



Parks, Recreation and Cultural Services Committee

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

**Tuesday, October 26, 2021
4:00 p.m.**

Pg. # ITEM

MINUTES

PRCS-4 *Motion to adopt the **minutes** of the meeting of the Parks, Recreation and Cultural Services Committee held on September 28, 2021.*



NEXT COMMITTEE MEETING DATE

November 23, 2021, (tentative date) at 4:00 p.m. in the Council Chambers

COMMUNITY SERVICES DIVISION

1. **STEVESTON HERITAGE INTERPRETIVE FRAMEWORK**
(File Ref. No. 11-7141-01) (REDMS No. 6751987)

PRCS-11

See Page PRCS-11 for full report

Designated Speaker: Rebecca Clarke

STAFF RECOMMENDATION

- (1) *That the Draft Steveston Heritage Interpretive Framework as detailed in the staff report titled “Steveston Heritage Interpretive Framework,” dated September 21, 2021, from the Director, Arts, Culture and Heritage Services be endorsed for the purpose of seeking stakeholder and public feedback; and*

- (2) *That the final Steveston Heritage Interpretive Framework, including the results of the stakeholder and public feedback, be reported back to Council.*



2. **STEVESTON MUSEUM AND POST OFFICE VISITOR EXPERIENCE IMPROVEMENTS**

(File Ref. No. 11-7141-01) (REDMS No. 6750875)

PRCS-31

See Page **PRCS-31** for full report

Designated Speaker: Rebecca Clarke

STAFF RECOMMENDATION

- (1) *That the Steveston Museum and Post Office Visitor Experience Improvements as detailed in the staff report titled “Steveston Museum and Post Office Visitor Experience Improvements,” dated September 20, 2021, from the Director, Arts, Culture and Heritage Services be endorsed to guide the future planning and operations of the Steveston Museum and Post Office; and*
- (2) *That expenditures totaling \$354,000 for facility improvements with an annual operating budget impact of \$12,300 for ongoing operating costs and an annual municipal contribution of \$40,000 paid to the Steveston Historical Society for the period from 2022-2026 be considered in the 2022 budget process.*



3. **RECREATION AND SPORT STRATEGY (2019-2024) – PROGRESS UPDATE**

(File Ref. No. 11-7000-01) (REDMS No. 6732765)

PRCS-78

See Page **PRCS-78** for full report

Designated Speaker: Donna Lee

STAFF RECOMMENDATION

- (1) *That the staff report titled, “Recreation and Sport Strategy (2019-2024) – Progress Update,” dated September 21, 2021, from the Director, Recreation and Sport Services, be received for information; and*

Pg. # ITEM

- (2) *That the achievements document, Recreation and Sport Strategy (2019-2024) – Progress Update, Attachment 1, in the staff report titled “Recreation and Sport Strategy (2019-2024)–Progress Update,” dated September 21, 2021, from the Director, Recreation and Sport Services, be posted on the City website and circulated to key stakeholders including Community Recreation Associations and Societies, Richmond Sports Council, and the Aquatic Advisory Board for their information.*

☐

4. **MANAGER’S REPORT**

ADJOURNMENT

☐



Parks, Recreation and Cultural Services Committee

Date: Tuesday, September 28, 2021

Place: Council Chambers
Richmond City Hall

Present: Councillor Harold Steves, Chair (by teleconference)
Councillor Bill McNulty
Councillor Linda McPhail
Councillor Michael Wolfe (by teleconference)

Absent: Councillor Chak Au

Also Present: Councillor Carol Day
Councillor Andy Hobbs (by teleconference)
Councillor Alexa Loo (by teleconference)

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

AGENDA ADDITIONS & DELETIONS

It was moved and seconded

- (1) *That Tree Planting at Britannia Heritage Shipyards be added to the agenda as Item 4A;*
- (2) *That Sports Council Facility Task Force be added to the agenda as Item 4B;*
- (3) *That Richmond Outdoor Court Usage be added to the agenda as Item 4C;*
- (4) *That Strawberry Boat be added to the agenda as Item 4D;*
- (5) *That Skateboarding in the City be added to the agenda as Item 4E and;*
- (6) *That Odlinwood Park Trail be added to the agenda as Item 4F.*

CARRIED

Parks, Recreation & Cultural Services Committee
Tuesday, September 28, 2021

MINUTES

It was moved and seconded

That the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on July 20, 2021, be adopted as circulated.

CARRIED

NEXT COMMITTEE MEETING DATE

October 26, 2021, (tentative date) at 4:00 p.m. in the Council Chambers.

DELEGATION

1. Phil Carlson, President of the Britannia Shipyards National Historic Site Society, Bruce Rozenhart, and Loren Slye reported (i) on April 28, 2021, Council approved a staff recommendation that the Britannia Shipyards and the Society begin a pilot project regarding the operation of the docks of Imperial Landing and Britannia Shipyards, (ii) there have been discussions with City staff regarding the hiring of dedicated staff to manage the docks and other waterfront issues, (iii) the Society would contribute revenue from the dock operations to support the position, and (iv) the Society is requesting the City create a Waterfront Coordinator position to manage waterfront activities.

In reply to queries from the Committee, Mr. Carlson advised (i) a range of \$25-\$30 per hour was suggested for a qualified candidate, (ii) similar positions exist in other marinas in BC, and (iii) a full-time position would attract more qualified applicants.

In reply to queries from the Committee, staff advised they will work through the process of job evaluation to determine the appropriate rate.

Discussion ensued on the possibility of creating the Waterfront Coordinator position prior to including it in the 2022 budget.

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

It was moved and seconded

That staff:

- (1) *Consider the options to provide a position for a Waterfront Manager at Britannia Shipyards and Imperial Landing; and*

2.

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(2) *Report back in six weeks.*

CARRIED

COMMUNITY SERVICES DIVISION

1. BLUE CABIN FLOATING ARTIST RESIDENCY

(File Ref. No. 11-7000-09-01) (REDMS No. 6729192)

Anthony Meza-Wilson, Managing Director, and Glenn Alteen, Co-Founder, Blue Cabin, reported (i) Blue Cabin is a unique heritage project, (ii) the cabin was remodeled and is currently housing historic displays, and (iii) funds are requested to move the Blue Cabin Floating Artist Residency.

In reply to queries from the Committee, staff advised (i) \$5,000 is requested from the pre-approved public art capital budget for the costs of moving the barge, (ii) river bottom silt would have no impact on operations, and (iii) the bedroom will be repurposed for the program and not used as a bedroom.

In reply to queries from the Committee, Mr. Alteen advised it may be costly to move the structure to other locations.

It was moved and seconded

That the Blue Cabin Floating Artist Residency proposal as detailed in the staff report titled, "Blue Cabin Floating Artist Residency" dated August 11, 2021, from the Director, Arts, Culture and Heritage Services, be endorsed.

CARRIED

2. SUMMER PROGRAM UPDATE 2021

(File Ref. No. 11-7000-01) (REDMS No. 6735530)

In reply to queries from the Committee, staff advised (i) where there are some small program declines, they are the result of COVID-19 health orders and capacity restrictions, (ii) attendance increases are attributed to waiting lists from cancelled 2020 programs, (iii) a resurgence in health activities and the movement to outdoor activities mitigated capacity restrictions, and (iv) racquet sports camps are included in the day camp statistics.

It was moved and seconded

That the staff report titled, "Summer Program Update 2021", dated August 30, 2021, from the Director, Recreation and Sport Services, be received for information.

CARRIED

3.

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3. **GARDEN CITY LANDS UPDATE**

(File Ref. No. 06-2345-20-GCIT1) (REDMS No. 6741699)

In reply to queries from the Committee, staff advised (i) a non-farm use application is subject to Agricultural Land Commission (ALR) approval, as the proposed Kwantlen Barn is proposed to include uses for delivering educational programs, (ii) a workshop on the Garden City Lands is expected, and (iii) no peat land will be affected by the Kwantlen proposal.

It was moved and seconded

That the staff report titled "Garden City Lands Project Update," dated September 8, 2021, from the Director, Park Services be received for information.

CARRIED

AGENDA ADDITIONS

4A. **TREE PLANTING AT BRITANNIA HERITAGE SHIPYARDS**

Discussion ensued on (i) the history of the Britannia Heritage Shipyards landscape, (ii) the proposal to plant 215 trees to honour the unmarked graves discovered on the site of the Kamloops Indian Residential School which was received by Council, and (iii) the suggestion that these trees and shrubs could be planted at Britannia.

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

It was moved and seconded

That staff's work on a related referral motion, carried at the Regular Council meeting of September 27, 2021, to collaborate with the Richmond Youth Education Centre on its tree planting proposal and other programs, include consideration of planting native tree species and shrubs at the Britannia Heritage Shipyards.

CARRIED

4B. **SPORTS COUNCIL FACILITY TASK FORCE**

In reply to a query from the Committee, staff advised McLean Park or King George Park are not identified as sites for future sport amenities such as soccer fields or baseball diamonds.

4.

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

It was moved and seconded

That East Richmond and Hamilton areas be included as potential sites for sport amenities in the Sports Council Facility Priorities Task Force.

CARRIED

4C. RICHMOND OUTDOOR COURT USAGE

In reply to a query from the Committee, staff advised that additional signage was placed on all tennis and pickleball courts to assist in communication regarding rules and requirements for usage and further signage can be considered for lacrosse boxes.

4D. STRAWBERRY BOAT

In reply to queries from the Committee, staff advised (i) the City owns the vessel and renovated it to support the maintenance of the facility, and (ii) it is available for use by the Society members.

4E. SKATEBOARDING IN THE CITY

In reply to a query from the Committee, staff advised that there are ongoing discussions with skateboard park users about facilities in the city.

4F. ODLINWOOD PARK TRAIL MULTI USE PATHWAY

In reply to queries from the Committee, staff advised (i) the multi-use pathway is not part of Odlinwood Park, (ii) the pathway was approved as an engineering project, (iii) there is no impact to environmentally sensitive areas, and (iv) a memorandum will be provided by staff to provide background on how the land was acquired and designated.

5. MANAGER'S REPORT

(i) National Seniors Day, Friday, October 1, 2021

Richmond is celebrating National Seniors Day with a variety of free and low cost virtual and in-person activities. The City is coordinating a positive aging campaign that aims to reduce ageism and existing stereotypes.

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(ii) *Artificial Turf Memo Update*

Staff are currently working with soccer organizations to resolve outstanding scheduling conflicts.

(iii) *Culture Days*

Staff reported that there will be 55 cultural events across Richmond both online and in-person.

(iv) *Richmond Art Gallery*

Richmond Art Gallery is hosting two free live-streamed events on October 16, 2021 and October 30, 2021.

(v) *Community Mural Program*

The community mural program received 38 artist submissions and 10 applications from property owners.

(vi) *Richmond Museum Feature Exhibit – Re-inventing Richmond*

The exhibit opened on September 25, 2021.

(vii) *Richmond Rotary Hospice 20th Anniversary*

An anniversary event showcasing their work is planned for October 1, 2021.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:03 p.m.).

CARRIED

Parks, Recreation & Cultural Services Committee
Tuesday, September 28, 2021

Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation and Cultural Services Committee of the Council of the City of Richmond held on Tuesday, September 28, 2021.

Councillor Harold Steves
Chair

Debbie Reimer
Legislative Services Associate



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Marie Fenwick
Director, Arts, Culture and Heritage Services


Re: **Steveston Heritage Interpretive Framework**

Date: September 21, 2021

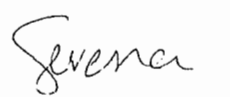

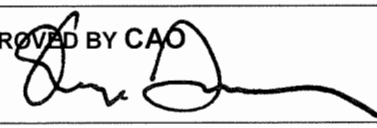
File: 11-7141-01/2021-Vol
01

Staff Recommendation

1. That the Draft Steveston Heritage Interpretive Framework as detailed in the staff report titled "Steveston Heritage Interpretive Framework," dated September 21, 2021, from the Director, Arts, Culture and Heritage Services be endorsed for the purpose of seeking stakeholder and public feedback; and
2. That the final Steveston Heritage Interpretive Framework, including the results of the stakeholder and public feedback, be reported back to Council.


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

Att. 1

REPORT CONCURRENCE		
ROUTED TO: Parks Services	CONCURRENCE <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER 
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

This report responds to the following referral from Parks, Recreation, and Cultural Services Committee on October 29, 2019.

That staff develop a Steveston Heritage Sites Interpretive Plan to guide the future conservation, interpretation, exhibit and program development of City-owned heritage sites in Steveston, as described in the staff report titled "Steveston Heritage Sites Update," dated October 4, 2019, from the Director, Arts, Culture and Heritage Services.

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.

3.1 Foster community resiliency, neighbourhood identity, sense of belonging, and intercultural harmony.

3.2 Enhance arts and cultural programs and activities.

3.4 Celebrate Richmond's unique and diverse history and heritage.

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

Background

Steveston is home to six City-owned heritage sites, London Farm, Britannia Shipyards National Historic Site, Steveston Tram, Steveston Museum and Post Office, Branscombe House and Scotch Pond. Five of these sites are open to the public and offer exhibits, programs, and a variety of passive and interactive interpretive opportunities. Additionally, Steveston is home to many other landscapes, places, objects, public art pieces, and activities that support the presentation of its unique heritage.

Interpretive plans are foundational documents for heritage institutions and other informal learning facilities, providing guidance for the design and operation of heritage facilities including conservation, landscaping, exhibit design and program planning. A key element of an interpretive plan is the interpretive framework. This framework sets out the key themes and

stories told and guides decisions on how to communicate key messages and information to audiences through meaningful experiences, site management and business planning.

The Steveston Heritage Interpretive Framework (Interpretive Framework – Attachment 1) considers the overarching interpretation of Steveston’s heritage at the City-owned heritage sites and other assets in Steveston, including the waterfront and natural areas. Developed through an integrated interpretive planning process, the Interpretive Framework guides the telling stories of Steveston at different heritage sites and locations throughout the area. The Interpretive Framework will guide interpretation in a more holistic manner and inform future site planning, exhibit development, signage, conservation-related projects, and programs, at City-owned heritage sites.

The Steveston Heritage Interpretive Plan is a living operational document that will change each year as sites respond to new opportunities with stakeholders, target audiences, and interpretive methods. The Interpretive Framework provides long-term guidance that will only change in response to societal shifts in our understanding of history and its importance or as the community of Steveston evolves. It is recommended that the Interpretive Framework be reviewed every 10 years.

Engagement

The development of the Interpretive Framework was done in consultation with the heritage sites’ society operating partners and other groups invested in the heritage interpretation of Steveston. Engagement began with a workshop in January 2020 focused on defining intended audiences, interpretive themes, and desired interpretive methods for each site and across Steveston. The following groups participated in this workshop:

- Britannia Shipyards National Historic Site Society;
- London Heritage Farm Society;
- Steveston Historical Society;
- Gulf of Georgia Cannery Society;
- Scotch Pond Cooperative; and
- Tourism Richmond.

Throughout 2020 and 2021, staff had numerous additional discussions with these groups individually, further refining the proposed audiences, themes, and methods for each site. The results of these discussions, combined with a thorough review of previous heritage planning work and historical documentation, provide the foundation for the Interpretive Framework.

Steveston Heritage Interpretive Framework

Much of the Interpretive Framework draws on the Historical Context Statement developed for the Steveston Village Heritage Conservation Area Program to help identify and preserve the buildings and features in Steveston. In this Statement, eight heritage themes were identified which distinguish Steveston as unique to the community and reflective of the history of the Province of British Columbia as a whole.

1. Aboriginal Use
2. Agricultural Roots
3. Cannery Legacy
4. Fisheries Tradition
5. Small Frontier Town
6. Transportation Hub
7. Cultural Diversity
8. Continuing Community

This Interpretive Framework considers these eight themes in the modern context and as they relate to the interpretive opportunities offered at the heritage sites in Steveston. An overview of this Interpretive Framework is provided here. Additional detail, including descriptions of themes and stories, is included in the attached full version of the Interpretive Framework. The full Interpretive Framework also includes specific interpretive goals for each City-owned heritage site which will direct the methods of presentation of the themes and stories outlined below.

The themes identified in the Interpretive Framework include:

- **Cultural Diversity** – Steveston was and is a culturally diverse area, attracting people from around the globe for economic opportunities and natural beauty.
- **Connection to the Fraser River** – Steveston exists in its current form in large part because of the physical and natural environment found in its location at the mouth of the Fraser River.
- **The Past in our Present** – While today's Steveston looks very different than that of one hundred years ago, the legacies of what was built then, still lives on in its people, places and activities.

The four stories outlined in the Interpretive Framework include:

1. **Fishing** - Fishing has been a central driver of settlement in the Steveston area, which served as a base from which fishers could collect and process their harvest for hundreds of years. This was seen in the rich traditions of Indigenous Peoples fishing the Fraser River and Salish Sea and remains true for the more than 500 commercial vessels in the modern day Steveston Harbour.
2. **Farming** - While today farmland is found largely on the outskirts of Steveston, farming has been an important activity shaping the area's development. From Chinese market gardens, to family dairy farms, to large-scale grain farms, to the berry and vegetable farms in today's Agricultural Land Reserve, each of these illustrates unique features of the land and the people who work it.
3. **Community Life** - Being located in the southwest corner of Richmond surrounded by river and open fields, Steveston has always been set apart from other populated areas. Because of this, community members took it upon themselves to build what it needed, developing a strong sense of independence.
4. **Transportation Hub** - In today's world, it is difficult to imagine the large steamships of the early twentieth century that visited Steveston's port and the ferries and interurban

tram that took people from the busy Steveston town to the neighbouring areas of New Westminster or Vancouver. With each change in transportation came changes to the development of Steveston and the lifestyle of people travelling and moving goods.

The full Interpretive Framework also includes specific interpretive goals for each City-owned heritage site which will direct the methods of presentation of the themes and stories outlined in the table below.

THEMES		
Cultural Diversity		
Connection to the Fraser River		
The Past in our Present		
Stories	Sub-Stories	Interpretive Locations
Fishing	a) The Catch b) Fishing Techniques and Traditions c) Processing the Catch d) The Fishing Fleet	Primary <ul style="list-style-type: none"> Gulf of Georgia Cannery National Historic Site Britannia Shipyards National Historic Site Secondary <ul style="list-style-type: none"> Steveston Harbour Scotch Pond Imperial Landing Fisherman's Park Garry Point Park
Farming	a) The Nature of Steveston Farms b) A Farming Community c) The Business of Farming	Primary <ul style="list-style-type: none"> London Farm Secondary <ul style="list-style-type: none"> Dyke Trail Branscombe House London Wharf Park
Community Life	a) Building Community b) Home Life c) Staying Connected d) Nikkei Contributions	Primary <ul style="list-style-type: none"> Steveston Museum and Post Office Britannia Shipyards National Historic Site London Farm Secondary <ul style="list-style-type: none"> Steveston Tram Steveston Village Branscombe House Japanese Canadian Cultural Centre Steveston Nikkei Memorial Steveston Community Centre

Transportation Hub	a) Evolution of Transportation b) The “Sockeye Special” c) The Backbone of Commerce	Primary <ul style="list-style-type: none"> • Steveston Tram Secondary <ul style="list-style-type: none"> • Britannia Shipyards National Historic Site • Steveston Museum and Post Office • London Farm • Railway Greenway • Steveston Harbour • Steveston Community Park • London Wharf Park
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Recommendations

To successfully implement the Interpretive Framework, it is recommended that future heritage interpretation initiatives should:

1. Align with the themes and goals identified in this Interpretive Framework;
2. Put the user first;
3. Link the stories and sites in Steveston; and
4. Introduce elements that address existing gaps in interpretation such as:
 - The story of First Nations and their changing relationship to the area;
 - The significance of the Fraser River in Steveston’s development and the impact of that development on the River;
 - The evolution of West Coast fishing methods and boats;
 - The history of Cannery Row and how the canneries shaped the Steveston community;
 - The story of farming and agriculture in Steveston past and present; and
 - The story of Steveston as an international port.

Addressing these gaps should be considered priorities for future interpretation and the existing sites and elsewhere in Steveston as opportunities arise.

In addition to these overarching recommendations, there are a number of initiatives planned and currently underway which support the implementation of the Interpretive Framework at the City’s heritage sites. These are outlined by location in the following section.

Britannia Shipyards

Britannia Shipyards is a large site with numerous interpretive opportunities and significant investment in preservation and displays in recent years. However, to date two buildings, the Japanese Duplex and First Nations Bunkhouse, remain unrestored. At the regular Council meeting on February 8, 2021, Council endorsed a proposed program plan for the First Nations Bunkhouse. More detailed information about the proposed interior program and levels of service for the Japanese Duplex and the First Nations Bunkhouse will be the subject of a subsequent report.

There are also a number of interpretive experiences currently in development at Britannia Shipyards that support the stories and goals outlined in the Interpretive Framework, including:

- Restoration of the Britannia Shipyard winch and ways system;
- Program planning for boat restoration and building in the Richmond Boat Builders;
- Planning for heritage boat preservation and display;
- Recruitment of heritage vessels for rotating display at Britannia Shipyards docks; and
- Improved interpretive signage along the boardwalk and in the park.

London Farm

At the regular Council meeting on February 8, 2021, Council endorsed a new Master Plan to guide the future development and operation of London Heritage Farm site. This Master Plan advances the Interpretive Framework by identifying specific infrastructure improvements in the London Farm Park. Staff will submit a funding request as part of the 2022 budget process to advance the Master Plan.

Interpretive work identified in the Master Plan that is currently underway includes:

- Upgrades to the displays and interpretive signage in the park;
- Installation of a new feature tractor; and
- Upgrades to the chicken coop and bee house to support thriving chicken and bee populations.

Upgrades to the displays and interpretive panels in the farmhouse are also recommended. These changes will better support the themes and stories identified in the Interpretive Framework and create meaningful experiences that appeal to target audiences. This will be the subject of future reports to Council and future funding requests.

Through the interpretive planning process, the London Heritage Farm Society proposed simplifying the name of the site to “London Farm” for the purposes of marketing and communications. This name is more aligned with the names of the other heritage sites, and better reflects the diversity of programs and activities at London Farm.

Steveston Museum and Post Office

After consultation with the community, Steveston Historical Society and Tourism Richmond through 2020 and 2021, a number of new activities have been proposed which would support the interpretative themes and goals identified in this Interpretive Framework and improve the visitor experience at the Steveston Museum. More detailed information about the proposed interior program and levels of service for Steveston Museum and Post Office will be the subject of a subsequent report.

These proposed changes include:

- Providing additional interpretation connecting the post office to Steveston’s history and heritage;
- Working with local artists and artisans to offer rotating displays in the Northern Bank building;

- Raising profile of the Japanese Fishermen's Benevolent Society(JFBS) exhibits and providing easier access in summer season;
- Working with the local Japanese Canadian community to enhance interpretation in the JFBS building; and
- Refreshing displays of Steveston history in the Northern Bank building to allow for additional stories to be told.

These activities would help to address gaps in the current interpretation of Steveston's stories as well as build on the existing community programming and JFBS exhibits which have proven popular over past years.

Steveston Tram

To support the presentation of the beautifully restored Tram, staff are currently working on additional interpretation in the facility offering historical context and opportunities for engaging programming. New family-friendly displays that support the themes and stories identified in the Interpretive Framework are currently in development. In future, programming for younger audiences will be developed and delivered. These programs will build on existing displays and provide appealing experiences that attract locals to visit regularly.

Phoenix Net Loft

In 2020 Council approved phase one of a public consultation process to explore options for a museum/ interpretive centre in the reconstructed Phoenix Net Loft building. Staff will report back to Council with the findings of phase one of the consultation process and recommended next steps.

Additional Interpretive Opportunities

There are numerous opportunities for added heritage interpretation at various locations across the Steveston area. Both an interpretive sign program and an audio walking tour would allow individuals to learn about the area as a whole. Additionally, the presentation of feature artifacts or public art installations could highlight lesser recognized histories and peoples. Staff, working with community stakeholders, will develop and support new initiatives to take advantage of interpretive opportunities in parks and other heritage places over the coming years.

Next Steps

Should Council endorse the proposed draft Interpretive Framework, staff will circulate the Interpretive Framework to seek stakeholder and public feedback. Stakeholders will include both those groups who participated in the creation of the draft Interpretive Framework (Britannia Shipyards National Historic Site Society, London Heritage Farm Society, Steveston Historical Society, Gulf of Georgia Cannery Society, Scotch Pond Cooperative and Tourism Richmond) and others who we anticipate will help to advance both ongoing and future strategic actions related to the plan. These groups include the Musqueam Indian Band, Steveston Harbour Authority, Steveston Community Society and the Richmond Heritage Commission. Following this process, staff will report back to Council with the results of the stakeholder and public feedback and a proposed final Interpretive Framework. The Council-endorsed Interpretive

Framework will provide direction for future responses to existing referrals and on-going projects related to the heritage sites in Steveston.

Financial Impact

There is no financial impact at this time. Any recommendations of the Interpretive Plan that require additional funding will be the subject of future reports to Council and the annual budget processes.

Conclusion

The Steveston Heritage Interpretive Framework, developed through an integrated planning process in collaboration with community partners, will guide telling the stories of Steveston at different heritage sites and locations throughout the area. The Interpretive Framework will guide interpretation in a more holistic manner and inform future site planning, exhibit development, signage, conservation-related projects, and programs, at City-owned heritage sites.

Staff recommend Council endorse the draft Interpretive Plan for the purposes of seeking stakeholder and public feedback on the plan and will report back with the final plan and the results of this feedback.



Rebecca Clarke
Manager, Museum and Heritage Services
(604-247-8330)

Att. 1: Steveston Heritage Sites Interpretive Framework



CITY OF RICHMOND STEVESTON HERITAGE INTERPRETIVE FRAMEWORK DRAFT

September 10, 2021



Thematic Framework

Overview

Interpretive themes		
Cultural Diversity		
Connection to the Fraser River		
The Past in our Present		
Stories	Sub-Stories	Interpretive Locations
Fishing	a) The Catch b) Fishing Techniques and Traditions c) Processing the Catch d) The Fishing Fleet	Primary <ul style="list-style-type: none"> Gulf of Georgia Cannery National Historic Site Britannia Shipyards National Historic Site Secondary <ul style="list-style-type: none"> Steveston Harbour Scotch Pond Imperial Landing Fisherman's Park Garry Point Park
Farming	a) The Nature of Steveston Farms b) A Farming Community c) The Business of Farming	Primary <ul style="list-style-type: none"> London Farm Secondary <ul style="list-style-type: none"> Dyke Trail Branscombe House London Wharf Park
Community Life	a) Building Community b) Home Life c) Staying Connected d) Nikkei Contributions	Primary <ul style="list-style-type: none"> Steveston Museum and Post Office Britannia Shipyards National Historic Site London Farm Secondary <ul style="list-style-type: none"> Steveston Tram Steveston Village Branscombe House Japanese Canadian Cultural Centre Steveston Nikkei Memorial Steveston Community Centre
Transportation Hub	a) Evolution of Transportation b) The "Sockeye Special" c) The Backbone of Commerce	Primary <ul style="list-style-type: none"> Steveston Tram Secondary <ul style="list-style-type: none"> Britannia Shipyards National Historic Site Steveston Museum and Post Office London Farm Railway Greenway Steveston Harbour Steveston Community Park London Wharf Park

Interpretive Themes

The following interpretive themes, or central concepts, can be seen in all of Steveston's heritage places and activities. These concepts are important lenses through which Steveston's history and heritage can be viewed and its stories told.

These themes, and the stories that follow, highlight Steveston's unique heritage and offer opportunities to illustrate how these histories are part of the larger story of British Columbia and Canada.

A. Cultural Diversity – Steveston was and is a culturally diverse area, attracting people from around the globe for economic opportunities and natural beauty.

Since before contact, Indigenous peoples were drawn to the areas' rich resources. Later Chinese, Japanese, South Asian and European populations came and developed commercial fishing and farming industries. Changes in community populations through the late nineteenth and twentieth centuries were representative of larger socio-economic trends and government policies such as:

- Establishment of the reserve and residential school systems for First Nations people outlined in the Indian Act;
- Restrictions on Indigenous peoples' cultural heritage practices such as fishing and potlatches;
- Race-based immigration policies such as the Chinese Exclusion Act;
- Race-based awarding of fishing licenses;
- Land ownership and enfranchisement laws that privileged men and people of European descent; and
- Japanese internment and seizure of property during the Second World War.

These policies shaped both the fishing and farming industries that were the backbone of Steveston's community. Despite numerous challenges, people continued to come from around the world, creating a unique mix of cultures and working together to build a community that supported each other's well-being. While racism has been a persistent factor in Steveston's history, so has the cultural harmony that was fostered through shared working and living experiences.



Image: Japanese Hospital in Steveston circa 1900, COR 1978 14 11

B. Connection to the Fraser River – Steveston exists in its current form in large part because of the physical and natural environment found in its location at the mouth of the Fraser River. The area contains significant natural heritage in the ecology of the tidal marshes, tidal sloughs and mud flats, traces of surviving indigenous vegetation, riverine and terrestrial habitat values.

The River and its rich estuary have provided many resources for the people who settled in the area, including food, fertile soil, a means of transportation and a place of beauty and recreation. The importance of the River as a connector and provider is at the heart of every story from its beginnings to today.

C. The Past in our Present – The village of Steveston and the surrounding area have maintained a strong identity despite, or perhaps because of, a series of downturns. While fishing and farming have changed significantly over the years, both are still well-represented in Steveston with many residents connected to those earlier ways of life. Preservation of heritage places and practices that long distinguished Steveston has played a role, so has a turn toward a new economic basis in tourism. While today's Steveston looks very different than that of a one hundred years ago, the legacies of what was built then, still lives on in its people, places and activities.



Image: Steveston Waterfront circa 1943, COR 1985 4 14

Stories / Sub-stories

Although Steveston has many stories to tell, this plan focuses on four central stories which provide a rich basis for interpretation and offer opportunities for existing places, objects and activities to bring each story to life.

A. Fishing

Fishing has been a central driver of settlement in the Steveston area, which served as a base from which fishers could collect and process their harvest for hundreds of years. This was seen in the rich traditions of Indigenous Peoples fishing the Fraser River and Salish Sea and remains true for the more than 500 commercial vessels in the modern day Steveston Harbour.

Contained within the Fishing storyline are a number of sub-stories that speak to not only the technical aspects of the work but also the people doing the work and their experiences of hardship and success.

- **The Catch** describes the many species of fish and other sea life that have provided sustenance for people over the years. In addition to fish traditionally found in the Fraser River, the Catch tells about the species that were and are commercially fished up and down BC's coast by the vessels and fishers of Steveston.
- **Fishing Techniques and Traditions** focuses on the methods of fishing and their technological and cultural evolution. From the highly productive, and carefully regulated, traditional Indigenous fishing techniques, to gillnets, Seine nets and Easthope engines, each fishing method is unique to a people and time and sets the stage for the day-to-day experiences of Steveston's fishers and their families.
- **Processing the Catch** highlights the prolific fish processing industry and the people who worked in it, that shaped Steveston's development during the twentieth century. This story is dominated by the salmon canneries that lined Steveston's Cannery Row, but also includes Indigenous practices of salmon preserving and modern practices of reduction and freezing.
- **The Fishing Fleet** tell the story of the vessels that supported fishers and the unique craftsmanship that went into their design and maintenance. In particular, this includes the history of the many boat works that were owned by Japanese Canadians who brought their unique boatbuilding skills with them from Japan.

The prominence of fishing in Steveston's development allows for numerous interpretive opportunities, highlighted by two National Historic Sites – the Gulf of Georgia Cannery and the Britannia Shipyards – and brought to life today at the Steveston Harbour.

B. Farming

While today's farmland is found largely on the outskirts of Steveston, farming has been an important activity shaping the area's development. Throughout the twentieth century, farming in Steveston has taken many shapes, evolving to suit the people, economic markets and technology of the time. From Chinese market gardens, to family dairy farms, to large-scale grain farms, to the berry and vegetable farms in today's Agricultural Land Reserve, each of these illustrates unique features of the land and the people who work it.

- **The Nature of Steveston Farms** shares how farming in Steveston shaped and was shaped by the River and its ecology. From the creation of the dyke system to maximize use of the rich delta soil to management of "pests", and the use of chemicals to increase production, farming has had a significant impact of the ecology of the River estuary.

