



**General Purposes Committee
Electronic Meeting**

**Council Chambers, City Hall
6911 No. 3 Road**

**Tuesday, July 4, 2023
4:00 p.m.**

Pg. # ITEM

MINUTES

- GP-3** *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on June 19, 2023.*



DELEGATION

- GP-9** 1. Yannick Simovich, Board Chair, Tourism Richmond, and Nancy Small, CEO, Tourism Richmond to provide an **update on the industry** in Richmond, and Tourism Richmond's plans and initiatives.

CAO'S OFFICE

2. **2023 UBCM COMMUNITY EXCELLENCE AWARDS PROGRAM**
(File Ref. No. 01-0005-01) (REDMS No. 7244893)

GP-27

See Page GP-27 for full report

Designated Speaker: Jason Kita

General Purposes Committee Agenda – Tuesday, July 4, 2023

Pg. #

ITEM

STAFF RECOMMENDATION

That the City of Richmond's submissions to the Union of BC Municipalities (UBCM) Community Excellence Awards program be endorsed, including:

- (1) Excellence in Governance: Flood Protection Public Engagement Campaign;*
- (2) Excellence in Service Delivery: MyBusiness Online Business Licence System; and*
- (3) Excellence in Asset Management: Ageing Infrastructure Analysis.*

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, June 19, 2023

Place: Council Chambers
Richmond City Hall

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

Absent: Councillor Alexa Loo

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 June 5, 2023, be adopted as circulated.

CARRIED

DELEGATION

1. Dr. Meena Dawar, Chief Medical Officer, Vancouver Coastal Health and Karen Barclay, Director of Operations, Vancouver Coastal Health, with the aid of a PowerPoint presentation (Copy on File, City Clerk's Office) spoke on (i) unregulated drug deaths in BC and Richmond, (ii) deaths by geography in Richmond, (iii) overdose-related emergency department visits to Richmond Hospital by substance categories, (iv) EHS call rates per 100,000 for 2022 and 2023 by CHSA in Richmond and Vancouver, (v) Decriminalization in BC: Shift approach to substance use as a health matter, (vi) Building a Provincial System of Care, (vii) Richmond Mental Health and Substance Use Community Service Expansion 2021 – 2023, and (viii) supportive housing.

General Purposes Committee
Monday, June 19, 2023

COMMUNITY SAFETY DIVISION

2. **TOUCHSTONE FAMILY ASSOCIATION RESTORATIVE JUSTICE ANNUAL PERFORMANCE OUTCOME EVALUATION REPORT**
(File Ref. No. 03-1000-05-069) (REDMS No. 7185084)

It was moved and seconded

That the staff report titled "Touchstone Family Association Restorative Justice Annual Performance Outcome Evaluation Report" dated May 9, 2023 from the General Manager, Community Safety, be received for information.

CARRIED

3. **PROPOSED AMENDMENT TO BYLAW ENFORCEMENT OFFICER BYLAW NO. 9742**
(File Ref. No. 12-8375-01) (REDMS No. 7198574)

It was moved and seconded

That Bylaw Enforcement Officer Bylaw No. 9742, Amendment Bylaw No. 10462 be introduced and given first, second and third readings.

CARRIED

4. **EXPANDING THE INTER-MUNICIPAL TNS BUSINESS LICENCE**
(File Ref. No. 12-8375-01) (REDMS No. 7208159)

It was moved and seconded

(1) *That Inter-Municipal Business Licence Agreement Bylaw No. 10134, Amendment Bylaw No. 10468, to expand the participating municipalities for ride-hailing services, be introduced and given first, second and third readings; and*

(2) *That Inter-Municipal Business Licence Bylaw No. 10159, Amendment Bylaw No. 10471, with minor housekeeping revisions, be introduced and given first, second and third readings.*

The question on the motion was not called as in reply to queries from Committee, staff noted that (i) ride hailing drivers require a class 4 drivers licence which requires a background check and a business licence, various law enforcement agencies such as Bylaws and RCMP are involved, (iii) illegal ride hailing in Richmond is related to many factors such as proximity to a major airport, and (iv) requests to the Province have been made with regards to an educational awareness campaign to deter illegal ride hailing.

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

2.

General Purposes Committee

Monday, June 19, 2023

It was moved and seconded

That staff review the experience of licenced and unlicenced ride hailing services in Richmond and report back.

