



## General Purposes Committee

Anderson Room, City Hall  
6911 No. 3 Road

Monday, April 20, 2015  
4:00 p.m.

Pg. #      ITEM

### MINUTES

**GP-4**      *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on Tuesday, April 7, 2015.*



### DELEGATION

**GP-8**      1. Zoran Knezevic, President and CEO, Port Alberni Port Authority, accompanied by Dave McCormick, Director of Public Relations and Business Development, Port Alberni Port Authority, to present on the proposed **Port Alberni Trans-shipment Hub project**.

### FINANCE AND CORPORATE SERVICES DIVISION

2. **RICHMOND BUSINESS DEVELOPMENT PROGRAM – 2014 RESULTS**  
(File Ref. No.) (REDMS No. 4525733)

**GP-17**

**See Page GP-17 for full report**

*Designated Speaker: Neonila Lilova*

STAFF RECOMMENDATION

*That the staff report titled Richmond Business Development Program – 2014 Results, dated April 2, 2015, from the Director, Administration and Compliance, presenting the analysis and outcomes from Richmond's ongoing annual business retention, expansion and attraction program for 2014 be received for information.*



LAW & COMMUNITY SAFETY DIVISION

3. **SOIL MANAGEMENT IN THE AGRICULTURAL LAND RESERVE**

(File Ref. No. 12-8060-01) (REDMS No. 4118531 v. 17)

GP-30

See Page GP-30 for full report

*Designated Speaker: Ed Warzel*

STAFF RECOMMENDATION

*That the staff report titled Soil Management in the Agricultural Land Reserve, dated April 16, 2015, from the General Manager, Law and Community Safety, and the proposed Soil Removal and Fill Deposit Regulation Bylaw No. 8094, Amendment Bylaw No. 9002 and Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, Amendment Bylaw No. 9003 be provided to the Agricultural Advisory Committee for comment.*



COMMUNITY SERVICES DIVISION

4. **NAME SELECTION FOR THE CITY'S NEW MULTICULTURAL FESTIVAL**

(File Ref. No. 11-7400-01) (REDMS No. 4553283)

GP-42

See Page GP-42 for full report

*Designated Speaker: Bryan Tasaka*

General Purposes Committee Agenda – Monday, April 20, 2015

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Pg. #

ITEM

STAFF RECOMMENDATION

*That the name, Richmond World Festival, be approved as the name for the new City multicultural festival scheduled for September 5, 2015 at Minoru Park.*

☐

ADJOURNMENT

☐



## General Purposes Committee

Date: Tuesday, April 7, 2015

Place: Anderson Room  
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair  
Councillor Chak Au  
Councillor Derek Dang  
Councillor Carol Day  
Councillor Ken Johnston  
Councillor Alexa Loo  
Councillor Bill McNulty  
Councillor Linda McPhail  
Councillor Harold Steves

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

### AGENDA ADDITIONS AND DELETIONS

It was moved and seconded

- (1) *That Item No. 2 – Richmond Public Library Steveston Branch Short Term Options be deleted from the agenda; and*
- (2) *That the New Provincial Riding in Richmond be added to the agenda as Item No. 3.*

**CARRIED**

### MINUTES

It was moved and seconded

*That the minutes of the meeting of the General Purposes Committee held on Monday, March 16, 2015, be adopted as circulated.*

**CARRIED**

## **COMMUNITY SERVICES DIVISION**

**1. RICHMOND WOMEN'S RESOURCE CENTRE FUNDING REQUEST**  
(File Ref. No. 08-4055-01) (REDMS No. 4538770)

In reply to queries from Committee, Lesley Sherlock, Social Planner, provided the following information:

- the Richmond Women's Resource Centre (RWRC) offers unique programming that is not constrained by any qualifying funding criteria under the BC Gaming grant program;
- due to increased gaming revenues, it is anticipated that grant funding allocations will increase for 2016, however there are no guarantees that said funding will continue to increase on an annual basis;
- a list of possible grant organizations was provided to the RWRC to assist in their pursuit of further revenue sources;
- it is anticipated that any funding requests approved as part of the 2016 Health, Social and Safety Grant Program would be disbursed in March 2016; and
- in the event additional funding sources are not forthcoming, the RWRC would have to consider further program and service reductions.

Mary Scott, Interim President, RWRC, highlighted the range of programs and services provided in response to the needs of the women and children of Richmond. Ms. Scott advised that efforts to become more financially viable have included conducting fundraising events, drawing from GICs, reducing staff hours, closing the Centre during summer months, and pursuing provincial and federal funding opportunities. She further advised that a loan would not be a viable option under the Centre's current financial hardship.

In response to queries from Committee, Ms. Scott commented that it is anticipated that the Centre will be closed for approximately eight weeks in the summer in an effort to reduce costs. With regard to partnerships and other funding opportunities, Ms. Scott advised that the Centre will be approaching (i) other non-profit organizations to discuss amalgamating services, (ii) the Richmond Night Market regarding a funding initiative, and (iii) the Richmond Community Foundation.

**General Purposes Committee**  
**Tuesday, April 7, 2015**

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It was moved and seconded

*That the Richmond Women's Resource Centre's request for additional funding be considered as part of the 2016 Health, Social and Safety Grant Program review.*

The question on the motion was not called as discussion ensued regarding (i) support for the additional funding request, (ii) the potential need to review the Grant Program process, and (iii) the City's role versus the organizations responsibility in providing a financially viable service.

The question on the motion was then called and it was **CARRIED** with Cllrs. Au and Steves opposed.

2. **RICHMOND PUBLIC LIBRARY STEVESTON BRANCH SHORT TERM OPTIONS**

(File Ref. No. 01-0155-04-01) (REDMS No. 4500353 v. 11)

Please refer to Page 1 for action on this item.

3. **NEW PROVINCIAL RIDING**

(File Ref. No. 12-8125-01) (REDMS No. 4544043)

The Chair referenced a staff memorandum titled "Update: Proposed Revised Provincial Electoral Boundaries" dated March 27, 2015, from the Manager, Policy Planning (copy on file, City Clerk's Office), noting that the deadline for Council to submit comments to the Electoral Boundaries Commission is Wednesday, May 26, 2015. As a result of the discussion the following **referral** was introduced:

It was moved and seconded

*That the Proposed Revised Provincial Electoral Boundaries be referred to staff for further analysis and to report back to Committee.*

The question on the referral was not called as discussion ensued regarding staff reporting on any potential impacts and on the projected population within the proposed electoral boundaries.

In reply to a query from Committee, Terry Crowe, Manager, Policy Planning, commented that the projected population by 2031 in the Hamilton/Queensborough area is approximately 26,000.

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

**ADJOURNMENT**

It was moved and seconded

*That the meeting adjourn (4:26 p.m.).*

**CARRIED**

**General Purposes Committee**  
**Tuesday, April 7, 2015**

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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 Tuesday, April 7, 2015.

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Mayor Malcolm D. Brodie  
Chair

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Heather Howey  
Committee Clerk



\* Port Alberni \* British Columbia \*



# Port Alberni Port Authority

CP - 8

“Canada Starts Here”



BC JOBS PLAN





# PARADISE

GP-9



# OR PARADISE LOST?

*“If you were perturbed by last summer’s advisory from public health authorities to stay indoors when ground level ozone layers soared during the hot spell, get used to it. Current trends for traffic congestion indicate there’ll be plenty more of that coming.” Stephen Hume:  
Vancouver Sun March 15, 2015*



