



Parks, Recreation and Cultural Services Committee

**Anderson Room, City Hall
6911 No. 3 Road**

**Tuesday, April 26, 2016
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 March 30, 2016.*



NEXT COMMITTEE MEETING DATE

May 25, 2016, (tentative date) at 4:00 p.m. in the Anderson Room

COMMUNITY SERVICES DIVISION

1. **AM-PRI DEVELOPMENTS (2012) LTD. TRANSFER OF OWNERSHIP OF PUBLIC ART**
(File Ref. No. 11-7000-09-20-189) (REDMS No. 4961697 v. 2)

PRCS-17

See Page PRCS-17 for full report

Designated Speaker: Eric Fiss

STAFF RECOMMENDATION

That the transfer of ownership of public art by Am-Pri Developments (2012) Ltd. to the City of Richmond, as presented in the report from the Director, Arts, Culture and Heritage Services, titled “Am-Pri Developments (2012) Ltd. Transfer of Ownership of Public Art,” dated March 29, 2016, be approved.



2. **RICHMOND PUBLIC ART PROGRAM 2015 ANNUAL REPORT AND PUBLIC ART ADVISORY COMMITTEE 2016 WORK PLAN**

(File Ref. No. 01-0100-30-RPAR1-01) (REDMS No. 4968335 v. 3)

PRCS-39

[See Page PRCS-39 for full report](#)

Designated Speaker: Eric Fiss

STAFF RECOMMENDATION

That the Richmond Public Art Advisory Committee 2016 Work Plan, as presented in the report titled, “Richmond Public Art Program 2015 Annual Report and Public Art Advisory Committee 2016 Work Plan,” from the Director, Arts, Culture and Heritage Services, dated April 7, 2016, be approved.



3. **CULTURAL FOCUS FOR EVENTS AND ACTIVITIES**

(File Ref. No. 11-7000-01) (REDMS No. 4928726 v. 5)

PRCS-51

[See Page PRCS-51 for full report](#)

Designated Speaker: Jane Fernyhough

STAFF RECOMMENDATION

That the report titled “Cultural Focus for Events and Activities” dated April 7, 2016 from the Director, Arts, Culture and Heritage Services, be received for information.



4. **RECREATION FEE SUBSIDY PROGRAM REVIEW**

(File Ref. No. 07-3000-01) (REDMS No. 4971157 v. 8)

PRCS-57

[See Page PRCS-57 for full report](#)

Designated Speaker: Sean Davies

STAFF RECOMMENDATION

- (1) *That the proposed Guiding Principles for the Recreation Fee Subsidy Program as described in the staff report titled, “Recreation Fee Subsidy Program Review,” dated April 4, 2016 from the General Manager, Community Services be approved;*
- (2) *That staff be authorized to consult with the City’s Community Partners on the findings and proposed options developed from the Recreation Fee Subsidy Program Review; and*
- (3) *That, following consultation with Community Partners, a Draft Recreation Fee Subsidy Program Update including a proposed funding strategy be brought back to Council for consideration.*

☐

5. **COMMITTEE STANDING ITEM**

Garden City Lands

6. **MANAGER’S REPORT**

ADJOURNMENT

☐



Parks, Recreation and Cultural Services Committee

Date: Wednesday, March 30, 2016

Place: Anderson Room
Richmond City Hall

Present: Councillor Harold Steves, Chair
Councillor Ken Johnston
Councillor Carol Day
Councillor Bill McNulty
Councillor Linda McPhail

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

MINUTES

It was moved and seconded

That the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on February 23, 2016, be adopted as circulated.

CARRIED

DELEGATIONS

1. (1) Kion Wong, Richmond Lawn Bowling Club, referenced his submission (attached to and forming part of these minutes as Schedule 1) and spoke on the request by the Richmond Lawn Bowling Club for a new clubhouse. He added that the clubhouse has insufficient space for current members and for hosting large events.

In reply to queries from Committee, Mr. Wong noted that (i) the Richmond Lawn Bowling Club have raised approximately \$90,000 towards a new clubhouse, (ii) the lawn remains in good condition, and (iii) funding has not been requested from senior levels of government.

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

1.

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It was moved and seconded

That staff examine the feasibility of developing a new clubhouse for the Richmond Lawn Bowling Club and report back.

CARRIED

- (2) Discussion ensued with regard to proceeding with the presentation related to the remediation of the farm portion of Mylora Properties.

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

It was moved and seconded

(1) That the item be referred to staff; and

(2) That Planning staff provide a report on the potential development of the lands formerly occupied by the Mylora Golf Course for the April 5, 2016 Planning Committee meeting.

The question on the motion was not called as discussion ensued with regard to referring the item back to Planning Committee and staff providing information on the potential development.

In reply to queries from Committee, Mike Redpath, Senior Manager, Parks, advised that preliminary proposals would develop the Mylora backlands for farming and would be transferred to the City. He added that no applications related to the potential development have been presented to the Committee.

Staff were then directed to circulate the report on the proposals related to the Mylora backland soil remediation to Council.

Discussion took place regarding the potential development of the front 110 metres of the property and authorizing the remediation of the backlands for agricultural purposes in a timely manner

The question on the motion was then called and it was **DEFEATED** with Cllrs. Day, Johnston and Steves opposed.

Brian Dagneault, Dagneault Planning Consultants Ltd. and Bruce McTavish, McTavish Resource and Management Consultants Ltd. were invited to present on the potential remediation of the Mylora backlands.

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With the aid of a PowerPoint presentation (copy on file, City Clerk's Office), Mr. Dagneault and Mr. McTavish briefed Committee on the potential soil remediation of the Mylora backlands, noting that (i) the size of the site is 20 acres, however 2 acres may be provided for the proposed Highway 99 expansion, (ii) the front 10 acres is proposed for institutional use, (iii) once the backlands are converted to farmland, the land will be transferred to the City, (iv) remediation work requires suitable weather conditions, (v) the developer wishes to inform the City of intentions to pursue remediation work on the backlands allowed under the zoning, and (vi) consultation with staff will be done prior to relocation of top soil on-site.

Discussion ensued regarding (i) placing development signage on-site, (ii) potential concerns by Richmond residents on the potential development and (iii) the application process and timeline.

It was then requested that the Planning Committee Chair add the potential development of the former Mylora Golf Course to the April 5, 2016 Planning Committee meeting agenda.

COMMUNITY SERVICES DIVISION

2. ORIS DEVELOPMENT (RIVER DRIVE) CORP. DONATION OF PUBLIC ARTWORK WATER #10

(File Ref. No. 11-7000-09-20-129) (REDMS No. 4717377 v. 6)

Discussion ensued with regard to (i) the proposed location of the artwork donation, Water #10, (ii) the developer's public art contribution and the costs of the artwork donation, and (iii) the City's public artwork contribution policies.

In reply to queries from Committee, Eric Fiss, Public Art Planner, noted that (i) developers may place the artwork within the development site, however are encouraged to locate artwork on public lands, (ii) the total public art voluntary contribution from the developer is approximately \$574,000 with approximately \$400,000 used to purchase the artwork, (iii) the remaining balance of approximately \$148,000 will be allocated by the developer for artwork at Tait Waterfront Park, (iv) the developer has opted to keep Water #10 on-site at the Cambie Pump Station, and (v) developers have the option to provide the public art contribution in the form of art, cash or a combination of art and cash.

Jane Fernyhough, Director, Arts, Culture and Heritage Services, advised that the developer has chosen to purchase the artwork as part of the public art contribution and that the City has the option to refuse the artwork donation.

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Discussion ensued with regard to options to allocate developer public art contributions towards affordable housing and Cathryn Volkering Carlile, General Manager, Community Services, noted that staff will respond to a referral to examine affordable housing contributions from developments.

It was moved and seconded

That the donation of the artwork Water #10 by Oris Development (River Drive) Corp. to the City of Richmond, as presented in the report from the Director, Arts, Culture and Heritage Services, titled "Oris Development (River Drive) Corp. Donation of Public Artwork Water #10", dated February 25, 2016, be approved.

DEFEATED

Opposed: Cllrs. Steves
McNulty
McPhail

**3. POLYGON DEVELOPMENT 273 LTD. (KINGSLEY ESTATES)
DONATION OF PUBLIC ARTWORK SPIRIT OF STEVESTON**

(File Ref. No. 11-7000-09-20-188) (REDMS No. 4906554 v. 4)

Discussion ensued with regard to (i) the suitability of the artwork for the site, (ii) accessibility of public art to all residents, and (iii) the public art contribution from the developer.

In reply to queries from Committee, Mr. Fiss noted that the artwork will be placed on the City-owned entry plaza, accessible from No. 2 Road and added that the artwork was designed for the former site of Steveston High School. Mr. Redpath further noted that public consultation was done with respect to the public artwork.

It was moved and seconded

That the donation by Polygon Development 273 Ltd. (Kingsley Estates) of the artwork Spirit of Steveston to the City of Richmond, as presented in the report from the Director, Arts, Culture and Heritage Services, titled "Polygon Development 273 Ltd. (Kingsley Estates) Donation of Public Artwork Spirit of Steveston", dated March 4, 2016, be approved.

CARRIED

Opposed: Cllr. McNulty

4. RICHMOND HERITAGE UPDATE 2015

(File Ref. No. 11-7000-01) (REDMS No. 4931847 v. 3)

With the aid of a video presentation (copy on-file, City Clerk's Office), Connie Baxter, Supervisor, Museum and Heritage Services, and Sheila Hill, Exhibit and Program Coordinator, reviewed 2015 activities, noting that staff can provide an annual update and that the video presentation was edited by the Richmond Media Lab.

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It was moved and seconded

That the Richmond Heritage Update 2015 as presented in the staff report titled "Richmond Heritage Update 2015" from the Director, Arts, Culture and Heritage dated March 8, 2016 be received for information.

CARRIED

5. MANAGER'S REPORT

(i) Racquetball and Squash Courts at South Arm Community Centre

David Ince, Manager, Community Recreation Services, noted that staff are examining options to install a removable wall in the South Arm Community Centre to simultaneously accommodate squash and racquetball use, as a result of feedback from players. He added that the City will partner with the South Arm Community Association to advocate for Federal funding for the potential upgrade.

(ii) Britannia Shipyard Site

Dee Bowley-Cowan, Britannia Site Supervisor, advised that staff are in the process of preparing the site for public visits and anticipates that the whole site will be open in the coming week.

(iii) Garden City Lands Update

Jamie Esko, Manager, Park Planning and Design, and Kevin Connery, Research Planner 2, provided a revised schedule (attached to and forming part of these minutes as Schedule 2), and updated Committee on the Garden City Lands (GCL) project, highlighting (i) the preliminary work done on water and trail element design, (ii) the consultation process, (iii) the upcoming stakeholder meetings, and (iv) the approval process.

In reply to queries from Committee, Ms. Esko noted that some elements within the GCL, such as the perimeter trail may be considered non-farm use in the Agricultural Land Reserve (ALR) and require an application to Agricultural Land Commission. She added that staff can examine options to utilize park elements that would be permitted under the ALR.

Discussion ensued with regard to the input provided at the March 15, 2016, public information session. Ms. Esko noted that the public information session was well attended and the input stakeholders provided covered a broad range of topics. She added that the two upcoming information sessions will be open to the public.

Mr. Connery briefed Committee on the GCL's hydrological structure and offered comments on options to provide drainage and irrigation to the site.

Discussion ensued with regard to the GCL's soil composition and utilizing rain water to irrigate the site.

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Dr. Rebecca Harbut, Kwantlen Polytechnic University (KPU), referenced her submission (attached to and forming part of these minutes as Schedule 3), and offered comments on the GCL's Farm Management Plan and KPU's role in farm development.

In reply to queries from Committee, Mr. Redpath noted that staff will be making the recommendation to increase KPU's farm allocation to 20 acres and an agreement to farm the site is in process.

Discussion ensued with respect to (i) expediting the timeline to initiate farming on the GCL, (ii) examining a phased or concurrent approach to soil remediation for farming, and (iii) the cost of soil remediation.

(iv) Nature Preschool Registration

Mr. Ince, advised that the Nature Preschool will be accepting student registrations in the coming weekend. He added that due to high demand, parents are expected to line up overnight to secure registration and that washrooms will be available. He further noted that for future registrations, staff and the Thompson Community Association will review alternative registration methods, such as a lottery or online registration.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:25 p.m.).

CARRIED

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 Wednesday, March 30, 2016.

Councillor Harold Steves
Chair

Evangel Biason
Legislative Services Coordinator

C O P Y



RICHMOND LAWN BOWLING CLUB

6131 Bowling Green Road

Richmond, BC , V6Y 4G2

Schedule 1 to the Minutes of the
Parks, Recreation & Cultural
Services Committee meeting of
Richmond City Council held on
Wednesday, March 30, 2016.

March 30, 2016.

The City Council,
City of Richmond,
6911 No. 3 Road,
Richmond, B C,
V6Y 2C1.

I refer to my letter to you on April 12, 2011 (Appendix I) requesting a new clubhouse, and the reply dated October 13, 2011 (Appendix II) from Parks and Recreation Department informing us that the Department has put forward a capital project submission for \$2,500,000 to the Capital Budget Committee for consideration in the 5 Year Capital Budget.

It has been almost five years since receipt of the letter from Parks and Recreation Department, but we are not informed of any development in the submission.

I have to appeal to you that our Club badly needs a new clubhouse. Our present clubhouse, which was built in 1966 with 33 members, only has a maximum capacity of 75, in accordance with the fire regulations. While the number of club members rose to almost 300, we have always limited our club functions to not more than 75 members with this restriction. Whenever there are competitions, be it club games, inter-club events or Provincial competitions, the number of players is also limited as there is not enough space for lunch and refreshment. Furthermore, we can only allow a maximum of 75 members to attend our Annual and Semi-annual General Meetings, or else we have to rent another venue. Last but not the least, because of insufficient room, new members are unable to be allocated a locker which is necessary for keeping of lawn bowls.

We believe that with a new clubhouse to go along with our artificial turf, the Richmond Lawn Bowling Club can become an even greater source of pride for Richmond, one that will attract many more major events and commerce for our community.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Ivan Wong'.

Ivan Wong
Co-ordinator

Mailing Address: Box 733, 186 – 8120 No. 2 Road, Richmond, BC V7C 5J8

Clubhouse Phone: 604-276-2695

PRCS - 10



RICHMOND LAWN BOWLING CLUB

6131 Bowling Green Road

Richmond, BC , V6Y 4G2

April 12, 2011.

The City Council,
City of Richmond,
6911 No. 3 Road,
Richmond, B C,
V6Y 2C1.

Your Worship Mayor Brodie, Honorable City Councillors,

On behalf of the members of Richmond Lawn Bowling Club, let me extend my sincere thanks to your generous approval of funds for the construction of 2 artificial greens at our club. Since the opening of the new greens last July, the problems we had with the greens have been solved. Our members are able to bowl even in the cold season, the very first time in our club history since its establishment in 1966.

The new greens are attracting members of other clubs including provincial and world champions. This year, the Vancouver and District Bowls Association, with 23 associate lawn bowling clubs, assigned 2 district level competitions to be held in our club, the "Colt Singles" for men and "Sophomore Singles" for women. For the first time, the British Columbia Lawn Bowling Association (Bowls BC) decided to have one of the provincial competitions, the "Provincial Mixed Pairs", take place on our greens in August. Furthermore, Bowls BC asked to have 2 of the Provincial Training Camps conducted in our club in May and September this year. The artificial turf at our club has proven to be welcomed by many because of its problem-free nature and internationally accepted standard. Last year, White Rock Lawn Bowling Club, with one artificial green, hosted the Canadian National Mixed Pairs. Our club, the only lawn bowling club across Canada with two artificial greens, will have potential to hold even more national tournaments in the years to come when BC becomes the host for lawn bowling.

The number of club members rose to 300 members last year. However, our clubhouse, which was built in 1966 with 33 members, only has a maximum capacity of 75, in accordance with the fire regulations. With this restriction, we have always limited our club functions to not more than 75 members. Whenever there are competitions, be it club games or inter-club events, the number of players is also limited as there is not enough space for lunch and refreshment. Furthermore, we can only allow a maximum of 75 members to attend our Annual and Semi-annual General Meetings, or else we have to rent another venue. Last but not the least, because

of insufficient space, 34 of the new members who joined us last year are unable to be allocated a locker.

At our Semi-annual General Meeting held in March this year, all members were of the opinion that a new clubhouse is needed for our 300 members. We believe that with a new clubhouse to go along with our new artificial turf, the Richmond Lawn Bowling Club can become an even greater source of pride for Richmond, one that will attract many more major events and commerce for our community.

We commit to raising \$30,000 towards the building of the new clubhouse. Please consider providing funds for our request and make Richmond Lawn Bowling Club a showcase for the City of Richmond.

Yours Sincerely,

(sd.)

Ivan Wong
President

c.c. Dave Semple, General Manager, Parks and Recreation

Mailing Address: Box 733, 186 – 8120 No. 2 Road, Richmond, BC V7C 5J8
Clubhouse Phone: 604-276-2695



City of Richmond

6911 No. 3 Road
Richmond, BC V6Y 2C1
www.richmond.ca

Appendix II

October 13, 2011

File: 11-7200-01/2011-Vol 01

Parks and Recreation

5599 Lynas Lane, Richmond, BC
V7C 5B2
Telephone: 604-244-1208
Fax: 604-244-1242

Richmond Lawn Bowling Club
Box 733, 186 - 8120 No 2 Road
Richmond, BC V7C 5J8

Dear Ivan Wong - President:

Re: Request for a New Lawn Bowling Clubhouse

I am writing in response to your letter dated April 12, 2011 requesting a new clubhouse for the 300 member Richmond Lawn Bowling Club.

It is my understanding that your Club has decided not to pursue your earlier clubhouse expansion proposal, which was to add a 475 square foot deck to the upper floor at an estimated cost of \$100,000. Instead, you are asking the City to fund a new clubhouse, for which your Club is prepared to raise \$30,000 towards the costs.

City staff researched the cost of designing and building a 5,000 square foot clubhouse to replace the existing facility on the current building site. The estimated cost is between \$2,000,000 and \$2,500,000 (which includes demolishing the existing building, permit and design fees and building construction expenses). *Note that this cost can be reduced or increased depending upon the final facility size, layout and finishes.*

In response to your request, the Parks and Recreation Department put forward a capital project submission for \$2,500,000 to the Capital Budget Committee for consideration in the 5 Year Capital Budget. The lawn bowling clubhouse project is weighed against several high priority sport and recreation Capital budget projects, and to date, has not been recommended for funding.

As you are aware, Richmond Sport Council is currently developing a sport facility needs assessment for all Richmond based community sport groups. We have been informed that your Club has submitted your need for a new clubhouse for inclusion in this study. Once this study is completed, we expect that the results will be brought forward to the Parks, Recreation and Cultural Services Committee for review, prioritization and consideration for future Capital funding.

It is my recommendation that your Club continue its efforts to raise funds for a new clubhouse. Having funds readily available to contribute towards the cost of a new clubhouse may improve your chances of success should the opportunity arise in the future to apply for senior government grant funding for this project.

Yours truly,

Eric Stepura
Manager, Sports and Community Events

pc: Dave Semple, General Manager, Parks and Recreation Services
Vern Jacques, Acting Director Recreation and Sport Services

Schedule 2 to the Minutes of the Parks, Recreation & Cultural Services Committee meeting of Richmond City Council held on Wednesday, March 30, 2016.

GARDEN CITY LANDS - PRELIMINARY PROJECT SCHEDULE

MARCH	APRIL	MAY	JUNE	JULY	AUGUST
WEEK 1 Hydrogeological Concepts & Seepage Model <i>Presentation to Staff occurred on Mar 1st</i> KPU Farm Management Plan - Discussion With Staff & Consultant occurred on Feb 29th.	WEEK 1 Draft Ecological Resource Management Plan <i>Presentation to staff rescheduled to 3rd week of April</i> WEEK 2 STAKEHOLDER & COMMUNITY MEETINGS Trails & Water Management Infrastructure TENTATIVE SCHEDULE: Saturday April 23 & Tuesday April 26 AAC Meeting - April 14 Hydrogeological Concepts & Seepage Model & Draft Water Resources Mgt Plan.	WEEK 1 Trail and Water Management Infrastructure Revised Design Underway STAKEHOLDER & COMMUNITY MEETING Revised Trails & Water Management Infrastructure <i>Deferred to Week 3</i> WEEK 2 Draft Ecological Management and O&M Plan AAC Meeting - Trail and Water Management Infrastructure and Draft Ecological Management Plan and O&M Plan WEEK 3 REPORT TO COMMITTEE Trails and Water Management Infrastructure - <i>Deferred to Week 4 June Week 1</i> AGRICULTURAL LAND COMMISSION Non Farm Use Application - <i>Deferred to 1st week of June</i> ACE Meeting - Trail and Water Management Infrastructure and Draft Ecological Management Plan and O&M Plan 100% Trail and Water Management Infrastructure - <i>Deferred to mid June</i> WEEK 4 Water & Ecological Resource Management Strategy Presentation to staff PRC Meeting Update - <i>Revised Trails and Water Management Plan</i>	WEEK 1 Landscape Team's work ongoing FINAL Trails and Water Management Infrastructure Due 14th Week of June WEEK 2 AAC Meeting Farm Management Plan & Draft Ecological Resource Management Plan WEEK 3 ACE Meeting Farm Management Plan & Draft Ecological Resource Management Plan REPORT TO COMMITTEE Water and Ecological Resource Management Strategy for Approval KPU Farm Management Plan for Information WEEK 4 Landscape Team's work ongoing PRC Meeting Update	WEEK 1 Landscape Team's work ongoing WEEK 2 Landscape Team's work ongoing WEEK 3 ACE Reporting PRC Meeting Update	Trail Construction commences Perimeter Trail

Development of the Garden City Lands Farm Management Plan

What is a whole farm management plan?

A whole farm management plan provides the framework of objectives and guidelines for the development and management of an ecologically and economically sustainable farm. The plan takes into account the social, ecological and economic context in which the farm exists; describes the characteristics and potential capacity of the farm and facilitates collaborative, productive agreements between the people and communities that interface with the farm. A well developed farm management plan will facilitate the development of land use and tenure agreements and business plans.

Process of developing a Whole Farm Management Plan

When all preliminary information has been gathered for the farm (sections 1-4 below) an advisory group will be assembled to contribute to the remainder of the process. This advisory group will be composed of key partners and stakeholders, scientific experts and community members. This approach to developing a farm management plan will result in a more comprehensive and useful plan that will have support of those involved. This is particularly important for the Garden City Lands as this parcel of farmland is owned by the community and KPU is a public institution with a mandate to serve the regional community. It is also important to ensure that partners and community members have a sense of engagement with the land and its use at all stages of development.