- **A Farming Community** tells the story of Steveston's many farming families and how together, they worked the land. These stories of resilience and resourcefulness share how farmers, their families, labourers and community worked together to make a living off the land. These stories also illustrate the class, gender and racial divides that were part of twentieth century farming culture.
- **The Business of Farming** speaks to the evolution of farming methods and how farmers worked not only to feed their families, but to produce crops that supported a sustainable business. From the types of crops planted, to the farming implements used, to the means of transportation to get to market, each decision set the course for how successful a farm business would be.

The story of farming is primarily told at London Farm with supporting interpretation in parks spaces and along the dyke trail.

C. Community Life

Being located in the Southwest corner of Richmond surrounded by river and open fields, Steveston has always been set apart from other populated areas. Because of this, community members took it upon themselves to build what it needed, developing a strong sense of independence. This story of Community Life reflects this enterprising spirit and illustrates how people from diverse backgrounds can come together to form a community.

- **Building Community** focuses on the amenities and activities that developed in Steveston as the community grew. From hospitals and schools to banks and pubs, these places and activities characterize the people of Steveston and their life outside of work.
- **Home Life illustrates** how the people working in the fishing, canning and farming industries lived. The opportunities offered by this work attracted people and families from around the world who lived in different circumstances, practicing a variety of cultural traditions.
- **Staying Connected** speaks to the evolution of communication methods that the diversity of people in Steveston used to maintained connections with their families in distant lands.
- **Nikkei Contributions** tells the story of the Japanese Canadians who played a significant role in the shaping of the Steveston community. From the first settler from Mio, Japan, to the forced removal of Japanese Canadians, to the modern contributions to Steveston's community, the ups and downs faced by the people of Steveston have put an indelible mark on the community known today.

The story of Community Life is told at many places throughout Steveston. The Steveston Museum Post Office serves as a focal point, while Britannia Shipyards and London Farm offer immersive experiences.

D. Transportation Hub

The story of Steveston as a Transportation Hub is the only story that is largely situated in the past. In today's world of highways and busses, it is difficult to imagine the large steamships of the early twentieth century that visited Steveston's port regularly to transport canned salmon across the sea. Also lost are the ferries and interurban tram that took people from the busy Steveston town to the neighbouring areas of New Westminster or Vancouver. With each change in transportation came changes to the development of Steveston and the lifestyle of people travelling and moving goods.

- **Evolution of Transportation** tells the story of the changes to how people and goods moved from Steveston to other places in the region or world. It includes the early international ships, local travel by canoe, ferry or horse, as well as the interurban tram system and modern day transit and roads.
- **The "Sockeye Special"** was the affectionate name locals gave to the interurban rail, reflecting the importance of the Tram to the people of Steveston. This story shares the experiences of the people who travelled on the Tram for work and going to and from social events in Richmond and Vancouver.
- **The Backbone of Commerce** describes how various transportation systems supported the commercial development of Steveston. This includes systems that brought workers into Steveston during the fishing and canning seasons and provided producers with a reliable method of marketing and transporting their products.

This story is primarily told at the Steveston Tram with supporting interpretation at the Steveston Museum and Post Office and London Farm.



Images, top to bottom, left to right: Wood working displays at Britannia Shipyards, Tram passenger display, Doing laundry at London Farm

Interpretive Goals

Interpretive goals help direct the presentation of the themes and stories described above. These interpretive goals focus on the primary points of interpretation at City-owned facilities and places. As of 2021, the Gulf of Georgia Cannery National Historic Site is undergoing its own interpretive planning process with input from other stakeholders, including the City of Richmond.

Britannia Shipyards National Historic Site Goals

Interpretation at this site is designed to...

- Create authentic and immersive experiences of the daily life of the people who worked in West Coast fishing and boatbuilding;
- Foster greater understanding of the cultural diversity of people that supported West Coast fishing and boatbuilding;
- Encourage discovery of the complex workings of West Coast fishing and boatbuilding industry; and
- Inspire connections to and stewardship of West Coast maritime heritage and the Fraser River.

London Farm Goals

Interpretation at this site is designed to...

- Inspire connections to and stewardship of the land and the site;
- Create an environment of curiosity and remembering of early 20th century farm life;
- Foster greater understanding of agricultural and farm practices of early 20th century farming; and
- Encourage discovery of the people and complexity of Richmond's farm society.

Steveston Museum and Post Office Goals

Interpretation at this site is designed to...

- Create opportunities for local residents to connect to each other and visitors;
- Foster greater understanding of the Steveston community's history and activities;
- Showcase Steveston's unique cultural heritage through art and heritage displays; and
- Encourage discovery of Steveston's exceptional heritage places.



Image: School program at Steveston Museum and Post Office

Steveston Tram Goals

Interpretation at this site is designed to...

- Immerse visitors in the authentic experience of riding on an interurban tram in the first half of the 20th century;
- Foster a greater understanding of the significance of interurban transportation to Richmond;
- Encourage discovery of the streetcar technology and operation; and
- Inspire connections to Richmond's transportation history.

List of supporting resources (by area of interest)

Branscombe House

Branscombe House Conservation Plan,
Don Luxton and Associates, 2013

Britannia Shipyards National Historic Site

The Britannia/Phoenix Heritage Study,
Duncan Stacey, 1983

A Heritage Overview of "Area E" at the Britannia Waterfront, Leonard Ham, 1988

City Bylaw 5585 for Heritage Designation,
City of Richmond, 1990

Britannia Information Report,
City of Richmond, June 1990

Britannia Complex Phase II,
Robert Lemon Architecture, Sept. 1990

1991 Agenda Paper HSMB of Canada,
Parks Canada, 1991

Some Tree Ring Dates for buildings at the Britannia Heritage Shipyard – Dendrochronology Report,
M L Parker Co., Mar. 1992

The Britannia Heritage Shipyard Marketing Research Study, MDM Marketing Consultants, May 1998

Steveston Community Industrial Adjustment Study: Final Report Feasibility Analysis, Cornerstone Planning Group, May 1998

Britannia Heritage Shipyard Business Plan, Britannia Business Plan Steering Committee, Sept. 2000

Britannia Heritage Shipyard Historic Zone Interpretive Plan, Denise Cook Design, Sept. 2006

Britannia Heritage Shipyard Marketing Project – Steveston Resident Discussion Group Plan,
Mitchell James Marketing, 2006

Britannia Heritage Shipyard Marketing Project – Multi-year Marketing and Communications Roadmap,
Mitchell James Marketing, 2007

Britannia Shipyards NHS Strategic Plan 2014-2018,
City of Richmond, 2014

How We Lived: Stories of Work and Play at Britannia,
City of Richmond, Feb. 2009

Britannia Shipyards NHS Site Entryways and Wayfinding Concept, Denise Cook Design, Mar. 2010

Voices of Britannia: The People, the Stories and the Future" Community Engagement Project – Final Report, City of Richmond, Nov. 2013

Seine Net Loft Design Brief, City of Richmond, Jan. 2015

Britannia Heritage Shipyard Conservation Plan,
Don Luxton and Associates, 2015

Waterlot Management Plan, City of Richmond, 2016

Japanese Duplex and First Nations Bunkhouse Historical Literature Review, Denise Cook Design,
May 2016

Restoring the Japanese Duplex and First Nations Bunkhouse Buildings, City of Richmond, Sept. 2016

Maritime Vessel Management and Operational Plan,
City of Richmond, Nov. 2016

Britannia Shipyards Heritage Site Business Plan – Market Analysis, RC Strategies + PERC, Nov. 2017

Britannia Visitor Survey (in conjunction with Strategic Development Plan), City of Richmond, 2017

Britannia Shipyards NHS Strategic Development Plan,
Nordicity, 2018

Britannia Staff & Board Boat Survey Summary,
City of Richmond, 2018

Britannia Shipyards Building History,
City of Richmond, Sept. 2018

Management of the Existing Fleet of Boats at Britannia,
Bud Sakamoto, Nov. 2018

Marketing Plan for Britannia Shipyards,
City of Richmond, April 2020

Garry Point Park

Garry Point Park Master Plan, Pacific Landplan Collaborative Ltd., 1983

Gulf of Georgia Cannery National Historic Site

Gulf of Georgia Cannery Management Plan,
Parks Canada, 2011

Visitor Information Program LITE Final Report,
Parks Canada, 2018

Gulf of Georgia Cannery Society Strategic Plan,
Gulf of Georgia Cannery Society, 2020

Japanese Fishermen's Benevolent Society Building

Japanese Nurses Residence Relocation Drawings,
McGinn Engineering and Preservation Ltd., Dec. 2009

Exhibit text panels, D. Jensen and Associates, 2010

Japanese Fishermen's Benevolent Society Building Interior Renovation, Birmingham & Wood Architects and Planners, April 2013

Japanese Fishermen's Benevolent Society Building Conservation Review, Don Luxton and Associates,
Nov. 2013

London Farm

City Bylaw 3528 Designation of Lands,
City of Richmond, 1977
City Bylaw 3515 Designation of House,
City of Richmond, 1978
*Minutes from the Provincial Agricultural Land
Commission regarding London Farm application*,
Provincial Agricultural Land Commission, Dec. 1978
London Farm Site Development Plan, Advance Planning
and Research Architecture, 1982
London Farm Plan, Justice and Vincent Landscape
Architects, 1986
London Heritage Farm House Plans, unknown, 1987
*London Heritage Farm Long Range Planning
Workshop Notes*, PreDesign Consulting, Dec. 1996
*Growing up on London Farm: the Memories of May
London*, City of Richmond Archives, 1998
London Heritage Farm Collections Policy,
City of Richmond, 2012
London Farm Conservation Plan,
Don Luxton and Associates, 2014
London Heritage Farm – Farming Historical Research,
City of Richmond, 2020
London Heritage Farm Master Plan,
City of Richmond, 2021

Scotch Pond

City Bylaw 5960 for Heritage Designation,
City of Richmond, 1992
Scotch Pond Conservation Plan,
Don Luxton and Associates, 2014

Steveston area

*An Archaeological Heritage Resource Overview
of Richmond B.C.*, Leonard C. Ham, 1987
City of Richmond Heritage Inventory,
City of Richmond, 2005
Steveston Area Plan of the Official Community Plan,
City of Richmond, 2009
*Steveston Village Conservation Strategy &
Implementation Program*, Birmingham & Wood
Architects and Planners, Jan. 2009
*Japanese Canadian Cultural Centre Conservation
Plan*, Don Luxton and Associates, 2014
Steveston area research, John Atkin, 2017
Brand Discovery Session, Tourism Richmond, Mar. 2018
Steveston Tourism Plan, Tourism Richmond, July 2019
Steveston Story – Story Presentation,
Tourism Richmond, Oct. 2019
Visitor Volume Study, Tourism Richmond, 2020
*Steveston Heritage Sites Destination Development
Plan*, City of Richmond, 2021

Steveston Museum and Post Office (Bank Building)

City Bylaw 3956 for Heritage Designation,
City of Richmond, 1981
*Steveston Museum Findings and Recommendations
Report*, D. Jensen and Associates, June 2009
*Planning and Programming the Steveston Museum
and Town Square*, Birmingham & Wood Architects
and Planners, Mar. 2012
Northern Bank Building Conservation Review,
Don Luxton and Associates, Aug. 2014
Pc-685 Steveston Town Square IFC,
Damon Oriente Ltd, Sept. 2015
Visitation stats from Tourism Richmond,
Tourism Richmond, 2015-2019
*Statement from the Steveston Historical Society Board
on the future of the Steveston Museum / Post Office /
Visitor Centre*, Steveston Historical Society, Fall 2018
Steveston Historical Society 2019 survey of members,
Steveston Historical Society, 2019
*Steveston Museum: A Vision for Improving the Visitor
Experience*, Doug Munday Design, Sept. 2020
Richmond's Postal History, Bill McNulty, 2008

Steveston Tram

*BCEK Power Poles and Railway Tracks Conservation
Review*, Don Luxton and Associates, 2013
*BCER Steveston Interurban Tram Passenger Car #1220
Conservation Plan*, David Youngson, 2014
Tram Structure Conservation Review, Don Luxton
and Associates, 2016
*Conservation Maintenance Report BC Electric Tram
1220*, Andrew Todd Conservators Ltd., Oct. 2018
Steveston Interurban Tram Feasibility Study,
Davies Transportation Consulting Inc., Mar. 2019



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Marie Fenwick
Director, Arts, Culture and Heritage Services
Date: September 20, 2021
File: 11-7141-01/2021-Vol 01
Re: **Steveston Museum and Post Office Visitor Experience Improvements**

Staff Recommendation

1. That the Steveston Museum and Post Office Visitor Experience Improvements as detailed in the staff report titled "Steveston Museum and Post Office Visitor Experience Improvements," dated September 20, 2021, from the Director, Arts, Culture and Heritage Services be endorsed to guide the future planning and operations of the Steveston Museum and Post Office; and
2. That expenditures totaling \$354,000 for facility improvements with an annual operating budget impact of \$12,300 for ongoing operating costs and an annual municipal contribution of \$40,000 paid to the Steveston Historical Society for the period from 2022-2026 be considered in the 2022 budget process.

CM Fenwick

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

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	<i>Severance</i>
Facility Services & Project Development	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO
	<i>MF</i>	<i>[Signature]</i>

Staff Report

Origin

This report responds to the following referral made on February 23, 2021 at Parks, Recreation and Cultural Services Committee.

That following completion of the current consultation on the services to be provided at the Steveston Museum, staff investigate: (1) amending the document titled "Steveston Museum, A Vision for Improving the Visitor Experience", dated September 25, 2020, to include the operation of a Post Office in both Options A and B; (2) a \$20,000 annual payment to the society by the City if and when Tourism Richmond vacates the premises, plus the additional minimum of \$5,000 fee for service for operating the Post Office if needed, as approved in the working agreement dated November 12, 2019; (3) a Living Wage to be paid to the postal workers as auxiliary staff, with the added responsibility of monitoring activities in the museum and eliminating the need for additional museum staff; (4) the reopening of the upper floor of the Post Office with the installation of a stair lift elevator for seniors and/or a video on the ground floor depicting the upper floor museum display for people unable to use a stair lift; and, report back.

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.

3.2 Enhance arts and cultural programs and activities.

3.4 Celebrate Richmond's unique and diverse history and heritage.

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

Background

The City has worked collaboratively with the Steveston Historical Society (the Society) since 1979, to activate the Steveston Museum and Post Office at 3811 Moncton Street. Since opening, program activities have primarily taken place in the Northern Bank heritage building, including the operation of the historical Steveston Post Office. For approximately 10 years, the Northern Bank building also served as a home for a tourist Visitors Centre, operated by Tourism Richmond. In 2015, the Steveston Museum and Post Office was expanded with the opening of the Japanese Fishermen's Benevolent Society (JFBS) building, containing exhibits about the Japanese Canadian community in Steveston.

Prior to the COVID-19 pandemic, the Steveston Museum and Post Office was open daily throughout the year. While visitation from school groups and for public programs was increasing prior to the pandemic, drop-in visitation to the Tourism Richmond Visitors Services counter and for postal service has steadily declined in recent years. The facility temporarily closed in March 2020 due to the COVID-19 pandemic and while the Post Office reopened in September 2020, the Visitors Centre has not resumed service.

Currently, the City has an operating agreement with the Steveston Historical Society to maintain open hours at the Steveston Museum, provide heritage programming in Steveston and operate the Post Office. Schedule B of this agreement outlines the terms for the operations of the Steveston Post Office, including the provision of up to \$15,000 in subsidy to support these operations. Schedule B will expire in April 2022, in advance of the expiration of the agreement itself.

The City also holds an agreement with Tourism Richmond for its Visitor Centre operations at the Steveston Museum and Post Office that expires in April 2022. Tourism Richmond provides \$10,000 annually to the Society for the use of this space. Prior to the COVID-19 pandemic, Tourism Richmond also supported the post office operations with in-kind contribution of staff time. With changing trends in how visitors access information, Tourism Richmond is investigating options for supporting visitors to Steveston in ways other than a permanent visitor services counter. Tourism Richmond has indicated they do not intend to remain in the Steveston Museum and Post Office at the end of the current lease agreement. Their departure will create a space, both physically and programmatically, in the Northern Bank Building and result in the loss of important revenue and staff support for the Society's operations.

Additionally, in 2020 through the process of developing the Steveston Heritage Interpretive Plan, the Steveston Museum was identified as a site with opportunity for further interpretation of Steveston history and heritage to address gaps in the current interpretive offer.

Steveston Museum: A Vision for Improving the Visitor Experience

In consideration of these factors, throughout summer and fall of 2020, staff worked with the Society and Tourism Richmond to explore other visitor experience concepts for the Steveston Museum and Post Office. The goal of this process was to establish a clearer identity for the Steveston Museum, to better support programming and increase visitation. The visitor experience concepts considered a different mix of services and the potential for new functions for the Steveston Museum, including new heritage programs and exhibits in the Northern Bank Building, the future provision of tourism visitor services and postal service.

With the identification of a range of potential visitor experience concepts, a consultation process was undertaken to get feedback from the public. Information about this process was provided in memos to Mayor and Councillors dated December 3, 2020 and February 8, 2021.

Public consultation took place from February to March 2021, using Let's Talk Richmond, onsite visitor surveys, and phone interviews with community stakeholders and tourism representatives. Initial consultation sought feedback on two potential concepts for Steveston Museum operations.

Shortly after the launch, the Let's Talk Richmond survey was amended to include a third open-ended option that allowed participants to share their ideas more broadly.

Consultation Outcomes

Feedback received included 227 responses to the Let's Talk Richmond and onsite visitor surveys and nine stakeholder interviews. Additionally, feedback from prior engagement activities such as comments in the Museum's visitor survey tablet and a survey of Society members was included in the final review. The report *Steveston Museum: A Vision for Improving the Visitor Experience, Phase 2 Consultation*, provides details about the public consultation process and findings (Attachment 1).

While the findings of the community consultation and additional data review indicate a mix of preferences about the Steveston Museum and Post Office, six common themes were identified.

1. The facility provides a valued community service and neighbourhood meeting point.
2. A majority value the availability of heritage interpretation at the facility including community postal heritage, Nikkei stories, and the wider story of Steveston.
3. A majority of respondents favoured retaining current Post Office operations.
4. There is particular interest in Steveston's Nikkei heritage and support for a continued and expanded sharing of these stories.
5. There is a lesser, but still strong interest in the provision of visitor information services, though an openness to how and where this takes place.
6. There is an openness to the addition of retail to the space, if focused on unique Steveston products.

Analysis of this feedback resulted in the following guiding directions for future visitor experiences at the Steveston Museum and Post Office:

- Retain a mix of amenities that serve locals year-round.
- Continue to support on-going heritage programming, and improve and raise the profile of existing displays.
- Reframe Post Office operations as more than just a business, but a community-meeting place that celebrates local heritage and provides valued services.
- Continue to collaborate with Tourism Richmond to explore other options for delivery of visitor services throughout Steveston.
- Explore the potential for additional retail services including possible offerings, operational costs and potential revenues.

Recommendations and Next Steps

Staff reviewed the consultation feedback with the Society and Tourism Richmond, which resulted in a number of proposed recommendations.

To increase visitation to the Steveston Museum and Post Office and best utilize the space formerly occupied by the Visitor Centre, the Society is proposing the provision of rotating cultural programming. The proposed program envisions a "pop-up artist program" in collaboration with the Richmond Arts Coalition, as the primary use, which would offer space on a temporary basis for

local artists and artisans to demonstrate, exhibit, and sell their work. This program supports the goals of the Steveston Museum and Post Office and the Society by:

- providing year-round activity to attract locals into the Steveston Museum on a regular basis;
- further establishing the Steveston Museum as a part of the local community;
- engaging and highlighting artists and craftspeople in the Steveston community;
- complementing the existing historical interpretation with stories of the modern Steveston community;
- addressing the need for space for local artists to show their work; and
- providing ongoing revenue to support the mandate of the Society.

This program would also provide the flexibility to offer other programming or rental space as opportunities arose. Currently, the Society is exploring potential grant opportunities to support this program.

To increase visitation to and awareness of the JFBS building, the following actions were identified:

- make the entrance off First Avenue accessible during summer season, with exterior improvements to increase its visibility;
- work with the community to establish an appealing, public facing name for the facility; and
- build relationships with the local Nikkei community to regularly offer public programming and rotate displays in the back room of the building.

Lastly, a refresh of the displays and interpretation in the Northern Bank building was recommended to:

- create a deeper understanding and sense of pride in place for local community;
- help post office patrons connect to the history of the building and post office; and
- tell the story of Steveston's community not found in other heritage places.

To support both the recommendations described above and continued post office operations, a design plan was developed (Attachment 2). The proposed design supports both the existing operations, including the post office, heritage displays and programming, with support for additional cultural programs in both the Northern Bank and JFBS buildings. Highlights of the proposed design include:

- replacing the Visitor Centre counter with furnishings to support flexible cultural program use;
- new historical displays (including digital displays) and interpretation on the main floor of the Northern Bank building;
- new signage and curb appeal elements to improve the exterior visibility of the JFBS building; and
- improved storage and furnishings for post office operation.

In discussions with the Society, it was determined that the upper floor of the Northern Bank building is required to support the Museum and Post Office's operations and Society administration. As such, staff recommend no to change the current use at this time.

There are no alterations or impacts to the structure of the building or its' heritage features planned in this design.

Staff engaged an exhibit design specialist to assist with costing of the proposed work. One time costing to implement design and construction is \$354,000 with \$12,300 in additional on-going operating costs to support regular display rotation in the JFBS building.

Steveston Historical Society Operating Subsidy

The Society has indicated a willingness to continue operating the Post Office as long as it remains financially viable for them to do so. In response to the feedback received through the consultation process and in light of the historical importance of the Steveston Post Office, it is recommended that the post office operations be considered as part of the Society's overall heritage programming of the facility.

Under the terms of the current agreements, the Society receives up to \$25,000 annually to support post office operations - \$10,000 from Tourism Richmond, \$10,000 from the City and an additional \$5,000 from the City if required. The Society relies on these funds to continue to ensure the financial viability of their operations. With Tourism Richmond ceasing operations at this location, and the City's current agreement set to expire in April 2022 a new agreement will be required to continue to support the Society.

After the expiration of the current Post Office agreement, the Society has requested an annual \$40,000 operating grant to support the on-going operations of the Steveston Museum and Post Office (Attachment 3). This funding would provide a steady revenue stream to allow the Society to maintain sustainable operations while paying post office staff market wages similar to other positions. It would also provide a foundation for the Society to seek additional external funding through grants and fundraising activities to continue to offer important heritage programs in Steveston.

Staff will bring forward proposed terms for a new agreement with the Society in first quarter of 2022 to reflect these changing operations.

This vision for the design and programming would establish the Steveston Museum and Post Office as a more unified heritage experience, engaging locals year-round and ensuring visitors have a clear understanding of the space as a museum-style experience.

Financial Impact

The financial impact of the recommended design and program is a one-time capital cost of \$354,000 with an annual operating budget impact of \$12,300 for ongoing operating costs and an annual municipal contribution of \$40,000 paid to the Steveston Historical Society for the 5-year period of 2022-2026. Should Council endorse the recommendations of this report, these funding requests will be brought forward for consideration as part of the 2022 budget process.

Conclusion

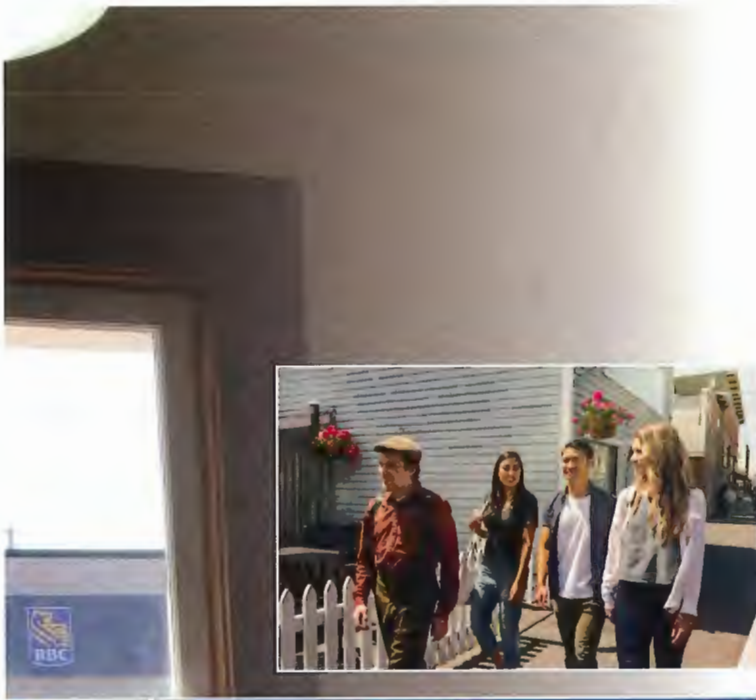
The Steveston Museum and Post Office has been a valued hub in the heart of Steveston Village since 1979. The pending departure of Tourism Richmond from the facility in 2022 will require changes to how the space in the North Bank Building is used going forward. As a result of this significant change in operations, combined with the outcomes of a thorough public consultation process and extensive discussion with the Steveston Historical Society, staff recommend the changes proposed in this report. These changes are consistent with the direction in the draft Steveston Heritage Interpretive Plan.

These proposed changes seek to increase declining visitation and will support the on-going operation of the Steveston Museum and Post Office by the Steveston Historical Society in a manner that best serves the local Steveston community.



Rebecca Clarke
Manager, Museum and Heritage Services
(604-247-8330)

- Att. 1: Steveston Museum: A Vision for Improving the Visitor Experience, Phase 2 Consultation
2: Steveston Museum and Post Office Proposed Design
3: Letter from the Steveston Historical Society



Steveston Museum

A Vision for Improving
the Visitor Experience

Phase 2 Consultation

April 12, 2021



doug munday design

1. Executive summary

Background

The Steveston Museum has occupied the Northern Bank heritage building on the prominent corner of Moncton Street and First Avenue in historic Steveston Village since 1979.

For a number of years, the building has also hosted a Canada Post outlet operated by the Steveston Historical Society, and a Visitor Information Centre operated by Tourism Richmond.

In 2015, the historic Japanese Fishermen's Benevolent Society building was relocated next to the Northern Bank Building and is home to exhibits about the Japanese Canadian (Nikkei) experience in Steveston.

In recent years, visitor information services in Steveston Village have evolved and use of user-paid postal services has declined. Working with the Steveston Historical Society and Tourism Richmond, the City is exploring how best to continue to offer valued services to locals and visitors to Steveston.

In 2020, two potential concepts were developed for the purposes of seeking public input.

- A: Steveston and Nikkei Museum
- B: Steveston Postal Heritage Centre, with a separate Steveston Nikkei Museum

Feedback on these concepts and the services currently offered in the space was provided in interviews and through a survey on the *Let's Talk Richmond*.

What we heard

Foremost and roughly equal in community interest were

- a) maintaining this central hub of village life, within its unique heritage building,
- b) accessing heritage interpretation, from community postal heritage, to Nikkei stories, to the wider story of Steveston, and
- c) maintaining a functioning Post Office as part of this mix.

The provision of information and orientation services to Steveston visitors was seen as valuable, but a lesser priority at this site.

This suggests the community's primary focus on engaging a local audience, providing a valued service and meeting place, ahead of outward facing messaging to Steveston visitors.

2. Evolution of the Steveston Museum, Post Office, and Visitor Information Centre

Currently, the Steveston Museum is considered to be a grouping of three distinct spaces. This includes the:

- 1) Northern Bank Building housing the Visitor Centre, Post Office and heritage displays;
- 2) adjoining Japanese Fishermen's Benevolent Society (JFBS) building with displays about Steveston Japanese Canadian history; and
- 3) adjacent Town Square Park.

Each of these spaces has a unique history in the community and differing functions. For the purposes of this project, the primary spaces considered were the Northern Bank building and the JFBS building.

Northern Bank Building

The Northern Bank building is a municipally designated heritage site and is recognized as one of the earliest surviving structures along Moncton Street in Steveston and one of the first financial operations in the area. It was constructed in downtown Steveston in 1906 to house a branch of the Winnipeg-based Northern Bank and was used as a financial institution until 1963. The Northern Bank illustrates the rise of Steveston as a commercial and industrial centre in the early part of the twentieth century.

The building has value as Steveston's original and only bank, and as part of the pattern of commercial development along the main street. It is a reminder of the once thriving commerce in Steveston in the early part of the twentieth century when fishing, canning and agriculture were creating a boom in the local economy.

The Northern Bank building is the original location for the Steveston Museum, welcoming locals and tourists to learn about the history of the unique Steveston area since 1979. The entrance to this building is well used and is currently considered the main entrance for the site. Inside, visitors can find a recreation of the original bank office and the original bank safe (used as storage). There is also a small room at the back of the building with interpretation on Steveston's history.

The bulk of the main floor is used as a visitor's centre (operated by Tourism Richmond) and a Canada Post outlet (operated by the Steveston Historical Society). City, Society and Tourism staff use the upstairs as offices, meeting space and supply storage.

Japanese Fisherman's Benevolent Society Building

The Japanese Fisherman's Benevolent Society (JFBS) building is located behind the Bank building from Moncton Street and facing 1st Ave. Built in 1900, the JFBS building was first used as the administration office for the Japanese Fishermen's Hospital (the first hospital built in Richmond) and the Japanese School. It was the primary health care provider for the community and was important as part of the infrastructure built in response to the typhoid fever epidemics that were an annual scourge of the community during the last years of the 19th Century. It is the only surviving structure of the original cluster of hospital, school and administration buildings.

After being moved to the Steveston Museum site in 2010, the building reopened to the public with exhibits telling the story of the Japanese Canadian community in Steveston. The four rooms of the building offer quality displays telling the unique and important stories of the history, culture and life of Steveston's Nikkei community. One room was intended to serve as a temporary exhibit but has not been changed from its original display on local martial arts.

Entry to the building is through the Steveston Museum's post office building.

Interpretive Programs at the Steveston Museum

In addition to the heritage displays in both buildings, there are a number of heritage programs that, prior to the Covid-19 pandemic, were delivered in these spaces by City and Steveston Historical Society personnel. In recent years heritage programming has included:

- The Steveston Heritage Sites Living History program offering costumed, in-person interpretation in the Bank building office each summer and in the JFBS building during special events.
- A school program centered on the experience of the Nikkei in Steveston, offered in the JFBS building. This unique program has been popular with teachers, with over 240 children participating in its first year.
- The Steveston Heritage Experience walking tour which showcases different heritage sites across Steveston to visitors and includes a stop in the JFBS building.
- The Walking Tour Vignettes program is offered to groups and based out of the Steveston Museum. Costumed guides take participants through Steveston village telling the history of its people and places.
- Self-guided walking tour brochures are also available for pick-up at the Museum.
- The Steveston Museum also participates with a variety of programming for annual special events such as Doors Open Richmond, Steveston Salmon Festival (Canada Day), Culture Days, and Winter in the Village.

Prior to the COVID-19 pandemic, the Steveston Museum was open daily throughout the year with no admission fees. Future programming will be determined as the pandemic lifts and guided by the future mix of services offered at the Museum.

Postal Service at the Steveston Museum

While not an original use of the Northern Bank building, the Steveston Museum has come to be synonymous with the Steveston Post Office. The first Steveston Post Office was established in Steveston on May 1, 1890. Over the past 131 years it has moved to over 15 different locations.

In 1972, Canada Post closed the outlet. With support from community, the post office was re-opened in the Steveston Museum in 1979. At this time, the facility was conceived of being both a community museum and an operating post office outlet. Displays of local history were installed on the main and second floors and a postal

service counter was built. Steveston Historical Society volunteers operated the facility with minimal staff, caring for the displays and managing the postal service.

In 2006, Canada Post sought new locations to offer postal service in Steveston as it felt the service provided at the Steveston Museum was not on par with the requirements of its other locations. As a result of this, an additional Canada Post outlet was opened in Steveston two blocks away in the Super Grocer store. With additional support from the City and Tourism Richmond, the Society was able to address Canada Post's concerns. The outlet at Super Grocer remains active.

From 2012 to 2017, Tourism Richmond operated the post office, but in 2018 the license with Canada Post was transferred back to the Society. Currently, the paid staff of the Society operate the outlet with support of a subsidy from the City.

The post office has been located in the Steveston Museum since 1979, making this its longest location and, for most current residents of Steveston, the only location they have known. The outlet at the Steveston Museum continues to be outside of Canada Post's usual operating requirements, which limits the flexibility of how services are offered.

Visitor Centre at the Steveston Museum

The Visitors Centre at the Steveston Museum was established as a seasonal operation in 2007. It was intended not only to provide visitor information services but also bring in additional revenue to support the Historical Society's operation of the post office. At this time the visitor services counter was installed and Tourism Richmond began paying the Society rent. This was expanded to year-round service in 2012 and has continued like this until 2020 when the counter was closed due to the Covid-19 pandemic.