GP - 10



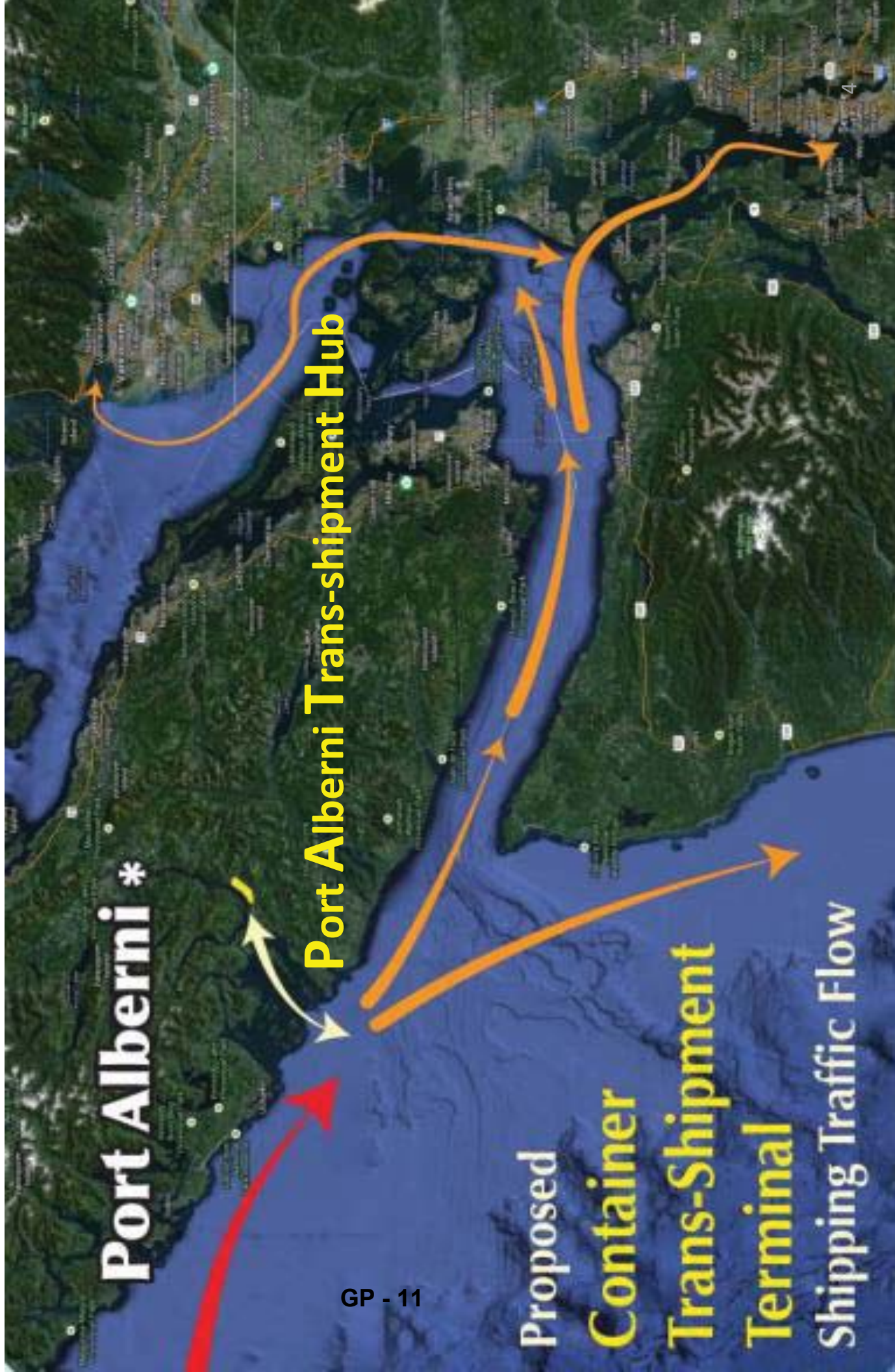
*“Richmond Mayor Malcolm Brodie says while the port has recently renewed the farming leases and the Gilmore Farm lands, his council fears the farmland will one day be used for port lands,” Kelly Sinos  
Vancouver Sun, February 16, 2015*

*“We need to help people, goods and services to move more easily throughout the Metro Vancouver region,” Mayor Brodie:  
Vancouver Sun, February 25, 2015*





# THE “PATH” to SOLUTIONS





# Existing Distribution / Industrial Centres Along the Fraser River

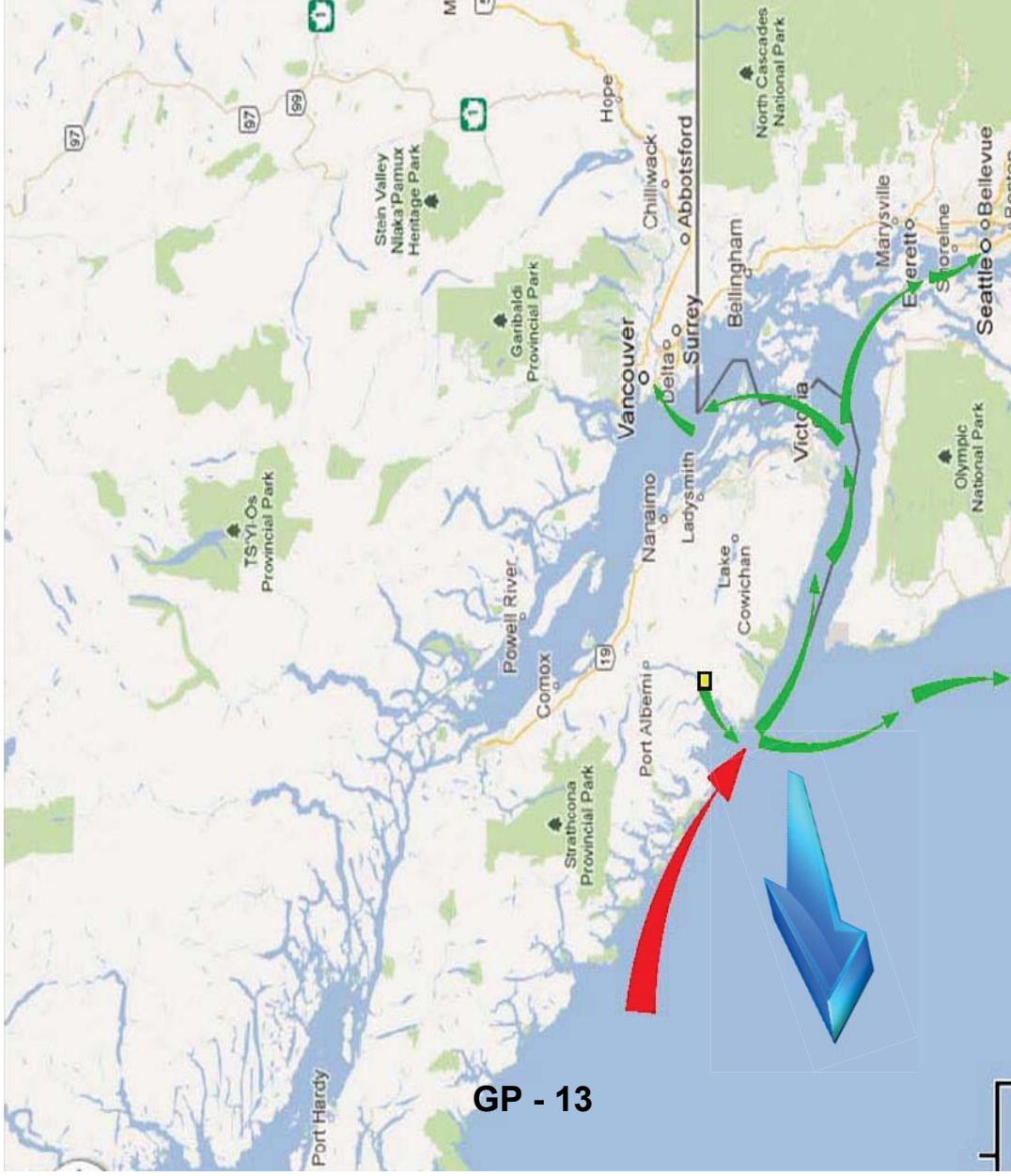


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# THIRD PARTY VERIFIED BENEFITS

- ✓ 50% Truck Trips Reduction = 14.5 mm KMs less / year
- ✓ Reduce commuter time through Massey Tunnel alone by 98,750 hrs / year
- ✓ Reduce CO2 Emission by 22,000 Tons / yr
- ✓ Reduce Nitrogen Oxides Emissions by 470 Tons / yr
- ✓ 3 Days saved Sailing Time
- ✓ Increase Canadian GDP by \$21.3 B
- ✓ Existing PNW savings over \$30 TEU