Elements of a Whole Farm Management Plan:

1. Development of Goals and Mission Statement

- a. Historical assessment of the site
- b. Activities required to achieve goals
- c. Identification of potential risks/barriers to the project

2. Resource Assessment and Existing Conditions

- a. Site maps (political and physical)
- b. Topography
- c. Hydrology
- d. Vegetation and biodiversity
- e. Soil types and conditions
 - Physical characteristics – soil profiles/cores
 - Chemical characteristics – pH, buffering capacity, nutrients, contaminants
- f. Boundary assessment (use of adjacent lands)
- g. Climate data

3. Legal information and documentation

- a. Parcel information – ownership, parcel #, area, encumbrances
- b. Zoning and location – ALR regulations, building/infrastructure
- c. Land use/tenure contracts

4. Future Conditions and Infrastructure plans

- a. Description of future use and development of adjacent lands
- b. Location of infrastructure
 - Water management (dykes, ditches, drainage)
 - Irrigation systems (inlet, pump stations, header pipes)
 - Buildings (shed, processing station, hightunnel)
- c. Potential areas for cultivation, community garden, other uses
 - Based on site assessment

5. Activities

- a. Food production
- b. Agricultural research and education
- c. Public access and education
- d. Conservation

6. Food Production

- a. Description of production systems to be used
 - Certified organic production system
 - Description of certification process and requirements
 - Identification of partners required to participate in certification process
- b. Identification of production areas
 - Perennial and annual production areas
 - Specific crops, rotation strategies
- c. Farming practices
 - Equipment
 - Water conservation and management

7. Land user guidelines

- a. Standards, protocols and guidelines for users

8. Business Plan (only for KPU)

- a. Management structure
- b. Human Resources
- c. Marketing, promotion and distribution plan

9. Education and Research (only for KPU)

- a. Description of educational program based at the farm
 - Formal KPU programs
 - Education program open to public
- b. Description of research programs to be carried out at the farm



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: March 29, 2016

From: Jane Fernyhough
Director, Arts, Culture and Heritage Services

File: 11-7000-09-20-189/Vol
01

Re: Am-Pri Developments (2012) Ltd. Transfer of Ownership of Public Art

Staff Recommendation

That the transfer of ownership of public art by Am-Pri Developments (2012) Ltd. to the City of Richmond, as presented in the report from the Director, Arts, Culture and Heritage Services, titled "Am-Pri Developments (2012) Ltd. Transfer of Ownership of Public Art", dated March 29, 2016, be approved.

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

Att. 5

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Engineering & Public Works	<input checked="" type="checkbox"/>	
Development Applications	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

As part of the Am-Pri Developments (2012) Ltd. project Museo at 9580 Alexandra Road, the developer proposes the transfer of ownership of a public artwork to the City for integration with the Alexandra Neighbourhood greenway on City lands. The artwork was commissioned by the developer under the terms of the developer's commitment to contribute to public art through the development process. This report presents for Council's consideration the proposed integrated public artwork, artist and location.

This report supports Council's 2014-2018 Term Goal #2: A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.1. *Strong neighbourhoods.*

2.3. *Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

2.4. *Vibrant arts, culture and heritage opportunities.*

This report also supports Council's 2014-2018 Term Goal #5: Partnerships and Collaboration:

Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.

5.2 *Strengthened strategic partnerships that help advance City priorities.*

Analysis

Richmond Public Art Program

The Richmond Public Art Program sets a framework for creating opportunities for people to experience art in everyday life, encouraging citizens to take pride in public cultural expression, and complement the character of Richmond's diverse neighbourhoods through the creation of distinctive public spaces. Private development contributions of artwork are an important part of Richmond's growing Public Art Collection.

Development Proposal

Museo is a 93-unit townhouse development, currently under construction, located in the Alexandra Neighbourhood at 9580 Alexandra Road (formerly 9580, 9600, 9620, 9660 and 9680 Alexandra Road).

Council approved the development's rezoning application (RZ 13-649999) and the development permit (DP 14-671600) on June 22, 2015. There is a Service Agreement (SA 14-665440) associated with the development that includes the extension of Alexandra Road to May Drive.

The proposed public art will be integrated with the guardrail located along a greenway on Alexandra Road. The guardrail will begin at the corner of May Drive and runs east along Alexandra Road terminating at a new driveway into the Museo development, in coordination with the design and construction Servicing Agreement. The public artwork will replace a portion of the guardrail, and will be located on City lands within the street right-of-way (Attachment 1).

Public Art Plan

On June 17, 2014, a unique proposal was presented to the Richmond Public Art Advisory Committee (RPAAC) by Cameron Cartiere, Associate Professor at Emily Carr University of Art + Design (ECUAD) and Amit Sandhu, General Manager, Am-Pri Group, to develop a Public Art Plan with students from ECUAD for the development at 9580 Alexandra Road. RPAAC supported this innovative approach to develop the Public Art Plan subject to the following recommendations:

- that a portion of Am-Pri's public art contribution support the ECUAD interdisciplinary course, in place of the typical public art consultant fee;
- that the artist call for the Am-Pri public art project be open to all Lower Mainland emerging artists (including third and fourth year students in university art programs); and
- that the selection panel for this project include a maximum of one representative from ECUAD and be consistent with the Richmond Public Art Program Administrative Procedures for selection panels.

On April 1, 2015, the ECUAD students presented their Alexandra Road Public Art Plan to City staff representing Planning, Environmental Sustainability, Parks, Public Art and Archives. The presentation was documented in a film about this collaboration, produced by Sharad Kharé with support from Am-Pri Developments, ECUAD, Stantec and the City of Richmond. The video, *The Public Art Collective*, is available for viewing online through Vimeo: <https://vimeo.com/159390304>.

At the April 21, 2015 RPAAC meeting, staff provided an update on the Am-Pri public art project and development of the Alexandra Road Public Art Plan. It was noted that the students from ECUAD reviewed the history, ecology and character of the Alexandra Neighbourhood to inform the Alexandra Road Public Art Plan (Attachment 2).

Terms of Reference - Alexandra Road Public Artwork

The Public Art Terms of Reference for the Alexandra Road public artwork describe the art opportunity, site description, scope of work, budget, selection process, design schedule and submission requirements (Attachment 3).

The eligibility requirements encouraged emerging artists to apply for the artist call. Only residents of British Columbia, who were registered in an accredited post-secondary art and design program with minimum two years basic training, or recent graduates with less than three years of experience post-graduation, were eligible to apply.

To better prepare emerging artists for this opportunity, eligible applicants were required to attend three workshops prior to submitting an application for the Artist Call. In collaboration with Canadian Artists' Representation/Le Front des Artistes Canadiens British Columbia (CARFAC BC) and the Richmond Art Gallery, staff led three professional development workshops as part of the Public Art Program's Art at Work Professional Development Program to provide educational and mentorship support for early career and emerging artists who were interested in pursuing a career in public art practice (Attachment 4). The workshops were free and open to artists eligible and non-eligible for the Open Call.

The following workshops were offered:

- September 22, 2015: Artist Orientation Session for Alexandra Road Public Artwork
- October 3, 2015: How to Apply to Public Art Calls
- October 20, 2015: Alexandra Road Public Art Opportunity: Ideas Pitch and Social

Public Art Selection Process

On November 24, 2015, following the administrative procedures for artist selection for private development public art projects, a three member selection panel reviewed the concept proposals of the 13 artists who responded to the Open Call to Artists. Members of the selection panel included:

- Amit Sandhu - CEO, Am-Pri Group, Richmond
- Luke Blackstone - Artist, Vancouver
- Darryl Unger - Principal, Tomsett Elementary School

Additionally, the selection panel was supported by the following technical advisors:

- Darren Miller - Landscape Architect, Stantec Consulting
- Emily Dunlop - Landscape Architect, Stantec Consulting
- Sharon Kallis - Artist, Vancouver
- Cameron Cartiere - Arts Professional, Emily Carr University of Art + Design

The selection panel recommended that five artists be shortlisted and invited to prepare presentations for a second stage interview process, for which they received an honorarium.

On January 7, 2016, the selection panel met to review the artists' concept proposal presentations and to engage in a question and answer period with the shortlisted artists. The concept proposal presented by Christian Huizenga was recommended for the commission.

On March 15, 2016, RPAAC reviewed the artist proposal and recommended that staff or the developer consider supplementing the public art budget to extend the integrated artwork fence to May Drive for a more coherent and logical endpoint for the piece. It was also recommended that the artist develop the design to show the connection with the standard guardrail, the color relationship to the landscape context and to address safety requirements.

Proposed Artwork

The artist has refined the design proposal as presented to RPAAC to address these concerns and refined the proposal to comply with Building Code requirements for public safety. The approximately 25-metre-long artwork fence is comprised of a series of sculptural sections consisting of vertical pickets at varying angles to prevent climbing. The undulating forms of the horizontal rails reference the layers of soil sedimentation in Richmond. A bench and landscaped garden will be integrated into the artist design (Attachment 5).

The artist Christian Huizenga describes the intent of the proposal as follows:

“Layers is a reflection of one of Richmond’s most important resources: soil. Soil plays a key role in Richmond’s history, economy and vitality. It is because of soil, made up of diverse organisms and minerals, that a thriving natural ecosystem and wildlife habitat can exist and does within the Alexandra Road Greenway. The work is a continuous garden – railing and bench – inspired by the rich aggregation of sediment layers upon which Richmond is built. By defining the greenway, Layers draws emphasis to the continued preservation of green spaces within densifying cities.”

The ecologically inspired nature of this design provides a strong connection to the City’s newly adopted Ecological Network Management Strategy.

Proposed Location

In accordance with the guidelines for the Public Art Program, private development should support the Program by either contributing to the Public Art Reserve and/or by providing public artwork which meets the terms of the *Richmond Public Art Program Policy, Administrative Procedures Manual and Plans* either on site or at a location acceptable to the City.

The developer has chosen to commission a work of public art and proposes to locate the artwork on a key pedestrian greenway adjacent to a new pedestrian crosswalk in front of the development. The artwork will act as high-visibility way-finding for local residents. Final installation and foundation design for the artwork will be coordinated by the artist with the site contractor for Am-Pri Developments.

Staff Comments on Proposed Artwork Transfer of Ownership to the City

As the work is proposed to be located on City lands, City staff met with the artist and consultant team to identify technical concerns including British Columbia Building Code compliance, safety, visibility and structural support. These issues have been addressed by the artist and design team and City staff have no concerns.

Staff reviewed the costs and benefits of extending the work to May Drive and concluded that the artwork would best function as a limited section of the fence. As well, there are no additional funds for this extension of the work.

Cost of the Artwork

The developer has provided a Public Art voluntary contribution of \$86,765 at the rezoning phase, consisting of \$10,000 paid directly to ECUAD towards development of the Public Art Plan by ECUAD students and costs for the artist selection process and \$76,765 deposited to Public Art Reserve Fund on March 23, 2015. Of this amount deposited to the Reserve, \$4,338 (5%) has been transferred to support management, administration and promotion for the Public Art Program. The remaining \$72,427 will be used for the creation of the artwork and has been allocated in the approved 2016 Public Art Program Capital Project Budget.

A tax receipt for the transfer of ownership will not be issued as the proposed artwork is provided through the commitment made to a voluntary contribution for public art through the development approvals process.

Financial Impact

The artwork will require minimal periodic washing and maintenance, at an estimated cost of \$250 per cleaning annually. City funds will be allocated out of the Public Art Program's annual operating budget for this purpose.

Conclusion

The proposed artwork by Christian Huizenga donated by Am-Pri Developments (2012) Ltd. represents a significant gift to the City of Richmond. It is a continuing show of support by developers for the importance of public art to neighbourhoods and the City. The artwork will celebrate the agricultural heritage of the Alexandra Neighbourhood and activate a new pedestrian greenway for the enjoyment of visitors and residents.



Eric Fiss
Public Art Planner
(604-247-4612)

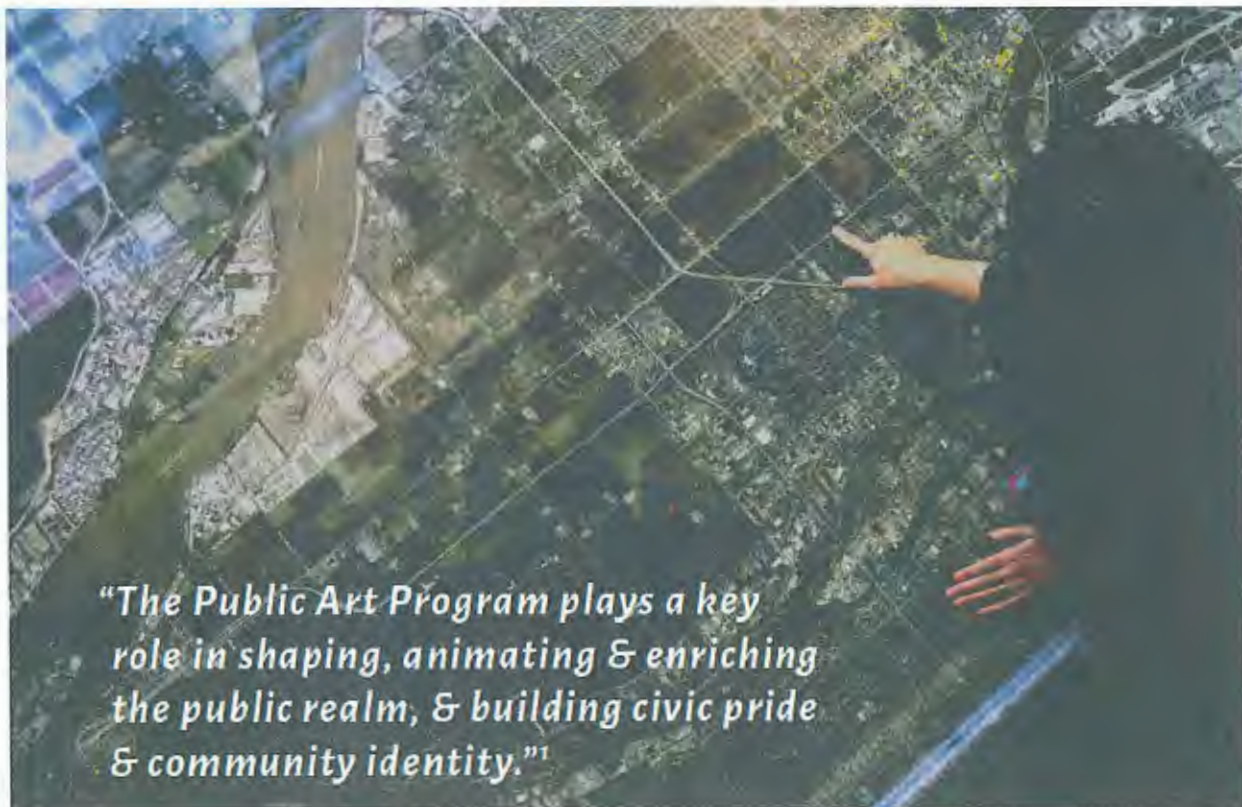
- Att. 1: Am-Pri Development Public Art Location
2: Alexandra Road Public Art Plan, Emily Carr University of Art + Design
3: Alexandra Road, Request for Proposals, Call to Emerging Artists
4: Art at Work Professional Development Program
5: Christian Huizenga Artist Proposal for Museo



Excerpts from Alexandra Road Public Art Plan

ALEXANDRA ROAD DEVELOPMENT PUBLIC ART PLAN

*Contextualizing the Alexandra Road Development
through history, ecology, and community;
and illustrating opportunities for public art.*



CRITICAL SUMMARY

We are pleased to introduce the team behind Engaging Site: the Social Practice of Public Art and Community Design: an interdisciplinary class and pilot project responsible for the Alexandra Road Development Public Art Plan outlined below.

This initiative came to be through a chance email exchange between Dr. Cameron Cartiere, Associate Professor at Emily Carr University of Art + Design, and Amit Sandhu, Director of Ampri Group Ltd, who worked together to present this compelling new program for the students of Emily Carr University.

As a class, we were very fortunate to be presented with the opportunity to take part in this intriguing and innovative project that was made possible through the sponsorship of Ampri Group, who encourage the potential we all have to "... Dream, Grow, and Inspire."

Led by Dr. Cameron Cartiere and assisted by Ashley Guindon (TA), we are a diverse group of individuals not afraid to pursue prestigious and challenging endeavors.

It is through our individual practices, interests, ideals, and desires that we have found our paths cross at this dynamic intersection. As a mix of students we have found new strength within our diversities, combining our disciplines to create a powerful and intuitive merger. Through this initiative, we have become a unified group capable of tackling a variety of obstacles and even anticipating problems before they arise.

Our class' journey has been documented by Sharad Kharé - Digital Journalist - who was commissioned to record our experiences and the dialogue that encompasses such an intensive process. His film will inspire new systems for revitalizing communities, outlining the benefits of the early implementation of social practice, public art, and community design as a structural basis for new developments.

The Alexandra Road Development Public Art Plan has been inspired by existing bodies of research and extensive knowledge gleaned from a variety of field specialists. Through site visits with biologists and meetings with Richmond City staff, landscape architects, project developers, historians, and other prominent figures within the community, we have experienced and scrutinized every aspect of the site.

The plan acts as a companion to the larger Alexandra Neighbourhood Public Art Plan, which "... builds on the history and ecology of the neighbourhood. Priority will be given to development of artworks in the public realm: parks, streets and greenways. These will serve as landmarks and meeting places, as residents make connections through the community." The focus of these public art opportunities will be based on connectivity: through ecology, infrastructure and history.

The site is a unique part of Richmond's distinct existing environment. The historic slough and agricultural networks and greenways that run through the Alexandra neighbourhood serve as habitat, homes, highways, channels, and flight paths for a diverse group of wildlife. Through conservation and preservation, the removal of invasive plant species, and the reintroduction of native plant species, the Alexandra neighbourhood will continue not only to grow but to thrive, as an adaptable and changing environment, engaging and habitable for everyone. Our plan represents a fantastic opportunity to enhance the stakeholder's experience. Instead of starting entirely anew, we can build off the intrinsic histories of Richmond, educating and engaging through public art. We can make

"We are a diverse group of individuals not afraid to pursue prestigious and challenging endeavors."

ALEXANDRA ROAD DEVELOPMENT PUBLIC ART PLAN 4



The Community Projects class visits the Alexandra Road site to learn about the ecology of the area.

new and significant connections in a diverse community between all those who inhabit the Alexandra neighbourhood.

With essential instruction from committed professionals and teachers of our future fields, we have learned what it takes to rise above and surpass our initial goals. Through extensive research into the site - as well as our own individual research into public art - we have

come together to present this document and the great potential that the Alexandra Development has in re-shaping and revitalizing the community.

We invite you to participate in an extraordinary opportunity. Through working side by side, systematically unified, we have found answers to the questions that can only be accomplished by working together. It is with great confidence

that we ask; what can you accomplish? We anticipate all future visions and eagerly look forward to the application of these findings, ideas, and inspirations.^{2,3}

Yours truly,

Engaging Site: the Social Practice of Public Art and Community Design Pilot Class of 2015

DR. CAMERON CARTIERE Professor
ASHLEY GUINDON Teaching Assistant
ALLISON WESTDORP Photography
CAMERON PALFREYMAN Visual Arts
EVAN HUTCHINSON Industrial Design
GEOFFREY CAMPBELL Communication Design
JAYMIE JOHNSON Visual Arts
KAI CHOUFOUR Visual Arts
KARMEN WHINFREY Industrial Design
KATRINA KERLUKE Photography
LINDA ARISTIZABAL Industrial Design
PAIGE WHITE Critical + Cultural Practice
PIPPA LATTEY Visual Arts

▲ CONTENTS

ALEXANDRA ROAD DEVELOPMENT PUBLIC ART PLAN 5

LEGACY

LEGACY PLAN: Fostering Community through Engagement, Interactivity, and Public Art.

One of the unique aspects of The Alexandra Road Development Public Art Plan is the legacy potential for future and extended communities of the Alexandra neighbourhood. The site presents many opportunities for community engaged public art to be initiated and implemented by the development, strata, or

surrounding neighbourhoods. These potential artworks include annual community festivals, ongoing collaborative projects, or ephemeral and temporary community engaged works that have a duration of a few years, a few months, or even a few hours. Engagement opportunities include:

WAYFINDING

The Alexandra Road Development will have an immediate connection to other neighbourhoods and areas in Richmond - specifically as

a greenway junction leading to and from The Lands. Wayfinding can help the site user to identify with a cultural or geographical history, access amenities and resources, and generally find his or her way through the space. The work can lead the viewer through the neighbourhood and lend identification to public and restricted areas. Opportunities may include collaborative painting, wrapping, or embellishment of specific wayfinding infrastructure such as crosswalks, bollards, and manhole covers.

PARTNERS

THE AMPRI GROUP *residential developer*

The Ampri Group is the entrepreneurial dream of Mr. Paramjit Sandhu. Mr. Sandhu was brought up in a rural farming village in Punjab, India. He was educated in India as an Electrical Engineer, and moved to Canada in 1980, where he created an electrical installation and maintenance company. In 1989, Mr. Sandhu ventured into the development market and created the Ampri Group. The collaborating members of the Ampri Group developed the company's first residence later that year. During the early 1990's the Ampri Group focused primarily on single family and multi-family residential construction and, by the late nineties, were established as a luxury home developer. To date the group has developed well over 600 homes within the City of Richmond and the Lower Mainland.⁴



STANTEC *project architect*

Employing more than 15,000, and having developed over 250 locations, Stantec strives to collaborate across disciplines and industries. Concentrating on interior and exterior design, Stantec oversees infrastructure, architecture, surveying, environmental science, management and economics of multifaceted developments.⁵



THE CITY OF RICHMOND *municipal partner*

"In Richmond the City works in partnership with local artists, cultural organizers, and local residents to help sustain and develop cultural and artistic heritage, traditions, skills, and individual expression. The City has also fostered a growing inventory of public art installations and we have hosted renowned international artists and exhibits of public art in our City."⁶



EMILY CARR UNIVERSITY

"Emily Carr University was established in 1925." The University promotes the understanding of Political Sciences, Philosophy, and Ideological Systems to enrich the depth of Artistic and Design based creations. Emily Carr University offers both in-depth skill and theory based Undergraduate Degrees, and Graduate Degrees in Applied Arts and Design. Emily Carr is an internationally renowned University hosting students from "over 50 countries;" and currently offers foreign exchange opportunities with multiple "North American and European countries." The learning outcomes Emily Carr University strives to achieve in this changing and accelerating global environment are of the highest international caliber. This dedication to excellence, within the understanding of Art and Design, is reflected in its graduates.⁷



A word cloud of terms related to public art and community engagement. The words are arranged in a dense, overlapping manner. The most prominent words are 'ART', 'PUBLIC', 'COMMUNITY', 'ECOLOGY', 'ANIMATING', 'LEGACY', 'BUILDING', 'REALM', 'PROFESSIONAL', 'DEVELOPMENT', 'OUTREACH', 'ECOLOGICAL', 'CONNECTIONS', 'NETWORK', 'AGRICULTURAL', 'GREENWAYS', 'Pride', 'Preservation', 'Enriching', 'Engagement', 'Innovation', 'And', 'Road', 'Public', 'Art', 'Species', 'Civic', 'Animating', 'History', 'Art and', 'Site', 'The', 'Building', 'Sarts', 'Site', 'The', 'Community', 'Engagement', 'Preservation', 'Enriching', 'Outreach', 'Network', 'Agricultural', 'Greenways', 'Pride', 'Professional', 'Development', 'Outreach', 'Ecological', 'Connections', 'Public', 'Art', 'Species', 'Civic', 'Animating', 'Innovation', 'And', 'Road', 'Public', 'Art', 'Species', 'Civic', 'Animating', 'Innovation', 'And', 'Road'. The words are in various shades of green and yellow, with some words appearing in a larger font size than others. The background is a dark, textured green.

