rising housing costs which make home ownership increasingly unaffordable for many individuals and families. From 2016 to 2021, the median value of homes in Richmond increased by 32%, rising from $752,395 in 2016 to $990,000 in 2021. Similarly, Greater Vancouver Realtors reported that over the past five years, from 2019 to 2024, there was a 36% increase in the benchmark price of housing in Richmond.

The increased rental demand and low rates of vacancy have contributed to an overall rise in rental costs. For example, the Canada Mortgage and Housing Corporation 2024 Rental Market Survey reported that the average market rent for all purpose-built market rental units in Richmond increased by 39% over the past five years (2018–2023). Even as Richmond households have shifted to renting, based on the 2021 Census, about 35% of all households, including owners and renters, in Richmond were living in unaffordable housing or spending more than 30% of their gross household income on shelter costs alone. There has also been a growing number of households in Extreme Core Housing Need (ECHN), with renter households experiencing the greatest increase over the years.

Trends in community data reveal that more residents are seeking community supports related to securing affordable housing and experiences of homelessness have increased in the community. When possible, data from 2021 has been provided for comparison as a baseline indicator.

- The average number of households in Richmond on the BC Housing Applicant Registry rose by almost 700 households, to 1,760 households in 2024, up from 1,074 households in 2021.

- The average number of individuals in Richmond with no fixed address receiving BC Income and Disability Assistance increased by over 100 cases, to 209 cases in 2024, up from 106 cases in 2021. It is important to note that there is a distinction between having "no fixed address" for social assistance purposes and experiencing homelessness. Individuals with "no fixed address" could still be sheltered and living indoors or precariously housed, and conversely not all people with an address on file for social assistance purposes necessarily have homes.

- The number of Richmond residents who identified themselves as experiencing homelessness counted in the Metro Vancouver Point-in-Time Homeless Count was 175 individuals in 2025, up from 162 individuals in 2023 and 85 individuals in 2020.

- The reasons people experience homelessness are complex and individuals interviewed as part of the 2025 Metro Vancouver Point-in-Time Homeless Count lost their housing for multifaceted reasons including: not enough income for housing (48%), landlord/tenant conflict (20%), substance use (17%), mental health issues (16%) and conflict with a spouse or partner (16%).

Education

According to the 2021 Census, approximately 68% of non-immigrants in Richmond had some form of post-secondary education, such as a certificate, diploma or degree, with just over one third (37%) holding a bachelor's degree or higher. This number was slightly higher when looking at Richmond's immigrant population with 71% of total immigrants having some form of post-secondary education, with approximately 48% of immigrants holding a bachelor's degree or higher. The proportion among immigrants with a bachelor's degree was 11% higher than the proportion among non-immigrants (Table 14). Since 2016, Richmond saw a significant increase in its proportion of college and university-educated immigrants. In 2016, 43% of Richmond's immigrant population held a bachelor's degree or higher, compared to 36% for its non-immigrant population.

Table 14: Highest Level of Education for the Population between 25 and 64 Years in Richmond, 2021

Level of Education	Non-Immigrants		Immigrants	
	Number	**%**	**Number**	**%**
No certificate, diploma or degree	1,405	5.0%	5,530	6.7%
High (secondary) school diploma or equivalency certificate	7,620	27.3%	18,495	22.3%
Apprenticeship or trades certificate or diploma	1,745	6.3%	2,725	3.3%
College, CEGEP or other non-university certificate or diploma	5,765	20.7%	11,550	13.9%
University certificate or diploma below bachelor level	1,065	3.8%	5,010	6.0%
Bachelor's degree or higher	10,305	36.9%	39,745	47.9%
Total	**27,905**	**100%**	**83,055**	**100%**

Source: Statistics Canada, 2021 Census of Population

Additionally, there was a strong connection between the highest level of education and median employment income. Based on the 2021 Census, individuals with no high school diploma in Richmond had a median employment income of $12,100, while those with a Bachelor's degree or higher had a median employment income of $45,600. However, immigrants had lower employment income than non-immigrants, even when they had the same level of education. For example, immigrants with a Bachelor's degree earned $10,000 less compared to non-immigrants with the same level of education. This difference has been attributed to several factors including the lack of recognition of foreign education credentials, level of English fluency and lack of connections within the Canadian job market.

Labour Force Participation

The labour force comprises individuals 15+ years who are working or looking for work.[22] This does not include students, homemakers, retired workers, seasonal workers during the "off" season, and those who cannot work because of long-term illness or disability. According to the 2021 Census, Richmond's employed labour force totalled 96,785 individuals, representing just over half (54%) of the population (15+ years). The unemployed labour force was estimated at 11,685 (6%), while residents not in the labour force were estimated at 72,005 (40%).

While men and women between 20 and 29 years showed similar rates of labour force participation, the difference between the two genders became more pronounced from the age of 30 onwards. For example, for men between 30 and 34 years, the labour force participation rate was approximately 88%, whereas for women it was approximately 80% (Figure 8). One of the factors contributing to lower labour force participation rates for women between 30 and 44 years is child care responsibilities.
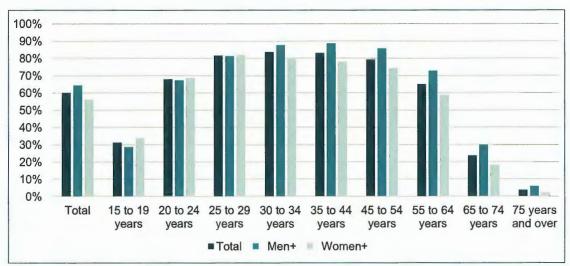
Figure 8: Labour Force Participation Rates by Age and Gender in Richmond, 2021

Source: Statistics Canada, 2021 Census of Population

Since the 2021 Census, short and long-term impacts of the COVID-19 pandemic on labour force participation have become better understood. Studies conducted on the impact of the pandemic found that low-wage workers were disproportionately affected by the pandemic, facing increased job losses, reduced income and slower employment recovery, in comparison to higher-paid workers.[23] This especially impacted workers who were employed in frontline occupations in the accommodation, care and retail sectors, many of whom were racialized individuals.[24, 25, 26] Workers who had less than a bachelor's degree also experienced a slower employment recovery rate.[27] Based on qualitative data from non-profit social service organizations, the employment and income losses experienced by low-wage workers during and after the pandemic have continued to have lasting consequences on individuals and families in Richmond. These challenges have been further exacerbated by the current rising costs of living, especially for Richmond's most vulnerable community members.

What is your vision for a more inclusive and thriving Richmond?

"[A more inclusive and thriving Richmond has] education and skills development, equitable access to quality education and lifelong learning opportunities."

- Community member

Figure 9: The Community at a Glance

(Data is from the 2021 Census, unless otherwise noted.)

241,375 residents are estimated to be living in Richmond in 2025

(2024 Metro Vancouver Regional Growth Strategy, Medium-Growth Population Projections)

311,236 residents are projected to live in Richmond by 2050

(2024 Metro Vancouver Regional Growth Strategy, Medium-Growth Population Projections)

The **2** largest generations represented in the population are baby boomers and millennials

24% of the population (51,330 individuals) are children and youth (birth to 24 years)

56,285 children and youth are projected to live in Richmond by 2035

(2024 Metro Vancouver Regional Growth Strategy, Medium-Growth Population Projections)

35% of the population (73,240 individuals) are seniors (55+ years)

95,908 seniors are projected to live in Richmond by 2035

(2024 Metro Vancouver Regional Growth Strategy, Medium-Growth Population Projections)

180+ different ethnic origins

1,540 individuals identify as Indigenous in Richmond

60% of the population (125,600 individuals) identify as immigrants

80% of the population (167,395 individuals) identify as being part of a racialized group

100+ languages spoken

285 individuals self-identify as transgender and **100** individuals self-identify as non-binary

19% of the population (33,380 individuals) who are 15+ years have one or more disabilities that limit their daily activities

(2022 Canadian Survey on Disability)

53% of the population report no religious affiliation (111,140 individuals). The most common religious affiliations are Christian (**31%**), Buddhist (**6%**) and Muslim (**4%**)

$71,000 is the median after-tax annual household income

16% of the population (33,225 individuals or 16,655 households) are reported to be living in low income based on the LIM-AT measure

71% of Richmond households are homeowners and **29%** are renters

35% of all households in Richmond are living in unaffordable housing (spending more than 30% of income on shelter costs)
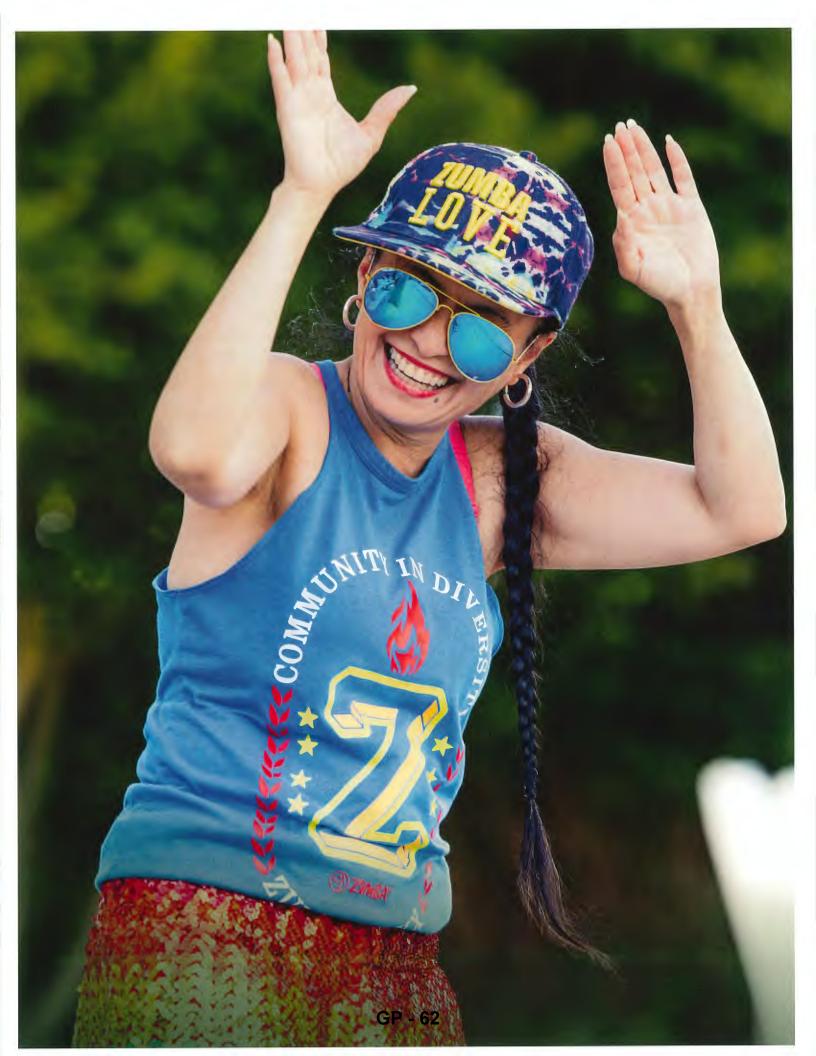
48% of immigrants in Richmond hold a bachelor's degree or higher compared to **37%** of non-immigrants
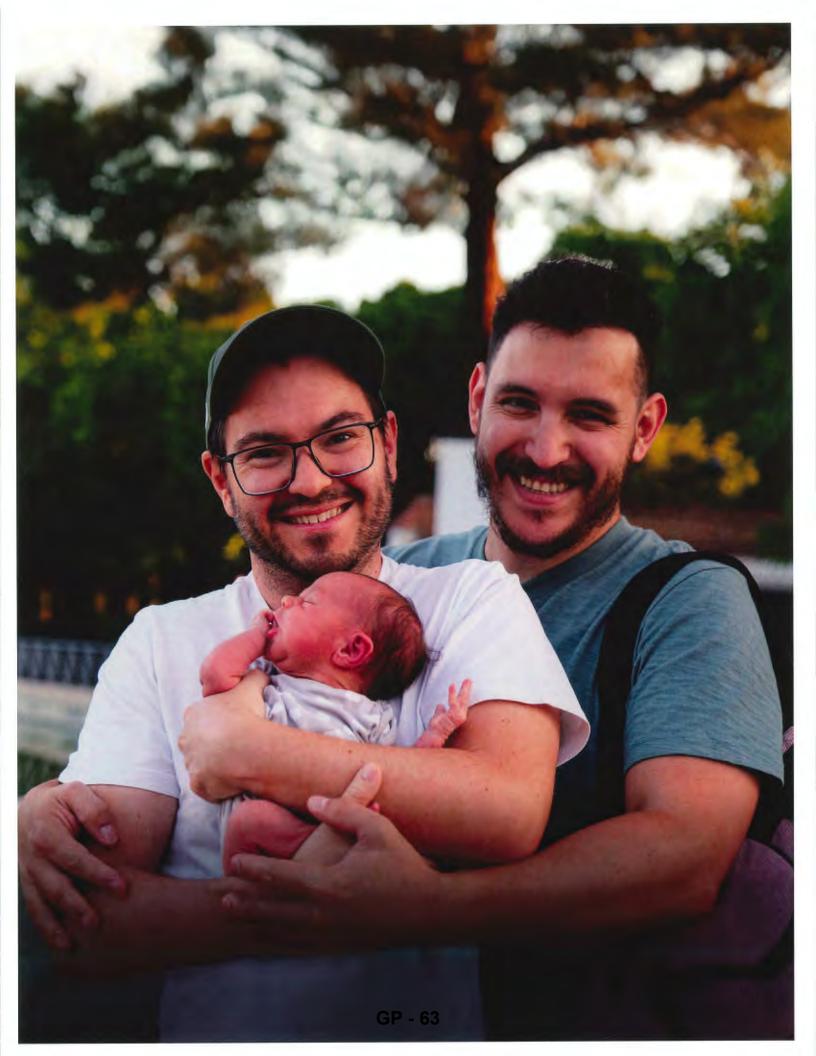
Immigrants with a bachelor's degree earn **$10,000 less** compared to non-immigrants with the same level of education

54% of the population (96,785 individuals) 15+ years are employed in the labour force

46

Key Themes

A number of key themes emerged from the community engagement as well as research on national and local trends. The following section outlines these themes and their anticipated impact on the Richmond community over the next decade.

Rising Cost of Living

Community members emphasized that the rising cost of living is a significant challenge. Many individuals expressed the need for basic goods and services, such as healthy, nutritious and culturally appropriate food, clothing, energy and transportation, to be more affordable. Recommendations included improving and expanding access to essential services and supports, such as community meals and food programs. Participants also highlighted the need for better access to programs and resources that help individuals access government assistance, and employment and skills training. People shared that as rental rates and housing costs increase, there is a growing need for more affordable and diverse housing options across the housing continuum. This concern was raised by various groups, including newcomers, individuals with lower incomes, those at risk of or experiencing homelessness and the broader community. Many participants emphasized the need for more social housing, affordable rentals and affordable homeownership. These community-level experiences reflect the impact of the rising cost of living across Canada and are consistent with both Canada-wide and regional-level trends.

While the annual average Consumer Price Index (CPI) in 2024 was the lowest since 2020, the rapid inflation experienced since the pandemic has resulted in sustained, elevated prices for essentials, such as housing and food costs, according to the Consumer Price Index: Annual review, 2024 from Statistics Canada. In Richmond, this has coincided with an approximate 64% increase in the number of Richmond households on the BC Housing Applicant Registry since 2021, from 1,074 households in 2021 up to 1,760 households in 2024. Of the households on the Registry in 2024, almost half (49%) were seniors, approximately one third (31%) were families with children and the remaining households (20%) consisted of single individuals, people with disabilities and households in need of wheelchair-accessible units. Between 2020 and 2023, the number of individuals identified as experiencing homelessness increased from 85 to 162 individuals, a 91% increase, based on the 2023 Metro Vancouver Point-in-Time Homeless Count. The number of people experiencing homelessness also increased in Richmond between 2023 and 2025, from 162 to 175 individuals, an 8% increase, based on the 2025 Metro Vancouver Point-in-Time Homeless Count. Additionally, the number of Richmond households receiving social assistance through the BC Employment and Assistance Program has continued to rise from 2,913 households in 2021 to 3,682 households in 2024. Based on overall feedback, community members agree that increasing access to affordable food, housing, child care, employment, education, transportation and other resources to meet basic needs is crucial. This was identified as important to support individuals' and families' abilities to make ends meet and to ensure everyone can fully participate in the community.

What is your vision for a more inclusive and thriving Richmond?

"My vision is for housing in all forms to be abundant—different sized units and a variety of densities, not just high-rise and single family. Rents are affordable."

- Community member

An Aging Population

The necessity to address the needs of an aging population was a recurring topic. Many seniors (55+ years) shared their experiences of remaining active in the community with decreasing mobility, as well as the challenges of staying socially connected as they age. Some also described barriers, which ranged from the rapid pace of technological advancement and the digital divide to stigma and discrimination related to aging. To achieve a more age-friendly community, community members spoke about the need to continue to improve community accessibility for seniors, such as increasing accessible parking at community facilities to facilitate participation in seniors' programs. Some also mentioned enhancing access to affordable, senior-friendly housing, including assisted living facilities in the community. The importance of addressing existing stereotypes and ageism was also emphasized. Many individuals recommended improving and expanding access to information by sharing information in many forms, including non-digital methods, and providing easier ways for seniors to be informed about all aspects of community life, including events, volunteer opportunities and intergenerational programs.

Like many communities across the country, Richmond has an aging population. Projections indicate that seniors will continue to make up about one-third of Richmond's total population over the next decade. In particular, the proportion of seniors in their 70s and 80s will continue to rise and by 2035, this segment of the seniors population is anticipated to make up nearly 17% of the total population. According to the 2022 Canadian Survey on Disability, as individuals age, they are more likely to experience a higher number of co-occurring disabilities.[28] This is common with a healthy, aging population and means that more individuals are likely to face more than one health challenge at the same time. BC is expected to see the rate of people experiencing dementia increase by 218% between 2020 and 2050.[29] Seniors are also more vulnerable to social isolation. According to the 2022 Ageing in Canada Survey, as many as 41% of Canadians aged 50+ years are at risk of social isolation and up to 58% have experienced loneliness.[30] The survey also identified protective factors for seniors that include the presence of family ties, higher levels of educational attainment and income security, higher self-reported health status as well as independent living. These findings are consistent with community engagement results and emphasize the ongoing need to improve supports and services to foster healthy aging in Richmond.

Accessibility

One of the most frequently mentioned visions for Richmond was for it to be accessible for everyone. Community members discussed the progress made by the City and its ongoing efforts to continue to enhance accessibility throughout the city. Many community members spoke about the importance of expanding safe and accessible walking, cycling and rolling pathways, so that people with disabilities and the community as a whole, can safely and easily navigate the community. This included pathways that provide easy access to places of importance to people, such as workplaces, community centres, parks and gathering spaces. The need for more accessible parking and transit were also mentioned. Additionally, community members stressed the importance of continuing to promote the inclusion of people with disabilities in the community, across all age groups. This included creating more accessible child care and play spaces, City services, public communications, events and employment opportunities.

"A key factor in accessibility is not only having more services, but being able to access these services physically, virtually, and at varying times of day."

- Community member

What is your vision for a more inclusive and thriving Richmond?

"I envision Richmond to be a place where nature thrives along with people, who can navigate the whole city with ease because of all methods of travel—from taking the bus to simply walking—being accessible and safe to use."

- Community member

50

The findings from Richmond align with national trends. According to the 2022 Canadian Survey on Disability (CSD), over a quarter of Canadians (27% or 8 million people) 15+ years reported having one or more disabilities that limited their daily activities. In Richmond, the rate was approximately one in five (19% or 33,380 Richmond residents). Based on today's understanding, disabilities are caused by barriers within society that prevent participation and are not the result of a person's individual circumstance. These barriers may include physical, attitudinal, sensory, systemic, information, communication and technological barriers. As of the 2022 CSD, about 6 in 10 Canadians with disabilities (56%) faced barriers accessing indoor and outdoor public spaces. Examples of other barriers included those related to communication as well as social assumptions and misconceptions. Established in 2021, the *Accessible British Columbia Act* (the Act) became law in British Columbia. The Act aims to make governments and organizations, including the City, more accessible. It focuses on removing barriers and promoting inclusion of people with disabilities so that they are able to fully and equally participate in society. Overall community engagement findings show that addressing accessibility barriers is important for Richmond community members. By working together, the City and community partners continue to improve access to places, programs, events and services for the benefit of everyone.

Diversity and Inclusion

Many people shared that one of the best qualities of Richmond is its cultural diversity. Many newcomers reported feeling welcomed and included in the community, often attributing this sense of belonging to access to places of worship, cultural events and other community celebrations. However, others expressed challenges in Richmond, including difficulty finding a job, language barriers, issues navigating new systems and experiences of discrimination. Most community members emphasized the importance for Richmond to be welcoming and safe for everyone, regardless of culture, age, race, gender, sexual orientation, ability, religion and socioeconomic status. Supporting and promoting diversity was a core value expressed by many community members. This finding is also reflected at the national level as 92% of Canadians agree that ethnic and cultural diversity is a Canadian value, based on the 2020 General Social Survey.[31]

One of the ways people discussed advancing inclusion in Richmond was to help newcomers participate more fully in the community. This involved improving access to supports for newcomers, such as resource navigation, language programs and employment services. Other strategies included advancing reconciliation with local First Nations, addressing systemic oppression as well as strengthening anti-racism initiatives across the city and in collaboration with government agencies and public partners. It is crucial to recognize that for equity-deserving groups, such as Indigenous Peoples, 2SLGBTQI+ individuals and members of racialized communities, experiences of discrimination and racism are social determinants of health. This means that these experiences negatively impact people's health and well-being as well as their sense of safety and belonging in the community. To address this, recommendations included increasing knowledge and awareness through public education initiatives and providing information in multiple languages. Additionally, some community members recommended enhancing opportunities for social connection and inclusion, such as expanding cultural programs and community celebrations to nurture respect, understanding and a sense of shared community in Richmond.

What is your vision for a more inclusive and thriving Richmond?

"On a philosophical level, a priority needs to be [to foster] collective respect for one another, reduce othering, address the perceived divides, [and] build community connections through celebrations and shared activities…"

- Community member

Social Connection

Fostering community belonging and social connectedness was a cross-cutting theme. Community members expressed appreciation for Richmond's public facilities and spaces, including community centres, libraries, pools, parks and community gardens. They also acknowledged the City's and Richmond Public Library's ongoing efforts to expand and improve their programs and services. They suggested building on these efforts by increasing recreational program types and offerings, such as low-cost activities and programs in high demand. According to the 2021 Canadian Social Survey, more than one in 10 people in Canada said they always or often felt lonely and of those respondents, almost half reported fair or poor mental health. Many participants discussed the different ways Richmond public spaces provide meaningful opportunities for recreation and social connection, and support physical and mental health. In addition, some individuals recommended increasing connections to Richmond as a whole and to people's immediate neighbourhoods. Suggestions included creating more neighbourhood hubs—centralized spaces where services and resources are easily accessible to local residents—particularly in areas outside of the city centre.

Civic Participation

A number of community members talked about the important role that civic participation, such as voting, plays in building a sense of community. Many specified that it is important to provide a chance for community members to learn more about the decision-making process of local government and to be involved in various City engagement opportunities. While civic participation includes political participation, such as voting or running for City Council, it is also related to community participation. This includes joining community groups and local volunteering. In Canada, approximately 60% of the population belong to at least one group, organization or association and approximately 70% engage in political activities, including signing a petition or volunteering for a political party.[32]

Community members shared suggestions to address barriers to help more people in Richmond access these types of opportunities. They also suggested continuing to find meaningful ways to engage individuals in City initiatives and processes like voting and community decision-making. An ongoing priority for the community was to ensure that people from underrepresented, equity-deserving groups have a voice in matters that are important to them in Richmond. In the development of the *Strategy*, particular focus was given to engaging with newcomers, immigrants, children, youth, seniors, people with lower incomes, people with disabilities and people experiencing homelessness. These ideas were reinforced through the jurisdictional scan, which showed a shift towards cities creating solutions to social issues through collaborative processes with community members or co-creation. Another trend identified was embedding equity in City decision-making processes to foster equity, and social and economic inclusion in communities.

Community Safety and Resilience

People emphasized the need to build a safe and resilient community for everyone. This topic arose from discussion about current global issues, such as the ongoing opioid crisis, lasting consequences of the COVID-19 pandemic and the social impacts of climate change. Many participants highlighted the relevance of these issues within the local context, including the day-to-day effects on community members' health, well-being and sense of inclusion. Concerns around crime and personal safety in Richmond were also raised. This was related to perceived increases in petty crime as well as feeling unsafe at night, particularly in poorly lit areas in the community. In response, community members recommended increasing emergency and outreach programs to better support vulnerable populations in times of crisis. Individuals also suggested providing additional supports to those transitioning out of the criminal justice system, with an emphasis on restorative justice, which is an approach that focuses on addressing the harm caused by crime, meaningful accountability and meeting the needs of those involved.[33]

Other emerging needs were discussed, including planning for the ongoing effects of climate change. Some of the effects mentioned included wildfire smoke, flooding and extreme heat. As temperatures continue to rise, some expressed concerns about the growing densification in the city core. These concerns were not related to the increased population, but rather to urban heat islands, areas of the city that experience higher temperatures due to the concentration of buildings and paved surfaces that trap heat. A few community members proposed environmental solutions, such as preserving and expanding green spaces within the community.

Community members also discussed emergency planning for natural disasters, such as earthquakes. Some participants suggested increasing awareness and education about emergency preparedness initiatives in Richmond. There were also discussions about continuing to improve the City's emergency response system and to expand infrastructure, such as cooling and warming centres. Like many cities across the region, Richmond continues to face higher summer temperatures and extreme weather events throughout the year. While climate change and natural disasters affect everyone, research shows that vulnerable populations are more likely to be impacted. This includes groups such as people with lower incomes, people with disabilities and seniors. For example, the 2021 heat dome in BC disproportionately affected seniors 70+ years and those living alone, resulting in significantly worse health outcomes for these groups.[34]

Community members agreed that keeping people safe, ensuring people have a perceived sense of safety and providing the necessary tools for people to remain resilient in the face of emergencies are all essential for a thriving and inclusive community. This is of particular importance for Richmond's most vulnerable community members.

"[There is a need to adapt] to climate change, provide social services, programs and community amenities across the city to effectively operate during extreme weather events (e.g. extreme heat, wildfire smoke, sea level rise, storms, and flooding) and contribute to protecting all community members from extreme weather."

- Community member

Access to Health Care

Richmond community members emphasized the importance of improving and expanding access to health care services for all. This included access to emergency and primary care, particularly for seniors, families and newcomers, as well as low-barrier counselling and treatment, such as more integrated supports in schools for children and youth. The community engagement findings are supported by both regional and national trends. Based on the Health of Canadians 2024 report, nearly 3 million Canadians (9.2% of the population 15+ years) reported having unmet needs for health care in 2022.[35] While this varied across provinces, more people in British Columbia as well as the Atlantic provinces reported unmet needs compared to Canada overall. Fewer Canadians also reported having a regular health care provider compared to previous years (82.8% in 2023 compared to approximately 85% from 2017 to 2022).
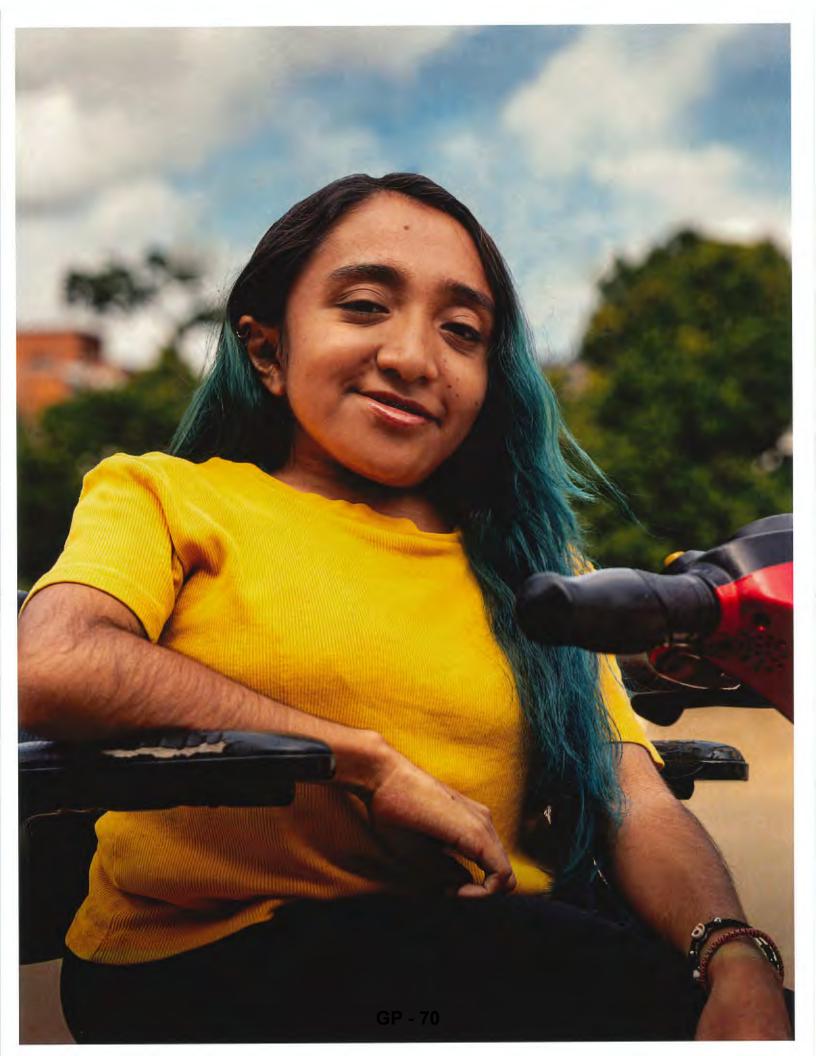
In Richmond, the delivery of accessible and responsive health care is the responsibility of the Province of BC and more specifically, Vancouver Coastal Health (VCH), which is one of the five regional health authorities. VCH leads, governs, plans and coordinates local health care services through a network of hospitals, primary care clinics, community health centres and residential care facilities. While health care falls outside of the City's direct mandate, City policies and planning can significantly impact individual and community health outcomes. Social and economic factors like income, housing, education, employment and social inclusion are all shaped by public policy and have direct links to people's health and well-being. Additionally, the City also delivers or works with non-profit community organizations to deliver parks, recreation and cultural programs that promote increased physical and mental well-being that in turn supports positive public health outcomes. The City maintains ongoing, collaborative relationships with VCH, the Division of Family Practice and the Primary Care Network to align efforts and improve community connections and health outcomes for people in Richmond.