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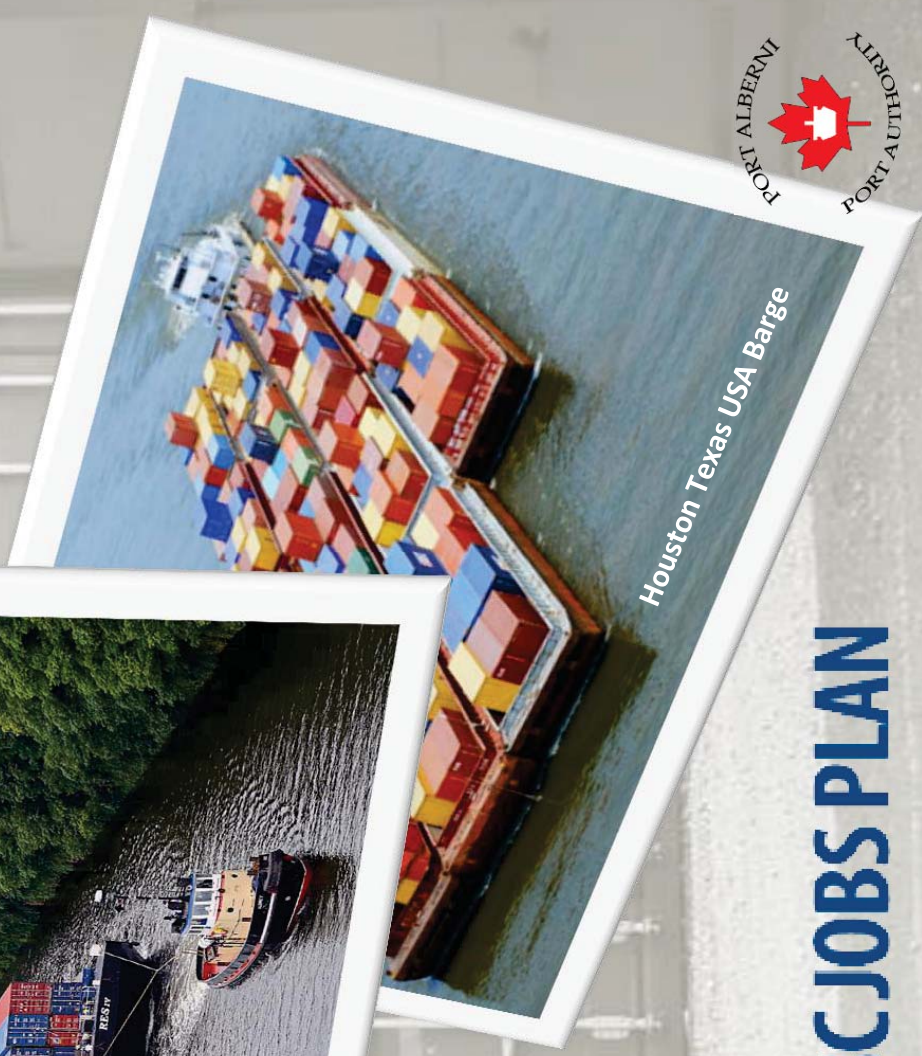
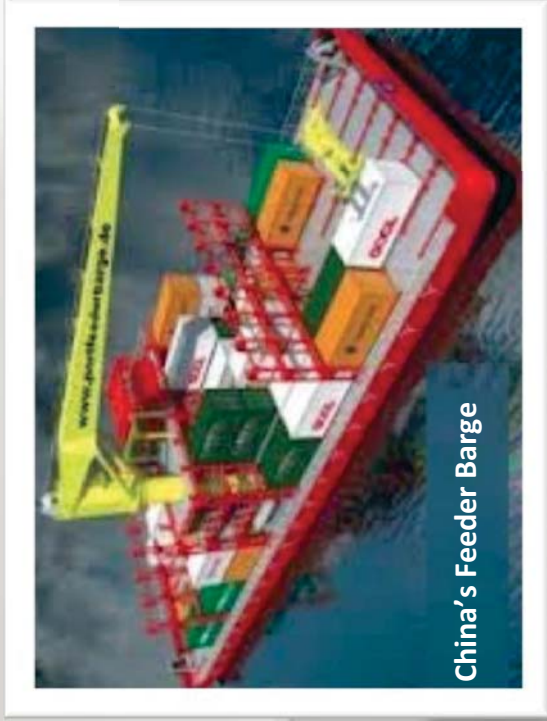
BC JOBS PLAN

Canada





# World does it. Why can't we?

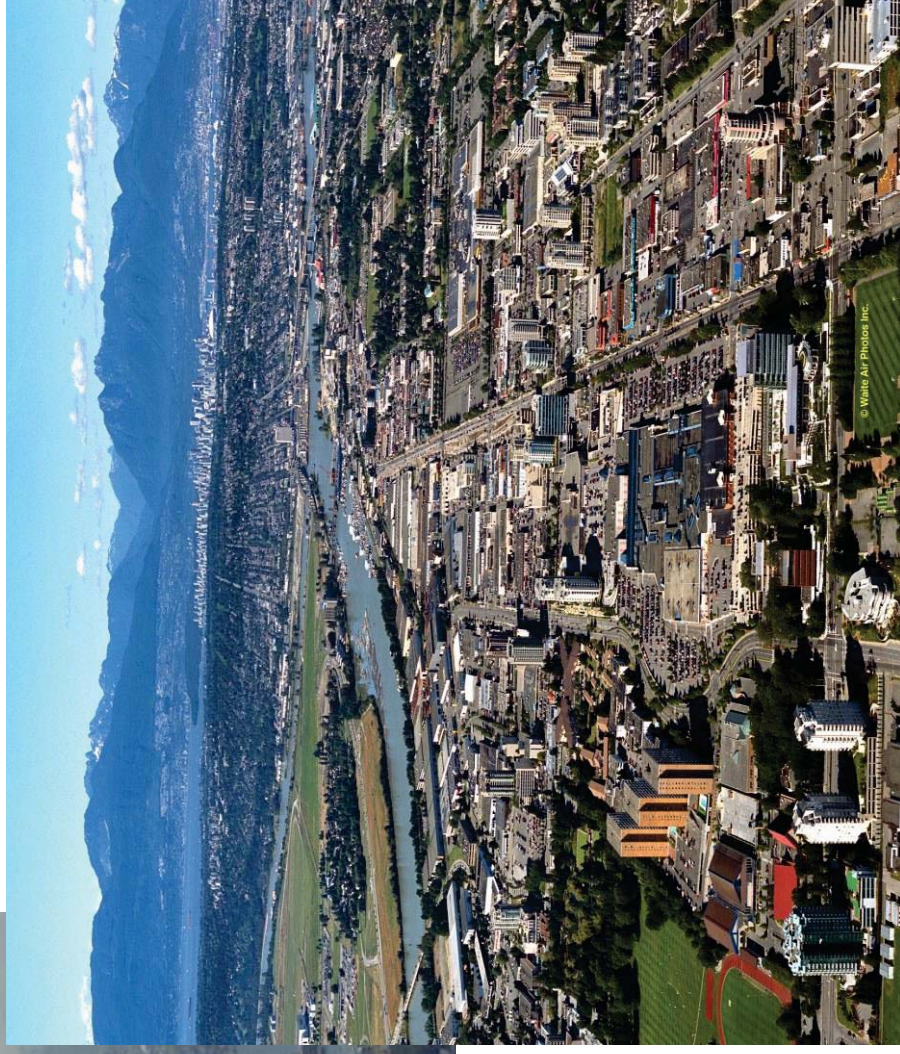


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# THE ASK

## 1. Support



© Wally Air Photos Inc.



## BC JOBS PLAN

Canada

## 2. Investment

GP - 15



# Questions?

## Port Alberni Trans-shipment Hub “PATH”

# Thank you!



**BC JOBS PLAN**





# City of Richmond

## Report to Committee

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**To:** General Purposes Committee **Date:** April 02, 2015

**From:** Cecilia Achiam **File:**  
Director, Administration and Compliance  
Finance and Corporate Services



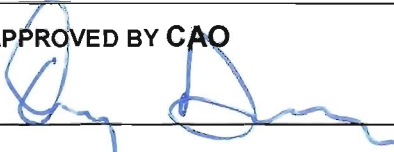
**Re:** **Richmond Business Development Program – 2014 Results**

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### Staff Recommendation

That the staff report titled “Richmond Business Development Program – 2014 Results” dated April 02, 2015, presenting the analysis and outcomes from Richmond’s ongoing annual business retention, expansion and attraction program for 2014, be received for information.