CARRIED

5. **SEASONAL PATIO & EXTENSION OF SERVICE HOURS -
EMPEROR'S KITCHEN LTD. DBA: GRILL PARTY - 120 – 8511
ALEXANDRA RD., RICHMOND, BC**
(File Ref. No. 12-8275-30-001) (REDMS No. 7225768)

It was moved and seconded

- (1) *That the application from Emperor's Kitchen Ltd. doing business as: Grill Party, for an amendment to Food Primary Liquor Licence No. 305936 requesting:*
- (a) *An addition of a Seasonal Patio area to permit liquor and food service between April 1 and October 31 each year with 20 seats;*
 - (b) *Total person capacity to remain the same at 98 occupants; and*
 - (c) *An increase to hours of liquor service currently set at Monday to Sunday, 9:00AM to Midnight, be supported for change to Monday to Sunday, 9:00 AM to 2:00 AM, be supported; and*
- (2) *That a letter be sent to the Liquor and Cannabis Regulation Branch, which includes the information attached as Appendix A (Attachment 1), advising that Council recommends the approval of the licence amendments for the reasons that these amendments have been determined, following public consultation, to be acceptable to the neighbouring community.*

The question on the motion was not called as in reply to queries from Committee, staff advised that (i) the applicant is requesting an extension of operating hours for inside the restaurant, (ii) the reason for the extension is for increased income and profitability, and (iii) the patio is required to close at 10 pm.

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

COMMUNITY SERVICES DIVISION

6. PILOT PROJECT FOR THE CONSUMPTION OF ALCOHOL IN PUBLIC PARKS

(File Ref. No. 11-7200-20-01) (REDMS No. 7238902)

In response to queries from Committee, staff advised that (i) parks identified in the staff report were considered for their geographical spread and location in various neighbourhoods, (ii) should there be an issue or complaint, bylaws or the RCMP can be contacted, (iii) there have been no requests from the public with regards to a pilot project of this nature, (iv) should the pilot project be approved, public consultation will take place during the implementation of the pilot project, (v) the Criminal Code prohibits drinking and driving, (vi) a site selection criteria was created using pilot projects throughout the region, (vii) there is a buffer between sensitive areas and any complaints will be handled by Bylaws, (viii) a communications plan will be developed and distributed through various City social media channels, and the City's website, which will include maps as well as signage on-site, (ix) in consultation with internal City departments, the RCMP and other municipalities, no serious areas of concern were identified, and (x) the pilot project will run until September 30, 2023.

Dr. Meena Dawar, Chief Medical Officer, Vancouver Coastal Health (VCH), with the aid of a PowerPoint presentation (Copy on File, City Clerk's Office) spoke on (i) statutory responsibilities of Medical Health Officers, (ii) alcohol health impacts, (iii) increasing consumption, harm and costs, (iv) annual per capita alcohol consumption in British Columbia and Canada, (v) annual per capita alcohol consumption in Richmond, 2002-2021, (vi) alcohol-related hospitalization rates (per 100,000 pop.) in Richmond, 2007-2019, (vii) Alcohol and tobacco attributable hospitalizations in VCH, (viii) alcohol consumption driven by youth in Richmond, (ix) healthcare costs associated with substance use in BC, (x) the main drivers of alcohol consumption, (xi) different approaches needed for different public health harms, and (xii) key considerations should the pilot project be approved.

General Purposes Committee

Monday, June 19, 2023

It was moved and seconded

That a Bylaw be drafted to permit the implementation of a Pilot Project for the consumption of liquor in designated areas in a limited number of City of Richmond parks as detailed in the report "Pilot Project For the Consumption of Alcohol in Public Parks," dated May 25, 2023, from the Directors of Parks Services and Community Bylaws.

The question on the motion was not called as discussion took place on (i) testing the pilot project and seeing if its successful, (ii) redefining areas in some parks, (iii) ensuring proper signage, (iv) uses of parks, (v) drinking and driving, (vi) consulting the residents in the neighbourhoods, (vii) proximity to children and families, and (viii) potential trash problems.

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

It was moved and seconded

- (1) *That Minoru Park be removed from the Pilot Project;*
- (2) *That the areas in the remaining parks be reduced and better demarcations be used; and*
- (3) *That Garry Point Park be confined to the south east quadrant of the park.*

The question on the amendment motion was not called, as there was agreement to deal with Parts (1) (2) and (3) separately.

The question on Part (1) was then called and it was **DEFEATED** with Cllrs. Au, Day, Heed, McNulty and Wolfe opposed.

