



General Purposes Committee

Anderson Room, City Hall
6911 No. 3 Road

Monday, December 2, 2019
4:00 p.m.

Pg. # ITEM

MINUTES

GP-4 *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on November 18, 2019.*



COMMUNITY SAFETY DIVISION

1. **APPROVAL FOR AMUSEMENT CENTRES AT 3430 - 4151 HAZELBRIDGE WAY AND 180 - 4551 NO 3 ROAD**
(File Ref. No. 12-8275-01) (REDMS No. 6292421 v. 3)

GP-13

See Page GP-13 for full report

Designated Speaker: Carli Williams

STAFF RECOMMENDATION

That Business Regulation Bylaw No. 7538, Amendment Bylaw No. 10103, which adds,

- (1) *The address of 4151 Hazelbridge Way Unit 3430 among the sites that permit an Amusement Centre to operate; and*
- (2) *The address of 4551 No. 3 Road Unit 180 among the sites that permit an Amusement Centre to operate;*

be given first, second and third readings.



PLANNING AND DEVELOPMENT DIVISION

2. HOMELESSNESS SERVICE PROVISION – COMMUNITY COLLABORATION TABLES

(File Ref. No. 08-4057-11-01) (REDMS No. 6337335 v. 4)

GP-21

See Page GP-21 for full report

Designated Speaker: Cody Spencer

STAFF RECOMMENDATION

- (1) *That the Terms of Reference for the Richmond Community Homelessness Table as outlined in the report titled “Homelessness Service Provision – Community Collaboration Tables,” dated November 8, 2019 from the Director, Community Social Development, be endorsed; and*
- (2) *That the Terms of Reference for the Richmond Lived Experience Group be endorsed.*



COMMUNITY SERVICES DIVISION

3. REFERRAL RESPONSE: PROPOSED PLAN FOR MAJOR EVENTS AND PROGRAMS IN 2020

(File Ref. No. 11-7400-01) (REDMS No. 6338676 v. 3)

GP-29

See Page GP-29 for full report

Designated Speaker: Marie Fenwick

STAFF RECOMMENDATION

- (1) *That, “Option 3 - Reduced Event Program and Elimination of Richmond World Festival Mainstage,” as outlined in the staff report titled “Referral Response: Proposed Plan for Major Events and Programs in 2020” dated November 5, 2019 from the Director, Arts, Culture and Heritage Services, be approved for the 2020 Major Events Program;*

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Pg. #

ITEM

- (2) *That expenditures totaling \$1,332,000 for Major Events and Programs in 2020, with funding of \$1,040,000 from the Rate Stabilization Account and \$292,000 from projected sponsorships and earned revenue, be included in the 2020 budget process; and*
- (3) *That the development of a new City Events Strategy as outlined in the staff report titled “Referral Response: Proposed Plan for Major Events and Programs in 2020” dated November 5, 2019, from the Director, Arts, Culture and Heritage Services, be approved.*

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, November 18, 2019

Place: Anderson Room
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Chak Au
Councillor Carol Day
Councillor Kelly Greene
Councillor Alexa Loo
Councillor Bill McNulty
Councillor Linda McPhail
Councillor Harold Steves
Councillor Michael Wolfe

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

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on November 4, 2019, be adopted as circulated.

CARRIED

COMMUNITY SAFETY DIVISION

1. **NON-FARM USE FILL APPLICATION FOR THE PROPERTIES LOCATED 11300 & 11340 BLUNDELL ROAD (ATHWAL & YAU)**

(File Ref. No. 12-8080-12-01) (REDMS No. 6194412)

Staff spoke on the application, noting that (i) should the application receive endorsement from Council, it will proceed to the Agricultural Land Commission (ALC) for consideration, (ii) software will be used to track incoming truckloads of soil to the site, (iii) provisions in City regulations allow for a security bond requirement of \$15,000 from the applicant to ensure that City infrastructure remain intact during the soil depositing process, and (iv) the applicant will be permitted to transport soils to the site, however trucks will be restricted from using Blundell Road as a trucking route due to the road's weight limit.

Discussion ensued with regard to the ALC approval process and the potential impact of the soil depositing process to neighbouring properties and the environmentally sensitive area on-site.

It was moved and seconded

That the Non-Farm Use Fill Application submitted by Mandeep Athwal for the properties located at 11300 and 11340 Blundell Road proposing to deposit soil for the purpose of improving drainage and transitioning to a machine harvest blueberry plantation be approved and referred to the Agricultural Land Commission (ALC) for the ALC's review and decision.

The question on the motion was not called as discussion ensued with regard to (i) the potential impact of truck traffic on local roads, (ii) sourcing soils exclusively from Richmond, and (iii) inspecting the soils and monitoring the soil depositing process.

As a result of the discussion on the software that will be used to monitor the soil depositing process, it was suggested that the following recommendation be added as Part (2):

That staff advise Council on the efficacy of the software used to track the soil depositing process prior to the project's completion.

Discussion then took place on a previous historical non-farm use soil fill application on 14791 Westminster Highway, and as a result, staff were directed to provide a memorandum comparing the conditions of the previous non-farm use application on 14791 Westminster Highway with this application on 11300 and 11340 Blundell Road, prior to the next Regular Council meeting.

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Further discussion on the ALC's non-farm use application process took place, and staff noted that a non-farm use application requires Council's endorsement before it is forwarded to the ALC for consideration.

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

It was moved and seconded

That in the following motion:

That the Non-Farm Use Fill Application submitted by Mandeep Athwal for the properties located at 11300 and 11340 Blundell Road proposing to deposit soil for the purpose of improving drainage and transitioning to a machine harvest blueberry plantation be approved and referred to the Agricultural Land Commission (ALC) for the ALC's review and decision.

the word "approved" be replaced with the word "endorsed."

CARRIED

Opposed: Cllrs. Day
Steves
Wolfe

The question on the main motion which reads as follows:

- (1) *That the Non-Farm Use Fill Application submitted by Mandeep Athwal for the properties located at 11300 and 11340 Blundell Road proposing to deposit soil for the purpose of improving drainage and transitioning to a machine harvest blueberry plantation be endorsed and referred to the Agricultural Land Commission (ALC) for the ALC's review and decision; and*
- (2) *That staff advise Council on the efficacy of the software used to track the soil depositing process prior to the project's completion.*

was then **CARRIED** with Cllrs. Day, Wolfe and Steves opposed.

COMMUNITY SERVICES DIVISION

2. **CULTURAL HARMONY PLAN 2019–2029**

(File Ref. No. 07-3300-01) (REDMS No. 6309135)

Staff reviewed the Cultural Harmony Plan, noting that (i) public feedback was incorporated into the final draft of the Plan, (ii) staff will be promoting the Plan through the City's website, a news release and distribution of the Plan to community stakeholders, (iii) staff will be reviewing collaborative opportunities with community groups on programs for newcomers to Richmond, and (iv) the City compiles a list of available community programs for newcomers.

Discussion ensued with regard to (i) reviewing existing programs for ESL and newcomers, (ii) supporting inclusion of Canadian values, (iii) using Canada's official languages in public signage, and (iv) responding to critical incidents of racism in the community.

It was moved and seconded

That the Cultural Harmony Plan 2019–2029, as outlined in the staff report titled "Cultural Harmony Plan 2019–2029", dated November 4, 2019 from the Director, Community Social Development, be approved.

CARRIED

COMMUNITY SAFETY DIVISION

3. **REVIEW OF LICENCING AND ENFORCEMENT OF SHORT-TERM RENTALS**

(File Ref. No. 12-8275-01) (REDMS No. 6201134 v. 7)

In accordance with Section 100 of the *Community Charter*, Cllr. Day declared to be in a conflict of interest as her husband owns a short-term rental business, and Cllr. Day left the meeting – 4:45 p.m.

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Staff reviewed the proposed regulations for the licencing and enforcement of short-term rentals, noting that (i) staff propose that restrictions on boarding and lodging accommodations will be similar to bed and breakfast accommodations, (ii) boarding and lodging is a permitted use in residential zones, (iii) through the proposed licensing program, a registry of short-term rental accommodations can be developed, (iv) the proposed regulations will limit boarding and lodging accommodations to sites that are occupied and hosted by the permanent resident, (v) the proposed regulations can be reviewed at any time, (vi) boarding and lodging accommodation limits guests to two individuals, and (vii) short-term rental advertisements must include a business license number.

Discussion ensued with regard to (i) exploring initiatives to encourage compliance, (ii) permitting renters to engage in boarding and lodging in their unit, and (iii) reviewing the ownership structure of bed and breakfasts and boarding and lodging operations to restrict such operations to a sole-proprietorship structure.