Cecilia Achiam  
Director, Administration and Compliance  
Finance and Corporate Services  
(604-276-4122)

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

## **Staff Report**

### **Origin**

Currently in its third year, the Richmond business retention, expansion and attraction program (also known as “Business Development Program” or “Program”) has been established to enhance the level of service and support for existing and prospective businesses, thereby enabling the retention and creation of jobs in the community to ensure a resilient local economy.

The Program is managed by the City’s Economic Development Office, and supports Council’s vision for a strong local economy and long-term community prosperity. Furthermore, the Program supports the goals of the Richmond Resilient Economy Strategy, which was adopted by Council in 2014, namely Economic Development Strategy 5.4: Retain and Support Businesses Already in Richmond.

Enclosed as Attachment 1 to this report is the publication titled “Richmond Business Development Report 2014” which details Program components and results from implementation in 2014; a summary and highlights are below.

### **Analysis**

#### Program Context and Overview

Contributing 44.7% of the City’s municipal tax revenue and generating more than 126,000 jobs, local businesses are imperative to Richmond’s continued economic sustainability and community development. Currently over 14,000 businesses choose Richmond as their home.

The City’s Business Development Program provides one-on-one support on a wide variety of opportunities and challenges for existing and new businesses during their start-up, relocation and expansion phases. It also provides assistance in resolving specific business issues, and collects data on the overall local business community. Data collected through the Program is used to guide the development of City policies, programs and services to continually position Richmond as a competitive location for business growth and investment.

Core Program components include:

- Business outreach and engagement
- Survey of Richmond businesses and data analysis
- Business development opportunities – identification, servicing and completion
- Development of City programs for Richmond businesses

#### Business Outreach and Engagement

Businesses are made aware of the Program and services available to them through a variety of outreach and engagement channels including a comprehensive website, e-news, and social media

platform, an annual outreach campaign and a business appreciation event. A brief description and 2014 metrics for each channel are listed below:

- [www.businessinrichmond.ca](http://www.businessinrichmond.ca) (over 3,000 visitors and 10,000 pages of information viewed) – a website tailored to Richmond’s business and investment audience. It serves as a single point of contact for business inquiries to the City, as well as a central source of information vital to business planning, such as zoning bylaws, market research, available land and facilities, local economic indicators, business regulations and available incentives. The site also features 24/7 self-serve access to tools developed specifically for businesses, including: SpaceList – a commercial and industrial site selection tool; the Funding Portal – a catalogue of public and private funding sources across Canada; Richmond Business Directory – an online, searchable and downloadable database of local companies; BizPaL – a custom generated list of required permits and licenses from all levels of government; and Sector Profiles – downloadable, printable publications containing specific resources and information for Richmond’s key economic sectors.
- Richmond in Business e-news (700 recipients monthly) – information on City initiatives, local business success stories and other data relevant to an audience of corporate clients and partner organizations.
- @RichmondEDO twitter account (1,370 followers) and Facebook account – posts and interactions relate to key economic sectors, City services available to businesses, partner initiatives and local business success stories.
- Business outreach campaign (targets 100 businesses annually) – executives and decision makers from major employers in key economic sectors are invited to complete the business survey and participate in the Program.
- City of Richmond Annual Business and Partner Appreciation Event (100 executive attendees) – in October 2014, the 3<sup>rd</sup> annual event centred on the significance of air transportation in positioning Richmond’s economy at the forefront of Asia Pacific trade.

### Business Survey Results

As part of the outreach campaign, a questionnaire is administered to select businesses annually to collect data on Richmond’s business climate and to guide the development of policies, programs and services that will ensure Richmond remains a competitive location for business growth and investment. Since the Program’s launch, 77 out of 198 companies contacted have completed the survey, representing a 39% response rate. In addition to basic data about a business, the survey collects information on a range of strategic business areas, including trade markets and growth plans, opportunities and constraints to expansion, employee concerns and workforce trends.

The overall sentiment among Richmond companies is positive: 92% of survey respondents plan to expand in the next two years, and 71% plan to hire more employees. This is consistent with local economic indicators such as decreasing commercial vacancy rates, rising trade volumes and

export market growth. Constraints to growth have been expressed, however, and include: challenges with employee access to work, commercial space availability and workforce development. Receiving this information provides an opportunity for staff to proactively support clusters of businesses with common issues and to address individual concerns.

Feedback collected is stored in a confidential database and used to connect businesses with City and partner resources and address individual business needs. Data is also used to gauge demand for business related policy and program development by a range of City departments.

### Business Development Opportunities

Through the Program, individual business retention, expansion, attraction and start-up opportunities are identified, catalogued and serviced through to completion. Since Program launch, 130 individual opportunities have been created to work with businesses representing an average facility size of 60,000 square feet, annual revenue of \$60,000,000 and workforce size of 70 employees.

An opportunity is a qualified business lead (company or project) that requires the City's support to launch, grow or remain in Richmond. Most opportunities result in maintaining or adding jobs in existing businesses, and the profile of opportunities is representative of this; to date they have consisted of 39% retention, 27% expansion, 18% start-up and 16% attraction files.

Since its launch in 2013, the Program has directly contributed to the creation of 777 new jobs and maintenance of 3,652 existing jobs in the community through 47 completed opportunities. A further 83 active opportunities are ongoing, and more continue to be generated as businesses access the Program through the outreach and engagement channels or by directly contacting the Economic Development Office.

### Program Development

An outcome of the Business Development Program is the rigor and amount of data it provides City-wide to inform policy and program development to address business needs and concerns. Out of those surveyed, 42 businesses indicated a desire to reduce their energy use and were connected to Energy Save Richmond to receive training, incentives and rebates for decreased energy use. To date, 44 buildings representing at least 4 million square feet of space have registered in this program, supporting the City's community sustainability goals including greenhouse gas emissions reduction, business resiliency and building energy management.

Another trend identified through the Program is the need to improve employees' access to their workplace, specifically those remote business parks underserved by public transit. To address this, the Economic Development Office is working with TravelSmart on the launch of a new initiative in 2015, aimed at exploring alternative transportation solutions to remote business parks.

**Financial Impact**

None. Costs associated with implementation of the Richmond Business Development Program are included in the existing economic development departmental budget.

**Conclusion**

The City of Richmond's commitment to being a leading business and investment destination and the continued success of its Business Development Program have garnered international recognition. In 2014, Richmond was named the number one place to invest in Western Canada by Western Investor Magazine. The city was also ranked in the top 10 "American Cities of the Future" by fDi (Foreign Direct Investment) Magazine, and City of Richmond Economic Development Office services for businesses and investors were named among the top in Canada by Site Selection Magazine.

Since its launch in 2013 the Business Development Program has generated 130 opportunities and directly impacted the retention of 3,652 jobs and the creation of an additional 777 jobs. Now in its third year, the Program continues to engage the business community and successfully generate opportunities to enable job retention and creation. Businesses are continuously invited to access the City's services for businesses through its [www.businessinrichmond.ca](http://www.businessinrichmond.ca) website, business outreach efforts and other communication channels.



Neonila Lilova  
Manager, Economic Development  
(604) 247-4934



Katie Ferland  
Business Development Liaison  
(604) 247-4923

Att. 1: 2014 Business Development Report



# 2014 Business Development Report



# Start or grow your business in Richmond, British Columbia.

## We can help.

### A Top 10 “American Cities Of The Future”

In three categories, Richmond ranked in the top 10 by fDi Magazine - including 3rd overall among small cities in the Americas.

**Find out why** ➔

### International Recognition for Richmond Economic Development

Site Selection Magazine names City of Richmond services for businesses and investors among top in Canada.

**View Article** ➔

### Richmond named “Top Town in the West”

Major logistics projects and transit-oriented development mark the future for economic development in Richmond, BC.

**View Ranking** ➔

Join the conversation on Twitter and Facebook, or contact us by phone or e-mail to talk about business and investment opportunities in Richmond, BC.



604-247-4923



economicdev@richmond.ca



www.businessinrichmond.ca



@RichmondEDO



/RichmondEconomicDevelopment

# Business Program Outcomes

The City of Richmond Business Development Program provides businesses with one-on-one support during start-up, relocation or expansion. Established companies also access the program for help with resolving specific issues so they can continue to grow and be successful in Richmond. The graphic below demonstrates how the program works from initial business engagement to opportunity generation, business development support and jobs maintained or established in the community.



Now in its second year, the Program is generating more leads from inbound inquiries as more clients access the City's business services through a variety of channels, including the [www.businessinrichmond.ca](http://www.businessinrichmond.ca) website, social media and referrals.