Capacity of Community Organizations

Many of the issues affecting community members have also impacted the community organizations that support them. In recent years, rising costs have created challenges for these organizations. During community engagement, staff from community organizations spoke about the growing demand in the community for services and supports, and how rising costs of operating expenses posed a challenge to continuing to meet these needs. While many organizations receive funding from senior levels of government to support service delivery, this funding is often short-term, frequently project-based and not guaranteed. Many community organizations depend on volunteers to help deliver their programs and the shifting volunteer base presents a challenge to maintaining service levels. The volunteer base is aging and as the population grows and social needs increase, organizations are concerned about how they will sustain current levels of service.

Opportunities identified during community engagement included developing shared use of non-profit spaces or adopting a hub model, which would allow residents to access multiple services in one place. Additionally, the need for advocacy to senior levels of government to increase funding to address social needs in the community was raised.

The City recognizes that improving quality of life means ensuring all community members can fully participate in every aspect of community life. To achieve this, a more coordinated approach to social development is needed—one that promotes collaboration and shared responsibility across sectors and levels of government and delivers regional solutions that address systemic barriers by working closely with community members, especially equity-deserving groups, to create meaningful outcomes.

54

PLANNING FOR THE FUTURE

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"It is most important
for us to work as
a united force to
innovate, cooperate,
and collaborate if
we are to achieve
the breakthroughs
needed…to improve the
quality of life for all."

– Paul Born

Strategic Directions and Priority Actions

The *Social Development Strategy (2025–2035)* consists of five strategic directions and 73 recommended actions to be completed over a 10-year time period. The recommended actions build on ongoing initiatives and work that has been accomplished to date. They were developed in response to identified community needs, best practices and shifting demographics. The strategic directions and priority actions provide the foundation to guide the City and its partners towards meeting the current and future social needs of Richmond's diverse population.

The *Strategy* is intended to serve as an overarching framework that reinforces and aligns with related actions within other City Council–approved plans (see Appendix C). Together, these documents provide a comprehensive and collective approach to addressing the diverse social needs of the Richmond community.

Figure 10: Five Strategic Directions

Improve Access to Basic Needs

Help residents access services and resources to meet their basic needs, such as food and shelter.

Enhance Inclusion and Belonging

Celebrate Richmond's diversity by building cross-cultural understanding and fostering mutual respect.

Foster a Safe, Resilient, and Accessible Community

Create more welcoming public spaces in the city while strengthening social networks.

Strengthen Community Voice and Engagement

Increase access to information and offer inclusive opportunities for residents to take part in local decision-making processes.

Empower Community Capacity for Collective Action

Promote coordinated action across sectors and all levels of government to develop effective solutions that address Richmond's social needs.

Successful implementation of the recommended actions requires a shared commitment between the City and a broad range of partners to advance social development in Richmond. Each strategic direction includes potential partners and the City's various roles in advancing the corresponding actions. Each action includes an anticipated timeline for completion and is categorized as short-term (1-2 years), medium-term (3-6 years), long-term (7-10 years) or ongoing.

Since the community will continue to evolve over the next decade, many of these actions are ongoing in nature. This will allow the City and its partners to continue to adapt and respond to emerging community needs.

57

Strategic Direction 1: Improve Access to Basic Needs

Why This Is Important

Residents' ability to meet their basic needs is foundational to achieving a more inclusive and thriving community in Richmond. Basic needs, such as food and shelter, are what people require to survive. They are essential to an individual's overall health and well-being and must be met before an individual can consider how to meet other needs, such as inclusion and belonging. In recent years, the costs associated with meeting these basic needs have risen while incomes have not kept pace. As a result, more households are struggling to pay rent, purchase food and other essential household expenses.

The priority actions under Strategic Direction 1 outline how the City can support Richmond residents to meet their basic needs. They include actions addressing food insecurity, homelessness, and increasing access to services and resources that promote individual and community well-being.

Key Outcomes

- Residents have opportunities to participate in a diverse range of programs and services that increase food security.
- An expanded range of services and supports are available to prevent and reduce homelessness.
- Residents, particularly low-income households, are able to find housing that is appropriate and meets their needs.
- Poverty reduction initiatives that promote well-being, and economic and social inclusion support community members at risk of or living in poverty.

Priority Actions

Reduce food insecurity

1.1. Develop and implement a community food action plan to address food insecurity and foster a coordinated approach to meeting current and future community food access needs. (Short-term)

1.2. Foster connections among local producers, processors and emergency food service providers to increase access to recovered food, bulk food purchasing options and culturally appropriate food items. (Short-term)

1.3. Explore the creation of a community hub that would deliver emergency food access, food skills programs and co-locate resources that promote well-being and social inclusion. (Medium-term)

1.4. Support community-based initiatives that provide food literacy education and increase access to healthy, nutritious and culturally appropriate food options. (Ongoing)

Prevent and reduce homelessness

1.5. Engage with individuals with lived experience, community service providers and government agencies to implement a Housing First approach in the delivery of collaborative homelessness-related services in Richmond. (Short-term)

1.6. Develop a community-based homelessness prevention strategy aimed at enhancing housing stability and providing support services for individuals at risk of homelessness. (Medium-term)

1.7. Collaborate with senior levels of government and community organizations to address the gaps in sheltering and to ensure there are sufficient emergency shelter beds, transitional housing units and

supportive housing units in the community. (Ongoing)

1.8. Create evidence-informed strategies to prevent and respond to homelessness in the region by fostering coordination and collaboration across sectors and jurisdictions. (Ongoing)

Increase housing supply

1.9. Increase the supply of housing units along the housing continuum through the development of new policies, strategic land acquisitions, and private and public partnerships. (Ongoing)

1.10. Explore opportunities with senior levels of government and non-profit housing providers to increase the development of affordable housing options for individuals experiencing homelessness or in core housing need. (Ongoing)

1.11. Strengthen connections between non-profit housing providers, funding agencies and developers to increase the provision of safe, affordable and accessible housing for vulnerable populations. (Ongoing)

1.12. Leverage municipal tools to strengthen protections for tenants, promote housing stability, prevent unjust evictions, and ensure safe, affordable living conditions. (Medium-term)

1.13. Work with senior levels of government to increase housing that is more affordable for essential workers on low to moderate incomes enabling them to live and work in the communities they serve while supporting the sustainability of vital services. (Medium-term)

1.14. Advocate to senior levels of government for funding to upgrade aging housing stock to meet evolving community needs while enhancing energy efficiency. (Ongoing)

1.15. Pursue a variety of housing forms that are accessible and adaptable through planning policies, such as the Official Community Plan and Zoning Bylaws, to support people with disabilities and an aging population. (Ongoing)

Increase health and well-being

1.16. Introduce and participate in initiatives aimed at increasing public awareness of and access to social services that support community members. (Short-term)

1.17. Support health initiatives that facilitate increased physical, mental and emotional well-being of community members, including access to mental health and addiction services, complex care and crisis support services, counselling and health services. (Ongoing)

1.18. Develop neighbourhood hubs that provide safe, welcoming and accessible spaces for community members to access a range of social services and programs that promote individual well-being and reduce social isolation. (Long-term)

City's Role

• Facilitate cross-sectoral collaboration and response • Undertake planning, research and policy development • Provide resources, such as land and space • Establish and build partnerships • Engage the community • Advocate to senior levels of government

Potential Partners

• Government of Canada • Province of BC • Social Service and Community Organizations • Public Partners and Government Agencies • Richmond Public Library • Private Sector • Faith Communities • Community Members • Equity-Deserving Groups

Strategic Direction 2: Enhance Inclusion and Belonging

Why This Is Important

Richmond's diversity is one of its greatest strengths. It extends beyond race and ethnicity to include language, gender, religious affiliation, sexual orientation, ability, age and economic status. Fostering inclusion and connections among community members, neighbours, cultural communities and age groups is vital to social well-being. As Richmond's population grows and changes, addressing the challenges of social isolation and exclusion becomes increasingly important. The City is committed to fostering a community that promotes inclusion and belonging among Richmond residents—a community that respects, accepts and values differences, and promotes a sense of shared understanding.

The priority actions in Strategic Direction 2 focus on celebrating diversity, building cross-cultural understanding and intergenerational connections, and encouraging mutual respect among Richmond's diverse population. These actions also focus on planning for and delivering services to meet the needs of specific population groups, so that residents can remain engaged in their communities throughout their lives. This will support Richmond in continuing to be a place where everyone feels safe, welcome and experiences a sense of belonging.

Key Outcomes

- Residents, particularly members of equity-deserving groups, feel safe and have a sense of belonging in the community.
- Residents have opportunities to connect with other residents of diverse backgrounds and identities.
- Residents are able to engage in community life throughout their lifespan and are supported as they transition through different life stages.
- Opportunities are available to learn about Richmond's diverse communities and participate in educational programs that address stigma and discrimination.

Priority Actions

Enhance a sense of belonging among diverse communities

2.1. Advance initiatives that promote dialogue, foster understanding and support harmonious living in collaboration with community members, including equity-deserving groups and community partners. (Ongoing)

2.2. Provide greater cross-cultural and intergenerational opportunities for community members to contribute to the cultural vibrancy of Richmond through partnerships and grant initiatives. (Ongoing)

2.3. Support increased awareness and understanding of mental health and addictions in an effort to reduce stigma and discrimination, while fostering greater inclusion and well-being in the community. (Short-term)

2.4. Work with local First Nations and urban Indigenous communities to identify and incorporate Indigenous culture and history throughout spaces, arts and programming across the city. (Ongoing)

60

2.5. Facilitate community-based homelessness education workshops to foster understanding and inclusion within the community and increase awareness of available homelessness-related support services. (Short-term)

2.6. Pursue measures to prevent and respond to hate incidents and address stigma, bullying and/or discrimination through public awareness and education campaigns and other joint initiatives. (Ongoing)

2.7. Promote initiatives that reduce social isolation and loneliness among community members, including initiatives that foster connections among residents living in high-density, multi-unit buildings. (Ongoing)

2.8. Encourage and support community-led efforts to strengthen neighbourhood connections through pilot initiatives and grant programs. (Ongoing)

Plan for all ages and stages

2.9. Continue to review and update the delivery of programs and services to reflect societal trends and remain responsive to the evolving needs and interests of the community's diverse age groups, including youth, working adults, young families and seniors. (Ongoing)

2.10. Support the expansion of universal, quality and affordable child care, including flexible and non-traditional hours, through collaboration with the private and public sectors, non-profit organizations and senior levels of government. (Ongoing)

2.11. Promote a child-and youth-friendly community through the continued development of policy, land use planning, and programs and services that enable active transportation, play, participation, safety and social connectedness. (Ongoing)

2.12. Engage individuals from specific age groups in the planning and development of places and spaces intended for their use, including leadership roles in age-specific projects. (Ongoing)

2.13. Promote an age-friendly community through the development of policy, land use planning, and programs and services that recognize the interests and needs of seniors and support their involvement in the community. (Ongoing)

2.14. Plan for the existing and future needs of Richmond's population and support a coordinated and collaborative community approach to program and service delivery to assist individuals in navigating life's different stages. (Medium-term)

2.15. Develop and implement strategies that increase access, opportunities and support for populations that traditionally face barriers or are underrepresented in community activities (e.g. young adults aged 19–24 years and working families). (Long-term)

City's Role

• Deliver programs and services within the City's mandate • Collaborate with non-profit, public and private sectors • Establish and build partnerships • Engage community

Potential Partners

• Government of Canada • Province of BC • Local First Nations and Urban Indigenous Peoples • Social Service and Community Organizations • Public Partners and Government Agencies • Community Associations and Societies • Richmond Public Library • Faith Communities • Community Members • Equity-Deserving Groups

61

Strategic Direction 3: Foster a Safe, Resilient and Accessible Community

Why This Is Important

A safe and accessible community offers welcoming parks and open spaces, connected and secure neighbourhoods, and inclusive gathering spaces for community members of all ages, abilities, genders, sexual orientations, incomes and ethnicities. Through intentional design, a safe and accessible community creates opportunities for all community members to come together, helping to strengthen social connectedness. As more Richmond residents live in high density, multi-unit buildings, creating additional opportunities for social interaction is increasingly important. Strong social connections help to build a more resilient community that is better equipped to manage challenges and protect those disproportionately impacted by social, economic and environmental impacts.

The priority actions under Strategic Direction 3 focus on removing barriers to accessing city parks, playgrounds, facilities, amenities, gathering spaces and transportation networks. Complementary actions relate to strengthening community networks, building individual and collective capacity, and implementing collaborative initiatives with equity-deserving groups to cultivate a more resilient community.

Key Outcomes

- Residents of all ages, identities and abilities feel welcome and have access to public spaces and amenities across the city.
- Residents across the city have access to a broad range of transportation options, including public transportation and dedicated cycling and pedestrian paths.
- The community is more resilient and better able to respond to social, economic and environmental impacts.

Priority Actions

Increase the accessibility of public spaces

3.1. Explore new technologies and design innovations to promote accessible and inclusive wayfinding that supports people of all ages, language groups and abilities in navigating the community. (Medium-term)

3.2. Plan for and update public spaces and amenities to promote barrier-free access for all community members, including opportunities to increase quiet zones, sensory-friendly spaces and respite spaces in City facilities and parks. (Ongoing)

3.3. Apply universal design principles when planning and enhancing public spaces to ensure they are accessible, inclusive and safe for all community members to use and enjoy. (Ongoing)

3.4. Expand access to natural areas, such as parks and trails, so all community members, particularly equity-deserving groups, can benefit from the physical and mental well-being advantages these environments provide. (Ongoing)

62

Enhance transport choices for people of all ages and abilities

3.5. Improve road safety and transportation options throughout the community to enhance independence and equitable access to services, employment, education and social opportunities. (Ongoing)

3.6. Enhance walking and cycling infrastructure in Richmond to support active transportation for all residents and abilities, particularly to destinations that foster community connection and promote overall well-being. (Ongoing)

Develop connected neighbourhoods

3.7. Encourage the design of environments that celebrate each neighbourhood's unique character and provide opportunities for connection among neighbours, particularly in high-density planning areas. (Ongoing)

3.8. Explore and implement strategies to increase equitable access to a wider range of amenities and services in local neighbourhoods through updates of the Official Community Plan, Zoning Bylaws and planning policies. (Ongoing)

Build safer, stronger communities

3.9. Continue to implement a range of collaborative approaches to improve public safety and the perception of safety through joint operations with external agencies and implementing prevention-based and community education programs. (Ongoing)

3.10. Increase awareness and understanding of the needs and safety concerns of the 2SLGBTQI+, Indigenous, religious and racialized communities, and individuals experiencing homelessness in Richmond. (Ongoing)

3.11. Support initiatives that promote emergency preparedness, strengthen community networks, and increase individual and community capacity to respond to local emergencies. (Ongoing)

3.12. Continue to reduce climate change impacts on equity-deserving groups by implementing initiatives that enhance their resiliency and ability to adapt, particularly for residents that may be vulnerable to extreme weather and air quality events. (Ongoing)

City's Role

• Undertake planning, research and policy development • Collaborate with non-profit and private sectors • Establish and build partnerships • Engage community

Potential Partners

• Social Service and Community Organizations • Public Partners and Government Agencies
• Community Associations and Societies • Richmond Public Library • Private Sector
• Community Members • Equity-Deserving Groups

63

Strategic Direction 4: Strengthen Community Voice and Engagement

Why This Is Important

Creating a more connected city requires offering diverse opportunities for people to engage, learn and shape their community. By removing barriers to participating in community activities, increasing access to City information and diversifying engagement methods, community members are able to participate in and contribute to the community in meaningful ways. In a city where people often lead busy lives, communication channels that are flexible, accessible and available during different times of the day and in multiple formats allow community members to engage in the manner that is most convenient for them. While technology offers new opportunities to engage with community members, especially youth, it can also create barriers for other segments of the population. Using innovative and creative methods to engage traditionally underrepresented populations in City planning and decision-making, while fostering safe and inclusive public participation, ensures decisions reflect the needs of the entire community. Promoting economic inclusion of equity-deserving groups will increase their ability to access and participate in all aspects of community life, helping to strengthen their connections and engagement in the community.

The priority actions outlined in Strategic Direction 4 focus on creating more opportunities for everyone to participate in the community and contribute to local decision-making processes, such as volunteering. Volunteering offers valuable opportunities to develop transferable employment skills and fosters meaningful social connection and a sense of belonging in the community. Actions under this strategic direction aim to remove barriers to civic participation, strengthen community voice and engage Richmond residents and community organizations in the design and implementation of initiatives that respond to social issues. Other actions aim to increase access to the types of opportunities that help individuals learn new skills, make connections and secure a stronger future.

Key Outcomes

- Residents from diverse communities, especially underrepresented groups, engage in civic activities and have a say in decisions that affect them.
- All ages, identities, socio-economic backgrounds and abilities are able to participate in a wide variety of City programs, events and public spaces.
- Residents have equitable access to City information in a broad range of formats and methods.
- Increased civic and community engagement by all residents.

Priority Actions

Increase civic participation among diverse sectors

4.1. Encourage greater community understanding and participation in municipal decision-making by implementing inclusive education and outreach initiatives, and utilizing diverse communication methods. (Ongoing)

4.2. Identify, remove and prevent barriers to civic participation among diverse sectors of the community, including traditionally underrepresented groups. (Medium-term)

4.3. Encourage and support people with different and relevant experiences, skills and backgrounds to participate in City advisory committees and collaborative tables. (Short-term)

64

Foster engagement in community life

4.4. Further expand free or low-cost community opportunities for individuals of all ages, backgrounds, identities and abilities to reduce social isolation, help households with financial pressures and foster stronger community connections. (Ongoing)

4.5. Implement effective communication methods and tools that enhance community access to City information and facilitate meaningful participation in municipal decision-making processes. (Ongoing)

4.6. Promote City communication tools, such as MyRichmond, to improve access to City information and services, while creating meaningful opportunities for residents to engage directly with the City and share feedback. (Ongoing)

4.7. Identify and promote opportunites to assist social-serving community organizations in responding to a changing volunteer base that plays a vital role in supporting program and service delivery to the community. (Medium-term)

4.8. Develop and support community solutions to social issues by engaging in co-creation processes with community members and organizations, including equity-deserving groups. (Ongoing)

4.9. Support the development of targeted initiatives that remove and prevent barriers experienced by equity-deserving groups, including subsidy programs, digital access and literacy initiatives, and financial literacy training. (Ongoing)

4.10. Support initiatives led by community organizations that improve the social well-being and engagement of community members, including pilot projects, grant initiatives and collaborative networks. (Ongoing)

Promote economic inclusion

4.11. Strengthen the local social enterprise sector through supporting cross-sector collaboration and opportunities for shared learning, innovation and sustainable growth. (Medium-term)

4.12. Encourage community-based pre-employment, supported employment, job training and mentorship initiatives that provide opportunities for equity-deserving groups, including community members in different life stages. (Ongoing)

City's Role

• Deliver programs and services within the City's mandate • Establish and build partnerships • Undertake planning, research and policy development • Collaborate with non-profit, private and social enterprise sectors • Foster community voice and engagement

Potential Partners

• Social Service and Community Organizations • Community Associations and Societies • Richmond Public Library • Public Partners and Government Agencies • Community Members • Equity-Deserving Groups

GP - 80

Strategic Direction 5: Empower Community Capacity for Collective Action

Why This Is Important

Collaboration across all sectors and levels of government as well as with community members, is essential to responding to the complexity of social issues that exist today. The City is committed to strengthening its relationship with senior levels of government, other municipalities, public partners and community organizations to support these collaborative efforts. The City is also committed to building meaningful relationships with local First Nations and urban Indigenous communities and advancing work related to Truth and Reconciliation. Through strengthened partnerships, the foundation for developing comprehensive local strategies will be created, leading to more effective and impactful outcomes and shared responsibilities among partners.

The priority actions outlined in Strategic Direction 5 focus on fostering collective action, strengthening community capacity and advocating to senior levels of government for sustainable funding to respond to the community's social needs. There are also actions aimed at enhancing the City's ability to advance this work, track changing community trends and implement practices that promote community benefit to ensure everyone has the opportunity to thrive and reach their fullest potential.

Key Outcomes

- Responses to identified community needs and priorities are developed and implemented collaboratively with community members, partners and across sectors.
- Strengthened relationships with senior levels of government, local First Nations, other municipalities and community organizations.
- Social initiatives are delivered in partnership with senior levels of government and local community organizations.
- The capacity to respond to local social issues of the City and the community is strengthened.
- Data-informed and evidence-based approaches are used to inform responses to social needs in the community.

Priority Actions

Build and strengthen community capacity

5.1. Advance regional responses to priority social issues by participating in interagency forums, community tables, partnership initiatives and collaborative pilot projects. (Ongoing)

5.2. Strengthen relationships with senior levels of government through regular engagement to advance initiatives that respond to priority social issues in Richmond. (Ongoing)

5.3. Advocate to the Government of Canada and Province of British Columbia for long-term, sustainable, operating and capital funding to respond to identified community needs and priorities that require their leadership and involvement. (Ongoing)

5.4. Conduct regular reviews of the City Grant program to ensure that it aligns with City priorities, is flexible to current and emerging community needs, and is an effective use of City resources. (Ongoing)

66

5.5. Explore strategies to assist social service agencies in securing appropriate administrative and programming space to expand services that respond to priority community social needs. (Medium-term)

5.6. Research and apply best practices for the acquisition of strategic land holdings that align with the City's long-term planning and social development goals. (Medium-term)

Build relationships with local First Nations and urban Indigenous communities

5.7. Develop and nurture relationships with local First Nations and urban Indigenous communities in Richmond and establish a City-wide approach to reconciliation. (Ongoing)

5.8. Engage urban Indigenous communities in Richmond to gain a better understanding of the needs and aspirations of the communities in which they live. (Short-term)

Increase the City's capacity to respond to evolving needs

5.9. Apply a social equity approach to developing and updating City planning, policies and practices to identify ways to address inequities and maximize community benefit. (Ongoing)

5.10. Provide professional development opportunities for City staff to advance reconciliation and diversity, equity and inclusion practices in the community. (Ongoing)

5.11. Dedicate appropriate staff resources to adequately plan for and respond to the evolving and complex social needs of Richmond's diverse population. (Ongoing)

5.12. Monitor and analyze quantitative and qualitative data to better understand the changing social needs of Richmond's diverse population and to support community planning and initiatives. (Ongoing)

5.13. Monitor senior levels of government programs and changing legislation that affect priority social issues to understand their impact and potential opportunities. (Ongoing)

5.14. Design and implement evaluation tools to measure outcomes and track progress towards social development objectives, with a focus on improving community well-being. (Medium-term)

5.15. Create a concise, plain-language companion guide to the *Strategy*, including translated copies, to enhance community awareness and understanding. (Short-term)

5.16. Report out every three years on the progress and achievements of the *Strategy* to City Council, community partners and the public. (Ongoing)

City's Role

• Facilitate cross-sectoral collaboration and response • Undertake planning, research and policy development • Provide land and space in-kind • Establish and build partnerships • Engage the community • Advocate to senior levels of government

Potential Partners

• Government of Canada • Province of BC • Other Municipalities • Local First Nations and Urban Indigenous Peoples • Social Service and Community Organizations • Public Partners and Government Agencies • Community Associations and Societies • Richmond Public Library • Faith Communities • Community Members • Equity-Deserving Groups

67

Implementing the Strategy

Successful implementation of *Building Our Future Together: Social Development Strategy (2025–2035)* will depend on strong collaboration between the City, key players in the social-serving sector, senior levels of government and community members. The Richmond Social Development Advisory Committee, a City Council Advisory Committee consisting of residents and leaders of social-serving community organizations, will play a key role in the *Strategy's* implementation. The Committee will provide advice on the City's response to current and emerging social trends and needs in the community, as well as advise on the overall direction of the *Strategy's* implementation. To enhance collaboration among City departments with key roles in advancing social development, an internal staff working group will be formed to support the implementation, monitoring and evaluation of the *Strategy*. The City will also prioritize strengthening relationships with senior levels of government, other local municipalities and public partners.

To raise awareness of the social needs of residents and to advance opportunities for collaboration, the *Strategy* will be shared with senior levels of government and community partners involved in the provision of social programs and services in the community. A formal progress report will be presented to City Council and shared with the community every three years. The development of an evaluation tool to measure the effectiveness of actions outlined in the *Strategy* will ensure that it remains responsive to evolving community needs, while promoting transparency and accountability.

Conclusion

The *Building Our Future Together: Social Development Strategy (2025–2035)* demonstrates the City of Richmond's leadership in addressing the social needs of Richmond's growing population. The *Strategy* will guide the City and its partners in responding to both current and future social issues in the community over the next 10 years, with the goal of ensuring that everyone who lives, works, plays and learns in Richmond can thrive and fully participate in community life.

By embedding an equity approach throughout the *Strategy's* development and implementation, the City remains committed to identifying, removing and preventing systemic barriers and implementing solutions that address the needs of the community as a whole. This approach aims to ensure that all residents can fully participate in Richmond's social, economic and cultural life—resulting in a more inclusive, vibrant and thriving city for all.
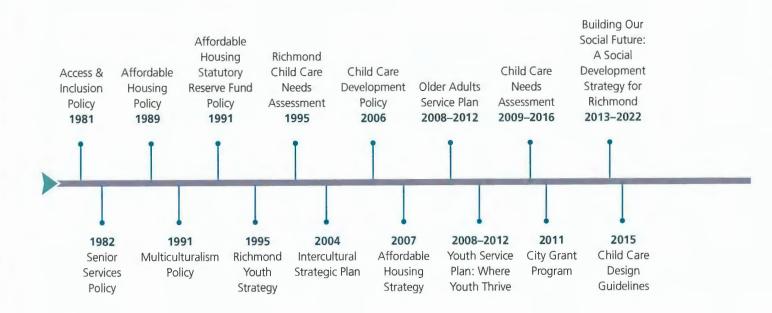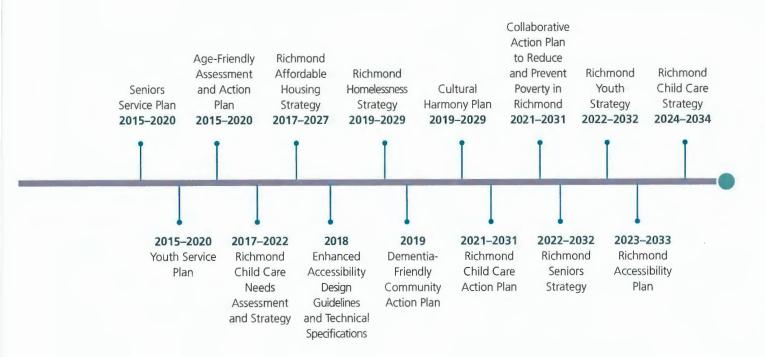
Appendix A: *Building Our Future Together: Social Development Strategy (2025–2035)* at a Glance

Table 15: *Building Our Future Together: Social Development Strategy (2025–2035)* at a Glance

GOAL	Everyone in Richmond can fully participate in the social, economic and cultural life of the community—creating a more inclusive and thriving city for all.				
STRATEGIC DIRECTION	**Improve Access to Basic Needs**	**Enhance Inclusion and Belonging**	**Foster a Safe, Resilient, and Accessible Community**	**Strengthen Community Voice and Engagement**	**Empower Community Capacity for Collective Action**
KEY FOCUS AREAS	• Reduce food insecurity • Prevent and reduce homelessness • Increase housing supply • Increase health and well-being	• Enhance a sense of belonging among diverse communities • Plan for all ages and stages	• Increase the accessibility of public spaces • Enhance transport choices for people of all ages and abilities • Develop connected neighbourhoods	• Increase civic participation among diverse sectors • Foster engagement in community life • Promote economic inclusion • Build safer, stronger communities	• Build and strengthen community capacity • Build relationships with local First Nations and urban Indigenous communities • Increase the City's capacity to respond to evolving needs
CITY'S ROLE	• Undertake planning, research and policy development • Provide resources • Establish and build partnerships with non-profit and private sectors • Foster community voice and engagement • Advocate to senior levels of government • Deliver programs and services				

71

Appendix B: Timeline of City of Richmond's Social Development Policies, Strategies and Plans

Above the timeline:

Access & Inclusion Policy
1981

Affordable Housing Policy
1989

Affordable Housing Statutory Reserve Fund Policy
1991

Richmond Child Care Needs Assessment
1995

Child Care Development Policy
2006

Older Adults Service Plan
2008–2012

Child Care Needs Assessment
2009–2016

Building Our Social Future: A Social Development Strategy for Richmond
2013–2022

Below the timeline:

1982
Senior Services Policy

1991
Multiculturalism Policy

1995
Richmond Youth Strategy

2004
Intercultural Strategic Plan

2007
Affordable Housing Strategy

2008–2012
Youth Service Plan: Where Youth Thrive

2011
City Grant Program

2015
Child Care Design Guidelines

72

Seniors Service Plan
2015–2020

Age-Friendly Assessment and Action Plan
2015–2020

Richmond Affordable Housing Strategy
2017–2027

Richmond Homelessness Strategy
2019–2029

Cultural Harmony Plan
2019–2029

Collaborative Action Plan to Reduce and Prevent Poverty in Richmond
2021–2031

Richmond Youth Strategy
2022–2032

Richmond Child Care Strategy
2024–2034

2015–2020
Youth Service Plan

2017–2022
Richmond Child Care Needs Assessment and Strategy

2018
Enhanced Accessibility Design Guidelines and Technical Specifications

2019
Dementia-Friendly Community Action Plan

2021–2031
Richmond Child Care Action Plan

2022–2032
Richmond Seniors Strategy

2023–2033
Richmond Accessibility Plan

73

Appendix C: Alignment with other City Strategies and Plans

The City has numerous Council-adopted strategies and plans that support social development in Richmond. The *Social Development Strategy (2025–2035)* is intended to serve as an overarching framework that reinforces related actions within these City strategies, creating a comprehensive approach to social development.