It was moved and seconded

- (1) *That Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 10066, to clarify the definition of Boarding and Lodging, be introduced and given first reading;*
- (2) *That a business licencing program for Short-Term Boarding and Lodging be introduced and:*
 - (a) *That, subject to the 2020 one-time expenditure process, a new temporary Full-Time Licence Clerk position be approved as a one-time expenditure to be reviewed after 12 months in order to administer the business licencing program; and*
 - (b) *That each of the following Bylaws be introduced and given first, second and third readings in order to implement a licencing program, including new ticketing provisions, for Short-Term Boarding and Lodging:*
 - (i) *Business Licence Bylaw No. 7360, Amendment Bylaw No. 10067;*
 - (ii) *Business Regulation Bylaw No. 7538, Amendment Bylaw No. 10068;*
 - (iii) *Municipal Ticket Information Bylaw No. 7321, Amendment Bylaw No. 10069;*
 - (iv) *Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, Amendment Bylaw No. 10070; and*

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(v) *Consolidated Fees Bylaw No. 8636, Amendment Bylaw No. 10089; and*

- (3) *That, subject to the 2020 one-time expenditure process, the addition of two temporary full-time bylaw enforcement officers, as described in this staff report “Review of Licencing and Enforcement of Short-Term Rentals” dated October 1, 2019, from the General Manager, Community Safety be approved as a one-time expenditure to be reviewed after 12 months.*

CARRIED

Opposed: Cllrs. Greene
Wolfe

Cllr. Day returned to the meeting – 5:04 p.m.

DEPUTY CAO’S OFFICE

4. **DRAFT RICHMOND COUNCIL CODE OF CONDUCT**

(File Ref. No. 01-0005-01) (REDMS No. 6319868 v. 4)

Staff briefed Committee on the proposed *Draft Richmond Council Code of Conduct*, noting that staff examined codes of conduct from other municipalities such as the Districts of Saanich and North Vancouver. Mayor Brodie added that the proposed Code of Conduct is a voluntary document, and as such, its ratification should require a unanimous vote by Council members.

Cllr. Steves left the meeting (5:10 p.m.) and returned (5:20 p.m.).

Discussion ensued with regard to (i) incorporating aspects of existing City staff policies on a respectful workplace in the proposed Code of Conduct, (ii) examining the feasibility of monitoring Council members’ social media accounts and postings, (iii) encouraging freedom of speech for Council members and discouraging attitudinal biases prior to considering matters at Council or Committee meetings, and (iv) reviewing the proposed process to submit a formal complaint.

It was moved and seconded

That the Richmond Council Code of Conduct as presented in Attachment 1 of the report titled, “Richmond Council Code of Conduct,” from the Director, Corporate Programs Management Group, dated November 8, 2019 be approved.

The question on the motion was not called as the following **amendment motion** was introduced:

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It was moved and seconded

That the words “the process” be added after “the City” in Section 7.2 of the Draft Richmond Council Code of Conduct.

CARRIED

Discussion ensued with regard to policies related to stating opinions prior to voting on motions, and as a result, the following **amendment motion** was introduced:

It was moved and seconded

That Section 8.3, subsection (c) be removed from the Draft Richmond Council Code of Conduct.

The question on the amendment motion was not called as discussion ensued with regard to previous Supreme Court cases involving elected officials declaring their voting intentions prior to the actual Council meeting. Staff were then directed to provide a memorandum on the matter prior to the next Regular Council meeting, and as a result there was agreement from the mover, the seconder and all members present to withdraw the amendment motion, and the amendment motion was **WITHDRAWN**.

Discussion then took place on the feasibility of monitoring social media accounts and postings, and as a result the following **amendment motion** was introduced:

It was moved and seconded

That Section 8.4 be removed from the Draft Richmond Council Code of Conduct.

DEFEATED

Opposed: Mayor Brodie

Cllrs. Au

Loo

McNulty

McPhail

Discussion ensued with regard to the role of individual members and appointees to report directly on City-related business in Section 8.1 of the *Draft Richmond Council Code of Conduct*, and as a result, the following **amendment motion** was introduced:

It was moved and seconded

That the first sentence of Section 8.1 of the Draft Richmond Council Code of Conduct, which states the following:

General Purposes Committee
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“It is not the role of individual members and appointees to report directly on City-related business.”

be removed.

CARRIED

Opposed: Cllr. McNulty

Discussion ensued with regard to incorporating aspects of *City of Richmond Policy 6800 – Respectful Workplace* into the *Draft Richmond Council Code of Conduct*, and as a result, the following **amendment motion** was introduced:

It was moved and seconded

That Sections II – The Policy, and IV – The Definitions of the City of Richmond Policy 6800 – Respectful Workplace be incorporated into the Draft Richmond Council Code of Conduct.

DEFEATED

Opposed: Mayor Brodie

Cllrs. Loo

McNulty

McPhail

Steves

Discussion then ensued with regard to including the phrase “in my opinion” to Section 7.1 of the *Draft Richmond Council Code of Conduct – Interactions with the Public and the Media*, and as a result, the following **amendment motion** was introduced:

It was moved and seconded

That the phrase “in which case the member will include an ‘in my opinion’, or similar disclaimer” be added following the phrase “decision of Council” in Section 7.1 of the Draft Richmond Council Code of Conduct.

CARRIED

Opposed: Cllr. McNulty

Discussion took place with regard to Section 15 of the *Draft Richmond Council Code of Conduct – Compliance and Enforcement*, and utilizing a third party to review complaints.

In reply to queries from Committee, staff noted that in the District of Saanich model, a third party would review the complaint and draft the report on the matter, which would proceed to the District of Saanich Council for consideration. It was further noted that other jurisdictions in the Province of Ontario utilize an independent third party to resolve complaints.

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

It was moved and seconded

That Section 15 – Compliance and Enforcement in the Draft Richmond Council Code of Conduct include provisions for an independent third party to review complaints.

DEFEATED

Opposed: Mayor Brodie
Cllrs. Au
Loo
McNulty
McPhail

The question on the main motion, as amended, was then called and it was **CARRIED** with Cllr. Greene opposed.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (6:05 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, November 18, 2019.

Mayor Malcolm D. Brodie
Chair

Evangel Biason
Legislative Services Coordinator



City of Richmond

Report to Committee

To: General Purposes Committee
From: Carli Williams, P.Eng.
Manager, Community Bylaws and Licencing
Date: October 30, 2019
File: 12-8275-01/2019-Vol
01
Re: **Approval for Amusement Centres at 3430 - 4151 Hazelbridge Way and 180 - 4551 No 3 Road**

Staff Recommendation

That Business Regulation Bylaw No. 7538, Amendment Bylaw No. 10103, which adds,

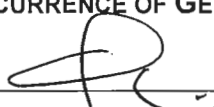

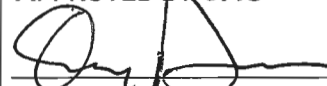
- 1) The address of 4151 Hazelbridge Way Unit 3430 among the sites that permit an Amusement Centre to operate, and;
- 2) The address of 4551 No. 3 Road Unit 180 among the sites that permit an Amusement Centre to operate,

be given first, second and third readings.



Carli Williams, P.Eng.
Manager, Community Bylaws and Licencing
(604-276-4136)

Att. 2

REPORT CONCURRENCE		
ROUTED TO: Law	CONCURRENCE <input checked="checked" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER 
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

One of the categories of regulated businesses in Richmond is Amusement Centre which contains Amusement Machines, defined in the Business Regulation Bylaw No. 7538 as:

A machine on which mechanical, electrical, automatic or computerized Games are played for amusement or entertainment, and for which a coin or token must be inserted or a fee charged for use, and includes machines used for the purposes of gambling.

Business Regulation Bylaw No. 7538 restricts a business from operating with more than four amusement machines unless the location is listed in Schedule A of the bylaw. This report deals with two applications:

1. Axon Driver Solution Ltd., doing business as, Axon Driver Solutions to operate eight driving simulator machines from premises situated at 4151 Hazelbridge Way Unit 3430; and
2. Min Hang Happy World Ltd. to operate 30 amusement machines from 4551 No. 3 Road Unit 180.

These premises are not listed as approved addresses on Schedule A.

This report supports Council's Strategic Plan 2018-2022 Strategy #7 A Supported Economic Sector:

Facilitate diversified economic growth through innovative and sustainable policies, practices and partnerships.

Analysis

Axon Driver Solution Ltd. recently reapplied for a Business Licence to operate a driver training school under the business name of Axon Driver School. As well as using the simulators for driver training, Axon Driver Solution will also be using the simulators for entertainment. As a result, any more than four machines requires that they are approved as an Amusement Centre and hold a valid Business Licence for both uses. Axon Driver Solution Ltd. has recently received building final approval for renovations and should have no issues which would prevent this Business Licence from being issued.