**130 total opportunities generated to date came from the following sources:**

- 36% Direct contact with the Richmond Economic Development Office
- 35% Business outreach
- 22% Internal and external referrals
- 7% Events & other

An opportunity is a qualified business lead (company or project) that requires the City's support to launch, grow or remain in Richmond. Richmond's existing businesses are the primary source of opportunities (86 of 130 to date), which is in line with the economic development industry's best practice to proactively focus on business retention.

Depending on its complexity, a business development opportunity can take between a few days and several years to complete. Of the 130 opportunities generated since the program was launched in 2013, 47 have been completed.

Program outcomes are measured as jobs maintained and created through the facilitation work of Richmond's economic development team. 83 opportunities are currently in progress; and more continue to be generated through the Program's lead generation channels.



# What Businesses Said

As part of the 2013 and 2014 business outreach efforts, 77 companies were surveyed on topics ranging from export markets and workforce to business operations and future expansion plans, as well as constraints to growth. The data collected is used to identify community-wide business needs and trends, and to guide City policies and programs that ensure Richmond remains a competitive location for business and investment.

**Companies invited to complete the survey are locally established economic drivers spanning the sectors representative of Richmond's economy.**

## Profile of Survey Participants

**Total # of businesses:** 77 out of 198 contacted

**Response rate:** 39%

**Average size of facility:** 80,074 square feet

**Average number of employees:** 110

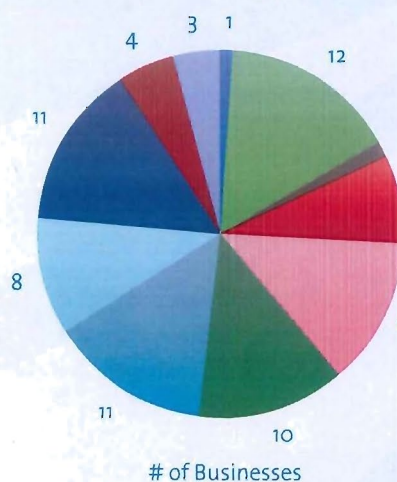
**Average revenue reported:** \$106,702,974

**Total commercial space:** 6,165,718 square feet

**Total number of employees:** 8,436

**Total revenue reported:** \$8,216,129,000

Surveys Taken by Sectors



Sectors



## Expansion Plans

**92%** of businesses surveyed indicated that they plan to expand their operations in the next two years.

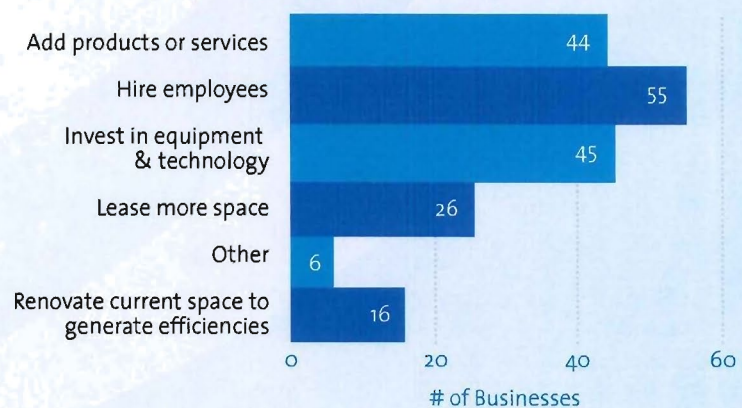
The most expansion opportunities were identified in the transportation & logistics, agriculture & food processing, information technology, green industries and manufacturing sectors.

**28** of the businesses surveyed are considering a location change; of those, **25** are looking for commercial space elsewhere in Richmond, and **14** are searching for the most suitable facility throughout all of Metro Vancouver.

**Of the businesses with expansion plans, the most significant constraints to expansion identified are:**

- 1. Lack and/or affordability of space & facilities (28 businesses)**
- 2. Lack of skilled workers (27 businesses)**
- 3. Timing (22 businesses)**
- 4. Financing (21 businesses)**

Expansion Plans - Next 2 Years





## Sales & Markets

**73%** of businesses surveyed reported an increase in sales during the last two years; **19%** reported no change, and **4%**, a decrease.

Currently **41%** of businesses export their products and services to regional and Canadian markets; the second most significant market for local companies is the United States (**19%**). **15%** of companies surveyed have sales in Asian countries including China, India and Japan, and benefit from Richmond's premier position in North America as a gateway for trade with Asia Pacific.

In the next two years the majority of businesses (**65%**) plan to grow their exports. **21%** of businesses indicated a desire to grow their sales in the US, and **16%** throughout Canada. The next largest target markets are China (**14%**), Europe (**12%**) and Latin America (**12%**), which is consistent with Federal and Provincial market development initiatives.

Future Export Growth by Markets



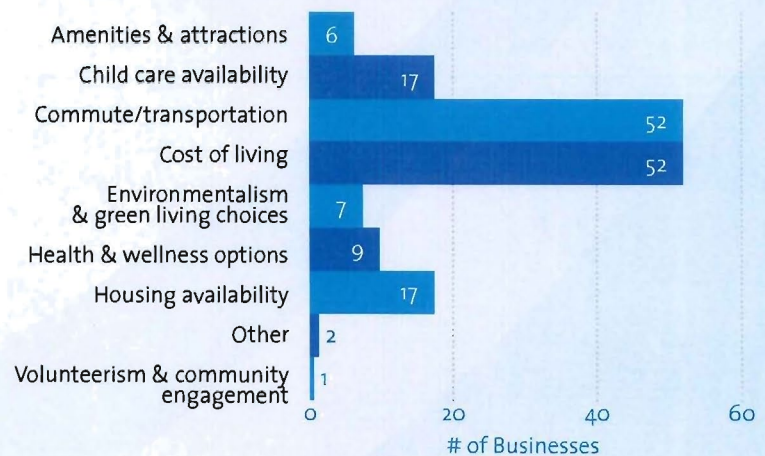
## Employee Concerns

**52 companies representing 7,014 employees cited commute and transportation to be their employees' top concern.**

**The challenges to workforce attraction and retention are ranked below:**

- 1. Commute/transportation – 52 companies with 7,014 employees**
- 2. Cost of living – 52 companies with 6,450 employees**
- 3. Child care availability – 17 companies with 3,229 employees**
- 4. Housing availability – 17 companies with 2,705 employees**

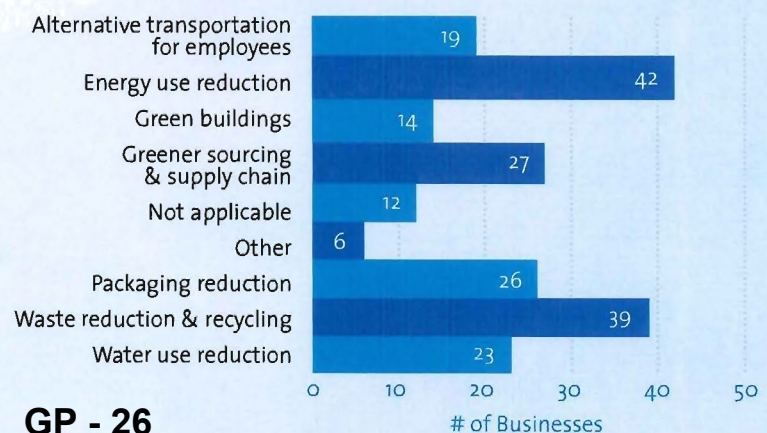
Critical Issues for Employees



## Sustainability Plans

The majority of businesses surveyed indicated that they plan to increase the environmental sustainability of their operations within the next two years. The most frequently cited measures were energy use and waste reduction, greener sourcing and supply chains, and alternative transportation for employees.

Sustainability Measures



# Online Business Tools

The following tools have been developed to provide 24/7 self-serve, online access to the most commonly requested information by business and investment clients.

They are available at [www.businessinrichmond.ca](http://www.businessinrichmond.ca).



Search all commercial and industrial real estate listings to find the perfect business location.

**Search Now** ➔



Explore interactive, up-to-date statistics on housing & development, tourism & trade, business growth and commercial space.

**Explore Stats** ➔



View, filter or download information on 13,000+ Richmond businesses.

**View Info** ➔



Find available loans or grants through a database of 7000+ government and private funding sources.