In addition to the visitor centre operated at the Steveston Museum, Tourism Richmond operates a kiosk in Steveston on Bayview Street which is open seasonally. The Steveston Museum operation supports the kiosk with senior staff and storage space.

3. Process for community consultation

A Vision for Improving the Visitor Experience – a concept report outlining two options for improving the visitor experience and profile of the Steveston Museum site – was completed in September 2020. Please refer to the report for more information on this discussion. The concepts identified included:

- **Concept A: Steveston and Nikkei Museum**

A single museum linking the experience in the current Northern Bank and Japanese Fishermen's Benevolent Society buildings to provide an introduction to "the Steveston story" at the centre of Steveston Village.

The Museum would be a focus for local pride in Steveston heritage and culture -- a stepping off point for visitors exploring the village. Exhibits and programs would provide an overview of the history of the Steveston area and introduce stories not currently told in other facilities. A museum host would greet visitors and provide information about Steveston's history and current amenities in Steveston Village. Changing local displays, engaging public programs or small gatherings would be possible in the program rooms of each building. The current Visitor Centre operations would be re-imagined and Post Office service discontinued.

- **Concept B: Steveston Postal Heritage Centre, with a separate Steveston Nikkei Museum**

Each building would provide a unique, separate experience.

Steveston Postal Heritage Centre (name to be determined)

Current post office services would continue in the Northern Bank building, supported by modest displays celebrating the history of communications and postal service contributions in Steveston. A modest retail service would sell items related to early communications and Steveston heritage. Changing local displays or gatherings would be possible in the small program room. Visitors services in Steveston would be re-imagined and in-person visitor information services at this location would be minimal.

Steveston Nikkei Museum (name to be determined)

The exhibits and programs in the Japanese Fishermen's Benevolent Society building would continue in their current form, though with a distinct identity and a direct entry off First Avenue. Stories currently told there include: Japanese Canadian experiences in Steveston from the arrival of the first Nikkei, or people of Japanese descent. Their many contributions to Steveston, from fishing and farming to cultural arts. The Japanese community's internment during World War II and the postwar return of some Nikkei to Steveston.

Using the concepts presented in this report, the City of Richmond undertook community consultation to gather feedback on the desired services offered at the Steveston Museum. Feedback was gathered in the following ways:

- 1) **An online survey was conducted via *Let's Talk Richmond* (LTR)**, from February 11 to March 14, 2021, presenting illustrated descriptions of the two concepts, and asking which would best meet the needs of respondents and their families.

The following groups were asked to invite their stakeholders to participate in the LTR survey:

- Richmond Heritage Commission
- Britannia Shipyard National Historic Site Society
- Steveston Historical Society
- Richmond Museum Society
- Gulf of Georgia Cannery Society
- Steveston Merchants Association
- Steveston Community Society
- London Heritage Farm Society
- Tourism Richmond stakeholders
- Lower Mainland Teachers on the 'Museum and Heritage' contact list

227 responses were received to the LTR survey.

- 149 respondents (66%) were Steveston residents and 59 (26%) were frequent, monthly visitors from Richmond or Metro Vancouver.
- Most reported visiting the Museum and Visitor Centre within the past two years (75%), though only half (52%) visited the Japanese Fishermen's Benevolent Society building in the same period, and few (21%) had attended a school or public program in the past two to five years.
- 50% had used Visitor Information Counter in same period.
- 42% were monthly or more frequent users of Post Office.

- 2) **Nine video interviews were conducted with a variety of Steveston stakeholders.** Interviewees represented the perspectives of community members, heritage advocates, Post Office users, local merchants, and the tourism industry.

- 3) **Background data was reviewed**, to better understand the evolution of the services at the Steveston Museum and the visitor experience of these services.

This data included:

- Survey of Historical Society members and community, 2019
- Data from visitor feedback tablet in Steveston Museum, 2018-2020
- Historical narrative of the Steveston Post Office provided by Harold Steves
- *Richmond's Postal History* by Bill McNulty

4. Analysis of community feedback

The findings of the community consultation and data review indicate a wide mix of preferences about the Steveston Museum. A number of respondents expressed a desire to keep the space as it is, while others felt that the current arrangement is confusing and does not do justice to the heritage of Steveston or the building.

While responses were wide-ranging, six common themes were identified and summarized below. (A more extensive compilation of support data is provided in a separate Appendix.)

.1 The facility provides a valued community service and neighbourhood meeting point, within a unique heritage setting.

The Steveston Museum is well frequented by local residents, who value it as a village hub, and as an important part of and reflection of the community. Many commented on the friendly staff and great service as strong contributors to this.

"I can't overstate how important I think it is to myself and the Steveston community to have this post office in this space. It's a place for small businesses to package and send goods, for individuals to connect with others in the community in passing, to carry on the tradition of sending a letter, drawing, or Christmas card and catch up with others in the community, and of course, to maintain the heritage of the postal service in Steveston."

"I've often thought of the Steveston Museum as a community 'hub', both in its historic use as a bank / doctor's office, and more recently as a post office."

"The service from the Postal staff is what keeps me coming back. They offer a welcoming, friendly experience."

Many also noted the Post Office's and Bank building's central role in the development and history of the Village.

There is reluctance to shift towards a function perceived as primarily for seasonal visitors, leaving little reason for locals to gather there.

"I'd still like to use the small Steveston Post Office for services. Otherwise it would simply become just a tourist attraction."

.2 A majority strongly value heritage interpretation at the site, suggesting a combined provision of services.

Most LTR respondents by far rated “museum-style displays of Steveston’s heritage” as ‘very important’ or ‘must haves’ (190 of 222 responses, or 86%), when ranking potential services. Next most valued were: “in-person orientation services for visitors” (61%), “postal services” (56%), and “live programs” (55%).

“I see the museum as a way of communicating with the past and so to understand our present. At the same time, the museum must be a living entity that continues to collect our experiences to tell our future generations of our existence, and how we live today.”

Respondents’ identification of the most appealing features of their preferred option shows a strong interest in heritage interpretation, regardless of the option chosen (respondents could check as many as applied).

The most appealing features included:

- viewing changing cultural displays (52% of all respondents selected this)
 - learning about Steveston’s story, diverse cultures and communities (24%), and learning about Steveston’s Nikkei history (42%)
 - an interest in stamps and postal history (37%)
 - a place that helps me explore Steveston (22%), and where I’d bring visiting friends and family to share stories of Steveston with them (21%)
-

“The community has changed a lot over the years (especially the past ten years) and I think these stories would help people who are new to the community understand the significance of their new home.”

.3 A strong majority of respondents favoured retaining the Post Office.

More than twice as many LTR respondents preferred Option B Steveston Postal Heritage Centre (69%) over Option A Steveston and Nikkei Museum (29%).

“I chose [the Postal Heritage Centre], not because I don’t value the suggested plans for Option A, but because I believe part of the building... should be incorporated into the daily, current lives of the people who live in this community.”

Interviewees were in favour of complementing postal services with related interpretation of local history, and perhaps a small gift shop, in order to maintain relevance and usefulness to the local community.

"I would like to keep the current postal section within the museum – it makes it a living place and draws people in where they can also enjoy the heritage displays."

Note that 42% of LTR respondents identified themselves as monthly or more frequent users of the Post Office.

4. There is particular interest Steveston's Nikkei heritage, and support for a continued and expanded sharing of these stories.

Japanese Canadian themes and exhibits in the JFBS building received the highest positive responses in the visitor feedback survey conducted in 2018-20.

"[Our favorite experience during our visit was] learning about [Japanese Canadian] history in Steveston / Canada. (I'm a U.S. born Chinese American.) We were surprised [Japanese Canadians] were interned and relocated."

"...learning about this history and [Japanese Canadian] people in Vancouver and Richmond."

"...learning about internment (which is very under discussed); thank you for sharing and showing integration of [Japanese Canadian] culture."

Numerous LTR respondents and interviewees commented on the importance of the Japanese Canadian community in Steveston, from the early days of the village through internment to the present, and of presenting their experience as an integrated part of the Steveston story, along with that of other settler and Indigenous cultures.

"Given the significant influence and historical contributions of the Japanese diaspora in Steveston, there clearly needs to be a dedicated Nikkei museum to celebrate the accomplishments and remember the challenges and hardships faced by Japanese Canadians."

Among those interviewed, it was generally agreed that the Japanese Fishermen's Benevolent Society building and exhibits need renewal and much greater prominence, and should have a distinct identity from rest of the Museum and Postal facility.

Additionally, several comments in the LTR survey indicate respondents may have chosen Option B because it specifically illustrated an increased prominence for the JFBS building. Other comments indicated a sense that the space was overlooked, highlighting the need for a more welcoming entrance, and better communication of open hours, and of the experiences and stories available within.

5. There is a lesser but strong interest in the provision of visitor information services, though an openness to how and where this takes place.

Providing visitor orientation to Steveston and to its heritage sites – at a minimum with the village map feature illustrated in Option A – was seen as an important if secondary function by those interviewed.

"[We] need places for visitors, and [for] locals to take their visitors to get an introduction to our history and current activities and facilities of interest to see and do on their visit."

A majority of LTR respondents (61%) also ranked "in person services providing orientation for visitors" as 'very important' or 'must have', as noted above.

"[The Visitor Information counter] provides a valuable service, but it takes up too much valuable space – need another central spot."

"Where would Tourism Richmond re-locate to if they do not operate from this location? I do feel that having a visitors information center in Steveston is valuable asset to our community."

Still, interviewees typically felt that seasonal visitor orientation services were less important to local residents, and that a successful operation will rely on day-to-day foot traffic year-round. Residents will need a practical reason to visit, whether for postal services, retail opportunities, or other events.

"This facility needs to serve the residents of Steveston, not just occasional visitors. Keeping the heritage/education component is also critical."

All but one of those interviewed favoured a combination of services, including a functioning Post Office, interpretation celebrating the history of Steveston, and orientation information for visitors.

.6 There is an openness to the addition of retail to the space, if focused on unique Steveston products.

Ninety-eight of 227 respondents (43%) indicated they'd "like to shop for unique Steveston gifts and local arts and crafts items" at the facility.

"Would a gift shop help generate some revenue for the space?"

"I [would] love to see it expanded to include more arts and crafts, and supplies, while also creating a space for local artists to share their work."

"Selling souvenirs to not only generate monetary gains but also remember the history of Steveston."

Considerations

Given the key points of community input above and the review of existing data, following are key considerations to deliver the most valuable and effective services within the limited available spaces of the two buildings.

- **Target audience:** *The data collected will help guide the identification of the primary target audience as local residents or visitors. Given the small public space available in this building, this is important to inform further consideration of services and messages delivered.*
- **Heritage interpretive displays and programming:** *Themes within the Japanese Fishermen's Benevolent Society building will remain focused on Steveston's Nikkei community. The focus for heritage interpretation in the limited available spaces within the Bank building should be re-examined.*
- **Post Office:** *Of the various services considered, postal operations have the least flexibility in spatial and operational requirements, within the limited space of the Bank building. Additionally, the space requirements for postal service have increased due to the increase in volume of large packages.*
- **Visitor Services:** *Visitor information services could have greater flexibility in their delivery – in-person or stand alone, located within the Bank building or elsewhere, and with a smaller or larger scale of physical presence and support.*

Summary and recommendations

- .1 The facility provides a valued community service and neighbourhood meeting point, within a unique heritage setting.
 - *Retain a mix of services at the Steveston Museum that serve locals year-round.*
- .2 A majority strongly value heritage interpretation at the site.
 - *Explore the potential for refreshing displays in the Bank building and continue to support on-going heritage programming.*
- .3 A strong majority of respondents favoured retaining the Post Office.
 - *Consider how to reframe Post Office operations – more than just a business, a community meeting place that celebrates local heritage and provides valued services.*
4. There is particular interest Steveston's Nikkei heritage, and support for a continued and expanded sharing of these stories.
 - *Identify possible actions for increasing the profile of the JFBS exhibits.*
5. There is a lesser but strong interest in the provision of visitor information services, though an openness to how and where this takes place.
 - *Review options for Tourism Richmond's delivery of visitor services throughout Steveston.*
- .6 There is an openness to the addition of retail to the space, if focused on unique Steveston products.
 - *Explore the potential for additional retail services – possible offerings, operational costs and potential revenues.*

Appendix: Support Data

A.1 Data from visitor feedback tablet in Steveston Museum, 2018-2020

A.2 Summary of community interviews, 2020

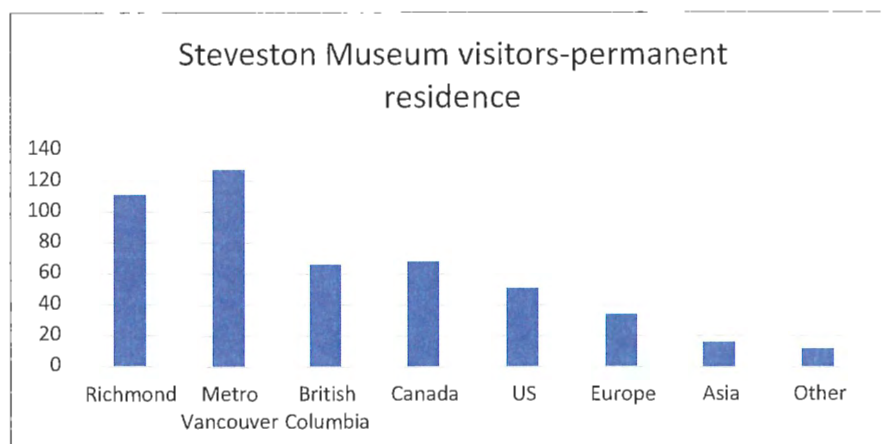
A.3 Let's Talk Richmond survey results, 2020

A.1 Data from visitor feedback tablet in Steveston Museum, 2018-2020

(CITYHALL-#6567093-v1-SHS-Visitor_Survey_results_2018-2020)

Responses were entered by visitors on tablets installed at the rear of the Bank building in July 2018. 514 responses were collected over July-Sept 2018, July-[undated] 2019, Jan-Feb 2020. (Note some possible duplications of entries, which may be from multiple members of the same group. No data on respondents' ages, except in 2020.)

Visitor origin (Steveston Museum visitors – permanent residence)



What was your favorite experience during your visit today? What could be improved?

- **Highest positive responses to Japanese Canadian themes and exhibits in the JFBS building** (102, = 27% of 371 who noted a favourite): learning about Japanese Canadian community in Steveston, internment, martial arts exhibits; visitors from Asia expressed interest in "knowing about people who have the same root as mine."

This is interesting, given relatively low visitation and awareness of JFBS building and exhibits, at least anecdotally (lack of data, beyond first 7 months of operation, 2015)

- **Next greatest interest in Bank building history** (35): looking in bank vault, using typewriter in bank office, historic cheque-writing workshop.
- **Similar proportion (30) noted favourite experience involving historic artifacts and photographs**: old artifacts, pictures, "old stuff".
- Numerous mentioned enjoying videos, and friendly and informative staff.

A.2 Feedback from community interviews

	Opt.A Steveston Museum	Opt.B Postal Heritage Centre	Other	JFBS
1		Option C: A + B – functioning PO, plus orientation info for tourists	<i>Issue is who's going to run it. City should run it. Get Society out of it.</i>	Needs to change, update; hasn't changed since beginning
2	Like option A, telling holistic heritage story, with VC function; an overview of Steveston			Like separate entity for JFBS, distinct entrance. Should have its own history, staff, volunteers.
3	Success with Visitor Info Ctr there the bldg. for visitors to find out more about the village. Like people around map with heritage sites.	Begin with B, story to be told about postal heritage in Steveston, with entry map where someone greets you and invites you to explore. Then morph to A?		JFBS bldg needs more prominence. Separate Nikkei Museum, allow it to have its own identity.
4	Like map of community, 3D model	The PO <u>is</u> the Steveston Museum	<i>Prefer a combo of both A & B; keep PO; celebrate history of Steveston, Museum, PO</i>	Should be run independently from rest of facility, with own identity.
5		Pref for PO – theme of postal service, ships, river, tram, <u>communications</u> – with invitation to visit other sites		Vastly under promoted, recognized. Entrance to JFBS has to be more prominent.
6	Still see museum as a hub for all Steveston heritage, and for tourism. Live links between sites.	Still see functioning PO as being dynamic part of the museum.	<i>Coordination between heritage facilities – a role we could play.</i>	
7	<i>Visitor orientation – less important for locals. Would like to see the museum get more viewing, be more well known.</i>	PO a cute, boutiquey thing to have in the village. Would be sad to see it go.		
8	<i>Challenge with A = more focused on visitors; peak in summer only. Relies on traffic outside of day to day activity.</i>	Pref more for B than A. Like PO; something that creates a need to go there.	<i>PO – would have no need to go in if not there; need something to draw, like merchandise for time/season, or an event</i>	Have been in JFBS bldg; didn't find much interesting; not likely to go back.
9	See museum as central point, hub, taking you out into townsites. Network of iBeacons?	Pref PO to be there; PO a gathering place, people run into each other.	<i>SHS should be catalyst for involving community, providing programming. A comprehensive plan is needed [for all Steveston sites].</i>	Poor signage, nothing to indicate further displays through rear of Bank bldg, if redevelop front of building, need to better link.

A.3 Let's Talk Richmond survey results

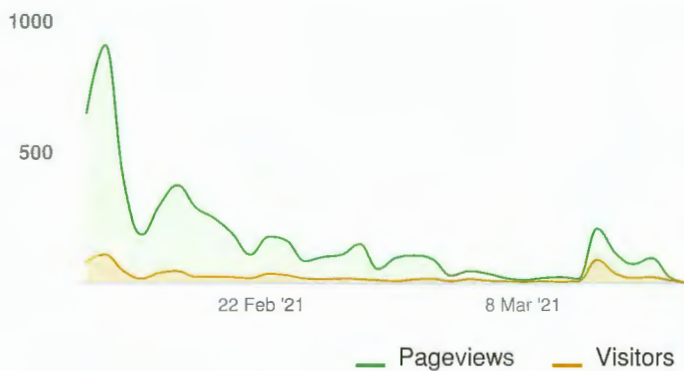
Project Report

11 February 2021 - 16 March 2021

Lets Talk Richmond Re-envisioning the Steveston Museum



Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
931	109	
NEW REGISTRATIONS		
0		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
221	478	732

Aware Participants	732	Engaged Participants	221		
Aware Actions Performed	Participants	Engaged Actions Performed	Registered	Unverified	Anonymous
Visited a Project or Tool Page	732				
Informed Participants	478	Contributed on Forums	0	0	0
Informed Actions Performed	Participants	Participated in Surveys	221	0	0
Viewed a video	0	Contributed to Newsfeeds	0	0	0
Viewed a photo	0	Participated in Quick Polls	0	0	0
Downloaded a document	44	Posted on Guestbooks	0	0	0
Visited the Key Dates page	0	Contributed to Stories	0	0	0
Visited an FAQ list Page	0	Asked Questions	0	0	0
Visited Instagram Page	0	Placed Pins on Places	0	0	0
Visited Multiple Project Pages	256	Contributed to Ideas	0	0	0
Contributed to a tool (engaged)	221				

PRCS- 55

ENGAGEMENT TOOLS SUMMARY



Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Survey Tool	Re-envisioning Steveston Museum	Archived	468	221	0	0

INFORMATION WIDGET SUMMARY



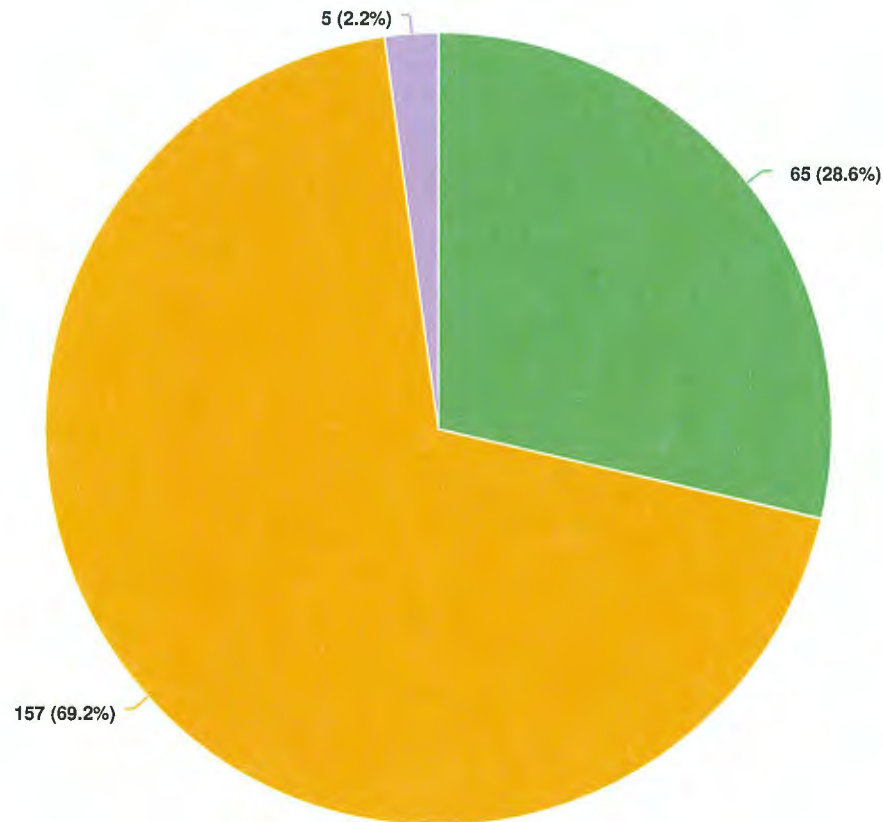
Widget Type	Engagement Tool Name	Visitors	Views/Downloads
Document	Statement of Significance from Japanese Fishermen's Benevolent Soci...	38	40
Document	Statement of Significance from Northern Bank Conservation Review - ...	35	35

ENGAGEMENT TOOL: SURVEY TOOL

Re-envisioning Steveston Museum

Visitors	468	Contributors	221	CONTRIBUTIONS	227
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The option that would best serve me, my family, my community and Steveston visitors is:



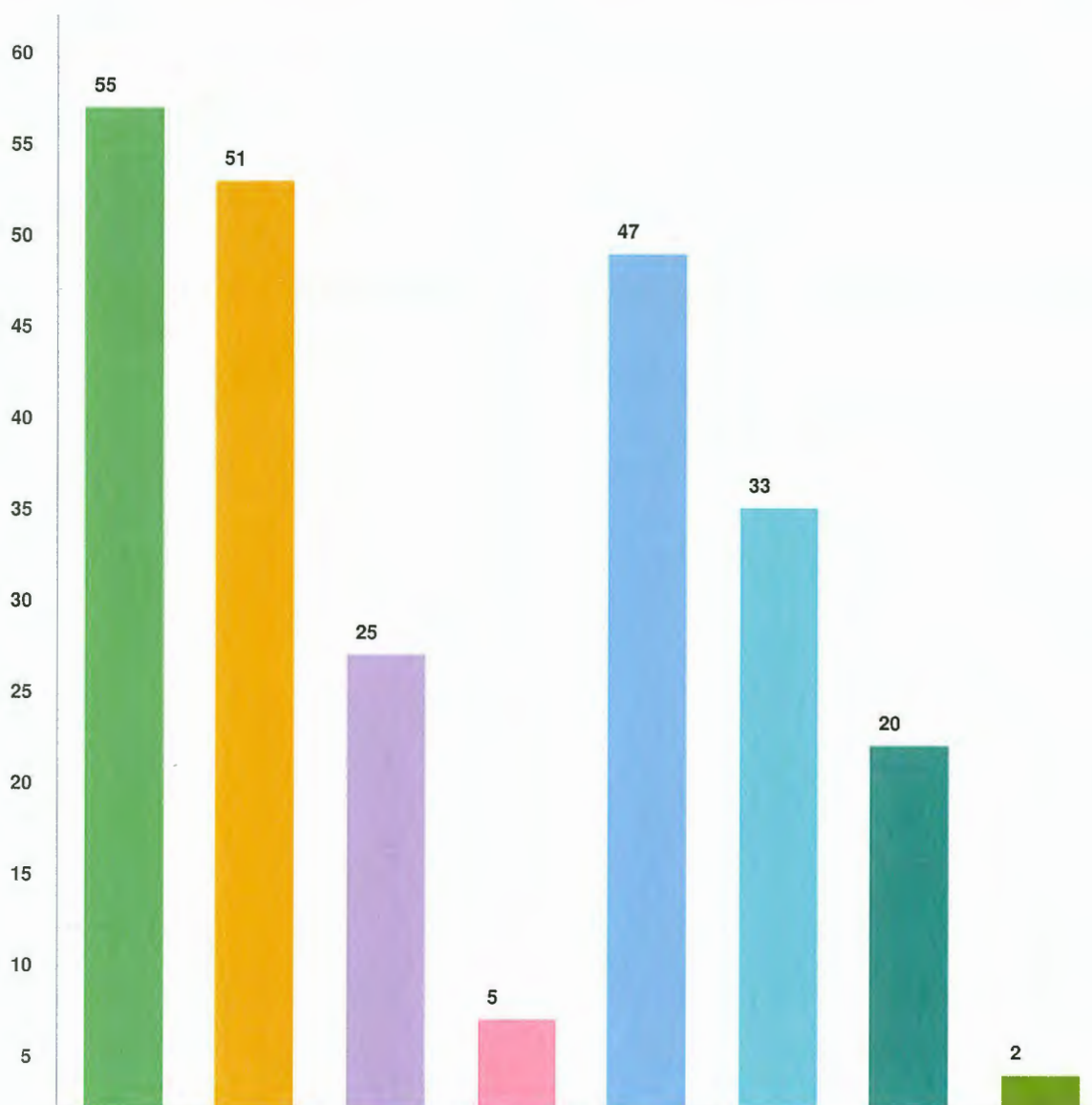
Question options

- Option A: Steveston and Nikkei Museum
- Option B: Steveston Postal Heritage Centre and separate Steveston Nikkei Museum
- Option C: Neither Option A or Option B suits my needs

Mandatory Question (227 response(s))

Question type: Radio Button Question

Why? Option A features appeal most to me and my family because (check all that apply):



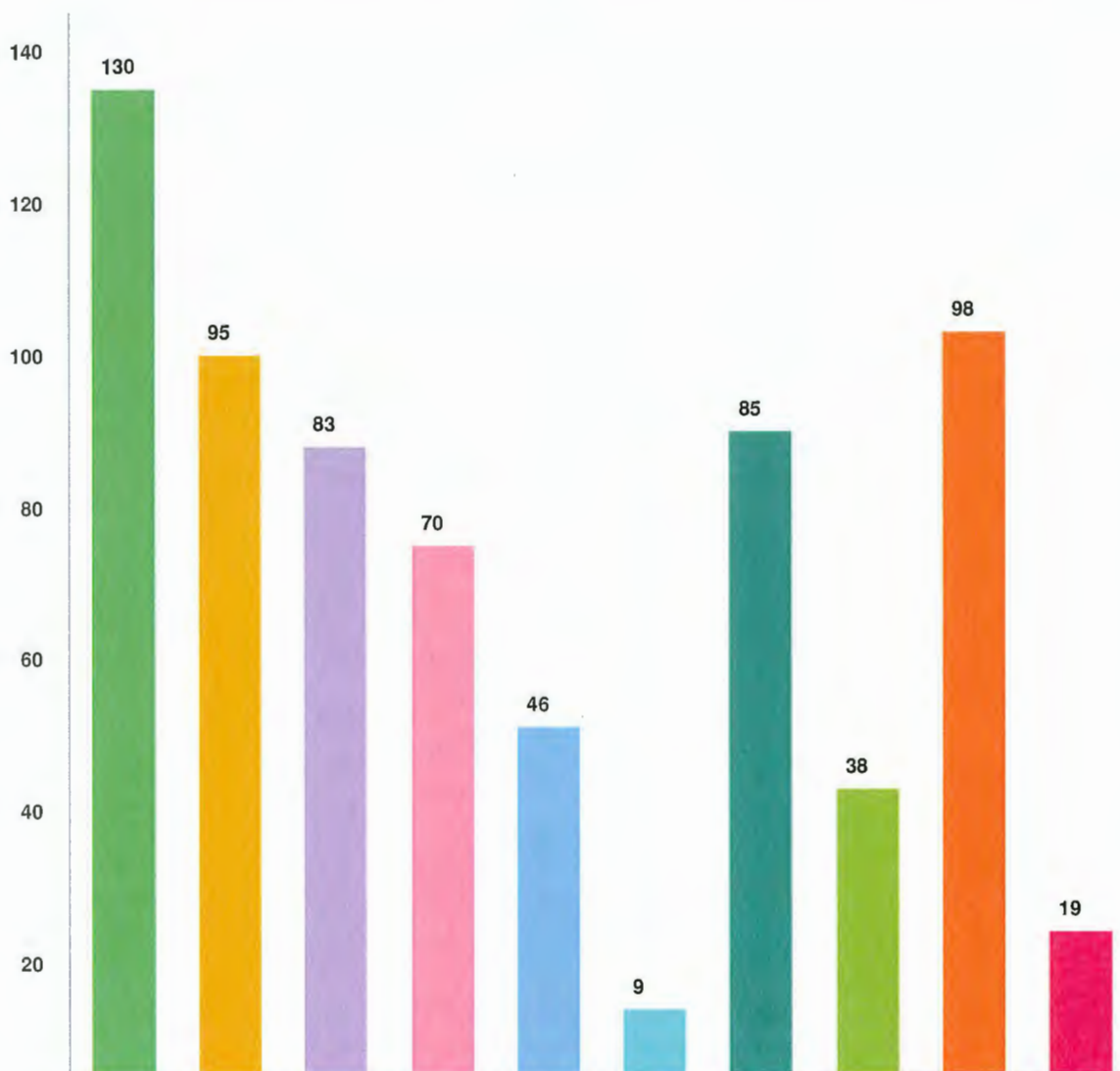
Question options

- I'd like to learn more about Steveston's story, and the diverse cultures and communities who've lived and worked here.
- I'd like to visit a place that helps me explore Steveston, where I can find out what's going on at heritage sites around the Village today.
- I'd like to come to the Museum for a guided tour or program.
- I'd like to bring my school class here.
- I'd like to bring visiting friends and family here, to share the stories of Steveston with them.
- I'd like to view changing cultural displays (eg. art shows, craft fairs...)
- I'd like to participate in heritage activities and demonstrations.
- Other (please specify)

Optional question (65 response(s), 162 skipped)

Question type: Checkbox Question

Why? Option B features appeal most to me and my family because (check all that apply):