September 2015

1

call to emerging artists

PUBLIC ART
RICHMOND



This unique public art opportunity will be the basis of a series of *Art at Work* professional development workshops and will offer early career artists and designers with little or no public art experience a chance to learn and develop the skills necessary to complete a substantial public art commission. The following three workshops have been designed to provide educational and mentorship support for individuals or teams who are interested in applying:

- **September 22, 2015:** Artist Orientation Session for Alexandra Road Public Art Opportunity
- **October 3, 2015:** How to Apply to Public Art Calls
- **October 20, 2015:** Alexandra Road Public Art Opportunity: Ideas Pitch and Social

Eligible applicants for this artist opportunity will be required to attend the above three workshops prior to submitting their final submission package and application. All workshops are at the Richmond Art Gallery, 7700 Minoru Gate or Richmond City Hall, 6911 No. 3 Road. A short walk from Canada Line Richmond-Brighouse Station. For more information, or to register please e-mail: publicart@richmond.ca or visit: www.richmond.ca/culture/publicart/opportunities.htm

The Alexandra neighbourhood is in a stage of transition from a semi-rural, predominantly vegetated landscape comprised of single-family homes and farms, to a more urban community of multiple family housing and places to work, shop and play.

Public art contributes to this transformation, sparking community participation in the building of public spaces and encouraging citizens to take pride in public cultural expression.

The Alexandra neighbourhood is uniquely located to provide a transition from the established residential neighbourhoods to the east and north to the emerging City Centre to the west. The four-acre development site is located at 9580–9680 Alexandra Road in Richmond, B.C. To the north of the development, there are a number of new low-rise apartment complexes and townhouse communities. The south property frontage is on Alderbridge Way. Across Alderbridge Way, are the Garden City Lands and Central Wetlands, valued ecological assets within the Agricultural Land Reserve, in the heart of Richmond (Figure 1).

The Am-Pri Group will construct 96 townhomes on the development site, with the guidance of a team of arborists, biologists, architects and landscape architects. The site plan includes a number of unique features (Figure 2):

- 3 metre wide native planting buffer and habitat corridor along Alderbridge Way;
- 2.3 metre habitat corridor along the east property line (mirrored by adjacent development creating a 6-metre corridor);

Professional Development Opportunity

Context

call to emerging artists

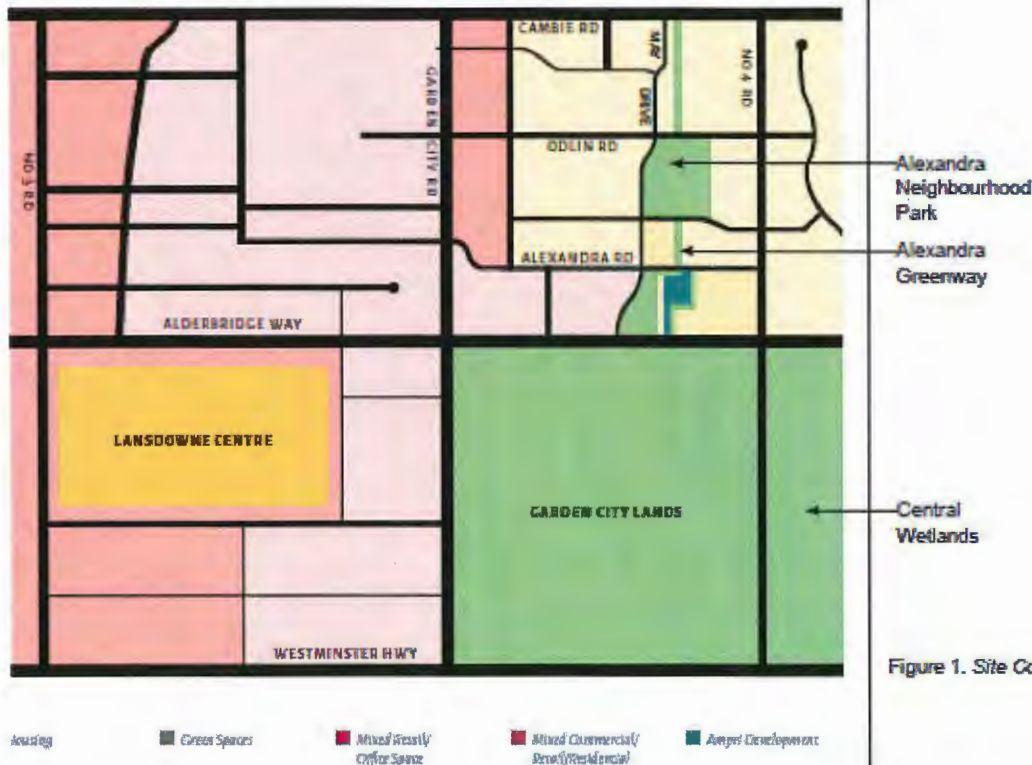
PUBLIC ART
RICHMOND

- 20 metre deep, 1066 m² enhanced greenway along the western half of the development site on the Alexandra Road street frontage; and
- central amenity area to encourage a sense of community and place making.

The Alexandra Greenway on the north side of the site facing Alexandra Road extends from Cambie Road, south through the Alexandra Neighbourhood Park and leads pedestrians through this network of trails to reach the Am-Pri development and greenway at Alexandra Road, which then makes a turn west towards May Drive and on to the Garden City Lands.

There is a significant opportunity to utilize the greenway and introduce public art to the larger community, as well as the residents of this new development, to enjoy. With traces of Alexandra's agricultural past and habitat supporting numerous species of birds and other wildlife, there are abundant opportunities for artworks to connect with the area's history and ecology. The artwork also has the opportunity to assist in communicating the initiatives underway for renewable and sustainable energy systems for the community, which include the Alexandra District Energy Utility, based in the park.

Site and Location of Artwork



call to emerging artists

PUBLIC ART
RICHMOND



Potential Locations
for the Artwork

The protected greenway offers opportunities to animate the urban realm with permanent artworks that address visual identity, wayfinding and connectivity with ecology. Works located within the greenway will be visible to the public including residents, passersby and vehicles; however, public access into the greenway itself will be prohibited. Conservation and preservation of beneficial trees and plant species will need to be retained.

Infrastructural elements located outside of the greenway offer additional art opportunities and may include perimeter fencing, wayfinding components, seating, gathering/observation nodes and support frameworks for the reintroduction of native plant species. Opportunities exist for artists and designers to envision the work as functional components of the urban realm.

Figure 2. Site Plan of Alexandra Development.

call to emerging artists

PUBLIC ART
RICHMOND

Budget

The total budget established for this project is \$75,000 CAD. This budget includes (but is not limited to) artist fees, design, permitting as needed, engineering fees, fabrication, installation, photography, insurance and all taxes. Travel to Richmond and/or accommodation is at the artist's expense.

Schedule (subject to change)

*Applicants are requested to keep this date available.

Submissions Close

November 12, 2015 at 5:00 p.m.

Short-list Artist Interviews

January 7, 2016*

Development and Implementation

February – December 2016

Installation/Completion

January, 2017

Selection Panel and Process

- Eligible applicants for this artist opportunity will be required to attend three workshops prior to submitting their final submission package and application. Please refer to page 2.
- The recommended artist/artist team will be chosen through a two-stage selection process under the mandate of the Richmond Public Art Administrative Procedures Manual.
- A five-person selection panel consisting of artists, art professionals and community members will convene to recommend one artist or artist team for the commission, along with the support of City staff representatives and an observer from the Richmond Public Art Advisory Committee.

Selection Criteria

Submissions to this Artist Call will be reviewed and decisions made based on:

- appropriateness of the proposal to the project goals, context, terms of reference and Public Art Program goals (www.richmond.ca/culture/publicart/plans/policy)
- degree to which the proposal is responsive to the site, community and is technically feasible;
- artistic merit of the proposal;
- artist qualifications and capability to produce work of the highest quality;
- probability of successful completion; and
- environmental sustainability of the proposed artwork.

For additional supplemental PDF documents for this call (listed below).

Please visit: www.richmond.ca/culture/publicart/opportunities

- Alexandra Neighbourhood Public Art Plan
- Alexandra Road Development Public Art Plan
- Am-Pri Group Development Drawings
- Art at Work Fall Workshop Schedule Brochure
- Richmond Ecological Network Management Strategy

Terms of Reference

call to emerging artists

PUBLIC ART
RICHMOND

Submission Requirements:

Guidance in developing the following supporting documents will be provided in the "How to Apply to Public Art Calls" workshop on October 3, 2015.

A 5MB (max.) PDF submission should contain the following items and in the following order:

1. **Information Form** Found on last page of this document.
2. **Statement of Intent** (1 page maximum) 300 words (or less) that explains why the artist/team is interested in this opportunity and how their practice relates to this project and the posted selection criteria. If applying as a team please address how team members work together in the statement of intent.
3. **Concept Sketch** (1 page maximum) a preliminary concept visualization to accompany the statement of intent and how you are responding to the posted selection criteria.
4. **Curriculum Vitae** (1 page maximum per artist) If you are submitting as a team, each member must provide a personal curriculum vitae.
5. **Budget and Schedule** (1 page maximum) Outlining preliminary costs for artist fees, design, permits, insurance, engineering, fabrication, installation and documentation.
6. **Three References** (1 page maximum) References should be able to speak to your expertise and experience
7. **Images of Past Work** (10 images maximum). Digital images of past work in any medium that best illustrates qualifications for this project. Please include the following information directly on all image pages:

Title of work, medium, approx. dimensions, location, date and artist name. Artists are also encouraged to include a brief description. One image per page.

Submission Guidelines

1. All supporting documents must be complete and strictly adhere to these guidelines and submission requirements (above) or risk not being considered.
2. All submissions must be formatted to 8.5 x 11 inch pages. Portfolio images and concept sketches would be best formatted to landscape format.
3. Submission files must be 5MB or smaller.
4. If submitting as a team, the team should designate one representative to complete the entry form. Each team member must submit an individual resume/curriculum vitae (See Submission Requirements).
5. All documents must be sent by e-mail to: publicart@richmond.ca

Terms of Reference

All documents must be PDF files and sent by e-mail to:

publicart@richmond.ca

call to emerging artists

PUBLIC ART
RICHMOND

Additional Information

The selected artist will be required to show proof of WCB coverage and \$2,000,000 general liability insurance.

Please be advised that the City and the selection panel are not obliged to accept any of the submissions and may reject all submissions. The City reserves the right to reissue the Artist Call as required.

All submissions to this Artist Call become the property of the City. All information provided under the submission is subject to the Freedom of Information and Protection of Privacy Act (BC) and shall only be withheld from release if an exemption from release is permitted by the Act. The artist shall retain copyright in the concept proposal. While every precaution will be taken to prevent the loss or damage of submissions, the City and its agents shall not be liable for any loss or damage, however caused.

Deadline for Submissions

Submissions must be received by **Thursday, November 12, 2015**. Extensions to this deadline will not be granted under any circumstances. Submissions received after the deadline and those that are found to be incomplete will not be reviewed.

Questions?

Public Art Program
City of Richmond
604-204 8671
publicart@richmond.ca

Terms of Reference

Inspiring
and
informative

Professional
development

Opportunities
for
artists

Learn here
from those
in the
know!



art at work

WORKSHOP SERIES FALL 2015

Are you an artist wanting to kick-start your career?
Does public art and community art practice interest you?

Free workshops include:

Tues., Sept. 22 | Artist Orientation Session for Alexandra Road Public Art Opportunity*
Sat., Oct. 3 | How to Apply to Public Art Calls*

Tues., Oct. 20 | Alexandra Road, Public Art Opportunity: Ideas Pitch and Social*

*All three are required of artists applying for the Alexandra
Public Art Opportunity. Learn more at richmond.ca/artists

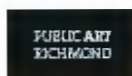
Sat., Nov. 28 | Artists Working in the Community

All workshops at the Richmond Art Gallery, 7700 Minoru Gate
or Richmond City Hall, 6911 No. 3 Road.

For more information, or to register, please e-mail: publicart@richmond.ca
or visit:

richmond.ca/artists

Presented by Richmond Public Art, Richmond Art Gallery Association and CARFAC BC

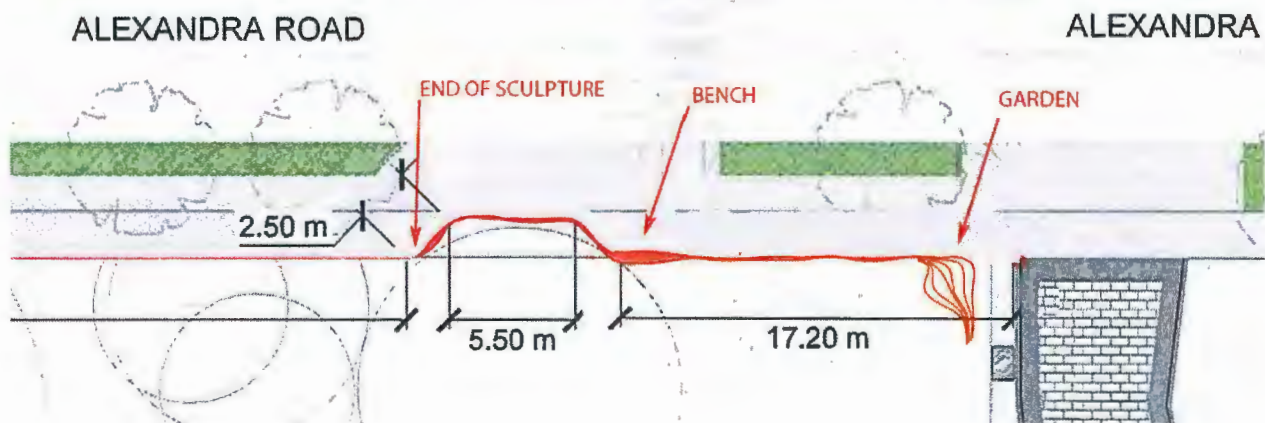


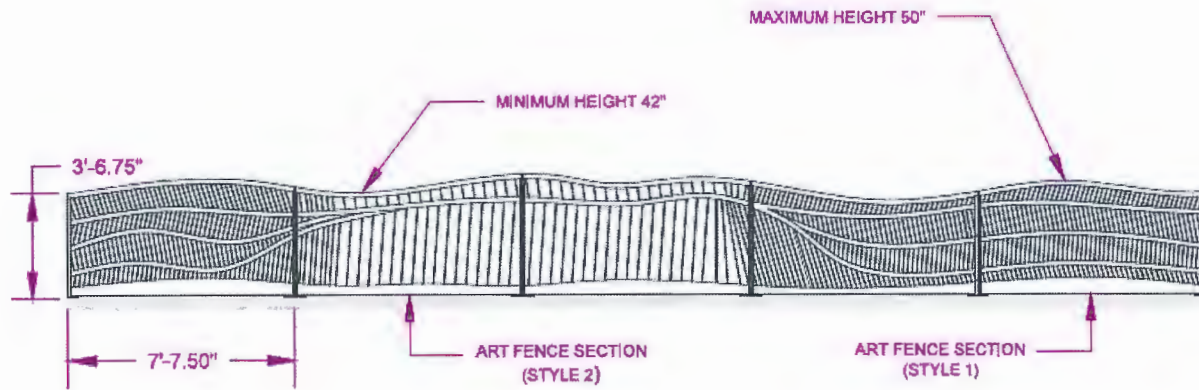
LAYERS OF RICHMOND PUBLIC SCULPTURE

Christian Huizenga

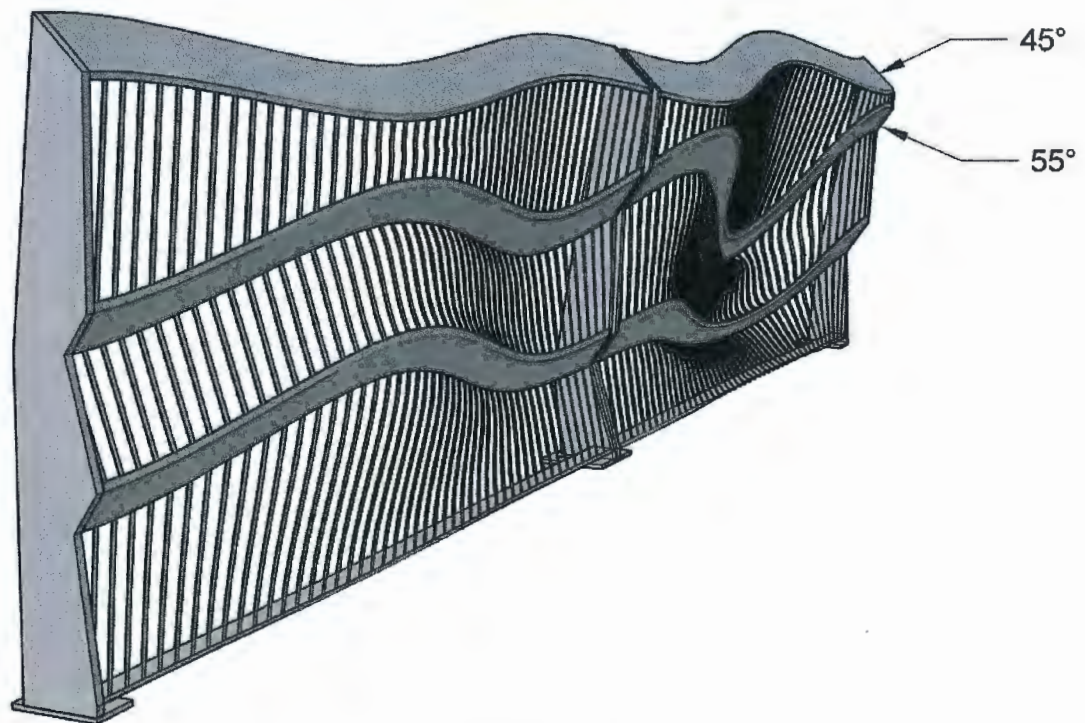


CONCEPT RENDERING

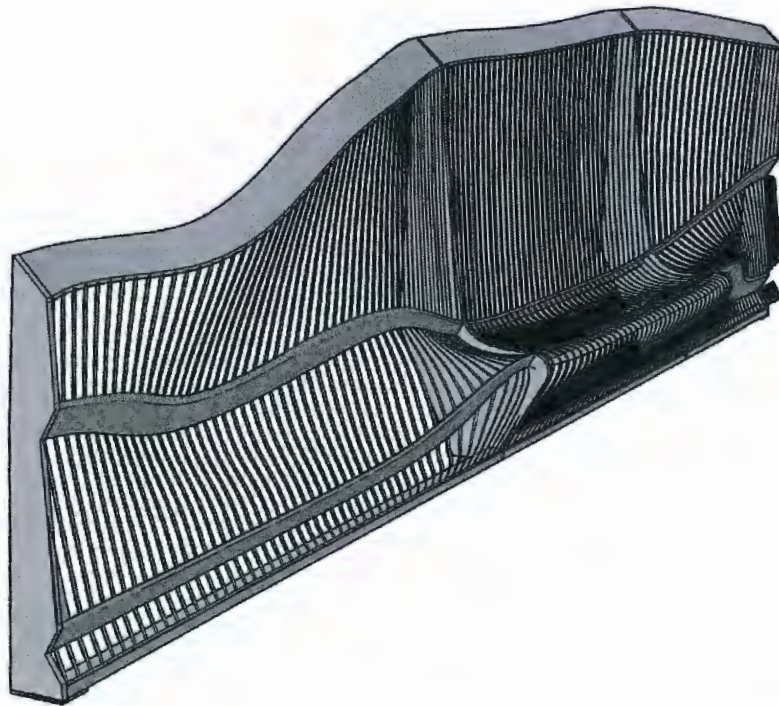




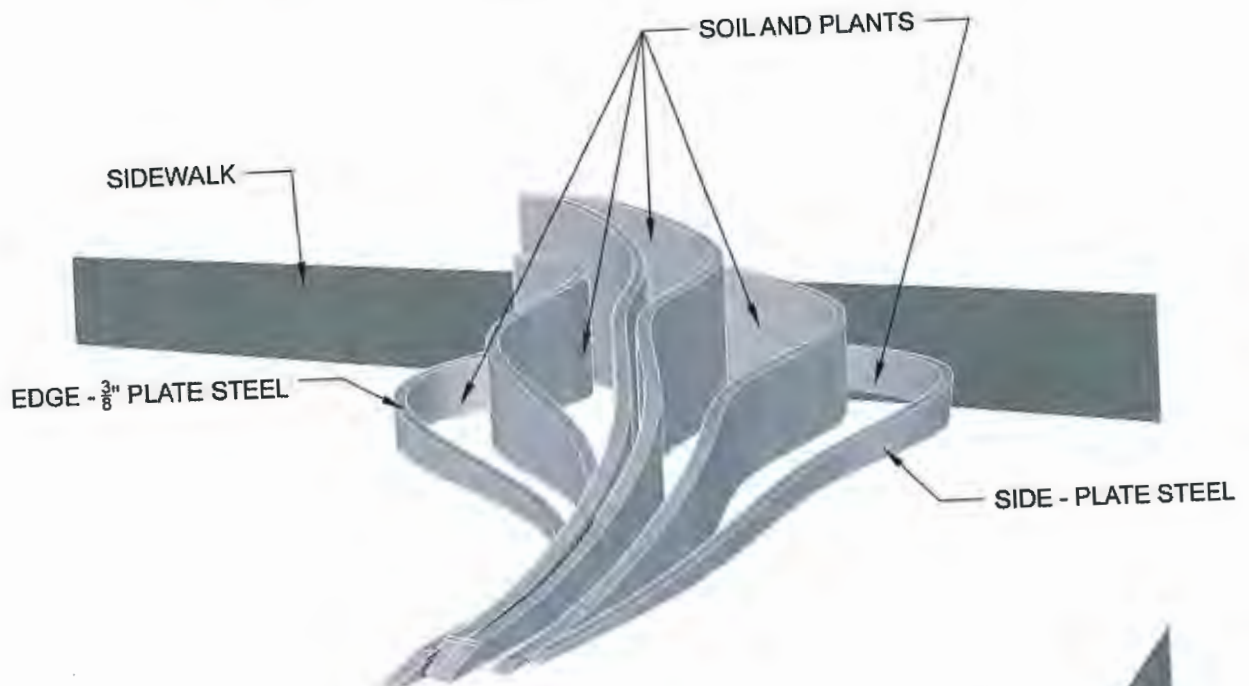
ART FENCE (STYLE 1) AND (STYLE 2) BLEND EXAMPLE
FRONT VIEW



ART FENCE (STYLE 1)
CONCEPT RENDERING



BENCH - CONCEPT RENDERING



LAYERED GARDEN DETAIL



studio. HUIZENGA

BUDGET

Artist/Design Fee	\$8,000
Includes concept design development, coordination and artist project management.	
Engineering and other Specialist Consultant Fees	\$4,500
Includes structural, mechanical engineering as required to develop proposal.	
Administration costs	\$3,000
Includes permits, documentation, studio overhead.	
Fabrikaat Steel Fabrication	\$38,000
Including all costs related to steel fabrication and labour.	
Dyno Pro Powder coating	\$3,000
Including surface prep and coating of all metals.	
Transportation	\$500
Including all delivery, travel, contractor costs and site related costs.	
Site Prep and Installation	\$7,500
Including, all material and labour costs related to the installation of the work.	
Contingency	\$5,500
Sufficient to cover unexpected development that are the artist's responsibility.	
Total	\$70,000



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: April 7, 2016

From: Jane Fernyhough
Director, Arts, Culture and Heritage Services

File: 01-0100-30-RPAR1-
01/2016-Vol 01

Re: **Richmond Public Art Program 2015 Annual Report and Public Art Advisory
Committee 2016 Work Plan**

Staff Recommendation

That the Richmond Public Art Advisory Committee 2016 Work Plan, as presented in the report titled, "Richmond Public Art Program 2015 Annual Report and Public Art Advisory Committee 2016 Work Plan," from the Director, Arts, Culture and Heritage Services, dated April 7, 2016, be approved.