Min Hang Happy World Ltd. is a new business and has never operated in Richmond. This company plans on operating an Amusement Centre with 30 amusement machines and will also be applying for a second Business Licence for a pool hall with four pool tables and two ping pong tables for entertainment.

Amusement Centre regulations and definitions cover different types of amusement machines such as 3D virtual reality computerized games, console gaming, computer games in the Internet Cafes and traditional arcades. Simulator games when used for entertainment are captured under

this category and must be licenced as an Amusement Arcade as well. Amusement Centres are a regulated business because of their historic potential to impact the community and attraction of problematic activities. The City has imposed these regulations to minimize this risk including restricted operating hours and rules prohibiting gambling, fighting and consumption of alcohol. These businesses may be inspected from time to time to ensure regulatory compliance of the regulations.

Axon Driver Solution Ltd.

The first applicant, Axon Driver Solution Ltd., will be operating eight simulators both as driver training simulators and also for entertainment use at 4151 Hazelbridge Way Unit 3430. This business is also going through a licencing program with the Insurance Corporation of British Columbia ("ICBC") to be an accredited driver training program. In consideration of the low relative number of amusement machines and overall business model providing driver training, staff feel that this business will create little or no negative impact on the community.

The location of this business is zoned Residential Mixed Use Commercial (ZMU9) – Aberdeen Village (City Centre), which permits among other uses, Amusement Centre. The unit is situated on the 3rd floor of Aberdeen Centre Mall. The zone provides for medium density, transit-supportive, mixed use development in an area affected by aircraft noise. Aberdeen Centre Mall has three floors of commercial units mainly providing retail, general; different services; and various restaurant uses with currently 148 issued licences. This property is situated on Hazelbridge Way, south of Cambie Road. (Attachment 1)

Min Hang Happy World Ltd.

The second applicant, Min Hang Happy World Ltd., is a new company which has never operated in the City of Richmond. The operator is intending on operating an Amusement Centre with 30 amusement machines as well as a pool hall with four pool tables and two ping pong tables. The location of this business is zoned Auto-Oriented Commercial (CA) which provides for a mix of commercial and related uses oriented to vehicular access. Among other uses, Amusement Centre is one of the permitted uses in this zone. The unit is situated in a one level building with 10 units. There are currently 18 businesses operating on this parcel. This property is situated on No. 3 Road, north of Leslie Road (Attachment 2).

RCMP Review

As part of the application process, staff check with Richmond R.C.M.P to determine if there is any history or concerns with a business or operator which may affect the compliance of a business once, and if a licence is approved and issued. For both these operators, it has been determined that there are no issues which would concern City staff in the issuance of the business licence.

Building Review

Further to the bylaw amendment, each applicant is required to ensure that their premises meets all building regulations before a Business Licence would be issued. Staff ensure that the premises have no outstanding permits or that the operator has not conducted renovations without

permits prior to the issuance of the business licence. Currently, there are no outstanding or open permits on either premises which would affect the issuance of these licences.

Health Review

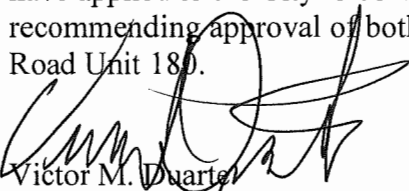
In addition to the RCMP and Building Review, if the business requests to add food service to the business, staff ensure that the premises meet the Vancouver Coastal Health regulations and requirements prior to the issuance of the business licence.

Financial Impact

None.

Conclusion

Amusement Centres are regulated under Business Regulation Bylaw No. 7538. Two businesses have applied to the City to be added to the list of approved Amusement Centres and staff are recommending approval of both requests for 4151 Hazelbridge Way Unit 3430, and 4551 No. 3 Road Unit 180.



Victor M. Duarte
Supervisor, Business Licences
(604-276-4389)

VMD:vmd

Att. 1: Aerial View Map

Att. 2: Aerial View Map



9/24/2019, 10:13:39 AM

1:2,257

Areas

Override 1

Select properties based on spatial relation to a layer _Query result

4551 No. 3 Road Unit 180



City Hall

Street Names



Property (black line)

0 0.0175 0.035 0.07 mi

0 0.03 0.06 0.12 km

Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



9/11/2019, 9:50:26 AM

1:4,514

Areas

- Override 1
- Select properties based on spatial relation to a layer _Query result
- 4151 Hazelbridge Way Unit 3430

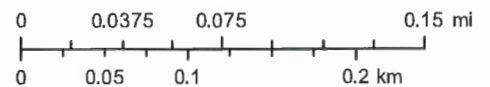


City Hall

Street Names



Property (black line)



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



Business Regulation Bylaw No. 7538, Amendment Bylaw No. 10103

The Council of the City of Richmond enacts as follows:

1. **Business Regulation Bylaw No. 7538**, as amended, is further amended by deleting Schedule A thereto and replacing it with Schedule A attached to this bylaw.
2. This Bylaw is cited as “**Business Regulation Bylaw No. 7538, Amendment Bylaw No. 10103**”.

FIRST READING

SECOND READING

THIRD READING

LEGAL REQUIREMENTS SATISFIED

ADOPTED

CITY OF RICHMOND
APPROVED for content by originating dept <i>[Signature]</i>
APPROVED for legality by Solicitor LB

MAYOR

CORPORATE OFFICER

SCHEDULE A to BYLAW No. 7538
AMUSEMENT CENTRES

Civic Address	Civic Number	Original Bylaw Reference
1. Alderbridge Way	7951 Unit 160	9798
2. Cambie Rd	8181 Unit 1000	9743
3. Entertainment Boulevard	14200 Unit 150	6810
4. Entertainment Boulevard	14211	6856
5. Garden City Rd	4731 Unit 140	6829
6. Hazelbridge Way	4151 Unit 3430	10103
7. No. 3 Road	3411 Unit 170	9191
8. No. 3 Road	3700	6044
9. No. 3 Road	4211	9961
10. No. 3 Road	4280 Unit 120	10029
11. No. 3 Road	4351 Unit 110	8546
12. No. 3 Road	4351 Unit 120	6833
13. No. 3 Road	4351 Unit 160	9639
14. No. 3 Road	4351 Unit 175	8474
15. No. 3 Road	4411 Unit 101	7316
16. No. 3 Road	4551 Unit 180	10103
17. No. 3 Road	5300	4540
18. No. 3 Road	5300 Unit 323	4540
19. Park Road	8160 Unit 105	9639
20. Sea Island Way	8555 Unit 120	9289
21. Viceroy Place	2100	7172
22. Westminster Highway	8260	6199

**6631 Sidaway Road – exempted from Zoning Bylaw



City of Richmond

Report to Committee

To: General Purposes Committee

Date: November 8, 2019

From: Kim Somerville
Director, Community Social Development

File: 08-4057-11-01/2019-Vol
01

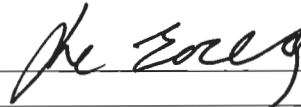


Re: Homelessness Service Provision – Community Collaboration Tables

Staff Recommendation

1. That the Terms of Reference for the Richmond Community Homelessness Table as outlined in the report titled “Homelessness Service Provision – Community Collaboration Tables,” dated November 8, 2019 from the Director, Community Social Development, be endorsed; and
2. That the Terms of Reference for the Richmond Lived Experience Group be endorsed.


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

Att. 2

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 
APPROVED BY CAO 	

Staff Report

Origin

On September 9, 2019, City Council approved the Richmond Homelessness Strategy 2019-2029, which defines a range of actions designed to prevent and address homelessness in Richmond. At the Council meeting, staff were asked to bring forth further information regarding multiple priority actions described in the Strategy, including:

- Coordinating a Front-Line Service Provider Working Group (Action 2.2);
- Developing a Community Homelessness Table to guide collaboration among local service providers (Action 4.2); and
- Engaging with residents with lived experience (Action 4.3).

The purpose of this report is to present the proposed plans for these initiatives, and to seek Council's endorsement of the draft Terms of Reference for the Richmond Community Homelessness Table and the Richmond Lived Experience Group. Pending Council endorsement, the initiatives will be launched in Quarter 1 of 2020.

This report supports Council's Strategic Plan 2018-2022 Strategic Focus Area #6 Strategic and Well-Planned Growth:

Leadership in effective and sustainable growth that supports Richmond's physical and social needs.

6.6 Growth includes supports and/or services for Richmond's vulnerable populations, including youth, seniors, individuals with health concerns, and residents experiencing homelessness.

This report supports Council's Strategic Plan 2018-2022 Strategic Focus Area #8 An Engaged and Informed Community:

Ensure that the citizenry of Richmond is well-informed and engaged about City business and decision-making.