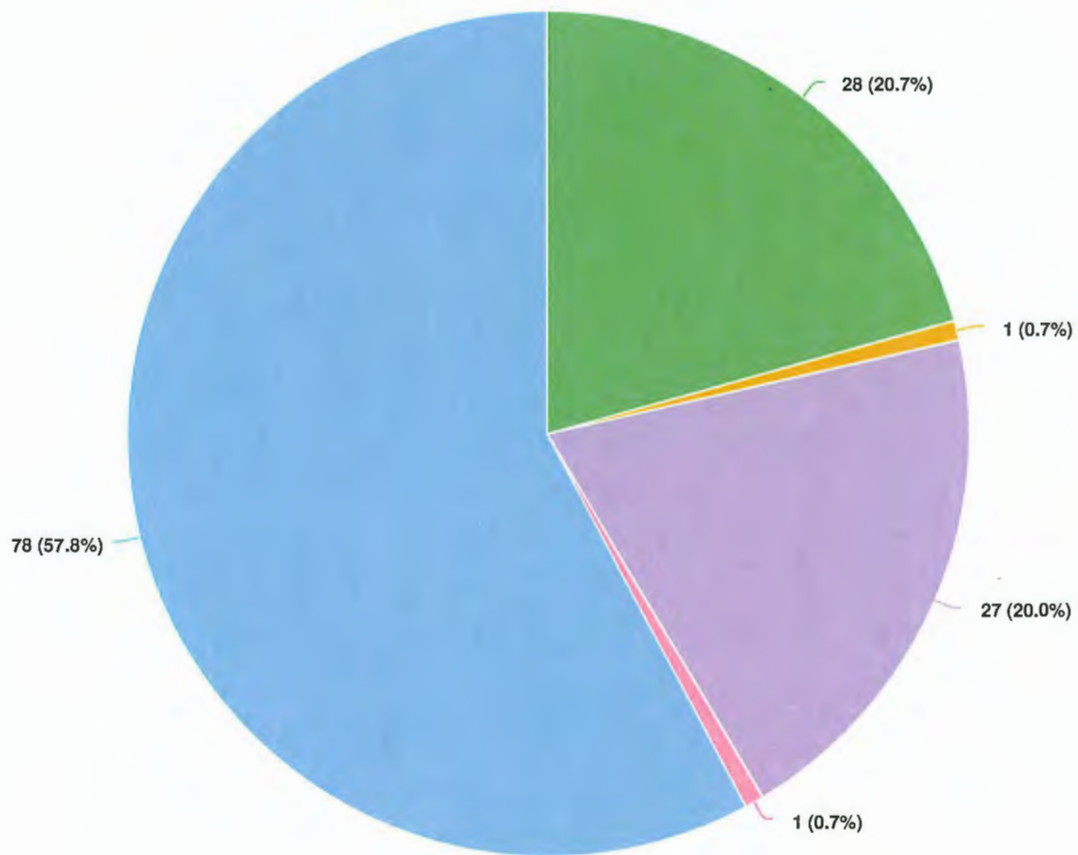
Question options

- ☐ I'd like to send and receive mail and parcels here.
- ☐ I'd like to learn more about Steveston's Nikkei history.
- ☐ I'm interested in stamps and postal history, and the role of the post office in Steveston's growth.
- ☐ I love everything to do with reading and writing letters: typewriters and telegraphs, calligraphy and fine writing implements, fancy stationery and envelopes, stamps and postal marks from around the world.
- ☐ I'd like to come to the Museum for a guided tour or program.
- ☐ I'd like to bring my school class here.
- ☐ I'd like to view changing cultural displays (eg. art shows, craft fairs...)
- ☐ I'd like to participate in heritage activities and demonstrations.
- ☐ I'd like to shop for unique Steveston gifts and local arts and crafts items.
- ☐ Other (please specify)

Optional question (157 response(s), 70 skipped)

Question type: Checkbox Question

I didn't select the other option because:



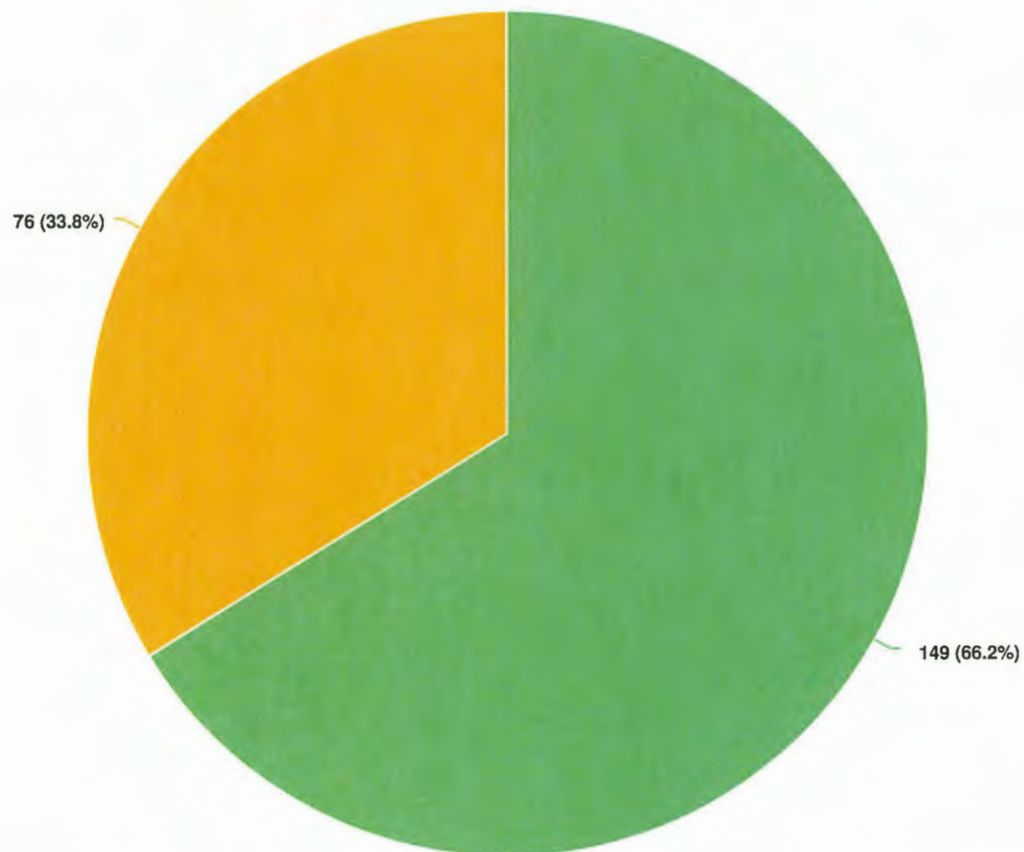
Question options

- I wouldn't likely use any of the services offered.
- History exhibits and heritage programs don't interest me.
- I rarely go to a post office.
- I rarely visit Steveston.
- Other (please specify)

Optional question (135 response(s), 92 skipped)

Question type: Radio Button Question

I live in Steveston:



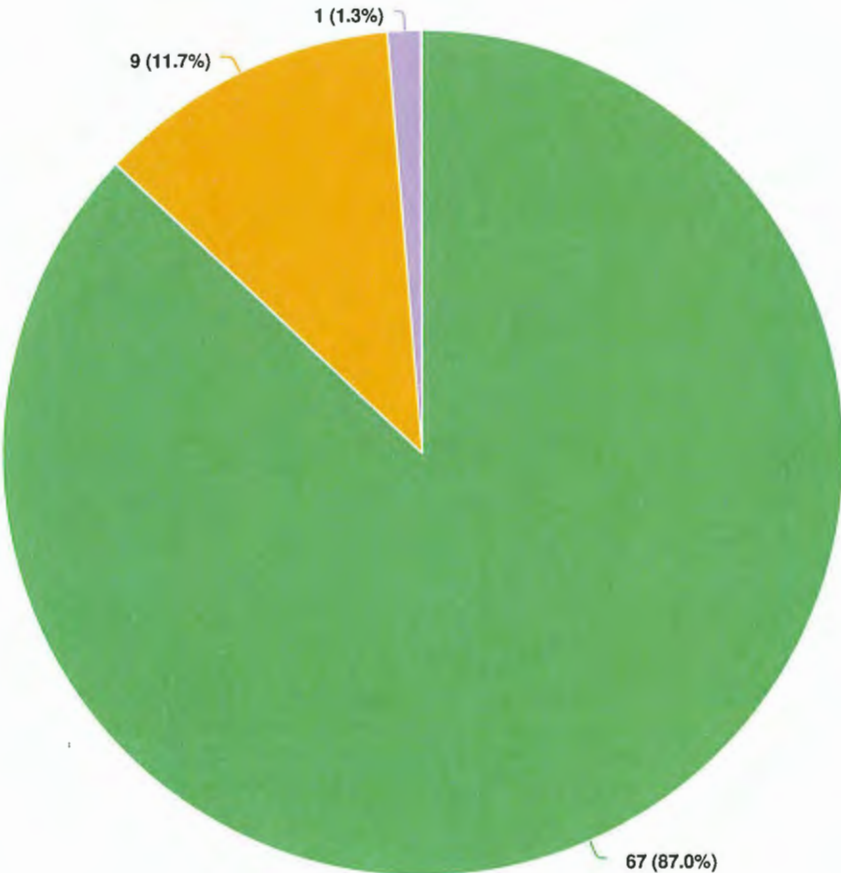
Question options

● Yes ● No

Optional question (225 response(s), 2 skipped)

Question type: Radio Button Question

I live in:



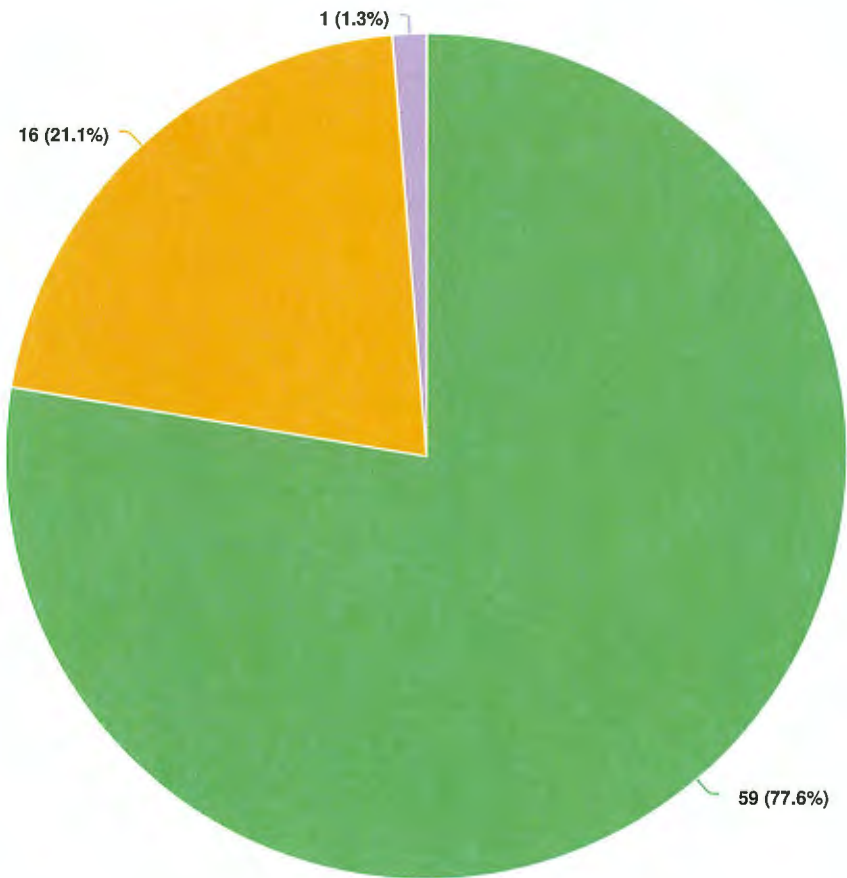
Question options

Richmond Metro Vancouver Other (please specify)

Optional question (77 response(s), 150 skipped)

Question type: Radio Button Question

I visit Steveston:



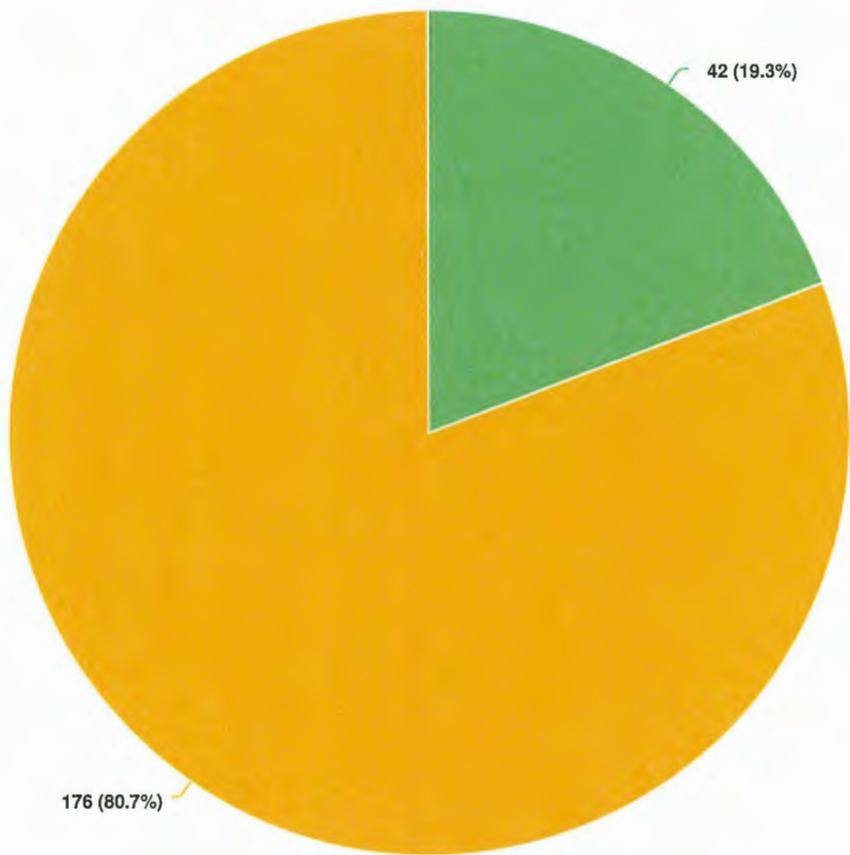
Question options

- ☒ Frequently (once or more per month) ☐ Occasionally (once or more per year) ☐ Rarely (less than once per year)

Optional question (76 response(s), 151 skipped)

Question type: Radio Button Question

I work in Steveston:



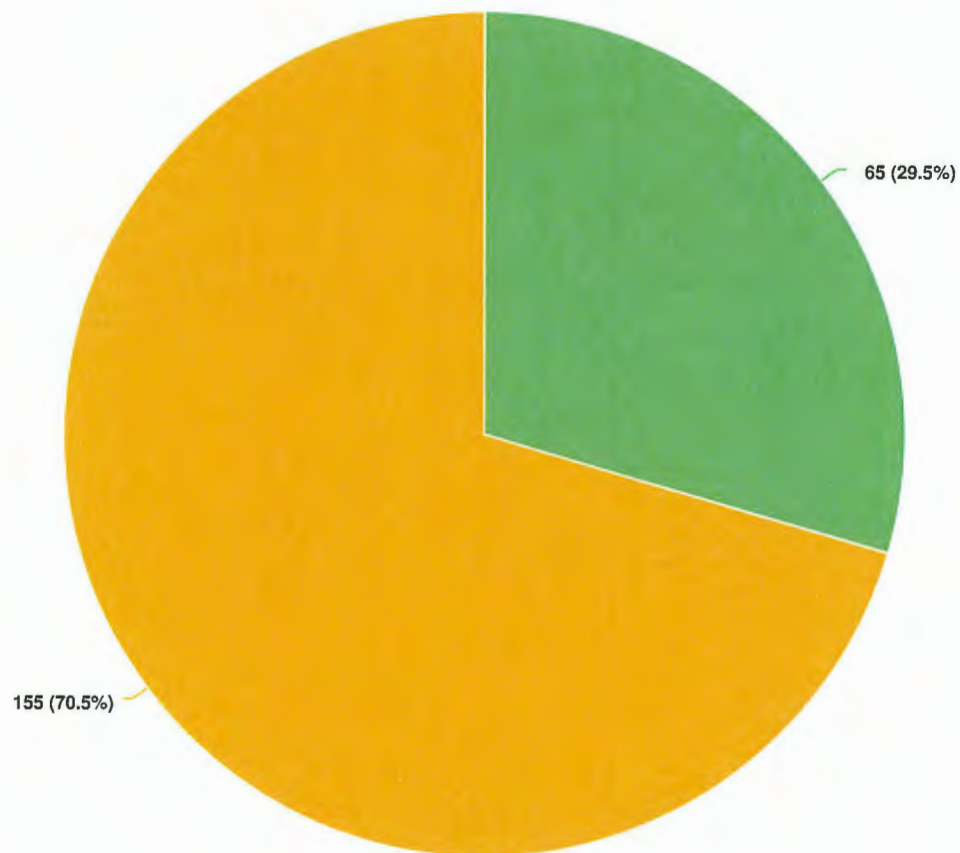
Question options

Yes No

Optional question (218 response(s), 9 skipped)

Question type: Radio Button Question

I have family with school-aged kids:



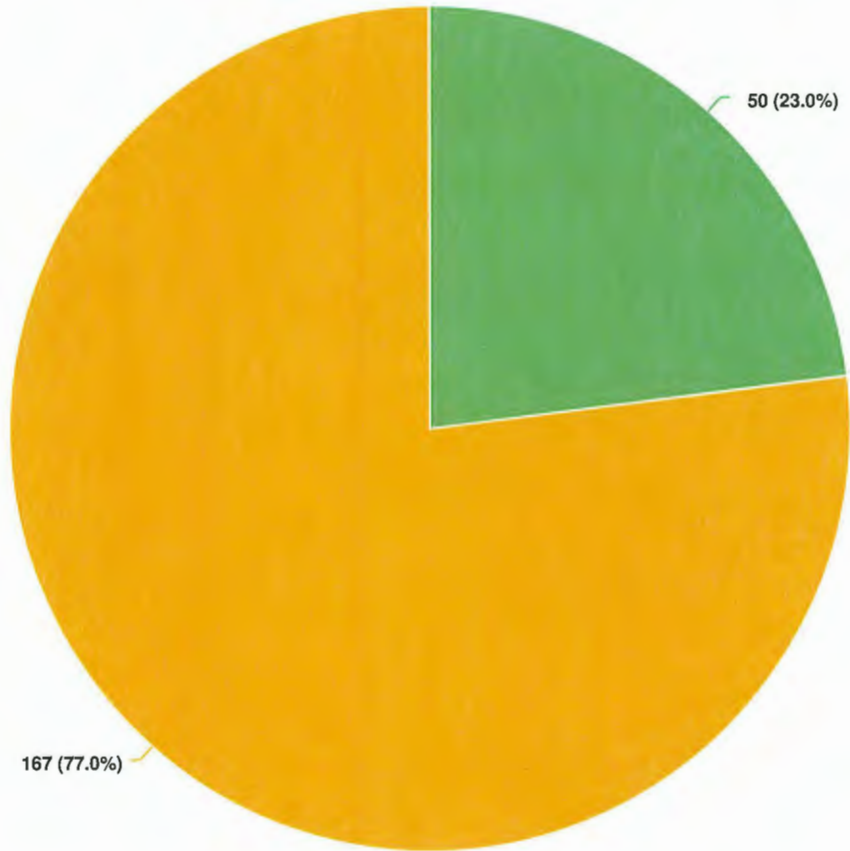
Question options

☐ Yes ☐ No

Optional question (220 response(s), 7 skipped)

Question type: Radio Button Question

I work or volunteer as an educator:



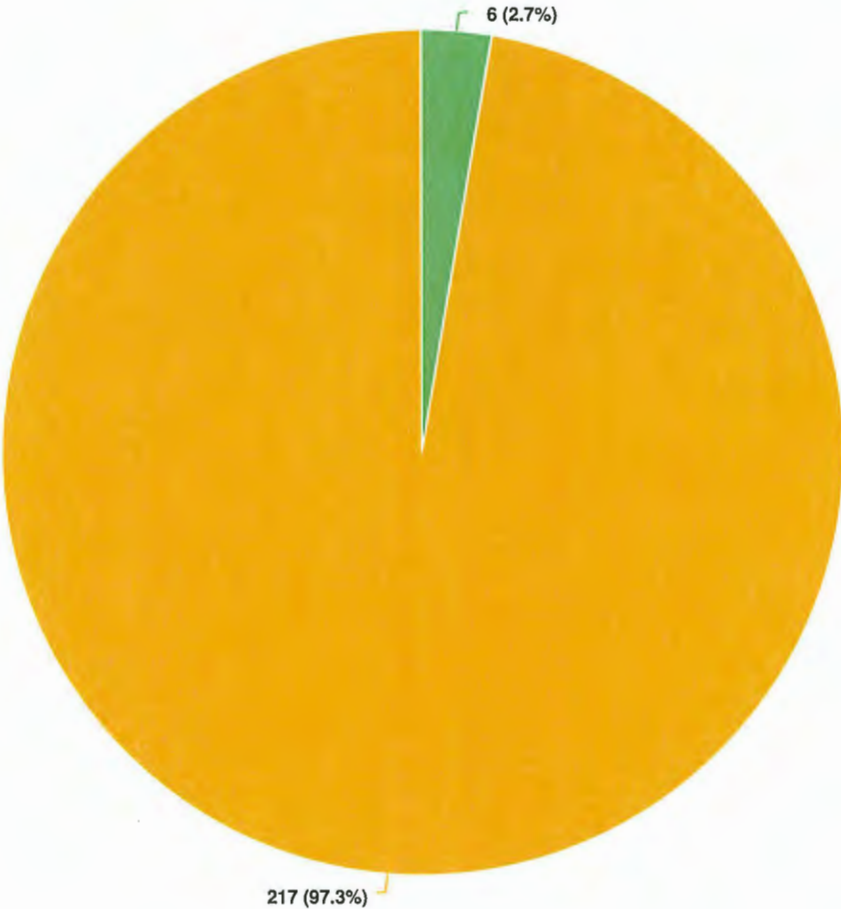
Question options

☒ Yes ☐ No

Optional question (217 response(s), 10 skipped)

Question type: Radio Button Question

I am responding on behalf of a Steveston organization:



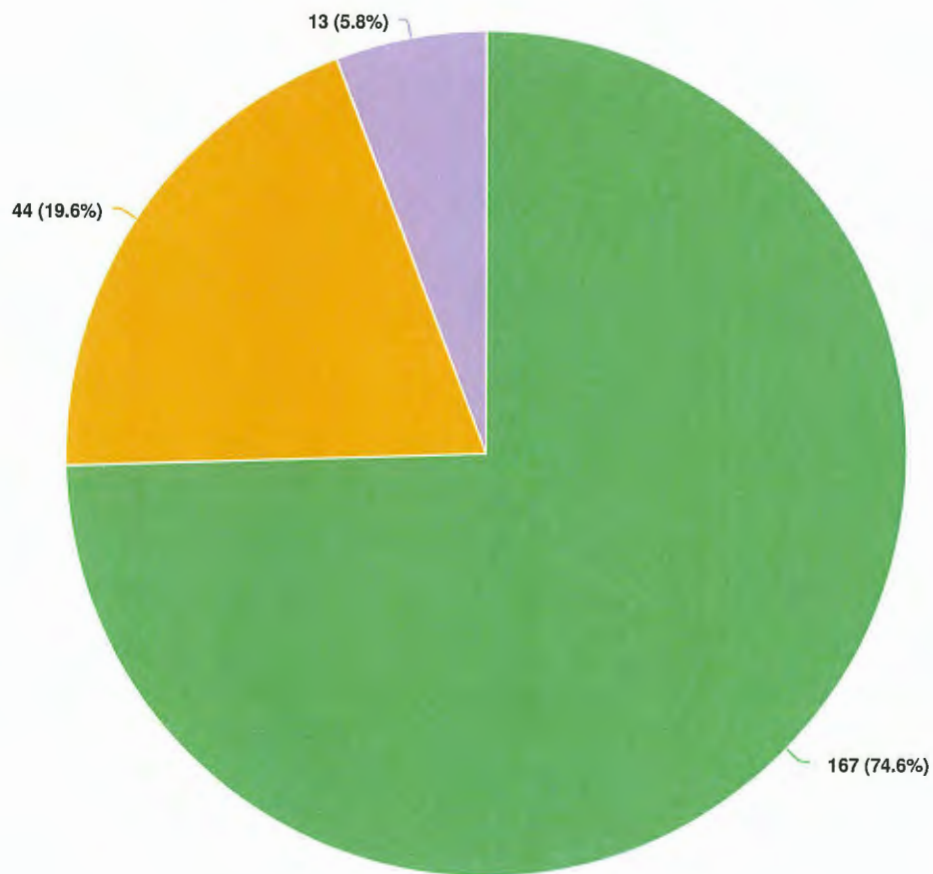
Question options

☐ Yes ☐ No

Optional question (223 response(s), 4 skipped)

Question type: Radio Button Question

I have viewed the museum displays at the Steveston Museum and Visitor Centre:



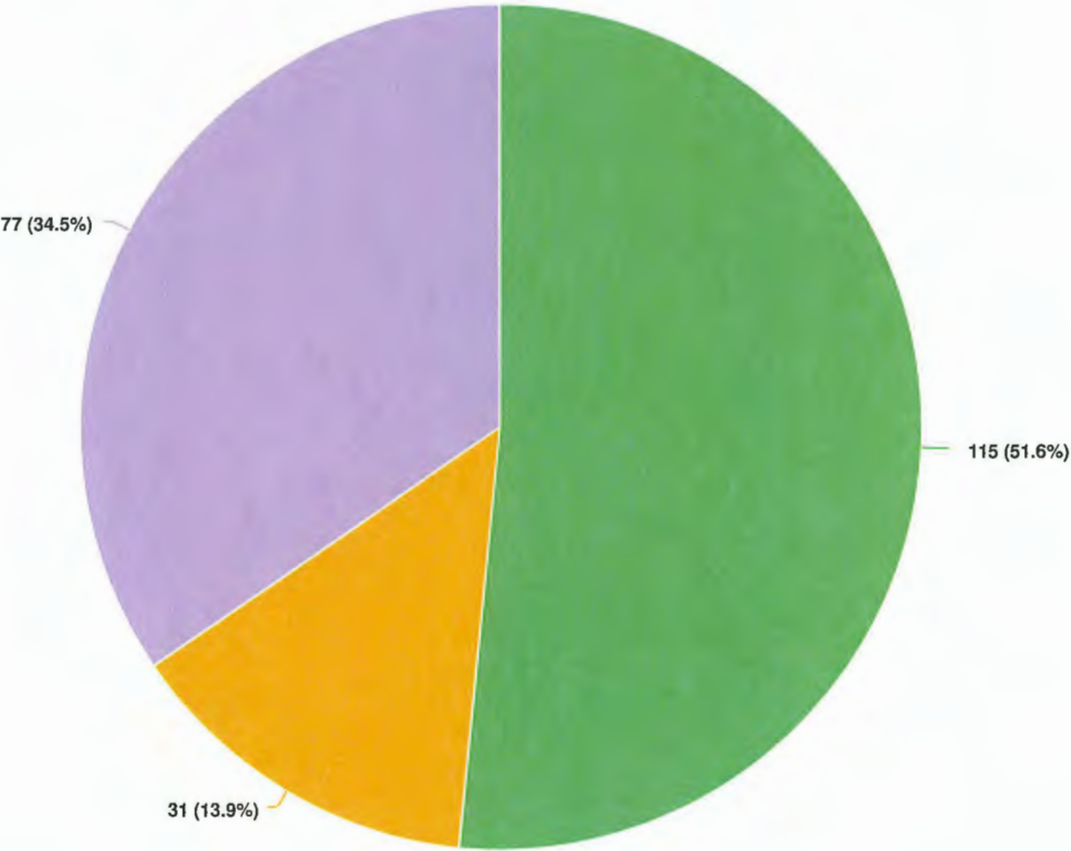
Question options

☒ Within the past 2 years ☐ Within the past 5 years ☐ Never

Optional question (224 response(s), 3 skipped)

Question type: Radio Button Question

I have viewed the museum displays in the Japanese Fishermen's Benevolent Association building:



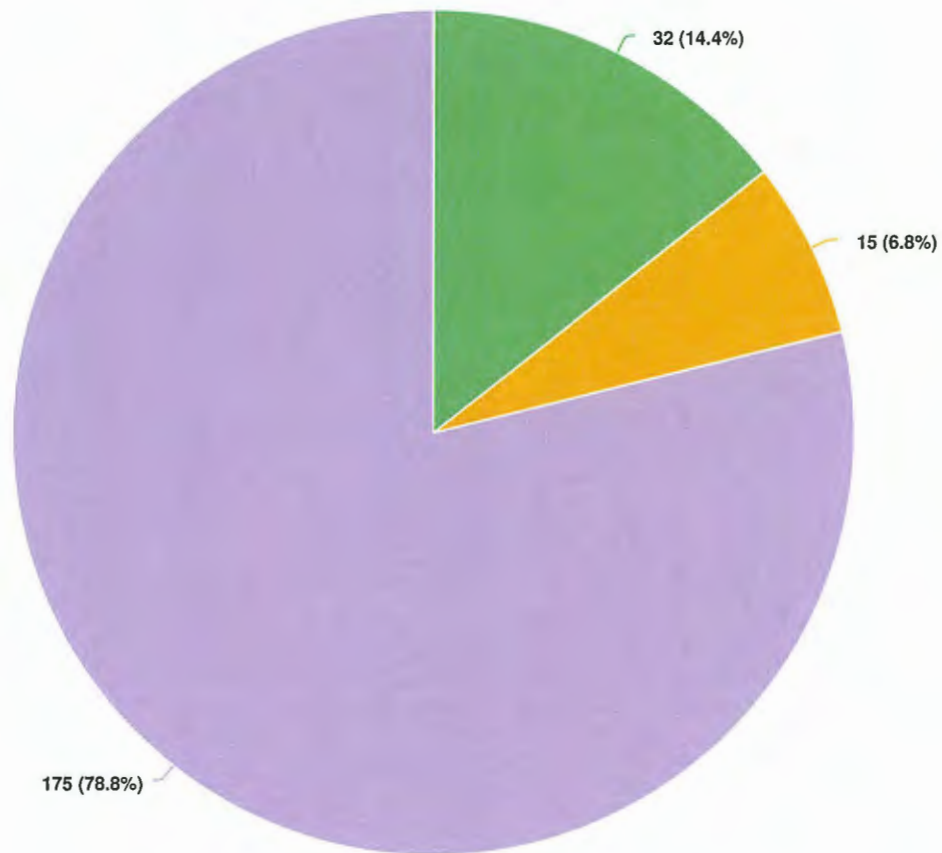
Question options

Within the past 2 years Within the past 5 years Never

Optional question (223 response(s), 4 skipped)

Question type: Radio Button Question

I have attended a school or public program at the Steveston Museum:



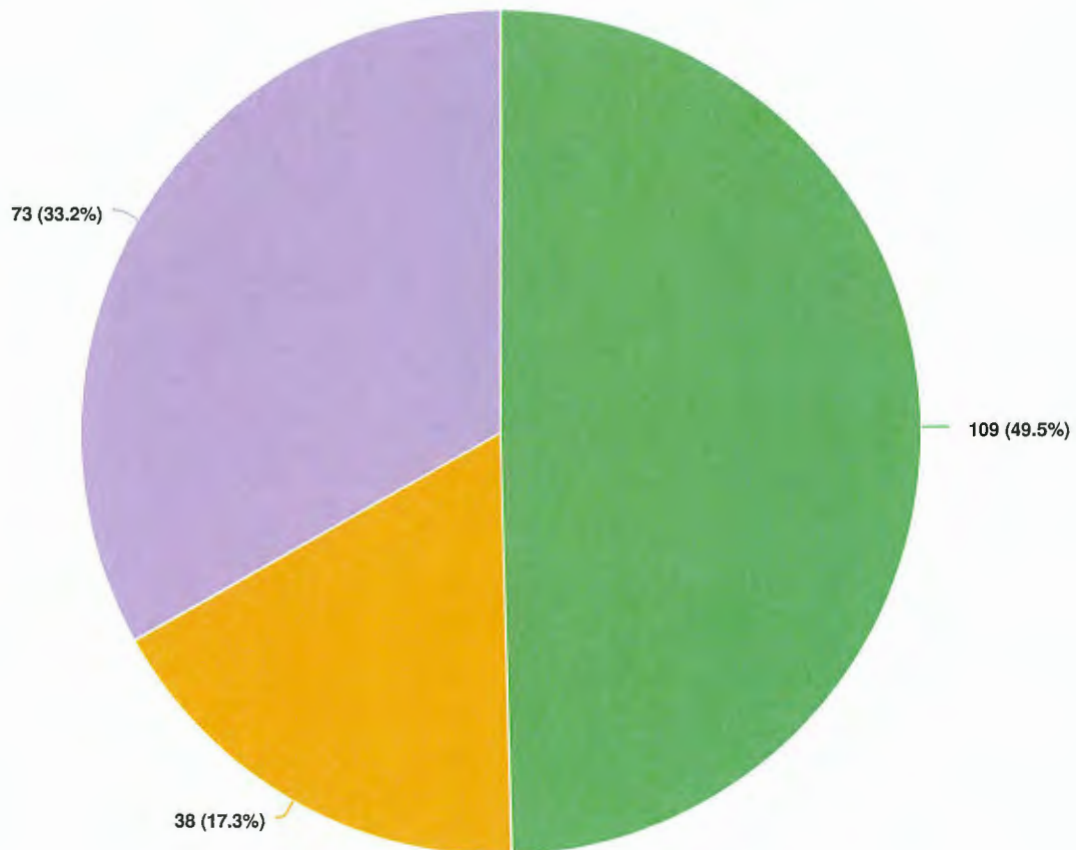
Question options

☐ Within the past 2 years ☐ Within the past 5 years ☐ Never

Optional question (222 response(s), 5 skipped)

Question type: Radio Button Question

I have used the visitor information counter inside the Steveston Museum:



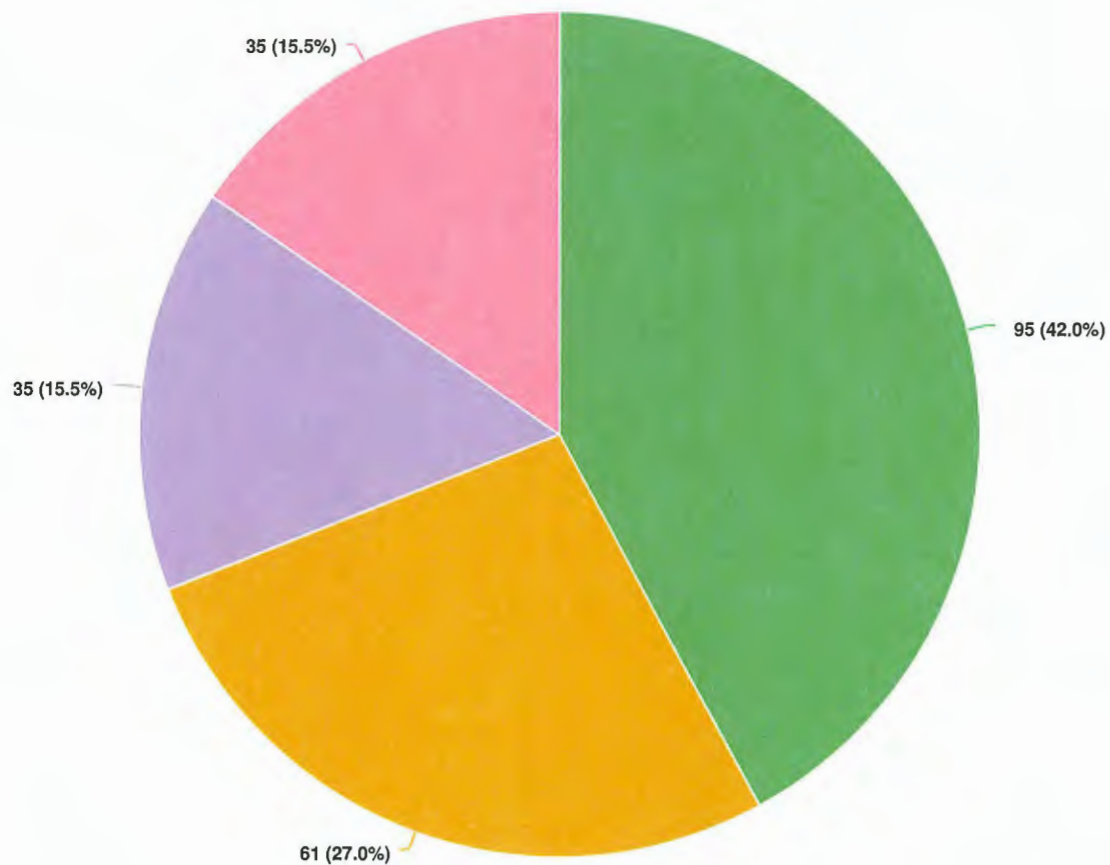
Question options

☒ Within the past 2 years ☐ Within the past 5 years ☐ Never

Optional question (220 response(s), 7 skipped)

Question type: Radio Button Question

I use the postal outlet inside the Steveston Museum:



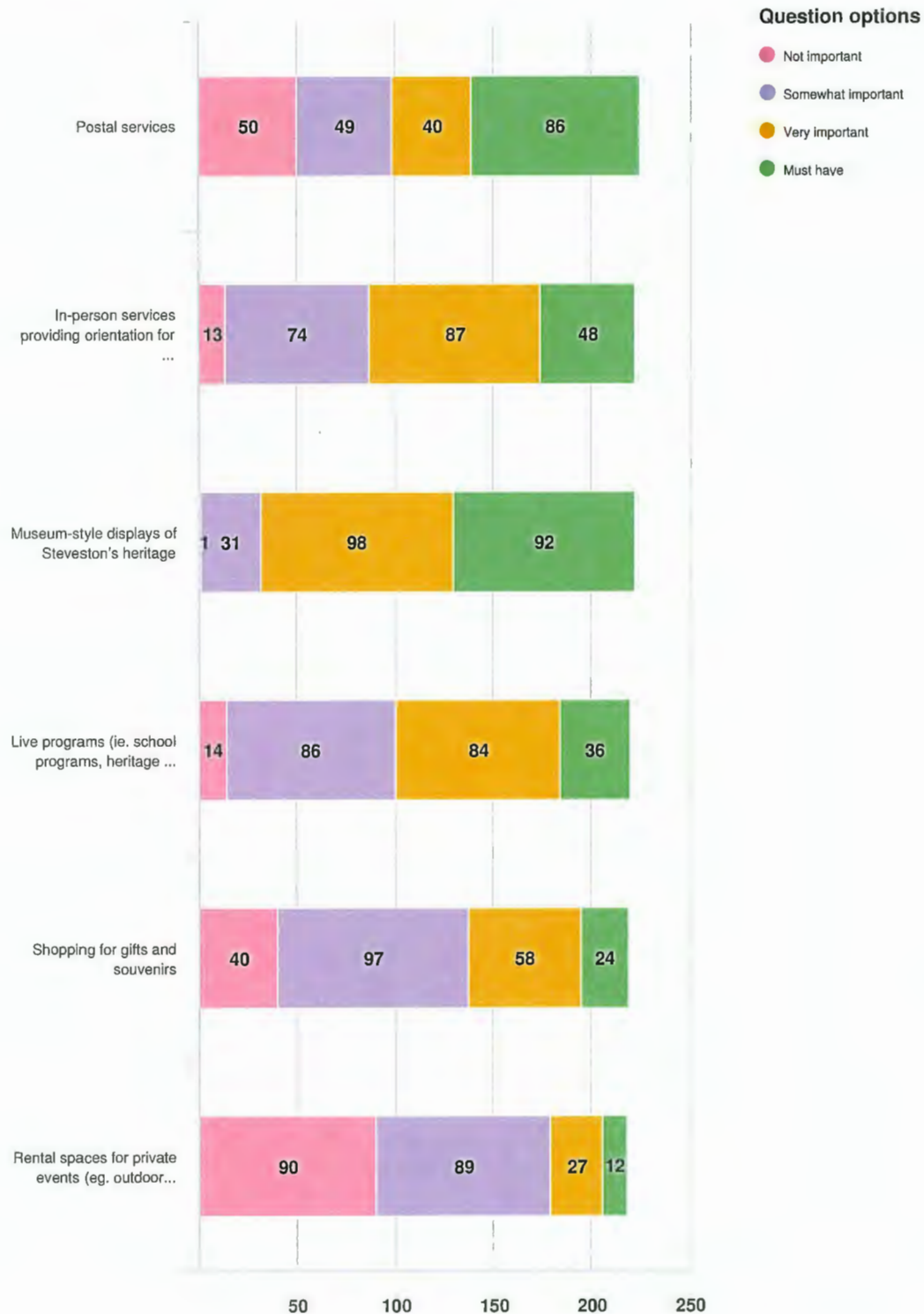
Question options

- ☒ Frequently (once or more per month) ☐ Occasionally (once or more per year) ☐ Rarely (less than once per year) ☐ Never

Optional question (226 response(s), 1 skipped)

Question type: Radio Button Question

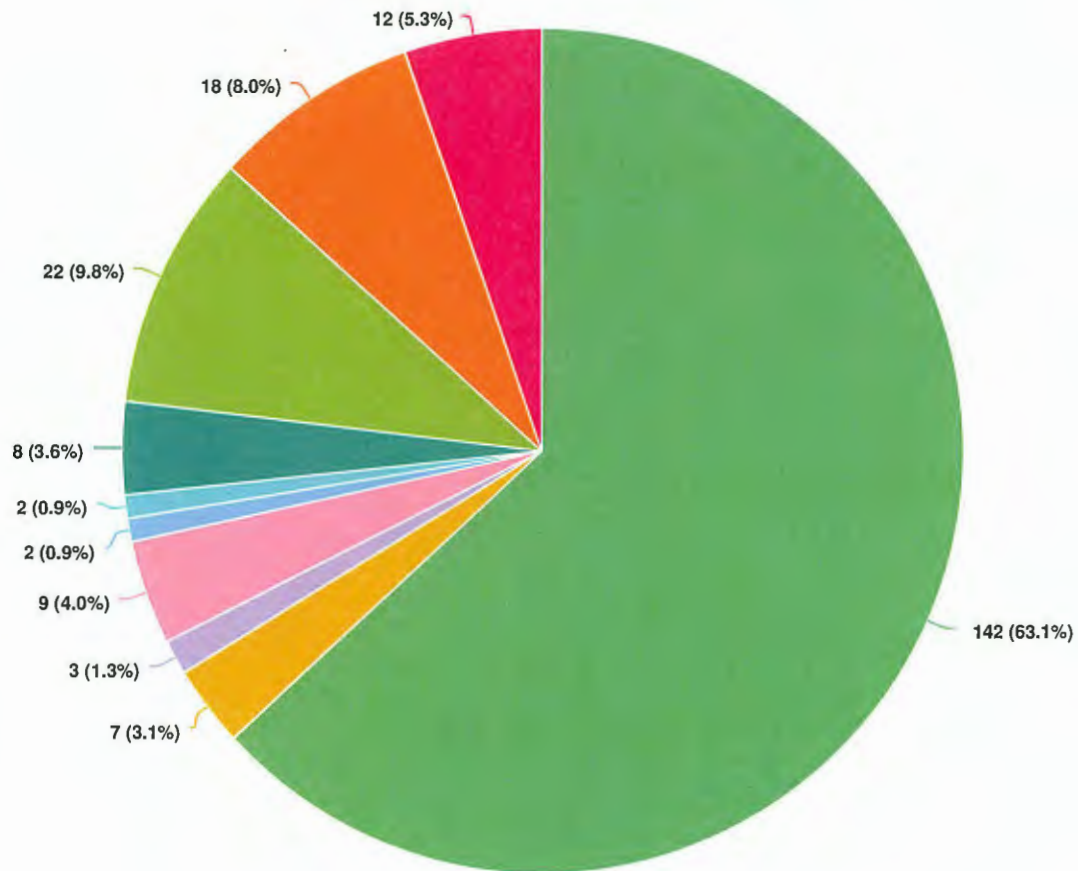
In general, the importance to me and my family for each of the following at the future facility would be:



Optional question (226 response(s), 1 skipped)

Question type: Likert Question

I heard about this engagement opportunity through:



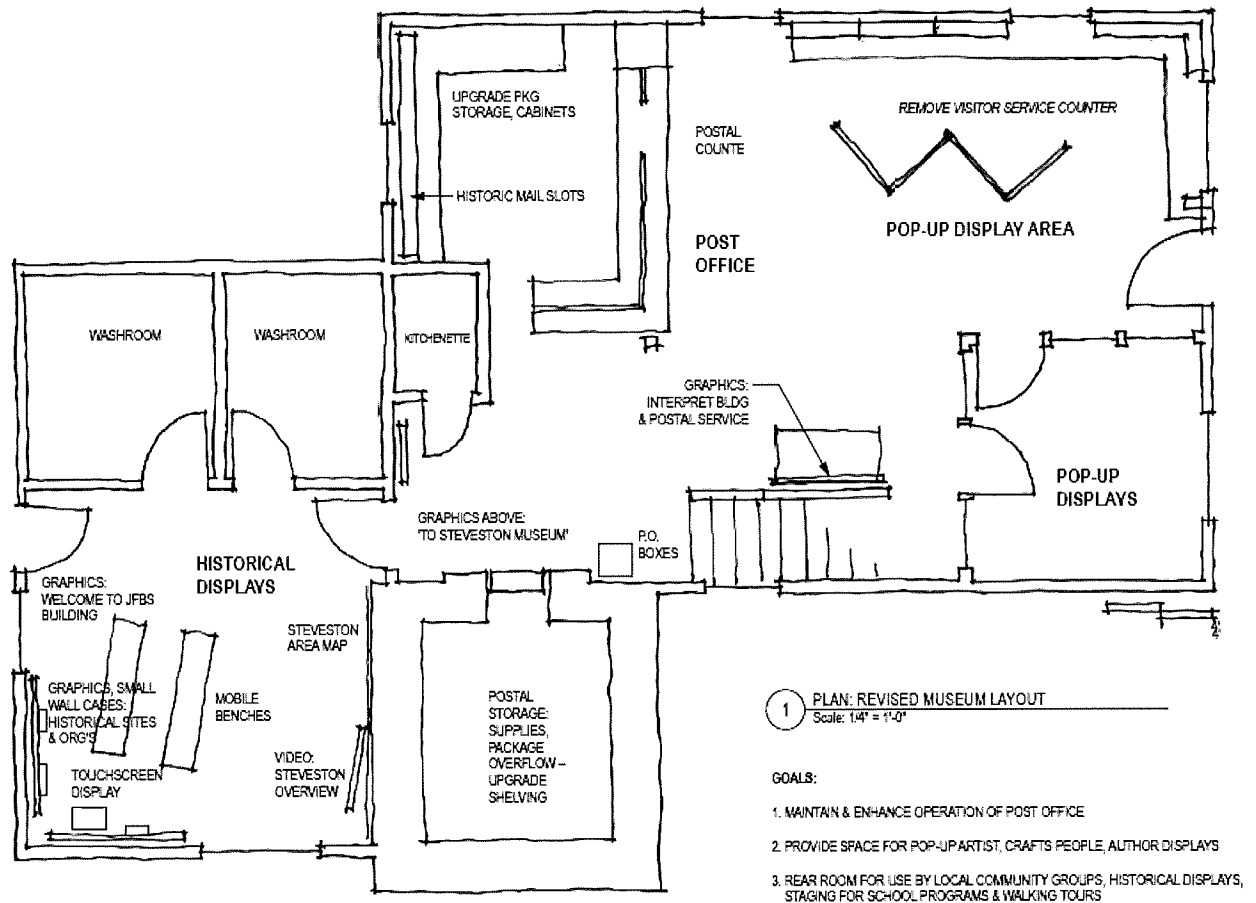
Question options

- Other (please specify)
- Story in local newspaper
- Word of mouth
- Through a Richmond community organization
- A poster at a local business or City facility
- Instagram
- Facebook
- Twitter
- The City of Richmond's website (Richmond.ca)
- An email from LetsTalkRichmond.ca

Optional question (225 response(s), 2 skipped)

Question type: Radio Button Question

Attachment 2: Steveston Museum Proposed Design



September 27, 2021

Dear Mayor and Council:

Please find enclosed request for your support in the future plans of Steveston Historical Society ("SHS").

When reading the following, it is important to consider these main goals of SHS:

- That we remain an EQUAL partner in all negotiations and future relationships
- That any solution proposed for the future continues the tradition that although the building is a museum, it has more importantly been an information hub for the village
- That any solution proposed keeps the building active and alive while also offering heritage aspects
- That we appeal to residents of the community and visitors
- As a Charitable organization any profits would be used for the betterment of the precinct and/or the sustainability of the organization and its programs

SHS has been redeveloping a plan to repurpose the front of the building and we have crafted a mission statement to showcase the below highlights. To better guide our decisions and planning, the goal of SHS is to carefully balance the following responsibilities when considering future ventures:

- Historical significance
- Economic viability
- Community benefit

Tourism Richmond (our tenant) has decided to not return in the same capacity. Hence, we have been developing an updated business plan for the building with the following principles in mind:

- Repurpose the front of the building to incorporate a pop-up artist space
- Provide the Postal Service that the community has embraced
- Further solidify the space as an active part of the Steveston community
- Engage the local arts and craftspeople within the community as exhibitors within the space
- Provide ongoing revenue for SHS which would be reinvested into the site and its programs
- Provide historical interpretation of Steveston
- SHS would continue to maintain museum function with new installation to interpret the building history as well as Steveston's history

To continue the viability of the Post Office and for the above plan to be successful, we would appreciate your monetary support in the value of \$40,000 annually.

Thank you for your continued support of SHS and our programs. We look forward to our continued partnership in these next stages.



Kind regards,

Linda Barnes, Co-Chair
Steveston Historical Society

PRCS- 77



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
Date: September 21, 2021

From: Elizabeth Ayers
Director, Recreation and Sport Services
File: 11-7000-01/2021-Vol 01

Re: Recreation and Sport Strategy (2019-2024) – Progress Update

Staff Recommendation

- 1) That the staff report titled, "Recreation and Sport Strategy (2019-2024) – Progress Update," dated September 21, 2021, from the Director, Recreation and Sport Services, be received for information; and
- 2) That the achievements document, *Recreation and Sport Strategy (2019-2024) – Progress Update*, Attachment 1, in the staff report titled "Recreation and Sport Strategy (2019-2024) – Progress Update," dated September 21, 2021, from the Director, Recreation and Sport Services, be posted on the City website and circulated to key stakeholders including Community Recreation Associations and Societies, Richmond Sports Council, and the Aquatic Advisory Board for their information.

Elizabeth Ayers
Director, Recreation and Sport Services
(604-247-4669)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Facility Services & Project Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

On January 14, 2019, Council adopted the *Recreation and Sport Strategy (2019-2024)* to guide the delivery of recreation and sport services in Richmond. The goal is to ensure the provision of a range of opportunities that enable lifelong participation in recreation and sport opportunities that enrich the physical, creative, social and intellectual lives of residents, and contribute to building a healthy, liveable and vibrant community. This report responds to the resulting referral:

“That staff report back at the mid-point and end of the implementation period of the Recreation and Sport Strategy (2019-2024).”

The purpose of this report is to address this referral by providing Council with a snapshot of selected highlights achieved during the first two and a half years of implementation of the *Recreation and Sport Strategy (2019-2024)*.

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.

4.2 Ensure infrastructure meets changing community needs, current trends and best practices.

4.3 Encourage wellness and connection to nature through a network of open spaces.

This report supports Council’s Strategic Plan 2018-2022 Strategy #8 An Engaged and Informed Community:

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

8.2 Ensure citizens are well-informed with timely, accurate and easily accessible communication using a variety of methods and tools.

Analysis

Background

The *Recreation and Sport Strategy (2019-2024)* (the *Strategy*) guides the work of the Community Services Division, especially the Recreation and Sport Services Department, with the aim to increase reach and impact of recreation and sport benefits to all residents in Richmond. The *Strategy* also dovetails with other key strategies and plans that guide the City’s planning and provision of public programs and services to meet the diverse needs and interests of

Richmond's growing community, including the *Community Wellness Strategy (2018-2023)*, *Richmond Arts Strategy (2019-2024)*, *Child Care Needs Assessment and Strategy (2017-2022)*, *Cultural Harmony Plan (2019-2029)*, *2022 Parks and Open Space Strategy*, and *Social Development Strategy (2013-2022)*.

In the *Strategy*, fifty-seven (57) recommended key actions supporting seven (7) strategic focus areas were adopted to address the current and future needs related to recreation and sport in Richmond. The strategic focus areas are as follows:

1. Awareness and Understanding: Richmond residents understand the opportunities and benefits of participation in recreation and sport.
2. Engaged Community: Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.
3. Physical Literacy and Sport for Life: Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.
4. Active People and Vibrant Places: Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.
5. Connectedness to Nature: Richmond residents enjoy opportunities to connect with nature.
6. Community Capacity-Building: Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.
7. Technology and Innovation: Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.

It is anticipated that by taking action in these strategic focus areas, Richmond's community will see improvements in the intended long-term outcomes of increased participation of all residents in recreation and sport, and an increased number of Richmond residents who achieve physical activity targets.

Summary of Highlights

The *Recreation and Sport Strategy (2019-2024) – Progress Update* (“*Strategy Progress Update*”), Attachment 1, presents progress highlights and accomplishments achieved by the mid-point of this five year strategy. A complete listing of the strategic actions (including status) may be found in Appendix A of the *Strategy Progress Update*.

A few of the highlights achieved, and detailed in Attachment 1, during the first two and a half years of implementation of the *Strategy* are presented below.

Focus Area 1 – Awareness and Understanding

As a certified Global Active City and partner in the international Active Well-being Initiative, the City embraces the adage that ‘an ounce of prevention is worth a pound of cure’. According to

the My Health My Community report (most recent data from 2014), only 37 per cent of Richmond residents reported achieving 150 minutes of physical activity per week, which was below the Metro Vancouver average of 44 per cent. Physical inactivity is an ongoing concern as recent national research finds that adults aged 18 to 79 years living in Canada are sedentary for 9.6 hours per day, excluding sleep time (2019 ParticipACTION Report Card for Adults).

The strategic actions in Focus Area 1 are designed to increase communication and resources that raise understanding and awareness about the benefits of participating in recreation and sport and the abundant opportunities to do so in Richmond's places and spaces. The aim is to inspire and motivate behaviour change by ensuring that the community knows why increasing physical activity is important and how they can take action in a way that suits their lifestyles.

Key highlights include:

- The City actively participates in ParticipACTION's Community Better Challenge, a nation-wide initiative that rallies communities to sit less and move more. Individuals, groups, and facilities worked together to log minutes of physical activity throughout the challenge held in the month of June.
 - In 2019, Richmond placed 11th in BC with over 4,000,000 minutes of physical activity logged by participants.
 - In 2021, Richmond placed 6th in BC with over 9,000,000 minutes of physical activity logged by participants.
- Leveraging digital communication channels to increase reach of health promotion messaging and opportunities to get active and involved, including the Community Services e-Newsletter and maximizing use of social media platforms to inspire new participants.
- The many free community events and outreach opportunities offered each year by the City and Community Associations and Societies are not only low cost activities for a wide cross-section of residents, but also important sites to raise awareness about the benefits of participating in recreation and sport and promoting opportunities to do so. While they are typically structured as in-person activities, the growing number of virtual community events provides an additional avenue to reach residents.

Focus Area 2 – Engaged Community

Participating in recreation and sport provides a number of benefits to one's physical, social, mental and emotional health. With Richmond's growing and diverse population, a key to improving accessibility and inclusion to recreation and sport is to provide a wide array of programs, services and opportunities that are designed to meet different needs.

The strategic actions in Focus Area 2 emphasize developing a better understanding of the differing needs of community members, and beginning to intentionally address them. As conditions are created to enable more people to learn about, try and stay engaged in recreation and sport, the more likely lifelong participation may become a reality for more people.

Key highlights include:

- Increasing access to recreation and sport opportunities through the City's Recreation Fee Subsidy Program (RFSP), and KidSport Richmond, which both provide subsidies to residents in need of financial support. A key success of the revised program is the number of adult and senior participants in the RFSP, who were not eligible for the previous program; in the 2019-2020 program year, 1,272 adults and seniors were supported through the RSFP.
- G.O. Day, an annual, day-long healthy living expo for Grade 8 and 9 girls delivered by the City in partnership with School District No. 38 and Vancouver Coastal Health, has been delivered since 2006 to over 1,100 youth girls. G.O. Day Clubs, supported by Community Associations and Societies, encourage ongoing participation of girls after the event. G.O. Day, along with other gender equity initiatives help to address gender-based barriers in participation in recreation.
- Richmond's Arts, Culture and Heritage section has been an invaluable ally in promoting physical activity through a variety of walking, cycling and programming initiatives. For example, the Richmond Museum's Self-Guided Historical Walking Tour resources provide an interpretive walking map of the Terra Nova and Brighouse neighbourhoods. These resources encourage an educational walking experience for those wishing to learn more about Richmond's heritage.

Focus Area 3 – Physical Literacy and Sport for Life

Fundamental movement skills are the basic physical skills for building competence, confidence and motivation to try physical activities and sports, such as throwing, catching, jumping, kicking and running. Confidence and competence in these basic skills enables people to develop more complex movement skills and can motivate them to enjoy lifelong participation in a range of sports and physical activities, both in recreational and competitive settings.

The strategic actions in Focus Area 3 are designed to increase opportunities for Richmond residents to develop fundamental movement skills and physical literacy at all ages and be inspired to be involved in recreational or competitive sport throughout their lifespan.

Key highlights include:

- Throughout 2019, the Physical Literacy (PL) Street Team engaged over 7,000 individuals through 28 events, as well as a number of targeted programming initiatives, to raise awareness and understanding about physical literacy and sport for life. The PL Street Team facilitated fun, hands-on, experiential activities that introduced a variety of fundamental movement skills helping to motivate participants to keep moving.
- Each spring the Richmond Sports Council, supported by the City of Richmond, holds the Richmond Sports Council Sport Awards banquet to recognize outstanding individual and

team achievement in local sport during the previous calendar year. Categories for recognition include a male and female athlete in a number of categories, as well as coaches, referees, and organizational leaders. Recognizing sport achievements of youth and volunteers in Richmond offers an opportunity to inspire community members of all ages to pursue lifelong participation.

Focus Area 4 – Active People and Vibrant Places

Richmond's population has reached almost 225,000 residents and continues to grow. To keep pace with the increasing diversity in recreation and sport participation levels and preferences, providing a range of opportunities that support community members to choose how, when and where they participate is vitally important in promoting lifelong physical activity. The City of Richmond makes significant ongoing investments in facility, amenity and park maintenance and development to ensure there is a broad range of infrastructure throughout all areas of the city that support both structured and unstructured participation in recreation and sport. Safe, well-maintained and welcoming infrastructure, coupled with a rich array of programmed and unprogrammed opportunities in public spaces, are keys to creating built and natural environments that promote and sustain active lifestyles, social connection and a sense of community belonging.

The strategic actions in Focus Area 4 prioritize ensuring that Richmond's places and spaces for recreation and sport are welcoming, safe, well-maintained, and support a wide range of structured and unstructured activities for the growing population.

Key highlights include:

- City Centre Community Centre's approach to youth development involves creating opportunities that empower youth to take leadership on issues they are passionate about. In 2020 alone, a year marked by the pandemic, City Centre's five youth leadership groups had 149 members with over 4,200 volunteer hours, working to build a sense of belonging by tackling complex societal issues such as physical inactivity among youth, racial and gender inequality, mental health, and combatting ageism for an age-friendly community.
- Minoru Centre for Active Living, Richmond's newest recreation facility representing the City's largest investment in recreation and sport infrastructure since the Richmond Olympic Oval opened its doors in 2019 to welcome the city's seniors to the new Seniors Centre. Its 8,500 square foot state-of-the-art fitness centre kicked off the New Year by opening on January 1, 2020, and in the midst of the pandemic, the aquatic centre opened for the first time to the public on September 21, 2020.
- The City has made a commitment to ice sports infrastructure in Richmond with the acquisition of the Richmond Ice Centre, upgrades to the ice plants at both Minoru Arenas and Richmond Ice Centre, and the transfer of ownership to the City of the Richmond Curling Club. With the infrastructure improvements and the City's support, community-based organizations including the Richmond Arenas Community Association and the

Richmond Winter Club will continue to provide invaluable programs and services that engage the public in a range of ice sports.

- Almost 30 parks construction projects within the first two and a half years of the Recreation and Sport Strategy implementation enhance Richmond's existing inventory of parks, trails and open spaces and create more opportunities for residents to get active outside.

Focus Area 5 – Connectedness to Nature

Recent research shows that every hour spent outdoors is associated with higher physical activity and less sedentary time in both boys and girls, and the benefits of outdoor play include improved cognitive health and social skills (2020 ParticipACTION Children and Youth Report Card). As well, green spaces such as forests, gardens and parks are recognized for their positive effects on mental health and can even promote feelings of happiness (Canadian Mental Health Association). Richmond has a wealth of parks, trails and natural areas that allow community members to connect with nature, including 133 parks that total about 1,950 acres serving the wellness and recreation needs of a diverse, growing community, and more than 70 kilometres of trails.

The strategic actions in Focus Area 5 aim to increase awareness of the benefits of being in nature and promoting opportunities to enjoy the outdoors.

Key highlights include:

- Richmond has a growing suite of programming options that connect preschool-age children with nature, which helps foster a lifelong appreciation of the natural world. The outdoor preschool programming, offered across the city, not only instills a sense of curiosity about and connection with nature, but also facilitates opportunities for unstructured outdoor play and physical activity.

Opportunities that build knowledge and confidence of Richmond residents to get outdoors and explore the natural environment are integral in encouraging care and stewardship of nature. A new addition in the Richmond Public Library's collection, the Birdwatching ExplorePACKs are starter kits for those interested in joining the hobby. Ten kits are available for loan, each featuring a pair of Vortex binoculars, a lens cloth, a field guide, a pocket guide and two maps.

Focus Area 6 – Community Capacity Building

In Richmond, recreation and sport services and programs are delivered collaboratively with the City and Community Associations and Societies, and through over 50 community sport clubs. Supporting the capacity of these organizations is of utmost importance to maintain a sustainable and robust service delivery system that provides a wide range of physical activity and sport opportunities that meet the needs of beginner recreationalists to competitive high performance athletes, throughout their life course.

The strategic actions in Focus Area 6 involve supporting the capacity of Richmond organizations to develop tomorrow's recreation and sport leaders, and cultivate champions of physical literacy and active living.

Key highlights include:

- Annually, the City provides over \$100,000 in Parks, Recreation and Community Events Grants to non-profit community organizations that deliver programs and services that support the health, wellbeing, and community connection of Richmond residents. Each year, this important source of funding facilitates opportunities for collaboration and volunteerism that directly contribute to increasing participation in recreation and sport in Richmond.
- Since 2019, the Recruitment and Retention Committee, made up of representatives from the City and Community Association and Society Boards, was formed in recognition that recruitment and retention of skilled and experienced recreation and sport staff is increasingly challenging. To date, the committee has focused on coordinated staff recruitment efforts, including creating an Association Careers page on the City's website to create a centralized hub for job seekers and promoting staff positions at both in-person and virtual job fairs.

Focus Area 7 – Technology and Innovation

While increasing screen-time contributes to more sedentary behaviour, technology can also play a role in connecting people to information and opportunities to be physically active as more people rely on smartphones for many aspects of life.

The strategic actions in Focus Area 7 aim to leverage technology and innovation to enhance recreation and sport participation and connect residents to opportunities.

Key highlights include:

- The City's new program registration and facility booking software launched in November 2019. The new system has enabled the City to leverage technology to enhance convenience through new self-service capabilities. Customer service has also been enhanced through the creation of 'how to' videos that are available 24 hours a day to assist with trouble-shooting account set-up and how to register.
- Though new in the City's programming repertoire, Richmond's approach to the delivery of virtual fitness classes prioritized participant safety by utilizing an interactive live-streamed format, rather than static pre-recorded videos. This allowed instructors to correct form or posture, respond to questions, and offer adapted movements in real time. Responsive and immediate professional feedback during exercise is a marker of quality, safety and excellence, and staff were invited by the BC Recreation and Parks Association to present to colleagues across the province on these best practices.

Early Learnings from the Pandemic

Since March 2020, the COVID-19 pandemic has had an indelible impact both on how recreation and sport programs and services have been delivered in Richmond, as well as how the public has been able to participate. The *Strategy Progress Update* also provides an overview of how the City and Community Associations and Societies responded in the face of the COVID-19 pandemic, and presents early learnings that shed light on new opportunities that may be leveraged in the next two and a half years of strategy implementation, as well as considerations to be aware of. These include:

- Leveraging the success of virtual programs to provide an additional mode of program delivery that has not only helped maintain connection with existing patrons, but have also enabled outreach to new community members who may be isolated, or who were not able to attend in-person programs for various reasons.
- There appears to have been a shift in acceptance of outdoor programming and activities regardless of weather. This attitudinal shift may be leveraged to advance strategic actions that support increased active transportation, environmental connection and stewardship, and neighbourhood focused place-making.

Next Steps and Implementation Timeline

The *Strategy Progress Update* will be shared with key stakeholders, including Community Associations and Societies as well as the Richmond Sport Council and Aquatic Advisory Board, and will be posted on the City website.

It is anticipated that due to challenges posed by the pandemic to the implementation timeline, the *Recreation and Sport Strategy (2019-2024)* activities will continue through to 2025 or 2026. However, a follow up progress report based on the original lifespan of the *Strategy* will be presented to Council on achievements in Q1 2025.

Financial Impact

No financial impact.

Conclusion

The accomplishments and highlights featured in the *Recreation and Sport Strategy (2019-2024) – Progress Update* represent just a fraction of the ongoing work that is accomplished year after year to increase participation in recreation and sport in Richmond and support community members in achieving their physical activity targets. Participating in recreation and sport offers a multitude of benefits to community members that improve their physical, social, mental and emotional well-being throughout their life course.

September 21, 2021

- 10 -

The collective efforts of the City, Community Associations and Societies and other partners and stakeholders in advancing the strategic priorities outlined in the *Strategy* contribute to making Richmond the most appealing, livable and well-managed community in Canada.