Richmond 2050 Official Community Plan

The Official Community Plan (OCP) is a comprehensive plan which reflects the overall values of the community by establishing a City vision, goals and objectives for future sustainability, development and servicing, and policies and urban design guidelines to achieve the vision. The OCP provides a long-term vision to address land use, housing, transportation, economic growth and environmental conservation. It also provides a response to Richmond community members' evolving needs and guidance to create a complete, livable and sustainable community. The OCP is updated regularly to ensure it remains relevant to the current community context.

The following City Council-adopted strategies and plans address specific areas of social development.

2021–2031 Richmond Child Care Action Plan

The Child Care Action Plan provides a snapshot of the current state of child care in Richmond and assesses the opportunities and challenges to better meet the child care needs of families. Outcomes from these actions support increased quality child care options for families and contribute to a stronger and more sustainable system of early learning and care.

City of Richmond 2021–2031 Collaborative Action Plan to Reduce and Prevent Poverty in Richmond

The Collaborative Action Plan to Reduce and Prevent Poverty in Richmond guides the City's work, in collaboration with community partners, to reduce and prevent poverty in Richmond. This plan seeks to gain a deeper and shared understanding of the experiences and circumstances of individuals and families at risk of and/or living in poverty in Richmond in an effort to identify actions to better meet their needs.

City of Richmond Affordable Housing Strategy 2017–2027

The Affordable Housing Strategy guides the City's response in creating and maintaining safe, suitable and affordable housing options for Richmond residents. The strategy focuses on supporting vulnerable populations through the development of increased transitional and supportive housing, non-market rental housing and low-end market rental units.

74

City of Richmond Cultural Harmony Plan 2019–2029

The Cultural Harmony Plan informs the City's approach to fostering and strengthening intercultural connections among Richmond residents through policy development, program and service delivery, community engagement and inter-government relations. This plan seeks to provide City programs and services that address the needs of Richmond's diverse population and remove barriers to participation for Richmond residents so that everyone is able to participate in all aspects of community life.

City of Richmond Dementia-Friendly Community Action Plan 2019

The Dementia-Friendly Community Action Plan guides the City and its partners in building a community that is inclusive and supportive of people living with dementia and their caregivers and families. The plan aligns with the City's commitment to become more age friendly and ensure all Richmond residents living with dementia and their families and caregivers are included, supported and valued, and continue to be active and engaged with their community.

City of Richmond Homelessness Strategy 2019–2029

The Homelessness Strategy envisions that homelessness in Richmond becomes rare, brief and non-recurring. This strategy focuses on supporting vulnerable residents at risk of and/or experiencing homelessness by preventing pathways into homelessness, supporting residents who are experiencing homelessness and providing pathways out of homelessness.

City of Richmond Seniors Strategy 2022–2032

The Seniors Strategy represents the City's ongoing commitment to addressing the needs of the seniors population in Richmond. The strategy is an action-oriented framework intended to guide the City and community partners in supporting seniors in Richmond over the next decade. The vision for the strategy is "that seniors living in Richmond are safe, respected, healthy and engaged in their communities."

City of Richmond Youth Strategy 2022–2032

The Youth Strategy guides the City and those working with youth in addressing the priority needs of youth and young adults in Richmond. The strategy is framed by a vision that "all youth in Richmond are safe, valued, respected and have the supports, opportunities and resources to live rich and fulfilling lives." It demonstrates the City's strong commitment to youth and recognition that the well-being of youth is best supported through community collaboration.

Richmond Accessibility Plan 2023–2033

In accordance with the *Accessible British Columbia Act*, the Accessibility Plan provides a comprehensive framework to guide the City's approach in advancing accessibility in Richmond, in collaboration with the community. This plan focuses on identifying, removing and preventing barriers experienced by people with disabilities when interacting with the City and Richmond Public Library, to ensure people of all ages and abilities are able to fully participate and contribute to all aspects of community life.

75

Richmond Child Care Strategy 2024–2034

The Child Care Strategy promotes the planning and delivery of affordable, accessible and quality child care services in Richmond. This strategy provides a resource for the City, child care operators and community partners to address current and future child care needs.

The following City Council-adopted strategies and plans have one or more strategic actions or outcomes focused on inclusion, well-being or community development and planning.

Richmond Arts Strategy 2026–2031

The Arts Strategy serves as a guide for residents, the City and its partners to foster stronger connections in order to advance policies, programs and services needed for the arts to thrive in Richmond. This strategy provides a blueprint to enable the broadest possible access to the City's diverse arts opportunities, provide strategies to integrate the arts into the broader community and reflect the input of the broader community, to champion the provision of arts activities, facilities and opportunities.

City of Richmond 2022 Parks and Open Space Strategy

The Parks and Open Space Strategy guides the delivery of services in the parks and open space system in Richmond, which encompasses the City's network of parks, trails and greenways, natural areas, waterfronts and the urban realm. It outlines the trends and challenges affecting the delivery of parks and open space services and directs where priorities and resources must be focused in order to continue to provide a high quality parks and open space system into the future.

City of Richmond Community Wellness Strategy 2018–2023

The Community Wellness Strategy provides a framework to support the City and its key partners to identify innovative and collaborative approaches to most effectively impact wellness outcomes for Richmond residents, promote the benefits of active community engagement, and enhance healthy lifestyles for Richmond residents. This Strategy was developed in partnership with Vancouver Coastal Health and the Richmond School District and has been extended to 2025.

City of Richmond Recreation and Sport Strategy 2019–2024

The Recreation and Sport Strategy guides the City's planning and delivery of recreation and sport opportunities in Richmond by building on its strong and successful foundation. The strategy focuses on encouraging residents of all ages to enjoy the benefits of an active and involved lifestyle. This includes planning for a variety of opportunities, from connecting with Richmond's natural environment to regular participation in formal and informal sports and recreation.

City of Richmond Signature and Community Events Plan 2025–2029

The Signature and Community Events Plan guides the development and implementation of City-led and City-supported events. The plan outlines ways the City will continue to support a mix of events of varied scope and scale, with a focus on enhanced resources and programs that will activate and connect communities and neighbourhoods within Richmond.

City of Richmond Volunteer Management Strategy 2018–2021 (Update in Progress)

The Volunteer Management Strategy focuses on supporting volunteers in their development and achievement of their personal goals, as well as further supporting City, partner and affiliate staff who work closely with volunteers. It seeks to advance the vision that "Richmond engages, supports, and connects people through volunteer opportunities, which contribute to Richmond being a livable, appealing, and vibrant city."

Community Energy and Emissions Plan 2050

The purpose of the Community Energy and Emissions Plan is to help Richmond achieve 50% reduction in community greenhouse gas emissions (GHG) by 2030 and reach net zero emissions by 2050. This plan provides a roadmap for achieving the deeper GHG emissions reduction targets set by City Council and improves Richmond's resiliency to the effects of climate change, supporting the City's equity, affordability and sustainability goals.

Our Community, Your RCMP: Richmond Detachment Strategic Plan 2021–2025

The Richmond Detachment Strategic Plan provides a decision-making framework that ensures policing services, policies and programs are carefully developed to support the goal of making Richmond the safest city in Canada. This strategic plan defines long-term priorities and how to achieve them, engages key partners and the greater community in creating collaborative responses to public safety concerns, and identifies program needs to ensure resources are efficiently allocated.

Richmond Circular City Strategy

The Circular City Strategy seeks to advance Richmond's vision of a circular city "that maximizes the value of resources, by design, through responsible consumption, minimizing waste and reimagining how resources flow in a sustainable, equitable, low-carbon economy." This strategy outlines the City's transition to a circular economy, which includes integrating new and existing policies, building capacities, collaborating and engaging community partners, and stimulating innovation and participation across the food system, business, mobility, built environment and materials management sectors.

Your Library, Our Future: Richmond Public Library 2024–2028 Strategic Plan

The Richmond Public Library (RPL) Strategic Plan affirms its mission to create opportunities to learn, connect and belong, as well as its vision to inspire curiosity, transform lives and empower everyone. It includes updated values, goals and priorities to inform resourcing, operations and activities at RPL throughout the planning term. This includes reducing and removing barriers to improve accessibility, championing intellectual freedom and freedom of expression, and providing excellent customer experiences, among others.

Appendix D: Overview of Community Engagement

Extensive community engagement was conducted with a broad cross-section of Richmond community members, including individuals from equity-deserving groups and community partners, to better understand the city's social needs and aspirations. The section provides a summary of activities and outlines the number of engagement sessions for the two phases of engagement, including community pop-up events, targeted outreach sessions and presentations to community partners.

Surveys

An online survey was hosted during each round of engagement on the City's public engagement platform, Let's Talk Richmond. The surveys were available in English, and the platform provided translations into other languages, including Traditional and Simplified Chinese, Hindi, Tagalog, Vietnamese, Korean, Spanish and French. Printed versions of the surveys were distributed at five City facilities during the first round of engagement: Cambie Community Centre, City Centre Community Centre, the Seniors Centre at Minoru Centre for Active Living, Richmond Cultural Centre and Steveston Community Centre. During the second engagement, printed surveys were available at Richmond City Hall and the Richmond Cultural Centre.

Community Pop-up Events

A total of thirteen public pop-up events were hosted in high-traffic areas around the city. These events followed an open-house format, with informational posters, interactive activities and opportunities for participants to leave comments. City staff were present to provide more information and answer questions about the *Strategy*. This approach helped meet community members where they were at and helped raise awareness of the City's work among community members who may not typically engage with municipal programs or serve on advisory committees and tables. See Table 16 for a list of community pop-up events.

Table 16: List of Community Pop-up Events

Phase 1 Community Engagement	Phase 2 Community Engagement
• King George Park	• Cambie Community Centre
• Richmond Cultural Centre	• Hamilton Community Centre
• Seniors Centre at Minoru Centre for Active Living	• Refuge Church (formerly known as Church on Five)
• Steveston Community Park	• Richmond Cultural Centre
	• Richmond Food Bank
	• Seniors Centre at Minoru Centre for Active Living
	• South Arm Community Centre
	• Steveston Farmers Market
	• West Richmond Community Centre

Targeted Outreach Sessions

Fourteen targeted community outreach events were held with equity-deserving groups to reach those who might have otherwise been underrepresented in the engagement process. Engagement sessions were conducted at partner agencies with established relationships to priority population groups. These sessions engaged seniors, youth, newcomers, refugees, people with disabilities, families with young children, unhoused individuals, low-income households and people with lived experiences of mental health challenges and substance use. Activities were also promoted on City media channels and through community partners to help reduce barriers and encourage meaningful participation. See Table 17 for a list of targeted outreach sessions with equity-deserving groups.

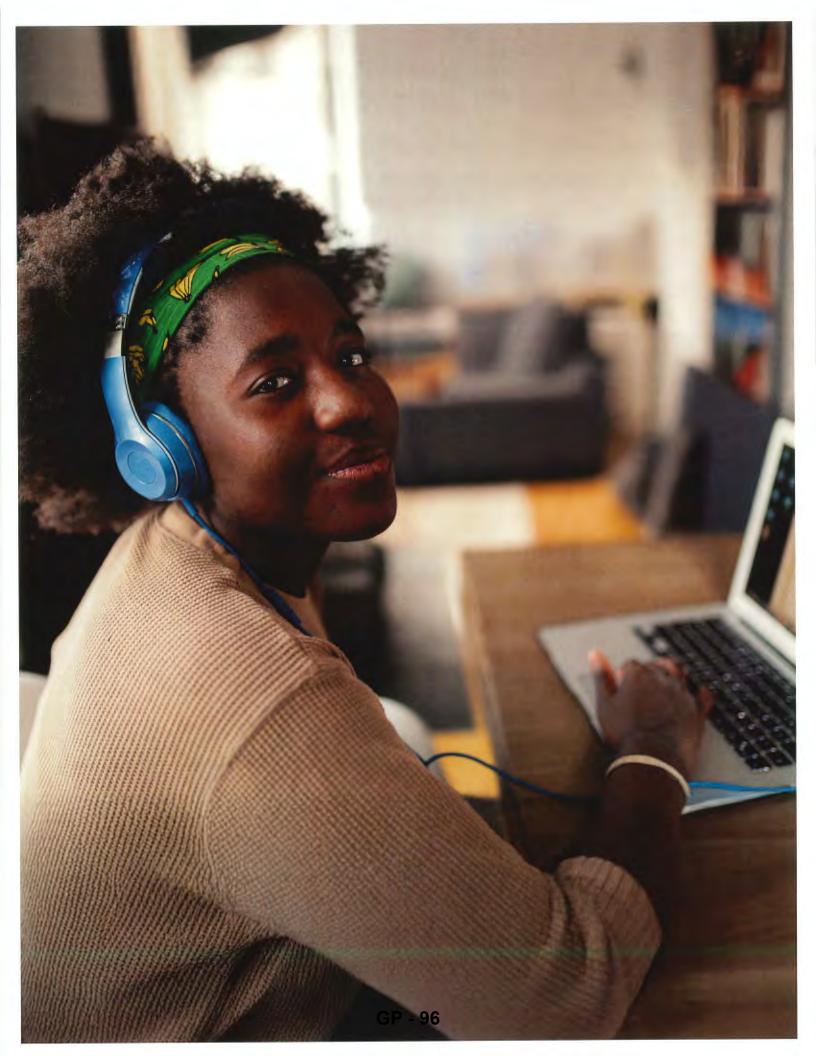Table 17: List of Targeted Outreach Sessions

Phase 1 Community Engagement	Phase 2 Community Engagement
• Families of young children In partnership with Touchstone Family Association • Individuals experiencing homelessness In partnership with Turning Point Recovery Society • Individuals experiencing mental health and substance use challenges In partnership with Richmond Mental Health Consumer and Friends Society • Individuals living with disabilities In partnership with Richmond Centre for Disability • Individuals with lived or living experience of poverty In partnership with Richmond Presbyterian Church • Newcomers and refugees In partnership with Richmond Family Place • Seniors In partnership with the Seniors Centre at Minoru Centre for Active Living • Youth In partnership with Foundry Richmond	• Families of young children In partnership with Richmond Family Place • Individuals with lived or living experience of poverty In partnership with Richmond Poverty Reduction Coalition • Newcomers In partnership with Richmond Multicultural Community Services • Representatives of faith communities • Seniors In partnership with the Seniors Centre at Minoru Centre for Active Living • Youth In partnership with Richmond Media Lab

79

Presentations to City Advisory Committees and Community Tables

To inform the *Strategy* with diverse perspectives, input was gathered on the current and future social needs and priorities of social-serving organizations. In-person and virtual focus group discussions and presentations were held with City advisory committees and key partners—including Community Associations and Societies, the Richmond School District, Vancouver Coastal Health and provincial ministries. To increase awareness and align departmental priorities, a cross-departmental focus group was also convened with City staff. See Table 18 for a list of presentations to advisory committees and community tables.

Table 18: Presentations to City Advisory Committees and Community Tables

Phase 1 Community Engagement	Phase 2 Community Engagement
• Community Poverty Reduction and Prevention Table	• Community Poverty Reduction and Prevention Table
• Richmond Accessibility Advisory Committee	• Minoru Seniors Society
• Richmond Association and Societies	• Richmond Accessibility Advisory Committee
• Richmond Child Care Development Advisory Committee	• Richmond Council of Communities
• Richmond Children First	• Richmond Intercultural Advisory Committee
• Richmond Council of Communities	• Richmond Seniors Advisory Committee
• Richmond Community Homelessness Table	• Richmond Social Development Advisory Committee
• Richmond Community Services Advisory Committee	• Richmond Food Coalition
• Richmond Intercultural Advisory Committee	• Richmond Youth Advisory Committee
• Richmond Seniors Advisory Committee	

GP - 95

Appendix E: Glossary

2SLGBTQI+: An acronym that stands for Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex (which considers sex characteristics beyond sexual orientation, gender identity and gender expression) and + (which is inclusive of people who identify as part of sexual and gender diverse communities, who use additional terminologies).[36, 37]

Accessibility: A barrier-free experience that ensures everyone can equitably participate in their community. Barriers in the social and physical environment, although often unintended, are considered to be anything that hinders the full and equal participation of a person with a disability.[38] See below for definitions of *Barrier* and *Disability* to learn more.

Affordable housing: A relative term where households pay no more than 30% of their gross income towards housing costs, including rent or mortgage, utilities, maintenance fees, property taxes and insurance.

Age-friendly: Describes environments that promote access to services, programs and opportunities for people as they age, and promote the inclusion and participation of seniors in all aspects of life.[39]

At risk of homelessness: Refers to people who are not homeless, but whose economic or housing situation is precarious or does not meet public health and safety standards.[40]

Barrier: Anything that hinders the full and equal participation in society of a person with a disability.[41] Barriers can be caused by environments, assumptions, practices, policies, communication methods or technologies, and affected by intersecting forms of discrimination. The six main types of barriers include: physical, attitudinal, sensory, systemic, information and communication, and technological barriers.[42]

Basic needs: Includes clothing and footwear, transportation, nutritious food, shelter, and other goods and services, such as personal care items and basic telephone service. It is based on the cost of a basket of goods and services, as reflected in Canada's Market Basket Measure (MBM), that individuals and families need to achieve a modest standard of living in communities across Canada.[43]

BC Disability Assistance: A provincial program that provides financial or health support to individuals designated as a Person with Disabilities (PWD). This assistance is available to low-income individuals who have severe physical and/ or mental impairments and who require assistance with their activities of daily living.[44]

BC Employment and Assistance Program: Composed of two types of assistance provided by the provincial government through the Ministry of Social Development and Poverty Reduction (MSDPR). These include BC Income Assistance and BC Disability Assistance.

BC Income Assistance: A provincial program that provides financial support to individuals who are out of work or not earning enough to meet basic needs or are in need of urgent food and medical attention and who may be eligible for temporary income assistance while they make the transition to employment.[45]

Built environment: The constructed aspects of individuals' physical surroundings. For the purposes of the *Strategy*, the built environment applies to all public spaces, including buildings, sidewalks, road systems, parks, playgrounds and other public infrastructure encountered by people in their everyday life.[46]

Census family: A married couple (with or without children), a common-law couple (with or without children), or a one-parent family of any marital status who live in the same dwelling. Children may be biological or adopted children regardless of their age or marital status, as long as they live in the dwelling and do not have their own married spouse, common-law partner or child living in the dwelling. Grandchildren living with their grandparent(s) but with no parents present also constitute a census family.[47]

Census of population: Refers to the survey conducted by Statistics Canada every five years which provides a statistical portrait of Canada and its people. The 2021 Census of Population has been used for the purpose of the *Strategy*. The data is based on 2021 population data, with the exception of income data, which is sourced from Canada Revenue Agency's 2020 tax and benefits records.

Child care: Has the meaning of a licensed child care program complying with the *BC Community Care & Assisted Living Act* and the *BC Child Care Licensing Regulation*. Programs meet specific requirements for health and safety, staff qualifications, quality, space and equipment, staff-to-child ratio and program standards.

Civic engagement: Participation in the political process, such as through voting, attending demonstrations or signing a petition, and participation in organizations, groups or networks built around a common interest, such as through formal or informal volunteering.[48]

Climate change: A long-term shift in the average weather conditions of a region, such as its typical temperature, rainfall and windiness. Climate change means that the range of conditions expected in many regions will change over the coming decades. This means that there will also be changes in extreme conditions.[49]

Community engagement: The process of working collaboratively with groups of people who are affiliated by geographic proximity, special interest or similar situations, to address issues affecting their well-being.

Consumer Price Index (CPI): An indicator of changes in consumer prices experienced by Canadians. It is obtained by comparing, over time, the cost of a fixed basket of goods and services purchased by consumers.[50]

83

Disability: When the features of a person's body and/or mind meet a barrier created by the design of the society in which they live preventing their full and equal participation. Individual features can be permanent, temporary or episodic; visible or invisible; range in severity; and include physical, sensory, mental health-related, developmental, cognitive and/or have multiple features.[51]

Discrimination: The unequal or prejudiced treatment of individuals or groups that limits their access to opportunities available to other members of the community. This can be intentional or unintentional and can occur based on various factors, such as race, ethnic origin, age, sex, gender, religion and disability.[52, 53]

Diversity: The variety of unique dimensions, qualities and characteristics that each person possesses and the mix that occurs in any group of people. Race, ethnicity, age, gender, sexual orientation, religious beliefs, economic status, abilities, life experiences and other perspectives can make up individual diversity.[54]

Emergency shelter: Refers to temporary but immediate places to stay for anyone who is at risk of and/or experiencing homelessness.[55]

Equitable: To consider people's unique experiences and differing situations and ensure they have access to the resources and opportunities that are necessary for them to attain just outcomes.[56]

Equity: Where everyone is treated according to their diverse needs in a way that enables all people to participate, perform and engage to the same extent.[57]

Equity-deserving groups: Groups of people who have been historically disadvantaged, underrepresented and denied equal access to employment, education and other opportunities. These groups include but are not limited to Indigenous Peoples, racialized groups, women, people with disabilities, immigrants and 2SLGBTQI+ individuals with diverse gender identities and sexual orientations.[58]

Ethnic or cultural origin: Refers to the ethnic or cultural origins of the person's ancestors, who are usually more distant than grandparents. Ancestors may have Indigenous origins, origins that refer to different countries or other origins that may not refer to different countries. Ancestry should not be confused with citizenship, nationality or language.[59]

Extreme Core Housing Need (ECHN): When one of three indicator thresholds, being housing suitability, adequacy and affordability, are unmet, and where the household would need to spend more than 50% of its gross income to pay the median rent of alternative housing in the market.

Family: Members of a family which, for the purposes of the *Strategy*, include those people related by blood, marriage or adoption; those in a supportive or caregiving role; and those who are bound together over time by mutual consent.

Food insecurity: Households that do not have enough money to purchase or access a sufficient amount and variety of food to live a healthy lifestyle.[60]

Homelessness: Describes the situation of an individual, family or community without stable, safe, permanent, appropriate housing or the immediate prospect, means and ability of acquiring it. It is the result of a system of societal barriers, a lack of affordable and appropriate housing, the individual/household's financial, mental, cognitive, behavioural or physical challenges, and/or racism and discrimination.[61]

Household type: A term used by Statistics Canada to differentiate households on the basis of whether they are census-family households or non-census-family households.[62]

Housing continuum: A concept used to describe the broad range of shelter and housing options available to help a range of households in different tenures to access affordable and appropriate housing. It moves away from a one-size-fits-all strategy, towards "the range of housing options available to different households on a continuum."[63] It includes shelters and transitional housing, community housing, affordable rental, market rental and homeownership.

Immigrant: A person who is, or who has ever been, a landed immigrant or permanent resident. Such a person has been granted the right to live in Canada permanently by immigration authorities. In the 2021 Census of Population, this includes immigrants who were admitted to Canada on or before May 11, 2021.[64]

Inclusive: To create a culture that embraces, respects, accepts and values diversity, where everyone feels respected, experiences a sense of belonging and is able to achieve their fullest potential.[65]

Indigenous Peoples: A collective name for the original peoples of North America and their descendants.[66]

Low income: When households do not have enough income to meet basic needs (i.e. food, shelter, clothing, energy and transportation costs).

Low-End Market Rental (LEMR) Units: Rental housing units affordable to low to moderate income households secured through larger scale residential development applications. Maximum rents are set at 10% below the Canada Mortgage and Housing Corporation's (CMHC) Average Market Rent for the City of Richmond.

Low-Income Measure After Tax (LIM-AT): A household is considered to be in low income under LIM-AT if its income is less than 50% of the median adjusted after-tax household income.[67]

Men+: The term is used in the 2021 Census to refer to men (and/or boys), as well as some non-binary persons.[68]

85

Mental health: The state of an individual's psychological and emotional well-being. It is a necessary resource for living a healthy life and a main factor in overall health.[69]

Multigenerational household: A census term used to refer to households with three or more generations. These households contain at least one person who is both the grandparent of a person in the household and the parent of another person in the same household.[70]

Non-binary person: Refers to a person whose gender is not exclusively male or female. The census uses the term non-binary to include people whose reported gender is agender, genderqueer, gender-nonconforming or Two-Spirit, a term specific to some Indigenous Peoples of North America.[71]

One-parent family: A census term used to refer to families with only one parent and their child(ren). The term "lone parent family" was previously used in the census prior to 2021.[72]

Poverty: The condition of a person who is deprived of the resources, means, choices and power necessary to acquire and maintain a basic living standard needed to promote and facilitate integration and participation in society.[73]

Racialized groups or individuals: A term that encompasses all people that are non-Caucasian in race or non-white in colour and is considered preferable to the term "visible minorities."[74]

Recent immigrant (also sometimes known as newcomer): Refers to a person who obtained landed immigrant or permanent resident status in the five years preceding a given census. In the 2021 Census, this refers to the period from January 1, 2016 to May 11, 2021.[75]

Refugee: Refers to individuals granted permanent resident status in Canada based on a well-founded fear of returning to their country of origin for reasons including race, religion and nationality.[76]

Restorative justice: An approach to justice that focuses on addressing the harm caused by crime and meeting the needs of those involved. It provides opportunities for safe and voluntary dialogue between victims, offenders and communities.[77]

Senior: Individuals 55 years and older.

Sense of belonging: The psychological feeling of belonging or connectedness to a social, spatial, cultural, professional or other type of group or a community.[78]

Social development: The process of improving the quality of life for all members of society. It involves the sharing of community resources, commitments and responsibilities, with the aim of achieving a better state of society for all.

Stereotype: An assumption about a certain group and the notion that the assumption applies to all members of the group. Stereotypes can be positive but are generally negative and ignore the diversity that exists within a group.[79]

Stigma: The negative social attitude attached to a characteristic of an individual. Stigma implies social disapproval and can lead unfairly to discrimination against and exclusion of the individual.[80]

Time use: Time use considers how people experience and spend their time. It refers to how the use of time affects physical and mental well-being, individual and family well-being, and present and future well-being. It examines the length of workweeks, work arrangements, levels of time pressure, and time spent with friends and in other free-time activities.[81]
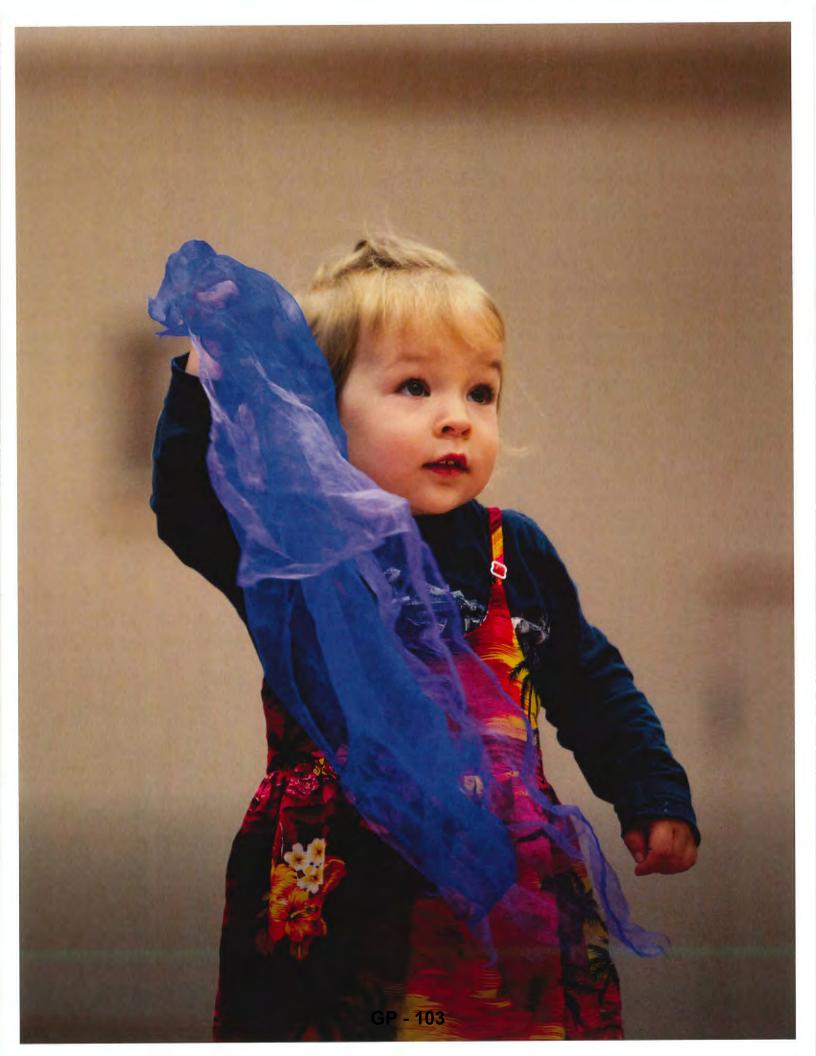
Two-or-more-person non-census-family household: A census term used to refer to households containing two or more persons, none of whom belong to a census family.[82]

Vulnerable residents, community members or populations: People whose permanent or temporary personal circumstances and/or characteristics mean that they are less able to protect or represent their interests, and as a result, may have decreased access to the necessities of daily living, as well as other opportunities and experiences.[83]

Well-being: The presence of the highest possible quality of life in its full breadth of expression, with a focus on good living standards, robust health, a sustainable environment, vital communities, an educated population, balanced time use, high levels of democratic participation and access to and participation in leisure and culture.[84]

Women+: The term is used in the 2021 Census to refer to women (and/or girls), as well as some non-binary persons.[85]

Youth: Individuals aged 13 to 24 years.