**Access Funding** ➔



Generate a custom list of required business permits and licenses from all levels of government, in one place.

**Generate List** ➔



Use Richmond's dynamic mapping system to find information on commercial properties such as zoning, rights of way, legal details and taxation amounts.

**Find a Property** ➔



View, download or print information about Richmond's key sectors including major employers, available government incentives and industry research and networks.

**Download or Print** ➔

## Services Provided

The Richmond Economic Development Office works with businesses to:

- Assist with commercial, office and industrial site selection
- Provide support during business start-up, expansion or relocation
- Source economic, property, demographic and other statistical information
- Identify incentives for locating in Richmond
- Facilitate municipal permits, licenses and processes
- Serve as a liaison between businesses, City departments, other government agencies and partners
- Connect businesses with local and regional services and resources



# Case Studies



## Popular car sharing company car2go expands into Richmond

After car2go accessed the City of Richmond's business development services online, the Economic Development Office facilitated the company's expansion into Richmond's City Centre.

As a result, the company added 50 new Smart cars to its fleet. It now offers car sharing services to over 75,000 members throughout North Vancouver, Vancouver and Richmond, providing alternative transportation options for residents and employees.

Car2go joins the efforts of Modo and Zipcar, already in Richmond, in helping achieve the City's goal to provide alternative transportation solutions while reducing greenhouse gas emissions.



## Businesses receive help to reduce energy use, save money

Using data collected through the Business Development Program's survey tool, 15 businesses were identified that had indicated a desire to reduce their energy consumption. These businesses (representing 1 million square feet of commercial space) were connected to the City's Building Energy Challenge, where property owners and managers receive tools, incentives, funding and training to measure and reduce their energy use.

So far, 44 buildings representing at least 4 million square feet of space have registered in the Building Energy Challenge. Participating businesses will be able to reinvest the money they save on energy costs, while reducing their environmental footprint.



## 130 businesses helped to locate, expand or remain in Richmond

Businesses contact the City of Richmond Economic Development Office on a wide variety of topics. Services offered include assisting with site selection, facilitating municipal permits and processes, making introductions to service providers and partner agencies, and providing information such as market research data and industry sector profiles.

So far, 130 companies in all sectors and sizes have used these services throughout their start-up, relocation and expansion phases.



## Transportation solutions for Richmond business parks

In late 2014 the City and TravelSmart signed a Memorandum of Understanding to jointly explore alternative transportation solutions, such as carpooling and car sharing, in business and industrial parks throughout Richmond. This pilot program addresses a major concern raised through the Business Development Program's survey: 52 companies representing 7,014 employees cited commute/transportation as their employees' top concern.



**Start or grow your business  
in Richmond, British Columbia.  
We can help.**

Join the conversation on Twitter and Facebook, or contact us by phone or e-mail to talk about business and investment opportunities in Richmond, BC.



604-247-4923



[economicdev@richmond.ca](mailto:economicdev@richmond.ca)



[www.businessinrichmond.ca](http://www.businessinrichmond.ca)



@RichmondEDO



/RichmondEconomicDevelopment





# City of Richmond

## Report to Committee

**To:** General Purposes Committee  
**From:** Phyllis L. Carlyle  
General Manager, Community Safety  
**Date:** April 16, 2015  
**File:** 12-8060-01/2014-Vol  
01  
**Re:** **Soil Management in the Agricultural Land Reserve**

### Staff Recommendation

That the staff report titled "Soil Management in the Agricultural Land Reserve", dated April 16, 2015, from the General Manager, Law & Community Safety, and the proposed Soil Removal and Fill Deposit Regulation Bylaw No. 8094, Amendment Bylaw No. 9002 and Notice of Bylaw Violation Dispute Adjudication bylaw No. 8122, Amendment Bylaw No. 9003 be provided to the Agricultural Advisory Committee for comment.

Phyllis L. Carlyle  
General Manager, Community Safety  
(604-276-4104)

Att.

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

## Staff Report

### Origin

The preservation of soil on Agricultural Land Reserve (ALR) lands can be enhanced if the City has the ability to respond rapidly to emerging issues through the issuance of tickets to the owners, operators and vehicle drivers participating in a breach of the City's bylaws.

General Purposes Committee had previously considered a report recommending the implementation of an enhanced system for the management of soil on ALR lands, with the accompanying resources required to support the system. The October 7, 2013, General Purposes Committee referral was:

1. *That the staff report titled Enhanced Soil Management in the Agricultural Land Reserved (dated October 2, 2013 from the General Manager, Law & Community Safety) be referred back to staff for more examination of the possibilities, in particular:*
  - (1) *for more discussion with the ALC on the possibilities of what each of the parties can do;*
  - (2) *a general discussion on the role of the ALC;*
  - (3) *an examination of previous soil bylaws in Richmond and what now exists in terms of the substance of the soil bylaw, the enforcement provisions, as well as limitations; and*
  - (4) *the interposition of commercial landfills in the ALR, which are regulated under the Province and Metro Vancouver.*

This report supports Council's Term Goal # 8: *To demonstrate leadership in sustainability through continued implementation of the City's Sustainability Framework.*

### Analysis

Recent Soil Movement Initiatives:

On January 29, 2013, the City established a Soil Watch program with 36 signs placed in the agricultural area complimented with the establishment of a dedicated phone line to address calls for service.

There are approximately 3 complaints on average per month related to soil matters in the ALR, with the majority of the calls resolved at the local government level. A typical call involves approximately 20 hours of staff time due to the requirement to contact the ALC, attend the site, interview witnesses, coordinate activities with other City departments, report preparation and monitoring the activity in instances, where the ALC has not approved the use.

Table 1 summarizes the number complaints after the implementation of the Soil Watch program which with the limited statistics available appears to be trending downwards.

Table 1

	<b>2013</b>	<b>2014</b>	<b>2015</b>
Soil Complaints	47	26	5
Soil Applications	6	7	2
<b>Total</b>	<b>53</b>	<b>33</b>	<b>7</b>

To date the ALC staffing levels have remained the same.

The City receives on average 7 applications annually to remove or deposit soil for farm and non-farm purposes in the ALR. Recently, the services of an agrologist have been contracted to assist with the analysis of complex soil movement applications in the ALR.

#### The Agricultural Land Commission

As a provincial agency, the ALC maintains the primary role for the control of soil deposit and removal activities on lands within the ALR related to farm activity. The role of the ALC is defined by provincial legislation with the accompanying regulations. The ALC's authority includes the ability to conduct inspections, to issue stop work/cease and desist orders as well as remediation orders. The City plays a supportive role to augment the ALC in enforcement and monitoring efforts. Many of the initial complaints regarding on-site activities are received by the City. In turn the City informs the ALC of the specifics of the complaint while the Community Bylaw Department monitors the site to ensure compliance of ALC stop work orders and for the protection of City roads.

Currently, the ALC cannot delegate its decision making and enforcement powers regarding matters considered to be "farm use" under the ALC Act including soil removal and deposit associated with farm activities. The ALC cannot delegate to the City the decision as to whether an activity is a farm use or not a farm use.

City staff works with the ALC staff on a case-by-case basis. When a complaint is received by the City, City staff conduct the initial site inspection to ensure compliance with the City's regulatory framework. In the event that the jurisdiction for the activity on a site rests with the ALC, a call is placed to the ALC. Typically, City staff and ALC staff will then arrange a joint inspection. If the matter relates to a farm use, then the ALC becomes the lead agency in ensuring that the activity complies with their policies, regulations and legislative framework. This type of cooperative inspection and enforcement activity varies in frequency but may take place on average 12 times a year. In past cases, the City and the ALC have jointly retained legal counsel to conduct the resulting prosecution.

#### History of Richmond's Soil Bylaw

On November 13, 2007, in consideration of the need for local involvement to facilitate preventative action, strengthen compliance and better address community issues, the City of

Richmond passed the Soil Removal and Fill Deposit Regulation Bylaw (“Bylaw 8094”). Bylaw 8094 functions within the existing regulatory/legislative framework established for soil removal or deposit under the *Agricultural Land Commission Act* and *Agricultural Land Reserve Use, Subdivision and Procedure Regulation*.

#### Richmond’s Current Soil Bylaw

Soil removal and deposit on lands within Richmond’s ALR is regulated by Bylaw 8094. The City’s Community Bylaws Department responds to complaints and takes enforcement action when appropriate. The current bylaw allows bylaw enforcement officers to investigate offences, gather evidence and lay charges in Provincial Court.