Donna Lee
Research Planner 2
(604-204-8908)

Att.1: Recreation and Sport Strategy (2019-2024) – Progress Update

CITY OF RICHMOND Recreation and Sport Strategy (2019–2024)



OCTOBER 2021

PROGRESS UPDATE

PRCS- 88



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Executive Summary

The Recreation and Sport Strategy (2019-2024) – Progress Update presents progress highlights and accomplishments achieved by the mid-point of this five year plan. The Recreation and Sport Strategy (2019-2024) guides the work of the Community Services Division, especially the Recreation Services Department, with the aim to increase reach and impact of recreation and sport benefits to all residents in Richmond. The City of Richmond collaborates with Community Associations and Societies, and other partners and key stakeholders to deliver a broad range of recreation and sport opportunities. Through community facilities, arenas, aquatic facilities, fitness and sport facilities, arts, culture and heritage opportunities, and in outdoor spaces, parks and schools, a myriad of options meet the physical activity, wellness and sport needs of Richmond residents.

In order to meet the Strategy's vision—**that Richmond is a leader in the planning and delivery of recreation and sport opportunities, inspiring individuals and communities to be active, connected and healthy for a lifetime**—seven focus areas of action were identified:

1. Increasing awareness and understanding of the opportunities and benefits of participation in recreation and sport.
2. Ensuring that recreation and sport opportunities are accessible, inclusive and support the engagement of all residents.
3. Promoting physical literacy to ensure residents have the skills, competence, confidence and motivation to move for a lifetime.
4. Encouraging active people through connections with vibrant natural and built environments.
5. Connected Richmond residents with opportunities to enjoy nature.
6. Building community capacity through collaborations, partnerships and volunteerism.
7. Leveraging technology to connect and inspire participation in recreation and sport.

While the COVID-19 pandemic posed unprecedented challenges, innovative responses allowed the City and its partners and stakeholders to adjust to new and different ways of engaging the community in physical activity and maintaining social connection with one another. Pandemic or not, the achievements outlined in the forthcoming document capture just a fraction of the ongoing work that is accomplished year after year in increasing participation in recreation and sport opportunities in Richmond and supporting community members in achieving their physical activity targets. The cumulative contributions of the City, Community Associations and Societies, and other partners and stakeholders in Richmond make it ever more likely that each resident will find the way that works for them to be active for life.



Introduction

The Community Services Division offers residents of all ages and abilities access to recreation and sport programs and services and special events through community centres, arenas, aquatic facilities, fitness and sport facilities and in outdoor spaces, parks and schools. Both indoor and outdoor opportunities are available to increase physical activity and overall wellness, and enhance community connectedness. The Division works to understand and address barriers and promote participation of people with disabilities, individuals and families in financial need, and Richmond's diverse cultural groups. In addition, creating welcoming environments for those who are new to the community and offering multiple gateways to participate in recreation that includes arts, heritage, culture and sports are priorities.

The Recreation and Sport Services Department embraces a relationship-based approach, working with a range of community organizations, non-profit organizations, recreation and sport organizations, and individuals to provide programs and services. The City's Community Associations and Societies assist with understanding the needs of individual neighbourhoods, as in the case of community centres, or in specific service areas such as arenas or fitness and wellness, and provide direct connections to community members and deliver programs and services to the public. The Recreation and Sport Services Department also works closely with athletic organizations through the Richmond Sports Council on a wide range of initiatives and projects. These relationships add value to people's experiences and provide a multitude of opportunities for people to become engaged in their community.

The renewed vision for recreation and sport in Richmond was developed through a collaborative and holistic approach involving engagement with community residents, partners, stakeholders and staff. The resulting future-oriented and aspirational vision is:

Richmond is a leader in the planning and delivery of recreation and sport opportunities, inspiring individuals and communities to be active, connected and healthy for a lifetime.

Key benefits of participating in recreation and sport are well-documented and include:

- Enhancing mental and physical well-being;
- Enhancing social well-being;
- Helping to build strong families and communities;
- Helping people connect with nature;
- Providing economic benefits by investing in recreation;
- Achieving sport excellence for individuals and communities; and
- Creating safe and supportive environments through social development, community



The Recreation and Sport Strategy, along with the Community Wellness Strategy and other City strategies, provide a solid foundation that guides the Recreation and Sport Services Department's focus on the long-term outcomes of increasing community participation and physical activity, even through the unprecedented pandemic.

Given the long-term nature of the Strategy and the breadth of strategic initiatives that help move the needle on increasing physical activity and participation levels, this document provides a snapshot of progress on selected achievements in each strategic focus area. Throughout the progress update, key themes have emerged from actions undertaken in the first two and a half years of Strategy implementation, including:

- Connecting people to opportunities and each other,
- Helping to cultivate lifelong participation in recreation and sport,
- Expanding beyond the 'brick and mortar' walls of facilities, and
- Better understanding the diverse interests and needs that make each individual in our community unique.

Over time, with sustained and collective effort on the Strategy's seven focus areas, it is anticipated that progress will be made on identified long-term outcomes, including the overall outcome of increased participation in recreation and sport, and ultimately, an increase in the number of Richmond residents meeting physical activity targets.



About the Strategy

On January 14, 2019, Richmond City Council adopted the Recreation and Sport Strategy (2019-2024) (the “Strategy”) to guide the planning and delivery of recreation and sport opportunities in the City over the following five years. The City of Richmond, together with its partners and key stakeholders, continue to build on the strong foundation already present in Richmond to encourage citizens of every age to enjoy the benefits of an active and involved lifestyle.

The Strategy emphasizes a holistic approach to recreation, including planning for a variety of opportunities from connecting with Richmond’s beautiful natural environment to regular participation in formal and informal sports and recreation. It also embraces the Sport for Life philosophy and the Long-Term Athlete Development model by prioritizing opportunities to develop sport excellence, physical literacy and positive life-long sport participation for all citizens.

Strategic Focus Areas

In the Richmond Recreation and Sport Strategy (2019-2024), seven (7) strategic focus areas and fifty-seven (57) recommended key actions were adopted to address the current and future needs related to recreation and sport in Richmond.

1. **Awareness and Understanding:** Richmond residents understand the opportunities and benefits of participation in recreation and sport.
2. **Engaged Community:** Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.
3. **Physical Literacy and Sport for Life:** Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.
4. **Active People and Vibrant Places:** Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.
5. **Connectedness to Nature:** Richmond residents enjoy opportunities to connect with nature.
6. **Community Capacity-Building:** Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.
7. **Technology and Innovation:** Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.

It is anticipated that by taking action in the strategic focus areas, Richmond’s community will see improvements in the intended long-term outcomes of the Recreation and Sport Strategy, which are to:

1. Increase participation of all residents in recreation and sport; and
2. Increase the number of Richmond residents who achieve physical activity targets.

Did you know?

It is recommended that adults and seniors accumulate at least **150 minutes per week** of physical activity that increases your heart rate. For children and youth, it’s best to get 60 minutes of heart pumping physical activity daily. But any amount of time that you move more and sit less is good for your health!





Impact of COVID-19

Health and Safety Restrictions

On March 11, 2020, the World Health Organization (WHO) declared a global pandemic due to the COVID-19 coronavirus. The federal government subsequently closed its southern border to all but essential travel, and on March 17, 2020 the provincial government declared COVID-19 a public health emergency, with the City of Richmond temporarily closing all City facilities that day. Public health orders were issued that limited group sizes, required physical and social distancing, and directed many non-essential businesses to close for a time. As facilities re-opened in a carefully phased approach, measures have included communicable disease planning, face mask requirements, limiting group sizes in programs, limiting the types of programs that could be offered, and altering procedures to minimize in-person contact. The pandemic, and the health and safety restrictions imposed to mitigate this threat, has required everyone in the community to redefine their everyday lives and experiences, including how they participate in recreation and sport.



Role of Recreation and Sport

The important role that recreation and sport plays in the lives of community members has become crystalized as the COVID-19 pandemic continues. Parks, outdoor spaces and the broad range of programs and services that support physical, mental, social and emotional wellness have been vitally important through the pandemic and were sorely missed by many who relied on these in-person opportunities to connect with others and to be physically active. Physical activity and exercise can be effective for addressing symptoms of depression and anxiety, and can provide short and long-term benefits for mood, sleep, and

#RichmondHasHeart is a social media campaign prompting the community, residents and businesses to stay connected by sharing uplifting news, cheering on our front line and essential workers, getting creative in staying connected but apart, and gathering the good news.

physical health. Recreation and sport opportunities also offer sites to build a sense of community and social connection, which was a challenge through the social distancing requirements and other health and safety measures.

However, there is also the opportunity for recreation and sport to leverage the public's shift towards staying local and re-engaging community members in their own neighbourhoods and communities. According to the Canadian Parks and Recreation Association, interest and demand for parks, recreation and community sport intensified during the pandemic, particularly through the lockdown periods. The pandemic has reinforced the essential role of recreation and sport for individual and community health and well-being.

Rising to the Challenge

OUTDOOR SPACES



As early public health messaging emphasized the importance of ‘fewer faces, bigger spaces,’ the City’s parks, trails, and open spaces were promoted as safer spaces to enable community members to socialize within one’s ‘bubble’ and promote physical, emotional and mental health and wellbeing. Playgrounds reopened at the beginning of June 2020 and spray parks in mid-July. A one-way path was implemented at Garry Point Park through the summer to assist the public in maintaining safe physical distancing while enjoying one of Richmond’s most popular sites for a scenic walk. Outdoor spaces that had not typically been programmed became sites for outdoor fitness and dance classes, which continued well into the Fall of 2020. Furthermore, summer programs were adapted to take place outdoors as much as possible, which provided children with frequent opportunities to connect with nature while ensuring the health and safety of participants. These program adjustments have continued into 2021 as the pandemic continues.

SHIFT TO VIRTUAL PROGRAMMING

Programs shifted to online delivery methods to provide continued opportunities for Richmond community members to maintain social connection and to continue—or to begin—participating. Multiple approaches were used to engage the public and successes and learnings from this time have allowed the City and its Community Associations and Societies to add virtual programming to its ongoing repertoire.

The online hub, Richmond Connects, was created to support community members by providing a ‘one-stop shop’ of links to a wide variety of online recreational opportunities for physical activity, sport, arts, culture and heritage, in addition to wellness resources and creative stay-at-home challenges for citizens of every age to enjoy the benefits of being active and connected to their community. To provide technology troubleshooting assistance, ‘how to’ guides were posted on Richmond Connects, and the Registration Call Centre provided support by phone.

Since May 2020, almost **2000 virtual programs** have been offered by Richmond community centres engaging over 20,000 participants in a variety of recreational and physical activity opportunities.

SUPPORTING SENIORS

Richmond’s community centres and the Minoru Centre for Active Living typically deliver a wide range of programming that meet the physical, mental, emotional and social health and wellness needs of seniors across the City. At the onset of the pandemic, in-person services for seniors across the City shifted to online and remote programming, and participants who were registered in programs were provided with online resources to continue their physical activity practice at home.



A variety of online fitness classes for all levels was provided via Zoom to encourage seniors to maintain physical activity. Other virtual programming focused on helping seniors maintain social connection, such as: Gentlemen in Conversation; Beyond the Books Club; and Coffee & Tea Chat. Support was provided to help seniors build capacity in using technology that would enable



Through funding from the Temporary Emergency Fund offered through the Child Care Operating Funding Program, **119 child care spaces** in City of Richmond recreation facilities were allotted to children of essential workers through Summer 2020.

their participation, and Seniors Coordinators also connected with community members through wellness phone calls and a monthly newsletter that featured at home, self-led activities to keep them engaged, entertained and mentally stimulated.

Through the COVID-19 pandemic closures in Spring 2020, the Minoru Seniors Society continued to provide a pick-up meal service that was available to all in the community, but particularly valuable and necessary for isolated seniors. The Meals to Go program provided healthy and affordable meal options, including entrees, soup and limited baked goods at a safe and familiar location.

The suspension of in-person seniors programs has continued for the duration of the pandemic, as this age group has been most susceptible to serious negative health outcomes should the virus be contracted. Unintended consequences of social distancing restrictions have particularly affected isolated seniors and seniors who do not have the means to participate remotely. A number of initiatives sought to connect with vulnerable seniors and reinforce the message that Richmond cares and each isolated senior is a valued member of the community.

■ CHILD CARE PROGRAMS

Richmond's recreation facilities offer a range of licensed child care programs, including out of school care, preschool and summer day camp programs, which fulfill important roles both for participants and their parents. For children and youth, the range of child care programs and summer day camps provide new, active, interesting and educational experiences, connect children and youth to the community, provide an opportunity to build their social skills, and reinforce a sense of belonging. For working parents, child care programs enable their ability to work, earn an income and contribute to the economy. Ensuring that high quality, safe and affordable child care programs and opportunities were available to support working parents helped to alleviate one stressor for families.

As the school year began in September 2020, licensed preschool and out of school care programs in Richmond recreation facilities continued to offer a vital service to parents. Additional health and safety measures in child care programs have included measures such as enhanced ratios of staff to children, reduced group sizes, and restrictions on parents and visitors in programs, among others. However, an adjustment that has unexpectedly contributed the most to fostering increased physical activity has been the increased time outdoors and enhanced outdoor learning.

As preschool, out of school care and day camp programs prioritize outdoor time, there have been more opportunities for unstructured active play, active travel initiatives such as walking to and from schools and activities when possible, and time exploring the natural park environments surrounding the facilities.



RECREATION AND SPORT RESOURCES DURING THE PANDEMIC

During the COVID-19 pandemic, in addition to regular use of recreation and sport facilities in accordance with public health guidelines, recreation and sport facilities and infrastructure were also used to facilitate pandemic response needs.

Space was provided at the Minoru Centre for Active Living for Vancouver Coastal Health (VCH) during Summer 2020 to provide the required immunizations to students in the target grades of Kindergarten, Grade 6 and Grade 9 for the 2020/2021 school year. Immunizing students with waning immunity to vaccine-preventable diseases was identified as a high priority for VCH in this time of COVID-19. The space at Minoru Centre allowed for the delivery of immunizations while allowing for physical distancing.

VCH reported that by late September 2020, they had immunized approximately 900 students of the anticipated 5000 students of the 2020/2021 school year who required immunization updates. This was a significant achievement through the summer and access to City facilities and support from staff played a significant role in assisting VCH with this success.

The City of Richmond's volunteer management system, I Can Help, was used to recruit and place volunteers in meaningful and engaging opportunities that arose in response to the pandemic, such as a new shopping program for isolated seniors, assistants for the Emergency EOC program, as well as the need for Spanish speaking volunteers to assist with the temporary foreign workers program. All of these opportunities were filled through the I Can Help system.

Since August 2020, the City has provided the Richmond Food Bank with use of the north parking lot at Hugh Boyd Community Park for a drive-through or walk-in food distribution program. This 'express' food hub operates every Monday (except on statutory holidays) from 3:30 to 5:00 p.m. This has enabled community members to access the Food Bank's services within their own neighbourhood.



Finally, Cambie Community Centre provided support for COVID-19 vaccination clinics from March through August 2021, as the East Richmond Community Hall hosted clinics in the early days of the vaccination campaign, and later provided a range of support to Vancouver Coastal Health such as input on engaging with the local community and communications assistance. Pop-up vaccination clinics have also been hosted at Minoru Centre for Active Living to provide a local option for those living in the City Centre neighbourhood who may not have transportation options to access the main vaccination clinic sites in north and east Richmond.

Restoring Services

Following the closure of City facilities in March 2020 in response to the COVID-19 pandemic, recreation and sport services were restored across the City in a carefully phased approach with strict adherence to health and safety guidelines as outlined in the Restoring Richmond Plan. Outdoor facilities and programs were introduced first including: sports fields; pitch and putt golf; outdoor fitness, sports and summer camps; and outdoor swimming pools. The Richmond Pitch and Putt was the first City of Richmond facility to be opened to the public in May 2020. Sports fields, outdoor summer programs and outdoor swimming pools were re-opened throughout Summer 2020.



In Fall 2020, indoor drop-in programs shifted to registered visits that required patrons to sign up ahead of time for a time-limited visit for swimming or a fitness centre. The pandemic has not made it easy for fitness participants to maintain participation in in-person programming. Provincial Health Orders issued in November 2020 placed a temporary halt on indoor group fitness programs as it became clear that the COVID-19 coronavirus could spread indoors with high-intensity exercise. With greater physical distancing measures, time buffers between classes, increased ventilation, and modifications to reduce exercise intensity, many indoor group fitness programs resumed in December 2020, only to be prohibited again at the end of March 2021 as a circuit-breaker measure.

As the third wave waned, participation guidelines were again updated as the provincial government announced its Restart BC plan in May 2021. Program protocols and safety guidelines for each program area continue to be revised in alignment with Provincial Health Orders, Worksafe BC, the British Columbia Parks

and Recreation Association, ViaSport and other relevant authorities. Staff have responded nimbly to the constantly evolving waves of the COVID-19 pandemic to provide the safest possible environment for community members to continue health promoting physical activity.

Early Learnings from the Pandemic

The COVID-19 pandemic has posed new challenges and opportunities. In the face of these difficult times, the City's Recreation and Sport Services staff have adapted throughout the uncertain and ever evolving situation to continue making it possible for Richmond community members to stay connected with one another and to participate in programs and services that improve their physical and mental health and well-being. Some early learnings that staff will continue to monitor include the following:

SUCCESS OF VIRTUAL PROGRAMS

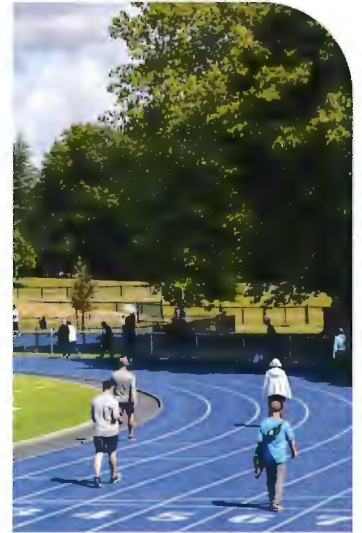
Virtual programs have not only helped maintain connection with existing patrons through the pandemic restrictions, but they have also reached new community members who may be isolated, or who were not able to attend in-person programs for health or other reasons. Online physical activity and recreational opportunities will likely become a mainstay in future programming.

INCREASED INTEREST IN OUTDOOR PROGRAMMING

There appears to have been a shift in parental acceptance of outdoor programming and activities regardless of weather, and indeed, a market for a greater variety of outdoor-based recreation and sport programs and opportunities. This shift may be leveraged to advance strategic actions that support increased active transportation, environmental connection and stewardship, and neighbourhood focused place-making.

NEED TO MONITOR IMPACTS

The long-term impact of the pandemic on the non-profit Community Associations and Societies that work with the City to deliver recreation and sport programs and services is unknown at this point, and the City will continue to be proactive in collaborating with stakeholders to ensure the continued delivery of accessible, high quality recreation and sport services.





Focus Area 1: Awareness and Understanding

Richmond residents understand the opportunities and benefits of participation in recreation and sport.



Focus Area 1 Awareness and Understanding contains 3 of 57 strategic actions.

Why is this important?

Increasing awareness and understanding of the opportunities and benefits of participation in recreation and sport is important for several reasons. The ultimate goal of the collective actions in the Recreation and Sport Strategy is to prompt behaviour change and create conditions that make it easier for everyone to be more physically active and engaged in community life over the long term. A key ingredient for behaviour change is to ensure the audience knows why a change is desirable, and how they can take action. Additionally, through the community engagement process that informed the development of the Strategy, stakeholders consistently prioritized a focus on opportunities and benefits of recreation and sport and the use of multiple ways of communicating with those who live, work, and play in Richmond. Diversifying communication methods and messages facilitates a broader reach, particularly as there is more reliance on digital and social media.

According to the My Health My Community report¹, Richmond was below the Metro Vancouver average for physical activity with only 37 per cent of residents achieving 150 minutes of activity per week. The Metro Vancouver average was 44 per cent. Also, 49 per cent of residents in Richmond spent more than two hours per day in front of their computers and mobile devices. Raising awareness and building understanding around the benefits of physical activity and the many opportunities available help to motivate Richmond residents to get active.

Through strategy actions that aim to address barriers and support participation the following outcomes are anticipated:

- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Communications initiatives and resources for community members, partners and City staff.
- ↑ Understanding and awareness of physical literacy.
- ↑ Understanding and awareness of recreation and sport opportunities and benefits



¹ The most recent data is available from the My Health My Community (MHMC) survey conducted in 2014. The 2020 MHMC survey was postponed due to COVID-19.



The following provides a snapshot of successes and progress highlights:

■ COMMUNITY BETTER CHALLENGE

As a certified Global Active City and partner in the international Active Well-being Initiative, the City embraces the adage that ‘an ounce of prevention is worth a pound of cure’, and it actively promotes ParticipACTION’s Community Better Challenge, a nation-wide initiative that rallies communities to sit less and move more. The goal is to engage families, friends, neighbours and community members to get active and track all physical activity through the month of June. ParticipACTION’s mobile app and online platform provided participants an easy method to track their physical activity as well as view evidence-based messaging about the benefits of physical activity. People could also sign up for free programs and sessions offered online and in-person across Richmond, including Family Yoga, Boomer Boot Camp, Nordic Pole Walking, personal training and Dance Fit. Individuals, groups, and facilities worked together to log minutes of physical activity throughout the month-long challenge. The campaign also leveraged communication and messaging from multiple sources to promote opportunities and benefits of participating.

2019 — Richmond placed 11th in BC with over 4,000,000 minutes of physical activity logged by participants.

2020 — Not offered due to COVID-19

2021 — Richmond placed 6th in BC with over 9,000,000 minutes of physical activity logged by participants.



■ STEVESTON OUTDOOR GET ACTIVE STATIONS

In 2021, in addition to the over 100 events and programs that were offered throughout the month of June across the city, the Steveston Community Centre created outdoor ‘Get Active Stations’ by posting physical activity prompts to encourage community members to make time for a spontaneous activity break

as they walk through the area. The messaging didn't just tell people to 'get active', but also provided photos demonstrating specific body weight exercises, which gave the public immediate strategies on how to change their behaviour, for example, by stopping and doing '10 alternating high knees' or '10 jumping jacks'.

"[I] took neighbour's dog for a walk including the area around Steveston Community Centre. I was delighted to find trees with signs saying 'do five lunges' 'do 10 squats' etc. What a wonderful idea. It would be wonderful if you could keep such signs up all the time... Good work Richmond!"
(Resident comment, June 2021)

PRESCHOOL HEALTH AND FITNESS SERIES

This collaborative and intergenerational initiative between City Centre Community Centre's Fitness and Licensed Preschool program areas created awareness around the benefits of a healthy and active lifestyle. Between April and June 2021, a range of physical activities were offered within City Centre's preschool programs, including yoga, dance, and stretching, all delivered by certified fitness instructors. Online fitness opportunities were also promoted to families to participate together at home. Monthly newsletters included healthy meal recipes, information specific to physical wellbeing, and healthy lifestyle ideas for families to engage in together. Activities culminated in June with the Community Better Challenge, encouraging families to track their participation.

Connecting in a Digital Era

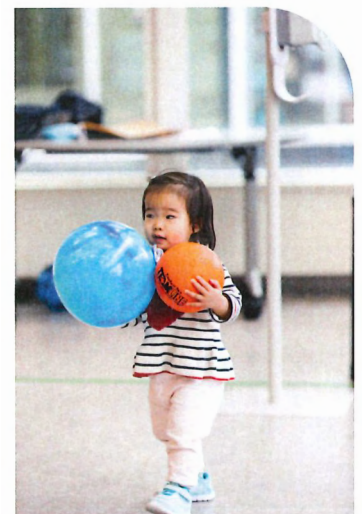
COMMUNITY SERVICES E-NEWSLETTER

Since July, 2018, the Community Services e-Newsletter has featured monthly updates on special events, seasonal programming, registration reminders, volunteer opportunities and other timely news to keep Richmond residents connected to the many opportunities to get involved in the community. Since that time, almost 1000 subscribers have signed on to receive direct information on more than 130 opportunities annually. During the pandemic the e-Newsletter contained updates on Provincial Health Orders and the many safe opportunities that still existed across Community Services to stay active and connected.

SOCIAL MEDIA

In addition to the City of Richmond's social media channels on Facebook, Twitter, Instagram and YouTube, community recreation and sport facilities across the City employ social media platforms to boost community connection and engagement. The almost 40 different social media accounts that tailor content for specific audiences, including fitness, youth, preschool and child care parents, and general facility news, provide an immediate and engaging way to provide timely and relevant information. As more people rely on smart phones for an integrated communication experience and to learn about events and opportunities, the City and its Community Associations and Societies have leveraged these digital tools to promote community engagement and opportunities to participate.

In 2020, to inspire and encourage beginners to join virtual fitness classes, short fitness tutorials focused on fitness tips or a short exercise demonstration were posted to Instagram using captions to provide instructional information



For a listing of social media accounts affiliated with the City of Richmond, visit: www.richmond.ca/newsevents/affiliated

and adding a photo of the PAR-Q questionnaire, a physical activity readiness screening tool that prompts participants to consider their health and safety even when doing physical activity at home. The Instagram tutorials used the common hashtag of #stayfitrichmond and #richmondconnects to enable viewers to find other relevant resources.

Community Outreach

FREE COMMUNITY EVENTS

Free community events are typically offered every season at the City's recreation and sport facilities to build a sense of community and foster social connection among neighbours. Sponsored by the Community Associations and Societies, these range from Family Day activities, to free events throughout the summer including free concerts in the park and movie nights, as well as children's drop-in programs at local parks, and annual celebrations such as Halloween fireworks. Celebrations such as Pride Week, Seniors Week, and Youth Week and the U-ROC Awards are also important for both raising awareness and creating inclusive spaces that recognize community members.

Information tables and resource booths at these events promote awareness and connection to ongoing opportunities. Some outreach events are also offered in locations where there is an opportunity to build stronger connections with more vulnerable community members. Knowing the importance of such events, community recreation facilities leveraged online platforms to continue to engage community members, despite the need to stay apart. Online special events included storytimes, workshops, social gatherings, seasonal arts & crafts, family fitness, digital scavenger hunts and family sing-alongs. Online events were easily accessible to the community and most were offered free of charge. The events provided an outlet for families to safely interact with others, play together while trying something new, and enabled the community to stay connected with their neighbours and local recreation facility.



LIBRARY CHAMPIONS

The Richmond Public Library (RPL) participates in the Library Champions Project with NewtoBC, in which recent immigrants receive training about library services and programs as well as other community resources including recreation and sport opportunities in Richmond, in order to help other newcomers navigate and access resources, and participate more fully in the community. Forty (40) newcomers living in Richmond participated in the Library Champions project in 2020 (online as of March 2020), who reached out to 1,067 newcomers that year. To date, RPL has supported over 199 Library Champions, who have collectively reached over 11,065 newcomers connecting them to an array of opportunities to participate in community life.

Raising Awareness about Physical Activity

Family support has been shown to be positively associated with children's physical activity levels.² Educational materials that target raising awareness among parents about physical literacy and the benefits of physical activity have included the creation of materials that focus on the benefits of outdoor play and promoting the 5-2-1-0 Play Boxes. Brochures, rack cards, and posters, available in both English and Chinese, were widely distributed throughout City facilities, and by the Division of Family of Practice and other community partners. Additionally, each program season, a new full-page ad featured in the Program Guide helps parents understand what physical literacy is, and promotes the importance of physical activity and developing fundamental movements and skills. Each ad focuses on one of 25 Fundamental Movement Skills, for example, jumping, kicking, or rotating, and showcases programs that can help participants build that skill.



Physical literacy

fundamental skills for an active life in Richmond

What is Physical Literacy?

It's when kids have developed the skills, confidence and love of movement to be physically active for life.

Physical Literacy Life Cycle


 Begins when parents encourage movement in infancy ...
 
 ... develops throughout life ...
 
 ... and can be a gift shared between generations.

Benefits of being physically active

-  **7-8% higher annual earnings**
-  **Reduced risk of heart disease, stroke, cancer and diabetes**
-  **40% higher test scores**
-  **Increased self-esteem and happiness**

How is Physical Literacy developed?

Gradually through a variety of structured and unstructured activities with the nature of these activities changing as kids grow in age and ability.



0-3 years
Encourage early movement



3-5 years
Expand on play, and keep it fun



5-8 years
Increase the focus on fundamental movement skills



8-12 years
Introduce more complex skills as kids are ready

www.richmond.ca/physicalliteracy

Look for the Physical Literacy logo next to the programs in this guide that cover a minimum of one of the promoted 25 Fundamental Movement Skills and includes a warm up activity with Physical Literacy elements.







Come Play!

Discover a world of play at your local neighbourhood parks...

Dance along the colourful sunflowers and lily pads to find a brand new Live 5-2-1-0 Playbox™ near you!

- **Minoru Park** – Weave between the trees, run as fast as you can and explore the many paths.
- **Brighthouse Elementary School** – Tip toe through the community garden, climb up to the sky and launch balls down the hill.
- **Lang Neighbourhood Park** – Tuck into the urban oasis, play hide and seek and let your inner artist shine.





Be sure to visit when the rain falls as a new world of play will emerge. Jump from shape to shape, wind your way through the waves and let your imagination fly.



*Live 5210 Playboxes!



Unlock the box. Unleash the fun.

For free access to outdoor play and sports equipment, request the free code and open the box to a surprise of fun balls, games, racquets and more!

For more information, visit: www.richmond.ca/playbox

Richmond... active, caring, connected, healthy and thriving.

























2 <https://www.participaction.com/en-ca/resources/children-and-youth-report-card>



Focus Area 2: Engaged Community

Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.



Focus Area 2 Engaged Community contains 14 of 57 strategic actions.

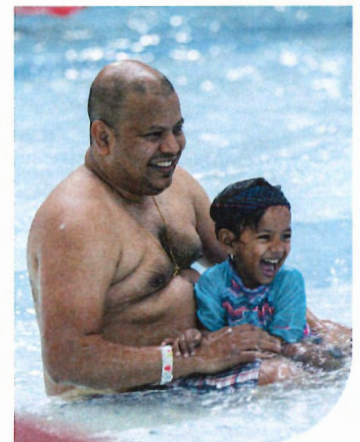
Why is this important?

Participating in recreation and sport provides a number of benefits to one's physical, social, mental and emotional health. However, those are only gained when one is able to participate. Barriers to participation may be related to external circumstances (such as cost or transportation), impacting circumstances (such as availability of programming, competing priorities, or social environments within a recreation and sport context), or internal circumstances (such as familiarity, confidence and prior experiences with recreation or sport). Multiple barriers may be experienced simultaneously that create a complex situation that does not make participation easy for some.

By developing a better understanding of the range of barriers and how they are experienced by community members, it is possible to begin intentionally working to address them in order to make lifelong participation a reality for more people. Providing opportunities to build confidence and basic skills, to become familiar with the range of activities that might appeal to different preferences, to have fun and build social connections through recreation and sport are keys to engaging a broader range of community members to 'move more, sit less' – however they envision doing so for themselves.

Through strategy actions that aim to address barriers and support participation the following outcomes are anticipated:

- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations
- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development
- Richmond has a coordinated, accessible, effective & efficient sport delivery system using the Long-Term Athlete Development Model



Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↓ Barriers to access and participation.
- ↑ Opportunities to sample programs.
- ↑ Recreation and sport program opportunities.
- ↑ Resident participation and engagement.

The City of Richmond makes available up to **\$5,000 in grants** to support children and youth to participate in sports not eligible through KidSport.



Recreation Fee Subsidy Program

The Recreation Fee Subsidy Program (RFSP) helps people of all ages living in Richmond who are in financial hardship. Apply for financial support to participate in many registered and drop-in parks, recreation and cultural programs offered by the City of Richmond and its Community Associations and Societies.

For those who qualify, the RFSP will provide:

- Free admission to many drop-in programs and services; and
- A 90% discount on most registered programs:
 - Up to a maximum of \$300 per year in subsidy for children and youth (18 years and under), and
 - Up to a maximum of \$100 per year in subsidy for adults and seniors (19+ years).

To download an application form, visit www.richmond.ca/subsidy.

For more information, visit www.richmond.ca/subsidy, email subsidy@richmond.ca or phone 604-247-4909.

Submit your application today.



The following provides a snapshot of successes and progress highlights:

ADDRESSING FINANCIAL BARRIERS TO PARTICIPATION

KidSport Richmond

KidSport Richmond provides grants to Richmond children and youth to help them take part in organized sports that are affiliated with Sport BC. KidSport is administered by community volunteers and grants are given to Richmond families based on financial need to support the costs of sport registration fees. Each year, the City provides financial support through the annual Parks, Recreation and Community Events Grant funding.