The question on Part (2) was then called and it was **DEFEATED** with Cllrs. Au, Day, Heed, McNulty and Wolfe opposed.

The question on Part (3) was then called and it was **DEFEATED** with Cllrs. Au, Day, Heed, McNulty and Wolfe opposed.

The question on the main motion was then called and it was **DEFEATED** with Mayor Brodie, Cllrs. Au, Hobbs, McNulty and Wolfe opposed.

General Purposes Committee

Monday, June 19, 2023

PLANNING AND DEVELOPMENT DIVISION

7. RICHMOND ACCESSIBILITY ADVISORY COMMITTEE 2023 WORK PROGRAM

(File Ref. No. 08-4055-05) (REDMS No. 7225033)

It was moved and seconded

That the proposed work plan for the Richmond Accessibility Advisory Committee as outlined in the staff report titled "Richmond Accessibility Advisory Committee 2023 Work Program," dated May 19, 2023, from the Director, Community Social Development, be approved.

CARRIED

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:43 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, June 19, 2023.

Mayor Malcolm D. Brodie
Chair

Sarah Goddard
Legislative Services Associate

GP - 9

PACIFIC. AUTHENTIC. RICHMONDBC

TOURISM RICHMOND UPDATE

JULY 4, 2023

PURPOSE

We believe that everything we do is...

To ensure Richmond and our community benefit from a thriving visitor economy.

VISION

When we accomplish this, we imagine a future where...
Richmond is a can't-miss part of the Metro Vancouver experience.

GP - 10

VALUES

What we value and we show it through...

Excellence | Passion | Integrity | Collaboration

MISSION

We are in the business of...

Building Richmond's reputation and making it a desirable place to live, work and visit.