GP - 103

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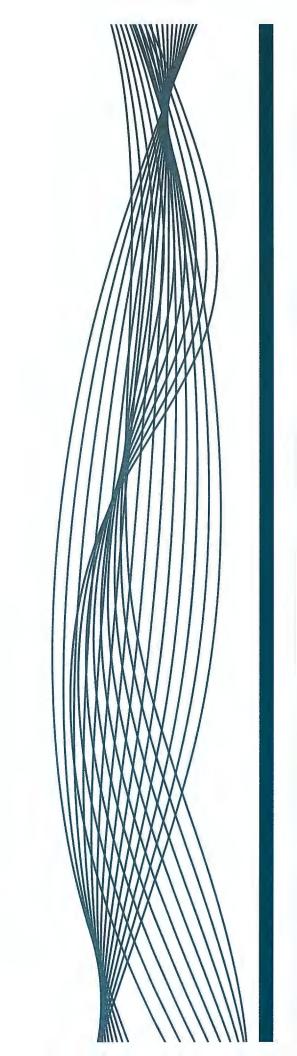
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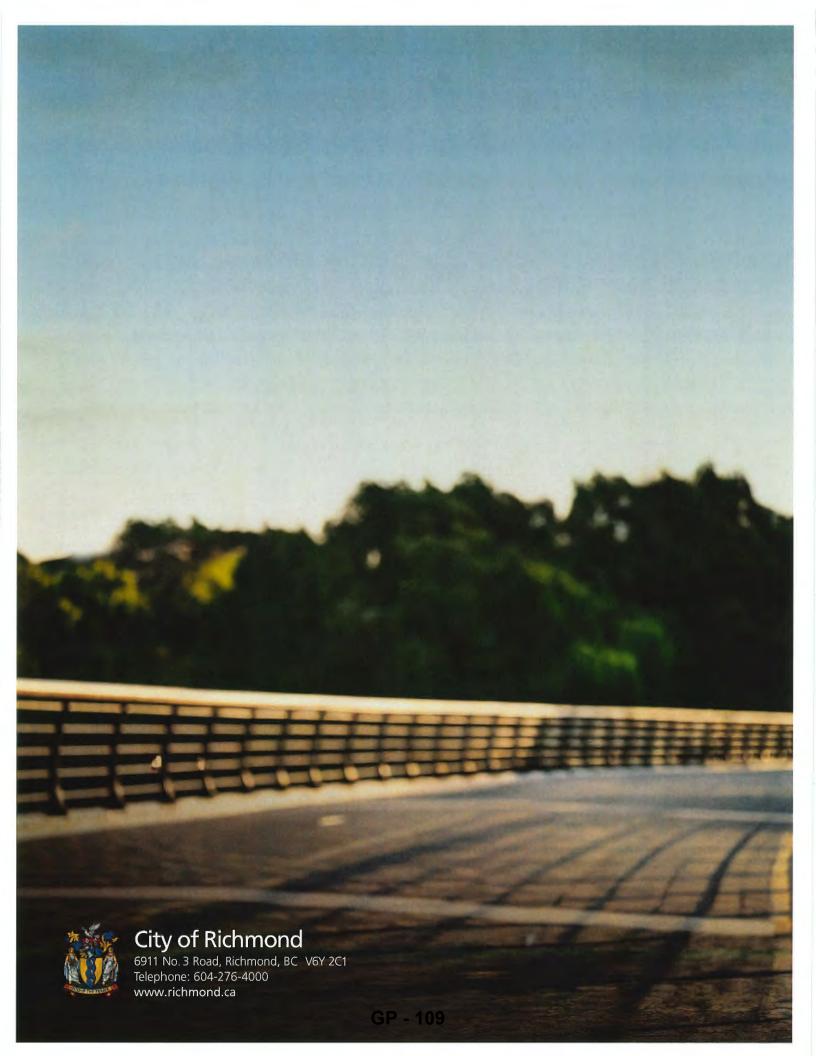
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GP - 106

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Social Development Strategy

2025 Engagement Summary Report

ideaspace

Think Big

This report was produced by Ideaspace Consulting Inc.
November 17, 2025

Table of Contents

A Social Development Strategy for Richmond

The City of Richmond (the City) is committed to ensuring that all residents have access to the supports, opportunities, and sense of belonging needed to lead safe, healthy, and fulfilling lives.

The City's draft Social Development Strategy (2025–2035) builds on the progress of other strategies, including the previous Social Development Strategy (2013–2022).

The draft Strategy provides a 10-year roadmap to strengthen community well-being. It is intended to guide how the City will work with community partners to enhance inclusion, affordability, accessibility, and resilience across Richmond.
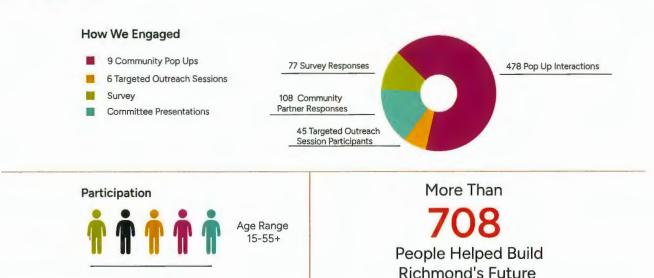
The draft Strategy identifies five strategic directions:

1.
Improve Access to Basic Needs
supporting food security, housing, and income stability

2.
Enhance Inclusion and Belonging
fostering inclusion, diversity, and participation

3.
Foster a Safe, Resilient and Accessible Community
promoting safe, connected, and accessible spaces

4.
Strengthen Community Voice and Engagement
empowering residents to share their voices

5.
Build Community Capacity
strengthening partnerships across sectors

Executive Summary

At a Glance

How We Engaged

- 9 Community Pop Ups
- 6 Targeted Outreach Sessions
- Survey
- Committee Presentations

77 Survey Responses

108 Community Partner Responses

45 Targeted Outreach Session Participants

478 Pop Up Interactions

Participation

Age Range 15-55+

More Than

708

People Helped Build Richmond's Future

In September 2025, the City of Richmond introduced the draft Social Development Strategy (2025–2035) for public review and comment. To gather input, the City invited community members to share feedback through a survey, pop up events across Richmond, targeted outreach sessions, and presentations to advisory committees.

Overall, community members expressed strong support for the draft Strategy and its five Strategic Directions. Across all engagement activities, participants emphasized that affordability, safety, accessibility, and meaningful engagement are essential to building a more inclusive and resilient Richmond.

What We Heard

Many participants said the Strategy provides a strong foundation for improving community well-being and reflects many of Richmond's current social priorities. Others encouraged the City to strengthen actions related to housing, food security, transportation, and communications so the Strategy responds effectively to residents' day-to-day needs.

Summary by Strategic Direction

1. Improve Access to Basic Needs

Many people appreciated the Strategy's focus on affordable housing and housing with supports, as well as improving access to nutritious food. Participants also encouraged the City to place more emphasis on flexible child care options, primary and mental health care access, and the complex causes of homelessness, including mental health, substance use, and barriers to employment.

About 77% of respondents agreed that Strategic Direction 1 will help Richmond residents meet their basic needs. Participants said this direction addresses real challenges in the community with housing affordability, homelessness, rising food costs, and access to health and mental health supports.

2. Enhance Inclusion and Belonging

Participants said the Strategy reflects what they value: more opportunities to connect socially, culturally diverse programming, and welcoming public spaces. Participants suggested ways to strengthen this direction, such as increasing formal gathering spaces, offering more translation and language supports for newcomers, and addressing neighbourhood-specific needs, especially in East Richmond.

About 75% of respondents agreed that Strategic Direction 2 would help more people feel included in Richmond. Their feedback aligned with the Strategy's emphasis on reducing barriers and fostering inclusion for all community members.

3. Foster a Safe, Resilient, and Accessible Community

Participants said Richmond generally feels safe and appreciated the Strategy's focus on emergency preparedness, transit improvements, and stronger walking and cycling infrastructure. Some people felt the Strategy could speak more directly to everyday safety concerns, including traffic speed, road conditions, and pedestrian safety.

About 65% of respondents agreed that Strategic Direction 3 would help Richmond feel safer, more resilient, and accessible. Adding clearer actions on traffic safety and a mechanism for people to report road safety issues directly to the City would help this direction feel even more connected to residents' daily lives.

4. Strengthen Community Voice and Engagement

Participants appreciated the Strategy's focus on supporting meaningful engagement and building strong partnerships. The most common suggestion was for a central point of contact to make it easier for residents to find information and report concerns (e.g., a 3-1-1 phone line).

About 69% of respondents agreed that Strategic Direction 4 would help strengthen community voice and participation in Richmond. Participants said this direction aligns with their interests in having clear information, simple ways to engage, and better understanding of how City decisions are made.

5. Build Community Capacity

Participants recognized the important role of community-led programs and partnerships in helping residents feel included, connected, and supported. Many people said this direction could go further in acknowledging the pressures facing nonprofits and faith communities, especially those providing food and outreach services.

About 61% of respondents agreed Strategic Direction 5 would help strengthen community capacity in Richmond. Some participants said that the term "capacity" felt unclear, which may have contributed to lower levels of support for this direction.

Feedback gathered through the engagement confirms broad public support for the draft Social Development Strategy (2025-2035). Participants want to see the Strategy lead to practical, measurable actions that make it easier to meet basic needs, strengthen inclusion, and ensure all residents can participate fully in community life.

Engaging on the Draft Social Development Strategy

The City invited community members to share their feedback on the draft Social Development Strategy (2025–2035) through September 28 and October 26, 2025.

The objectives of the engagement program were to:
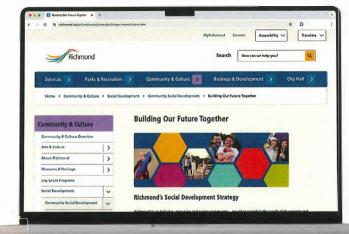
- Communicate the Strategy's 5 Strategic Directions and 66 proposed actions
- Gather community feedback on whether the Strategy reflects their priorities and concerns
- Confirm the Strategy meets the needs of the community
- Identify opportunities to refine and strengthen the final strategy based on feedback

The City conducted a multi-channel engagement program designed to reach a large cross-section of people. Richmond community members were invited to participate through:

1. Survey

2. Community Pop Up Events

3. Targeted Outreach Sessions

4. Presentations to City Advisory Committees and Community Tables

GP - 117

To build awareness, promote engagement, and encourage participation, the City:

- Displayed a large poster at the Richmond Cultural Centre
- Distributed digital materials to community hubs and recreation facilities to print and display at their respective locations
- Maintained a dedicated webpage and bulletin board with updated information
- Promoted engagement events on community display screens and through social media campaigns on Facebook, Instagram, and X

Dedicated webpage

Social media post

1. Survey

The City hosted an online survey on LetsTalkRichmond.ca to gather feedback on the Strategy. Paper copies were also available. The survey, open from September 28 to October 26, 2025, received 77 responses.

Participants were asked to rate their agreement with a series of statements about the Strategy, using a scale from "strongly agree" to "strongly disagree". Respondents rated their agreement to the following statements:

- The draft Strategy reflects the most important social issues facing Richmond today.
- Strategic Direction 1 will help more people meet their basic needs.
- Strategic Direction 2 will help more people feel included and connected in Richmond.
- Strategic Direction 3 will enhance safety, boost resilience and improve accessibility.
- Strategic Direction 4 will give people more ways to have their voices heard and be involved in Richmond life.
- Strategic Direction 5 will help build community capacity and stronger partnerships in Richmond.

The survey also invited participants to share open-ended comments and suggestions for improvement. The full survey questionnaire is attached as Appendix A.

GP - 118

2. Community Pop Up Events

Between September 28 and October 21, 2025, the City hosted eight community pop up events in high-traffic locations across Richmond, resulting in approximately 478 interactions.

Community Pop Up locations

At each pop up, participants were invited to:

- Review printed display boards outlining the Strategy's Strategic Directions and actions
- Indicate which Strategic Direction(s) mattered most to them using coloured hexagon stickers
- Share how they felt about the overall strategy by placing a dot sticker on a poster board section labelled "Got it Right," "Needs Some Changes," or "Missing Something Important"
- Provide additional comments or suggestions for improvement on sticky notes

Pop ups were staffed by Community Ambassadors hired specifically for these events, bringing local experience working with social serving agencies in Richmond. The pop ups were hosted in partnership with local facilities and community partners to encourage broad participation. Events reached community members of all ages and backgrounds, including families, youth, and seniors.

Community Pop Ups in action

3. Targeted Outreach Sessions

The City also hosted seven targeted outreach sessions to gather more in-depth feedback on how the Strategy reflects community needs and priorities.

Each one-hour session invited community members to discuss the five Strategic Directions and share ideas for strengthening the Strategy's actions. A total of 45 participants took part in sessions held between October 7 and 17, 2025 at accessible venues including:

- Richmond Cultural Centre
- Richmond City Hall
- Seniors Centre at Minoru Centre for Active Living
- Richmond Family Place

The sessions were organized with the following community groups:

- Youth (ages 13–24)
- Newcomers (arrived in Canada within the past five years)
- Families with young children
- Seniors (ages 55+)
- Members of Faith Communities
- Individuals with lived or living experience of poverty

Participants were welcomed with an overview of the Strategy before taking part in an interactive activity to identify which Strategic Direction(s) felt most important to them.

Facilitated discussions followed, where participants shared their ideas, experiences, and suggestions for how the Strategy could more clearly reflect community needs and priorities.

4. Presentation to City Advisory Committees and Community Tables

The draft Strategy was also presented to nine Advisory Committees. Members expressed strong interest in the Strategy and appreciated the opportunity to provide input.

Committees engaged included:

- Community Poverty Reduction and Prevention Table
- Richmond Youth Advisory Committee
- Richmond Council of Communities
- Minoru Seniors Society
- Richmond Seniors Advisory Committee
- Richmond Accessibility Advisory Committee
- Richmond Food Coalition
- Richmond Intercultural Advisory Committee
- Richmond Social Development Advisory Committee

Feedback from these committees reinforced the importance of affordability, accessibility, and inclusion as key priorities for the final Strategy.
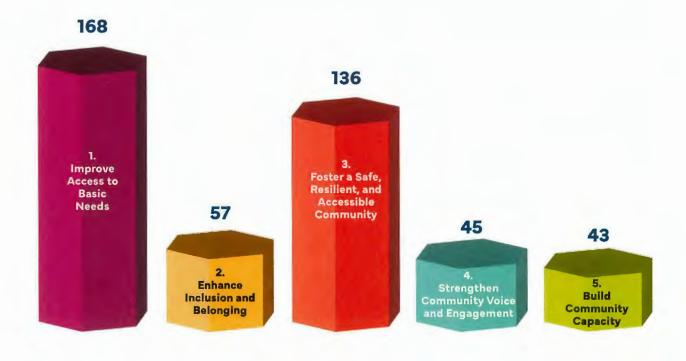
Engagement Program Summary

Through these combined engagement activities, hundreds of residents and community partners contributed ideas and insights to help refine the Strategy. Participants' feedback forms the foundation of the key themes and additional considerations summarized in the next section, "What We Heard."

What We Heard
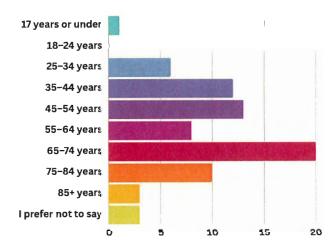
Most participants expressed support for the draft Social Development Strategy (2025–2035) and felt it reflects Richmond's current social priorities. In the online survey, over 70% of respondents agreed that the Strategy addresses the most important social issues facing the community today.

At the pop-ups and outreach sessions, people were invited to share which of the five Strategic Directions they felt were most important to them. Participants could select more than one. The results below show where the greatest interest and energy were focused, though every Strategic Direction was recognized as important to Richmond's future.

168

1. Improve Access to Basic Needs

57

2. Enhance Inclusion and Belonging

136

3. Foster a Safe, Resilient, and Accessible Community

45

4. Strengthen Community Voice and Engagement

43

5. Build Community Capacity

GP - 122

Survey participants also shared how well they felt each Strategic Direction reflects community needs. Survey respondents represented a range of age groups, most respondents were between 35 and 74 years old.

Online Survey Respondent Age

Across all engagement channels, participants shared clear priorities and identified where the draft Strategy reflects these needs and where it could be strengthened. The following section summarizes what we heard across each Strategic Direction, how the draft Strategy responds, and opportunities to clarify or enhance the Strategy based on community input.

Strategic Direction 1
Improve Access to Basic Needs

Community Needs
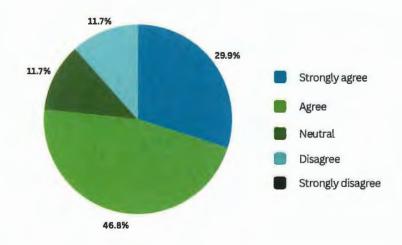
Participants shared that meeting basic needs remains a major concern in Richmond. Many people, including seniors, newcomers, families, and low- and middle-income workers, said they are struggling with the rising cost of living. Housing affordability was a top concern. People asked for more affordable options and clearer pathways to access non-market housing.

Participants also called for stronger action on homelessness, including housing, mental-health and substance-use supports, employment pathways and efforts to reduce stigma.

Many people noted the high cost of food, difficulty finding a family doctor or mental health support, and the need for more childcare options and affordable public programs for families.

How the Strategy Responds

77% of survey respondents agree that Strategic Direction 1 will help more people meet their basic needs.

11.7%

11.7%

29.9%

46.8%

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

GP - 124

The Strategy includes actions to increase affordable and supporting housing and work with senior levels of government and nonprofits on homelessness and related supports. It also commits to programs that improve access to food and expand low-cost public programs so more residents can participate in community life.

The Strategy also includes actions aimed to improve access to healthcare and social services through partnerships with community organizations and other levels of government. Participants shared that Direction 1 is on the right track.

How the Strategy Could Be Strengthened

Participants also shared feedback that could be used to strengthen or expand the actions in Strategic Direction 1:

Several families described challenges with existing childcare options in Richmond and expressed interest in more flexible childcare programs, including part-time and extended-hour options. The Strategy discusses expanding affordable child care but does not mention exploring the different models that several participants said they needed.

Recommendation: Consider including language about flexible and part-time childcare models under the Strategy.

> *"Families who only need child care a few days a week would benefit from a more flexible schedule, since most facilities require full-time enrollment"*

The Strategy speaks broadly about improving access to health and mental health services but lacks explicit goals. Several participants said they struggled to find a family doctor in Richmond.

Recommendation: Consider including an action that commits to working with different levels of government to advocate for improved access to primary and mental health care.

> *"I've noticed that accessibility to medical services and primary care here falls behind: having a family doctor, continuity of care, and depth of care"*

> *"There is not enough talk or actions around physical health and mental wellness"*

The Strategy addresses homelessness, substance use, and education aimed at reducing homelessness stigma in separate sections/actions but does not explicitly acknowledge how homelessness is often the result of complex issues like substance use and barriers to employment.

Recommendation: Consider including a statement acknowledging the complexity of homelessness to help combat stigma and support compassionate understanding.

Enhance Inclusion and Belonging

Community Needs
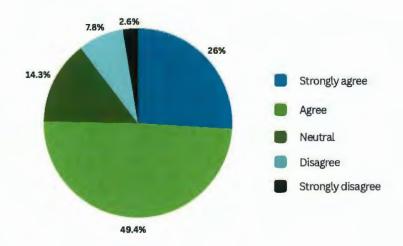
Participants shared that feeling welcome and included in the community is essential to their well-being and quality of life. Many people said they want more chances to connect with people from different backgrounds and age groups, and asked for more informal gathering spaces to support these connections.

Some participants noted challenges related to language barriers and asked for more English language support and translated materials to help people access services and information. Residents from East Richmond and Hamilton said their neighbourhoods receive fewer services and less investment compared to central Richmond.

 A few participants noted that most City programs are geared towards seniors or youth, and requested more options for working adults, especially during evenings and weekends.

How the Strategy Responds

75% of survey respondents agree that Strategic Direction 2 will help more people feel included and connected in Richmond.

Pie chart:
- 26% — Strongly agree
- 49.4% — Agree
- 14.3% — Neutral
- 7.8% — Disagree
- 2.6% — Strongly disagree

GP - 127

The Strategy includes actions to celebrate cultural diversity, support inclusive programming, and create inclusive spaces where people from different backgrounds can connect. It focuses on reducing barriers to participation and commits to partner with local cultural groups and community organizations to strengthen social inclusion. Overall, Direction 2 aligns with what participants shared about wanting more social opportunities, cultural supports, and welcoming public spaces. People support Direction 2 and said they appreciated the City's commitment to fostering a sense of belonging across Richmond.

How the Strategy Could Be Strengthened

Participants also shared feedback that could be used to strengthen or expand the actions in Strategic Direction 2:

Several participants encouraged the City to create more informal spaces for community connection such as benches, plazas, and tables. The Strategy commits to increasing the accessibility of public spaces and expanding access to natural areas in Direction 3 ("Foster a Safe, Resilient, and Accessible Community") but does not discuss creating more free gathering spaces to foster cross-cultural and cross-generational connections.

Recommendation: Consider exploring actions to expand public gathering spaces under Direction 2 ("Enhance Inclusion and Belonging").

> *"The most important thing as a newcomer is to have a space to gather and do activities"*

Some participants said they experienced difficulties accessing services and information when translators or translated materials were not available. A few people worried that many residents did not know about the Strategy because it was only available in English.

Recommendation: Consider offering Strategy materials in additional languages and including an action that addresses exploring translation supports in public spaces under Direction 2 ("Enhance Inclusion and Belonging").

GP - 128

Participants from Hamilton and East Richmond said their areas receive less funding, fewer services, and less attention from the City compared with central Richmond. Several people also noted difficulties traveling to and from East Richmond due to limited transit routes. The Strategy's citywide framing does not currently acknowledge that access to programs, services, and infrastructure varies across different parts of the city.

Recommendation: Consider including an action that commits to ensuring equitable access to City programs, services, and investments across neighbourhoods under Direction 2 ("Enhance Inclusion and Belonging").

"Improve sense of belonging for East Richmond residents. Hamilton is not prioritized for services and road repairs compared to central Richmond"

GP - 129

Strategic Direction 3
Foster a Safe, Resilient, and Accessible Community

Community Needs

Participants said they want Richmond to feel safe, easy to move around in, and ready for emergencies. Many people shared concerns about traffic speed and congestion, especially near schools and busy intersections, and asked for more traffic calming, signage, and ways to report safety issues.
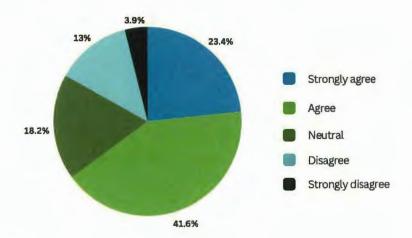
Participants, particularly seniors, youth and newcomers, expressed a need for formal and informal gathering places to increase and strengthen social connections and community ties, spaces that foster mutual support and increase a sense of belonging. These connections were seen as essential not only for navigating everyday life but also for improving mental health and enabling communities to respond more effectively to challenges.

Several people asked for improvements to transit access and coverage, including better east-west connections, more bus routes, additional HandyDart options, and direct transit routes to UBC and SFU.

Participants also said they wanted safer walking and biking routes, requesting that the City complete sidewalks and curbs on all roads, preserve green spaces, and make the areas near major roads and highways more pedestrian-friendly. Some residents also expressed concern about public substance use.

GP - 130

How the Strategy Responds

65% of survey respondents agree that Strategic Direction 3 will enhance safety, boost resilience, and improve accessibility.

The Strategy includes actions to improve emergency preparedness and partner with agencies and organizations to develop collaborative community safety initiatives. It commits to update public spaces and amenities for accessibility and safety, enhance walking and cycling infrastructure, and improve transportation options. It aims to build strong neighbourhoods, support community connections, and help residents feel safe and supported.

How the Strategy Could Be Strengthened

Participants also shared feedback that could be used to strengthen or expand the actions in Strategic Direction 3:

Many participants shared concerns about speeding, congestion, and pedestrian safety. The Strategy does not directly address these concerns.

Recommendation: Consider integrating language around traffic safety and reporting mechanisms into Strategic Direction 3 ("Foster a Safe, Resilient, and Accessible Community").

"Traffic speed is a big issue, and there isn't much enforcement"

GP - 131

Strategic Direction 4
Strengthen Community Voice and Engagement

Community Needs
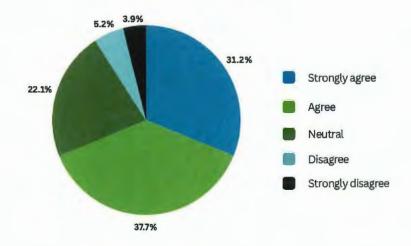
Participants said they want more meaningful ways to engage with the City and understand how decisions are made. Many described challenges finding information, giving feedback, and reporting issues, and suggested a simple, multilingual point of contact to help navigate services.

People also asked for clearer and more accessible communication about City initiatives, including translated materials, outreach in community spaces, and topic-specific forums. Several participants raised questions about how the Strategy will be implemented, measured, and reported back, and asked for clarity on who is responsible for different actions.

A smaller group of youth expressed interest in more support for youth employment and skill-building opportunities.

How the Strategy Responds

69% of survey respondents agree that Strategic Direction 4 will give people more ways to have their voices heard and be involved.

Pie chart data:
- 31.2% Strongly agree
- 37.7% Agree
- 22.1% Neutral
- 5.2% Disagree
- 3.9% Strongly disagree

GP - 132

The Strategy commits to strengthening relationships with community organizations and partners, improving communications, and offering a range of engagement opportunities so more residents can participate comfortably. It also emphasizes reducing barriers, increasing transparency about how community input is used, and building trust through ongoing collaboration.

While it does not reference centralized service pathways, its focus on clearer and more varied communication aligns with participant interest in more accessible ways to connect with the City. Overall, Direction 4 reflects what participants shared about wanting clearer information, easier ways to engage, and stronger pathways for community input.

How the Strategy Could Be Strengthened

Participants also shared feedback that could be used to strengthen or expand the actions in Strategic Direction 4:

Some youth and caregivers described challenges finding part-time or entry-level work and requested more support for youth employment and skill-building. While the Strategy speaks to employment and job training more generally, it does not highlight opportunities specific to youth.

Recommendation: Consider exploring actions that support youth employment, skill development, and work experience through partnerships with employers, schools, and community organizations.

> *"There should be more job opportunities for youth. General opportunities, in a way for us to gain experience"*

Many people asked the City to create more opportunities for residents to come together, engage with one another, and provide input on community priorities.

Recommendation: Consider including an action to offer more City-organized neighbourhood programs and celebrations, such as seasonal or cultural events, to help people connect, share experiences, and learn from one another.

> *"Events around holidays would be good opportunities for children and families to connect"*

GP - 133

Strategic Direction 5
Build Community Capacity

Community Needs
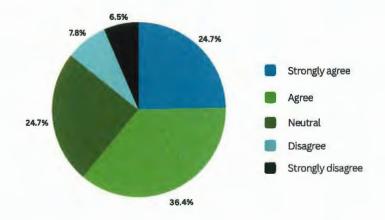
Participants said that community-led programs and partnerships are essential to helping people feel included, connected, and supported in Richmond. Many people highlighted the important role nonprofit organizations play in language learning, settlement services, and outreach.

Participants emphasized that nonprofits need stable funding and a consistent seat at the table to continue serving residents. People also encouraged the City to strengthen partnerships with Vancouver Coastal Health, School District 38, and local businesses to co-deliver programs, share knowledge, and create pathways for youth to build skills and find work.

Some participants also asked the City to support neighbourhood-level initiatives, including small grants for resident-led projects and collaborations with local businesses to support food security and community-building efforts.

How the Strategy Responds

61% of survey respondents agree that Strategic Direction 5 will help build community capacity and stronger partnerships in Richmond.

Pie chart:
- Strongly agree: 24.7%
- Agree: 36.4%
- Neutral: 24.7%
- Disagree: 7.8%
- Strongly disagree: 6.5%

GP - 134

The Strategy recognizes the important role of community partners and includes actions to work more closely with non-profits, schools, health partners, and local businesses. It emphasizes shared program delivery, knowledge exchange, and support for community-driven initiatives that help residents feel connected and supported.

While this aligns with participant feedback, some people felt the direction could be clearer about the pressures facing nonprofits and faith communities, especially those providing food and outreach support, and how the City plans to support them. Overall, Direction 5 reflects community interest in deeper collaboration across sectors and continued support for community-led efforts.

How the Strategy Could Be Strengthened

Participants also shared feedback that could be used to strengthen or expand the actions in Strategic Direction 5:

Many people noted that non-profit organizations and faith communities are operating with limited staff and funding while demand for services grows. Several said that grant requirements do not reflect the true costs of running programs, especially those providing food or outreach. They asked the City to acknowledge these challenges and commit to offering practical supports, not only partnerships.

Recommendation: Consider recognizing these pressures in the Strategy and reviewing City grant criteria to better support community-based service providers

Grants come with too many hoops to jump through. We can use them for payroll or equipment but not for food or consumables, which is especially difficult given the rising cost of living"

Several participants also said the word "capacity" felt unclear. People asked whether it referred to funding, staffing, skills, partnerships, or something else. When explained in plain language such as "strengthening relationships," "supporting local non-profits and businesses," and "building partnerships across sectors," participants expressed stronger interest and support in Direction 5.

Recommendation: Consider using clearer wording or adding a brief description to help residents understand and connect with this direction.

"It's unclear what "community capacity" means"

GP - 135

Additional Considerations

During the engagement period, we received the following feedback that was not tied to a specific Strategic Direction but emerged as a key interest to many participants. This section outlines an additional consideration to strengthen the clarity, accessibility, and presentation of the draft Social Development Strategy (2025–2035).

Implementation and Reporting

Participants frequently asked how the Strategy will be implemented and how progress will be measured and reported back to the community. While the Strategy includes a commitment to public reporting every three years (Action 14, Direction 5), many participants were not aware of this.

Recommendation: Consider re-stating the implementation plan earlier in the Strategy and clearly describe who will lead implementation and how progress will be monitored and reported.

GP - 136

Appendix A:
Survey Questions

For sections 1 and 2, participants were asked to indicate if they strongly agreed, agreed, were neutral, disagreed, or strongly disagreed with the provided statements. Participants could also provide their written feedback for each question.

Section 1: General Feedback

1. Overall, I believe the draft Strategy reflects the most important social issues facing Richmond today.

Section 2: The Five Strategic Directions

Strategic Direction 1: Improve Access to Basic Needs

2. I believe Strategic Direction 1 will help more people meet their basic needs.

Strategic Direction 2: Enhance Inclusion and Belonging

3. I believe Strategic Direction 2 will help more people feel included and connected in Richmond.

Strategic Direction 3: Foster a Safe, Resilient, and Accessible Community

4. I believe Strategic Direction 3 will enhance safety, boost resilience and improve accessibility, making it easier for more people to get around.

Strategic Direction 4: Strengthen Community Voice and Engagement

5. I believe Strategic Direction 4 will give people more ways to have their voices heard and be involved in Richmond life.