2019— Over \$120,000 was disbursed through 324 grants, with the City providing \$23,000.

2020— Over \$78,000 was disbursed through 187 grants, with the City providing \$19,000.

2021— Over \$53,500 was disbursed through 115 grants, with the City (to July) providing \$24,000.

Recreation Fee Subsidy Program

On August 31, 2019, the City's revised Recreation Fee Subsidy Program (RFSP) completed its first year of implementation (September 4, 2018–August 31, 2019). The RFSP provides Richmond residents of all ages who are facing financial hardship opportunities to participate in most parks, recreation and cultural programs offered by the City and Community Associations and Societies. The revised RFSP expanded program eligibility and, for the first time, provided support to adults and seniors. Despite the pandemic, there is continued participation in the RFSP, both in registered programs and use of the Active Pass for drop-in/registered visits. A key success of the revised program is the number of adult and senior participants in the RFSP, who were not eligible for the previous program; in the 2019-2020 program year, 1,272 adults and seniors were supported through the RFSP.

	RFSP Participants	Program Registrations	Active Pass Uses
2018/19	1,367 individuals (883 were adults and seniors)	1,139	28,255
2019/20*	1,880 individuals (1,272 were adults and seniors)	971	25,728
2020/21 (to June 30, 2021)	1,241 individuals** (829 were adults and seniors)	703	18,604

* In 2019/2020, facilities were temporarily closed due to COVID-19.

** In 2020/21, data does not reflect a full year of program use, and a decrease in RFSP participants is likely due to limited programming opportunities and other circumstances related to the ongoing pandemic.

BETTER UNDERSTANDING GENDER EQUITY IN RECREATION AND SPORT PARTICIPATION

G.O. Day

G.O. Day is an annual, day-long expo where a selected group of Grade 8 and 9 girls are provided the opportunity to participate in both educational and activity workshops in a day long conference setting. This is a joint initiative of the City of Richmond, Vancouver Coastal Health and Richmond School District. Participants identified that participating with friends, building confidence and having more affordable opportunities were three things that could help them participate in physical activity more. To support continued participation after the event, community centres across Richmond offer G.O. Day Clubs and many other affordable activities to help provide ongoing social and skill development opportunities. Since the event began in 2006 over 1100 youth girls have participated in G.O. Day.

2019— 68 participants.

2020— 70 participants (this in-person event was held right before the facility closures due to COVID-19).

2021— Event was cancelled due to COVID-19.

Women-only Swim at Watermania

On Saturday evenings from 8:30 to 10:00 p.m. at Watermania, the Women-only Swim provides a positive and inclusive space for women of all ages to participate in swimming. While this program began in response to an identified community need to provide an option for swimming in Richmond for women with faith-based considerations, it was recognized that a women-only swim time would also meet the needs of a broader group of women. An all-female lifeguard staff team was scheduled for this swim session, and all windows were covered for the duration. Boys under 7 years old were also welcome at this swim to accommodate child care responsibilities. As well, Watermania's wide range of aquatic amenities, as well as its proximity to the highway and bus routes, and ample parking facilitates access for women of all ages and abilities to participate. The program was not offered due to limited pool times during the pandemic, but is expected to resume in Fall 2021.





55+ Women and Physical Literacy Education for Staff

In 2021, the Canadian Parks and Recreation Association (CPRA) hosted a webinar, “Lessons from women 55+ on ageism and the importance of remaining engaged in physical activity, recreation and sport,” which covered topics, such as: physical literacy for 55+ women; barriers typically faced by this demographic; and ageism and other biases in programming recreational opportunities for women, particularly 55 to 80 years of age. Prompted by learnings from this webinar, Recreation and Sport Staff from all levels of the Department were engaged in discussions about the ideas raised in this webinar to begin a preliminary plan of action to better address gender equity considerations in recreation and sport programming for women and girls in Richmond.

CONNECTING WITH SENIORS

Although in-person programs for seniors have been temporarily halted during the pandemic, several initiatives have aimed to maintain connection with vulnerable or isolated seniors. The Minoru Seniors Society received funding of \$6,300 from the Canadian Red Cross Community Support Grant in 2020 to launch an outreach project for Chinese-speaking seniors in response to the COVID-19 pandemic. The project reached 216 Cantonese and Mandarin-speaking seniors through activities and outreach calls. A total of 25 activities were delivered virtually in Cantonese and Mandarin, including chair exercise, music, health and wellness workshops, and coffee and chat sessions. In addition, project staff connected with over 30 Chinese-speaking seniors on a regular basis through outreach phone calls that included information and resources, birthday calls and wellness check-ins.

Over the holidays, Steveston Community Centre rallied the community, including preschool participants, the youth council, senior volunteers, schools, community groups and individuals to create handmade cards with words of support and encouragement to wish seniors a happy holiday season and remind them that they are not alone. Over 250 cards were submitted and delivered to seniors living in Richmond. As well, the Minoru Seniors Society partnered with a variety of sponsors to deliver 100 holiday meals to Richmond Seniors on December 24, 2020. The delivery included a \$25 Save-On-Foods gift certificate, a holiday card made by Richmond Youth, a box of masks, and information about programs and services at the Seniors Centre at Minoru Centre for Active Living.

A FOCUS ON PHYSICAL ACTIVITY THROUGH ARTS, CULTURE AND HERITAGE

StoryWalk® Library Program

Richmond Public Library offers StoryWalks, a fun, educational activity that promotes literacy, learning and outdoor play. A StoryWalk® involves individual pages of a storybook that are mounted on trees. Children follow the narrative by visiting each tree in sequence. Prior to the pandemic, StoryWalks® were offered as a group program throughout the summer as a unique active outdoor reading experience via 15 StoryWalk® Kits with support from the Richmond Fitness and Wellness Association. While the library was unable to facilitate in-person StoryWalks® in 2020, the kits continued to be borrowed from the library by early years educators. The public lending collection grew to 17 different children's books in 2021, enabling families to take a StoryWalk® in their neighbourhoods while being socially distanced. Throughout Summer 2021, the library offered several StoryWalk® programs in local parks, including Minoru Park, McLean Neighbourhood Park and at Cambie Community Centre, once again offering community members an opportunity to connect with library staff and participate in this fun outdoor literacy program.



Annual Grand Plié Event

In recognition of International Dance Day in April each year, the Richmond Arts Centre hosts the annual Grand Plié event in which dancers of all experience and ability levels celebrate dance and movement en masse. In 2019, Richmond Arts Centre instructor, Aubrey Walker, led over 70 dancers in an engaging barre class, followed by a special tribute to Morri-Lynn Buchanan, a Richmond dance teacher passionate about inclusion of dancers of all abilities who had taught thousands of children and youth over 30 years. In 2020, a free, online introductory barre class was led by Katherine Somody, a ballet instructor at the Richmond Arts Centre. The Grand Plié video was hosted on YouTube and the Grand Plié Selfie Challenge engaged participants by sharing photos of their participation on social media platforms of their choice, using the hashtag #RichmondConnects. The Grand Plié video remains online on the Richmond Arts Centre's Facebook page, as a way for all to stay engaged with dance from the comfort of home.

Walking and Cycling Resources

Throughout 2020, new walking and cycling resources that feature Richmond's public art and heritage features were created to encourage learning and physical activity in the outdoors. The Cycling Art Tour, a downloadable map hosted on the City's cycling resources webpage, highlights public art pieces that underscore the power and resilience of community, connection, togetherness, home and place. Additionally, walking resources were developed to spark interest in public history and encourage the exploration of local heritage sites, including a family-friendly heritage scavenger hunt of Steveston Village, and self-guided historical walking tours featuring heritage places in Terra Nova and the Brighthouse District.





Focus Area 3: Physical Literacy and Sport for Life

Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.



Focus Area 3 Physical Literacy and Sport for Life contains 12 of 57 actions.

Why is this important?

Fundamental movement skills are the basic physical skills for building competence, confidence and motivation to try physical activities and sports, such as throwing, catching, jumping, kicking and running. Confidence and competence in these basic skills enables people to develop more complex movement skills and can motivate them to enjoy lifelong participation in a range of sports and physical activities. The Long Term Athlete Development Model provides a framework to guide skill development opportunities that support lifelong participation in both competitive and recreational sport or physical activity. In addition to the many opportunities for recreational sport participation, Richmond is recognized for its dedication to sport excellence and for supporting high performance athletic development. The legacy of Richmond's role during the 2010 Winter Olympics has laid the foundation of the City being a leader in providing high performance training facilities and supporting athletes on the performance pathway.

Through Strategy actions that focus on improving fundamental movement skills and the LTAD pathways for participation, the following outcomes are anticipated:

- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations.
- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development.
- Richmond has a coordinated, accessible, effective & efficient sport delivery system using the Long-Term Athlete Development Model.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Fundamental movement skills integrated into community services programs.
- ↑ Long Term Athlete Development (LTAD) Model adopted by sport groups.
- ↑ Physical Literacy initiatives implemented in schools.
- ↑ Children, youth and adults involved in all stages of the LTAD pathway.
- ↑ Involvement of residents in sport excellence.



The following provides a snapshot of successes and progress highlights:

RAISING AWARENESS ABOUT PHYSICAL LITERACY

Hamilton Physical Literacy Pathway

The Physical Literacy Pathway at Hamilton Community Centre was installed in December 2019. This pathway is composed of bright coloured images that encourage the use of six fundamental movement skills as one travels along the pathway, including balancing, hopping, jumping for distance, rotating, landing and walking. The pathway includes the City's Physical Literacy logo and website link to increase awareness about physical literacy and encourage community members to learn more. It is located inside the community centre along the corridor that is accessed daily by the out of school care, preschool and seniors programs to encourage spontaneous opportunities to develop fundamental movement skills.

Physical Literacy Street Team

The Physical Literacy (PL) Street Team participated in 28 events around Richmond throughout 2019, which saw 7,388 residents (3,238 adult and 4,105 children) engaging with the Physical Literacy Active Zone. The PL Street Team piloted a free 8-week program at Gilmore Elementary School, and presented twice for the Touchstone Family Association at the Richmond Public Library for over 150 new immigrants about resources and opportunities to develop physical literacy in Richmond. As well, in support of the 2019 Community Better Challenge, the PL Street Team hosted six (6) activations in parks across Richmond, connecting with over 300 children and parents and raising awareness about fundamental movement skills.

'Give it a Try' Week

In Spring 2019, with "Give it a Try" grant funding from the Government of Canada, the City and Community Associations and Societies offered ten opportunities for 55+ community members to try a range of sports and physical activities, including table tennis, pickleball, curling and lawn bowling. Opportunities to sample various sports can benefit people of all ages as it promotes development of different fundamental movement skills and increases exposure to activities that may motivate individuals to become active for life. Over 100 seniors participated throughout the week.



INSPIRING SPORT EXCELLENCE

Richmond Sports Council Sport Awards

Each spring the Richmond Sports Council, supported by the City of Richmond, holds a banquet to recognize outstanding individual and team achievement in local sport during the previous calendar year. Categories for recognition include a male and female athlete for: High School, Youth, Junior, University/College, Adult, Senior and Youth Teams, and for Athlete with a Disability, Special Olympics Athlete, Adult Team, Coach, Administrator and Officials. It is an opportunity for the sports community to celebrate the successes across all sports in Richmond together. Celebrated in 2019, 20 individuals and two teams were recognized for their 2018 achievements across ten sports. The 2020 and 2021 banquets were postponed due to COVID-19. Recognizing sport achievements of youth and volunteers in Richmond offers an opportunity to inspire community members of all ages to pursue lifelong participation.

Richmond Sports Wall of Fame

The Richmond Sports Wall of Fame was established in 2015 to celebrate the history of sport in Richmond and provide a focal point for the community to recognize the outstanding achievements of Athletes, Masters Athletes, Teams, Coaches, Officials, Builders, Pioneers and Special Achievements. In 2019, eleven inductees were added to the Wall of Fame, including the founders of the historic Dolphin Classic Basketball Tournament. In all, Richmond's Wall of Fame features 63 individuals and teams that have played a significant role in building and raising the profile of Richmond's sports community. The Richmond Sports Wall of Fame and digital kiosk are prominently located in the Richmond Olympic Oval and are free for public viewing.

Sport Hosting

Richmond Sport Hosting is a complimentary service provided by the City of Richmond in order to offer direct assistance to event organizers throughout the entire process, including through the provision of Incentive Grants that provide financial support to help elevate events across Richmond, and facilitate connections between event organizers with local resources, including venues, hotel accommodations, volunteers, and transportation options.

- 2019**— Richmond hosted over 75 events, including local, Provincial, National, and International sporting competitions and events.
- 2020**— The vast majority of events were cancelled or postponed due to the COVID-19 pandemic. Among those events affected were the CARHA Hockey World Cup and the BC 55+ Games. The CARHA Hockey World Cup is the largest adult recreational hockey tournament in the world, typically held every four years with over 140 teams from 15+ countries participating. While the event was postponed from 2020, it is scheduled to be hosted in Richmond at the Richmond Ice Centre in Spring 2022.





Focus Area 4: Active People and Vibrant Places

Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.



Focus Area 4 Active People and Vibrant Places contains 11 of 57 actions.

Why is this important?

Richmond's population has reached almost 225,000 residents and continues to grow. To keep pace with the increasing diversity in recreation and sport participation levels and preferences, providing a range of opportunities that support community members to choose how, when and where they participate, and ensuring the availability of activities that residents are familiar with or are inspired to try, is vitally important in promoting lifelong physical activity.

The City of Richmond makes significant ongoing investments in facility, amenity and park maintenance and development to ensure there is a broad range of infrastructure throughout all areas of the city that support both structured and unstructured participation in recreation and sport. Safe, well-maintained and welcoming infrastructure, coupled with a rich array of programmed and unprogrammed opportunities in public spaces, are keys to creating built and natural environments that promote and sustain active lifestyles, social connection and a sense of community belonging.

Through Strategy actions that focus on providing a broad range of natural and built environments that facilitate participation and connection, the following outcomes are anticipated:

- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development.
- Richmond has supportive and healthy built and natural environments for recreation and sport.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Welcoming, safe facilities and spaces.
- ↑ Infrastructure improvements.
- ↑ Active transportation.
- ↑ Unstructured recreation and sport opportunities in public parks and open spaces.

The following provides a snapshot of successes and progress highlights:

■ WELCOMING PLACES AND SPACES

Pride in Richmond

Marking Pride Week with inclusive and engaging activities held city-wide, typically during the last week of July through the beginning of August, is just one way that the City shows that Richmond's recreation and sport facilities are welcoming and inclusive. The 2019 Pride Week celebrations included a Queer Networking Social, Pride Drag Showcase, and a Pride Picnic and Social that brought together members of Richmond's Lesbian, Gay, Bisexual, Transgender, Queer and Two-Spirit (LGBTQ2S) community and their allies. Typically held in-person, annual Pride Week celebrations in 2020 shifted to a series of online activities and experiences that embodied a commitment to making Richmond a more welcoming and inclusive city, including a Drag Queen Story Time, online dance parties, a Pride window display decorating challenge at facilities, and informative workshops for the public. In 2021, a combination of in-person and virtual activities were offered, including poetry and art workshops, story times, outdoor music performances and a special online presentation by Brock McGillis, the first male professional hockey player to openly come out as gay. Following are Pride Week highlights from 2019 to 2021.



Pride Webinar Series—In 2019, City Centre Community Association hosted a Pride Webinar Series designed to educate participants on inclusive practices and language, and included the topics: Creating Inclusive Pride Events; A History of Pride; and LGBTQ2S+ Identities. Facilitated by Cicely Belle Blain, the series had over 200 participants.

Drag Queen Storytime—Drag Queen Storytime was a partnership between the Richmond Public Library and Hamilton Community Association that featured drag performer Bryan Bone, a.k.a. Miss Gina Tonic, reading children's stories that taught lessons of diversity, self love and an appreciation of others. Daycamp participants watched the event in-person in Hamilton Park and over 20 participants watched virtually via Zoom in this 2020 event.

Striding Towards Equality with Brock McGillis—In 2021, the City and Community Associations and Societies hosted via Zoom, Striding Towards Equality, a free, one hour presentation by Brock McGillis, a former Ontario Hockey League member and professional hockey player who shared about his coming out journey and current advocacy for LGBTQ2S+ rights. Brock's presentation covered themes of self-empowerment, inclusivity, mental health and non-conformity, and emphasized the importance of everyday practices such as being mindful of the language we use and treating everyone with respect.

Signs of Pride Public Art Project—Unveiled during Pride Week 2021, youth artists and professional artists Sam McWilliams, Paige Gratland, and Phranc, supported by youth development staff, created decorative wraps that were installed on the outer pillars of the West Richmond Community Centre. Each wrap contains youth created images that communicate pro-gay and anti-racism messages to highlight that the community centre is a safe space all year round.



Signs of Pride, Ashe Buenafe, Chloe Brownlee, Jade Dy, Sofia Yu, V, Leichelle Young, Sam McWilliams, Paige Gratland and Phranc, 2021

Youth Leading the Way in City Centre

City Centre Community Centre's focus on cultivating youth leadership has mobilized a large group of engaged and caring youth who are empowered to take action on issues that matter to them. In 2020 alone, in a year marked by the pandemic, City Centre's youth leadership groups had 149 members with over 4,200 volunteer hours. The three existing groups—plus two new ones that launched entirely in a virtual space—conducted recruitment processes online and quickly started up weekly Zoom meetings to lead virtual events throughout the pandemic. Youth team members learn and develop leadership, teamwork, and project planning skills while also getting to know other youth in the community. The common thread that weaves through these youth-led initiatives is the vision that recreation and sport sites, and our community as a whole, can be more inclusive spaces regardless of age, gender, race, ethnicity or sexual orientation—and that youth have a lead role in making it happen.



Beta U—Beta U focuses on topics of business, entrepreneurship, and resource development where volunteers turn business ideas into real-life ventures. Events include the Beta U Case Competition from February 2020 in which 16 competitors were tasked with developing a business idea or initiative to address a social problem, in this case physical inactivity in youth.

C-Change—C-Change is a group that engages youth passionate about social justice to take their ideas into action by spreading awareness and initiating conversations. The group facilitated an On the Table conversation in November 2020, part of a province-wide initiative where hosts facilitate opportunities for participants to speak freely about issues of importance to them and explore ways to address these issues. C-Change's topic of choice focused on racial inequality and mental health, and engaged 75 youth participants via Zoom.

Fearless—Fearless is a group targeted towards young women to empower them to take on leadership opportunities. This group has hosted a number of impactful events through the pandemic including the Not An Object, Property, or Exotic (NOPE) digital event that highlighted the harmful effects of fetishization of Asian women in media, which garnered 341 Likes, 27 comments, 146 shares, 1550 reached, and 2097 impressions, and Start with YOUTH: Intersectional Feminism Workshop which engaged 40 participants.

Intergen—The Intergen youth leadership team was launched in February 2021, and is a unique collaboration led by the Youth Coordinator and Seniors Coordinator with the mission to combat ageism and building a healthy community to make City of Richmond a truly age-friendly city. The goal is to bridge the gap between youth and older adults and promote healthy ageing through intergenerational engagement, connection, and education.

We're Here!—The City Centre Community Association was awarded a City of Richmond Parks, Recreation and Community Events grant to create the We're Here Youth Leadership Team, which is focused on creating community initiatives around diversity and inclusion. Weekly, youth met youth development staff virtually to develop leadership skills and to plan community events around diversity, inclusion, and acceptance.



RECREATION AND SPORT INFRASTRUCTURE

Minoru Centre for Active Living

Envisioned as a “Centre for Excellence in Active Living and Wellness,” the Minoru Centre for Active Living is Richmond’s newest recreation facility, representing the City’s largest investment in recreation and sport infrastructure since the Richmond Olympic Oval. This premier 110,000 square foot multi-purpose complex was designed to be iconic and innovative, while also prioritizing sustainability and universal accessibility. The facility houses aquatic and fitness services, seniors’ services and amenities to support the upgraded sports fields in Minoru Park, and opened in phases through 2019 and 2020.



Seniors Centre and Event Centre—March 11, 2019 marked the opening of Minoru Centre for Active Living’s Seniors Centre and Event Centre. This new age-friendly, sustainable and accessible Seniors Centre offers a wide variety of programs and services for participants 55+. By the end of 2019, Senior’s memberships had increased by over 77% and the daily cafeteria revenue increased by 43% in the short time the facility had been opened. In-person programming for seniors have been on hold since March 2020, but initiatives to maintain connection with the 55+ community have been ongoing throughout the pandemic. The cafeteria has also been open throughout to provide affordable hot meals to community members. The Events Centre includes eight (8) team change rooms, public washrooms and a multipurpose space to support sports, tournaments and community events.



Fitness Centre—Minoru Centre for Active Living's spacious 8,500 square foot fitness centre kicked off the New Year by opening on January 1, 2020. This state-of-the-art amenity features a full complement of cardio, strength and stretching equipment with an added focus on functional training that promotes active aging, performance and fun. For group fitness classes, the centre also has a large 1,900 square foot fitness studio with an expansive view of the outdoor track. A wide range of group fitness and yoga classes are offered, including programming that promotes active aging, managing chronic conditions, as well as high intensity workouts.

Aquatic Centre—In the midst of the pandemic, the Minoru Centre for Active Living's aquatic facilities opened for the first time to the public on September 21, 2020. Since that time, Minoru Centre serves the fitness and aquatic needs of over 30,000 patrons on a monthly basis, playing an important role in enabling the community to be physically active. The Aquatic Centre boasts six bodies of water and is suitable for all ages and abilities, including a 7,000 square foot leisure pool featuring a Mega Drop Bucket, a rapid flowing River Channel, a slide and an Errant Rain Cloud shower. Two 25 metre pools with 14 lanes provide a variety of opportunities for recreational and lane swimming, as well as aquafit classes, while an over water climbing wall, drop slide and diving board also provide a myriad of options for water lovers of all ages. The lap pools feature innovative bench-height raised sides that enable pool entry with little or no assistance. Other accessibility features include 20 universal and fully accessible shower rooms, and additional accessible parking.



Investment in Ice Sports

Minoru Arenas Upgrades—During Summer 2019, both the Minoru Stadium and Silver ice plants were upgraded to a low charge ammonia system. The new system is much safer for staff, public and the community as it now holds more than three times less ammonia compared with the previous system. In 2021, the Silver rink received new boards, benches and perimeter flooring, while the Stadium rink had four change room refurbishments including the installation of an accessible shower and washroom. The spectator seating in the Stadium rink was also upgraded with standing-height counters around the rink concourse with enhanced features for hosting, including improvements to lighting, ventilation, flooring and sound.

Ammonia Safety—In 2019, City staff participated in a number of safety initiatives after the tragic events in Fernie, BC. Arenas and Facility Services staff, Richmond Fire and staff from the Richmond Olympic Oval participated in an extensive safety training workshop on implementing emergency response plans, shut down procedures, evacuations, and public and community safety. As well, staff participated in a 'live-fire' training exercise that simulated an ammonia leak. Staff from a number of City departments, as well as Richmond Fire, RCMP, the Richmond Olympic Oval and outside contractors gained valuable experience and are better prepared in case of an emergency event.

Richmond Ice Centre—The Richmond Ice Centre was purchased by the City in 2019. The City has worked closely with the Richmond Arenas Community Association to identify priority areas for infrastructure upgrades and enhancements. Completed projects include landscaping improvements in 2019, ice plant upgrades with increased energy efficiencies, and an extensive facility assessment with associated design and construction planning. Additional facility improvements are in the planning and implementation phase..



Richmond Ice Centre Community Mural—Part of the City's Community Mural Program, the Richmond Ice Centre Community Mural was completed in 2021 by artist Andrew Tavukciyan. An abstract representation of ice and floor activities and equipment, including sticks, pucks, skates, helmets, padding, nets and other elements, the goal for the mural's composition was to capture the dynamic nature of the activities that happen inside the Richmond Ice Centre. The colour palette references some of the teams and clubs that call the Centre home.

Richmond Curling Club—In July of 2021, ownership of the Richmond Curling Club facility transferred to the City of Richmond, and work is currently underway to replace the ice plant, along with other infrastructure investments to ensure the facility is in good operating condition. The Richmond Curling Club features eight sheets of ice and offers opportunities for participation at any stage in the Long-term Athlete Development pathway, including leagues for children through to seniors, as well as school programs and Learn to Curl. The City will continue to work with the Richmond Winter Club to deliver curling programs and services to the public and this new relationship will ensure the long-term sustainability of the sport in Richmond.

Major Facilities Priority Projects

The 2016–2026 Major Facilities Priority Projects have continued to progress through the design-development process from 2019 to 2021. Recreation and sport facilities undergoing development or renewal include:

Bowling Green Community Activity Centre—With the approval of the program for a 4,900 square foot replacement for the Lawn Bowling Clubhouse, the project has completed the detailed design phase with construction anticipated to begin in late 2021. It is anticipated that the new, larger clubhouse will serve as an event hosting space for community events and Provincial and National level competitions.

Concept Drawing, O4Architecture, 2020



City Centre Community Centre North—A new community centre to be located at the north end of No. 3 Road, is a developer amenity contribution that will provide recreation and sport services to the rapidly growing, newly developed Capstan neighbourhood in Richmond. The two-storey, 33,000 square foot facility will include a large gymnasium for sports and community events, an indoor activity track, studios and spaces for arts and creative pursuits, a children's exploratorium, as well as a variety of multipurpose spaces and community gathering areas. The facility program has been approved and the project is now in the detailed design phase.

Steveston Community Centre and Branch Library Replacement—Following approval of the program for 60,350 square feet for the Steveston Community Centre and Branch Library replacement and confirmation of the best site and building format for the facility, an inclusive public engagement process was held in February 2021. A three-day design charrette and public feedback opportunity to inform the development of the concept design for the new facility was completed. The recent approval of the concept design has moved the project forward to the detailed design phase with construction of the facility anticipated to be complete in late 2025 or early 2026.

Outdoor Sport Facilities and Amenities Policy

On April 12, 2021, Council adopted the Outdoor Sport Facilities and Amenities Policy and an accompanying administrative procedure. The updated policy and procedure ensures that the City of Richmond's existing sport fields and amenities will be used effectively and efficiently for the betterment of all Richmond outdoor field and sport amenity participants. The policy includes clear expectations for users to make sure outdoor sports facilities and amenities are managed with the goal of maintaining a fair and sustainable allocation of facilities. This policy replaces the previous *Policy 8500 Park Playing Fields – Allocation*.



Richmond Olympic Oval

While the Recreation and Sport Strategy (2019–2024) – Progress Update primarily focuses on achievements related to the City of Richmond and its Community Associations and Societies, it is important to recognize the role that the Richmond Olympic Oval plays in meeting the recreation and sport needs of those who live, work and play in Richmond. As a legacy of the 2010 Winter Olympics, the Oval is a centre of excellence for sports, health and physical activity, and has become a premier training and competition hosting facility for high performance sport. The Oval provides training facilities and services for athletes ranging from local community through to, and including, those preparing for the Olympic and Paralympic Games. These athletes represent a large number of sports including, but not limited to, figure skating, softball, volleyball, sport climbing, wheelchair rugby, wheelchair basketball, ice hockey, table tennis and athletics. Some highlights since 2019 include:

- In 2019, the Oval hosted 63 events including numerous Provincial and National level competitions that resulted in over 6000 hotel room nights.
- The Oval is highly recognized for accessibility and the delivery of quality experiences for all athletes and competitors. Since the completion of rink upgrades for accessible ice hockey, the Oval hosted the Para Ice Hockey Provincials in Spring

2019, the ParaTough Challenge in November 2019 and the Canada vs USA Para Ice Hockey Showcase in February 2020. As part of the Oval's 10 year celebration the public was invited to get on the ice and experience Para ice hockey.

- In July 2020, the Oval's new climbing wall opened to the public. The wall features a 17-metre lead wall with a 40-degree overhang, bouldering wall, and Metro Vancouver's only 15-metre speed wall. The Oval's wall is the only wall in Metro Vancouver that includes all three Olympic climbing disciplines (Lead, Speed and Bouldering). The wall is used extensively by the community and served as a key training facility for Canadian National Team athletes in preparation for Tokyo 2020.
- The Oval continues to be a center for the sport of speed skating, working closely with the Richmond Rockets for delivery of grassroots short track community programming and with Speed Skating Canada and the British Columbia Speed Skating Association for high performance programming and competition hosting.
- In addition to numerous national team training camps hosted at the Oval since 2019, the Oval was utilized as the primary daily training environment for 30 athletes who competed at the Tokyo 2020 Olympics.



UNSTRUCTURED RECREATION AND SPORT

Completion of Active Communities Grant

In 2019, the Active Communities Grant initiatives concluded, which focused on the City Centre Neighbourhood. The first phase of the project was dedicated to planning and discovery via key informant interviews that shed light on barriers and challenges that exist for City Centre residents as they relate to physical activity, as well as walk-about tours of the neighbourhood to gather information on the natural and built environment. As a result of this research, three key initiatives were developed to increase active unstructured outdoor play in the City Centre core and brought together partners to strategically achieve this. These initiatives included the installation of three outdoor Live 5-2-1-0 Playboxes, stylized way finding through commissioned art from a local artist, and an information-based marketing and awareness campaign. These initiatives were completed in partnership with the Richmond School District 38, City Centre Community Association, Richmond Fitness and Wellness Association, and Vancouver Coastal Health.

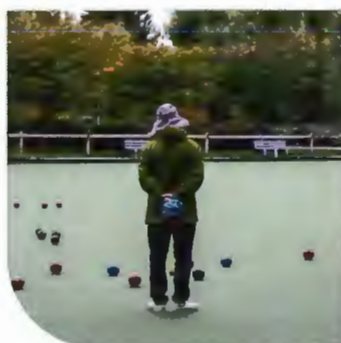


Capstan Neighbourhood Park

Capstan Neighbourhood Park is the central green space of this new neighbourhood in the Capstan Village area of City Centre. The future Capstan Station will be built along No.3 Road and this park will function as the green space and urban plaza adjacent to this future Canada Line Station. Ultimately, the park will be 2.1 acres in size and includes a children's playground with climbing and sliding features, interactive water-play elements including a fountain and a nature-inspired channel, natural elements to inspire children's nature play, open lawn areas, tree and shrub plantings, an urban plaza and seating throughout the park. A playful public art work by Dan Bergeron entitled *We Three* is an interactive sculpture comprised of three wave-shaped forms that invites users to climb, straddle, slide and play within the space it carves out. The forms connect the user to the landscape of the ocean and low water table that Richmond sits upon. This park provides the rapidly growing, newly developed community to enjoy unstructured recreation opportunities close to home.