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

Att. 2

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

Staff Report

Origin

On July 27, 2010, Council approved the updated Richmond Public Art Program Policy 8703 and Terms of Reference for the Richmond Public Art Advisory Committee (RPAAC). The RPAAC provides advice and acts as a resource to City Council and staff on the City's Public Art Program.

This report presents the Richmond Public Art Program 2015 Annual Report to Council for information and the proposed RPAAC 2016 Work Plan for approval.

This report supports Council's 2014-2018 Term Goal #2: A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.1. Strong neighbourhoods.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

2.4. Vibrant arts, culture and heritage opportunities.

Analysis

Richmond Public Art Program

The Public Art Program plays a key role in shaping, animating and enriching the public realm, civic pride and community identity. Artwork placed in the public realm has the power to engage the public, celebrate culture, broaden the diversity of arts experiences and opportunities, serve as an educational resource to expand public awareness and understanding of the arts, stimulate conversations, strengthen and support the arts community and inspire creativity.

Since Council's adoption of the Public Art Program Policy in 1997, the Public Art Program's collection has grown to a total of 139 works of public art, with 117 works currently on display around Richmond. Documentation of works of public art that are no longer on display is archived on the Public Art Program website.

Public art adds value to both public and private development, enriching the public realm for residents and visitors to Richmond and advancing Richmond's standing as a model for high quality urban development. The City provides leadership in integrating public art with major civic facilities as well as small scale public infrastructure. The private sector has demonstrated that an investment in public art enhances their reputations as progressive city builders, while creating a liveable and desirable place to live and work. The Community Public Art Program engages members of the community in art making, discussions and public events. The recently

expanded Public Art Education Program provides learning opportunities for both the general public and professional artists.

Richmond Public Art Program 2015 Annual Report

The Richmond Public Art Program 2015 Annual Report (Attachment 1) presents the key activities and achievements of the City's Public Art Program through the civic, community, private development and educational programs in 2015. A summary of the 2015 Annual Report is noted below:

- Civic Public Art Program - five public artworks were installed at City facilities;
- City Utility Cabinet Wrap Program - eight utility cabinets wrapped;
- Community Public Art Program - two temporary community engagement projects;
- Private Development Public Art Program - three new works were installed;
- No. 3 Road Art Columns - works of six local artists featured;
- PechaKucha Night Richmond - four events in 2015 were presented to an audience of over 200 attendees;
- Culture Days - two public art bus tours;
- Public Art Plans - reviewed by RPAAC at their monthly meetings; and
- Administrative Procedures Manual Workshops - facilitated workshop with RPAAC.

Richmond Public Art Advisory Committee 2016 Work Plan

The Richmond Public Art Advisory Committee 2016 Work Plan (Attachment 2) outlines the proposed work tasks for the volunteer committee in 2016. As a Council appointed Advisory Committee, RPAAC advises on all aspects of public art policy, planning, education and promotion, including the allocation of funds from the City's designated Public Art Reserve. Highlights of the 2016 Work Plan are noted below:

- Raise awareness and understanding of the importance of public art in the City through advocacy, promotion and participation in educational opportunities and public events.
- Advise on strategies, policies and programs to achieve excellence in art in the public realm including researching best practices and advising on opportunities for artists.
- Propose and support City programs, initiatives and events that advance public art in the City including Lulu Series: Art in the City speaker series, PechaKucha Nights, Doors Open Richmond and Culture Days.
- Review and submit recommendations to Council on public art project plans developed by City staff and private development public art consultants.
- Provide input to staff in the development of an annual Public Art Program report to Council, including an RPAAC annual work plan.

Financial Impact

None.

Conclusion

Public art animates the built and natural environment with meaning, contributing to a vibrant city in which to live and visit. The Richmond Public Art Program 2015 Annual Report and proposed Public Art Advisory Committee 2016 Work Plan demonstrate a high level of professionalism, volunteerism and commitment to quality public art in Richmond.

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

Eric Fiss, MAIBC, MCIP
Public Art Planner
(604-247-4612)

- Att. 1: Richmond Public Art Program 2015 Annual Report
2: Richmond Public Art Advisory Committee 2016 Work Plan

2015 Richmond Public Art Program Annual Report Highlights

The Richmond Public Art Program provides a means for including art in creating a culturally rich environment in a vibrant, healthy and sustainable city. Public art is incorporated into civic and private development projects to spark community participation and civic pride in the building of our public spaces. In addition to permanent and temporary artworks, the Public Art Program offers a stimulating program of educational and community engagement events to increase public awareness of the arts and encourage public dialogue about art and issues of interest and concern to Richmond residents.

Civic Public Art Program

In 2015, public art was commissioned by the City and installed at community centres, parks and civic buildings along city sidewalks. These included:

- *Motif of One and Many* by artist Rebecca Bayers. A colourful grid of triangles covers the floor of the newly opened City Centre Community Centre's second floor lobby. The pattern represents individuals and groups who have come together to form new relationships.
- *Lulu Sweet: Island* by artists Deanne Achong and Faith Moosang. The video, which premiered at the 2014 Your Kontinent International Film Festival, was re-installed in the Murakami Boatworks at Britannia Shipyards for Ships to Shore, June 28–July 1, 2015. The imagery and sounds invite the audience to consider the beauty of the industrial presence rooted to the site by the hypnotic flow of the river. In 2016, the film will be permanently installed as part of the Seine Net Loft's new interactive exhibits.
- *Star Arc*, Richmond Olympic Experience cauldron designed by Danna De Groot of W3 Design. This work marks the end of the exterior exhibit experience, "Torch Route Across the Nation", and symbolizes the intangible elements of the Olympic Games: the unifying, eternal light of the flame (represented in LED lighting) and the sense of "being a part of something bigger" that the Olympic Games evoke.
- *Lulu, a Memory Garden* by Jacqueline Metz and Nancy Chew, Paulik Gardens Neighbourhood Park. A centre piece of large etched black stone paver slabs, placed in a radial pattern, incorporates the drawings of horticultural images created by Palmer Senior Secondary art students.
- *Current II*, by Andrea Sirois. Located on the exterior facade of the Alexandra District Energy Utility Building expansion, this artwork expands on the work of *Current*, installed in 2013, and continues the theme of water as energy. Photographic images depict water flowing around the building's exterior, symbolizing the geothermal energy that is literally flowing below Richmond's first geothermal energy facility.
- City Utility Cabinet Wrap Program. On March 23, 2015, Council endorsed the implementation program for integrating artwork on City of Richmond utility boxes. The Public Art Program, in partnership with Engineering and Public Works and the Transportation Department, installed eight new art wraps around Richmond in 2015. These included:
 - *The Sockeye Special - The InterUrban Tram* by David Pacholko at the Van Horne Sanitary Lift Station kiosk;
 - *Delta Trees* by Ross Munro at the Odlin West Sanitary Lift Station kiosk;
 - *Island City* by Mir Agol at the Richmond Centre Sanitary Lift Station kiosk; and

- *Hop on the Train, Cannery Girls, Steveston Meat Market, Dockside and Downtown Steveston* by Andrew Briggs, on traffic control boxes at No. 1 Road and Moncton Street in Steveston Village and the No. 1 Road South Drainage Pump Station.

Civic Projects underway in 2015 and scheduled for completion in 2016-2017 include:

- Cover Stories: Manhole Cover Installations. On March 9, 2015, Council approved the implementation of the manhole cover art program and designs by four local artists were recommended for incorporation into two sets of manholes (two storm covers and two sanitary covers). The selected artists—Caroline Dyck, Greg Allen, Jeff Porter and Susan Pearson—worked with City staff and the fabricator to translate their designs into full-scale forms for the covers. Production and installation is scheduled for Spring 2016.
- *Skydam* by Nathan Lee, the second installation in the Canada Line Terminus Plinth Project, was installed in early 2016. The first installation on display through 2015, *Cluster* by Carlyn Yandle, was removed and recycled.
- Storeys housing project. Richard Tetrault has been selected as the artist for the City-initiated Storeys innovative housing project serving a non-profit consortium consisting of six organizations.
- Cambie Fire Hall No. 3. The selected artwork, tentatively titled *to be distinct and to hold together*, by artist Daniel Laskarin, will be comprised of three interlocked triangular panels standing on a raised circular platform. The three panels will be perforated with water-jet cut text: "FIRE-RESCUE", "AMBULANCE" and "COMMUNITY". The project is scheduled for completion in 2016.
- Brighthouse Fire Hall No. 1. Artist Nathan Scott has been commissioned to create a life-sized bronze sculpture of a firefighter in action. The sculpture represents "strength, bravery, resolve, commitment and capturing the moment of pride, strength, and awareness of the firefighter's contributions to our society and community: past, present and future." Scheduled for unveiling in 2016, the sculpture will be placed at the corner of Granville Avenue and Gilbert Road.
- Minoru Complex, Aquatics. *Errant Rain Cloud*, by Germaine Koh and Gordon Hicks, is in the form of a suspended sculptural rain cloud. Every few hours a brief, gentle rain shower will fall from the cloud into the pool. The rain cloud mimics the natural sun-powered water cycle of the atmosphere, at a very local scale and creates a sense of occasion. The artwork is scheduled for installation in 2017.
- Minoru Complex, Design Team Artist. Artist Jill Anholt is working collaboratively with design consultants, Hughes Condon Marler Architects (HCMA) and PWL Partnership Inc. (PWL) on the physical and conceptual development of the landscape and urban realm.
- No. 2 Road North Drainage Pump Station. Germaine Koh has been selected as the artist consultant to work with the civil engineering-led design consortium, including landscape and architect consultants. The team has developed a collaborative artwork, *Four Types of Water Revealed*, for the new pump station and engage the public in its processes. This work is scheduled for completion in 2016.

Community Public Art Program

The 2015 Community Public Art Program provided the following opportunities for artists to engage with the public on temporary artworks:

- *The Harvest Full Moon Project* by Marina Szijarto. For 4 months, at the new City Centre Community Centre, this artist offered an exciting range of free workshops and open studio drop-in sessions, leading up to the Harvest Full Moon Procession and Celebration on September 26, 2015.
- *Pianos in the Street 2015*. The second annual program built bridges and delighted passers-by throughout the community by bringing pianos to open-air locations in Minoru Plaza, Britannia

Heritage Shipyards site and the Terra Nova Rural Park, from July through September 2015. Each piano was decorated by a local arts group to represent the flavour of the community where it was situated and the public was invited to play the instruments and upload media of themselves to a dedicated website, www.supportpiano.com. This project was sponsored by Pacey's Pianos.

- *Pollinator Pasture*. This multi-faceted project coordinated by an Emily Carr University research team, creates environmental-based artworks to benefit a multitude of pollinators in the agricultural communities of Kelowna and Richmond. The Richmond component, located in Bath Slough and Bridgeport Industrial Park, is a collaborative effort with Environmental Sustainability, Parks and Public Art with the City and external partners BC Hydro, Westcoast Seeds and VanCity. The development of an enhanced demonstration pasture for pollinators within the park and Bath Slough will demonstrate how public art can be used as a catalyst for ecological change.

Private Development Public Art Program

Through the development applications process, private developers continued to provide high quality public art to enrich the public realm. For 2015, the following projects were completed:

- *ebb and flow* by Jacqueline Metz and Nancy Chew. Located at the entrance foyer of the Carol Tong Centre, home of the new City Centre Community Centre, this artwork is a "snapshot", or moment in time, of a braided river. Such rivers come together, separate, change form and pattern like a metaphor for shifting, overlapping, interweaving communities, and for the constant flux of society and culture. The work was commissioned by Canada Sunrise Development Corp.
- *tango* by Javier Campos and Elspeth Pratt. With simple and elegant sculptural gestures, standing among the Kiwanis towers lining Minoru Boulevard, three forms of wood, steel and concrete stand locked in an intimate dance. This work was commissioned by Polygon Homes.
- *Sequence* by Eliza Au and Nick Santillan. This work is a geometric pattern based on fish scales, carved by water-jet into aluminum screens and placed along the full height of the Harmony building at 8288 Granville Avenue. The repeated pattern and lustrous surface convey a sense of rhythm, movement, and flexibility, much like a fish moving in water. The work was commissioned by Townline Ventures.

Several private development public art projects were commissioned in 2015, and are scheduled for installation in 2016–2017. These include:

- *Sight Unseen* by Mia Weinberg at Capstan Sanitary Pump Station Plaza, Pinnacle International
- *Kawaki*, by Glen Andersen at The Pier at London Landing, Oris Development
- *Upriver* by Rebecca Belmore. Riva, Onni Development
- *Closer Than* by Bill Pechet. Mandarin, Fairborne Homes
- *Nest* by Atelier Anon. Jayden Mews, Polygon Homes
- *Signal Noise* by Mark Ashby. Oxford Lanes, Townline
- *Untitled Wall Mural* by Derek Root. Cadence, Cressey Development
- *Layers* by Christian Huizinga. Museo, Am-Pri Alexandra Road Development
- *Spirit of Steveston* by Cheryl Hamilton and Mike Vandermeer. Kingsley Estates, Polygon Homes
- *Gulf & Fraser Fishermen's Credit Union Heritage Panels* by Leonhard Epp. 3471 Chatham Street, Steveston Flats Development.
- *Spinners* by Dan Corson. Avanti, Polygon Homes
- *Snow/Migration* by Mark Ashby. SmartCentres, First Richmond North Shopping Centres Ltd.
- *Layers* by Christian Huizenga, Museo, Am-Pri Alexandra Road Development
- *Artist call in progress* for ARTS Units. Concord Gardens, Concord Pacific Developments.

Unique Projects

- **No.3 Road Art Columns Exhibition 9**

Small Monuments to Food examines how Richmond's diversity of cultures—including social, economic and political histories—have influenced the way we think, produce, consume, protect and build community and identity around food. The project was created in collaboration with the City's Environmental Sustainability section and the Sharing Farm. Original artworks created for *Part 1* of the project, on display through November 2015, included *Where do you think food comes from?* by artist Dawn Lo, *An Unfamiliar Place* by Patty Tseng and *Plates for Local Palates* by Ariel Kirk-Gushowaty. *Part 2*, installed in December 2015, features the work of three local artists, and includes *The Farm*, *The Market*, *The Table*, *The End* by Eric Button, *Seed Bank* by Catherine Chan and *When You Eat Today, Thank a Farmer* by Deborah Koenker.

Public Art Education and Engagement Program

- **PechaKucha Night Richmond**

Ten speakers from a variety of different professions and backgrounds presented their stories at each of the four free *PechaKucha Night Richmond* events in 2015. The presentations reflected on influential experiences and the changes that these have brought about in fields ranging from design and art to social inclusion, environmental activism and entrepreneurship. PechaKucha is a presentation format where speakers present 20 images and tell their stories as the photos automatically advance every 20 seconds.

- **Volume 9 – Feed the Soul** (March 26, 2015, Melville Centre for Dialogue at KPU Richmond Campus)
Hosted and produced by second year students in the Graphic Design for Marketing Program at Kwantlen Polytechnic University Richmond Campus, this event featured ten speakers on a wide range of subjects. Attendance: 125.
- **Volume 10 – Wonders of Wood** (May 8, 2015, Chinese Bunkhouse, Britannia Heritage Shipyards)
Ten creative and specialized practitioners in architecture, instrument-making, art and design and environment shared their creative process of envisioning wood in unique ways. Attendance: 60
- **Volume 11 – Gateways: Culture in Translation** (August 5, 2015, Richmond Cultural Centre Performance Hall)
Presented in partnership with Gateway Theatre, this event explored what happens when arts and culture are experienced in different languages. Attendance: 45
- **Volume 12 – Word, Words, Words** (Oct 1, 2015, Richmond Public Library Brighouse Branch Living Room)
Presented in partnership with the Richmond Public Library, this event featured ten people who work with words including a poet, novelist and newspaper publisher. Attendance: 35

- **Culture Days Public Art Bus Tours** (September 26 and 27, 2015)

Participants of all ages joined Public Art Planner Eric Fiss and special guest artists Deanne Achong and Faith Moosang for two fully subscribed bus tours exploring some of Richmond's newest artworks.

- **Art at Work**

Presented in partnership with the Canadian Artists Representation/Front des artistes canadiens (CARFAC) and the Richmond Art Gallery, this series of professional development workshops and events is designed to provide artists with the knowledge and skills required for pursuing a professional arts practice in the fields of public art, visual art and community arts. Workshops and events for the fall series were free, with additional programming planned for spring of 2016.

- Alexandra Road Public Art Plan and the Public Art Collective Video
Under the direction Dr. Cameron Cartiere, Associate Professor at Emily Carr University of Art + Design (ECUAD) and Amit Sandhu, General Manager, Am-Pri Group, ECUAD students developed and presented the Alexandra Road Public Art Plan to City staff representing Planning, Environmental Sustainability, Parks, Public Art and Archives on April 1, 2015. The presentation was documented in a film documenting this collaboration, produced by Sharad Kharé with support from Am-Pri Developments, ECUAD, Stantec and the City of Richmond. The video, *The Public Art Collective*, is available for viewing online through Vimeo. The Alexandra Road Public Art Plan was used to guide the artist selection process for the private development at 9580 Alexandra Road.

Public Art Advisory Committee

The Richmond Public Art Advisory Committee is a Council-appointed voluntary advisory committee that provides input on public art policy, planning, education and promotion.

- 2015 members:
Aderyn Davies, Chair
Sandra Cohen, Vice Chair
Chris Charlebois
Simone Guo
Valerie Jones
Shawne MacIntyre
Victoria Padilla
Willa Walsh
Xuedong Zhao

Councillor Carol Day, Council Liaison.

- Monthly Meetings
At the monthly Committee meetings, members received presentations on new civic, private development and community project proposals and provide feedback and recommendations. Updates on discussions on public art for upcoming development were provided by the Committee's appointee to the Advisory Design Panel, Xuedong Zhao.
- Workshops
In 2015, the Committee held three facilitated workshops to review the Administrative Procedures Manual and recommended updates to improve clarity and administration of the Public Art Program.
- Bus Tour
The annual Public Art Advisory Committee bus tour took place on June 16 and focused on artworks installed during the previous year. Stops included new artworks in the Alexandra Neighbourhood, City Centre, Oval Village and Terra Nova. Committee members visited both civic and private development projects, ranging in size from a small utility kiosk art wrap to water jet cut metal panels spanning the full height of a 14-storey residential tower.

Report prepared by:

Eric Fiss, Public Art Planner
Richmond Public Art Advisory Committee Liaison

Richmond Public Art Advisory Committee 2016 Work Plan

Council Term Goals 2014–2018

This Work Plan supports the mandate of the Public Art Advisory Committee as outlined in its terms of reference, to “provide advice and act as a resource to City Council and staff on the City’s Public Art Program and propose and support activities that benefit and advance public art in the City”.

The Work Plan supports the following Council Term Goal # 2: A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond’s demographics, rich heritage, diverse needs, and unique opportunities that facilitate active, caring, and connected communities.

2016 Proposed Budget

RPAAC is requesting an operating budget of \$5,000 for 2016. This will cover costs incurred by meetings, forums, educational and promotional materials and consultant fees (should these be required) associated with the implementation of the 2016 Work Plan.