Strategic Direction 5: Build Community Capacity

6. I believe Strategic Direction 5 will help build community capacity and stronger partnerships in Richmond.

Section 3: Final Thoughts

7. If you have any further comments on the draft Strategy for the City to consider, please provide them here.

Section 4: Tell us about yourself (Optional)

8. My age is:
- 17 years or younger
- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75-84 years
- 85+ years
- Prefer not to say

9. The following best describes me:
- I live in Richmond
- I go to school in Richmond
- I use services or programs in Richmond
- I work in Richmond
- None of the above

10. The first three digits of my postal code are ___

11. I heard about this survey through: (select all that apply)
- Email sent to me from LetsTalkRichmond.ca
- Visiting LetsTalkRichmond.ca website
- Richmond.ca website
- Social media posts
- City of Richmond e-News
- Poster
- Digital transit shelter advertisement
- Word of mouth
- Other (please specify)

City of Richmond

Report to Committee

To:	General Purposes Committee	**Date:**	November 27, 2025
From:	James Cooper Director, Building Approvals	**File:**	12-8360-01/2025-Vol 01
Re:	**Bill M216, Professional Reliance Act**		

Staff Recommendations

1. That a letter from the Mayor be sent to the Premier, Minister of Housing and Municipal Affairs, Minister of Post-Secondary Education and Future Skills, and all Richmond MLAs, conveying the concerns related to Bill M216 as outlined in the report titled "Bill M216, Professional Reliance Act", dated November 27, 2025, from the Director, Building Approvals;

2. That the report titled "Bill M216, Professional Reliance Act", dated November 27, 2025, from the Director, Building Approvals be forwarded to the Union of British Columbia Municipalities (UBCM);

3. That staff submit concerns to the Legislature's Select Standing Committee on Private Bills and Private Members' Bills for debate via the provincial government portal; and

4. That staff contribute to a joint communiqué of the Regional Permitting and Licensing Committee (regional chief building officials) for submission to the Legislature's Select Standing Committee on Private Bills and Private Members' Bills.

James Cooper, Architect AIBC
Director, Building Approvals
(604-247-4606)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	**CONCURRENCE**	**CONCURRENCE OF GENERAL MANAGER**
Engineering Development Applications Policy Planning Lulu Island Energy Company Law Climate & Environment	☑ ☑ ☑ ☑ ☑ ☑	*Wayne C*
SENIOR STAFF REPORT REVIEW	**INITIALS:** CJ	**APPROVED BY CAO** *Serec.*

Staff Report

Origin

Staff are seeking Council endorsement of analysis and feedback in response to the proposed Bill M216 for submission to the Premier, Ministers, MLAs, UBCM, provincial staff and the Legislature's Committee of the Whole.

This report supports Council's Strategic Plan 2022-2026, Focus Areas #2 and #3:

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.

Focus Area #3, A Safe and Prepared Community:

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

Background

On October 21, 2025, the provincial Legislature gave first reading to Private Member's Bill M216 (the Bill), the "Professional Reliance Act" (Attachment 1). The Bill received second reading on November 17, 2025. The intent of the proposed Bill is to require local governments to accept, as meeting all permit and bylaw requirements, any submission by a licensed professional defined under the Professional Governance Act (PGA) within their certified area of practice, such as an architect, engineer, technologist, agrologist, biologist or forest professional. The Bill is expected to go before the Committee of the Whole in the Legislature.

The Bill's effect is to deny local governments the ability to evaluate permit applications for compliance with applicable codes, standards and bylaw requirements when submitted by a PGA professional. Furthermore, there is a specific prohibition on requiring third-party review from other registered professionals. This will remove from these applications the technical oversight that has been critical to ensuring the safety of the built environment and adherence to building, engineering, environmental and planning criteria. If the local government's opinion differs from that of the PGA professional or if it is apparent the PGA professional has not adhered to a specific regulation, the local governments is prohibited from exercising due diligence.

Despite the far-reaching ramifications for the local approval process, there was no prior consultation with any local government, PGA professional associations or UBCM. In response, UBCM and other local governments voiced serious concerns about the lack of consultation, the lack of clarity in the rationale for the Bill, the binding effects on all local governments, and questions on preparedness of the professions and the Office of the Superintendent of Professional Governance (OSPG) to take over the role of public safety.

Local governments and the public must submit materials to provincial staff for discussion by the Committee of the Whole via the provincial portal no later than 3:00 p.m. on January 6, 2026.

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Analysis

Scope

The language of the Bill is vague, without sufficient detail to define the intended scope of its application. As such, it has the potential to impact multiple City-regulated functions that require a technical submission.

Section 2 of the Bill provides that "[a] local government must accept as meeting permit or bylaw requirements any submission certified by a PGA professional acting within their regulated scope of practice…"

The "submission" is broadly described as a "technical submission that is required to be provided under a development project approval process established by a local government in respect of land use." Without any definitions for the terms "development project", "development project approval process" and "land use", the proposed Bill would impact virtually any submission requirement associated with improving or altering the use of land or a building. Should a submission be prepared by a PGA professional working within their regulated scope of practice, the City will have to accept the proposed designs and issue a permit to construct.

Based on a preliminary review, this could include submission requirements for a wide scope of City-regulated activities that range from buildings, the built urban form, tree protection, flood mitigation, fire protection, soil and environmental protection, City utilities and district energy.

The proposed Bill would apply to both permits and any regulated activity in these areas requiring a technical submission, depriving the City of the ability to verify compliance to key City criteria and technical standards. Within the Building Regulation Bylaw, the Act would apply to all permit and building types, from the simplest to the most complex - commercial, industrial, institutional and residential - far beyond the justification for streamlining housing approvals, which is the stated rationale for the Bill.

Permitting

Building permit review is used not only to verify proposed construction for compliance with codes and standards, but also as a gateway to ensure items secured through rezoning and development approvals are included in the scope of construction. Typically, these include civil works contributing to the City's infrastructure, development and landscape requirements, environmental and tree protection, connection to district energy and acquired City facilities.

In addition, City requirements through bylaws administered by multiple departments and legal agreements are also secured through the permit. Bill M216 would bypass this process, rendering compliance based on a PGA professional who may have limited knowledge of the local context, its specific bylaws and development standards. In essence, there would be no controls by the City to ensure its interests have been considered in the submissions for construction.

In many cases, the scope of work covered under a permit is beyond technical matters and extends far beyond the knowledge base that can be reasonably expected of a professional's core

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competency. The Bill assumes such knowledge is part of a professional's core competency in allowing a permit to be granted based solely on a professional's certification.

The Professional Reliance model may indeed work in isolated technical disciplines. The Safety Standards Act, which is overseen by Technical Safety BC, offers a framework whereby qualified persons are accountable to self-assess and declare compliance of their design and construction. This model however is supported by decades of objective assessment of a qualified person's performance by the regulatory body, thereby lending confidence to the validity of such a model.

The Building Act, in contrast, offers no such framework and is reliant on local governments to assess professional accountabilities via a building permit and inspection process, across many of the inter-dependent disciplines (technical and non-technical) in a holistic and coordinated manner. Accordingly, the Professional Reliance Act would erode the value of the oversight currently offered by local government through the permitting process, without offering an alternative oversight mechanism to support public confidence in the built environment.

Local Government Autonomy

The Bill is extremely problematic for the City's ability to ensure that the intent of its bylaws and decisions made by Council are met. Although it specifically recognizes the ability of local governments to control zoning and planning, the inability to review submissions for compliance removes the City's ability to assure its standards and Council's decisions are expressed in construction.

In addition, the potential impacts to other application types such as rezoning, OCP amendments, heritage permits, riparian management, Environmental Safety Area Development Permit, tree protection, dewatering, crane swing and water crossing are unclear.

Beyond the requirements of local government, provincial, regional and federal regulations, and departments are often involved in the building permit review. Examples include regulations enforced by the Ministry of Environment, Metro Vancouver Government, the Agricultural Land Commission, the Department of Fisheries and Oceans, and Navigation Canada. Their review processes, which involve coordination with municipal staff and regulations, would be lost should the oversight from the City be bypassed. Legally, this would become an untenable situation for the City to issue a permit without review and acceptance by third-party authorities.

For larger constructions, building permits are often applied for concurrently with rezoning and development applications. The provisions of the Bill would not be able to compel issuance of the building permit without the completion of rezoning and development permit, giving the legal basis for the development. Concurrent application reviews enable overall approval efficiencies without compromising the City's ability to assure compliance and exercise due diligence.

Life Safety

The Bill assumes that professional practice standards (established by the PGA) are sufficient to ensure that designs for permits are entirely correct, free from omissions and compliant with the appropriate codes, standards and items required by City bylaws.

The reality is that professional design, particularly for complex construction, is rarely perfect and requires collaborative review to confirm compliance with complex and interrelated standards involving multiple disciplines. The work itself is difficult and often performed under time and economic pressures from their clients.

The application process is, in many respects, an iterative discovery of the criteria for approval, intermeshed between technical (within professional competency scope) and non-technical regulations. It is through the iterative review process provided by the City that the design is refined for compliance with life-safety and City requirements.

Despite being provided with sealed plans and Letters of Assurance, there may be errors or omissions on applications from PGA professionals. Some errors or omissions may be minor while others may be serious. The point of City oversight is to work with design professionals to find errors and omissions prior to construction instead of afterwards when it becomes very difficult and costly to mitigate or, worse, potentially causes harm if not caught.

The independent oversight of life-safety matters is paramount to ensuring confidence in the built environment. Concentrating this function onto a single venue for dispute at the office of the superintendent of the PGA also has the potential for severe bottlenecks, hampering the pace of development Province-wide.

The Building Code allows performance-based design solutions as equivalent to prescriptive codes and standards. These are alternate solutions that have to be evaluated by the jurisdiction in charge. This process, as defined in the Building Code, would be disrupted by Bill M216 should the ability to review be removed.

The inspection process verifies construction in accordance with documents, drawings, specifications and reports that form an approved permit. That process becomes compromised if the permit documents, without proper oversight, contain errors and omissions and are non-compliant with codes and standards.

A difficult situation arises if we cannot trust official documents and must evaluate the physical construction before us against the Building Code, construction standards and City regulations. At this point, City inspectors will be inspecting against the required criteria as opposed to the professionals' self-approved drawings. Any differences will result in costly delays and potentially difficult remediation of the construction.

Professional Inconsistency and Practice Disputes

Although the PGA certifies professionals, upholding practice standards and ethics, it does not certify their work. Despite never being intended as an instrument to verify the correctness of any technical submission, the Bill identifies the OSPG as the dispute resolution mechanism between PGA professionals working for local government and those certifying submissions. Communities without PGA professionals on staff may not access this dispute mechanism.

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There exist other avenues within professional organizations for complaints against professional conduct, but these tend to be "after the fact" and would not prevent the compelled issuance of a permit as proposed under the Bill.

The OSPG currently has a staff of eight. There is no practicable way that it can handle complaints stemming from disputes, potentially from many cities and towns in the Province. Even if the OSPG staff were to be increased, the bottleneck created by having to resolve the potentially huge number of complaints would cause delays beyond what could be addressed by local government. Although the proposed legislation includes the ability of the Lieutenant Governor to establish dispute resolution procedures and bodies, this would represent only a replication of the task currently performed by local government.

Limiting the discussion to PGA professionals also denies the voice of registered professional planners, registered building officials, surveyors and heritage professionals in opposing a permit application based on their field of expertise.

<u>Liability</u>

Although the proposed Act states that liability for permitted construction will be transferred to the PGA professional, information bulletins produced by municipal law firms indicate that, by virtue of issuing a permit, local governments will still have liability for damages due to the errors in a submission. Moreover, liability is increased since permits are compelled to be issued without the ability to evaluate compliance with safety and industry standards. This liability translates into increased costs to local government, particularly in insurance and potential legal claims.

This is an untenable situation where the City has exposure to noncompliant design and construction, with very little recourse to recover costs if there are damages and the PGA professional is unavailable to be held responsible. There is also increased risk of higher maintenance costs to be transferred to local governments should they be required to accept infrastructure that may not be designed to approved standards.

The Bill provides little acknowledgement of the effects on the operating expenses of PGA professionals, who, in principle, must shoulder much more liability and have that reflected in their errors and omissions insurance costs. The lack of consultation with the professional groups ignores professional practice in the larger context of construction law and contracts that have been developed continent wide over many decades.

The requirement from the Bill for the professional to be the authority for building in the Province repeals the formal relationships defined and established between authorities having jurisdiction, owners, professionals and contractors. There will have to be extensive reconsideration of established standard construction contracts moving forward as a result.

<u>Consultation and Engagement</u>

It is apparent that no consultation took place with local governments, UBCM, the PGA professional associations, prior to the introduction of the Bill. The development, insurance and construction industries were also not consulted. Consultation will have to occur during the

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committee period, which seriously limits the scope and depth of opinion and input from affected parties and the local governments.

These actions are inconsistent with the serious impacts on the structure of municipal permitting and development responsibilities that have been developed over many years to address the roles of applicants, professionals and interrelated regulations and permits. The proposed changes are profound, yet without any implementation structure to address how cities may ultimately ensure compliance and what recourse they should have when the constructed environment is not compliant.

Implementation Framework

The Bill has profound implications for how local governments operate. The Bill lacks a clearly defined implementation framework to provide local governments with direction on how or when it may be enacted. There is also no information provided that would indicate how local governments will be provided with lists of compliant PGA professionals or how local governments will be advised of any changes to a practitioner's licensing status.

Next Steps

Should the recommendations of this report be approved by Council, staff will prepare communication reflecting analysis and rationale for opposition to the proposed Bill for submission to the Committee of the Whole via the provincial portal. These comments will also be provided to UBCM. Staff will also contribute to a joint communiqué from the Chief Building Officials in the region to provincially elected leaders and the Committee of the Whole.

Financial Impact

It is difficult to ascertain the financial implications of the proposed legislation given the potentially expansive reach on City functions and the introduction of risks to both legal and maintenance budgets.

Conclusion

The effects of the Bill M216, "Professional Reliance Act", are far-reaching. It represents the removal of municipal authority in maintaining regulatory control over the safety of their built environments and their form as directed by their councils. Its effects are to place fundamentally higher risk to the City while changing irrevocably the application process.

The logic has always been, and continues in every jurisdiction in North America, that if a city is charged with issuing building permits for public safety and good, then it has a right and duty to evaluate those applications. Bill M216 seeks to replace this fundamental part of civic function with a reliance on professionals who will be able to authorize construction based on their declaration of compliance for their own work.

This is the removal of the checks and balances that are the intention of reviewing construction applications and critical for public safety. Up until now, there has been no opportunity for cities to voice concerns.

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Staff are concerned regarding the effects of Bill M216 on both the City's public safety and development, and recommend conveying the concerns identified in this report to the Premier, Provincial Ministries, Richmond MLAs and UBCM.

James Cooper, Architect AIBC
Director, Building Approvals
(604-247-4606)

Att. 1: Bill M216, "Professional Reliance Act"

First Session, Forty-third Parliament
4 Charles III, 2025
Legislative Assembly of British Columbia

BILL M 216

PROFESSIONAL RELIANCE ACT

George Anderson

Explanatory Note

This Bill provides for the streamlining of development projects and reduction of administrative costs in the approval of development projects by local governments.

GEORGE ANDERSON

BILL M 216 – 2025

PROFESSIONAL RELIANCE ACT

Contents

HIS MAJESTY, by and with the advice and consent of the Legislative Assembly of the Province of British Columbia, enacts as follows:

Definitions

1   In this Act:

"applicant" means a person who is applying to a local government for approval of a development project;

"development permit area" means a development permit area designated under the *Local Government Act*;

"local government" means

(a) the board of a regional district,

(b) the council of a municipality, including the City of Vancouver,

(c) local trust committee as defined in the *Islands Trust Act*, or

(d) any other prescribed body;

"official community plan" has the same meaning as in the *Local Government Act*;

"PGA professional" means a registrant in good standing of a regulatory body set out in Schedule 1 to the *Professional Governance Act*;

"submission" means a technical submission that is required to be provided under a development project approval process established by a local government in respect of land use;

"superintendent" means the superintendent appointed pursuant to section 4 of the *Professional Governance Act*.

Acceptance of certified submission

2   A local government must accept, as meeting permit or bylaw requirements, any submission certified by a PGA professional acting within their regulated scope of practice, unless

(a) the submission is incomplete, or

(b) a complaint in respect of the submission has been made to the superintendent.

Resolution of dispute

3   Where a dispute arises between a PGA professional employed by a local government and a PGA professional retained by an applicant, the matter must be referred to the superintendent for resolution.

No limitation

4   Nothing in this Act limits a local government's ability to establish zoning bylaws, development permit areas or official community plans.

Peer review

5   A local government may not require a peer review of a submission that has been certified by a PGA professional, unless specifically authorized by the superintendent.

Building codes

6   Nothing in this Act affects the authority of the Province with respect to the establishment of building codes.

Liability of PGA professional

7   A PGA professional who has provided a certification referred to in section 2 or 5 is liable for damages resulting from any harm that is caused by reliance on the certification for the purposes of this Act.

Protection against actions

8   No legal proceeding for damages lies or may be commenced or maintained against a local government in respect of a submission certified by a PGA professional.

Regulations

9   (1)   The Lieutenant Governor in Council may make regulations referred to in section 41 of the *Interpretation Act*.

(2)   Without limiting subsection (1), the Lieutenant Governor in Council may make regulations to:

(a) designate a local body as a local government for the purposes of this Act or the regulations;

(b) establish dispute resolution procedures;

(c) set timelines for development application processing.

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Commencement

10   This Act comes into force by regulation of the Lieutenant Governor in Council or on the date that is three months after the date of Royal Assent, whichever is earlier.

City of Richmond

Report to Committee

To:	General Purposes Committee	**Date:**	November 27, 2025
From:	Katie Ferland Director, Business Services	**File:**	08-4150-03-01/2025- Vol 01
Re:	**Draft Richmond Tourism Master Plan 2035**		

Staff Recommendations

1. That the draft Richmond Tourism Master Plan 2035, included as Attachment 1 of the report titled "Draft Richmond Tourism Master Plan 2035," dated November 27, 2025, from the Director, Business Services, be endorsed for the purpose of seeking public and interest holders' feedback on the plan; and

2. That the final Richmond Tourism Master Plan 2035, incorporating feedback from the public and interest holders on the draft plan, be brought back to Council for consideration.

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

Att. (1)

REPORT CONCURRENCE		
ROUTED TO:	**CONCURRENCE**	**CONCURRENCE OF GENERAL MANAGER**
Arts, Culture & Heritage Community Social Development Parks Services Recreation & Sport Services Climate and Environment Development Applications Policy Planning Transportation	☑ ☑ ☑ ☑ ☑ ☑ ☑ ☑	
SENIOR STAFF REPORT REVIEW	**INITIALS:**	**APPROVED BY CAO**

8209758

Staff Report

Origin

The draft Richmond Tourism Master Plan 2035 (Tourism Master Plan) was developed to create a shared 10-year vision for tourism in Richmond and a framework of key goals and initiatives that align tourism, economic development, and the community. This plan has been jointly developed by Tourism Richmond, the City, and the Richmond Hotel Association with extensive input from industry representatives, community members and other interest holders.

On July 8, 2024, Council was presented with a proposed approach for developing a Tourism Master Plan including project structure, work plan, community engagement process, and guiding principles, and adopted the following resolution:

> *That the approach to developing a Richmond Tourism Master Plan, including the guiding principles, as outlined in the staff report titled, "Development of a Richmond Tourism Master Plan," dated June 10, 2024, from the Director, Business Services, be endorsed.*

On July 21, 2025, the General Purposes Committee was presented with a report on the feedback received through public engagement and adopted the following resolution:

> *That the staff report titled, "Richmond Tourism Master Plan: Public Engagement Feedback," dated June 30, 2025, from the Director, Business Services, be received for information.*

The draft Tourism Master Plan was informed by research and feedback received through the public engagement process. The purpose of this report is to seek Council's endorsement of the draft Tourism Master Plan for the purpose of seeking public and interest holders' feedback on the plan.

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.*

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

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

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

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.*

This report also supports multiple related City plans and strategies such as the Richmond Arts Strategy, Resilient Economy Strategy, Richmond Accessibility Plan, and others.

Background

Tourism Service Delivery and Program Governance

Tourism is a significant driver of the provincial and local economy. The Municipal and Regional District Tax (MRDT) Program is jointly administered by the British Columbia Ministry of Finance, the Ministry of Tourism, Arts, Culture and Sport, and Destination British Columbia to grow tourism-related revenues, visitation and jobs, and to amplify provincial tourism marketing efforts. Section 123 of the British Columbia *Provincial Sales Tax Act* and associated regulation provide the mechanism for collecting and using MRDT revenues to fund local tourism marketing, programs and projects.

Within this legislative framework, Richmond has adopted a partnership model and shared governance approach to delivering tourism services for the community. Each partner entity plays a distinct, complementary role that is essential to the effective administration of the MRDT Program in Richmond and the advancement of local tourism development:

- **City of Richmond** - As the designated MRDT recipient, the City delivers key programming and also provides overall program oversight, adopts a municipal bylaw requesting imposition of the tax, ensures compliance with all provincial reporting and financial requirements, and maintains accountability for the MRDT Program and related funding.
- **Richmond Hotel Association (RHA)** - Representing local hotel operators who collect and remit the tax, the RHA offers sector intelligence, strategic input into tourism planning, and is a key channel for securing the required level of industry support for MRDT applications and related business plans.
- **Tourism Richmond** - As the City's contracted tourism service provider and Destination Marketing Organization, Tourism Richmond leads the delivery of destination marketing, tourism programs, industry engagement and product development initiatives, and promotes Richmond as a compelling visitor destination.

Together, these entities collaborate on destination development, major events, tourism programs, and strategic planning initiatives. It is through this coordinated partnership and shared governance model that the draft Tourism Master Plan has been developed.

Richmond Tourism Master Plan 2035 Overview

Tourism is a cross-cutting sector, acting as both an economic driver and community builder. Its success depends on integration with cultural, environmental, social, and economic priorities. The

Tourism Master Plan is designed to align with and advance the goals of the City of Richmond's broader suite of Council adopted strategies and plans.

The Tourism Master Plan is anticipated to guide development of tourism in Richmond over the next 10 years and will also form the basis of the City's next 5-year Municipal and Regional District Tax (MRDT) application to the Government of BC (2027-2032). It has been shaped by the below Council-approved guiding principles:

- **Create a shared vision**. Through the process of developing the Tourism Master Plan, extensive community and industry consultation will enable a greater understanding of multiple perspectives, with the aim that the final Plan reflects a shared vision to guide activities to enhance Richmond as a tourist destination.

- **Grow sustainably**. The Tourism Master Plan will guide future growth of the tourism sector in Richmond and will identify opportunities to grow the visitor economy sustainably over the long-term, building resilience to address shorter-term impacts. The lens of social, cultural, economic, and environmental sustainability will seek to provide long-term opportunities for the greatest breadth of residents and communities possible.

- **Positively impact the community**. In considering future growth of the sector, the Tourism Master Plan will be guided by a focus on approaches and actions that positively impact the broader Richmond community.

- **Guide future investments**. The Tourism Master Plan will help provide direction for future public and private investments related to tourism in Richmond over the longer term. This includes guiding future MRDT applications, investments and associated activities undertaken by the City and its partners to support growth and development of the tourism sector in Richmond.

Public and Industry Engagement

As detailed in a report to the General Purposes Committee on July 21, 2025, an extensive public engagement process was undertaken between March and May 2025 to inform the development of the draft Tourism Master Plan. Over 750 individuals, including Richmond residents, visitors and industry partners provided feedback through multiple channels. Input and insights were garnered through an online survey, interviews with leaders and partners in the tourism industry, focus groups representing multiple tourism sub-sectors, and pop-up events in key Richmond locations.

Analysis

Tourism in Richmond 2035: Vision, Goals, and Strategic Initiatives

The draft Tourism Master Plan proposes that Richmond's path over the next 10 years is focused on evolving into a destination of choice to discover and experience, in alignment with the following vision that was developed through the engagement process:

Richmond is a dynamic Pacific gateway and a destination to be discovered.

We proudly share Richmond's blend of cultures and cuisines, the mix of urban, cultivated, and natural landscapes, and our rhythm of coastal life across time.

This long-term vision is supported by three goals and associated strategic initiatives that are designed to support the development of Richmond's visitor economy in a way that addresses strengths, weaknesses, opportunities and challenges and is aligned with the guiding principles and community feedback. Identifying opportunities that generate positive social, cultural, economic and environmental impact is at the center of these goal and strategic initiatives, which are listed below. The complete draft Tourism Master Plan is provided in Attachment 1.

Goal 1: Enhance Connectivity and Accessibility

Goal Statement:
Create a seamlessly connected destination that prioritizes multi-modal, accessible and sustainable transportation options enhanced through technology and barrier-free access to attractions and experiences for visitors and residents.

- **Strategic Initiative 1: Build a Smart and Seamless Mobility Ecosystem**
  - Purpose: Transform Richmond's transportation ecosystem through technology-enabled, sustainable, accessible, and interconnected mobility solutions for both visitors and residents.
- **Strategic Initiative 2: Advance Accessibility and Connectivity Across Richmond's Tourism Experiences**
  - Purpose: Position Richmond as a national leader in accessible tourism by ensuring the city's attractions, experiences, and activities are inclusive, welcoming, and barrier-free — enabling all visitors to fully enjoy Richmond's cultural, culinary, and recreational offerings.

Goal 2: Elevate and Diversify Visitor Experiences

Goal Statement:
Develop Richmond into a vibrant year-round tourism hub, providing a wide array of immersive activities that encourage extended visitation and create community pride.

- **Strategic Initiative 1: Cultivate Signature Year-Round Experiences**
  - Purpose: Transform Richmond into a year-round destination through a calendar of iconic events and experiences that celebrate heritage, culture, food, nature and community.
- **Strategic Initiative 2: Showcase Sport, Culinary and Agritourism Leadership**
  - Purpose: Leverage Richmond's identity and established programs to anchor its tourism brand, create new experiences and expand its influence as a hub and gathering place for leaders in sport, culinary and agricultural tourism.
- **Strategic Initiative 3: Enhance Tourism Offerings**
  - Purpose: Broaden Richmond's appeal by enhancing a range of authentic local experiences in order to develop new visitor markets and extend length of stay.

Goal 3: Advance Tourism Infrastructure Development

Goal Statement:
Encourage the development of top-tier tourism infrastructure, gathering spaces and landmark attractions that position Richmond as a vibrant, must-visit destination in every season.

- **Strategic Initiative 1: Explore Opportunities for a Multi-Purpose Conference and Event Venue**
  - Purpose: Advance planning toward a multi-purpose conference and event venue that anchors Richmond's event economy and showcases the city as a premier destination for conferences, meetings and events that are aligned with Richmond's key visitor segments and growth opportunities.
- **Strategic Initiative 2: Foster Destination-Defining Infrastructure and Investment**
  - Purpose: Encourage and guide strategic tourism infrastructure development that enhances Richmond's competitiveness and visitor experience.
- **Strategic Initiative 3: Leverage Public Spaces and Placemaking**
  - Purpose: Leverage Richmond's waterfronts, parks, and open spaces to celebrate its culture, landscapes, and community spirit.

The above goals and strategic initiatives are the core of the draft Tourism Master Plan, and a separate action plan will be developed to guide future implementation by Tourism Richmond, the City, the Richmond Hotel Association, and other industry and community partners.

The 10-year horizon for the Tourism Master Plan allows for the flexibility to bring forward new projects and initiatives for consideration as these are developed within this framework.

Public Engagement on Draft Tourism Master Plan

If the draft Tourism Master Plan is endorsed by Council for community consultation, the following additional engagement activities, led by Tourism Richmond and with support from the City, would occur in early 2026.

- The draft Tourism Master Plan would be posted on the project page of Tourism Richmond's website as well as on the City's Let's Talk Richmond platform (letstalkrichmond.ca).

- Tourism Richmond and the City would use social media, e-newsletters and emails to past focus group and engagement session participants to direct the public and interest holders to review and provide feedback on the draft plan.

- A survey would be developed and administered via Let's Talk Richmond to receive feedback on the draft plan and key elements including the vision, goals, and strategic initiatives.

- Interviews would be conducted with key partners that may be involved in implementing initiatives within the plan.

- A virtual 2-hour townhall meeting, open to the public, would be held to present and receive feedback on the draft plan.

- A facilitated workshop would be held with the project Steering Committee, Tourism Richmond Board of Directors and Richmond Hotel Association members.

Feedback obtained through these engagement activities will be used to refine the Tourism Master Plan, which would be brought forward to the Tourism Richmond Board of Directors, Richmond Hotel Association Board of Directors, and City Council for consideration and approval in Q1 2026.

Related City Initiatives

The following City initiatives are underway or planned that relate to the development of the Tourism Master Plan:

1. Sport Hosting Strategy Development

   Sport hosting was identified as a continued priority through the Tourism Master Plan engagement process. This is reflected under Strategic Initiative 2 where the key focus areas include updating and implementing Richmond's Sport Hosting Strategy to ensure optimized facility use and support for a wide range of sport-focused events and activities that create lasting economic and community benefits.

   A review of the Council-approved Richmond Sport Hosting Strategy 2016-2020 is underway. Research and community consultation will be undertaken in late 2025 and early 2026 to inform this review, and it is anticipated that an updated Sport Hosting Strategy will be presented to Council for consideration in Spring 2026.

2. MRDT Renewal

   The City's application to the Government of BC to renew the MRDT in order to secure continued funding to support Richmond's tourism service delivery for the period from July 2027 to June 2032, is due by September 30, 2026.

   Staff will prepare a report to Council in Q1 2026 to initiate the MRDT renewal process and outline key required activities including developing a new five-year Strategic Tourism Business Plan, adopting an MRDT imposition bylaw and obtaining the required majority support from the accommodation sector. The Tourism Master Plan will provide important strategic direction for these activities.

Financial Impact

None.

Conclusion

The draft Richmond Tourism Master Plan 2035 provides a community-informed framework to guide tourism sector development in Richmond over the next decade. Pending Council endorsement, the project team will undertake additional public and industry engagement to refine the plan and its key goals and strategic initiatives. The final Tourism Master Plan and associated action plan will be brought forward in Q1 2026 for Council's consideration, aligned with the upcoming MRDT renewal process. Together, these efforts will position Richmond to enhance its visitor economy while delivering meaningful and lasting community benefits.