GP - 11

TRAVEL IS BACK



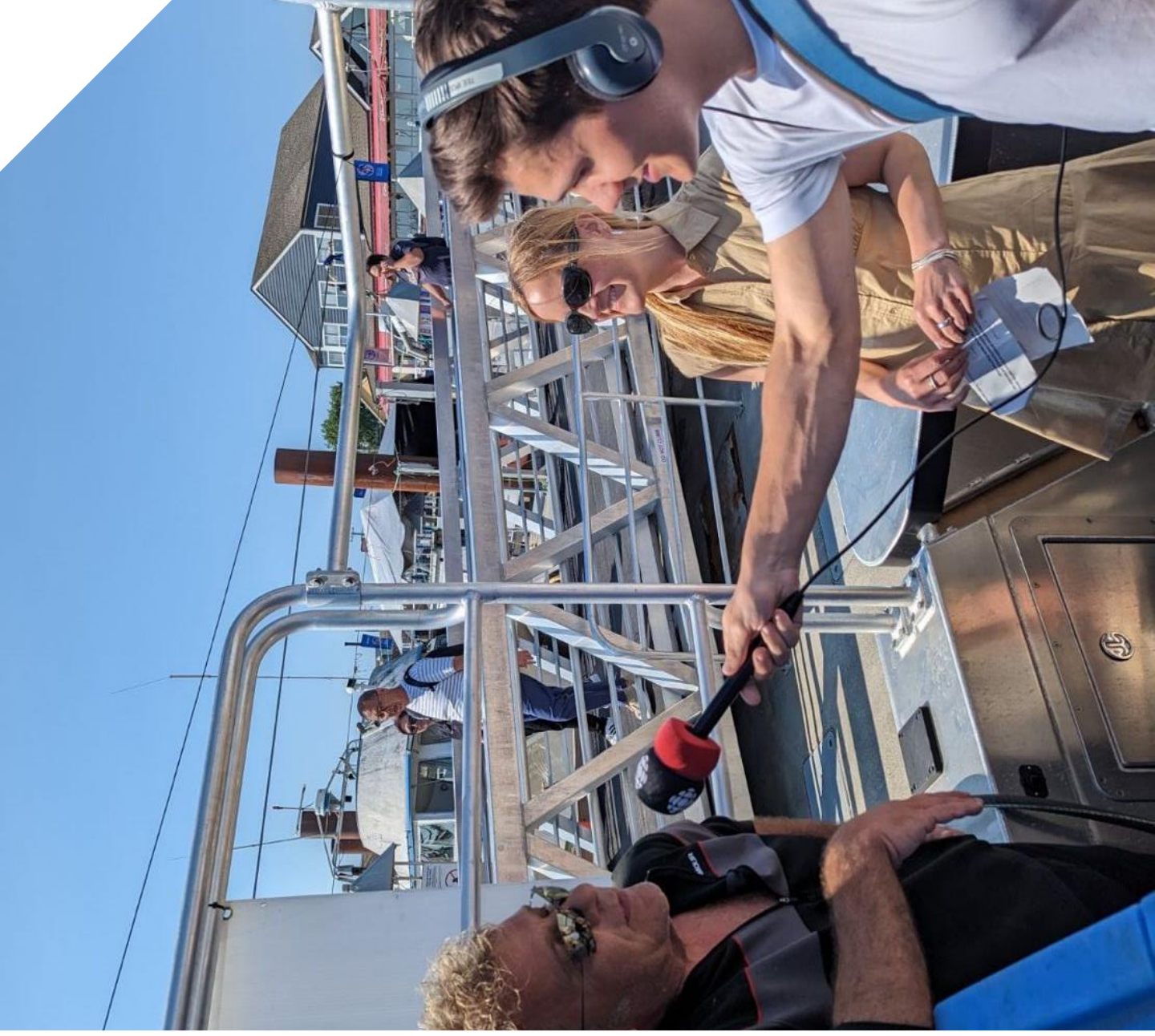
GP-12



TOURISM RICHMOND'S APPROACH

STEVESTON SPOT PRAWN AND SEAFOOD FESTIVAL

- CBC Radio interviewing Fisherman Frank on day one of the Spot Prawn Fishery.
- Supporting the industry, restaurants and adding to the vibrancy of Steveston.





FOOD, GLORIOUS FOOD

- Continuing to support and promote Richmond's unique and exciting food scene.
- This is some of the food on offer from the tour "Authentic Asian Eats"
- The Dumpling Trail continues to be very popular!



01.jpg



05.jpg





LEVERAGING THE AMAZING RACE CANADA

GP - 18

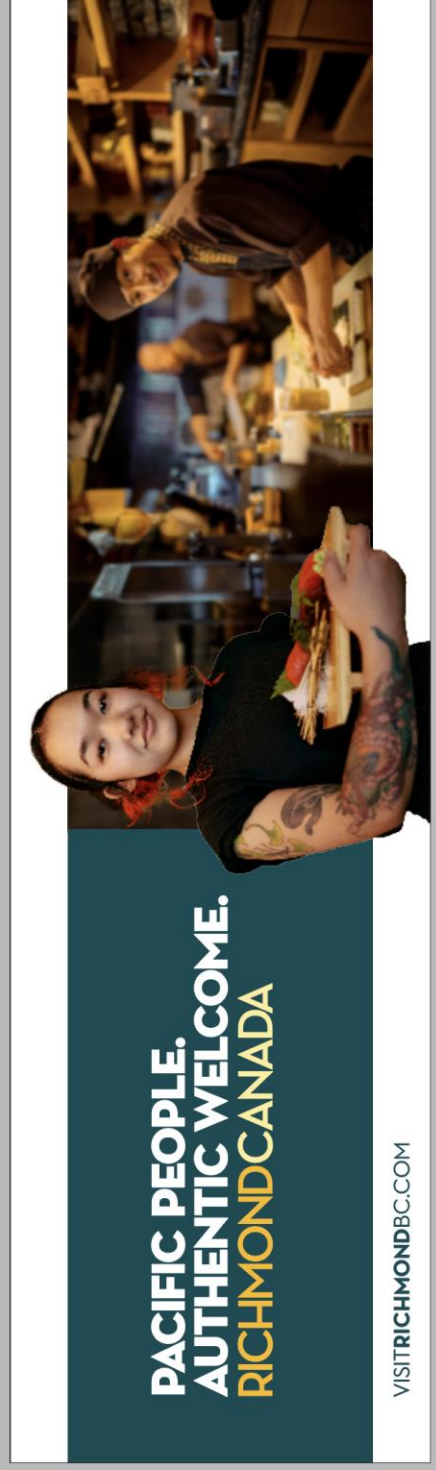
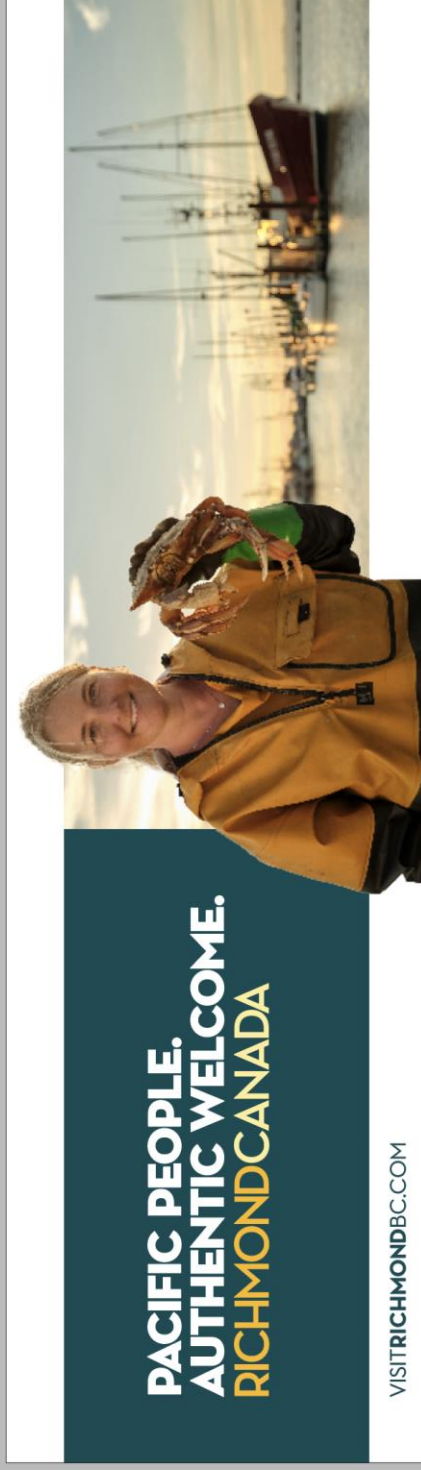