Currently officers can pursue charges for permitting soil or other material to be deposited on or removed from land within the ALR without a City permit, contrary to Bylaw 8094 unless an exemption applies. As the existing enforcement is tied to the court system, the matter may remain outstanding for months and in some cases years. In addition to seeking fines through the court process, the City does have the option of seeking a court injunction in order to have the unauthorized activities cease.

The laying of charges and/or obtaining a court injunction through the Court process necessitates legal counsel to present the City’s case, and can be a lengthy and expensive process.

Bylaw 8094 provides the City with some very effective tools to deal with the majority of complaints concerning fill operations within Richmond’s ALR properties. Examples of this include addressing flooding issues on adjacent parcels of land, truck volume numbers as they are related to traffic noise, and route planning as related to neighbourhood impact.

In addition, the permit process provides for opportunities for the City to place limits and conditions on: hours of operation, impact to City resources, and the impact on ditches, roadways, and utilities. It also promotes coordination among Community Bylaws, Policy Planning, Development Applications, Environmental Sustainability, Engineering, and Transportation, Departments.

Past experience and the enforcement activities in other municipalities have shown that a ticketing system remains one of the most efficient methods to address soil bylaw contraventions. The current system would benefit from an enhancement of enforcement provisions, appreciatively every system has its limitations and no system can be designed to address every circumstance. However, a consistent enforcement approach has in many cases provided bylaw enforcement officers with the tools to dissuade the activities of violators through the issuance of tickets rather than proceeding in a more lengthy Court process. As well, tickets can be issued on the site at the time of the activity to the individuals involved. A requirement for the individual to identify themselves to the bylaw officer would assist in the investigation and enforcement of the bylaw.

### Options to supplement the existing regime:

#### 1. Establish a permitting system

The establishment of a permitting system for the movement of soil in the ALR was previously considered by Council and the Agricultural Advisory Committee. The system could be seen to add an extra layer of administration for farmers with little assistance in thwarting those who are not observant of the existing restrictions for soil movement. The cities of Delta and Surrey currently have permitting systems. Additional staff resources would be required to process applications expeditiously.

#### 2. Issuance of tickets

Implementing a process that would permit the City to issue adjudication violation notices (tickets) for non-compliance with Bylaw 8094 is an option available to Council. Tickets could be issued to the drivers of vehicles depositing materials, the occupiers, lessees and owners. The fine per truck driver depositing fill is proposed to be \$500 per instance. The ability to repeatedly ticket illegal activity would increase the ease of daily enforcement action and gather additional evidence that would support, if necessary, the City's application for a court injunction. For example, each vehicle that enters a site could be ticketed for every load that is deposited. Should the illegal activity continue, the City could apply for a court injunction and the previously issued tickets would then form part of the significant application evidence.

The alternative to adjudication violation notices would be to pursue violations through the Provincial Court. This process can take months, while active depositing of soil or fill continues during that period unless expensive injunction proceedings are commenced. The maximum fine from the Provincial Court is limited to \$10,000 per occurrence per day.

#### 3. Other Commercial Landfills in the ALR

At the time of writing this report the following commercial landfills, under Metro Vancouver licensing, were identified in the ALR; Enviro-Smart Organics Limited in Delta, Ecowaste in Richmond, and Baird Cattle Company Limited in Surrey.

In addition, Bailey Sanitary Landfill located in the City of Chilliwack was at one time operated on ALR land, however, the City of Chilliwack applied for and was granted an exclusion. The Bailey Sanitary Landfill holds an operational certificate by the British Columbia Ministry of Environment.

### **Proposed Bylaw Amendments**

Soil Removal and Fill Deposit Regulation Bylaw No. 8094, Amendment Bylaw No. 9002 ("Bylaw 9002") and Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, Amendment Bylaw No. 9003 ("Bylaw 9003") (Attachment 1 and 2), would introduce ticketing

for illegal soil removal and deposit activities permitting the City to further investigate, enforce and penalize contraventions of soil removal and deposit requirements under the City's bylaw.

Proposed Amendment Bylaw 9002 includes the following clarification and additions:

- a) A clarification that an application fee under the Bylaw 8904 is required in addition to the prescribed application fee under the *Agricultural Land Commission Act*.
- b) To assist Community Bylaw Officers in their investigative duties, an addition to the bylaw would require a driver or alleged violator to provide their name, address or valid photo identification. Currently there are no provisions in the bylaw that requires this cooperation and without this authority the ability of investigators to conduct timely soil investigations has been hampered.
- c) The offences and penalties section of Bylaw 8094 is amended to permit violation tickets to be issued for non-compliance with certain provisions in Bylaw 8094, including requirements under a permit process.


Proposed Bylaw 9003 sets out the amount of the penalties for violation tickets. Currently, the City is only able to pursue violations of Bylaw 8094 through Provincial Court prosecution, which remains a lengthy and expensive process.

### Financial Impact

None

### Conclusion

This report provides information on the City's regulations pertaining to soil deposit activities in the ALR. Proposed recommendations for amendments to the current Soil Removal and Fill Deposit Regulation Bylaw No. 8094 and the Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122 would introduce an ability to ticket offenders and have those tickets addressed through the adjudication program, rather than the courts. The adoption of the amendment bylaws will not only address many of the identified soil deposit concerns, but also balance the needs of the different communities of interest in the ALR lands. Staff is recommending adoption of these bylaw amendments.

pu   
 Edward Warzel  
 Manager, Community Bylaws  
 (604-247-4601)

Att. 1: Amendment Bylaw No. 9002  
 2: Amendment Bylaw No. 9003



**Soil Removal and Fill Deposit Regulation Bylaw No. 8094,  
Amendment Bylaw No. 9002**

The Council of the City of Richmond enacts as follows:

1. Soil Removal and Fill Deposit Regulation Bylaw No. 8094, as amended, is further amended:

- (a) by deleting paragraph 4.1.1(a) and substituting the following:

“(a) a non-refundable application fee of Six Hundred Dollars (\$600) for the purposes of the **permit** application under this bylaw, together with the prescribed application fee under the *Agricultural Land Commission Act*.

- (b) by adding the following after section 5.1.2:

**“5.2 Identification**

5.2.1 Upon request by the **Manager** or a **City** Bylaw Enforcement Officer:

- (a) the driver or operator of a vehicle or any equipment being used for **deposit** or **removal** activity, or the person in charge of the vehicle or equipment, shall provide his or her full name and current address (including photo identification to verify this information), the full name and current address of the owner of the vehicle or equipment, the full name and current address of the person directing the **deposit** or **removal** activity, and the addresses of the **parcel** or **parcels** to or from which the **deposit** or **removal** is being transported; and
    - (b) a person who has allegedly contravened any provision of this bylaw shall provide his or her full name and current address and photo identification to verify this information.”

- (c) by adding the following after section 7.1.1:

“7.1.2 A violation of any of the provisions identified in this bylaw shall result in liability for penalties and late payment amounts established in Schedule A of the Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122.



7.1.3 A violation of any of the provisions identified in this bylaw shall be subject to the procedures, restrictions, limits, obligations and rights established in the Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122 in accordance with the *Local Government Bylaw Notice Enforcement Act, SBC 2003, c.60.*"

2. This Bylaw is cited as **"Soil Removal and Fill Deposit Regulation Bylaw No. 8094, Amendment Bylaw No. 9002"**.

FIRST READING

SECOND READING

THIRD READING

MINISTER APPROVALS

ADOPTED

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

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CORPORATE OFFICER



**Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122,  
Amendment Bylaw No. 9003**

The Council of the City of Richmond enacts as follows:

1. Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, as amended, is further amended at Part One – Application by adding the following after section 1.1(l):  
  
“(n) Soil Removal and Fill Deposit Regulation Bylaw 8094, as amended,”
2. Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, as amended, is further amended by adding to the end of the table in Schedule A of Bylaw No. 8122 the content of the table in Schedule A attached to and forming part of this bylaw.
3. This Bylaw is cited as **“Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, Amendment Bylaw No. 9003.”**

FIRST READING

SECOND READING

THIRD READING

ADOPTED

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CORPORATE OFFICER

CITY OF  
RICHMOND

APPROVED  
for content by  
originating  
Division

APPROVED  
for legality  
by Solicitor

**SCHEDULE A to BYLAW NO. 9003****SCHEDULE A to BYLAW NO. 8122****Designated Bylaw Contraventions and Corresponding Penalties**