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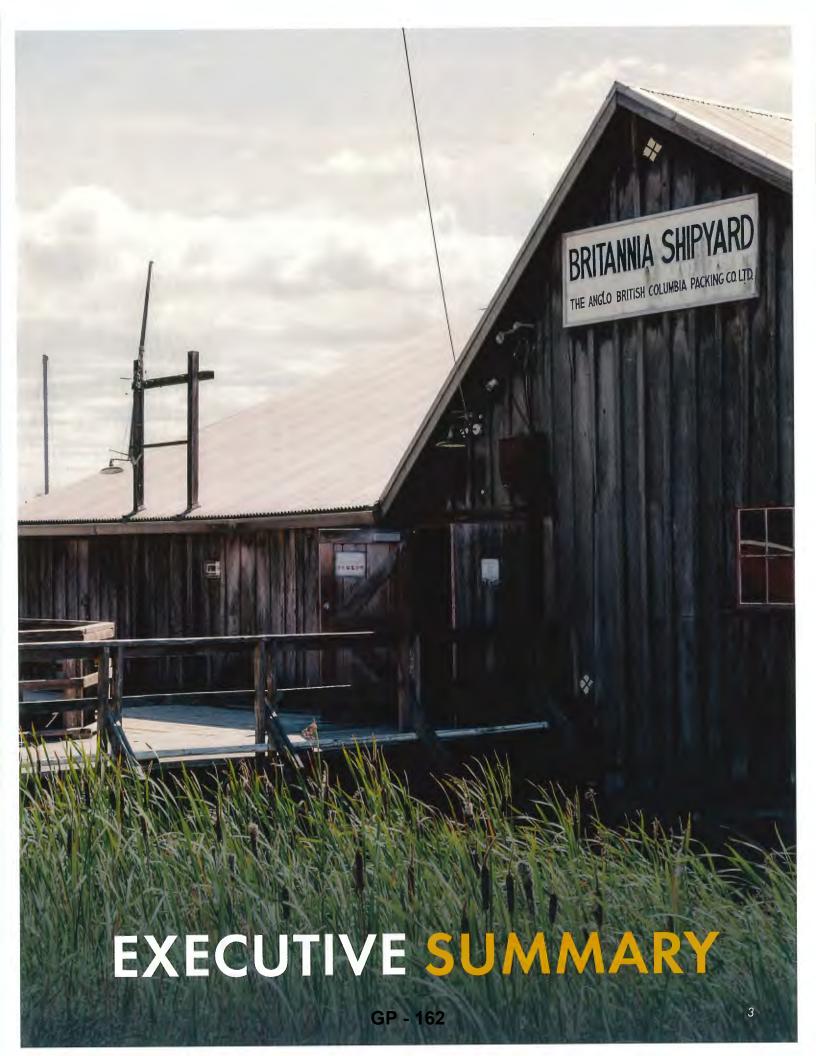Manager, Economic Development
(604-247-4682)

Att. 1: Draft Richmond Tourism Master Plan 2035

RICHMOND

TOURISM MASTER PLAN 2035
DRAFT

Richmond

tourism
Richmond

Richmond Hotel
Association

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The Richmond Tourism Master Plan 2035 sets the stage for Richmond's continued evolution as a dynamic Pacific gateway and a must-visit destination. Developed through wide-spread consultation with residents, industry partners, and interest holders, the plan's shared vision and collaborative strategies guide sustainable growth, positive community impacts, and future investments.

The plan's foundation rests on contributions from more than 750 residents and partners, whose feedback was gathered through surveys, interviews, focus groups, workshops, pop-up events, and digital platforms. Community input elevated priorities such as showcasing Richmond's reputation for culinary excellence, celebrating its multicultural identity, leveraging its gateway status, exploring the potential for nature-based agritourism, and building on a strong foundation of sport hosting. It also highlighted the importance of affordability, accessibility, infrastructure, transportation, and sustainability to the community and the resulting impacts on the tourism industry. Respondents to the engagement strongly emphasized the desire for new experiences, improved connectivity, and deeper integration of multicultural tourism offerings.

The plan truly reflects local aspirations for Richmond to be a must-visit destination by 2035, celebrated for its cultural richness, vibrant community life and connectivity.

The plan proposes three strategic goals to realize this vision by 2035:

1. **Enhance Connectivity and Accessibility**
   Create a seamlessly connected destination that prioritizes multi-modal, accessible and sustainable transportation options enhanced through technology and barrier-free access to attractions and experiences for visitors and residents of all ages and abilities.

2. **Elevate and Diversify Visitor Experiences**
   Develop Richmond into a vibrant year-round tourism hub, providing a wide array of immersive activities that encourage extended visitation and create community pride.
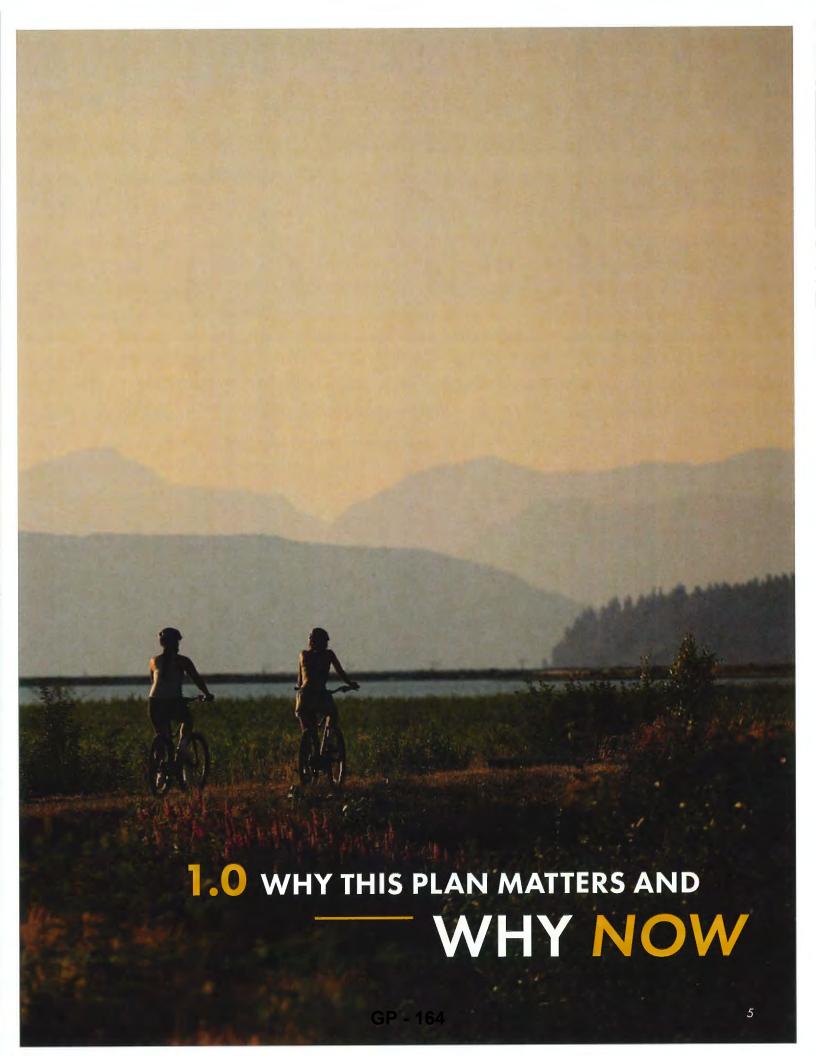
3. **Advance Tourism Infrastructure Development**
   Encourage the development of top-tier tourism infrastructure, gathering spaces and landmark attractions that position Richmond as a vibrant, must-visit destination in every season.

The Richmond Tourism Master Plan 2035 sets a confident course for long-term, sustainable, and inclusive growth, ensuring the city's tourism sector is responsive to community needs while being resilient. Success will be driven by ongoing collaboration between the City and industry and progress will be monitored to ensure the benefits of tourism are widely shared and aligned with Richmond's evolving aspirations.

**Tourism in Richmond 2035:
Destination Vision**

Richmond is a dynamic Pacific gateway and a destination to be discovered.

We proudly share Richmond's blend of cultures and cuisines; the mix of urban, cultivated and natural landscapes; and our rhythm of coastal life across time.

1.0 WHY THIS PLAN MATTERS AND
WHY NOW

Richmond is a city defined by exceptional quality of life, premium amenities, and cultural experiences that reflect its unique cultural heritage, diversity, and deep connection to the natural environment.

Once seen as being in Vancouver's shadow, Richmond has emerged as a place with a compelling story of connection, diversity, and opportunity. Visitors are drawn to the deep cultural heritage and charm of Steveston Village, the thrill of whale watching, the vibrancy of festivals, sport, and business events, the city's unique blend of nature and urban life, the energy of shopping districts, and the richness of local cuisine.

The development of Richmond's Tourism Master Plan comes at a pivotal moment. Past investments and partnerships have created the conditions for developing a resilient, well-prepared sector through a comprehensive plan. Tourism partners have an opportunity to build on Richmond's momentum, past strategic efforts, and align around a shared vision and a long-term direction.

Many communities - including some mentioned in this plan - are actively and aggressively implementing strategies to stand out as destinations of choice. Richmond should look forward and prepare to face these growing competitive challenges.

Richmond is a place where tourism helps fuel prosperity, celebrates cultural diversity, and strengthens community life. Tourism acts as both an economic driver and a community builder.

By guiding sustainable growth and targeted investment, developing this 10-year Tourism Master Plan right now will align with other City of Richmond future-focused plans and strategies; and will ensure that in the long-term Richmond enhances its global reputation as a place to visit while contributing to a vibrant, resilient, and connected community

1.1 GUIDING PRINCIPLES

Create a **SHARED VISION**

POSITIVELY IMPACT the **COMMUNITY**

GROW SUSTAINABLY
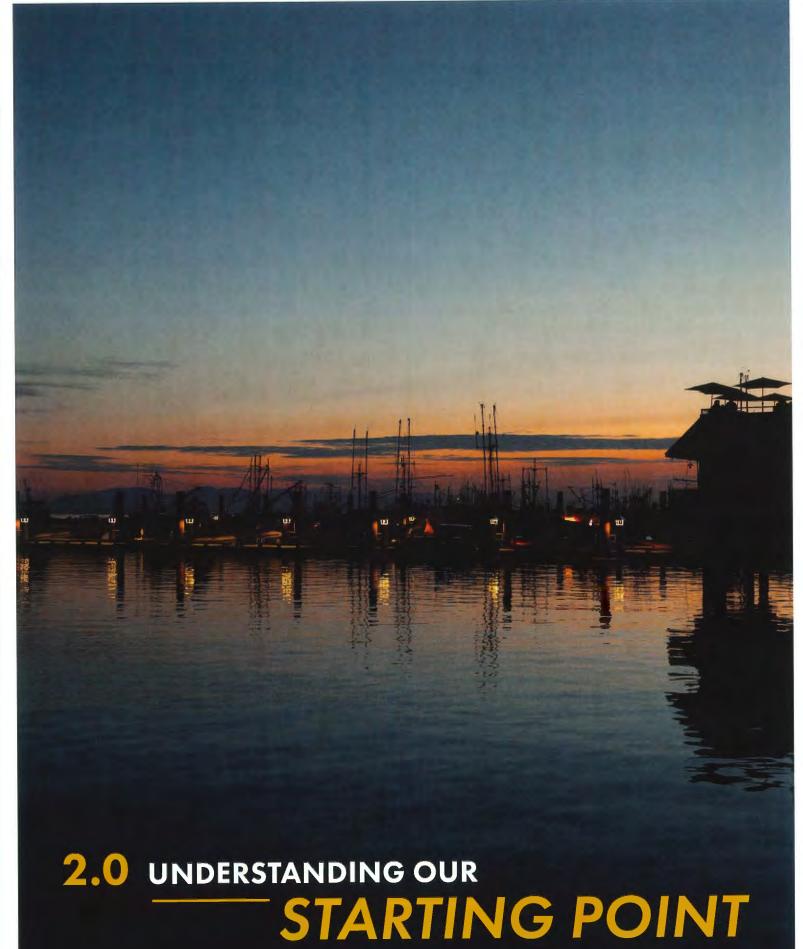
Guide **FUTURE INVESTMENTS**

Four guiding principles were established as the foundation for developing the Tourism Master Plan, with each principle deeply integrated into the research, industry engagement, and creation of the strategic framework.

- **Create a shared vision.** Through the process of developing the Tourism Master Plan, extensive community and industry consultation will enable a greater understanding of multiple perspectives with the aim that the final Plan reflects a shared vision to guide activities to enhance Richmond as a tourist destination

- **Grow sustainably.** The Tourism Master Plan will guide future growth of the tourism sector in Richmond and will identify opportunities to grow the visitor economy sustainably over the long-term, building resilience to address shorter-term impacts. The lens of social, cultural, economic, and environmental sustainability will seek to provide long-term opportunities for the greatest breadth of residents and communities possible.

- **Positively impact the community.** In considering future growth of the sector, the Tourism Master Plan will be guided by a focus on approaches and actions that positively impact the broader Richmond community.

- **Guide future investments.** The Tourism Master Plan will help provide direction for future public and private investments related to tourism in Richmond over the longer term. This includes guiding future MRDT applications, investments, and associated activities undertaken by the City and its partners to support growth and development of the tourism sector in Richmond.

These guiding principles shaped every stage of the Tourism Master Plan's development through comprehensive consultations with community members and industry, resulting in a vision that positions Richmond for inclusive, resilient, and sustainable tourism growth that will foster positive outcomes for the broader community.

2.0 UNDERSTANDING OUR
STARTING POINT

A defining advantage for Richmond is the deep collaboration among key partners — the City of Richmond, Tourism Richmond, the Richmond Hotel Association, and the broader tourism industry. Together, they share a unified purpose of developing and promoting Richmond as a vibrant, welcoming, and world-class destination.

This strong partnership has been a demonstrated success. Over the past several years, Tourism Richmond's destination marketing initiatives — supported through the Municipal and Regional District Tax (MRDT) program and the collaborative investment of local partners — have showcased the city's unique character and culture, and culinary richness on a global stage.

Flagship initiatives such as the world-famous Dumpling Trail, Pacific Authentic Richmond BC brand campaign, the Steveston Spot Prawn and Seafood Celebration, inception of the BC Bird Watching Trail, promotion of Richmond's rich heritage assets, sport tourism that creates community and leaves a strong legacy, business events attraction, seasonal culinary promotions, creation of alternate community transportation options such as the Discovery Shuttle, and much more have all been successful because of this coordinated approach.

Each initiative has leveraged the strengths of the partners: Tourism Richmond's marketing expertise and commitment to visitation, the Richmond Hotel Association's objective of driving positive economic impact, and the City's alignment with community development goals. This partnership model not only amplifies Richmond's brand but also ensures that marketing investments deliver shared benefits — enhancing local pride, supporting the visitor economy, and reinforcing Richmond's position as a must-visit destination in British Columbia.

The strong collaboration among the partners creates momentum for effectively implementing strategies that will elevate and evolve Richmond's standing as a place to visit. These destination enhancement strategies are the primary focus of the Richmond Tourism Master Plan 2035.

2.1 STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

A comprehensive SWOT analysis was undertaken to assess the city's current tourism landscape. This evaluation examines Richmond's existing attractions and supporting infrastructure; alongside the challenges and opportunities that will shape future growth. The analysis provides an evidence-based understanding of Richmond's strengths as a gateway destination, its gaps, and the external forces influencing its competitiveness.

Strengths

- **Gateway Location & Accessibility**

  - Home to Vancouver International Airport (YVR), one of North America's leading airports, positioning Richmond as an international gateway and convenient stopover destination.

  - Strong regional and international connectivity via Canada Line rapid transit, major highways, proximity to the US border, and Tsawwassen Ferry Terminal.

- **Distinctive Attractions**

  - Steveston Village serves as the city's premier tourism anchor, blending heritage, arts, and waterfront charm

  - A diverse range of complementary attractions including the Richmond Olympic Oval, Night Market, McArthurGlen Designer Outlet, River Rock Casino, and wineries.

- **Authentic Culinary Scene**

  - Renowned as a culinary destination, particularly for its exceptional and diverse Asian cuisine, which attracts both local and international food travellers.

- **Hotels**

  - Richmond hosts twenty-five hotels and approximately 5,000 rooms, representing 19% of Metropolitan Vancouver's hotel room stock. The city can offer both capacity and diversity of lodging options for leisure travellers, sport events, and business travel.

- **Outdoor and Active Offerings**

  - Richmond has an extensive network of trails, parks, dykes, and cycling paths (345 km) support sustainable and healthy tourism experiences.

- **Cultural and Heritage Attractions**

  - Richmond boasts two National Historic Sites (Britannia Shipyards and Gulf of Georgia Cannery); and an excellent network of additional cultural experiences.

- **Significant Economic Impact**

  - Visitor economy generates $3.2B in direct visitor spending and $4.5B in total economic impact, supporting 18,700+ jobs.

Weaknesses

- **Limited Demand Generating Attractions**

  - While Richmond has strong experience enhancers, there is a shortage of large-scale, signature attractions or must-see icons that independently draw overnight visitors (demand-generating attractions).

- **Seasonal Fluctuations**

  - Hotel performance and visitation are seasonal, with some demand dips in winter months resulting in a dependence on summer travel peaks.

- **Connectivity Gaps**

  - Certain neighbourhoods and tourism zones lack seamless connectivity by transit or pedestrian infrastructure, limiting visitor mobility and dispersal.

- **Perception as a Gateway Only vs. a Destination that Stands on its Own Merits**

  - Many visitors view Richmond primarily as an airport or layover city rather than a full tourism destination for multi-day stays.

- **Event and Meeting Space Constraints**

  - Current multi-purpose event space is limited in its capacity to host conferences and events.

S W O T

Opportunities

Development of New Demand Generators

- Invest in gathering spaces, landmark attractions or immersive experiences that anchor Richmond's tourism identity (e.g., cultural or waterfront precincts, conference and event venues, or signature festivals).

- New attractions also could convert Richmond's day trippers (whether from Metro Vancouver or those visiting and staying in Vancouver) to overnighters.

Regenerative Tourism & Community Integration

- Build on regenerative tourism principles to enhance local quality of life, sustainability, and authentic visitor engagement.

Enhanced Connectivity Initiatives

- Expand programs like the Discovery Shuttle, Steveston Bike Valet, and Community Wayfinding Strategy, and integrate with active transportation routes to strengthen movement between attractions and amenities.

Culinary Tourism Expansion

- Build on already established food trails, create cooking tours, dining districts or culinary events that leverage Richmond's globally recognized food scene.

Agri-tourism

- Diverse farm-based experiences, seasonal agricultural-themed events, and farmers markets offer the chance to attract visitors seeking authentic, local adventures by highlighting a key asset of Richmond.

Leveraging Technology & Data

- Utilize the latest digital tools, AI-driven visitor intelligence, and smart mobility solutions to improve trip planning, visitor flow, and sustainability outcomes.

Destination Development for Shoulder Seasons

- Design targeted experiences and events to balance visitation across all seasons, reducing reliance on summer peaks.

- Leverage current infrastructure to attract more events aligning with Richmond's sports assets and Sport Hosting Strategy.

Threats

Competitive Regional Landscape

- In addition to destinations further afield, Richmond faces strong competition from nearby Vancouver, Burnaby, and other Metro destinations with iconic attractions, venues, and wider marketing reach.

Transportation and Infrastructure Strain

- Increased visitation could put pressure on roads, parking, and transit capacity, particularly around Steveston and waterfront areas – resulting in community and resident backlash.

Economic Uncertainty

- Global or national economic downturns, trade disputes, exchange rate fluctuations, or airline disruptions could impact travel demand.

Environmental Risks

- Sea level rise, flooding, and extreme weather events pose long-term risks to waterfront infrastructure and outdoor recreation areas.

Labour and Housing Constraints

- Ongoing labour shortages and housing affordability issues may affect tourism workforce sustainability.

2.2 MARKET PROFILE

According to the latest visitor data from Environics, Richmond's largest share of visitors is from Canada - particularly BC and Alberta - and the United States, notably Washington and California. Outside North America, Richmond attracts the most international visitors from mainland China and Hong Kong, South Korea, Mexico, the United Kingdom, and Germany.

Richmond has three key market segments: Leisure, Business Events, and Sport Tourism:

2.2.1 Leisure

Leisure visitors to Richmond are seeking meaningful, authentic, and rich cultural experiences. They are curious explorers who go beyond the well-known areas to engage deeply with the places they visit, appreciating local foods, stories, traditions, and communities.

2.2.2 Business Events

Business travellers are drawn by Richmond's strategic location as the home of Vancouver International Airport, modern accommodation, excellent meeting facilities, and convenient transit connections. Conference and corporate meeting organizers are often drawn to Richmond for sector-specific reasons, such as the city's reputation in agrifoods and aviation.

2.2.3 Sport Tourism

Richmond's location and excellent legacy of hosting sporting competitions and sport-related events (participants and their families, officials, and spectators) make it a top location to optimize sport tourism. This legacy includes community, provincial, national and international competitions and events that drive visitation throughout the year.

2.3 INSIGHTS FROM OTHER DESTINATIONS

The cities listed below have been highlighted as relevant examples of collaborative destination development partnerships. As discussed earlier, Richmond has a strong foundation to build from with how well the City and industry have worked together over the years. Now as Richmond looks to further enhance tourism through destination development strategies, it is helpful to review the experience from other communities.

The cities in this section have an excellent dynamic in terms of how industry, government, and residents come together to manage and develop tourism in their community. Key attributes include: a broad base of communication and outreach between businesses, government, and residents; a strategic focus in terms of stimulating and building and managing visitor demand; and ongoing key performance metrics to evaluate performance and success.

The Appendices provides additional information on these destinations' approaches and successes and the positive impact tourism makes on their communities.

2.3.1 Victoria, British Columbia

Why look at Victoria? Victoria has a mature tourism market that has successfully positioned itself as a premier destination through its unique heritage assets, natural beauty, and vibrant visitor experiences while placing a strong focus on sustainable development principles. The relevance to Richmond is multifaceted, particularly the coastal positioning and that both destinations serve as gateways: Victoria is a gateway to Vancouver Island and Pacific Ocean experiences.

2.3.2 Surrey, British Columbia

Why look at Surrey? Like Richmond, Surrey has significant cultural diversity, strategic geographic positioning within Metro Vancouver, sport hosting, and unique culinary offerings. Surrey is working hard to establish a distinct identity from Vancouver's strong tourism presence.

2.3.3 Mississauga, Ontario

Why look at Mississauga? Mississauga's relevance to Richmond lies in their similar positioning as home to international airports with diverse, multicultural municipalities adjacent to major tourism draws (Toronto and Vancouver). Mississauga is planning to leverage this position by investing in a multi-purpose hub for the arts, culture, tourism, business and events.

2.3.4 Seattle, Washington

Why look at Seattle? Seattle serves as an economic and cultural hub of the Pacific Northwest region, focusing on sustainable tourism practices, diverse cultural offerings, and iconic attractions.

Seattle Southside (SeaTac, Tukwila and Des Moines) offers a mix of international cuisine, family-friendly attractions, scenic waterfronts, and easy access to SEATAC Airport. Tourism partners collaborate to build bundled destination experiences and use "micro adventures to appeal to both residents and visitors. Sport bodies (e.g. Starfire Sports Complex with 54 acres of soccer facilities) and business meeting industry groups also partner to leverage proximity to the airport, transport infrastructure, and a diverse lodging supply to generate visitation.

2.3.5 Brooklyn, New York

Why look at Brooklyn? Brooklyn has carved out a distinct identity from Manhattan by inviting visitors to "Brooklyn Like a New Yorker," emphasizing lived-in neighborhoods, independent businesses, and community arts rather than iconic, high-density tourist districts. The borough's draw combines Dumbo's skyline-facing waterfront, robust cultural institutions, and culinary tours rooted in long-standing immigrant communities, offering a complementary, less commercialized urban experience to Manhattan's marquee attractions.

2.4 TOURISM INDUSTRY TRENDS

This Tourism Master Plan draws on international and local research, insights from other communities, and emerging tourism trends, all of which inform Richmond's approach. These also have a bearing on existing and potential market demand, which in turn shape the strategies for building and improving what is needed to attract visitors. They are relevant in terms of the means to connect with potential visitors and groups, the types of experiences sought out by visitors to a destination, and the need for alignment with the qualities and values that are also important to residents.

2.4.1 Global Travel Trends

- **Strong Growth**: The industry's resilience and growth (especially in relation to current and previous shocks such as the global pandemic and climate change) is a testament to the global demand for travel experiences and the importance of tourism to the world economy.[1]

- **Focus on Experiences**: Travellers increasingly value meaningful experiences, personal growth, and cultural connection over traditional sightseeing.[2] Wellness pursuits and engaging in purposeful outdoor activities are becoming increasingly popular.

- **Travel friendly tech**: 80% of Millennials and Gen Z surveyed like the fast convenience of using travel planning apps or social media to help them plan their travel journey.[3]

- **Sustainability**: Eco-conscious travellers seek destinations that are environmentally responsible. Travellers are drawn to destinations that protect the environment and support local communities.[4]

- **JOMO (Joy of Missing Out)**: In contrast to the fear of missing out (FOMO), there is increasing interest in JOMO travel. This trend focuses on disconnecting from the hustle and bustle of everyday life and embracing relaxation in environments where the visitor can unwind and recharge without the pressure of constant connectivity or social media updates.[5]

- **Detour Destinations**: These are lesser-known locations that offer unique experiences away from overcrowded tourist hotspots. Travellers are increasingly seeking authentic, less-explored places that provide a fresh perspective on popular regions. Big Sur might be a detour for San Francisco, Cobourg for Toronto, and Green Bay for Chicago.

80%
of Millennials and Gen Z like the fast convenience of using travel planning apps or social media to help plan their travel journey

[1] Travel & Tourism Economic Impact Research (EIR)
[2] Travel Hospitality Industry Outlook
[3] Global Travel Trends
[4] 10 Sustainable Travel Trends Driving The Future of Tourism
[5] 2025 Travel Trends: What's Shaping The Future Of Travel In The New Year - Travel Noire

2.4.2 Trends in Business Travel and Meetings

- **Diverse Destinations:** Demand is growing for secondary cities and unique venues beyond traditional hubs.[6]

- **Rise of AI:** Advanced artificial intelligence systems increasingly support business travellers by autonomously handling complex travel tasks, providing personalized experiences that enhance convenience and efficiency.[7]

- **Bleisure Travel Growth:** The blending of business and leisure travel is more popular, especially among younger professionals. This trend allows employees to extend their business trips for leisure activities, maximizing their time away and enhancing overall travel satisfaction.[8]

- **Sustainability Focus:** There is a growing emphasis on sustainable travel options, with travellers opting for carbon offset flights. Companies are increasingly aware of their environmental impact and are seeking to implement sustainable practices in their travel policies.[9]

[6] Top Trends, Predictions, Meetings and Events 2025
[7] Business Travel Trends 2025
[8] 9 Business Travel Trends to Watch in 2025 | Cvent Blog
[9] 2025 Deloitte Corporate Travel Study | Deloitte Insights

2.4.3 Trends in Sport Tourism

- **Women's Sports Growth**: The growing appeal and engagement in women's sports are driving a shift in sport tourism, with a significant portion of sports fans planning to travel to see women's sports events.[10] Women's sports are experiencing rapid growth, with 2024 global revenue reaching $1.88 billion. This growth is driven by increased visibility, strategic investments, and a rising number of female fans.[11]

- **Sustainability and ESG (Environmental, Social, Governance)**: Host cities are under increasing pressure to incorporate sustainability in their sports events. This includes green infrastructure, minimizing environmental footprints, and legacy planning to ensure long-term value (e.g., reusing venues, generating return on infrastructure).

- **Increased Hosting / Event Costs and Capacity Constraints**: Increased event costs are putting immense pressure on sport organizations – at the community, provincial and national level. These higher costs are coupled with human resource capacity constraints within the organizations – who are challenged with attracting both staff and volunteers to host new events or host/ grow existing events.

2.4.4 Evolving Priorities for Destinations

The 2025 Destinations International DestinationNEXT Futures Study (a global research study) highlighted several trends that are influencing destination development and management strategies:[12]
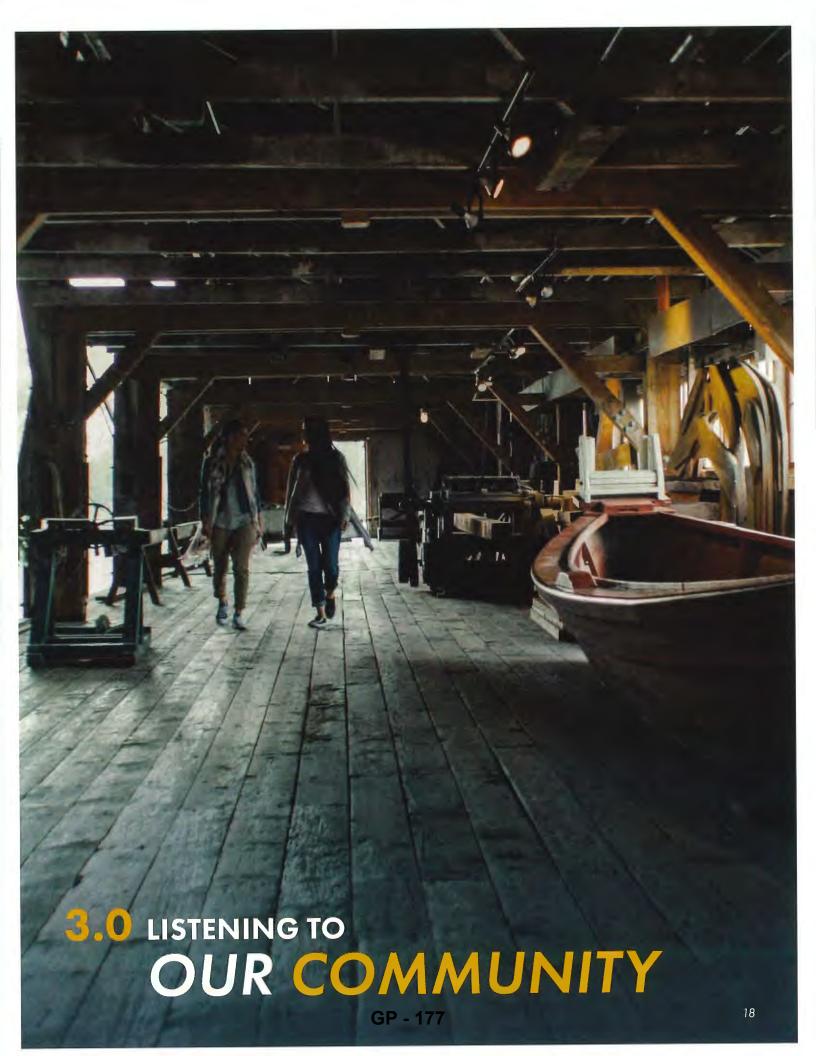
- Generative AI and evolving traveller behaviour is transforming destination marketing, pushing organizations to adopt more authentic, data informed, and personalized strategies.