The Amazing Race Canada



Sample digital ad promoting the Amazing Race Canada and Richmond Contest

TARGETING NEW MARKETS WITH NEW TACTICS: E.G. SEATTLE BILLBOARDS



**DIGITAL OUTDOOR
ADVERTISING IN
SEATTLE**

**PACIFIC PEOPLE.
AUTHENTIC WELCOME.**

GP - 20

RICHMONDCANADA
VISITRICHMONDBC.COM



CURRENT SOCIAL MEDIA ADVERTISING



CAROUSEL

THE CARHA HOCKEY WORLD CUP 2023

GP - 22



MARCH 19TH-26TH, 2023 • RICHMOND, BC

Tourism Richmond's Regenerative Tourism Strategy

To foster tourism policies and business practices that protect our unique sense of place and not only sustain, but enhance, Richmond's natural, social, and cultural assets.

GP - 23

A regenerative tourism strategy in Richmond is about taking action to nurture powerful partnerships and create community benefits.

STRATEGIC PILLARS

Community
Activation

Community
Engagement

Sustainability
and Resilience





THANK YOU



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** June 8, 2023
From: Jason Kita **File:** 01-0005-01/2023-Vol
Director, Intergovernmental Relations and 01
Corporate and Strategic Planning
Re: **2023 UBCM Community Excellence Awards Program**

Staff Recommendation

That the City of Richmond's submissions to the Union of BC Municipalities (UBCM) Community Excellence Awards program be endorsed, including:

1. Excellence in Governance: Flood Protection Public Engagement Campaign;
2. Excellence in Service Delivery: MyBusiness Online Business Licence System; and
3. Excellence in Asset Management: Ageing Infrastructure Analysis.

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

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	APPROVED BY CAO
Business Services	<input checked="" type="checkbox"/>	
Community Bylaws and Licensing	<input checked="" type="checkbox"/>	
Engineering	<input checked="" type="checkbox"/>	
Information Technology	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	

Staff Report

Origin

The UBCM Community Excellence Awards recognize and celebrate UBCM members that have implemented projects or programs that demonstrate excellence in meeting the purposes of local government in BC. The awards are designed to profile promising practices and to encourage local governments to learn from the success of other members in order to implement changes in their own communities.

Entries for this year's awards submissions must include a resolution by Richmond City Council indicating support for the entries to be considered for a 2023 award by August 18, 2023.

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

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

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

Analysis

The City of Richmond is committed to a culture of continuous improvement and our vision "to be the most appealing, livable, and well-managed community in Canada." One of the ways in which we measure our success in achieving our objectives is through the awards and recognition the City receives from its peers in local government and from others. The City of Richmond has a lengthy list of awards and other accolades received in recent years, which are recorded on the City's website at <https://www.richmond.ca/culture/discover-richmond/profile/awards.htm>.