2016 RPAAC Work Plan

The RPAAC 2016 Work Plan is based on the Terms of Reference for the Committee and is proposed as follows:

RPAAC 2016 Work Plan				
Strategy/Initiative	RPAAC Actions/Steps	Expected Outcome of RPAAC Actions	Indicator of RPAAC Success	Stakeholders
1. Raise awareness and understanding of the importance of public art in the City				
a. Involve the public in the selection process for public art.	Encourage community members to participate on public art selection panels through an open call for volunteers	Richmond residents are involved in civic and community cultural life	Community support of the public art selection process	Community Centre Associations, Richmond Arts Coalition (RAC), Richmond Artist Guild (RAG), Richmond Art Gallery Association (RAGA) and others
b. Engage communities with individualized neighbourhood art plans	Develop Public Art Plans for Steveston and Capstan Village by Summer 2016	Greater awareness of public art in Richmond communities	Public Art contributes to neighbourhood recognition and identity	Neighbourhood organizations, private developers, artists
c. Advocacy and promotion (art walks and tours, brochures, postcards, posters and social media)	Identify and support new opportunities for advocacy and promotion	Promotion of community connection and awareness of public art	Public participation at unveilings, public lectures and bus tours	Parks, Community Centre Associations, Walk Richmond, KPU, Tourism Richmond

RPAAC 2016 Work Plan				
Strategy/Initiative	RPAAC Actions/Steps	Expected Outcome of RPAAC Actions	Indicator of RPAAC Success	Stakeholders
d. Education and training for RPAAC members (workshops, bus tours, PechaKucha Nights, Creative City Network of Canada Summit)	<i>Identify and register for training opportunities</i>	<i>Develop and expand knowledge of best practices</i>	<i>Greater confidence in recommendations to staff and Council</i>	<i>Creative City Network of Canada, Alliance for the Arts</i>
e. Education for the public (Lulu series talks, PechaKucha Nights)	<i>Recommend guest speakers and promote events</i>	<i>Develop community connection and awareness of public art</i>	<i>Increased attendance and appreciation of the arts</i>	<i>Arts Centre, KPU, Community Centre Associations</i>
f. Guest Speakers	<i>Identify key guest speakers for RPAAC meetings for 2016</i>	<i>RPAAC members better informed on public art issues and equipped to share this information with Council, as and when directed.</i>	<i>Guest speaker series for 2016 devised and implemented.</i>	<i>ECUAD, artists, consultants, conservators</i>
2. Advise on strategies, policies and programs to achieve excellence in art in the public realm				
a. Research Best Practices and Policy review	<i>Identify and prioritize potential research on policy and administration</i>	<i>Policy and administrative procedures are reviewed</i>	<i>Policy and administrative procedures are updated</i>	<i>City Council</i>
b. Community Public Art Program	<i>Assist and advise on implementation of the Community Public Art Program</i>	<i>The Community Public Art Program is updated</i>	<i>Public art projects initiated under a revised Community Public Art Program</i>	<i>Community Centre Associations and community organizations</i>
c. Opportunities for artists working in 2D visual art	<i>Assist and advise on implementation of a program for 2D art to connect arts and businesses</i>	<i>Actions identified and advice given to assist City of Richmond staff and community partners to implement a 2D Art Program</i>	<i>Practical actions identified and implemented and advice given as and when requested.</i>	<i>RAC, RAG, RAGA</i>
d. Conservation and maintenance of the Public Art Collection	<i>Review maintenance priorities annually</i>	<i>Set priorities for conservation and maintenance</i>	<i>Public Art collection is well maintained</i>	<i>Public Works, Conservators, Strata Councils</i>

RPAAC 2016 Work Plan				
Strategy/Initiative	RPAAC Actions/Steps	Expected Outcome of RPAAC Actions	Indicator of RPAAC Success	Stakeholders
e. Private Development Program	Review terminology for transfer of ownership from private development to the City	Clarity on the definitions for Public Art donations and transfer of ownership	Greater clarity on use of the term "donations" and "transfer of ownership"	Private development and community donors
3. Propose and support City programs, initiatives and events that advance public art in the City				
a. Lulu Talks	Advise on speakers and musicians for the Lulu Talks	Identified speakers to advance Council Goals	Increased attendance and appreciation of the arts	Arts Centre, KPU, Community Centre Associations
b. PechaKucha Night Richmond	Advise on speakers and partners for PechaKucha Night Richmond	Identified speakers to advance Council Goals	Increased attendance and appreciation of the arts	Arts Centre, KPU, Community Centre Associations
c. Doors Open and Culture Days	Assist and advise on venues and artworks for consideration	Public Art Program has a high profile at Doors Open	Increased participation and appreciation of the arts	Arts Centre, Heritage sites, Community Centre Associations
4. Review and submit recommendations to Council on public art project plans				
a. Private Development Public Art Plans	Review private development public art plans	Provide advice and recommendations to staff and Council	Public Art plans embraced by developers and Council	Council, community partners, private developers
b. Steveston Waterfront Public Art Plan	Advise and assist as required	New Public Art Plans to serve as a guide for public art in Steveston	New Public Art plans embraced by developers and artists	Neighbourhood organizations, private developers, artists
c. Capstan Village Public Art Plan	Advise and assist as required	New Public Art Plans to serve as a guide for public art in Capstan	New Public Art plans embraced by developers and artists	Neighbourhood organizations, private developers, artists
5. Provide input to staff in the development of an annual Public Art Program report to Council, including an RPAAC annual work plan				
a. 2016 Public Art Program report to Council and 2017 RPAAC Annual Work Plan	Advise and assist as required	Accomplishments during the past year are presented to Council and the public	Public Art has contributed to making Richmond a more vibrant, active and connected City	Council, community partners, private developers



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Jane Fernyhough
Director, Arts, Culture and Heritage Services

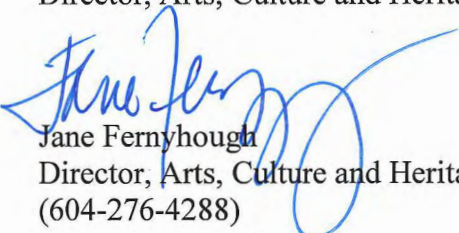
Re: Cultural Focus for Events and Activities

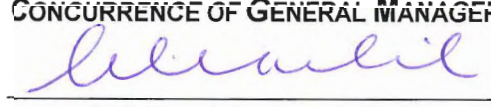
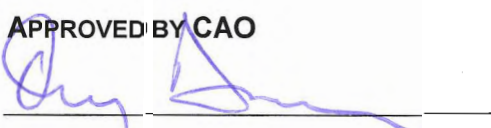
Date: April 7, 2016

File: 11-7000-01/2016-Vol
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Staff Recommendation

That the report titled "Cultural Focus for Events and Activities" dated April 7, 2016 from the Director, Arts, Culture and Heritage Services, be received for information.


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

REPORT CONCURRENCE		
ROUTED TO: Community Social Development Recreation and Sport	CONCURRENCE <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER 
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW	APPROVED BY CAO 

Staff Report

Origin

At the Parks, Recreation and Cultural Services Committee meeting of November 25, 2014, Committee made the following referral motion:

That staff examine potential culturally focused events and activities that the City can organize in conjunction with community groups and report back.

This report responds to that referral.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

2.4. Vibrant arts, culture and heritage opportunities.

Analysis

The City's Social Development Strategy has defined cultural diversity as "the presence and participation of many different cultural communities within society, and the explicit recognition that the contribution and participation of all cultural communities have equal value and benefit to society".

As per the City's Arts Strategy, "arts" is understood as the expression of human creative skill as it relates to visual, performing, media and a wide range of other art forms.

This report will focus on public events and activities with an emphasis on cultural diversity and/or the arts and the events and activities that are organized in conjunction with community groups.

Background on Cultural Events and Activities

Current Major Events

The City of Richmond hosts a number of large thematic events throughout the year including the Children's Arts Festival, the Richmond Maritime Festival and Ships to Shore. Staff is routinely approached by community groups wishing to participate in these festivals and staff endeavor to work with, highlight or incorporate these groups where feasible and appropriate.

Some 2015 examples of cultural and community group participation in existing festivals include:

- Children's Arts Festival included a traditional Chinese Lion Dance at the opening of the 2016 event (on the same day as Chinese New Year). The festival also featured performances by the world-renowned Beijing Shadow Play Art Troupe.
- The Richmond Maritime Festival is an arts and maritime festival and presented traditional Japanese drummers and a Chinese Choir performances. The festival is programmed in partnership with the Richmond Arts Coalition and Britannia Heritage Shipyard Society.
- Ships to Shore included a "Chalk the Boardwalk" event where local artists, merchants, and community partners engaged the community in a public art competition. Performances by local Latin, folk and youth instrumental bands provided musical interludes throughout the festival.
- 2015 Pan American Games Torch Relay included a local and national cultural component as it ran through Richmond via Steveston Community Centre and Britannia concluding at the Richmond Olympic Oval with a finale featuring Nikki Yanovsky.
- The award-winning Richmond World Festival (RWF) directly responded to the Council referral as its core purpose is to be a multicultural and community-based celebration. Community and cultural groups are involved in all aspects of planning and implementation of the Richmond World Festival.

Richmond World Festival

The RWF Advisory Committee was created in order to provide input and vision to the event from a range of community interests. The committee includes representatives from the City Centre Community Association, Richmond Multicultural Community Services, Richmond Sister City Advisory Committee, Richmond Centre for Disability, School District #38, Richmond Arts Coalition, youth representatives and City staff.

In addition, the RWF has established partnerships with Cinevolution and the Vancouver Cantonese Opera Society (VCOS). Last year, Cinevolution (producers of the Your Kontinent Film Festival) created the Digital Carnival experience to present multimedia visual artwork as part of the festival's Global Village. The VCOS programmed the World of Opera at the festival and will be merging their annual Richmond Multicultural Heritage Festival – which features a wide range of performing arts groups – with the World Festival in 2016.

In its inaugural year, the Richmond World Festival featured a diverse range of on-site activations including Richmond Cares Richmond Gives, City Centre Community Association, Richmond Youth Services Agency, Richmond Multicultural Community Services, Richmond School District Settlement Workers in Schools, Richmond Chinese Community Society, Richmond Community Orchestra & Chorus Association, Immigrant Services Society of BC, Richmond Division of Family Practice, Richmond Museum Society, Falun Dafa Association of Vancouver, BC Metis Federation, Multicultural Helping House Society and the Richmond Hospital Foundation.

In 2015, the Richmond World Festival featured the following:

- 50 culturally diverse music, dance, cooking and sport performances;
- 36 food trucks featuring food from around the world;
- 50 exhibitors showcasing cultural content, programs, and crafts; and
- 15 cultural activities and activations (e.g., sumo, bocce, fencing, archery, martial arts, bhangra dance, turban tying, origami, Chinese painting and poetry.)

Planning is currently underway for the 2016 Richmond World Festival. The first advisory committee meeting took place in April.

Richmond Sport Hosting Grant Program

The Richmond Sport Hosting Grant provides funding for Richmond-based groups including the Richmond Olympic Oval Corporation, Richmond not-for-profits, Richmond community associations, and the Richmond School District No. 38 Athletic Association. Applicants must ensure program criteria are met and one of the goals of the program is to have a cultural component to the events.

The nature of the cultural components will vary depending on the scale of the events, but can include entertainment, performances, exhibitions, medal/trophy presentations, opening/closing ceremonies, graphics/web design and/or other celebration components. In 2015, under the guidelines of the previous grant program, 29 of 31 Tier 2 applicants (grants over \$1,000) included a cultural component in their event. Some recent examples of cultural components in events that received grant funding include:

- Pacific International Judo Tournament: a Judo Team of approximately 24 members from Japan competed and they had a farewell banquet in their honour which featured a local and Japanese theme.
- Western Canadian Ringette Championships: this event focused on a west coast theme for the closing ceremonies and included a performance by local entertainer Andrew Allen.

May 2016, the 37th Annual Can-Am International Martial Arts Championships will be held at the Richmond Olympic Oval. As a part of their opening ceremonies they will have Master Martial Artists performing demonstrations and will have a local club perform their Lion Dance Routine.

Other City-supported Cultural Events

The City has historically assisted and currently supports a wide range of community-organized cultural events and activities both informally (with in-kind provision of space, tents and/or technical support) and financially, through the City of Richmond grants program.

These City-supported events and activities include:

- Diwali, a major South Asian religious and cultural celebration (October/November)
- National Aboriginal Day (June)
- BC Multiculturalism Day (November)
- West Coast Tagore Festival, a celebration inspired by Bengali poet, Rabindranath Tagore (September)
- Activities by Cinevolution Media Arts Society, Philippine Cultural Arts Society, Canadian YC Chinese Orchestra Association and other non-profit arts organizations.
- Gateway Theatre Pacific Festival, an annual program of high-quality contemporary theatre in Cantonese and Mandarin with English and Chinese surtitles.

In 2015, the Richmond Cultural Centre played host to 55 public events with a cultural focus. Of these, 17 were organized by City staff; these included the Richmond Youth Dance Showcase, PechaKucha nights, Culture Days (a weekend showcase of community arts and cultural groups) and Tibetan Singing Bowls concert.

The other 38 events, were presented by community groups, often with some form of support from the City; examples include the Potters' Club Winter and Spring Sales, Grand Prix of Art, the annual *Art About Finn Slough* exhibition and a season of "Tickle Me Pickle" sketch comedy performances.

Events taking place on City property are reviewed by the Richmond Event Approval Coordination Team (REACT) to ensure that they meet multi-departmental requirements such as safety guidelines and bylaw compliance, and that conflicting bookings don't occur.

This indirect support assists community organizers with their successful cultural events, which last year included the Chinese New Year Lantern Festival, Buddha's Light International Association Annual Spring Fling, Steveston Salmon Festival and Steveston Christmas Parade.

In 2015, a total of 110 events were approved with 23 of these incorporating cultural components as part of their event program.

Also, a number of cultural groups present public events independent of City support, performing at local venues including Lansdowne Centre, Gateway Theatre and other rental facilities.

Art and Culture Programming

In addition to festivals and public events organized by community groups or presented by the City in partnership with community groups, the City offers a wide range of cultural programs through community centre-run recreation programs.

- In 2015, there were 15,418 registered courses and programs on offer. Of these, 1,598 had an arts or cultural focus.
- The Richmond Arts Centre, the City's arts education and creation hub, offered 560 registered courses and programs and boasted an enrollment of 4,836 with 665 students waitlisted.

- Twelve Resident Art Groups (potters, weavers, painters, etc.) call the Richmond Arts Centre their home and make use of the studios year-round for their creative activities.

Year-round programming is additionally offered by the Richmond Art Gallery, Richmond Museum, Gateway Theatre, Richmond Public Library, Britannia Shipyards National Historic Site and Steveston Museum among other cultural venues and sites. Free cultural programs are also offered through the City-run Lulu Series: Art in the City program of guest speakers, Minoru Chapel Opera, Artist-in-Residence programs and many other activities.

Looking Forward

Additional established cultural events that may be considered in the future include Black History Month (February), World Day for Cultural Diversity, Dialogue and Development (May) and Canadian Multiculturalism Day (June). Consideration would need to be given to the level of support these events would require and some may require commensurate funding.

In 2016, the City of Richmond will host the 2016 Diversity Symposium, a Metro Vancouver-wide conference that will explore best and emerging practices in building community in a multicultural, municipal government, environment. The symposium is planned to create opportunities for municipal staff, immigrant services agencies and community leaders to learn, share ideas and explore collaboration. In 2015, more than 100 municipal and non-profit staff members, as well as community leaders, were in attendance and explored common visions of community.

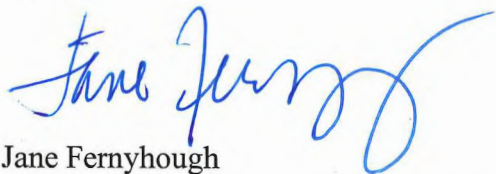
Financial Impact

None.

Conclusion

The Richmond World Festival will take place on the Labour Day weekend in 2016 and is the City's largest event. With a focus on cultural diversity, it is organized in partnership with a variety of community groups. In addition to this major event, the City supports a selection of culturally focused events and activities throughout the year via official grants and ongoing staff support.

Staff will continue to encourage and support cultural events and activities in Richmond and to incorporate additional arts and cultural activities into existing City-led events and programs.



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



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Cathryn Volkering Carlile
General Manager, Community Services

Re: **Recreation Fee Subsidy Program Review**

Date: April 4, 2016

File: 07-3000-01/2016-Vol
01

Staff Recommendation

1. That the proposed Guiding Principles for the Recreation Fee Subsidy Program as described in the staff report titled, "Recreation Fee Subsidy Program Review," dated April 4, 2016 from the General Manager, Community Services be approved;
2. That staff be authorized to consult with the City's Community Partners on the findings and proposed options developed from the Recreation Fee Subsidy Program Review; and
3. That following consultation with Community Partners, a Draft Recreation Fee Subsidy Program Update including a proposed funding strategy be brought back to Council for consideration.

Cathryn Volkering Carlile
General Manager, Community Services
(604-276-4068)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	
Information Technology	<input checked="" type="checkbox"/>	
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Recreation Services	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Statutory Closed Meeting Criteria:

This report meets the following statutory closed meeting criteria:

90(1)(k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public.

This report includes proposed options for an updated Recreation Fee Subsidy Program, which could have financial implications for the City and Community Partners.

Recommendation on Disclosure

This report will be subject to routine review to determine whether the need for confidentiality has passed and will be brought forward to Council with a recommendation on disclosure when appropriate.

It is anticipated that this matter could be publicly released following confirmation of an updated Recreation Fee Subsidy Program.

Origin

The City of Richmond Recreation Fee Subsidy Program (RFSP), supported by the City and Community Associations/Societies (Community Partners) (Attachment 1), provides subsidized access to parks, recreation and cultural services primarily for children and youth from low-income families living in Richmond.

The original RFSP, previously called the Leisure Services Fee Subsidy Program, was approved by Council as a pilot project in 1998, implemented by staff and Community Partners in 1999 and endorsed for continuation by Council on July 10, 2000 through the following resolution:

"That the continuation of the Leisure Services Fee Subsidy Program be endorsed."

The purpose of this report is to present the RFSP Review (Attachment 2) and seek Council's approval to consult with Community Partners on the findings and proposed options.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

This report also supports the Council-Adopted Social Development Strategy Goal #1: Enhance Social Equity and Inclusion,

Action 4 – Conduct a comprehensive review of the Recreation Fee Subsidy Program to ensure it continues to address priority needs, within the City’s means, with consideration being given to:

4.1 – Exploring program expansion to assist more low-income residents (e.g. adults, older adults, people with disabilities);

4.2 – Using technological improvements to enhance customer service and program administration;

4.3 – Increasing available opportunities for resident participation in community recreation, arts, and cultural activities;

4.4 – Developing enhanced communication and marketing approaches to facilitate maximum uptake of the RFSP by eligible recipients; and

4.5 – Alternative mechanisms for administration of the program (e.g. through a non-profit agency, funded by the City and in accordance with City guidelines).

Analysis

Program Background

The RFSP provides low-income families with access to activities provided by the City and Community Partners through subsidized admissions and program registrations. Residents currently receive these discounts on a pay-what-you-can-afford basis. Since inception, the main goal of the program has been to improve access to facilities and a wide range of recreation choices for those in financial need.

The RFSP’s original guiding principles were to:

- Improve access to recreation services and facilities for those in financial need
- Partner with community associations, other organizations, and ministries for referrals, supports, implementation and funding
- Treat participants consistently and with dignity
- Maintain confidentiality
- Require participants to pay a portion of the cost
- Limit subsidies based on available funding
- Provide a wide range of recreation choices
- Make it easy to implement
- Provide central screening, tracking and administration

Currently, opportunities are primarily available for children and youth although families can participate in swimming through the use of a 10-visit family swim pass. This is the only subsidized access that adults receive through the current RFSP. Many of the City’s Community

Partners also provide complementary ways to increase access for low-income residents including free programs, client support initiatives such as the No Cost Subsidy Program and satellite programming for families living in low-income housing.

The costs associated with the RFSP have always been absorbed by individual City facilities and Community Partners.

While there have been modifications to the RFSP to provide additional opportunities for clients, improve customer service and streamline the administrative process, there has not been a comprehensive evaluation of the RFSP since its inception in 1999 nor has it been formally assessed in relation to changing community context or demand.

A review of the City's RFSP program was identified in the City's Social Development Strategy as a short term priority. As a result, a comprehensive review of the RFSP was conducted in 2014 and 2015 to ensure the program is reflective of today's community context and meets the needs of Richmond's current low-income residents.

Benefits to Participation

Providing opportunities to access Richmond's programs and services for all residents, regardless of financial circumstances, contributes to a healthy, vibrant and livable community. Having the ability to access and participate in community life improves a person's mental, emotional, and physical health and thereby reduces health care, social service, and police/justice costs.

Community Context

When the RFSP was originally implemented in 1998, poverty was increasing in Richmond and there were 25,000 people living on low incomes (17% of the population).

While it may appear that Richmond is an affluent municipality and does not have many low-income residents, in 2011 Richmond was home to 42,370 residents (22.4% of the population)¹ who were living below the Low Income Cutoff (LICO)², as determined by Statistics Canada.

Table 1: Age breakdown for those living with low incomes households in Richmond

Under 18 Years	8,820 residents	20.8% of LICO population
18–64 Years	28,700 residents	67.7% of LICO population
65+ Years	4,850 residents	11.5% of LICO population
TOTAL	42,370 residents	

(Source: Statistics Canada, 2011 National Household Survey.)

¹ The way statistics were recorded by Statistics Canada in the past is different than today, which makes it difficult to compare the number of low-income residents who are now living in Richmond. However, the current number of low-income residents makes the RFSP relevant.

² A measurement used by Statistics Canada to identify low-income families. LICO is an income threshold based on family size and income where families are required to spend a larger share than the average family on food, shelter and clothing. LICO varies by family size and the size and area of residence. This additional variability is intended to capture differences in the cost of living amongst community sizes.

While Statistics Canada (2011) determined 42,370 Richmond residents to be living on low incomes, this may not reflect an accurate number of those who are truly considered low income residents due to Canadian and foreign income tax laws. However, evidence supports that there are a significant number of low income residents in Richmond not currently accessing the RFSP. For example, in 2013 the RFSP served 1,466 low-income children and youth in Richmond. In 2014, the RFSP served 1,081 low-income children and youth in Richmond.

Review Process

To assess the RFSP, staff created a City and Community Partner working group comprised of two individuals representing Community Partners and five staff from Community Services. A terms of reference and work plan were established, which included program comparisons of 10 Canadian municipalities (Burnaby, Coquitlam, Surrey, Delta, Vancouver, Victoria, Winnipeg, Edmonton, Calgary and Metro Toronto). The work program also involved an evaluation of Richmond's current program, a review of Richmond population statistics, a literature review and consultation involving current users, targeted non-users, community agencies and City staff.

The City and Community Partner working group provided insight and input into the process and tested the considerations and findings. The working group also participated in the development of the guiding principles and the criteria for the proposed options for an updated RFSP.

Guiding Principles

To aid with the review, the original guiding principles for the RFSP were reviewed and updated with input from City staff and the working group. The most significant change is the shift from providing opportunities for children, youth and families participating together to the inclusion of all ages in the eligibility of the RFSP. The proposed new guiding principles are as follows:

- Provide access to parks, recreation and cultural services and facilities for community residents of all ages in financial need
- A wide range of parks, recreation and cultural choices will be available through the City of Richmond's services and community facilities operated by Community Partners
- The amount of financial support available to provide access through the RFSP will be determined by the financial abilities of the City and Community Partners
- Applicants of the RFSP will be treated with dignity and respect thereby supporting City of Richmond's Customer Service Standards
- There will be a balance between efficient processing of applications and adequate scrutiny of applicants' financial information. The screening, tracking and administration of the RFSP will be centralized
- The program will be available for all eligible Richmond residents
- Confidentiality will be maintained

Comparison to other Municipalities

When examining the 10 other municipalities, it was found that Richmond's RFSP differs in a number of key ways. These differences help illustrate the priority needs that require addressing through an updated RFSP:

1. *Customers Served*

In 2013, Richmond served 1,466 of its low income population (children and youth only), while Burnaby served 8,723; Coquitlam served 3,876; Surrey served 15,698; and Vancouver served 20,780.

2. *Age Groups Served*

All 10 municipalities provide access to low-income residents of all ages whereas Richmond only serves children and youth. The RFSP review showed that there are low-income adults and seniors in Richmond who want to participate in parks, recreation and cultural activities but cannot afford to. These customers are not being served through the RFSP based on current age guidelines.