- The industry is redefining success, with key performance indicators increasingly focused on social impact, including resident sentiment, community benefit, environmental sustainability, and a welcoming environment rather than just visitation or spend.

- Greater industry, community, and government alignment is driving destination competitiveness and brand.

- Communities expect to be more engaged in destination, product and experience development for locals and visitors.

- Destination organizations are increasingly developing strategic alliances across multiple economic sectors to leverage resources.

Additionally, as Canada's population ages and more people live with disabilities – in 2022, 27% of Canadians aged 15 and older reported having at least one disability – highlights the need for more inclusive tourism experiences. With new and evolving legislation, including in the Province of BC, visitor locations will have to adapt to be prepared for changing customer needs.

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[10] Women's sports ore booming. Why now? | CBC Sports
[11] Forbes Search
[12] DestinationNext 2025 Futures Study: 2025

3.0 LISTENING TO
OUR COMMUNITY

Community engagement is a cornerstone of successful tourism master planning because it ensures that tourism development aligns with the values, needs, and aspirations of the people who live in the destination. The engagement process in Richmond was robust and incorporated a diverse number of tactics to elicit feedback and insights from residents and interest holders.

3.1 COMMUNITY FEEDBACK

More than 750 residents and partners across Richmond were engaged from January to May 2025, including individuals representing 47 organizations. Outreach included online surveys, personal interviews, pop-up events, and focus groups. The process was complemented by over 1,200 visits to the Richmond Tourism Master Plan 2035 website.

In addition to direct engagement activities, a dedicated webpage was launched to inform the public about the Tourism Master Plan and its development process. This webpage attracted 1,213 total pageviews, demonstrating significant community interest in the project. Organic searches accounted for 65% of the traffic, indicating that most users found the page by actively seeking information about the Tourism Master Plan.

Targeted email campaigns were utilized to encourage participation and keep the community informed. On April 14, 2025, the campaign titled "Your Voice Matters—Win a Richmond Getaway" achieved an open rate of 56.2% and received 155 clicks. A subsequent campaign on May 8, 2025, "Final Call: Share Your Voice, Win a Staycation," maintained strong engagement with a 52.9% open rate and 112 clicks. These results demonstrate ongoing interest and involvement from the community throughout the engagement period.

The *What We Heard Report,* which was completed in June 2025, provided an overview of the feedback from respondents during the engagement process. The following topics emerged as important considerations for the development of the Tourism Master Plan.

750
engaged residents and partners

47
organizations

1,200
visits to website

3.1.1 Culinary Destination

Richmond's diverse, high-quality, and authentic food scene, particularly its Asian cuisine, is consistently highlighted as a major strength and differentiator. There is also a desire to increase awareness of the variety of cuisines available, such as highlighting specialized world cuisine and unique culinary opportunities.

3.1.2 Cultural Mosaic

The city's multicultural identity, especially its strong Asian influence, is a unique asset that sets it apart. Those engaged identified an opportunity to better integrate and showcase other cultures, including Indigenous tourism offerings, in future events, experiences and other initiatives.

3.1.3 Gateway to British Columbia and Metro Vancouver

Vancouver International Airport's (YVR) location within Richmond was frequently highlighted as a natural entry point and a convenient base for exploring the wider region. Leveraging layover traffic from YVR was identified as a specific opportunity.

3.1.4 Nature, Outdoors, and Agritourism

The extensive dyke system, trails, parks, waterfront areas, and agricultural lands offer significant appeal. Participants discussed potential in agritourism, such as farm-to-table experiences and showcasing rural landscapes. Birdwatching was also mentioned as a specific niche.

3.1.5 Sport Hosting

Richmond's success with sport hosting has created a notable interest in further developing the market. The landscape within the sport hosting market is shifting and Richmond needs to ensure the sport community in the city is best positioned to leverage its assets, while optimizing the opportunities for economic impact and community legacy.

3.1.6 Value Proposition

Differentiation from Vancouver was a popular topic. Richmond offers more affordable accommodation, dining options, unique attractions including those that are low- or no-cost, and some capacity/availability at different times of the year versus competitors. Discussions were had around how this could be leveraged, particularly for markets like business travel and conferences.

3.1.7 Infrastructure

Suggestions included the need for a multi-purpose conference and event venue, enhancing sport venues and facilities, developing or improving hotels, especially high-end or unique options, revitalizing and activating waterfront areas with amenities and recreational access, and investing in place-making efforts in areas like City Centre and Alexandra Road to create vibrant hubs. Improving existing parks and public spaces was also noted.

3.1.8 Transportation and Connectivity and Accessibility

Addressing perceived transportation challenges was identified as an important opportunity for development. Suggestions included improving public transit access to key attractions like Steveston and the Oval, expanding accessible shuttle services connecting hotels and attractions, enhancing bike and pedestrian infrastructure and developing rental/sharing systems, exploring water taxi or ferry services along the river, and enhancing signage and accessible transportation options.

3.1.9 Diversifying Experiences & Product

Creating new experiences, attractions, and events was a common topic. This included developing more structured agritourism experiences, integrating Indigenous cultural tourism experiences in collaboration with Indigenous groups/partners, growing interest in the Highway to Heaven and spiritualism in general, expanding eco-tourism and nature-based activities, growing arts and culture offerings, developing a vibrant nightlife, growing signature events, leveraging the potential for business events, and sport tourism.

3.1.10 Collaboration and Community Integration

Strengthening meaningful relationships with Indigenous partners supporting their tourism efforts was mentioned throughout engagement as being important. Further developing partnerships between the City of Richmond, Tourism Richmond, the Richmond Hotel Association, YVR, TransLink, and other Destination Management Organizations (DMOs) in the Lower Mainland was also highlighted.

3.1.11 Sustainability and Regenerative Tourism Focus

It was frequently mentioned through engagement that Richmond as a destination should continue to incorporate sustainable and regenerative practices into tourism development. Feedback included the importance of promoting low-emissions transportation options, protecting natural ecosystems, and ensuring tourism is a force for good for residents and the environment.

3.1.12 Enhancing Year-Round Appeal

Feedback included the opportunity to strengthen visitation and revenue, particularly during the winter season. Elements to consider should include developing seasonal events, explore weather-independent attractions and exhibits, and develop a Lunar New Year festival and events program.

3.2 SUMMARIZING COMMUNITY FEEDBACK

Insights gathered from the January-May engagement phase revealed that Richmond's community and partners emphasized the city's culinary excellence, multicultural identity, unique cultural and spiritual experiences, and world-class sport and recreation assets. They highlighted opportunities to differentiate Richmond through infrastructure, connectivity, sustainability, and year-round experiences. Feedback also called for strong collaboration with Indigenous partners, local organizations, and regional stakeholders to ensure tourism growth benefits the community.

The Plan's goals and focus areas respond directly to these priorities, shaping initiatives that enhance experiences, activate assets, and position Richmond as a vibrant, inclusive, and globally recognized destination.

3.3 VISIONING WORKSHOP

A six-hour Visioning Workshop was held on August 12th with more than 50 leaders from the public and private sector. The workshop served as a vital forum for uniting the extensive research with the broad community engagement. This session synthesized detailed research with the feedback summarized in the What We Heard Report.

The main purpose of the workshop was to define Richmond's destination vision and overarching goals, and to explore and shape shared strategic priorities. Combined with the intelligence gathered from the Community Feedback engagement phase, the results from the Visioning Workshop were used to draft, design, and refine the foundation of Richmond's Tourism Master Plan.

4.0 DEFINING RICHMOND'S
DESTINATION VISION

A destination vision reflects the shared aspirations of both residents and community leaders, shaping a future that honours the unique identity of the community while welcoming visitors. It provides clarity of purpose, positioning the destination for sustainable growth.

Richmond's path to 2035 is focused on evolving into a destination of choice - a place to truly discover and experience. Key themes identified during community engagement include:

- **Dynamic Pacific Gateway**
  Emphasizing Richmond's strategic location on the Pacific Rim and its global connections through Vancouver International Airport.

- **Destination to Be Discovered**
  Cultivating intrigue and positioning Richmond as more than a transit point, establishing the city as a destination which stands on its own merits.

- **Blend of Cultures and Cuisines**
  Celebrating Richmond's multicultural identity, especially its renowned food scene.

- **Urban, Cultivated, and Natural Landscapes**
  Showcasing the coexistence of urban life, agricultural lands, and natural environments including coastlines, wildlife viewing, parks, and wetlands.

- **Rhythm of Coastal Life Across Time**
  Grounding Richmond's identity in its coastal heritage brings emotional resonance to the vision.

RICHMOND'S DESTINATION VISION

Richmond is a dynamic Pacific gateway and a destination to be discovered.

We proudly share Richmond's blend of cultures and cuisines; the mix of urban, cultivated and natural landscapes; and our rhythm of coastal life across time.

4.1 TOURISM IN RICHMOND 2035:
DESTINATION VISION REALIZED

If the above vision is realized, this is what we expect how Richmond will be seen, felt, and experienced:

By 2035, Richmond has established itself as both a gateway and a destination – a must-visit component of any Canadian west coast itinerary. The city has emerged as one of the most connected, culturally rich, and vibrant destinations in Western Canada bringing meaningful and long-lasting positive benefits to its community.

This journey began a decade earlier, with collaborative efforts from both private and public sectors to enhance connectivity, elevate the visitor experience, and advance the development of visitor facilities and amenities.

Richmond has become a city where movement is seamless, sustainable, and inclusive. A smart, accessible and seamless mobility ecosystem now connects visitors and residents through AI powered route planning, real time updates, and demand responsive transport. Residents and visitors engage with the city's comprehensive community wayfinding network. Active travel is second nature, supported by bike and e scooter hubs, signature walking and cycling routes, and barrier free infrastructure that connects people of all ages and abilities to a wide variety of accessible sites and attractions throughout the community, positioning Richmond as a national leader in accessible tourism.

The city has become a year round destination, celebrated for its cultural vibrancy and diversity. Iconic festivals and events, immersive storytelling, and collaborations with artists and cultural groups have created authentic experiences that reflect Richmond's heritage and identity. Culinary and agritourism leadership has anchored Richmond's reputation, with food trails, farm to table programs, and gastronomy summits showcasing innovation and sustainability.

Richmond's tourism offerings are broader and more diverse than ever with an expanded range of visitor experiences and several new visitor attractions that are exciting for both the community and the visitor. Urban and cultivated landscapes co-exist with wildlife viewing (bird watching and whale watching), biking and other nature experiences for a unique visitor and community experience.

Sport and business events are seamlessly integrated with leisure itineraries, while thematic journeys invite visitors to explore the city in new ways. Partnerships with Indigenous and cultural groups have expanded authentic, community driven experiences that deepen Richmond's appeal. Emerging within this evolution is a network of reimagined public spaces that bring people together year round. This includes the concept of a landmark multi-purpose conference and event venue designed to host a wide variety of meetings and other events by adapting its layout, technology, and amenities to suit different needs. Strategic infrastructure investments, new hotels, and mixed use developments have strengthened Richmond's competitiveness while ensuring benefits flow to the community.

Guided by the Tourism Master Plan, the tourism sector helps fuel prosperity, celebrates diversity, and enhances quality of life thereby securing Richmond's place as a sustainable, vibrant, resilient, and globally recognized destination that attracts people to not only visit...but also as a place to live and work.

5.0 GOALS AND *INITIATIVES*

The Strategic Goals and Initiatives outlined in this Tourism Master Plan directly reflect the voices, ideas, and aspirations shared through Richmond's community engagement process. Every goal and action item was shaped by what residents, businesses, and partners said they value the most about Richmond — and what they envision for its future as a destination.

The extensive community engagement helped define the themes that underpin this Plan: connectivity, accessibility, cultural celebration, culinary excellence, sustainability, and shared pride of place. The strategic goals and focus areas respond directly to this feedback — turning community priorities into actionable outcomes that will enhance livability for residents while enriching the visitor experience.

Together, these goals and their corresponding initiatives represent a community-built vision — one where tourism is not developed for the community, but with the community — ensuring that Richmond's growth as a destination continues to strengthen local identity, inclusivity, and pride.

5.1 STRATEGIC GOAL AREA 1: ENHANCE CONNECTIVITY AND ACCESSIBILITY

This goal responds to community feedback calling for improved transportation between attractions, active mobility options, and barrier-free access for all ages and abilities.

Goal Statement

Create a seamlessly connected destination that prioritizes multi-modal, barrier-free access and sustainable transportation options enhanced through technology for both visitors and residents.

Current State

Richmond's transportation system plays a vital role in how residents and visitors experience the city. While the presence of Vancouver International Airport and the Canada Line are major strengths, connectivity between key attractions—such as Steveston Village, the Olympic Oval, and hotel districts—can be challenging due to dispersed destinations, traffic congestion, and limited transit options. These challenges may be amplified for some people with disabilities who can face additional barriers related to mobility and accessing destinations and attractions.

Public perception often points to parking shortages, particularly in busy areas like Steveston. However, City studies show that parking is available, though residents and businesses express a preference for free, on-street options. Car-free transportation options including the Richmond Discovery Shuttle and Steveston Bike Valet have created new ways to visit key destinations while helping to address congestion and parking challenges.

Richmond's approved Community Wayfinding Strategy sets the stage for signage, navigation, and overall connectivity. The city's reputation for being active, inclusive, and accessible provides a strong foundation to build a more connected, multimodal transportation system. Engagement participants emphasized the need for better movement between attractions, aligning with broader trends toward smart, technology-enabled mobility seen in leading destinations worldwide.

Future State

Richmond is a seamlessly connected, accessible, and sustainable destination where getting around is intuitive and part of the visitor experience. Smart mobility solutions—supported by technology, active transportation networks,

and barrier-free infrastructure—make travel within the city effortless for residents and visitors alike. Building on this ambition, the following strategic initiatives focus on creating a smart and seamless mobility ecosystem, expanding accessibility across all tourism experiences, promoting full and equal participation for people of all ages and abilities, and encouraging active, sustainable exploration throughout Richmond's diverse neighbourhoods.

5.1.1 Strategic Initiative 1: *Build a Smart and Seamless Mobility Ecosystem*

Purpose: Transform Richmond's transportation ecosystem through technology-enabled, sustainable, and interconnected mobility solutions for both visitors and residents.

Key Focus Areas

- Support a smart, accessible and seamless new mobility ecosystem, incorporating technology such as AI-powered trip planning, real-time route optimization and smart parking systems.
- Expand on existing visitor-oriented and demand-responsive transport connections linking key visitor zones (e.g., Steveston Village, the Olympic Oval, City Center, shopping districts, and the airport).
- Advance the provision of mobility-as-a-service (MaaS) solutions such as car sharing and e-bike and e-scooter rentals, and other related innovations in urban transportation such as share hubs.
- Provide visitor services along active corridors and encourage activation and animation of these routes through guided tours, pop-up markets or community rides and walks.

- Expand and develop new experiential transportation opportunities, such as an electric trolley, water taxi or pedal-assisted sightseeing vehicle.

5.1.2 Strategic Initiative 2: *Advance Accessibility across Richmond's Tourism Experiences*

Purpose: Position Richmond as a national leader in accessible tourism by ensuring the city's attractions, experiences, and activities are inclusive, welcoming, and barrier-free — enabling all visitors to fully enjoy Richmond's cultural, culinary, and recreational offerings.

Key Focus Areas

- Complete the implementation of the Richmond Community Wayfinding Strategy.
- Develop partnerships with accessibility focused organizations to co-design improvements with people with disabilities that benefit both visitors and residents.
- Expand barrier-free access by ensuring attractions, visitor experiences, public spaces, and transportation networks are welcoming and usable for people of all ages, cultures, and abilities.
- Introduce training and certification programs for tourism operators to strengthen accessible service delivery.
- Assess sport facilities, accommodations, and transportation options against national and international standards, and support enhancements to position Richmond as a welcoming, adaptable, inclusive sport destination.

5.2 STRATEGIC GOAL AREA 2: ELEVATE AND DIVERSIFY VISITOR EXPERIENCES

This goal reflects residents' enthusiasm for showcasing Richmond's multicultural identity, sport legacy, culinary leadership, and vibrant year-round festivals that bring people together.

Goal Statement

Develop Richmond into a vibrant year-round tourism hub, providing a wide array of immersive activities that encourage extended visitation and create community pride.

Current State

Richmond is often a stopover for overnight visitors travelling through North America, but it offers much more than a convenient gateway. The city is renowned for its culinary scene, particularly Asian cuisine, reflecting its multicultural population, and for its arts, cultural experiences, diverse large-scale and community events, and unique offerings such as the Highway to Heaven and immersive heritage attractions.

Visitors also enjoy cycling, nature trails, birdwatching, and whale watching. Richmond is a popular sport destination, leveraging world-class facilities like the Richmond Olympic Oval and local sport fields; while business events, meetings, and conferences continue to attract visitors during the winter and shoulder seasons.

Future State

Richmond is a vibrant, year-round tourism hub, offering immersive experiences that celebrate its culture, cuisine, heritage, and landscapes. By elevating and expanding on current initiatives, the city showcases its unique offerings such as multi-faith religious and spiritual hubs, agritourism adventures, riverside trails and engaging arts and heritage attractions.

Steveston is an essential place to visit for any heritage enthusiast, while Richmond's Asian restaurant scene draws people from around the world.

Sport tourism leverages world-class facilities to not only attract tournaments, competitions and training camps but also to appeal to a broader market that has a combined passion for sports with the desire to explore new destinations. Festivals, events and business conferences animate the city year-round, and together these visitor experiences foster community pride, generate extended stays and enhance economic impact and community benefit.

This sets the foundation for strategic initiatives to cultivate signature experiences, showcase Richmond's sport, culinary and agritourism leadership, and diversify visitor offerings, reflecting community feedback, highlighting Richmond's unique assets, and supporting sustainable tourism growth.

5.2.1 Strategic Initiative 1: *Cultivate Signature Year-Round Experiences*

Purpose: Transform Richmond into a year-round destination through a calendar of iconic events and experiences that celebrate heritage, culture, food, nature and community.

Key Focus Areas

- Enhance and further develop cultural celebrations (e.g. Lunar New Year, harvest festivals, night markets) that drive visitation in all seasons and build on Richmond's strengths.
- Develop and/or attract an anchor festival that raises the profile of Richmond and has a national draw.
- Support the development of year-round immersive experiences offered by local artists, cultural groups, and tourism operators highlighting authentic Richmond stories.
- Elevate seasonal nature experiences that celebrate local and regional flora and fauna, e.g. Cherry Blossom Festival, bird migration, Fraser River salmon fishing.

5.2.2 Strategic Initiative 2: *Showcase Sport, Culinary and Agritourism Leadership*

Purpose: Leverage Richmond's identity and established programs to anchor its tourism brand, create new experiences and expand its influence as a hub and gathering place for leaders in sport, culinary and agricultural tourism.

Key Focus Areas

- Enhance sport tourism opportunities by continuing to leverage Richmond's premier facilities to attract tournaments, competitions, and training camps and create extended-stay opportunities through related events and complementary itineraries.
- Update and implement Richmond's Sport Hosting Strategy to ensure optimized facility use and support a wide range of sport-focused events and activities that create lasting economic and community benefits.
- Engage with sport partners to help them navigate increasing hosting costs by improving efficiencies, developing shared resources, expanding volunteer pipelines, and supporting workforce development across local sport organizations.
- Strengthen Richmond's position as Canada's premier Asian culinary destination through chef collaborations, food trails, celebrated dining districts, and signature dining experiences.
- Develop agritourism circuits, sea-to-table, and farm-to-table programs that connect visitors directly with local growers, producers, and markets.

- Introduce culinary education and innovation events, such as food-tech expos or gastronomy summits, to attract global professionals and media.
- Further highlight seafood harvesting seasons through events and festivals, such as the Spot Prawn Festival and Seafood Festival.

5.2.3 Strategic Initiative 3: *Enhance Tourism Offerings*

Purpose: Broaden Richmond's appeal by enhancing a range of authentic local experiences in order to develop new visitor markets and extend length of stay.

Key Focus Areas

- Develop a network of signature active routes (e.g., themed walking and cycling trails) that encourage active transportation while connecting cultural and culinary districts, lesser-known areas, heritage assets, waterfronts, parks and trails, and other points of interest.
- Complete the restoration of the buildings at Britannia Shipyards National Historic Site and offer a wide range of visitor-focused amenities and programs, including the development of a new First Nations exhibit.
- Expand heritage and multicultural storytelling experiences—interactive exhibits, guided tours, and digital platforms that celebrate Richmond's layered identity.
- Curate thematic visitor journeys (e.g., "Active by Nature," "Taste of Richmond," "Stories of the Sea") that link attractions into cohesive experiences.
- Build on established relationships in the Indigenous tourism space – ITBC (Indigenous Tourism BC), artists, cultural groups – to evaluate opportunities for new experience creation.

5.3 STRATEGIC GOAL AREA 3: ADVANCE TOURISM INFRASTRUCTURE DEVELOPMENT

This goal advances ideas shared around the need for new gathering spaces, placemaking initiatives, and facilities that both residents and visitors can enjoy.

Goal Statement

Encourage the development of top-tier tourism infrastructure, gathering spaces and landmark attractions that position Richmond as a vibrant, must-visit destination in every season.

Current State

Richmond's sport and event facilities, including the Richmond Olympic Oval, numerous ice surfaces, aquatic facilities, and outdoor sports fields and facilities position the city as a premier destination for tournaments, competitions, and community events. Hotels and accommodations serve airport and regional markets effectively, though occupancy levels during spring and summer can limit availability for large-scale events.

Richmond's public spaces, waterfronts, and island landscapes are points of pride for residents and visitors alike. Existing parks and open areas provide a strong foundation for community engagement, and further placemaking initiatives can enhance accessibility, celebrate Richmond's unique character, and create inviting gathering spaces that draw people year-round.

Future State

Through targeted tourism infrastructure investments, Richmond has become a must-visit destination that stands apart in Metro Vancouver. Support for hotel and attraction development, alongside new community gathering spaces has strengthened the city's appeal and boosted visitation. This includes the potential of a landmark multi-purpose conference and event venue to further Richmond's ability to attract national and international meetings and other events.

Guided by a shared destination enhancement lens, planners and developers ensure that public spaces, attractions, and amenities reinforce Richmond's identity. These aligned investments have transformed the city from a gateway into a vibrant, year-round destination, driving longer stays, higher spending, and measurable economic growth.

5.3.1 Strategic Initiative 1: *Explore Opportunities for a Multi-Purpose Conference and Event Venue*

Purpose: Advance planning toward a multi-purpose conference and event venue that anchors Richmond's event economy and showcases the city as a premier destination for conferences, meetings and events that are aligned with Richmond's key visitor segments and growth opportunities.

Key Focus Areas

- Determine the market demand, competitive positioning, economic and tourism benefits, facility program requirements, location and site priorities, financial feasibility, and partnership, governance and management options for a potential landmark multi-purpose conference and event venue.
- Foster alignment between venue development, hotel growth, transportation planning and emerging tourism opportunities to maximize economic impact and community benefit.
- Continue to position Richmond as a premier destination for business events, meetings, and conferences by leveraging existing hotels, meeting facilities, and unique attractions.
- Establish long-term partnerships with meeting planners, event coordinators, cultural organizations, and the private sector to augment programming of existing spaces and develop programming for potential new facilities.

5.3.2 Strategic Initiative 2: *Foster Destination-Defining Infrastructure and Investment*

Purpose: Encourage and guide strategic tourism infrastructure development that enhances Richmond's competitiveness and visitor experience.

Key Focus Areas
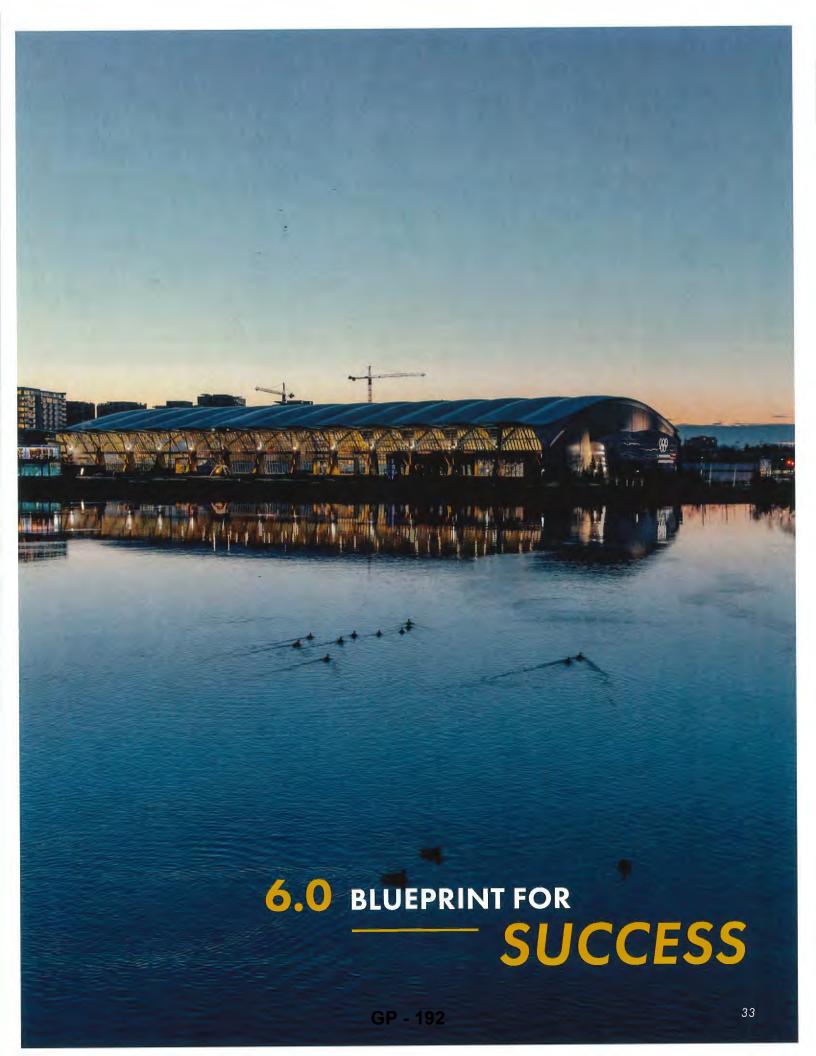
- In order to diversify accommodation supply and visitor offerings, form a task force to align private development and investment attraction related to tourism infrastructure with destination goals and community benefit.
- Collaborate with developers to embed a destination enhancement lens in urban planning, ensuring public realm design, signage, and amenities reinforce Richmond's brand and visitor experience.
- Pursue public–private partnerships to catalyze infrastructure growth and ensure financial sustainability for the sector.
- Explore the development of a new destination museum in central Richmond that celebrates Richmond's unique and diverse heritage.

5.3.3 Strategic Initiative 3: *Leverage Public Spaces and Placemaking*

Purpose: Leverage Richmond's waterfronts, parks, and open spaces to celebrate its culture, landscapes, and community spirit.

Key Focus Areas

- Design and deliver updated public gathering areas and waterfront destinations with programming that offers opportunities for public activation and invite residents and visitors to connect year-round. E.g. event zones, pop-up markets and outdoor performance spaces.
- Expand integration of public art and interpretation elements into new and existing placemaking projects to reflect Richmond's multicultural and maritime heritage.
- Revitalize the Steveston Village streetscape through enhancements to travel lanes, parking, sidewalks, cycling infrastructure, open spaces, street finishings and street furniture.
- Link to a regional trail system, such as Experience the Fraser, that offers cyclists the opportunity for multi-day riding experiences with stopover locations in Richmond.

6.0 BLUEPRINT FOR SUCCESS

The path forward for implementation of the Richmond Tourism Master Plan 2035 is described in the context of a blueprint for success. It begins with a description of the strategic enablers - the policies, systems, partnerships, and resources that serve as the foundational pillars or conditions needed to support future growth. Then key indicators are highlighted – a starting point for monitoring performance and success.

6.1 STRATEGIC ENABLERS

Strategic Enablers are the foundational elements that make it possible to successfully implement the Tourism Master Plan. They represent the systems, partnerships, policies, and resources that are needed to be in place to support the long-term tourism goals for Richmond. Sometimes referred to as foundational pillars or conditions for success, these enablers provide the structure needed to turn strategy into action.

| CITY AND INDUSTRY COLLABORATION | FUNDING & RESOURCES | REGENERATIVE TOURISM & CIRCULAR ECONOMY | POLICY DEVELOPMENT | DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY |

City and Industry Collaboration

Ensure continued strong collaboration between Tourism Richmond, City of Richmond, Richmond Hotel Association, local businesses, Destination Canada, Destination British Columbia, industry associations, Indigenous Tourism Association of BC, and other partners and organizations.

As outlined in Section 2, Tourism Richmond's marketing initiatives in collaboration with partners have delivered strong success. Continued investment in marketing is critical to highlight destination enhancements and secure Richmond's position as a destination of choice.

Funding & Resources

In addition to securing the Municipal and Regional District Tax program for destination marketing and management, explore diversified funding sources (e.g. grants, private investment) to support tourism development initiatives.

Regenerative Tourism & Circular Economy
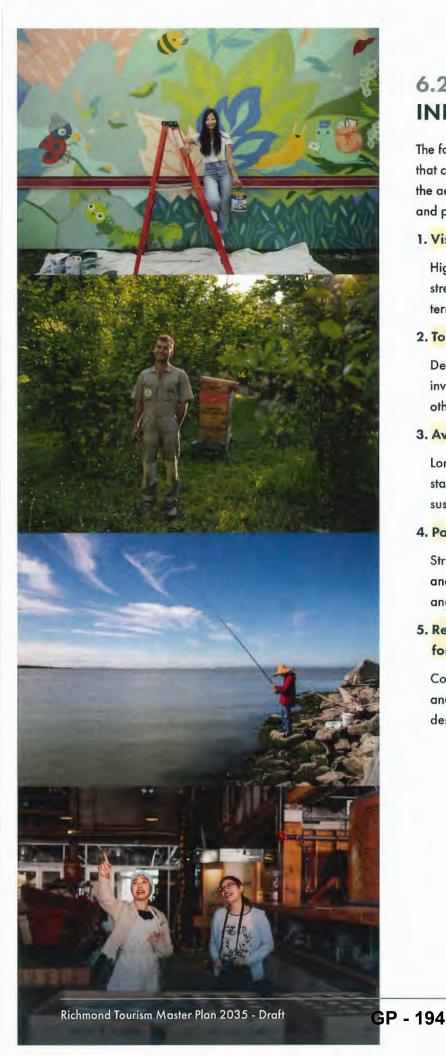
Advance regenerative tourism initiatives, such as the City of Richmond's Circular City Strategy and Tourism Richmond's Regenerative Tourism Plan.