8.1 Increased opportunities for public engagement.

This report also aligns with the Council adopted Homelessness Strategy 2019-2029, including the following actions:

2.2 Coordinate a Front Line Service Provider Working Group to focus on coordination of supports for individuals experiencing homelessness or at risk of experiencing homelessness;

4.2 Develop a Community Homelessness Table for collaboration among agencies working to prevent or address homelessness; and

4.3 Engage with residents with lived experience when designing and implementing significant policies or programs related to addressing homelessness in Richmond.

Analysis

Homelessness is a complex issue and cannot be solved by any single organization or level of government. Many stakeholders, including federal and provincial governments, non-profit housing and service providers, community organizations, and the faith community, have important roles to play in addressing the needs of Richmond residents experiencing homelessness. Within this context, the City is committed to playing a proactive leadership role to build partnerships and enable collaboration between key community stakeholders.

Proposed Initiatives

To enable effective collaboration between key stakeholders involved in addressing homelessness, City staff propose to develop two new committees: The Richmond Community Homelessness Table and the Richmond Lived Experience Group. The Richmond RCMP is also working with the Province of BC to explore the creation of a situation table, a forum for front line staff to share information and collaborate to meet the needs of vulnerable residents. The situation table would meet the requirements of action 2.2 in the Homelessness Strategy, which directs the City to coordinate a Front Line Service Provider Working Group.

1. Richmond Community Homelessness Table

City staff propose that a Community Homelessness Table be created to monitor and guide the implementation of the Richmond Homelessness Strategy. Membership will be comprised of leaders from local organizations that deliver support services and housing programs to individuals experiencing homelessness in Richmond, as well as government agencies that directly support these programs.

Specific activities will include:

- Providing input regarding the design of new actions, particularly those identified in the Homelessness Strategy;
- Identifying specific opportunities for collaboration between key stakeholders;
- Identifying emerging issues, gaps in services, and best practices relevant to homelessness in Richmond; and
- Hosting presentations from other groups in the community to learn about other initiatives and perspectives that relate to homelessness in Richmond.

Membership for the Table will be confirmed in early 2020, and will consist of approximately 10 organizations. A draft Terms of Reference has been developed for the Richmond Community Homelessness Table for Council's endorsement (Attachment 1).

2. Richmond Lived Experience Group

There are various models used to involve individuals with lived experiences of homelessness in policy and planning initiatives. Based on a review of best practices from across Canada, City staff propose the development of a Richmond Lived Experience Group.

City staff propose that the Richmond Lived Experience Group be comprised of approximately 5-10 individuals who have experienced homelessness in Richmond and will provide an opportunity for these individuals to share their stories and expertise. Information resulting from these discussions may help the City and other community stakeholders when designing new policies, programs and initiatives that respond to homelessness in the community. The Lived Experience Group will also be designed to provide members with skill development opportunities. For example, members of the Lived Experience Group will gain experience related to committee participation and governance.

Specific activities will include:

- Sharing personal experiences related to homelessness and poverty;
- Identifying specific issues and gaps in services that require attention from the City or service providers;
- Providing input regarding the design of new community initiatives; and
- Helping to organize the Annual Community Homelessness Forum.

As much as possible, members will be selected to represent the diversity of individuals experiencing homelessness in the community, including adults, youth, seniors, women, and men. Meetings will be facilitated by a co-chair from the Community Homelessness Table, with assistance from City staff. On an ongoing basis, key themes that emerge from the Group will be shared with the Community Homelessness Table. A draft Terms of Reference has been developed for the Richmond Lived Experience Group for Council's endorsement (Attachment 2).

3. Richmond Situation Table

In collaboration with Community Social Development staff, Richmond RCMP are currently in discussion with the provincial government regarding the potential of creating a situation table in Richmond. Implemented in a number of municipalities across Canada, situation tables provide a forum for front line staff from public safety, health, and social service sectors to share information about vulnerable individuals in the community who are experiencing a crisis, including but not limited to homelessness. Once a vulnerable client is identified, table members collaborate to create a case management plan to provide necessary supports to the clients.

Situation tables can achieve a number of benefits, including improved community safety and more efficient use of community resources; however, the primary focus is to improve the personal well-being of vulnerable people, including individuals experiencing homelessness or others experiencing concurrent substance use and mental health disorders, who come into frequent contact with the RCMP.

The situation table would satisfy the requirements of action 2.2 in the Homelessness Strategy, which directs the City to create a working group for front line workers. A decision regarding the situation table will be made by Spring 2020. Should the situation table not proceed, City staff will update City Council and bring forward a report, which will outline the Terms of Reference for a Front Line Service Provider Working Group as identified in the Homelessness Strategy.

Next Steps

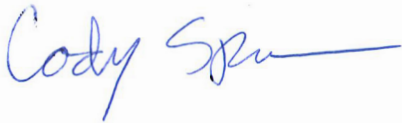
Should City Council endorse the Terms of Reference for the Richmond Community Homelessness Table and the Richmond Lived Experience Group, City staff will work with key stakeholders to initiate first meetings for both committees in Quarter 1, 2020. Moving forward, staff will update City Council about major milestones or achievements associated with the two committees. An overview of the various activities will also be summarized in the first Homelessness Strategy Annual Update, which will be presented to City Council in Quarter 1 of 2021.

Financial Impact

None.

Conclusion

The City of Richmond is committed to enabling effective collaboration between a range of stakeholders involved in addressing homelessness in Richmond. By establishing the Community Homelessness Table, Lived Experience Group and Situation Table, the City can facilitate purposeful discussions, access a diversity of perspectives, and leverage skills and resources from a wide range of local stakeholders. With involvement from a variety of stakeholders, Richmond residents experiencing homelessness can receive the supports and housing options necessary to achieve stability in their lives.



Cody Spencer
Program Manager, Affordable Housing
(604-247-4916)

Attachment 1: Richmond Community Homelessness Table - Draft Terms of Reference
Attachment 2: Richmond Lived Experience Group – Draft Terms of Reference

Richmond Community Homelessness Table - Draft Terms of Reference

Mandate

The purpose of the Community Homelessness Table is to monitor and guide the implementation of the Richmond Homelessness Strategy.

Activities

The responsibility of the Richmond Community Homelessness Table is to:

- Provide information and input to support and monitor the progress of the Richmond Homelessness Strategy 2019-2029;
- Identify emerging issues, trends and best practices regarding homelessness and discuss potential application to Richmond;
- Identify support service and housing gaps, and provide advice regarding the design of new initiatives that meet the needs of individuals experiencing homelessness in Richmond;
- Discuss relevant funding programs delivered by seniors levels of government and other funding agencies and discuss plans for funding applications;
- Support the development of key messages to guide community-wide advocacy initiatives that target the provincial and federal governments and discuss advocacy strategies;
- Provide input and event planning assistance to support the organization of an annual Community Homelessness Action Forum; and
- Organize and host presentations from other groups in the community, including representation from people with lived experience, faith-based organizations, and advocacy groups to learn more about experiences of homelessness in Richmond.

Membership

The membership of the Richmond Community Homelessness Table is comprised of local non-profit organizations that directly deliver support services and/or housing services to people experiencing homelessness in Richmond, and government agencies that directly support these programs. Committee members are intended to be Executive Directors or a similar role.

Membership will be confirmed in Quarter 1, 2020.

Governance and Administration

City of Richmond staff will support the administration of the Richmond Community Homelessness Table. Table meetings will be facilitated by two Co-Chairs that will be selected from the Table membership on an annual basis. The specific role of the Co-Chairs is to facilitate meetings, prepare meeting agendas with input from City staff, ensure that all Table members act in a respectful manner, and other related duties as needed. Meetings will also be supported by a minute taker.

Meeting Frequency

The Richmond Community Homelessness Table will meet monthly.

Code of Conduct

Participating Committee members are expected to:

- Act in accordance with the City's Respectful Workplace Policy (Policy 6800), including being respectful towards other Committee members and external groups involved in homelessness service provision;
- Devote the necessary time and effort to prepare and attend meetings and provide feedback consistent with the Committee's mandate;
- Act in the best interest of individuals experiencing homelessness in Richmond; and
- Not disclose confidential information discussed at Committee meetings—for example, personal information about individuals experiencing homelessness or confidential business matters pertaining to the Committee or any of the member organizations.

Richmond Lived Experience Group - Draft Terms of Reference

Mandate

The purpose of the Richmond Lived Experience Group is to create a space for people with lived experience of homelessness to share their stories and expertise. Discussions held by the Group will be used by the City and other community stakeholders when designing new policies, programs and initiatives that respond to homelessness in the community. The Lived Experience Group is also intended to support capacity-building for group members. For example, members of the group will gain skills and experience related to committee participation and governance.

Activities

The key activities of the Richmond Lived Experience Group include:

- Sharing personal stories and experiences related to homelessness and poverty;
- Identifying specific issues that require attention from the City or service providers;
- Providing input regarding the design of new City initiatives related to homelessness and other relevant topics; and
- Helping to organize the Annual Community Homelessness Forum.