3. *Amount of Subsidy*

Richmond absorbs the smallest dollar amount for subsidies for parks, recreation and cultural activities of all Lower Mainland municipalities studied. According to 2013/2014 data, Surrey absorbs the most subsidized parks, recreation and cultural activities (\$2.5M), followed by Burnaby (\$1.5M) and Coquitlam (\$879K). In 2013, the City and Community Partners absorbed approximately \$75K, which may not be enough to adequately serve Richmond's low-income population.

The RFSP review also explored the most effective ways to implement fee subsidies. Examination of other municipalities showed that it is best practice to provide: subsidy to residents of all ages; a range of choices (admissions and program registrations); subsidies to serve a minimum of 15-20% of the total low-income population; a centralized administration system; and to incorporate subsidies into annual budgets.

Concepts for Consideration

Based on the research findings and the priority needs in Richmond, the following considerations have been developed to improve the current RFSP and influence the proposed options outlined later in this report:

1. *Assistance to low-income residents of all ages*

An updated RFSP should include all ages (children, youth, adults and seniors). Based on the experience of other municipalities who include all ages and the current number of low-income residents in Richmond, it is estimated that 15-20% of the total low-income population would likely apply for subsidy. This calculates to approximately 6,400-8,400 RFSP clients.

Potential Impact: For admissions, it is anticipated that there would be approximately 6,400-8,400 clients. It is estimated that 5-6% of Richmond adults and seniors who apply to the RFSP (approximately 250-500 new clients) are likely to register in programs, based on the experience of Surrey and Calgary. This increase in participants could result in a financial impact for both the City and Community Partners.

2. *Technological improvements and administration*

Recommended updates to the RFSP could have an impact on existing administrative resources. Increased demand on the centralized administration system due to an

expansion of the RFSP will need to be anticipated and mitigated to ensure that recipients can access their subsidies in an efficient and respectful manner.

Potential Impact: The City is resourced at peak registration times to handle customer service levels. Staff training will be required prior to implementation of the updated RFSP. New software supports will assist in streamlining administrative processes and storing data for future measurement and evaluation of the RFSP. The City is currently examining new registration and admission software and administration of the RFSP would be included as a software requirement. If a separate system is required, additional costs for software and maintenance will be needed.

3. *Enhanced communications and promotions*

Prior to the launch of an updated RFSP, a communication plan will need to be created to increase awareness of the revisions to the program. Targeted promotions will also need to be designed to reach low-income residents and those agencies that serve them, and to increase uptake of the program. Funding will be required for this purpose.

4. *Increased opportunities for participation*

Recommended updates to the RFSP would increase opportunities available for participation to all clients. In particular, enhanced subsidies for program registration will allow more choice and access to a diversity of programs offered by the City and Community Partners.

An Arts Centre subsidy could be established to give low-income residents greater access to arts programs, as the arts do not have programs such as Canadian Tire Jumpstart or KidSport, which provide subsidies to sports programs and activities.

Other barriers to participation, such as transportation, would be important to explore as solutions would provide low-income residents increased access to programs and services. Any of these considerations could result in a financial impact for both the City and Community Partners.

5. *Alternative mechanisms for administration*

Staff examined external options to administer the RFSP however these options were rejected due to associated costs and inefficiencies. An external system would result in the involvement of administrative staff from two organizations, which would lead to integration challenges. The City would also lose its ability to use discretion regarding client enrollment, which is valuable for special circumstances.

Maintaining administration of the RFSP within the City system would allow a balance between efficient processing of applications and providing the appropriate scrutiny of applicants' financial information to ensure program criteria is met and the RFSP serves those most in need.

Proposed Options

Four proposed options are presented as a comparison in Table 2 for consideration during consultation between the City and Community Partners.

- Option 1: Status Quo
- Option 2: Partial payment of admissions and registration fees
- Option 3: Free admissions and partial payment of registration fees
- Option 4: Free admissions and partial payment of registration fees for children and youth

Currently, costs associated with the RFSP are absorbed into existing budgets of City operations. Both Option 2 and Option 3 have financial impacts greater than the current RFSP, which are not in the City's current operating budget.

There would also be an impact to Community Partners. Historically, Community Partners have absorbed the costs associated with the RFSP into their existing operating budgets. Whether or not Community Partners have additional capacity to support the proposed options outlined would need to be discussed and further refinements to the RFSP based on their feedback could potentially increase or decrease the total financial impact.

These considerations need to form part of the discussions during the consultation phase between the City and its Community Partners.

Table 2: Recreation Fee Subsidy Program – Proposed Options

	Option 1 Status Quo (Current program)	Option 2	Option 3 Preferred	Option 4
Admissions (Base level of service. See proposed inclusions and exclusions in Attachment 3)	Limited to children/youth. Participants pay what they can afford	90% discount on admissions for all ages	Free admissions for all ages	Free admissions for all ages
Program Registrations (Base level of service. See proposed inclusions and exclusions in Attachment 3)	Limited to children/youth. Participants pay what they can afford	90% discount on advertised price of program registration fee for all ages	90% discount on advertised price of program registration fee for all ages	Limited to children/youth. Participants pay what they can afford
Children/Youth Subsidy	Restricted to four (4) uses per year	Up to \$225/year subsidy	Up to \$300/year subsidy	Restricted to four (4) uses per year
Adult/Senior Subsidy	No subsidy	Up to \$50/year subsidy	Up to \$100/year subsidy	No subsidy
Opportunities for Participation	Low	Moderate	Excellent	Low-Moderate
Range of Admissions & Program Choice	Low	Moderate	Excellent	Low-Moderate
Individual Facility Use	Limited	Moderate	High	Low-Moderate
Impact on Administration	Moderate	High	High	Moderate
Annual Financial Impact*	\$49K (City) \$26K (Community Partners) Based on costs currently absorbed	\$84K-\$112K (City) \$56K-\$75K (Community Partners)	\$114K-\$153K (City) \$76K-\$102K (Community Partners)	\$49K (City) \$26K (Community Partners)
Net increase cost from current program*	\$0 (City) \$0 (Community Partners)	\$35K-\$63K (City) \$30K-\$49K (Community Partners)	\$65K-\$104K (City) \$50K-\$76K (Community Partners)	\$0 (City) \$0 (Community Partners)
Within City Operating Budget	Yes	No	No	Yes

*Note: Not inclusive of other potential City costs (e.g. technology software, staff training, promotions, etc.)

Annual financial impact = Admissions + Program Reg. (child/youth) + Program Reg. (adult/senior)

Admissions: Estimated number of participants x 16 uses x \$5

Program Registrations: Estimated child/youth participants x \$150 use minus 10% participant contribution

Program Registrations: Estimated adult/senior participants x \$80 use minus 10% participant contribution

The impact of admissions would be absorbed by the City and Community Partners and should not cause hardship to operations.

Option 3 allows the City and Community Partners to provide Richmond's low-income residents the most access to parks, recreation and cultural services. Option 3 meets all of the proposed guiding principles (Table 3), contributes to establishing Richmond as a leader amongst other municipalities in the Lower Mainland and is more responsive to current community need by engaging new customers, increasing participation, and removing financial barriers for Richmond's low-income population.

Option 3 would provide the greatest impact and advance Council Term Goal #2, A Vibrant, Active and Connected City and Council-Adopted Social Development Strategy Goal #1 Enhance Social Equity and Inclusion.

Table 3: Recreation Fee Subsidy Program Proposed Guiding Principles and Options

RFSP Proposed Guiding Principles	Option 1	Option 2	Option 3 Preferred	Option 4
Provide access to basic parks, recreation and cultural services and facilities for community residents of all ages in financial need.	No	Yes	Yes	No
A wide range of choices will be available through the City of Richmond's services and community facilities operated by Community Partners	No	Yes	Yes	No
The amount of financial support available to provide access through the RFSP will be determined by the financial abilities of the City of Richmond and Community Partners	Yes	Negotiated	Negotiated	Negotiated
Applicants of the RFSP will be treated with dignity and respect thereby supporting City of Richmond's Customer Service Standards	Yes	Yes	Yes	Yes
There will be a balance between efficient processing of applications and adequate scrutiny of applicants' financial information. The screening, tracking and administration of the RFSP will be centralized	Yes	Yes	Yes	Yes
The program will be available for all eligible Richmond residents	No	Yes	Yes	Limited
Confidentiality will be maintained	Yes	Yes	Yes	Yes

Consultation

If authorized by Council, staff will consult with Community Partners on the findings and proposed options for an updated RFSP to consider overall viability, service-level implications, impacts to budgets and potential alternative options.

The success of an updated RFSP will require cooperation from both the City and Community Partners in delivering the program. Recognition and support of the challenges faced in service delivery will be important during the consultation phase. Language regarding the RFSP will also need to be included in the material terms for new agreements between the City and Community Partners.

It is anticipated that the following two specific aspects of the RFSP review will be of most concern:

1. Admissions

Implementation of 90% off or free admissions to activities offered at City and Community Partner facilities. Admissions are entrances to drop-in base level services (Attachment 3).

Heavily discounted or free admissions are not expected to cause significant additional financial implications based on the premise that a facility is already open and extra customers should not incur additional costs. However, this will only be possible if a facility can accommodate an increase in users. Special consideration will need to be given to program type, use of contractors, and the increase of people who will qualify for subsidy under an updated RFSP.

There would also be an opportunity to review the pricing structure for seniors, which is currently set at 55+ years. This would support Action 7.5 in the Social Development Strategy: *Reviewing the pricing structure for City programs for older adults to ensure it remains equitable and sustainable, while also being affordable to those with limited incomes.*

2. Program Registrations

Implementation of a 90% subsidy for base level registered seasonal programs offered by the City and Community Partners (Attachment 3).

Subsidized program registrations may create a greater financial impact for some facilities, particularly ones with larger numbers of low-income residents living in their catchment areas, potentially resulting in more participation at those facilities. Facilities that serve a high number of adults and seniors, which are not served in the current RFSP, could also be significantly impacted.

Financial Consideration

During the consultation phase, there is no anticipated financial impact to the City or to Community Partners beyond current commitments to the RFSP.

Staff has done some preliminary financial analysis of each option with estimated financial impacts ranging from \$49K to \$153K for the City and \$26K to \$102K for Community Partners. During the consultation process, financial options will need to be further identified and a City and Association funding strategy will need to be developed to support an updated RFSP. Following consultation, staff will provide a Draft Recreation Fee Subsidy Program that will include financial impact estimates for administration of an updated and more robust program which are yet to be determined.

Typically, Community Associations and the City operate in a modest surplus environment due to variables in revenues and expenses. However, if Community Associations' operations are incurring an annual deficit and the City's recreation budget is in a deficit then other options will need to be considered during the City budget process. Since the current arrangement is not based on an equal financial partnership, a fair contribution arrangement will need to be considered.

Financial Impact

There is no financial impact for this phase of consultation with Community Partners.

As noted in the financial considerations above, following consultation with Community Partners, financial impacts will be outlined in a Draft Recreation Fee Subsidy update to be brought back to Council for consideration.

Conclusion

The City of Richmond has a long history of providing its residents with quality and affordable access to parks, recreation and cultural opportunities. The proposed improvements to the RFSP are intended to provide an increased and enhanced level of service to Richmond's low-income residents of all ages. These changes will help to engage new customers and increase participation from a population that may not be currently utilizing the many opportunities offered by the City and Community Partners.

It is recommended that the Recreation Fee Subsidy Program Review be presented to the City's Community Partners to consult on the findings and proposed options. Following consultation, a Draft Recreation Fee Subsidy Program Update and proposed funding strategy will be brought back to Council for consideration.



Sean Davies
Coordinator, Diversity Services
(604-276-4390)

- Att. 1: City Facilities and Community Partners
2: Recreation Fee Subsidy Program Review
3: Proposed Eligible Admissions and Programs

City Facilities and Community Partners

City	Community Partners
Minoru Aquatics Centre*	Britannia Heritage Shipyard Society
South Arm Outdoor Pool*	City Centre Community Association
Steveston Outdoor Pool*	East Richmond Community Association
Richmond Arts Centre	Hamilton Community Association
Watermania*	Richmond Arenas Community Association
	Richmond Art Gallery Association
	Richmond Museum Society
	Richmond Nature Park Society
	Sea Island Community Association
	South Arm Community Association
	Steveston Community Society
	Thompson Community Association
	West Richmond Community Association
	Proposed Addition
	Minoru Seniors Society

*Richmond Aquatics Services Board to be consulted



Recreation Fee Subsidy Program Review

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Acknowledgements

Recreation Fee Subsidy Working Group Members

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Executive Summary

The Recreation Fee Subsidy Program (RFSP), supported by the City of Richmond and its Community Partners, provides subsidized admissions and program registrations to children and youth from low-income families. The RFSP ensures that low-income residents have access to the benefits of participating in Richmond's many parks, recreation and cultural opportunities. This subsidized access is available for admission to aquatic/fitness facilities and for program registrations at community centres, arenas, aquatic centres, the Richmond Nature Park, Britannia Shipyard National Historic Site and the Richmond Arts Centre. Providing opportunities to access Richmond's programs and services for all residents, regardless of financial circumstances, contributes to a healthy and vibrant community.

A review of the RFSP was identified as a short-term action in the City's Social Development Strategy (2013–2022). There had not been a comprehensive evaluation of the program since its inception in 1999. This recent review took place in 2014/2015 and included the following:

- Evaluation of current service, application process, and promotion
- Consultation with users, targeted non-users, and community agencies
- An environmental scan of ten municipalities (Appendix 1)
- A review of demographics pertaining to low-income residents in Richmond
- Input from a working group comprised of five Community Services staff and two individuals representing Community Partners
- An analysis and development of principles and options
- Discussion and feedback from senior managers to determine the best proposed option for an updated RFSP

The recommendations within this document were developed based on a number of considerations and guiding principles. These help to ensure the RSFP provides opportunities for the maximum number of eligible residents of Richmond. The key recommendations in this document include:

1. That the eligibility criteria should be expanded to **include all age groups**;
2. That **Admissions (drop-in and passes) should be free** at all facilities including: aquatic centres, arenas, and community centres;
3. That **program registration fees should be discounted by 90%**. There should be an annual limit on the amount of subsidy available to each individual. The maximum annual amount recommended is \$300 for children and youth and \$100 for adults and seniors;
4. That the application process be revamped to provide clear guidelines and eligibility criteria for applicants;
5. That a promotional campaign be developed to increase awareness of the updated RFSP and highlight the new changes;
6. That a training program be developed for Community Services front line staff and their supervisors;

7. That language regarding the RFSP be included in the material terms for new agreements between the City and Community Partners; and
8. That staff prepare an annual report to City Council and Community Partners highlighting the level of service provided to the community.

There are budget implications for both the City and Community Partners with an updated RFSP. Next steps will be to consult with Community Partners about the potential implications as a result of the findings and proposed options for an expanded RFSP.

It is expected that these potential updates to the RFSP will result in increased use of facilities in the community. By removing a financial barrier, the City and Community Partners will be providing more opportunity for low-income residents. These changes will help to engage new customers and see increased participation from a population that may not be currently utilizing the many opportunities offered through Community Services. Ultimately, the updated RFSP will help the City of Richmond live out its vision "to be the most appealing, livable and well-managed community in Canada" by increasing access to admissions and programs at community facilities for all of its diverse residents.

1. Introduction

The RFSP is an important contributor to the City of Richmond's vision "to be the most appealing, livable and well-managed community in Canada." Having the ability to participate in activities and community life helps to ensure residents are healthy, active and connected. Participation in leisure pursuits improves a person's mental, emotional, and physical health and thereby reduces health care, social service, and police/justice costs.

Not all of Richmond's residents have access to parks, recreation and cultural services. Those who cannot afford to pay for them are unable to benefit from the many opportunities that exist in the city. A more inclusive RFSP would help provide low-income residents access to participate in these programs and services offered by the City and Community Partners. This report presents findings and a series of recommendations that the City and Community Partners can consider to improve the RFSP, the well-being of Richmond's low-income residents and the city as a whole.



2. Purpose of the Recreation Fee Subsidy Program

The RFSP provides low-income families with access to activities taking place in community centres, aquatic centres, arenas, the Richmond Nature Park, Britannia Shipyard National Historic Site and the Richmond Arts Centre. The current RFSP primarily subsidizes opportunities for children and youth with some opportunities for families to participate in swimming through the use of a 10-visit family swim pass.

The RFSP complements other supports that help to provide access to leisure opportunities for low-income residents. Examples of these include the Grade 5 Active! Pass, Preschool, Family, Youth, & Parent and Tot drop-in gym times, summer park playground opportunities, free swim/skate passes for elementary school students (three times per year), free admission to the Richmond Art Gallery and Richmond Museum, free admission to Britannia Shipyard National Historic Site, Media Lab activities, Art Truck activities, Night Shift activities and outreach to families living in low-income housing.

Community Partners, in conjunction with City of Richmond staff, sometimes waive fees when individual needs are brought to their attention. In addition, the City of Richmond works with organizations such as Richmond KidSport and Canadian Tire Jumpstart to provide financial support for children to be involved in community sport.

2.1 Why a Review?

The review was identified as a short-term (0–3 years) action in the City's Social Development Strategy. Since the RFSP's inception in 1999, there have been modifications to provide additional opportunities to clients, improve customer service and streamline the administration process. However, this was the first time a comprehensive review of the RFSP was undertaken to ensure the program is reflective of today's community context and meets the needs of Richmond's current low-income residents.

3. Background of the Recreation Fee Subsidy Program

The original RFSP was approved by Council as a pilot project in fall 1998 and was fully implemented by the City and Community Partners in spring 1999, and endorsed for continuation by Council in 2000. Since that time, both the City and Community Partners have absorbed the cost of subsidy at community facilities as well as committed financial resources to subsidize low-income residents to access parks, recreation, and cultural opportunities in Richmond.

To help develop the original RSFP, the following principles were established and continue to be relevant today:

- A wide range of recreation choices available;
- Central screening, tracking and administration;
- Confidentiality maintained;
- Easy to implement;
- Improve access to recreation services and facilities for those in financial need;
- Participants must pay a portion of the cost;
- Participants treated consistently and with dignity;
- Partnerships with Community Associations, other organizations, and ministries for referrals; support, implementation and funding; and
- Subsidy limits based on available funding.



4. Current Recreation Fee Subsidy Program

4.1 What is Available

The RFSP provides subsidized access to parks, recreation and cultural services primarily to children and youth whose families qualify. Families must be approved to participate in the RSFP. Once approved, all children in the family 18 years and under are eligible to be registered for one subsidized program every three months for a total of four subsidized programs per year. Some programs are not eligible for subsidy (e.g. private lessons) and some services have a limit on the amount of subsidy that is available.

A family can also choose to request an aquatic 10-visit family swim pass instead of a registered program for one of their eligible children. This is the only way adults currently receive subsidized access through the current RFSP.

4.2 Application Process

The RFSP is centrally administered by the City and coordinated by Diversity Services staff.

Families who reside in Richmond can apply in two ways:

- By submitting an application to the City's Diversity Services staff along with proof of low-income from a Provincial or Federal Ministry that provides financial aid, or
- By submitting an application with proof of low-income from other sources. This proof must validate that their gross household income is below the Low Income Cut-Off (LICO), as determined by Statistics Canada. For a family of four, Richmond determines eligibility for the RFSP by using a range of pre-tax household income: \$5,000 to \$43,942. (See RFSP Application Form Appendix 3).

Diversity Services administration staff verify the eligibility of the applicants against a set of criteria. Often staff will have a telephone conversation with the applicant to help determine eligibility and better understand the family's financial situation.

Once a family has been approved for the RFSP, the family declares its program choices to City administration staff. Staff determine what amount of fee the family can afford to pay for their program of choice and issue a credit note, either by mail or in person, indicating the cost that the client is required to pay. Clients can either take their credit note to a community facility to complete their registration for the program or complete their transaction over the phone. This program registration process typically takes place up to four times per year for each child because families are required to submit registration requests for every individual program.

Application Statistics 2012–2014

Since 2012, the City of Richmond received 668 RFSP paper applications and reassessed 470. The number of paper applications received and existing clients who are reassessed has remained fairly consistent over the past three years.

Table 1: Number of Applications Received

Year	Paper Applications Approved	Paper Applications Declined	Total # of Paper Applications	Repeat Telephone Reassessment Approved
2014	118	101	219	154
2013	131	86	217	161
2012	138	94	232	155

The RFSP accepts proof-of-income directly from applicants in the form of income-tax verification as well as documentation from government ministry offices. Table 2 presents how many applicants had their income verified by documents from government ministry offices and how many provided tax information to prove that their family's income fell below the LICO.

Table 2: Approved Applications

Year	Paper Applications – Approved				Repeat Telephone Re-assessment – Approved			
	Income Tax	Income Assistance	Disability Pension	Refugee Resettlement Assistance	Income Tax	Income Assistance	Disability Pension	Refugee Resettlement
2014	90	19	7	2	116	27	11	0
2013	100	27	2	2	138	14	9	0
2012	122	14	2	0	133	13	9	0



4.3 Use of Recreation Fee Subsidy for 2012–2014

Both the number of family applications and those families who were approved remained consistent between 2012-2014. Families approved were more active in selecting programs in 2013, which resulted in a greater amount of subsidy being absorbed by the City and Community Partners.

Table 3: Recreation Fee Subsidy Use

Year	Number of Family Applications	Number of Families Approved	Number of Uses Issued	Funding Absorbed by City and Community Partners	Funds Contributed by Families
2014	373	272	1,081	\$56,138	\$16,923
2013	378	292	1,466	\$75,190	\$21,158
2012	387	293	1,366	\$68,573	\$20,354

Table 4 shows that in 2012, a significant increase in subsidies were provided for the Arts Centre. In 2013 and 2014 that number returned to a number more comparative with previous years. This could be attributed to changes in the year round structure of dance programs during 2012 and subsequent price changes to some arts programs. Aquatic programs saw a spike in 2013 before returning to a number more comparable with previous years. There is not a single clear indicator as to why aquatics saw such a spike, however the fluctuation in the number of subsidies could be due to the type of activities families choose. In 2014, the number dropped which was likely a result of a decrease in the total number of subsidies that year.

Table 4: Recreation Fee Subsidy Types of Use

Subsidies Provided for City Programs and Services	2012	2013	2014
Aquatic Programs	481	616	463
Aquatic Passes	315	310	186
Arts Centre Programs	115	84	86
Sub-total	911	1,010	735
Subsidies Provided for Community Partner Programs and Services	2012	2013	2014
Community Partner Programs	318	338	265
Arena Programs	137	118	81
Sub-total	455	456	346
TOTAL	1,366	1,466	1,081

4.4 Promotion of the Recreation Fee Subsidy Program

The RFSP is promoted using a variety of communication tools. For example, a description of the RFSP and the application form is available on the City of Richmond's website, information about the RFSP is included in the Parks, Recreation and Culture Guide along with information pertaining to low-cost/no cost opportunities, the Recreation Access Card for people with disabilities, and services for new immigrants.