<b>A1 Bylaw</b>	<b>A2 Description of Contravention</b>	<b>A3 Section</b>	<b>A4 Compliance Agreement Available</b>	<b>A5 Penalty</b>	<b>A6 Early Payment Option</b>	<b>A7 Late Payment Amount</b>	<b>A8 Compliance Agreement Discount</b>
			n/a	29 to 60 days	1 to 28 days	61 days or more	n/a
Soil Removal and Fill Deposit Regulation Bylaw 8094 (2007)	Soil deposit or removal without valid permit	3.1.2	No	\$ 500.00	\$ 475.00	\$ 525.00	n/a
	Not complying with term or condition of permit	3.1.2	No	\$500.00	\$475.00	\$525.00	n/a
	Deposit or remove soil or fill between the hours of 8:00 p.m. and 7:00 a.m.	5.1.1(a)	No	\$500.00	\$ 475.00	\$ 525.00	n/a
	Deposit or remove soil or fill on a Sunday or any statutory holiday	5.1.1(b)	No	\$500.00	\$ 475.00	\$ 525.00	n/a
	Failing to properly license and insure vehicle used for hauling soil or fill	5.1.1(c)	No	\$200.00	\$175.00	\$225.00	n/a
	Failing to cover soil or fill to prevent blowing or falling from vehicle	5.1.1(d)	No	\$300.00	\$275.00	\$325.00	n/a
	Failing to repair damage to drainage, watercourse, highway or other property	5.1.1(e)	No	\$500.00	\$ 475.00	\$ 525.00	n/a

A1 Bylaw	A2 Description of Contravention	A3 Section	A4 Compliance Agreement Available	A5 Penalty	A6 Early Payment Option	A7 Late Payment Amount	A8 Compliance Agreement Discount
	Failing to keep drainage or watercourse free of soil or fill	5.1.1 (f)	No	\$500.00	\$ 475.00	\$ 525.00	n/a
	Removal or deposit greater than 0.5 metre within 2.5 metre of utility pole, pipeline, structure or highway without approval	5.1.1 (g)	No	\$500.00	\$475.00	\$525.00	n/a
	Removal or deposit soil or fill on highway, statutory right-of-way or easement without permission	5.1.1 (h)	No	\$500.00	\$ 475.00	\$ 525.00	n/a
	Failure to remove temporary structures	5.1.1 (i)	No	\$200.00	\$175.00	\$225.00	n/a
	Failure to adequately fence or protect hazards	5.1.1 (j)	No	\$500.00	\$ 475.00	\$ 525.00	n/a
	Failure to protect from erosion, collapse, or run-off water or mud	5.1.1 (k)	No	\$300.00	\$275.00	\$325.00	n/a
	Stockpiling soil or fill other than location in permit or causing damage or nuisance	5.1.1 (l)	No	\$300.00	\$275.00	\$325.00	n/a
	Allow soil to encroach, undermine, damage or endanger adjacent property or setback area	5.1.1 (m)	No	\$400.00	\$375.00	\$425.00	n/a

A1 Bylaw	A2 Description of Contravention	A3 Section	A4 Compliance Agreement Available	A5 Penalty	A6 Early Payment Option	A7 Late Payment Amount	A8 Compliance Agreement Discount
	Driver fail to provide required information	5.2.1(a)	No	\$200.00	\$175.00	\$225.00	n/a
	Person fail to provide name, address or photo identification	5.2.1(b)	No	\$200.00	\$175.00	\$225.00	n/a
	Prevent or obstruct entry by Manager	6.1.2	No	\$500.00	\$ 475.00	\$ 525.00	n/a
	Failure to comply with notice of non-compliance	6.2.1	No	\$500.00	\$ 475.00	\$ 525.00	n/a



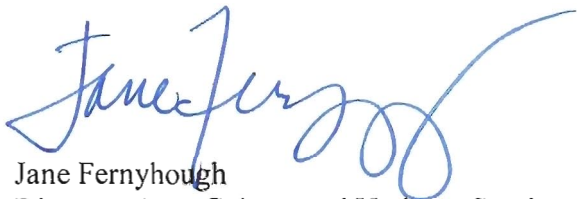
# City of Richmond

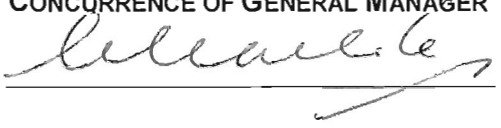

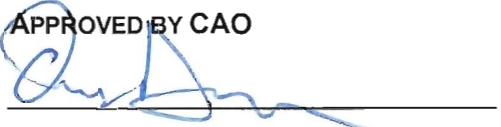
## Report to Committee

**To:** General Purposes Committee **Date:** April 7, 2015  
**From:** Jane Fernyhough **File:** 11-7400-01/2015-Vol  
Director, Arts, Culture and Heritage Services 01  
**Re:** **Name Selection for the City's New Multicultural Festival**

### Staff Recommendation

That the name, Richmond World Festival, be approved as the name for the new City multicultural festival scheduled for September 5, 2015, at Minoru Park.

  
Jane Fernyhough  
Director, Arts, Culture and Heritage Services  
(604-276-4288)

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

## **Staff Report**

### **Origin**

At the March 24, 2015, Parks, Recreation and Cultural Services Committee meeting, staff presented the “New City Multicultural Festival – Naming” report which provided name options for the City’s new event.

Council made the following referral:

That the staff report titled New City Multicultural Festival – Naming, dated March 5, 2015, from the Director, Arts, Culture and Heritage Services, be referred back to staff to:

- (1) review the proposed name for the new City multicultural festival; and
  - (2) consult with cultural community groups and other stakeholders on the proposed name for the new City Multicultural Festival;
- and report back.

The report outlines the process that was followed and recommends a name for the new festival.

### **Analysis**

Following Council’s direction, a workshop was organized that invited members from various Richmond-based community groups to participate in a discovery session with the goal to brainstorm names for the new City multicultural festival.

The list of representatives included members from City Centre Community Association, Tourism Richmond, Richmond Intercultural Advisory Committee, Richmond Chamber of Commerce, Richmond Sister City Advisory Committee, S.U.C.C.E.S.S., Richmond Centre for Disability, School District #38, Aberdeen Centre, Cinevolution, Choice Communications, Richmond Mandarin Lions Club, and the City of Richmond. The group consisted of 21 culturally diverse people that covered a broad age range.

David Martin from Hyphen Communication was contracted to facilitate the two hour workshop and evaluate the results. The session generated numerous ideas and themes from an enthusiastic group. A short list was created and the following three names were issued (via an online survey) for consideration:

- **OPTION #1: Richmond World Festival**

Note: This name is simple and unambiguous. It states where it is by showcasing the Richmond name and speaks to the overall theme. This name does not allude to any one cultural theme over another.

- **OPTION #2: HotPot World Festival**

Note: A hotpot is a traditional Asian dish that is the centerpiece for special family gatherings and festive occasions. It is made with a wide blend of different ingredients that all come together to create an irresistible, unique mix of flavours and colours. Much like the dish that inspired its name, HotPot is a tasty blend of food, family and fun.

- **OPTION #3: Pearl in the Park**

Note: This name leverages Richmond's reputation, locally and beyond, for being known as "the pearl in the dragon's mouth". The juxtaposition of 'pearl' and 'park' suggests a combination of contrasts—East and West, traditional and new, formal and casual, young and old. This name has the added advantage of referencing the event location.

The survey results favoured Richmond World Festival. The strength of this name is in its simplicity. It gives prominent recognition to Richmond as the host and speaks to the multicultural nature of the event.

A strong brand and marketing campaign will be developed to support the festival name. In addition, the quality features of the event (music, food truck, activities, etc) will elevate the brand in the region.

The name is easy to remember and will appeal to a broad demographic and diverse cultures.

### **Financial Impact**

There is no financial impact with this report.

### **Conclusion**

Following a discovery workshop and consultation process with the key community stakeholders, the recommended name for the new City multicultural festival is "Richmond World Festival".

A handwritten signature in black ink, appearing to read 'Bryan Tasaka', with a stylized flourish at the end.

Bryan Tasaka  
Manager, Major Events and Film  
(604-276-4320)