Membership

The Group will consist of approximately 5-10 individuals who are currently experiencing homelessness or have previously experienced homelessness in Richmond. The Lived Experience Group is intended to be diverse and inclusive, and to reflect the diversity of homelessness in Richmond.

Meeting Frequency

The Lived Experience Group will meet on a quarterly basis.

Governance and Administration

The Lived Experience Group will be facilitated by a Co-Chair from the Richmond Community Homelessness Table. City staff will support the administration of the committee, including recording and circulating minutes.



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** November 5, 2019
From: Marie Fenwick **File:** 11-7400-01/2019-Vol
Director, Arts, Culture and Heritage Services 01
Re: Referral Response: Proposed Plan for Major Events and Programs in 2020



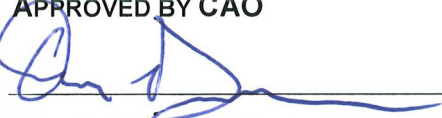
Staff Recommendations

1. That, "Option 3 - Reduced Event Program and Elimination of Richmond World Festival Mainstage," as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated November 5, 2019 from the Director, Arts, Culture and Heritage Services, be approved for the 2020 Major Events Program;
2. That expenditures totaling \$1,332,000 for Major Events and Programs in 2020, with funding of \$1,040,000 from the Rate Stabilization Account and \$292,000 from projected sponsorships and earned revenue, be included in the 2020 budget process; and
3. That the development of a new City Events Strategy as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated November 5, 2019, from the Director, Arts, Culture and Heritage Services, be approved.

CM Fenwick

Marie Fenwick
Director, Arts, Culture and Heritage
(604-276-4288)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Communications	<input checked="" type="checkbox"/>	
Economic Development	<input checked="" type="checkbox"/>	
Finance Department	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

At the General Purposes Committee meeting on July 15, 2019 staff presented a report on a proposed major events program for 2020 which resulted in the following referrals to staff:

1. *That the Major Events and Programs for 2020 as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated May 27, 2019, from the Director, Arts, Culture and Heritage Services, be referred back to staff for an evaluation of the City's various major events; and*
2. *That staff provide a report to Council on the methodology and the criteria for review prior to the evaluation process.*

This report responds to these referrals and proposes development of a City Events Strategy.

This report supports Council's Strategic Plan 2018-2022 Strategy #3 One Community Together:

Vibrant and diverse arts and cultural activities and opportunities for community engagement and connection.

This report supports Council's Strategic Plan 2018-2022 Strategy #4 An Active and Thriving Richmond:

An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.

4.1 Robust, affordable, and accessible sport, recreation, wellness and social programs for people of all ages and abilities.

This report supports Council's Strategic Plan 2018-2022 Strategy #6 Strategic and Well-Planned Growth:

Leadership in effective and sustainable growth that supports Richmond's physical and social needs.

6.4 Recognize Richmond's history and heritage through preservation, protection and interpretation.

Analysis

Major Events Evaluation

The Major Events Advisory Group (MEAG) conducted an informal evaluation of each event at its meeting on June 12, 2018. As a result of this evaluation, the MEAG recommended that Council should consider an event program for 2020 similar to the 2019 program.

In response to the July 15, 2019 referral for a further evaluation, staff proposed a framework for evaluating the City's major events. This framework was provided in a memo to Mayor and Council dated August 27, 2019 (Attachment 1). As outlined in the memo, proposed evaluation considerations included:

- Success in meeting the event's intended purpose and objective;
- Success in meeting intended objectives of appealing to specific target markets, theme, and community outreach;
- A value assessment considering the festival's outcomes relative to the event budget;
- Overall visitor attendance;
- Visitor's overall satisfaction with the event;
- Sponsorship success;
- Economic impact;
- Alignment with Council Strategic Plan 2018-2022 and other Council-approved strategies; and
- Community partnerships and feedback from key stakeholders.

In general, the results of this further evaluation by staff supported the findings of the MEAG and are summarized in Attachment 2. All major events were in alignment with the Council Strategic Plan 2018-2022 and were able to meet their intended purpose and objectives. Each was well attended and demonstrated value to the community. Reported visitor satisfaction was high and feedback from key stakeholders including the Britannia Heritage Shipyard Society, Steveston Community Society and the Richmond Arts Coalition, was positive. Additionally, the events were successful in securing sponsorship and the larger events demonstrated a positive economic impact.

Some highlights of the 2019 event program include:

- 350 local artists participated in events throughout the year;
- 750 volunteers contributed over 4,500 hours;
- Over \$300,000 in sponsorship revenue was generated;
- An estimated 23.5 full time job equivalents were created (source: Tourism Richmond); and
- 57,000 non-Richmond residents visited the City to attend events with an estimated total spend of \$1,565,401 (source: Tourism Richmond).

The evaluation also identified opportunities to rationalize program and scope in relation to budgets for some major events. These opportunities are described in the 2020 Major Events Program Options described further in this report.

Community Led Events in Richmond

In addition to the events considered in this report, there are approximately 100 community events per year large enough to trigger a Richmond Event Approval Coordination Team (REACT) application. These events are produced by community associations, community members, and by City staff. Attachment 3 includes a complete list of community events for 2019 year to-date. The City Events Strategy will be developed within the broader context of these other community events.

2020 Major Events Program Options

Three event program options are presented for Council's consideration:

1. Option 1 - Status Quo (Total City contribution of \$1,345,000);
2. Option 2 - Reduced Event Program (Total City contribution of \$1,155,000); and
3. Option 3 - Reduced Event Program and Elimination of Richmond World Festival Mainstage (Total City Contribution of \$1,040,000). **(Recommended)**

In all three options, the total amount designated for the Richmond Neighborhood Celebration Grant Program, Doors Open Richmond, Children's Arts Festival, Farm Fest at Garden City Lands and Cherry Blossom Festival would remain the same.

Pending the development of a City Events Strategy, staff propose a targeted reduction to the scale and budgets of the three largest events: Richmond World Festival, Richmond Maritime Festival and Steveston Salmon Festival. The proposed program reductions are suggested as they present the best opportunity to maintain the quality and integrity of the events while maximizing cost savings to the City. Sponsorship would be expected to decline accordingly as larger events are able to attract larger sponsorship amounts. This is reflected in the proposed budgets detailed below.

Option 1 - Status Quo, Total City Contribution of \$1,345,000. (Not Recommended)

In this option, the program scale and budget of 2019 events would be maintained for 2020 as presented in the July 15, 2019 report to General Purposes Committee.

Table 1 – Option 1, Status Quo Event Budget

Proposed Event Program	2019 City Funding <i>Approved</i>	2020 Proposed Funding	2020 Projected Grants and Sponsorships	Total Event Program Budget
Children's Arts Festival	\$75,000	\$ 75,000	\$30,000	\$105,000
Cherry Blossom Festival	\$35,000	\$ 35,000	\$0	\$35,000
Doors Open Richmond	\$20,000	\$ 20,000	\$7,000	\$27,000
Steveston Salmon Festival	\$250,000	\$250,000	\$138,000	\$388,000
Richmond Maritime Festival	\$300,000	\$300,000	\$90,000	\$390,000
Farm Fest at Garden City Lands	\$40,000	\$ 40,000	\$15,000	\$55,000
Richmond World Festival	\$400,000	\$400,000	\$150,000	\$550,000
Richmond Neighbourhood Celebration Grant Program	\$75,000	\$ 75,000	\$0	\$75,000
City-wide marketing campaign	\$85,000	\$ 85,000	\$0	\$85,000
City-branded shared resources	\$15,000	\$ 15,000	\$0	\$15,000
Program Contingency	\$50,000	\$ 50,000	\$0	\$50,000
TOTAL EVENT PROGRAM BUDGET	\$1,345,000	\$1,345,000	\$430,000	\$1,775,000

Option 2 - Reduced Event Program, Total City Contribution of \$1,155,000) (Not Recommended)

In this option, the roster of events produced in 2019 would continue in 2020, but targeted reductions to Richmond World Festival, Steveston Salmon Festival and Richmond Maritime Festival are proposed. This option anticipates a corresponding reduction in sponsorship revenue.

Specific details regarding scope reduction would be determined in consultation with community partners. Staff propose the following reductions for consideration which would achieve cost savings while minimizing the impact to the events.

Steveston Salmon Festival - \$25,000 reduction achieved by the elimination of two smaller stage activations and a reduced overall footprint.

Richmond Maritime Festival - \$50,000 reduction achieved by the elimination of programming at Imperial Landing and/or moving the festival from a two day event to a one day event.

Richmond World Festival - \$100,000 reduction achieved by reducing the festival from a two day event to a one day event and a small reduction in the overall footprint of the event.