Policy Development

Collaborate with governments, businesses, and community partners to shape policies that enhance tourism in Richmond.

Diversity, Equity, Inclusion, and Accessibility

Work across the tourism industry to embed Diversity, Equity, Inclusion, and Accessibility (DEIA) principles into all programming and ensure all visitors, businesses, workers and residents feel safe and welcomed.

6.2 KEY PERFORMANCE INDICATORS

The following outlines Key Performance Indicators (KPIs) that can be used to track the success of this plan. KPIs track the achievement of the destination vision, strategic goals and priority initiatives.

1. **Visitor satisfaction**

   High satisfaction drives positive word-of-mouth, strengthens destination reputation, and supports long-term competitiveness

2. **Tourism's overall contribution to GDP**

   Demonstrates tourism's economic importance, justifies investment, and helps policymakers balance tourism with other sectors

3. **Average length of stay and seasonality**

   Longer stays and balanced seasonality increase revenue stability, reduce strain on infrastructure, and support sustainable growth

4. **Partner engagement**

   Strong engagement builds trust, aligns priorities, and ensures tourism strategies reflect diverse needs and perspectives

5. **Resident sentiment and community support for tourism**

   Community buy-in is essential for tourism's legitimacy and sustainability; positive sentiment can enhance destination appeal and resilience

7.0 LOOKING —AHEAD

The Richmond Tourism Master Plan 2035 charts an inspiring course for the city's future as a dynamic Pacific gateway and a destination to be discovered. Building on its growing reputation as a place to visit, the plan forges a long-term direction supported by the strong partnership between the City of Richmond, Tourism Richmond, and the Richmond Hotel Association.

The plan has been shaped by a shared community vision, where growth is sustainable, inclusive, and resilient. It is intended to strengthen local wellbeing, celebrate cultural diversity, and advance sustainable tourism goals. The plan is also meant to guide public and private investments to foster innovation, collaboration, and long-term prosperity, ensuring tourism in Richmond thrives as a model of global competitiveness and community pride.
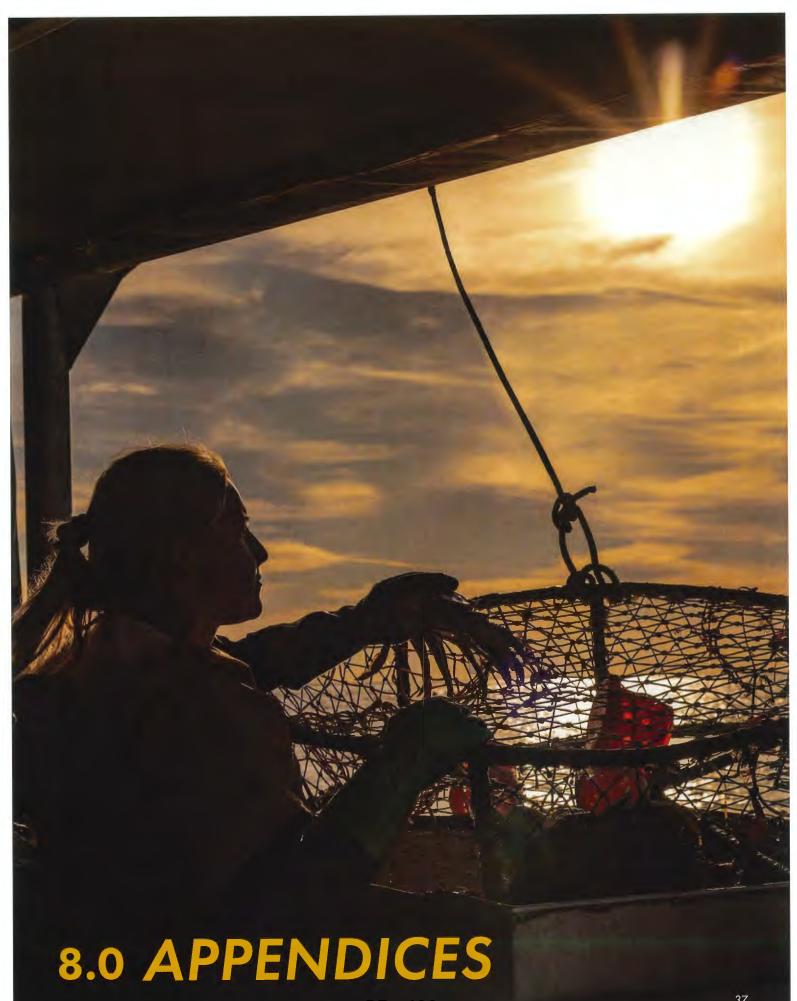
Through the collaborative efforts of the community, local businesses, and government, Richmond has established a strong foundation for a resilient, prosperous, and inclusive tourism sector that honours the city's unique character while welcoming the world. Industry, community and residents share a deep pride in their city and a strong commitment to advancing the plan's vision and goals together.

Equally vital to collaboration is establishing clear outcomes, monitoring progress, and reporting regularly. This will ensure adaptability and continuous improvement in moving the needle for tourism in Richmond.

It is also important to engage the community as the plan evolves. Maintaining ongoing dialogue with residents and businesses will help keep alignment between tourism growth with community values and aspirations.

By taking these steps on the journey to 2035, Richmond will secure its place as both a welcoming entry point and a premier destination, firmly embedded in the fabric of every Canadian west coast itinerary.

8.0 APPENDICES

8.1 INSIGHTS FROM OTHER DESTINATIONS

8.1.1 Victoria, British Columbia

- Victoria has taken a thoughtful approach to growing tourism by investing in places, programming and experiences that benefit both visitors and residents. The revitalization of landmark areas like the Inner Harbour has created vibrant public spaces that serve as gathering places and visitor hubs. These spaces enhance community life while offering memorable experiences that reflect Victoria's unique character.

- Victoria has also invested in meeting and conference facilities, recognizing the value of business events in supporting year-round visitation and local economic activity.

- To address seasonal patterns in visitation, Victoria focuses on seasonal signature events that draw people during quieter months. These events showcase local culture and creativity while helping support businesses through the year.

- The city's emphasis on neighbourhood character and placemaking has created inviting areas that encourage visitors to explore beyond major attractions. This approach spreads the benefits of tourism across the community and strengthens Victoria's sense of place.

- Victoria also shows leadership in Indigenous tourism development. By working with First Nations and supporting Indigenous-led businesses, the city helps share authentic stories and ensures tourism growth creates meaningful local benefits.

8.1.2 Surrey, British Columbia

- As Surrey prepares to become British Columbia's most populated city by 2030, City staff have tabled an ambitious economic development plan designed to set the stage for expanded infrastructure, new amenities, increased accommodation options, and a diverse range of visitor and resident experiences.

- Surrey has built a strong reputation in sport tourism, hosting provincial, national, and international events while ensuring local residents also benefit from quality facilities.

- Surrey is also working to attract visitors year-round by creating experiences that are enjoyable in every season and not limited by weather.

- Surrey celebrates its diverse cultures through events like the Fusion Festival, which draw visitors and build community pride.

8.1.3 Mississauga, Ontario

- Mississauga has actively been differentiating itself from Toronto through intentional place branding and destination development that sets it apart.

- Mississauga offers authentic multicultural experiences through its food, arts, and year-round festivals that celebrate its global community.

- Mississauga's waterfront along Lake Ontario continues to evolve, creating new spaces for recreation, dining, and entertainment while strengthening its identity as a unique lakeside destination.

- The city is also a leader in sport tourism, hosting major events at the Paramount Fine Foods Centre and maintaining a strong network of recreation facilities that serve both residents and visitors.

- A commitment to sustainability and green spaces is evident in Mississauga's cycling networks, urban forests, and natural heritage preservation, offering visitors a balance of urban energy and outdoor recreation.

- Throughout the year, Mississauga's vibrant events calendar, anchored by Celebration Square and community festivals, creates lively public spaces that showcase the city's culture, creativity, and sense of belonging.

8.1.4 Seattle, Washington

- Major development projects include expansion of the Washington State Convention Center, new hotel development, Seattle Central Waterfront redevelopment, and plans to expand Seattle-Tacoma International Airport. These investments demonstrate Seattle's commitment to growing its tourism capacity and improving visitor experiences.

- The Pike-Pine Corridor has emerged as a particularly vibrant tourism hub. This concentration of activity demonstrates the value of developing distinctive districts that serve as focal points for visitor experiences.

- Seattle's blend of waterfront experiences, cultural diversity, and technological innovation creates a distinctive character that attracts both leisure and business travellers.

- Seattle has positioned itself as a leader in sustainable tourism practices, consistently ranking among the most environmentally conscious cities in the United States.

- Seattle Southside (SeaTac, Tukwila and Des Moines) offers a mix of international cuisine, family-friendly attractions, scenic waterfronts, and easy access to SEA Airport. They build bundled destination experiences and use "micro adventures" as a framing device (short, local-scale discovery experiences) that appeal to both residents and visitors.

- Seattle Southside also partners with sports bodies (e.g. Starfire Sports Complex with 54 acres of soccer facilities) and business meeting industry groups to leverage proximity to SEATAC Airport, transport infrastructure, and a diverse lodging supply to generate visitation.

8.1.5 Brooklyn, New York

- The city leads with neighbourhood-first tourism, encouraging visitors to explore distinct districts such as Dumbo and Williamsburg. This approach spreads visitation beyond the core while highlighting walkable waterfronts, parks, and family-friendly amenities.

- Brooklyn celebrates its authentic culinary and cultural identity through tours, markets, and events that showcase independent businesses and immigrant heritage and offer a local, grounded alternative to nearby marquee destinations.

- Significant investment in arts and cultural infrastructure, including institutions like the Brooklyn Museum and Brooklyn Academy of Music, provides year-round cultural depth across multiple neighbourhoods rather than concentrating activity in a single downtown area.

- Brooklyn's brand messaging focuses on authenticity and local connection, inviting visitors to "experience the city like a local" across multiple districts, which explicitly contrasts with the neighboring hub's more iconic appeal.

- Tracking and communication of borough-level performance demonstrates economic impact and shifts in visitor preference, as seen in rising Brooklyn visitation and favorable foot-traffic trends relative to Manhattan.

8.2 ENGAGEMENT PHASE: PROFILE

In total, we engaged with more than 750 residents and partners across Richmond, complemented by over 1,200 visits to the Richmond Tourism Master Plan 2035 website. During our outreach, individuals representing 47 organizations were engaged through interviews and focus groups. A list of those organizations is included in the *What We Heard* Report.

412
SURVEY RESPONDENTS

204
POP-UP EVENT INTERVIEWS

101
FOCUS GROUP PARTICIPANTS

40
ONE-ON-ONE INTERVIEWS

In addition to direct engagement activities, we launched a dedicated webpage to inform the public about the Tourism Master Plan and its development process. This webpage attracted 1,213 total pageviews, demonstrating significant community interest in the project. Visitors spent an average of over 35 seconds engaging with the content, and 65% of the traffic was generated through organic searches, indicating that a majority of users found the page by actively seeking information about the Tourism Master Plan.

Tourism Richmond also utilized targeted email campaigns to encourage participation and keep the community

informed. On April 14, 2025, the campaign titled "Your Voice Matters—Win a Richmond Getaway" achieved an open rate of 56.2% and received 155 clicks. A subsequent campaign on May 8, 2025, "Final Call: Share Your Voice, Win a Staycation," maintained strong engagement with a 52.9% open rate and 112 clicks. These results demonstrate ongoing interest and involvement from the community throughout the engagement period.

City of Richmond

Report to Committee

To:	General Purposes Committee	**Date:**	November 24, 2025
From:	Marie Fenwick Director, Arts, Culture and Heritage Services	**File:**	11-7400-20- FIFA1/2025-Vol 01
Re:	**Richmond Celebrates Soccer – Schedule and Funding Allocations**		

Staff Recommendation

That the Richmond Celebrates Soccer schedule and funding allocations, as detailed in the staff report titled "Richmond Celebrates Soccer – Schedule and Funding Allocations", dated November 24, 2025, from the Director, Arts, Culture and Heritage be approved.

CM Fenwick

Marie Fenwick
Director, Arts, Culture and Heritage Services
(604-276-4288)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	**CONCURRENCE**	**CONCURRENCE OF GENERAL MANAGER**
Business Services Finance Department Parks Services Recreation & Sport Services	☑ ☑ ☑ ☑	
SENIOR STAFF REPORT REVIEW	**INITIALS:** *KB*	**APPROVED BY CAO**

8217030

Staff Report

Origin

At the Council Meeting held on November 25, 2024, staff presented a report titled "*Response to Referral – Richmond Celebrates FIFA World Cup 26*" dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning.

Council passed the following resolution as a result of this report:

> *(1) That the "New Campaign" option 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;*
>
> *(2) That one-time funding of the associated budget as outlined in the report be considered as part of the 2025 budget process;*
>
> *(3) That staff be directed to bring back the final schedule with all details including funding for each category by the end of 2025; and*
>
> *(4) That up to $5,000 be allocated, within the existing budget, to each Community Centre to be taken from the Kickoff Events and the Community Events and Viewing Parties aspect of the budget and for the programming to be approved by the City.*

The purpose of this report is to respond to part three and four of the resolution by providing additional information about the schedule and a proposed reallocation of the funding that was approved as part of the 2025 budget process.

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

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This report also supports a number of Council endorsed strategies including the Signature and Community Events Five-Year Plan, the Community Wellness Strategy and the Recreation and Sport Strategy.

Analysis

Background

In November 2025, Council endorsed the Richmond Celebrates FIFA World Cup '26 (now called Richmond Celebrates Soccer) program. This program includes a range of initiatives including a grant program, a kick-off event, community events and watch parties and a signature event scheduled to take place in Richmond during the FIFA World Cup '26 period from June 12 to July 19, 2026. Since this approval staff have been working on preliminary planning to advance the Council-endorsed program. Council has been receiving regular updates via memos since June 2025 and will continue to do so until the completion of the event in July 2026.

Planning highlights to date include:

- The public-facing name of the program to celebrate FIFA World Cup '26 in Richmond will be "*Richmond Celebrates Soccer*" in order to avoid infringing on FIFA's intellectual property rights;
- Meetings and discussions have been held with Community Associations and Societies to support planning for their Richmond Celebrates Soccer activations;
- Planning for Community Event Kits to support the program is underway;
- Planning for a toolkit to support businesses and non-profit organizations to be part of FIFA World Cup '26 is underway;
- Regular meetings and discussions with the Vancouver FIFA World Cup '26 organizers and other municipalities are underway to stay current with plans for the event in the region; and
- The City has submitted an expression of interest to the Province to help them understand Richmond's plans for FIFA and to ensure the City is eligible for any provincial funding that may become available.

Richmond Celebrates Soccer Grant Program

The Richmond Celebrates Soccer Grant program, formerly called the Richmond Kicks Grant Program, would offer funding opportunities for Richmond neighbourhoods and community organizations to come together between June 12 and July 19, 2026, to celebrate FIFA World Cup '26. The application process and eligibility criteria would be in alignment with the Council-approved 2026 Richmond Community Celebration Grant Program and the 2026 Richmond Neighbourhood Block Party Program.

In addition to the existing grant criteria, staff are proposing adding the following additional criteria to the Richmond Celebrates Soccer Grant Program:

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- Richmond Community Celebration Grant – Richmond Celebrates Soccer Stream:
  - Event must take place between June 12 and July 19, 2026;
  - The grant applicant can apply for up to $2,000; and
  - Event must celebrate soccer/FIFA World Cup '26.

As with other Community Celebration Grants, Richmond-based non-profit groups, Richmond-based non-profit faith-based groups, Parent Advisory Councils and Student Councils would be eligible to apply for this stream.

- Richmond Neighbourhood Block Party – Richmond Celebrates Soccer Stream:

  - Event must take place between June 12 and July 19, 2026;
  - The grant applicants can apply for up to $500; and
  - Block party must celebrate soccer/FIFA World Cup '26.

As with the other Neighbourhood Block Party Grants, two Richmond-based residents living in the same neighbourhood, street or block, and/or strata (e.g., a Richmond Block Watch Captain and a neighbour in the same block, or two neighbours on the same street) would be eligible to apply for this stream.

Community Events and Block Parties associated with a political party are ineligible.

Richmond Celebrates Soccer Event Program

Based around the FIFA World Cup '26 game schedule between June 11 and July 19, 2026, staff have developed a schedule of programs and events as detailed in Attachment 1. This schedule includes a Kick-Off Event, the nine Community Recreation Association/Society Events and the Signature Event. In addition to these events, additional dates will be added based on programs developed and implemented by other groups in the community, many of which may be supported by either the Richmond Community Celebration Grant or the Richmond Neighbourhood Block Party – Richmond Celebrates Soccer streams of these programs.

Richmond Celebrates Soccer Kick-Off Event

The Richmond Celebrates Soccer program will launch with an event at the Richmond Olympic Oval on World Soccer Day. In partnership with Richmond School District No. 38, students will be invited to celebrate soccer with tours of the Richmond Olympic Experience (ROX), soccer instruction, and additional soccer themed activities during school hours.

After the school program is completed, the public will be invited to watch FIFA matches, enjoy entertainment and soccer activities, and a BBQ.

The estimated attendance for this event is 1,500 students during the day and 1,500 participants during the evening.

<u>Community Recreation Association/Society Program</u>

As per Council's direction, staff have worked with each of the nine Community Recreation Associations/Societies to host a community soccer celebration in alignment with a FIFA match with the support of a grant of up to $5,000 per event. The proposed events are detailed in Attachment 1. Each event includes a variety of activities based on the priorities of the individual Associations/Societies. Each Association/Society has also been encouraged to engage with the local soccer community to expand the soccer experience at each event.

For each of these events, the City will provide the Association/Society with the *Richmond Celebrates Soccer Event Kit*, a license to broadcast the game, and a viewing screen, including technical support for set up and take down of the screen to ensure a successful event.

<u>Richmond Celebrates Soccer Signature Event</u>

The Richmond Celebrates Soccer program will wrap up to coincide with the FIFA World Cup Final '26 on Sunday, July 19, 2026. The Signature Event program will be a full day celebration, time to be determined based on FIFA match schedule. The Signature Event will be held at Aberdeen Neighbourhood Park and offer opportunities to watch the FIFA World Cup Final '26 on the big screen. The Signature Event will also include a variety of soccer-themed demonstrations, crafts and activities, a community vendor market, local performers, and food trucks.

Over 50 volunteers will support the event with an estimated 350 hours of volunteer time.

The estimated attendance for this event is 5,000–10,000 participants.

<u>Revised Funding Allocation and Funding Source</u>

In order to respond to Council's direction to provide up to $5,000 to each of the nine Community Recreation Associations/Societies, and with the additional planning work has been completed since the endorsement of the program in November 2024, staff propose the following allocation of the budget.

Table 1 – Richmond Celebrates Soccer Proposed Revised Funding Allocation

Area	Proposed Richmond Celebrates Soccer Allocation	Funding Source
Kick-Off Event - Event programming including entertainment and site activations - Safety and security including first aid - Volunteer resources including refreshments and recognition	$10,000	City of Richmond
Community Events and Viewing Parties (Community Recreation Association/Society Events) - Up to $5,000 allocated to each of the nine Community Recreation Associations/Societies to deliver programs described in Attachment 1	$45,000	City of Richmond
Richmond Kicks Grant Program (Stream 1 and 2) - All funds to be distributed to successful Community Celebration Grant applicants (to be approved by Council) and successful Neighbourhood Block Party Applicants	$35,000	City of Richmond / Tourism Richmond
Signature Event - Event infrastructure rentals and delivery costs including tents, fencing, portable washrooms, tables, chairs, and power - Labour costs for site preparation including set up and take down - Event programming including site décor, entertainment, and site activations - Volunteer resources including refreshments and recognition - Traffic control and road closure - Safety and security including first aid and security guards	$180,000	Tourism Richmond
Technical Needs and Activation Kit - Viewing licence - Screen rentals and technical support including a/v technician for the 11 viewing events detailed in Attachment 1	$150,000	City of Richmond / Tourism Richmond

8217030

Area	Proposed Richmond Celebrates Soccer Allocation	Funding Source
- Activation Kit for Community Events including tables, chairs, umbrellas, tents, generator, small screen and projector, activity kits		
Event Production - Richmond Celebrates Soccer signage and banners - Temporary staff to support event planning and delivery - Deliveries to Community Events and Viewing Parties	$125,000	City of Richmond / Tourism Richmond
Marketing and Materials - Advertising buys to support the overall Richmond Celebrates Soccer campaign including social media advertising, posters, and other marketing materials	$30,000	City of Richmond / Tourism Richmond
Contingency	$25,000 **	City of Richmond / Tourism Richmond
Total	$600,000	

**The contingency would be used under the following circumstances:
- To cover costs related to unanticipated weather events (e.g., clean up related to a windstorm or heavy rain, additional shade related to a heat event);
- To cover costs related to additional safety and security measures (e.g., additional security in response to new intelligence); and
- To cover unanticipated rental costs (e.g., a portable washroom is vandalized at an event, or a tent added due to inclement weather).

The General Manager, Parks, Recreation and Culture, would preapprove any expenses to be charged to contingency.

FIFA Viewing Rights

While FIFA has not yet released costs related to viewing rights, they have released information in regards to the categories for viewing rights. Given this information, it is anticipated that the Community Events and Viewing Parties will not be required to pay a licence fee to view FIFA matches. The cost for the licensing fee for the Signature and Kick off event is unknown at this time.

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$20,000 has been allocated in the program budget for this expense. Should the cost of licensing fees be greater than budgeted, staff will inform Council prior to moving forward with the events.

Table 2 - Public Viewing Events Categories

Category	What it Covers	FIFA License Required
Non-Commercial	Regular business operations like bars, restaurants, and hotels showing matches as part of their normal service Small community events under 1,000 people No ticket sales or sponsors	No (No fee)
Special Non-Commercial	Larger free events with over 1,000 people Hosted by public institutions (e.g., churches, universities, municipalities) No sponsorship or ticketing	Yes (License & possible technical fees)
Commercial	Any event with ticket sales, sponsorship, or commercial promotion Includes paid entry, branded activations, or any activity designed for commercial gain	Yes (License, fees, and restrictions)

Financial Impact

Funding of $600,000 was approved as part of the 2025 budget process with $200,000 from the Rate Stabilization Account and $400,000 from Tourism Richmond and the Richmond Hotel Association.

Should additional funding be received through grants and/or sponsorship, it will be used for budget relief. All sponsorship would need to be in compliance with FIFA World Cup '26 guidelines.

Conclusion

The proposed schedule of events for Richmond Celebrates Soccer has been developed to ensure a wide range of activities are available for residents and visitors across Richmond throughout the FIFA Work Cup '26 period. Additionally, the proposed funding allocation has been revised in

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response to Council's direction to ensure each Community Recreation Association/Society has access to up to $5,000 of funding for programs in their community and with consideration to additional planning work that has been completed since November 2024. The proposed program and schedule of events will encourage broad participation and celebrate Richmond's diverse neighbourhoods.

Dee Bowley-Cowan
Program Manager, Events
(604-276-4320)

Att. 1: Proposed Richmond Celebrates Soccer Event Program

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Proposed Richmond Celebrates Soccer Event Program

The table below provides the location, date and a brief description of the proposed Richmond Celebrates Soccer event program.

Each of the Associations/Societies have submitted a proposal that has been reviewed by staff and have demonstrated a realistic plan and budget for their proposed events. All of the Associations/Societies have requested $5,000 to support their event.

All the events below will be free and open to the public, will have access to a large screen provided by the City to broadcast soccer matches and feature a mix of soccer themed activities and programming.

Event	Organizer/ Partner	Location	Date	Event Description
World Soccer Day Kick-Off Event	City of Richmond, Richmond Olympic Oval, and Richmond School District No. 38	Richmond Olympic Oval	June 12, 2026	**Overview:** The City and the Richmond Olympic Oval will invite Richmond School District No. 38 classrooms to an event to explore the Richmond Olympic Experience (ROX), celebrate soccer with field instruction, music, and activities during school hours. After the school program is completed, the public will be invited to view FIFA games on the fields, enjoy cultural entertainment and a BBQ. **Activities & Highlights:** • School-registered soccer activities and instruction • School education visits of the ROX • Foosball Canada Tournament – professional and amateur • Viewing of the FIFA games • After the school event, Public BBQ and soccer activities • The City's soccer event kit activities **Estimated Attendance:** • 1,500 participants for the school program • 1,500 participants for the public program

Event	Organizer/ Partner	Location	Date	Event Description
Hamilton's Soccer Slam	Hamilton Community Association	Hamilton Community Park	June 14, 2026	**Overview:** Hamilton Community Association Richmond Celebrates Soccer event will include an outdoor viewing party and family-friendly activities. **Activities & Highlights:** • Food and beverage trucks with picnic seating • Inflatable attractions: ball races, iBubble soccer, soccer dome ball bounce • Soccer-themed craft stations **Estimated Attendance:** Up to 1,000 participants
Minoru Match Day Meet-up	Minoru Senior Society	Minoru Park at the Minoru Centre for Active Living Plaza	June 18, 2026	**Overview:** A vibrant community event bringing people together to celebrate soccer through entertainment and cultural activities. **Activities & Highlights:** • Soccer themed activities and crafts • Live entertainment and performances • Community partner activations • Focus on play, culture, and connection **Estimated Attendance:** Up to 1,000 participants
City Centre Celebrates Soccer	City Centre Community Association	Garden City Community Park	June 21, 2026	**Overview:** A dual celebration of soccer and Indigenous culture with interactive activities and learning opportunities. **Activities & Highlights:** • Traditional Indigenous games and cedar weaving • Indigenous food offerings, including Bannock • Soccer activities: soccer dart board, arts and crafts • Partnership with local Indigenous organizations and celebration of Indigenous athletes **Estimated Attendance:** Up to 1,000 participants

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Event	Organizer/ Partner	Location	Date	Event Description
Thompson Community Picnic	Thompson Community Association	Thompson/ Burnett Community Park	June 24, 2026	**Overview:** A soccer-themed twist on the annual community picnic featuring global soccer spirit and cultural performances. **Activities & Highlights:** • Soccer Zone: Mini Obstacle Course, Goalkeeper Challenge, Target Kick Wall • Roving freestyle soccer performers • Live entertainment: multicultural music, halftime dance show • Community partner booths with soccer-inspired activities • International soccer anthems and cultural showcases **Estimated Attendance:** • Up to 1,000 participants
Burkeville Daze	Sea Island Community Association	Burkeville Neighbourhood Park	June 28, 2026	**Overview:** A community event highlighting soccer excitement through interactive activities. **Activities & Highlights:** • Soccer drills and creative art stations • Community partner booths with soccer-themed activities • Fun for all ages with active and creative experiences **Estimated Attendance:** Up to 1,000 participants
The Cambie Kick-Off	East Richmond Community Association	Cambie Community Centre Outdoor Plaza and King George Park/Cambie Community Park	July 7, 2026	**Overview:** A lively community soccer celebration with entertainment, food, and skill challenges. **Activities & Highlights:** • Soccer skill challenges • Live music and DJ • Food trucks, concession, and local vendors • Face painting and children's activities • Raffles and giveaways **Estimated Attendance:** Up to 1,000 participants

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Event	Organizer/ Partner	Location	Date	Event Description
Richmond Celebrates Soccer – West Fest	West Richmond Community Association	Hugh Boyd Community Park	July 14, 2026	**Overview:** A free community festival celebrating soccer with activities for all ages. **Activities & Highlights:** - Art stations, giant games, inflatables - Live performances and sensory play stations - Balloon twisting and soccer-themed activities - Free hot dog BBQ **Estimated Attendance:** - Up to 1,000 participants
The South Arm Neighbourhood Block Party	South Arm Community Association	South Arm Community Park	July 15, 2026	**Overview:** A community block party promoting connection and soccer excitement with diverse activities and entertainment. **Activities & Highlights:** - Inflatable soccer zone - Entertainment and live performances - Food trucks - Community partner booths and local non-profits - All ages and skill recreational soccer games **Estimated Attendance:** - Up to 1,000 participants
Steveston Soccer Social	Steveston Community Society	Steveston Community Park	July 18, 2026	**Overview:** A community event designed to bring people together to celebrate soccer. **Activities & Highlights:** - Recreational soccer games for all ages and skill levels - Engagement with local soccer organizations - Food trucks offering a variety of options and a beer garden - Promotes community spirit and soccer enthusiasm **Estimated Attendance:** - Up to 1,000 participants

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Event	Organizer/ Partner	Location	Date	Event Description
Signature Final Event – Name to be determined	TBD	Aberdeen Neighbourhood Park	July 19, 2026	**Overview:** The city of Richmond will host a signature cultural event featuring soccer-themed programming with local soccer clubs, community activations, live performances, family-friendly activities, and public match viewing. **Activities & Highlights:** • Local community performances and roving entertainment • Engagement with local soccer organizations • The City's soccer event kit activities • Soccer demonstrations • Food trucks offering a variety of game day foods from a variety of cultures • Promotes community spirit and soccer enthusiasm activities • Watch party – view the FIFA World Cup'26 Final on a big screen • Shuttle bus and wheel watch • Soccer art activities such as create your community flag • Richmond Celebrates Soccer selfie station **Estimated Attendance:** • 5,000 – 10,000 participants

8217847

Motion recording of council meetings

Carol Day

That staff be directed to review the protocol for the audio and video recording of council meetings for the purpose of improving the quality of the recordings.

Rationale

The current system is often focussed on the wrong area, so the speaker is not recorded. The ability to switch the direction of the camera has been hampered by the new system, which has limitations.

When there is a picture on the screen, it does not allow for the speaker to be viewed. An example of this is the hall of fame presentation where a poster was displayed while Mayor Brodie was speaking and presenting the awards to the families.

Can the staff override the existing system and make corrections on the fly?