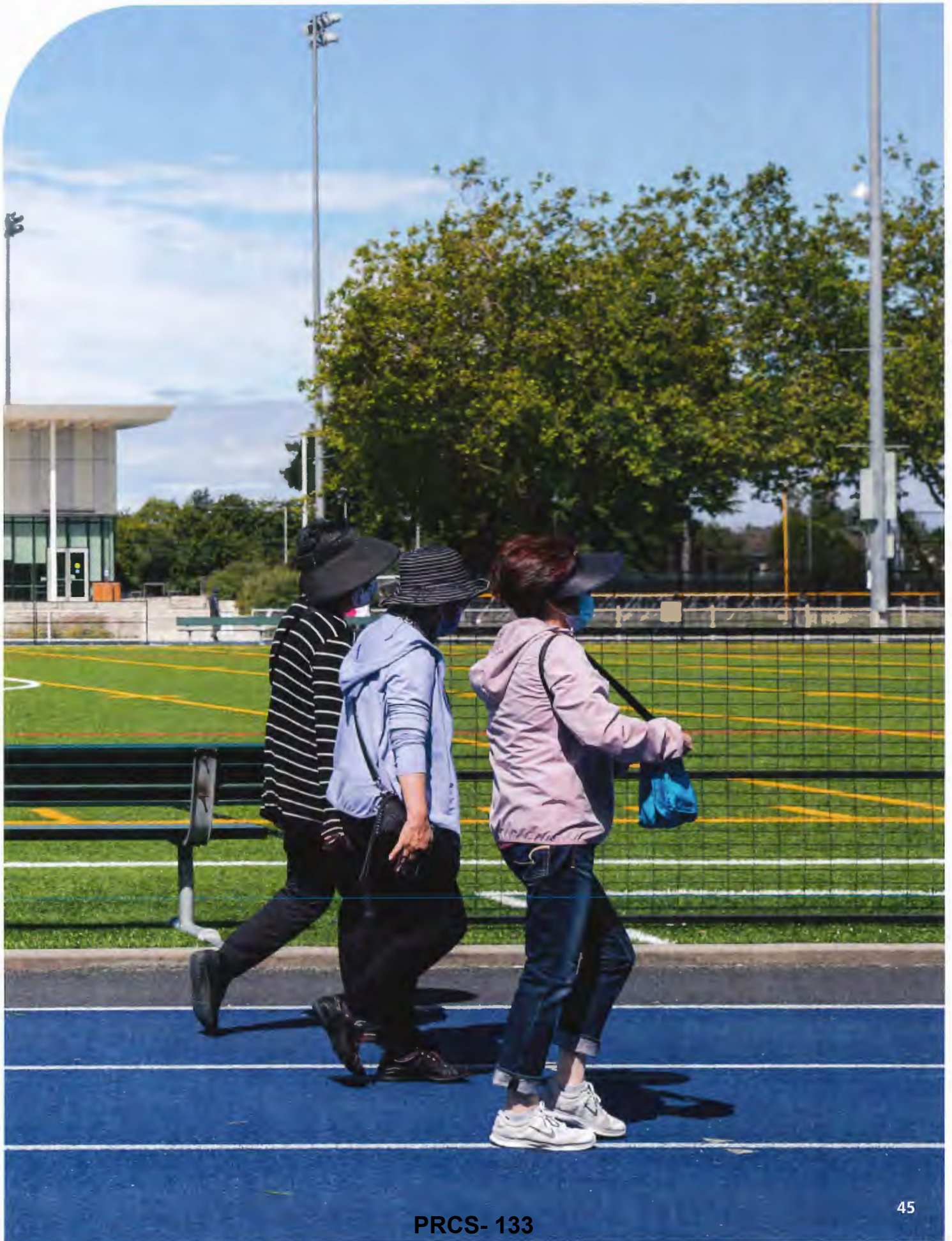
We Three, Dan Bergeron, 2018



Snapshot of Parks Projects (2019—2021)

Richmond has a wealth of parks, trails, playgrounds and greenspaces across the city that enhance opportunities for unstructured recreation and sport. Parks enable residents to improve their physical, mental and emotional health, encourage social livability, and connect with nature.

- **Aberdeen Neighbourhood Park** installation of shelter for yoga or tai chi practice. (2021)
- Continued enhancement at **Garden City Lands**, including installation of benches along perimeter path. (2021)
- Playground renewal at **Odlin Neighbourhood Park** and **Kilgour Neighbourhood School Park**. (2021)
- New features in **Alexandra Neighbourhood Park** including an all ages playground, table tennis, basketball court and off-leash dog park. (2021)
- New social gathering area on the east side of **King George Community Park**. (2021)
- Playground renewal at **Talmey Neighbourhood School Park** and **Garnet Tot Lot**. (2021)
- **Railway Bike Skills Park** with features designed for beginner and intermediate mountain and BMX bike riders. (2021)
- Resurfacing of the tennis courts at **Thompson/Burnett Community Park** (2021).
- Retrofit and resurfacing of the basketball courts at **South Arm Community Park** (2021).
- New community garden site at **Cook Neighbourhood Park** with additional plots under construction. (2020-21)
- **Lang Park** redevelopment including an overhead shelter, table tennis tables and splash pad. (2020-2021)
- New community garden site at **Riverport Waterfront**. (2020)
- Outdoor pickleball courts installed at **South Arm Community Park**. (2020)
- Redevelopment and resurfacing of the sport courts at **Hugh Boyd Community Park** including the installation of 6 new pickleball courts. (2020)
- Redevelopment and enhancement of **London/Steveston Neighbourhood Park**. (2019-21)
- Replacement and upgrades to the multi-use artificial turf sports field at **Hugh Boyd Community Park** (2019), **Minoru Oval** (2020), and **Richmond Secondary School** (2021).
- **Capstan Neighbourhood Park** development including a playground, greenspace and walking paths. (2019)
- Playground renewal at **Palmer Garden City Park** and **Richmond Nature Park**. (2019)
- Resurfacing of **Minoru Running Track**. (2019)
- Synthetic surface replacement at the **Minoru Lawn Bowling Green**. (2019)
- Tennis court renewals at **King George Community Park** and **Minoru Park**. (2019)





Focus Area 5:

Connectedness to Nature

Richmond residents enjoy opportunities to connect with nature.



Focus Area 5 Connectedness to Nature contains 4 of 57 strategic actions.

Why is this important?

According to ParticipACTION, recent research shows that every hour spent outdoors is associated with higher physical activity and less sedentary time in both boys and girls, and the benefits of outdoor play include improved cognitive health and social skills. The Canadian Mental Health Association also touts the positive effects of being in green spaces, such as forests, gardens and parks, including significant reductions in cortisol (stress hormone) levels, and increased endorphin levels and dopamine production, which may promote feelings of happiness.

Creating supportive environments that encourage outdoor activity is an important facet of increasing physical activity, including addressing real or perceived concerns about safety and providing education to help build confidence in outdoor pursuits. Richmond has a wealth of parks, trails and natural areas that allow community members to connect with nature, including 133 parks that total about 1,950 acres serving the wellness and recreation needs of a diverse, growing community, and more than 70 kilometres of trails to support walking, rolling, cycling and other forms of active transportation to many of Richmond's park and waterfront destinations.

Through Strategy actions that focus on connecting Richmond residents with nature the following outcomes are anticipated:

- Richmond has supportive and healthy built and natural environments for recreation and sport.
- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Awareness of benefits of being in nature.
- ↑ Nature play opportunities.
- ↑ Nature education options.
- ↑ Residents connected to nature.

The following provides a snapshot of successes and progress highlights:

RICHMOND NATURE PARK BOARDWALK AND PLAYGROUND RENEWAL

At the Richmond Nature Park, the boardwalk was renewed and the playground expanded. The new boardwalk is approximately 310 meters in length, was widened to eight feet and includes additional staging areas with benches. The new boardwalk meets all codes for accessibility featuring an enhanced non-slip surfacing. The boardwalk was also built to support programs and events at the park and includes electricity to facilitate public events and comfortable seating where visitors can sit and visit or enjoy viewing stations to watch birds. It has space for a community piano in summer and room to add several activity areas that could accommodate tents or awnings. These renewed park features provide increased opportunities for the community to explore the unique naturalized areas of the Richmond Nature Park and connect with nature. The expanded play area at the Richmond Nature Park was designed with natural materials and organic forms that encourage creative play; features include a climbing bird nest, duck sculptures, log tunnel, wobbly bridge and additional tree planting. The expanded playground at the Nature Park is inviting for all ages and readily links to the natural surroundings of the park.



CONNECTING PRESCHOOLERS WITH NATURE

Connecting children at an early age to the outdoors can help foster a lifelong appreciation and stewardship of the natural world. Richmond's community facilities continue to offer programs for 3 to 5 year olds that connect young residents to Richmond's natural environment.

Terra Nova Nature School offers educational programs for children and families using an emergent and place-based curriculum in an outdoor setting, including a nature-based licensed preschool and the Beyond 4 Walls seasonal program. Based in Terra Nova Rural Park and the Edwardian Cottage, the 63-acre rural park provides a stimulating outdoor experience for children.

Little Explorers, based at Cambie Community Centre, and **Steveston Explorers**, based at Steveston Community Centre, are licensed preschool programs largely delivered in an outdoor setting where children learn through sensory play and an enriched emergent curriculum. The programs draw on the surrounding community parks, building the preschoolers' sense of place and connection to their neighbourhoods.

The **Out and About** preschool program is located at West Richmond Community Centre and the adjacent Richmond Pitch and Putt Golf course. During the fall and winter shutdown of the golf course, children venture from the community centre into the natural areas of the golf course to explore and work on a variety of projects outdoors.



HELPING RESIDENTS TO GET OUTDOORS

City of Richmond GeoTour

Geocaching is an outdoor treasure hunting game that uses a smartphone or GPS device. The City of Richmond GeoTour encourages all ages to explore Richmond on foot or by bike to look for 50 hidden geocaches (treasure boxes) in parks, on trails, and at community facilities. Participants navigate to a specific set of GPS coordinates to find the hidden geocache container, all the while, discovering Richmond's unique natural and cultural heritage. In 2019, 660 geocachers from 20 different countries took part in the program.

Learn to Camp Partnership

The City of Richmond partnered with Parks Canada and MEC to run a Learn to Camp Program aimed at families with little or no camping experience. The overnight program was run at Woodward's Landing Girl Guide Camp in July 2019. 130 participants registered for the program where they learned basic skills that enable them to enjoy camping safely and confidently.

Birdwatching ExplorePACKS

Launched in August 2021, the Birdwatching ExplorePACK is a bird watching starter kit, perfect for a fun and educational way to spend time outdoors and appreciate nature. Each explore pack comes equipped with a pair of Vortex binoculars, a lens cloth, a field guide, a pocket guide and two maps. Richmond Public Library received funding from Birds Canada, Wild Bird Unlimited, and Environment and Climate Change Canada, to provide 10 Birdwatching ExplorePACKS for borrowing by the public.





Focus Area: 6 Community Capacity-Building

Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.



Focus Area 6 Community Capacity-Building contains 7 of 57 strategic actions.

Why is this important?

In Richmond, recreation and sport services and programs are delivered collaboratively with the City and Community Associations and Societies, and through over 50 community sport clubs. These relationships add value to people's experiences and provide a multitude of opportunities for Richmond residents to become engaged in community recreation opportunities, as participants, instructors, coaches, referees, administrators and volunteers. Supporting the capacity of these organizations is of utmost importance to maintain a sustainable and robust service delivery system that provides a wide range of physical activity and sport opportunities that meet the needs of beginner recreationalists to competitive high performance athletes, throughout their life course.

Through Strategy actions that focus on building capacity through collaboration, partnerships and volunteerism, the following outcomes are anticipated:

- Capacity building supports meet the needs of an effective recreation and sport delivery system.
- Richmond has a coordinated, accessible, effective & efficient sport delivery system using the Long-Term Athlete Development Model.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Sport organization capacity to provide excellent opportunities.
- ↑ Young athletes who lead and teach recreation and sport programs.
- ↑ Early years providers that promote physical literacy.
- ↑ Champions for recreation and sport are established and recognized by the community.

The following provides a snapshot of successes and progress highlights:

Grant Summary

- 2019—** \$110,616 was awarded to 12 non-profit organizations.
- 2020—** \$107,828 was awarded to 12 non-profit organizations.
- 2021—** \$107,828 was awarded to 9 non-profit organizations (note: no cost of living increase was available due to the COVID-19 pandemic).

PARKS, RECREATION AND COMMUNITY EVENTS GRANTS

The annual Parks, Recreation and Community Events Grant program assists non-profit community organizations in the delivery of programs and services that support the health, wellbeing, and community connection of Richmond residents. The financial support provided by the City to these non-profit community organizations facilitates opportunities for collaboration and volunteerism that directly contribute to increasing participation in recreation and sport in Richmond.



NON-PROFIT ORGANIZATION WELLNESS CHECKS

In Spring 2021, the City conducted organizational Wellness Checks with 26 Community Associations and Societies that work closely with the Community Services Division to provide an array of parks, recreation and cultural programs and services to the community. The purpose was to gain a better understanding of the overall organizational health of these non-profit organizations in light of the challenges posed by the COVID-19 pandemic, in terms of finances, governance and the continued ability to provide services to the community.

Through the Wellness Check, organizations identified that they were concerned about reduced revenues and increased expenses as programs were reinstated. The pandemic made it difficult for organizations to offer consistent employment given the uncertainty of shifting health orders and restrictions, and many identified that without the Canadian Employment Wage Subsidy (CEWS), they would have large deficits. Understandably, some organizations are concerned about how the pandemic will impact re-hiring and retention of staff, coaches and volunteers.

Overall, organizations weathered the pandemic by adapting their programs and services, and with assistance from emergency funding sources. The full impacts of COVID-19 are still unknown. Staff will continue to monitor and support organizations as required, and conduct a follow up Wellness Check in 2022.

DEVELOPING TOMORROW'S LEADERS

Youth Community Leaders Program

To help youth learn about recreation, build important skills, and become more prepared to work in recreation, the Youth Community Leaders Program offered by South Arm Community Centre offers sessions on topics such as: identifying the needs of the community; developing recreation programs for all ages; and instructing recreation programs. The program incorporates hands on skill development, such as mock interviews and resume writing. Participants also became certified in High Five and First Aid.

Summer Training

Each year, approximately 250 youth and young adults participate in training sessions for staff and volunteers who lead summer programs. Staff are educated in a wide range of topics including leadership, program planning, and managing challenging behaviors. This training not only prepares staff for summer programs; the concepts learned, such as leadership and communication, are applicable in future careers. Past participants have gone on to a variety of careers, including the recreation and sport sector, and have mentioned the positive impacts the work experience in summer programs has had in their present careers. A portion of the Parks, Recreation and Community Events Grant provided by the City towards summer program coordination is used to support this training.



Recruitment and Retention Committee

Recruitment and retention of a skilled staff team is vital in providing excellent programs and services, but is increasingly challenging in the recreation and sport sector. In 2019, the Recruitment and Retention Committee, made up of representatives from the City and Community Association and Society Boards, was formed to proactively and collaboratively address identified concerns in recruiting and retaining skilled and experienced program staff and instructors. To date, the committee has implemented several initiatives focused on staff recruitment, including:

- Promotion of Richmond's Community Associations and Societies and program staff positions at both in-person and virtual job fairs.
- Creation and distribution of employment promotional materials through print and video, with funding contributed by the Community Associations and Societies.
- Creation of the Association Careers webpage on the City's website to collect all community recreation job postings in one location.
- Standardized application process for prospective employees.



Focus Area 7: Technology and Innovation

Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.



Focus Area 7 Technology and Innovation contains 6 of 57 strategic actions.

Why is this important?

The increase in society's dependence on technology is a double-edged sword. While increasing screen-time contributes to more sedentary behaviour, technology can also play a role in connecting people to information and opportunities to be physically active as more people rely on smartphones for many aspects of life. Digital communication options such as social media and direct email can be used to promote opportunities and increase convenience when they facilitate action, such as a direct link to a registration portal. Apps also have the potential to offer interactive and engaging opportunities to learn about the benefits of physical activity, and to actually participate and build healthy habits.

Through strategy actions that leverage technology and innovation to promote and support participation the following outcomes are anticipated:

- Existing and new technology connects Richmond residents to recreation and sport.
- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Technology and innovation supports recreation and sport.
- ↑ Apps enhance recreation and sport participation.
- ↑ Multi-lingual videos introduce residents to opportunities.

The following provides a snapshot of successes and progress highlights:

■ NEW REGISTRATION SOFTWARE

The City's new program registration and facility booking software launched in November 2019. The new system has enabled the City to leverage technology to enhance customer service and convenience in a number of ways:

- Online "how to" video clips were created and posted on the City's registration webpage so that customers had access to resources 24 hours a day to assist with trouble-shooting account set-up and how to register.
- As the COVID-19 pandemic evolved, the new software platform enabled customers to go online for self-service to pre-register for facility visits.
- Recreation Fee Subsidy Program (RFSP) clients also had the ability to register online for applicable registered visit and program opportunities.
- RFSP clients could also view online the amount of subsidy allocated to them and the amount of subsidy remaining. In contrast, RFSP clients previously needed to call Community Services each time they wished to complete a registration or cancellation with subsidy or if they needed to know the amount of subsidy that they had remaining.



**New Parks,
Recreation and
Culture registration
system coming
November 6, 2019!**

For more information, visit
www.richmond.ca/new



■ VIRTUAL PROGRAMMING DURING THE PANDEMIC

Richmond Connects Hub

The Richmond Connects platform was created shortly after facilities closed to house a 'one-stop shop' for online activities and resources available for all ages and interests throughout the pandemic. Online programming includes a full suite of live stream fitness classes that lead participants through a workout in the safety of their own home, as well as music lessons, preschool programs, workshops and webinars, conversation groups, and film screenings delivered through Zoom. Across the Community Services Division, staff sought out new ways to deliver programs and services online, by streaming classes and workshops that traditionally would be offered in-person, connecting through social media, creating blogs and videos to facilitate engagement over time, and finding ways to facilitate interaction remotely.

Excellence in Virtual Fitness

To maintain quality programming, Richmond's delivery of virtual fitness classes prioritized participant health and safety even though instructors and participants were remote. Interactive live-streamed sessions, rather than static pre-recorded videos, enhanced participant safety as the fitness instructor could see all participants on-screen and provide specific feedback to participants on form or posture, respond to questions about the exercises, and offer alternate movements to tailor the experience for varying skill levels or health situations.. Responsive and immediate professional feedback during exercise is a marker of quality, safety and excellence that carries through Richmond's fitness programming whether in-person or via live-streaming. In June 2021, the City of Richmond was invited by the BC Recreation and Parks Association to present to colleagues across the province on the best practices developed in delivering safe and engaging virtual fitness programming.





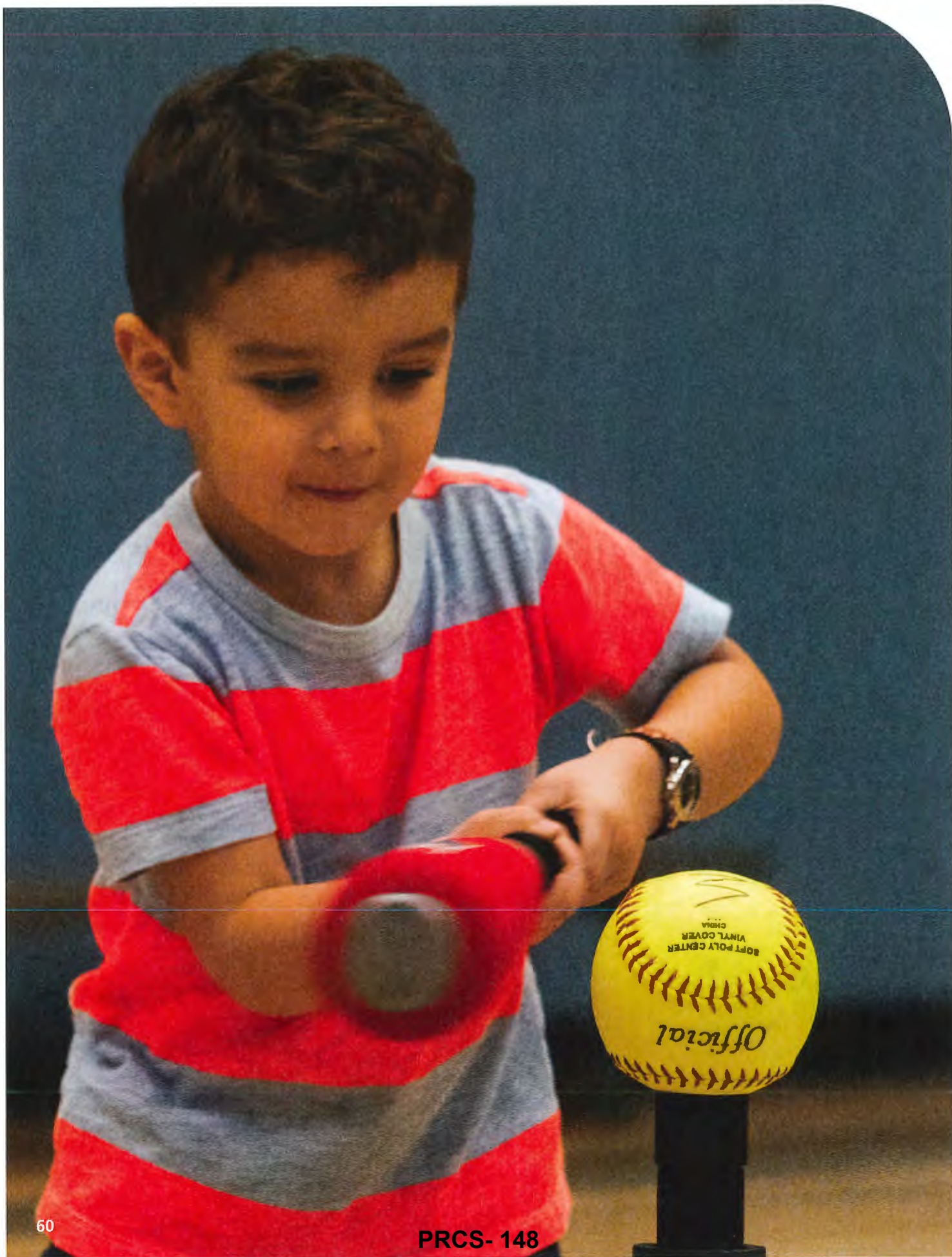
Conclusion

The Recreation and Sport Strategy (2019-2024) set the vision for Richmond to be a leader in the planning and delivery of recreation opportunities and to inspire residents to be active, connected and healthy for a lifetime. The Strategy provides a roadmap for focused action by the City and its partners and stakeholders that build on the foundation of high-quality recreation and sport services, programs, places and spaces available throughout the community. Ultimately, as progress in the seven focus areas is achieved, the long term outcomes that are expected over time include increased participation in recreation and sport opportunities, and an increase in the number of residents who achieve their physical activity targets.

Despite the unprecedented and ongoing COVID-19 pandemic, the need for recreation and sport opportunities has never been more evident especially because of the myriad physical, mental, emotional and social benefits that are derived from participation. While the City and Community Associations and Societies have been able to accomplish a great deal through this time, it is anticipated that the Recreation and Sport Strategy will continue through to 2025 or 2026.

It is also important to note that the accomplishments and highlights featured in this document represent just a fraction of the ongoing work of the City and Community Associations and Societies in promoting physical activity and healthy living, improving accessibility and inclusion in recreation and sport opportunities, raising awareness about physical literacy and sport for life, investing in welcoming, safe and inviting places and spaces in which to recreate, and helping to connect Richmond residents to the community, nature and each other. These comprise the core business of the Recreation and Sport Services Department, and collective efforts in these areas contribute to making Richmond the most appealing, livable and well-managed community in Canada.





Appendix A: Progress on All Priority Actions

1. Awareness and Understanding

Richmond residents understand the opportunities and benefits of participation in recreation and sport.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Develop and implement a communication plan to increase awareness of the benefits and opportunities of recreation and sport for community members, partners and City staff. The plan should link to and leverage national recreation, sport and active living campaigns and activate these campaigns at a local level.	Year 2: Develop, Initiate Year 3: Implement	Delayed due to COVID-19
2	Continue to develop and provide a variety of educational resources for parents to inform them of the value of recreation, physical literacy, physical activity and sport.	Annual	Ongoing
3	Conduct annual scanning of trends, best practices and private recreation opportunities to understand residents' needs and inform program decisions.	Annual	Ongoing

2. Engaged Community

Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Increase opportunities for Richmond residents of all ages to sample recreation and sport activities. Look at multiple outlets for providing sampling opportunities (e.g., bring sampling to already existing groups – schools, churches, community centres, malls etc.).	Year 2: Identify opportunities Year 3: Implement	Delayed due to COVID-19 Limited opportunity to offer in-person programs
2	Conduct a study on barriers to sport and recreation participation in identified neighbourhoods or communities and take action to reduce barriers accordingly (build on learnings from the City Centre Active Communities Project).	Year 2: Conduct study Years 3-5: Reduce barriers	In progress
3	Work with sport organizations to ensure that individuals with financial hardships are directed to the City of Richmond's fee subsidy program, Richmond KidSport or Jump Start for assistance.	Ongoing	Ongoing
4	Develop and implement a strategy for increasing women and girls' participation in recreation and sport. An outcome from this strategy would be an increase in the number of female coaches in Richmond Sport Organizations.	Year 3: Develop Strategy Year 4-5: Implement	In progress
5	Work with local intercultural and immigration organizations to introduce residents to local recreation and sport organizations and opportunities.	Year 2: Confirm methodology Year 2: Implement	Delayed due to COVID-19 Limited opportunity to offer in-person programs
6	Collaborate with community partners to ensure children and youth have the opportunity to participate in school sport teams, community sport organizations and recreational leagues.	Year 2: Confirm methodology Year 3: Implement	Delayed due to COVID-19 Limited opportunity to offer in-person programs
7	Provide additional supports for children with special needs so that they are integrated into and supported in participating in programs and services.	Year 1: Identify supports Year 2-3: Implement	In progress
8	Celebrate excellence in sport by creating opportunities to meet sports idols. This could include meeting professional and elite teams and athletes in the community.	Year 2: Identify opportunities Year 3: Implement	Delayed due to COVID-19 Limited opportunity to offer in-person programs

	Key Action/Program/Initiative	Implementation Timeframe	Status
9	Apply Richmond Age-Friendly Assessment and Action Plan 2015 guidelines in planning all recreation and sport programs, services and amenities.	Ongoing	Ongoing
10	Develop, implement and promote a “play” lens to appropriate recreation programs across the Community Services Division. Ensure this takes into account the child’s right to play and partake freely and entirely in “age-appropriate recreational experiences, cultural life, and artistic and leisure activities”, as outlined in the United Nations Convention on the Rights of the Child.	Year 1: Develop Ongoing	Delayed due to COVID-19
11	Expand the City-wide intergenerational “mentoring program” where seniors and youth exchange skills and experiences, and support each other in participating in recreation and sport opportunities.	Year 3	In progress
12	Work with Arts, Culture and Heritage to incorporate activity/movement opportunities, where feasible, within programs.	Year 2	Significant progress
13	Provide opportunities for Provincial Sport Organizations and National Sport Organizations to be involved in local events.	Ongoing	Ongoing
14	Develop a recognition program for athletic achievement for children and youth.	Year 2	Ongoing

3. Physical Literacy and Sport for Life:

Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Continue to integrate fundamental movement skills into all community recreation programs, addressing all ages from early childhood to older adults.	Ongoing	Ongoing
2	Establish a task force or working committee to align the Long Term Athlete Development (LTAD) pathways by coordinating recreation, school, community and Oval programming.	Year 3	Scheduled to begin in Year 3
3	Enhance pathways from recreation to sport and sport to recreation.	Year 3: Confirm methodology Year 4: Implement	Scheduled to begin in Year 3
4	Increase opportunities for Richmond children, youth and adults to participate in all stages of the long-term athlete development model.	Year 2: Identify opportunities Year 3: Implement	In progress
5	Encourage and support sport groups to implement the Long Term Athlete Development (LTAD) model and the quality sport criteria.	Year 3: Determine support Year 4: Implement	Scheduled to begin in Year 3
6	Develop and implement initiatives targeting older adults/seniors participation in sport for life.	Year 2: Develop Year 3: Implement	In progress
7	Work with School District No. 38 to embed physical literacy mentors in elementary schools to support teachers and assist schools to develop a physical literacy curriculum appropriate for a range of ages and levels.	Year 3: Confirm methodology Year 4: Implement	Scheduled to begin in Year 3
8	Work with School District No. 38 to offer workshops on Physical Literacy at elementary school professional days.	Year 3: Plan Year 4: Implement	Scheduled to begin in Year 3
9	Assess, benchmark, identify and implement improvements to enhance Richmond's Fundamental Movement Skills program using the Physical Literacy Environment Assessment.	Year 3: Assess & Benchmark Year 4: Implement	Scheduled to begin in Year 3
10	Build partnerships with senior levels of government to strengthen the Excellence Pathway for athletes and Active for Life participation.	Year 3: Confirm methodology Year 4: Implement	Scheduled to begin in Year 3
11	Investigate the expansion of the 'Richmond Virtual School' Secondary Program for Grade 10-12 athletics in partnership with the Oval and Richmond School District No. 38.	Year 2	Delayed due to COVID-19
12	Continue to support the Gym Works™ program for registered athletes with the Canadian Sport Institute and expand it as new facilities come online.	Ongoing	Ongoing

4. Active People and Vibrant Places:

Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Implement the Active Communities Grant Project focusing on physical activity initiatives in the City Centre neighbourhood, an initiative of the Richmond Community Wellness Strategy 2019-2024.	Year 1: Complete	Completed
2	Review and update Facility and Field Allocation Policies to ensure effective and efficient use of City resources.	Year 2-3	Completed
3	Provide inclusive, safe and welcoming facilities and spaces for recreation and sport programs and services.	Ongoing	Ongoing
4	Include infrastructure (i.e., power, water and covering) that promotes and supports grass roots activity in parks and open spaces.	Ongoing	Ongoing
5	Incorporate unstructured recreation and sport opportunities in public parks and open spaces, i.e., urban design features that can be used for free play, training and parkour.	Ongoing	Ongoing
6	Develop and implement a “roving leader” program to animate and engage the community in physical activity in parks and public spaces.	Year 2: Develop plan Year 3: Implement	In progress Delayed due to COVID-19
7	Expand the “Live 5-2-1-0 Playbox” program to additional parks across the City.	Ongoing	Ongoing
8	Work with grassroots organizations and schools to increase the number of walk-to-school programs.	Year 2: Develop plan Year 3: Implement	Ongoing
9	Develop and implement bike education initiatives or programs for children and youth in each neighbourhood.	Year 3: Develop plan Year 4: Implement	Scheduled to begin in Year 3
10	Investigate opportunities to host multi-sport games that increase community pride, economic development and provide legacy benefits for the community and contribute to the vibrancy of the City (e.g., Youth Olympic Games).	Year 3	Scheduled to begin in Year 3
11	Offer increased opportunities for families to be active together.	Ongoing	Ongoing

5. Connectedness to Nature:

Richmond residents enjoy opportunities to connect with nature.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Develop a public awareness initiative to increase understanding of the importance of nature to recreation and wellness. Include a focus on the role of recreation in aiding people to connect to nature, and the importance of environmental sustainability in parks and recreation (Connected to Focus Area 1 Action 1).	Year 2: Develop Year 3: Implement	Delayed due to COVID-19
2	Increase the number of nature play elements in parks and playgrounds Citywide, in order to grow opportunities for children to play outdoors and interact with nature.	Ongoing	Ongoing
3	Provide an increased number of guided outdoor recreation programs within or outside of Richmond (e.g., hiking, biking and paddling trips).	Year 3: Develop Year 4: Implement	Scheduled to begin in Year 3
4	Provide an increased number of guided nature and conservation science educational options.	Year 3: Develop Year 4: Implement	In progress

6. Community Capacity-Building:

Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.

Key Action/Program/Initiative	Implementation Timeframe	Status
1 Establish a strategic alliance leadership team that is united by a common vision and acts as an advisory body for recreation and sport.	Year 1	Delayed due to COVID-19
2 Work with Richmond Sports Council to develop and implement club quality standards for clubs, groups, programs and services.	Year 2: Develop Year 3: Implement	Delayed due to COVID-19
3 Conduct an assessment of the supports required to ensure local sport organizations are healthy, vibrant and able to provide excellent opportunities for residents, and address identified priorities.	Year 2: Develop plan Year 3: Implement	In progress
4 Increase opportunities for young athletes with Richmond's local sports clubs to lead and teach sports programs at community centres.	Year 3: Establish methodology Year 4: Implement	Scheduled to begin in Year 3
5 Develop and implement a strategy to build capacity of early years providers to promote and integrate physical literacy into programming.	Year 3: Develop strategy Year 4: Implement	In progress
6 Develop and implement career awareness, preparation and development strategies to attract and educate new leaders.	Ongoing	Ongoing
7 Find and involve champions for recreation and sport. A champion could be an individual, community group or City staff member.	Ongoing	Delayed due to COVID-19

7. Technology and Innovation:

Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.

Key Action/Program/Initiative	Implementation Timeframe	Status
1. Promote new technologies and innovations associated with Recreation at the City of Richmond.	Ongoing	Ongoing
2. Identify opportunities to adapt existing apps designed to increase participation in recreation and sport. Initiate adaptation and co-branding options for the City, as feasible.	Year 2: Research Year 3: Implement	Delayed due to COVID
3. Develop and implement an 'App' for Richmond's walking, running and cycling routes with built-in incentives to measure progress and reward participation.	Year 2: Develop Year 3: Implement	Delayed due to COVID-19
4. Expand or enhance the Richmond App to allow for previewing of classes and programs and enable customization of schedules.	Year 3: Develop Year 4: Implement	Scheduled to begin in Year 3
5. Develop and implement a library of multi-lingual videos to introduce people to recreation programs and services.	Year 4: Develop Year 5: Implement	Scheduled to begin in Year 4
6. Introduce the use of traffic counters for trails, sidewalks and bike routes in order to measure the use of various active transportation routes.	Year 2: Research Year 3-5: Implement	Delayed due to COVID-19



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