This option also recommends a \$15,000 reduction in the marketing budget and anticipates a \$78,000 reduction in sponsorship.

Table 2 – Option 2, Reduced Event Program Budget

Proposed Event Program	2019 City Funding <i>Approved</i>	2020 Proposed Funding	2020 Projected Grants and Sponsorships	Total Event Program Budget
Children's Arts Festival	\$75,000	\$75,000	\$30,000	\$105,000
Cherry Blossom Festival	\$35,000	\$35,000	\$0	\$35,000
Doors Open Richmond	\$20,000	\$20,000	\$7,000	\$27,000
Steveston Salmon Festival	\$250,000	\$225,000	\$125,000	\$350,000
Richmond Maritime Festival	\$300,000	\$250,000	\$75,000	\$325,000
Farm Fest	\$40,000	\$40,000	\$15,000	\$55,000
Richmond World Festival	\$400,000	\$300,000	\$100,000	\$400,000
Richmond Neighbourhood Celebration Grant Program	\$75,000	\$75,000	\$0	\$75,000
City-wide marketing campaign	\$85,000	\$70,000	\$0	\$70,000
City-branded shared resources	\$15,000	\$15,000	\$0	\$15,000
Program Contingency	\$50,000	\$50,000	\$0	\$50,000
TOTAL EVENT PROGRAM BUDGET	\$1,345,000	\$1,155,000	\$352,000	\$1,507,000

Option 3 – Reduced Event Program and Elimination of Richmond World Festival Mainstage, Total City Contribution of \$1,040,000. (Recommended)

In this option, the roster of events produced in 2019 would continue in 2020, but further targeted reductions to Richmond World Festival are proposed. As with Option 2, specific details regarding scope reduction would be determined in consultation with community partners. Staff propose the following reductions which would achieve cost savings while minimizing the impact to the events.

Steveston Salmon Festival - \$25,000 reduction, as per Option 2.

Richmond Maritime Festival - \$50,000 reduction, as per Option 2.

Richmond World Festival - \$200,000 reduction achieved by reducing the festival from a two day event to a one day event, eliminating the mainstage headliner concerts and a small reduction in the scale of the event.

This option also recommends a \$25,000 reduction to the marketing budget, a \$5,000 reduction to the program contingency, and anticipates a \$138,000 total reduction in sponsorship revenue.

Table 3 – Option 3, Reduced Event Program and Elimination of Richmond World Festival Mainstage Budget

Proposed Event Program	2019 City Funding <i>Approved</i>	2020 Proposed Funding	2020 Projected Grants and Sponsorships	Total Event Program Budget
Children's Arts Festival	\$75,000	\$75,000	\$30,000	\$105,000
Cherry Blossom Festival	\$35,000	\$35,000	\$0	\$35,000
Doors Open Richmond	\$20,000	\$20,000	\$7,000	\$27,000
Steveston Salmon Festival	\$250,000	\$225,000	\$125,000	\$350,000
Richmond Maritime Festival	\$300,000	\$250,000	\$65,000	\$315,000
Farm Fest at Garden City Lands	\$40,000	\$40,000	\$15,000	\$55,000
Richmond World Festival	\$400,000	\$200,000	\$50,000	\$250,000
Richmond Neighbourhood Celebration Grant Program	\$75,000	\$75,000	\$0	\$75,000
City-wide marketing campaign	\$85,000	\$60,000	\$0	\$60,000
City-branded shared resources	\$15,000	\$15,000	\$0	\$15,000
Program Contingency	\$50,000	\$45,000	\$0	\$45,000
TOTAL EVENT PROGRAM BUDGET	\$1,345,000	\$1,040,000	\$292,000	\$1,332,000

Financial Impact

The financial impact of the recommended option, Option 3 – Reduced Event Program and Elimination of Richmond World Festival Mainstage, is \$1,040,000. This amount is proposed to be funded through the rate stabilization account and included in the 2020 budget process. An additional \$292,000 is anticipated in sponsorship and grant revenue. Total expenditures for 2020 Major Events and Programs are projected to be \$1,332,000.

Next Steps

Staff will begin the process of developing a strategy to guide the future program of events in Richmond and will report back with proposed guiding principles in Q1 2020. Once developed and endorsed by Council, this strategy will provide direction on the City event program for 2021 and into the future.

Conclusion

Pending the development and adoption of an events strategy, staff recommend retaining the current roster of events with a reduced level of service for 2020. Feedback from community partners, festival attendees and recent research related to the development of the Arts Strategy indicate that City events continue to be valued by the community.



Marie Fenwick
Director, Arts, Culture and Heritage Services
604-276-4288

- Att. 1: Memo to Mayor and Council re: Evaluation of Major Events Program
- Att. 2: Evaluation Summary of Major Events
- Att. 3: REACT Approved Events 2019



**City of
Richmond**

**TO: MAYOR & EACH
COUNCILLOR
FROM: CITY CLERK'S OFFICE**

Memorandum

Community Services Division
Arts, Culture and Heritage Services

To: Mayor and Councillors
From: Bryan Tasaka
Manager, Major Events and Film
Re: **Evaluation Process for Major Events**

Date: August 27, 2019
File: 11-7400-01/2019-Vol 01

Staff presented the report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" to the General Purposes Committee on July 15, 2019, which recommended City funding in the amount of \$1,345,000 for seven events and the Neighbourhood Celebration Grant Program.

Subsequently, committee made the following referral:

That staff provide a report to Council on the methodology and the criteria for review prior to the evaluation process.

The purpose of this memo is to present the criteria and methodology that Staff will use to evaluate the proposed schedule of major events and programs held in 2020. The results of this evaluation will be included when staff reports back to General Purposes Committee in October 2019.

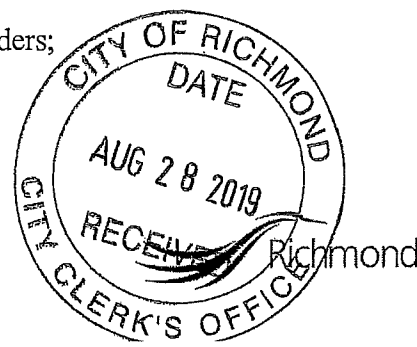
The evaluation methodology will first focus on understanding the purpose and objective of each festival. Staff will define the event's intended target audience.

The strength of each festival will be evaluated based on the following criteria:

- Success in meeting the event's intended purpose and objective;
- Success in meeting its intended objectives of appealing to specific target markets, theme, and community outreach;
- A value assessment considering the festival's outcomes relative to the event budget;
- Overall visitor attendance;
- Visitor's overall satisfaction with the event (collected through visitor surveys at 2019 events);
- Sponsorship success;
- Economic impact;
- Alignment with Council Strategic Plan 2018-2022 and other Council-approved strategies; and
- Community partnerships and feedback from key stakeholders;

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Children's Arts Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	The festival's goal is to encourage children to spark their imagination through music, hands-on activities, literary and performing arts. The event included each of these as core themes of the programming.
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The event was well attended with 9,000 participants in total. All school programs sold out and public programs were at or near capacity. The target market was focused on Richmond school age children who made up the vast majority of the participants.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	The Children's Arts Festival is one of the lower cost City events. The City and sponsorship funding is further subsidized with funding from affordable or low cost programming revenue from the public. This partial cost recovery concept will be considered in the proposed City Events Strategy.
Visitor overall satisfaction with the event.	N/A	No survey data is available at this time.
Sponsorship Success	Yes	The sponsorship target of \$32,000 was reached.
Economic Impact	N/A	This event did not have a formal economic impact study performed.
Community partnerships and feedback from stakeholders.	Yes	<p>The event provided opportunities for community partnerships, including:</p> <ul style="list-style-type: none"> • SD38; • The Richmond Art Gallery Association; and • The Richmond Public Library. <p>Debrief meetings and conversations with each stakeholder indicated high levels of satisfaction and a desire to return as partners in 2020.</p>

Cherry Blossom Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	The purpose of Cherry Blossom Festival is to celebrate Richmond's Japanese history, promote authentic Japanese customs and showcase traditions of a Sakura Matsui (Cherry Blossom Festival). The event included traditional Japanese food, interactive Japanese exhibits and traditional Japanese programming on stage. In addition, the event was well timed with the actual blossoming of the cherry blossom trees. The large volume of cherry tree blossoms proved to be a popular tourist attraction featured on many local social media influence accounts.
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The festival targets a diverse market of individuals. The local Japanese Community is targeted as it celebrates their heritage, but the goal is also to educate all members of the public on the importance and beauty of Japanese culture. Attendees from all backgrounds were in attendance.
Number of visitors and value assessment considering the festival's outcomes relative to the event budget.	Yes	At a cost of \$35,000, this festival is one of the lower cost events funded by the City of Richmond. Over 10,000 attendees were at the event over a four hour period.
Visitor overall satisfaction with the event.	N/A	No survey data is available at this time.
Sponsorship Success	N/A	This event received no sponsorship funding.
Economic Impact	N/A	This event did not have a formal economic impact study performed.
Community Partnerships and feedback from stakeholders.	Yes	The City partners with members of the local Japanese community including the Wakayama Kenjin Kai Society, local Japanese Language Schools and the Steveston Buddhist Temple. All partners indicated a strong desire to return in 2020.