A single-page information pamphlet promoting the RSFP is also distributed to agencies and institutions such as the Richmond School District, the Ministry of Social Development and Innovation, Richmond Family Place, and Vancouver Coastal Health. The pamphlet is translated into Cantonese and Mandarin by one of the agencies for its own use.

The City also produces a "Low-Cost/No Cost" brochure, which provides information about free or low-cost opportunities. This brochure includes information about the RFSP, Richmond KidSport, and the Grade 5 Active! Pass, and is available online and distributed through local community facilities.

**Low Cost,
No Cost**

Parks, Recreation and Culture
Opportunities




**Winter/Spring
2015**

January–June

**Low Cost,
No Cost**

Parks, Recreation and Culture
Opportunities



Fall 2015

September–December

More Info & Ways to Register

- Website: www.richmond.ca/register
- Parks, Recreation and Culture Guide: available at recreation facilities and www.richmond.ca/guide
- Registration Call Centre: 604-276-4300
- Parks Department: 604-244-1208 or www.richmond.ca/parks

4.5 Strengths and Challenges of the Current Program

The current RFSP has a number of strengths and challenges that have been considered in the review:

Strengths

- Program stability exists due to an effective collaboration between the City and Community Partners.
- Central administration of the program helps to maintain client confidentiality, consistent processing of applications and provides a high level of customer service.
- Administration staff use an empathetic approach to try and ensure customers feel valued and respected through the application process and ongoing subsidy support.
- A variety of program options are available for eligible clients.
- The application process creates opportunities for customers to engage with staff and learn about opportunities within Community Services as well as information about other community-based programs and services.
- RFSP administration staff can quickly link customers to other available funding sources (e.g. Canadian Tire Jumpstart or Richmond KidSport).
- Many community organizations, Richmond School District staff and government agencies are aware of the RFSP and often refer customers to apply for assistance.
- An independent database ensures client confidentiality.
- Approved clients have access to program subsidy up to four times per year.



Challenges

- There are limited options for adults to participate in parks, recreation and cultural activities and currently no opportunities for supporting seniors to participate in the RFSP.
- There is no means within the RFSP to make subsidized opportunities available for families and/or individuals whose income is just above the LICO but still can't afford to participate.
- The Richmond Arts Centre runs several school year dance programs where programs have a higher cost due to their length (9 months), equipment/costumes and instructor qualifications. The level of subsidy required by some clients to participate in these programs is not financially viable for the facility.
- Current clients must contact administration staff multiple times a year. They need to apply and be accepted into the program on an annual basis. Once approved, clients contact administration staff (up to four times per year) to select the programs/activities they wish to register for.
- Interactions with clients can often involve multiple phone calls and/or emails. Administration staff talk to the clients as part of the application process and also to approve the client's selection of registration choices. Sometimes applications require the clients to follow up by providing additional information. While these interactions are generally positive, they can create delays for clients and can be an inefficient use of staff time



- Currently, online registration begins the night before in-person registration. A subsidy client cannot register online and must wait until the next morning when the Registration Call Centre opens in order to register. This potentially causes them to miss out on spots in popular programs.
- During peak registration times, there is often a higher number of customers seeking approval for participation in the RFSP. When this happens, delays may occur if customers haven't submitted the appropriate paperwork, are unsure of their program choices or are unable to connect with staff in a timely manner.
- There is a system currently utilized to hold a spot for a client to arrange approval for subsidy. If there is a delay in receiving approval for subsidy, it could result in missed out opportunities for the client.
- While administration staff follow guidelines for approval, many customers present unique reasons why they believe they should be eligible. There are also different perspectives on what being 'low-income' means. For example, there are often customers who have no income or income which falls below LICO guideline that apply. However, some of these clients are asset rich, have considerable savings or earn their income on interest from investments. Some of these clients expect to be approved regardless if they have the ability to pay full price. The current guidelines for approval sometimes make it challenging for administration to include or exclude customers who have special circumstances.

4.6 Opportunities for Program Enhancement

A number of opportunities exist for an updated RFSP and would allow the City to improve on providing low-income residents access to programs and services:

- Provide opportunities for adults and seniors to participate in subsidized activities.
- Include an annual approval of eligibility for participation in the program thereby eliminating the need for multiple contacts by the clients to make registration choices.
- Provide opportunities for approved clients to register for activities of their choice without the need for further interactions with administration staff.
- Explore connections with community organizations, government ministries and the Richmond School District to increase participation for low-income Richmond residents.
- Provide customers a wide range of opportunities to choose from.
- Research and develop additional funding opportunities to assist customers interested in Richmond Arts Centre school year programs.
- Expand opportunities to have verification authenticated by government ministry staff to make it easier for customers to gain approval for the program.
- Develop a promotional campaign to increase awareness and uptake in the program.
- Work with local agencies to determine what information could be translated to ensure the message is received and understood for target audiences.

5. Richmond Context

It may appear to some people that Richmond is an affluent municipality and does not have residents who live in poverty. However, many low-income individuals and families are currently living in Richmond. In 2011, the percentage of Richmond residents living below LICO as determined by Statistics Canada was 22.4%.

(Source: Statistics Canada, 2011 National Household Survey.)

While Statistics Canada's 2014 population estimate for Richmond is 207,500, figures used for this review are based on the City of Richmond's population data from Statistics Canada, 2011 Census: 189,305 residents; 42,370 people live below the LICO. The age breakdowns are:

Under 18 Years	8,820 residents	20.8% of LICO population
18–64 Years	28,700 residents	67.7% of LICO population
65+ Years	4,850 residents	11.5% of LICO population
TOTAL	42,370 residents	100% of LICO population

(Source: Statistics Canada, 2011 National Household Survey.)

The 2014 Child Poverty Report Card—First Call found that “the Metro Vancouver area has clusters of areas with high child poverty including North and Central Richmond.” There are four planning study areas in Richmond with the same or higher rates of residents living below LICO than the city's average of 22.4%. Those areas are:

- City Centre 33%
- Thompson 26.2%
- Blundell 24.7%
- West Cambie 22.4%

(Source: Statistics Canada, 2011 Census.)

Another indicator of poverty is the need to utilize the services of the Richmond Food Bank and other agencies which support those in need. In Richmond, there are currently more than 1,500 food bank users each week. Based on the current available statistics and the experiences of organizations in the community, it is clear that Richmond has many residents living on low income which could benefit from gaining access to parks, recreation and cultural programs and services.

“Poverty is hidden in Richmond. I have gone to visit a family and pulled up to a large, grand house. It does not look like there would be children in poverty at that address, yet at the back—where I am going to visit—there are 2 or 3 small basement suites where children and families are living.”

(Public Health Nurse – “It’s Not Fair” Richmond Children First 2013)

6. Updating the Program

6.1 Process

The review of the RFSP was conducted to ensure the highest level of service is provided to the greatest number of eligible residents. The following outlines the scope of the review and the methodology used:

- An evaluation of the current administrative model and ways in which Richmond residents use the program.
- An environmental scan of six municipalities in BC (Vancouver, Delta, Burnaby, Surrey, Coquitlam and Victoria) and four municipalities across Canada (Calgary, Edmonton, Metro Toronto and Winnipeg) to compare results and effectiveness of their subsidy programs and identify best practices.
- Feedback about the RFSP solicited from current users, targeted non-users and community agencies whose customers have low incomes.
- Feedback and input on the update of the RSFP provided by a working group comprised of City staff from a variety of service areas and two Community Partner representatives.
- A review of demographics that provides a snapshot of those who report low incomes in the community.
- An evaluation of how the RFSP is promoted to determine the effectiveness of the communication tools and methods of distribution.
- Consultation and feedback on potential changes with Community Services' senior management team. The financial impacts of different options were assessed to determine which ones provide the best service to community members on low income. A preferred option was determined.

6.2 Guiding Principles

The following seven proposed Guiding Principles were developed with input from Community Services senior managers and the working group. The most significant change from the existing principles is the shift from providing opportunities for children, youth and families participating together to inclusion of all ages in the eligibility of the RFSP.

1. Provide access to parks, recreation and cultural services and facilities for community residents of all ages in financial need. This access will allow them to enjoy the physical, emotional, and social benefits of being active and involved;
2. A wide range of parks, recreation and cultural choices will be available through the City of Richmond's services and community facilities operated by Community Partners;
3. The amount of financial support available to provide access through the RFSP will be determined by the financial abilities of the City and Community Partners;
4. Applicants of the RFSP will be treated with dignity and respect as is in keeping with the City of Richmond's Customer Service Standards;

5. There will be a balance between efficient processing of applications and adequate scrutiny of applicants' financial information. The screening, tracking and administration of the RFSP will be centralized;
6. The program will be available for all eligible residents in Richmond; and
7. Confidentiality will be maintained.

6.3 Findings from Best Practice Research

The proposed changes are based on current use of Richmond's RFSP and the experiences of ten other municipalities (Burnaby, Coquitlam, Surrey, Delta, Vancouver, Victoria, Winnipeg, Edmonton, Calgary and Metro Toronto).

Findings from the review of other municipalities:

- Ten municipalities provide access to parks, recreation and cultural opportunities for **all ages**. Richmond's RFSP is the exception as the focus has been children and youth with some family opportunities.
- Four municipalities (Edmonton, Richmond, Vancouver and Winnipeg) work with Community Partners or associations to provide subsidized access for people with low incomes.
- In 2013, Richmond served 1,466 of its low income population (children and youth only), while Burnaby served 8,723; Coquitlam served 3,876; Surrey served 15,698; and Vancouver served 20,780.
- The level of financial support and how it is budgeted varies amongst the municipalities. Five of the municipalities (Calgary, Delta, Edmonton, Surrey and Richmond) absorb the impact of their fee subsidy program into existing budgets. For example, Surrey absorbed \$2,486,190 in 2014 whereas Richmond and Community Partners absorbed \$75,190 of subsidy use in 2013.



Key considerations based on best practices:

- It is estimated that the number of Richmond residents who are likely to qualify and will apply to use the expanded RFSP will reflect the projections below. These estimates are based on the number of people in Richmond who are below LICO and the average percentage of people who apply for subsidy in other municipalities;

Children/Youth	1,327–1,747 persons
Adults/Seniors	5,023–6,613 persons
TOTAL POPULATION	6,350–8,360 persons

(Source: Statistics Canada, 2011 Census)

- If admissions are discounted or free of charge through the RFSP, it is anticipated that there will be minimal impact to operating costs for most facilities. This is based on the premise that the facility is already open and extra customers shouldn't incur additional costs. However, this will only be possible if a facility can accommodate a possible increase in users.
- Based on Surrey's experience, it is estimated that if admissions are free, each eligible person will utilize 16 admissions/person/year. If admission fees are discounted by 90%, there will be 12 admissions/person/year and if discounted by 75% there will be 10 admissions/person/year.
- Based on the current breakdown between admissions and program registrations for the RFSP, it is anticipated that:
 - 50% of admissions will be to community facilities operated by Community Partners and 50% of admissions will be to aquatics.
 - 60% of program registrations will occur in City programs (aquatics, Richmond Arts Centre and parks programs) and 40% in Community Partner programs (community centres and arena programs).
- Registered programs yield less profit than admissions due to costs associated with instructors and supplies. There is less opportunity for revenue recovery, compared to admissions, as there are a finite number of registrants determined by safety and quality considerations.
- It is likely there will be new revenue if admissions and/or program registrations are discounted, as there will be new users who could previously not afford to participate.
- It is likely that some people approved for the RFSP will not use their fee subsidy. This premise is based on the Burnaby's experience that on average 28% of the funds that are available for free access are not used. Surrey's experience with their discounted program registration is:
 - Unlimited subsidy resulted in \$205 of use/child or youth/year
 - With a limit of \$300 of subsidy, it resulted in \$150 of use/child or youth/year
- Based on Surrey and Calgary's statistical trends of adults and seniors utilizing registered programs, it is estimated that 5–6% of Richmond adults and seniors or 305–400 eligible residents will register for programs. It is anticipated that adults and seniors will be more likely to utilize admissions than programs.

- In 2013, the City and Community Partners absorbed a total of \$75,190. In 2014, that amount dropped to \$56,138 of subsidy support. As \$75,190 was not reported as a financial hardship, it is anticipated that both parties could continue to absorb this amount to support people with low incomes.
- Customers who are verified through government agencies that are providing income assistance often have very little income and may not have sufficient funds to pay a percentage of a fee.
- If the amount of program subsidy is pre-set for all participants for the year rather than individually determined up to four times per year, it will be easier for clients to plan their program choices.
- It is valuable to provide a combination of subsidized access to registered programs and admissions. Providing access to registered programs allows people to learn new skills or add to existing skill sets. As well, free or subsidized admissions provide on-going opportunities for people to enjoy the health benefits of physical activity and engagement. There will need input from staff at each facility regarding any programs that are not eligible for subsidy (e.g. private lessons).

7. Proposed Changes to the Recreation Fee Subsidy Program

The proposed options have been formulated based on evaluation of the current RFSP, research of other municipalities' best practices, and feedback from users, targeted non-users and community agencies. The guiding principles were used to shape the various options and were evaluated based on the following criteria:

- Level of service to low-income residents
- Financial impact to the City and Community Partners
- Amount of choice that is provided to the eligible residents
- Degree of use of facilities

The three options were explored based on the variables where admissions and program registration fees would be free or discounted. The other option would be to remain status quo as outlined below.



Table 5: Proposed Options for Consideration for an Updated RFSP

	Option 1 (Status Quo)	Option 2	Option 3 (Preferred)	Option 4
Admissions (Base level of service. See proposed inclusions and exclusions in Attachment 3)	Limited to children/youth. Participants pay what they can afford	90% discount on admissions for all ages	Free admissions for all ages	Free admissions for all ages
Program Registrations (Base level of service. See proposed inclusions and exclusions in Attachment 3)	Limited to children/youth. Participants pay what they can afford	90% discount on advertised price of program registration fee for all ages	90% discount on advertised price of program registration fee for all ages	Limited to children/youth. Participants pay what they can afford
Children/Youth Subsidy	Restricted to four (4) uses per year	Up to \$225/year subsidy	Up to \$300/year subsidy	Restricted to four (4) uses per year
Adult/Senior Subsidy	No subsidy	Up to \$50/year subsidy	Up to \$100/year subsidy	No subsidy
Opportunities for Participation	Low	Moderate	Excellent	Low-Moderate
Range of Admissions & Program Choice	Low	Moderate	Excellent	Low-Moderate
Individual Facility Use	Limited	Moderate	High	Low-Moderate
Impact on Administration	Moderate	High	High	Moderate
Annual Financial Impact*	\$49K (City) \$26K (Community Partners)	\$84-\$112 (City) \$56K-\$75K (Community Partners)	\$114K-\$153K (City) \$76K-\$102K (Community Partners)	\$49K (City) \$26K (Community Partners)
Within City Operating Budget	Yes	No	No	Yes

***Note:** Not inclusive of other potential City costs (e.g. technology software, staff training, promotions, etc.)

Annual financial impact = Admissions + Program Reg. (child/youth) + Program Reg. (adult/senior)

Admissions: Estimated number of participants x 16 uses x \$5

Program Registrations: Estimated child/youth participants x \$150 use minus 10% participant contribution

Program Registrations: Estimated adult/senior participants x \$80 use minus 10% participant contribution

The impact of admissions would be absorbed by the City and Community Partners and should not cause hardship to the operations.

Further recommendations are outlined below with particular attention paid to age groups, admissions, program registrations, the application process, promotion, staff training, the formal agreement and the annual report.

7.1 Age Groups

Rationale

Currently there are limited opportunities for adults and no opportunities for seniors to participate in the RFSP. In an effort to be more inclusive and provide opportunities for all residents living with low income to participate, the age criteria should be expanded.

Recommendation

That the eligibility criteria for the RFSP be expanded to **include all age groups**. The expanded RFSP will provide opportunities for people of all ages who have low incomes to access parks, recreation and cultural services.

7.2 Admissions

Rationale

It is anticipated that the availability of free admissions for the RFSP would result in increased use by adults and seniors. Regular participation in physical and social activities has great benefit to individual's physical and mental health. Admissions also provide an opportunity for customers to practice skills that they have learned in lessons thus increasing their ability to participate in a particular activity.

Many drop-in activities do not incur significant additional budget implications to the City or Community Partners. For example, one more person in a fitness class drop-in, or one more person at a public swim does not add any significant cost. However, pools have requirements for 1 lifeguard on deck for every 50 participants in the pool.

Recommendation

That, as part of the RFSP, **admissions (drop-ins and passes) are free** at all facilities including: aquatic centres, arenas, and community centres. It is estimated this provision will support 6,350–8,360 eligible community members and equate to 101,600–133,760 opportunities per year (number of eligible participants x 16 visits (estimated admissions)).

7.3 Program Registrations

Rationale

By providing a defined annual program subsidy amount for each client, clients will be able to determine their level of participation in parks, recreation and cultural activities as well as choose the activities they wish to be involved in throughout the year. Continuing to require clients to contribute a portion of the cost of the registration fee will ensure that a small amount of revenue comes into facilities and increases the commitment of individuals to attend.



By changing the eligibility for the inclusion of adults and seniors, it increases the opportunities for participation in registered program activities. It is estimated that between 1,270–1,670 children/youth and 305–400 adults/seniors will benefit from participating in programs. It is anticipated that a discounted program registration fee will minimize the barrier of cost and increase participation.

Recommendation

That the levels of subsidy available be changed to:

- **Program registration fees are discounted by 90%;**
- **Children/Youth are subsidized to a maximum of \$300/year for program registration; and**
- **Adults/Seniors are subsidized to a maximum of \$100/year for program registration.**

The following example illustrates the recommended program registration subsidy:

- Children and Youth with a \$300 limit on programs:
One week long summer day camp, one art program **and** one swim lesson
- Adults with a \$100 limit on programs:
One dance, art **or** yoga program (11 sessions)
- Seniors with a \$100 limit on programs:
One dance , one art **or** two fitness programs

"The families who speak up the least are often the ones who need it the most. The stigma of needing help prevents many families from asking, especially in the newcomer populations. Even with few barriers, it is still too much."

*Child and Youth Worker
("It's Not Fair" Richmond Children First 2013)*



7.4 Application Process

Rationale

It is important that recreation fee subsidies are not misused and that the application process is not too onerous for those who are applying. It is also a challenge to ensure that those who are approved to receive the subsidy are residents who live on low incomes rather than those who reflect low income on paper.

It is anticipated that there will be a significant increase in the number of applications if the expanded RFSP includes opportunities for adults and seniors. Therefore, it is important that the verification process is streamlined.

Over the last three years, approximately 80% of the applications required considerable staff time to gather additional information and review the financial information provided by the applicants. Approximately 42% of all applicants did not qualify. It would be beneficial to develop a self-assessment questionnaire so applicants could determine whether or not they are eligible before they apply.

Information about how to apply, who is eligible, and what support the RFSP provides could be included on an information form and attached to the application form. In order to ensure understanding of the information, language on the application should be targeted at a Grade 4 reading level and translated into other languages.

While the guidelines provided assist staff in evaluating the eligibility of an applicant, occasionally there are extenuating family circumstances that fall outside the guidelines. There should continue to be an opportunity for these applications to be referred to the Diversity Services Coordinator for review.

Currently the income verification process occurs annually and the program subsidy amount for each program request is determined up to four times a year. The subsidy amount is determined through a conversation with the applicant and it can be a time consuming process. The proposed changes to the RFSP include a standard annual rate of subsidy which would allow administration staff more time to focus on the increased number of applications that are expected.

Based on the statistics for application verifications, over the last three years an average 20% of Richmond's applications have been approved with supporting documentation from government ministries. Ministries, such as the Province of British Columbia's Ministry of Social Development and Social Innovation, are responsible for providing income assistance to residents in need. The process they undertake to understand and validate financial hardship and the person's need for support is very in-depth. It would be beneficial if more RFSP applications used government-verified proof-of-income.

Recommendation

That the application process be revamped to include the following changes:

- Customers will apply on an annual basis, which will eliminate contacting staff each time they make a program selection (up to four times a year).
- An information sheet that clearly explains the guidelines and eligibility criteria will accompany the application form. The information form will be written in simple English and could be translated into other languages.
- Encourage applicants to provide government-verified proof-of-income, eliminating the need for additional paperwork and scrutiny.
- Explore opportunities to partner with government ministries on proof-of-income verification processes.
- A self-assessment questionnaire on the application form will allow customers to determine their eligibility before they choose to apply.
- The Diversity Services Coordinator will review applicants whose circumstances are unique and fall outside of the regular prescribed guidelines.

7.5 Promotion of the Recreation Fee Subsidy Program

Rationale

An expanded RFSP will provide many opportunities for families and individuals to benefit from participating in parks, recreation and cultural activities. It would be beneficial to develop a promotional campaign for the expanded program especially during its first year of implementation to ensure residents who qualify are aware of the updated RFSP. Promotional vehicles that could be used include local newspaper advertising, news releases, poster campaigns, a RFSP brochure, and staff attending special events and community meals at churches.

Currently, information about the RFSP is included on the City website and in the Parks, Recreation and Culture Guide. However, people with low incomes may not look at the Guide if they know they cannot afford to participate. Common tools for promotion such as social media may not be appropriate if the

target population does not have easy access to technology. The promotion of the RFSP needs to be specifically designed to target residents on low income.

It would also be beneficial to distribute an RFSP pamphlet to organizations and agencies that provide services to people on low income such as the Richmond Food Bank. The language used in the pamphlet should be at a Grade 4 reading level and translated into common languages to ensure the maximum number of people know and understand the opportunities available through the RFSP.

Recommendation

That a promotional campaign be developed to increase awareness of the RSFP and highlight changes to the RFSP.

7.6 Staff Training

Rationale

It will be important that Community Services staff receive training about the updated RFSP so that they are well versed in all aspects of the program. In particular, front line staff at facilities will require training about the program benefits, eligibility criteria, and to ensure an empathetic understanding of the challenges people on low income face when accessing services.

It is estimated there may be up to four times the number of people on low-income using City facilities due to the proposed changes to the RFSP. The increase in users may impact front counter staff as clients may require assistance deciding how to utilize their subsidy amount. This support was previously provided by the RFSP administration staff. It is anticipated that with more clients registering directly at facilities and through the Registration Call Centre, there will likely be an increase in questions asked to front line staff at facilities.

Recommendation

That a training program be developed for Community Services front line staff and their supervisors.

7.7 Formal Agreement

Rationale

Community Partners play a significant role in the provision of recreation and arena services and currently absorb the subsidy portion of program registration fees for services in their facilities into their annual operating budgets. In addition, they provide a variety of low-cost or free programs such as parent and tot play times, free park programs and Night Shift (free youth activities).