In particular, Richmond has received a number of awards from the UBCM through its Community Excellence Awards program. The UBCM is now accepting entries for its 2023 Community Excellence Awards. Staff have reviewed the award criteria and are recommending entries in the following categories:

Excellence in Governance

Governance is the process of decision-making and the means by which decisions are implemented (or not implemented). This category recognizes UBCM members that utilize governance processes and policies that are outcomes-based and consensus oriented; support and encourage citizen participation in civic decision-making; are efficient, equitable and inclusive, open and transparent; and exemplify best practices in accountability, effectiveness, and long-term thinking. This may include projects focused on staff, elected officials, and/or the community at large.

The City's 2023 submission to the Excellence in Governance award category is the Flood Protection Public Engagement Campaign.

Richmond's unique geographical location makes it susceptible to various flood risks making flood protection integral to the City's viability. In 2022, the City lead a Flood Protection Public Engagement Campaign to support the implementation of the accelerated flood protection program, Dike Master Plan Phase 4 and the City's habitat enhancement initiatives. A series of online and in-person engagement activities were coordinated to educate the community and collect public feedback. Staff conducted over 16 events including community pop-up events, bus tours, and elementary school presentations. Online public engagement included a virtual community conversation series and the launch of the flood protection StoryMaps. These engagement activities were promoted on various platforms including the local news and social media. Feedback from the campaign will be utilized to support the City's flood protection initiatives and progress of the Flood Protection Management Strategy.

Excellence in Service Delivery

Service delivery involves the actual production and provision of goods and services to the community, and should be integrated with community plans and aligned with financial plans. This category recognizes UBCM members that provide effective services in a proactive manner and demonstrate benefit to the community.

The City's 2023 submission to the Excellence in Service Delivery award category is the MyBusiness Online License System.

In July 2022, the City of Richmond launched MyBusiness, an innovative online business licence service. MyBusiness streamlines the business licencing process through an online self-service option that provides existing and new business owners with the convenience of applying for, updating, and renewing their licences online without having to visit City Hall in-person. Businesses can also check their application status and make online payments through this new system.

MyBusiness is integrated with the City's MyRichmond platform, the portal for accessing City services in one place, with one password. This approach is enabling the City to shift from a services-centric focus to a customer-centred focus to better serve Richmond's residents, businesses, employees, and visitors. The reimaged business process empowers customers to control their experience, while leveraging technology that allows City staff to focus on higher value, more complex tasks – resulting in more efficient and effective service to City businesses.

Excellence in Asset Management

Asset management is an integrated business approach that involves planning, finance, engineering, and operations to effectively manage existing and new infrastructure in order to maximize benefits, reduce risk and provide satisfactory levels of service to community users in a sustainable manner. This category recognizes UBCM members that have developed and implemented a comprehensive system of asset management policies and practices, meeting

and/or exceeding accepted best practices such as the International Infrastructure Management Manual, ISO 55000 or Asset Management for Sustainable Service Delivery: ABC Framework.

The City's 2023 submission to the Excellence in Asset Management award category is the Ageing Infrastructure Analysis.

The City of Richmond carries out an ageing infrastructure analysis approximately every two years, with the most recent one completed in 2022, to estimate the long-term capital requirements for age-related infrastructure renewal. This analysis is based on standard and observed service lives of specific types of infrastructure, and helps the City secure adequate resources to meet the financial challenges of the present, as well as the future, while maintaining current service levels.

The analysis assesses the current and long-term financial requirements to renew five types of infrastructure throughout the City: water, sanitary, drainage, diking, and roads. Supported by City's Council Strategic Plan – Strategic and Sustainable Growth, the ageing infrastructure analysis helps future-proof and maintain City infrastructure to keep the community safe; ensures that infrastructure meets changing community needs, current trends, and best practices; and adopts accountable, transparent, and responsible financial management that supports the needs of the community into the future.

Financial Impact

None.

Conclusion

One of the ways in which the City of Richmond measures our success in achieving our objectives is through the awards and recognition the City receives from its peers in local government and from others. The Union of BC Municipalities (UBCM) Community Excellence Awards recognize implemented projects or programs that demonstrate excellence in local government in BC. This provides a further opportunity for the City of Richmond to be recognized for its commitment to continuous improvement and excellence in municipal governance and service delivery.



Alisa Carey
Manager, Intergovernmental Relations
(604-247-4695)