Steveston Salmon Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	<p>The Steveston Salmon Festival Committee lists the following as important objectives of the event:</p> <ul style="list-style-type: none"> • Community engagement; • Community/country pride; • Volunteer engagement; and • Raising funds for the Society. <p>The event was successful in each of these objectives:</p> <ul style="list-style-type: none"> • The festival had a large number of local volunteers; • The residences in the area were decorated with Canadian symbols of pride; • Attendees showed an outpouring of Canadian pride with their red and white ensembles; and • Money was raised for the Society.
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	Community outreach and engagement is one of the top priorities of the festival. The volume of people in attendance (80,000 plus) and the interaction of locals throughout the nearly 12 hour day shows success in community engagement.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	This festival has the highest attendance to budget ratio in the City. However, given the size of the budget and the scope of the program, there is an opportunity to rationalize expenses and reduce some scope without impacting the event quality or experience.
Visitor overall satisfaction with the event.	Yes	<p>77% of visitors rated their experience at the Steveston Salmon Festival as very good to excellent.</p> <p>48% of attendees were returning festival goers.</p>

Steveston Salmon Festival

CRITERIA	Yes/No/NA	COMMENTS
Sponsorship Success	Yes	<p>With the new partnership between the Steveston Agriculture Society and the City of Richmond, 2019 had a successful sponsorship year. \$105,000 of sponsorship revenue and an additional \$10,000 of value in kind was secured for the event.</p> <p>Most zones were sponsored, with only a few remaining. Several sponsors reached out post-event to suggest further sponsorship opportunities for 2020.</p>
Economic Impact	Yes	<p>Data from Tourism Richmond research:</p> <ul style="list-style-type: none"> • 63% of the overall festival attendees were local to Richmond, each spending roughly an average of \$16. • Day visitors to Richmond, specifically for the Steveston Salmon Festival, totalled 31.9% of the total attendance. • Non-Richmond resident spending in and out of the festival is estimated at \$612,000. • Roughly 11.3 new jobs were created.
Community Partnerships and feedback from stakeholders.	Yes	<p>The community partners indicated a strong desire to continue partnering with the City of Richmond Major Events Team. The expertise of City staff on technical matters such as event production was welcomed by festival volunteers, many of whom are at capacity.</p>
Did the event provide opportunities for community partnerships?	Yes	<p>The City partners with the Steveston Community Society to produce the Steveston Salmon Festival. The Society is an active participant throughout the year in all areas of planning and execution of this event.</p>

Richmond Maritime Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	The goal of the event is to showcase the cultural and maritime history of Steveston. The core planning team ensures that each exhibit, performance, display or artist compliments or promotes the cultural and maritime history of Steveston.
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The festival targets both a niche and wide ranging market. The wooden boat displays are enjoyable for all attendees, but are specifically enjoyed by local wooden boat enthusiasts who engage in technical discussions regarding the vessels. The arts, culture and heritage aspects of the festival provide a free and entertaining event for all visitors, particularly local families.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	Over 40,000 festival attendees were able to take part in a number of free activities over the 2 day festival. Depending on the availability and size of ships, the Imperial Landing portion of the event could be removed and the event focused only at Britannia. Further, the event could be reduced to a single day without significant impact to the visitor experience.
Visitor overall satisfaction with the event.	Yes	84% of festival attendees rated their experience as very good to excellent. 35% of attendees were returning festival goers.
Sponsorship Success	Yes	\$95,000 of sponsorship revenue was generated for the event.
Economic Impact	Yes	Richmond residents attending the festival accounted for 55% of the overall attendance. On average, residents spent \$17 per person. Non-Richmond residents who travelled to the City specifically for the festival totaled 37% of the attendance and spent on average \$21 per person.

Richmond Maritime Festival

CRITERIA	Yes/No/N/A	COMMENTS
Community Partnerships and feedback from stakeholders.	Yes	<p>Britannia Heritage Shipyard Society (BHSS) reported that the festival is central to their constitution and purpose, including the preservation, promotion and celebration of maritime history, boat building and the cultural diversity at the Britannia site. The festival offers the BHSS the chance to display the many historic and cultural attributes of the site. This opportunity is beneficial for members by enhancing general public awareness and support.</p> <p>Richmond Arts Coalition (RAC) reported that this event raises the profile of local artists by featuring opportunities in the festival. The mandate of RAC is to promote the arts and artists in the community and the Richmond Maritime Festival features a strong art component. The event also allows for local artists to create original content specific to the Festival.</p>
Did the event provide opportunities for community partnerships?	Yes	<p>The City partnered with the Richmond Arts Coalition and Britannia Heritage Shipyard Society to produce this event. In addition, the following groups were activated on site:</p> <ul style="list-style-type: none"> • Richmond Boat Builders • Vancouver Maritime Museum • Royal Canadian Sea Cadets • Richmond Public Library • Vancouver Aquarium Ocean Wise • Steveston Maritime Modellers • Richmond Potters Club • Marina Mammal Rescue Program • Gulf of Georgia Cannery • Richmond Environmental Programs • Greyhaven Exotic Bird Sanctuary • Scandinavian Cultural Society • Richmond Sustainability Department • Canadian Parks and Wilderness Society • Gateway Theatre • Richmond Artists Guild • Grove Front Gallery • Richmond Green Fleet

Farm Fest at Garden City Lands

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	<p>The stated purpose and objectives of this event include:</p> <ul style="list-style-type: none"> • Richmond's connection with agriculture; • Showcasing local farmers and vendors; • Educating the public on agricultural practices; and • Connecting residents to the Garden City Lands. <p>The event included the general (non-farm) members of the public which allowed for educational opportunities related to farming practices. The location on the Garden City Lands further connects the public to the site which is of important farming significance.</p>
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	<p>Residents from City Centre, tourists, farmers, community partners and sponsors were all in attendance and identified as target markets.</p> <p>12 community partners participated in the event.</p>
A value assessment considering the festival's outcomes relative to the event budget.	Yes	Farm Fest has a low overall budget and a good attendance of approximately 5,000 people annually.
Visitor overall satisfaction with the event.	Yes	69% of festival attendees rated their experience as very good to excellent.
Sponsorship Success	Yes	<p>The sponsorship target of \$10,000 was exceeded by 40% with a total sponsorship revenue of \$14,000.</p> <p>Farm Fest received positive sponsorship feedback.</p>
Economic Impact	Yes	The average person spent \$10 at the festival.

Farm Fest at Garden City Lands

CRITERIA	Yes/No/N/A	COMMENTS
Community Partnerships and feedback from stakeholders.	Yes	<p>Staff received feedback from Kwantlen Polytechnic University (KPU), The Sharing Farm, Steveston Farm Market Association and farmers who highlighted and were pleased with the following aspects of the event:</p> <ul style="list-style-type: none"> • The Savage Farm Steam Tractor; • Local businesses; • Farm style canning demonstrations; • Farming demonstrations presented by KPU; • Farm decor and themes; • Livestock viewing; • Local entertainment, and; • Play area for children.
Did the event provide opportunities for community partnerships?	Yes	<p>The event included 15 community partners:</p> <ul style="list-style-type: none"> • Garden City Conservation Society • Richmond Food Security Society • Green Ambassadors • KPU • The Sharing Farm Society • BC Dairy • The Steveston Farmers & Artisans Market Association • Farm Folk City Folk • Young Agrarians • UBC Sustainable Eating • The Sherman Armoury • City Center Community Association • David Suzuki Foundation • Richmond Public Library • Richmond Nature Park Society

Richmond World Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The goal of showcasing cultural diversity through art, dance, performance and crafts to Richmond residents and visitors was achieved.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	Over 60,000 people attend this high profile event over two days. The mainstage performances were of a high quality and attracted a niche audience; however, the goal of showcasing cultural diversity could be achieved at the festival without this expense or impacting the general visitor experience.
Visitor overall satisfaction with the event.	Yes	76% of festival attendees rated their experience as very good to excellent. 35% of the attendees attended in previous years.
Sponsorship Success	Yes	\$150,000 of sponsorship revenue was generated in 2019.
Economic Impact	Yes	On average, visitors to the festival spent up to \$26 per person. Richmond residents totaled 66% of the festival attendees, while Non- Richmond residents who were visiting Richmond for the day totalled 32.48% of the festival attendees. Out of town and overnight festival attendees totalled 1.22% of the overall festival attendee count. The equivalent of 4.8 new jobs were created due to the Richmond World Festival. (Source Tourism Richmond).

Richmond World Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event provide opportunities for community partnerships?	Yes	<p>Community and City Groups that ran programming at the event include:</p> <ul style="list-style-type: none"> • Cinevolution • Somali Women Empowerment Society • Vancouver Cantonese Opera Society • Richmond Black History Month • Richmond Art Gallery • Richmond Museum • Richmond Arts Centre <p>Community, City and Non-Profit Groups that activated a booth:</p> <ul style="list-style-type: none"> • Regional Animal Protection Society • S.U.C.C.E.S.S. • Richmond Cares, Richmond Gives • Gateway Theatre • Richmond Youth Street Team • Richmond Centre for Disability • City Centre Community Association • Sister City Advisory Committee • CoR Climate Action Team • CoR Environmental Programs • Bammstella Creations • Emotive Electric Vehicles • Bodhi Meditation • Tung Cheng Yuen Buddhist Association • BLIA (Buddhist Society) • Highway to Heaven Association • ISS of BC • Richmond Multicultural Community Services

2019 REACT APPROVED EVENTS LIST

City of Richmond Sponsored Events

Children's Arts Festival 2019
Richmond Cherry Blossom Festival (B.C. Wakayama Kenjin Kai)
Public Works Open House
Doors Open Richmond 2019 (Richmond Museum)
2019 Island City, by Bike (Richmond Active Transportation Committee)
Steveston Nikkei Memorial Public Art Project Unveiling
Steveston Salmon Festival in Partnership with the Steveston Community Society
2019 Richmond Maritime Festival
Farm Fest at Garden City Lands
Richmond World Festival
Culture Days 2019
Minoru Halloween Fireworks Festival

Partnered Community Associations Sponsored Events

Steveston Farmers and Artisans Market (Richmond Agriculture and Industrial Society Steveston Farmers and Artisans Market)
Licences Preschools Wee Walk Event
Kigoos Icebreaker Swim Meet
Paulik Pollinator Party and Neighbourhood Cultural Stew (Richmond Food Security Society and Richmond Garden Club)
South Arm Block Party (South Arm Community Association)
Hamilton Night Out (Hamilton Community Association)
Thompson Community Picnic (Thompson Community Association)
ARRL/RAC Amateur Radio Field Day (REMO supported event) (Richmond Emergency Programs Amateur Radio Society)
Burkeville Daze (Sea Island Community Association)
Steveston Salmon Festival - Bullhead Derby (Steveston Community Society)
Concerts in the Park (City Centre Community Association)
Steveston Alive! Walking Tour Vignettes (Steveston Historical Society)
Steveston Summer Fun Community BBQ (Steveston Community Society)
Pride Picnic (Community Cultural Services - Branscombe House Artist in Residence)
City Centre Outdoor Movie Night (City Centre Community Association)
East Richmond Summer Fun Night (East Richmond Community Association)
The Sharing Farm 11th Richmond Garlic Fest
Hamilton Outdoor Movie Night in the Park (Hamilton Community Association)
Summer West Fest (West Richmond Community Association)
Forever Young 8K (Richmond Olympic Oval)
City Centre Harvest Full Moon Celebration (City Centre Community Association)
Richmond Nature Park Wild Things (Richmond Nature Park Society)
West Richmond Halloween Fireworks (West Richmond Community Association)
South Arm Halloween Fireworks (South Arm Community Association)
Hamilton Halloween Fireworks (Hamilton Community Association)
Sea Island Halloween Fireworks Display (Sea Island Community Association)

2019 REACT APPROVED EVENTS LIST

Events Organized by Various Community Groups

Panther Pups and Puddles 5K Walk for (RAPS)
Steveston Icebreaker 8K & Kidsrun (Kajaks)
Chinese New Year Dharma Events (Lingyen Mountain Temple (Canada)
Chinese New Year Eve Celebration (International Buddhist Society)
Coldest Night of the Year (Chimo Community Services)
Soccer Sunday: League Cup / All-Star Game & Masters Cup (Richmond Adult Soccer Association)
Parkrun (Richmond Olympic Parkrun)
Pacific Populaire (BC Randonneurs)
Kwantlen Farmers Market (Kwantlen St. Farmers Market)
Thursday Night Challenge Series (Coastal Race Club)
Youth Slo-Pitch Fundraiser (Richmond Addiction Services)
2019 IG Wealth Management Walk for Alzheimer's (Alzheimer Society of B.C.)
Royal Canadian Circus (Lansdowne Mall)
School Walkathon (St. Joseph the Worker School)
Buddha's Light International Association Annual Spring Fair (Buddha's Light International Society BLIA)
2019 BC Elementary Track & Field Championships (Kajacks Track & Field Club)
Triangle Beach Cleanup (Four Wheel Drive Association of BC)
Mitchell Island Environmental Stewardship Info-Session
Flag Football Jamboree (Richmond Raiders Minor Football)
Richmond-Vancouver Walk for ALS (ALS Society of Canada)
Soi Dog Canada Mutt March, Fixin To Save Lives (Soi Dog Canada)
Heart and Stroke Foundation Big Bike (Heart and Stroke Foundation of Canada)
Recognition of End of Ramadan (The BC Muslim Association)
Richmond MLA Joint Community BBQ (BC Liberal Party)
MEC Vancouver: Road Race FOUR (Mountain Equipment Co-operative)
Sockeye Show & Shine 2019 (Richmond Lions)
CPA RSD Chapter Annual Event (CPA RSD Chapter)
Kingsley Community "Eat Play Love" (Kingsley Estates Community)
Pacific Rim Kite Festival (B.C. Kite Fliers Association)
St. Paul School Primary Year End Celebration (St. Paul School)
LYMT's 20th Anniversary Event Series Event #1 - Water, Land and Air Grand Dharma Service
Canada Day Celebrations/Carnival (Canadian Alliance of Chinese Association)
BLIA Family Sports Day (Buddha's Light International Association - Light Passing Subchapter)
E&E Global Foundation Charity Walkathon 2019 (E&E Global Foundation)
Soccer Funfest 2019 (Coast Mountain Bus Company)
MASONIC FAMILY BBQ (Masonic Family BBQ)
Dolphin Park Classic Basketball Tournament (Dolphin Basketball Association)
The Nations Cup (The Nations Cup Soccer Society)
Community In Motion (Richmond Cares, Richmond Gives)
Summer Slam Hope For Kids (Summit International Trade Services Inc.)

2019 REACT APPROVED EVENTS LIST

Events Organized by Various Community Groups - Continued

Summer BBQ (Canada Sichuanese Friendship Association)
Jao Family Reunion (Jao Family Reunion)
Get to know the Neighbours (Springbrook Events)
Summer Picnic (Organika Health Products Inc.)
Volunteer Appreciation Picnic (Richmond Food Bank)
ITA Summer Event (Industry Training Authority (ITA))
Join Eid Joy! (Dalila Bekkaoui)
Teldon 50th (Teldon)
Block Party - Jensen Dr /Harrison Ave (Block Party - Jensen Dr/Harrison Ave)
Ingram Micro 2019 Family Day Picnic and 10th Anniversary Soccer Cup Celebration (Ingram Micro)
Steveston Dragon Boat Festival (Canadian International Dragon Boat Society)
Launch Service (Richmond Baptist Church)
Trail Appliances Picnic (Outback Team Building)
2019 Terry Fox Run Richmond (The Terry Fox Foundation)
BMO Family Sport Event (Bank of Montreal)
Tourism Richmond: End of Summer Stakeholder Mix & Mingle (Tourism Richmond)
Grand Prix of Art (Phoenix Coastal Art Ltd.)
Rotary Bahamas Relief Walk (Rotary Club Steveston-Richmond)
Tout le Mond - Neighbourhood Gathering (Mond Neighbours)
4ocean Garry Point Community Cleanup (4ocean)
Richmond Recovery Festival 2019! (Turning Point Recovery Society)
Terry Fox Run - School Event (Board of Education of School District No. 38 – Richmond)
St. Paul School Annual Walkathon (St. Paul's School)
dnata runs the world (dnata Catering Canada)
Ketcheson Park Community Celebration (Concord Pacific Developments Inc.)
MEC Vancouver: Road Race FIVE (Mountain Equipment Co-operative)
Autism Speaks Canada Walk (Autism Speaks Canada)
Ride for Refuge (Blue Sea Philanthropy Inc.)
Salmon Run (St. Joseph the Worker)
Christmas in Steveston (Steveston Merchants Association)
Richmond Society for Community Living Annual Family Picnic
2019 Ride Don't Hide Greater Vancouver (Canadian Mental Health Association, Vancouver-Fraser)
Walk For Mental Health (Community Mental Wellness Association of Canada)