The proposed changes to the RFSP were developed with feedback from two representatives from Community Partners who participated as part of the RFSP working group. They provided valuable input into the needs of the community and possible options for the expansion of the current program. The proposed changes for an updated RFSP will need to be discussed with Community Partners. This will include consultation that addresses overall viability, service level implications, impacts to budgets and potential options for an RFSP. A final step will be to establish a formal understanding between the City and Community Partners with regards to the RFSP.

Recommendation

That following consultation, language regarding the RFSP be included in the material terms for new agreements between the City and Community Partners.



7.8 Annual Report to City Council and Community Partners

Rationale

To help gauge the RFSP's success it will be important to track: number of applicants, amount of use, types of use, use by age groups and financial impact. Statements from program users are also a means to gather qualitative data. An annual report to City Council and Community Partners will provide an on-going update of the service that is provided, the needs being met, and associated costs. An annual review would also provide an opportunity to make any revisions necessary to the program.

Recommendation

That staff prepare an annual report to City Council and Community Partners highlighting service levels of the updated RFSP.

7.9 Summary

The preferred option for the expansion of the RFSP will provide the most access for Richmond's low-income residents based on the current community context. It will also have the greatest impact on the City of Richmond's Vision, Council Term Goals and Social Development Strategy outcomes. The following chart provides a comparison between the various aspects of the existing RFSP and the proposed updated RFSP.

Table 6: Comparison between Current and Preferred Updated RFSP

Aspect of Program	Current Program	Preferred Program	Impact
Age Group Served	Children and youth Limited access for families for drop-in swims	All ages	Increase in participants who are eligible
Admissions	Limited access for families for drop-in swims Youth access to fitness centres and aquatic centres Families pay a portion of the cost based on what they can afford	Free admissions for drop-in and passes	Increased participation from non-users Increased use of facilities
Registered programs	Families contribute an amount that they can afford (22% on average) Maximum of 4 programs/client/year Amount of subsidy determined up to 4x/year	Users will contribute 10% of the cost of activity Children/Youth \$300 limit of subsidy/year Adults/Seniors \$100 limit of subsidy/year	Increased participation from non-users Increased use of facilities



7.10 Budget Implications

There are budget implications for both the City and Community Partners with the proposed new RFSP. The following budget calculations are based on Option 3 (preferred) which is described in table 5, on page 19. Calculating the future financial implication is based on the experiences of other municipalities, 2013 figures from the current Richmond RFSP (children, youth and family only as the current RFSP does not include adults and seniors) and the following statistics as they pertain to Richmond's demographics and potential program use:

- Low-income population of 42,370 (Source: Statistics Canada, 2011 Census)
- An estimate of 15–20% of Richmond residents with income below LICO are likely to apply for assistance. This would calculate to between 6350 and 8360 people.
- 20% of expected applicants would be children and youth
- 80% of expected applicants would be adults and seniors

Admissions:

Taking into account the information above, the financial impact for admissions using Option 3 is anticipated to be:

- An estimate of 16 drop-in visits/person/year to facilities (based on Surrey's experience when free admissions were made available to low-income residents). These 16 visits are split as eight (8) drop-in visits to City facilities (Aquatics and Richmond Arts Centre) and eight (8) visits to Community Partners (community centres, arenas, Britannia Shipyard National Historic Site, Richmond Nature Park, Richmond Art Gallery and the Richmond Museum)
- An average drop-in of \$5 (based on the range in price of drop-in admissions in Richmond facilities)

Table 7: Estimated Impact of Admissions

	City Admissions			Community Partner Admissions		
	2013 Actual Participation	Estimated Participation	Estimated Impact	2013 Actual Participation	Estimated Participation	Estimated Impact
Persons provided with admission subsidies	309	6,350–8,360	Increase of 6,041 to 8,051 people.	7	6,350–8,360	Increase of 6,343 to 8,353 people

Table 8: Estimated Impact of Admissions

	City Admissions			Community Partner Admissions		
	2013 Actual Admission Fees Waived	Future Estimate Admission Fees Waived	Future Estimated Financial Impact	2013 Actual Admission Fees Waived	Future Estimate Admission Fees Waived	Future Estimated Financial Impact
Admissions to City facilities	\$6,500	\$254K–\$334K	Increase of \$247K–\$327K	\$310	\$254K–\$334K	Increase of \$254K–\$334K

Program Registration:

Taking into account the information above, the financial impact for program registration using Option 3 is anticipated to be:

- An estimate of \$150 (or 50% of available credit limit) in program registration use by children/youth. Based on the experiences of Surrey (33%) and Burnaby (70%).
- An estimate of \$80 (or 80% of available credit limit) in program registration use by adults/seniors. Due to a lesser amount of credit available in the proposed program for adults and seniors, it is anticipated that those who register for programs will likely use the majority of credit available to them.
- An estimate of 5-6% of Richmond adults and seniors who apply to the program are likely to register in programs. Approximately 254-400 people based on similar experiences of Surrey and Calgary.
- 10% of revenue from RFSP participant participation will go to operational revenue.

Table 9: Estimated Impact of Program Registration

	City Programs			Community Partner Programs		
	2013 Actual Use	Future Estimate	Future Estimated Impact	2013 Actual Use	Future Estimate	Future Estimated Impact
People provided with program subsidies	701 people	1,524-2,070 people	Increase of 823 to 1369 people	449 people	1,524-2,070 people	Increase of 1075 to 1621 people
Cost of subsidy for Programs	\$53K	\$126K-\$169K	Increase of \$73K-\$116K	\$34K	\$84K-113K	Increase of \$50K-\$79K
Revenue received	\$11K	\$12.6K-\$16.9K	Increase of \$1.6K-\$5.9K	\$8K	\$8.4K-11.3K	Increase of \$0.4K-\$3.3K

Overall Financial Impact

The overall impact of Option 3 to the City and Community Partners needs to include the following considerations:

- In 2013, the City absorbed \$49K and Community Partners absorbed \$26K in programs and admissions without causing any hardship to operations (\$75K combined cost).
- The impact of Admissions should not cause significant additional budget implications. One more person dropping in to a fitness class, weight room or public swim does not incur any significant cost to the City or Community Partner. However, special consideration will have to be given to capacity, program type, utilization of contractors and an increase in customers who qualify.

Table 10: Estimated Impact of Admissions and Program Registration

	City	Community Partners
Admissions	\$254K–\$334K	\$254K–\$334K
Programs	\$126K–\$169K	\$84K–\$113K
Sub-total	\$380K–\$503K	\$338K–\$447K
Less Program revenue received	(\$12K–\$16K)	(\$8K–\$11K)
Sub-total	\$368K–\$487K	\$330K–\$436K
Minus Admissions	(\$254K–\$334K)	(\$254K–\$334K)
Grand Total	\$114K–\$153K	\$76K–\$102K
Previous Annual Impact	(\$49K)	(\$26K)
Net Estimated Cost	\$65K–\$103K	\$50K–\$76K

Utilizing the figures shown in Table 10, the estimated new costs to the City for Option 3 is anticipated to be between \$65K and \$103K, while the estimated new cost to Community Partners is anticipated to be between \$50K and \$76K.

The financial impact will require further consultation with Community Partners to identify financial options and to determine a City and Community Partner funding strategy to support an updated RFSP.

8. Complementary Considerations

8.1 System Support

Currently the Community Services Division utilizes the CLASS computer software for program registration, as is the case with many municipalities. However, the CLASS subsidy module used to track fee subsidies is not used by Richmond. The CLASS software will be defunct in a few years so municipalities are now exploring options to replace it. It would be beneficial to consider the needs of the revised RFSP when new software options are considered.

In the meantime, it will be necessary for RFSP administration staff to work with Information Technology to determine short-term solutions for the provision of the an updated RFSP. A goal will be for recipients of the program to have access to their subsidy in the most efficient and respectful manner. It will be important that the system is able to capture the participation use and financial impacts of an updated RFSP so that this information can be monitored.

8.2 Support to Groups

Community Partners provide some support on an informal basis to community groups who provide services to people with low incomes. Currently, this support is in the form of free or low-cost facility rentals for the group's event. It would be beneficial to these groups if the City and Community Partners could agree upon providing complimentary admissions to groups who assist people with low incomes. This type of support is common in other municipalities.

8.3 Arts Subsidy

There is a need to establish and fund an Arts Subsidy Program that could provide an appropriate level of subsidy to assist customers in school-year programs such as Pre-Company and Richmond Youth Dance Company. The recommended amounts in the proposed RFSP are not high enough to prevent barriers to participation in this area. While this should be a separate fund from the RFSP, it could be jointly administered between RSFP administration staff and Richmond Arts Centre programming staff.



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8.4 Additional Low-Cost/No Cost Opportunities

The revised RFSP will provide support for those residents who live below LICO. However, there are community members who live on income marginally higher than LICO who would benefit from access to parks, recreation, and cultural opportunities as well. The needs of this group are met by some low-cost/no cost opportunities that are currently provided such as the Roving Leader Program (providing opportunities for youth), Art Truck (providing free art activities for children and youth in the community), summer park playground programs and outdoor movie nights. Residents whose incomes are only marginally higher than LICO would benefit from an increase in the number of low-cost/no cost opportunities such as free swims that are funded by corporate sponsors.

It would be advantageous to conduct a cost-benefit analysis of the operation of the outdoor pools to determine if that service could be free of charge with minimal financial impact. Surrey, Delta and Winnipeg provide some or all of their outdoor pool admissions for free. It would also be beneficial to undertake a review of the number and type of low-cost/no cost opportunities that are provided by each facility to determine whether or not the needs of the community are being met.

8.5 Transportation Barrier

Transportation to a community facility can be a barrier to participation. It is recommended that the barrier of transportation be explored and evaluated based on the location of community facilities compared to location of residents with low incomes. As well, there may be opportunities to expand the Community Leisure Transportation program that is in place to transport Richmond residents to Community Services programs.

9. Next Steps

The next steps for the DRAFT RFSP Review include:

- Present a report and RFSP Review to Council for consideration and authorization for staff to consult with Community Partners on the findings and proposed options for an updated RFSP.
- Revise the Draft Review as a result of feedback from Community Partners.
- Present a report and updated RFSP to Council for adoption.
- Provide an RFSP annual report to Council and Community Partners.

A desired outcome would be a revised RFSP where the City and Community Partners provide greater service to low-income Richmond residents. Potential growth in participation and other outcomes associated with an updated RFSP would be presented in the annual report to Council and Community Partners.



10. Conclusion

A review of the Richmond's RFSP was conducted in 2014/2015. This was the first comprehensive evaluation of the program since its inception in 1999. Along with many benefits, this program also has limitations due to the current community context. There is a lot of potential for the RFSP to enable the City to advance Council Term Goals and Social Development Strategy outcomes. Key recommendations to improve the RFSP are made in this document. After consultation with Community Partners, an updated RFSP will be presented to Council.

The proposed changes to the RFSP are intended to provide an increased level of service for Richmond's low-income residents of all ages. These changes will help to engage new customers and see increased participation from a population that may not be currently using the many opportunities offered through Community Services. Changes to the RFSP will help reduce financial barriers that prevent participation in community life. An updated RFSP could potentially position Richmond as a leader in the Lower Mainland by providing optimum access to low-income residents in line with other surveyed municipalities.

It is also expected that changes to the RFSP will result in increased use of facilities in the community. Changes to administration of the program will help to provide a customer-friendly process that will be easy for customers to choose how they wish to participate.

Ultimately, an updated RFSP would help the City of Richmond live out its vision "to be the most appealing, livable and well-managed community in Canada" through increasing access to important opportunities for all of its diverse residents.



APPENDIX 1

Results of Environmental Scan of Other Municipalities

Background

In-person or telephone interviews were conducted with five municipalities in the Lower Mainland: Burnaby, Coquitlam, Delta, Surrey and Vancouver and five from across Canada: Calgary, Edmonton, Metro Toronto, Victoria and Winnipeg. The results are captured in the Municipal Subsidy Programs Summary Chart (Appendix 2). It provides a comparison of the ten municipalities and Richmond's RFSP. The information should be seen as indicators as it is challenging to compile completely accurate comparisons since organizations have different methods of tracking participation and budget information.

There are many similarities amongst the subsidy programs provided by the municipalities however, none of them are identical. Each municipality has developed its own subsidy program to meet the individual needs of its community and organization.

The provision of a recreation fee subsidy program is a complex process and one that requires review and evaluation on a regular basis. Two municipalities, Surrey and Vancouver, made changes to their subsidy program in 2013 and three others indicated they plan to evaluate their program and adjust it if required in the near future.

Comparison Factors

Provision for Different Age Groups

Ten of the municipalities surveyed have subsidy programs that include provision for all age groups. Currently, Richmond is the sole municipality whose focus is on children and youth with limited family opportunities. Nine of the municipalities have different options for various age groups with children and youth receiving the most support and adults and seniors receiving a lesser amount. Metro Toronto and Burnaby provide the same amount of support for all age groups.

Percentage of People Served

Seven of the municipalities serve on average of 19.3% of eligible residents on low income through their subsidy program. Edmonton and Winnipeg have 10.5% and 10.4% of their low-income population subscribe to their fee subsidy program while Richmond's RFSP currently serves 16.6% of the eligible population of children and youth.

Type of Services

Burnaby, Delta, Edmonton, Surrey, Metro Toronto, Vancouver, and Victoria provide some type of free admission to activities. Calgary, Richmond, Surrey, Vancouver, and Victoria provide discounted admissions. The type of activities may be specified, or the number of times a person can participate in the activity may have a limit.

Burnaby, Coquitlam, Metro Toronto, Victoria, and Winnipeg provide free program registrations and six municipalities, including Richmond, provide discounted program registration. There is a limit on the number of programs or dollar amount available for the subsidy.

Funding for the Subsidy Program

The amount of funding that is targeted to support fee subsidy programs and how it is funded varies greatly. Metro Toronto, with an estimated population of 822,629 persons who are below LICO thresholds, has an annual budget of \$10.5 million to support its subsidy program. Metro Toronto also provides all admissions and programs free of charge to everyone at 39 recreation centres. Surrey's Leisure Access Program has a financial impact of approximately \$2 million of pass use and \$486,190 of program registration use. Surrey's facilities absorb the impact within their own budgets. Burnaby has a line item in every facility's budget that is offset by an administrative budget for donations. The amount budgeted in 2013 was \$1,486,430. In 2013, the City and Community Partners provided subsidized access of \$75,190 through the RFSP. This amount was absorbed by individual facilities.

Community Associations or Partners

Calgary, Vancouver, and Winnipeg (as well as Richmond) work with community associations or partners to provide subsidized parks, recreation and cultural opportunities for residents with low incomes.

Vancouver recently reached an agreement with the majority of their Community Associations who oversee the operation of community centres. The agreement states that Community Associations will provide a 50% discount on a minimum of one program/year to approved residents. Some Vancouver Community Associations provide many more discounted programs than the minimum as they recognize the need in their particular neighbourhoods.

Calgary has an operating agreement with the not-for-profit groups who operate some of its recreation facilities. The agreement states that Calgary's fee assistance program is to be honoured by those facilities.

Winnipeg has 64 community centres operated by Community Associations. The centres are coordinated by the General Council of Community Centres. Winnipeg has a fee subsidy program for its services and the General Council provides subsidies for the services in the centres it manages.

Number of Times/Year Eligibility Assessed

Delta and Victoria require that a person's need for fee subsidy is assessed more than once per year. The other nine municipalities provide fee subsidy to their approved applicants on an annual basis.

Support to Community Groups

Burnaby, Calgary, Coquitlam, Edmonton, Vancouver and Winnipeg provide some type of financial assistance to groups whose purpose is to offer services to people with low incomes. Presently, this support is in the form of admission passes.

Assessment of Eligibility and Application Process

Some municipalities assess low income based on gross income and others do it based on net income. All use LICO guidelines. None of the municipalities surveyed deny applicants a subsidy if they own a home. However, some will look up information about home ownership and house taxes and ask follow-up questions based on this information.

Delta, Edmonton, and Victoria do not provide assistance if a person is a post-secondary education student as his/her school fees include access to recreation facilities. All of the municipalities surveyed with the exception of Surrey administer a centralized subsidy application approval process.

Other Low-cost Opportunities

All municipalities surveyed support other services that provide parks, recreation and cultural opportunities for residents who have financial barriers. The majority of municipalities support KidSport organizations and Canadian Tire Jumpstart, which provide subsidy for children to be involved with sports. A number of municipalities also provide the Grade 5 pass, which provides children of that grade with free admissions to swim and skate sessions. Burnaby, Calgary, Coquitlam, Surrey and Victoria also provide monthly free swims and/or skate sessions sponsored by financial institutions and Delta, Surrey and Winnipeg provide all or a portion of their outdoor pool service for free during the summer.

APPENDIX 2

Municipal Subsidy Programs Summary Chart

	Richmond	Burnaby	Coquitlam	Surrey	Delta	Vancouver	Victoria	Winnipeg	Edmonton	Calgary	Metro Toronto
Population	189,305	220,260	125,020	463,335	98,745	590,210	76,025	699,995	1,136,135	1,197,840	5,521,000
# of people below LICO	42,370	46,474	21,628	71,816	10,070	120,995	15,737	116,199	122,740	126,971	822,629
% below LICO	22.4%	21.1%	17.3%	15.5%	10.2%	20.5%	20.7%	16.6%	10.8%	10.6%	14.9%
# of people served	1,466	8,723	3,876	15,698	n/a	20,780	3,032	12,100 City	12,769	25,000 approved (not all used)	170,000
Budget	\$75,190 absorbed by City and partners	\$1.48M	\$879,433	\$2M passes \$486,190 programs absorbed	Absorbed	n/a	\$50,000 used \$137,000 budgeted	\$200,000 Comm. Assoc. \$555,890 City	Absorbed	\$670,000 admissions absorbed	\$10.5M funding cap/season
Free admissions	No	Client's choice	No	Ch, Y, Sr	Yes and some drop-in programs	Swim/skate	52 visits	10 free drop-in 3 times/year	Yes and some drop-in programs	No	Client's choice
Free programs	No	Client's choice	2 free or 4 at 50% discount	No	No	No	Yes	1 st program is 100%	No	No	Client's choice
Admission discount	Yes, amount varies - average ~75%	No	No	75% adults	No	Fit. Ctr. 50%	Or 50% off yr pass	No	No	25%	No
Program discount	Yes, amount varies - average ~75%	No	4 programs at 50% (or 2 free)	75%	No	50%	No	2 nd - 75% 3 rd - 50% 4 th - 25% 5+ Full price	75%	90% - 4 prog-Ch 1 prog-Ad	No
\$ limit	4 times/year for children/families	\$176/person	No	For programs only \$300-Ch/Y \$150-Ad	No	Min. 1 prog per year	\$40 under 4 yrs and over 18 yrs \$60 5 yrs to 17 yrs	No	4 prog-Ch/Y 3 prog-Ad/Sr	\$250/Ch \$50/Ad	\$483-Ch/Y \$225-Ad/Sr
Groups	No	Yes	Yes	No	No	Yes	No	Yes	Yes	Yes	No
Ages	Children/family	All	All	All	All	All	All	All	All	All	All
# of times/yr reviewed	1	1	1	1	2	1	2	Pass-can reapply every 4 mos. To receive 10 more visits	1	1	1
Centralized	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Retain docs	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes

The top three rows – Statistics Canada 2011, Census.

Additional information collected from 2013/14 surveys of municipalities.

APPENDIX 3

Application Form



City of
Richmond

Recreation Fee Subsidy Program
Application Form

6911 No. 3 Road, Richmond, BC V6Y 2C1

Last Name: _____ First Name: _____
 Address: _____
 City: _____ Postal Code: _____
 Phone: _____ Work No.: _____ Cell No.: _____
 Email: _____ Date of Birth: _____ ☐ Male ☐ Female
Month/Day/Year

SPOUSE

Last Name: _____ First Name: _____
 Work No.: _____ Cell No.: _____
 Date of Birth: _____ ☐ Male ☐ Female
Month/Day/Year

CHILDREN LIVING IN HOUSEHOLD

1. Last Name: _____ First Name: _____
 Date of Birth: _____ ☐ Male ☐ Female
Month/Day/Year

2. Last Name: _____ First Name: _____
 Date of Birth: _____ ☐ Male ☐ Female
Month/Day/Year

3. Last Name: _____ First Name: _____
 Date of Birth: _____ ☐ Male ☐ Female
Month/Day/Year

4. Last Name: _____ First Name: _____
 Date of Birth: _____ ☐ Male ☐ Female
Month/Day/Year

5. Last Name: _____ First Name: _____
 Date of Birth: _____ ☐ Male ☐ Female
Month/Day/Year

To qualify for this program you must indicate your household gross income. To qualify, your total household gross income must be in the range for your family size.

Please check (✓) one:

<input type="checkbox"/> Family of 2 Gross income	\$5,000 – \$29,440	<input type="checkbox"/> Family of 5 Gross income	\$5,000 – \$49,839
<input type="checkbox"/> Family of 3 Gross income	\$5,000 – \$36,193	<input type="checkbox"/> Family of 6 Gross income	\$5,000 – \$56,209
<input type="checkbox"/> Family of 4 Gross income	\$5,000 – \$43,942	<input type="checkbox"/> Family of 7+ Gross income	\$5,000 – \$62,581

Please indicate: GST/HST amount (each 3 months) \$ _____ Canada Child Tax Benefit (monthly) \$ _____

Persons do not qualify if interest earned is \$100 or more per adult per year, or if more than \$1,000 per family in RRSP contributions were made in year of the application.

You must attach proof of total family income for each person in the household over the age of 18. Please provide a copy of:

☐ T1 General ☐ Income Assistance from MHSD ☐ CPP/Long Term Disability

You must attach proof of residency. Please provide a copy of:

☐ Most Recent Utility Bill ☐ Telephone Bill ☐ Rental Agreement

I declare that the information provided is true and accurate to the best of my knowledge.

Signature: _____ Date: _____

Office Use Only

All information has been verified by: _____ Date: _____



City of Richmond

Recreation Fee Subsidy Program Information Sheet

6911 No. 3 Road, Richmond, BC V6Y 2C1

What is the Recreation Fee Subsidy Program?

The City of Richmond's Parks and Recreation and Community Services Departments provide a Recreation Fee Subsidy Program to Richmond residents who are in financial need. Recreation Fee Subsidy enhances access to recreation and is available for admissions and program registration in Richmond's Community Centres, Cultural Centres, Aquatic Centres and Arenas. *Proof of income is required to determine eligibility for the program.*

Who is eligible for the program?

To be eligible for assistance, applicants must be:

- residents of Richmond; and
- have a total household income below the Stats Canada Low-Income Cut off's (LICO's). Proof of financial status must be provided.

Currently the program is primarily available for families with children under 18 living in the same household.

How does the fee subsidy work?

Once a client has been approved for the program, the client will identify the activities that they would like to participate in. Staff will work with the clients to determine the amount that they will pay toward the total cost of their chosen activity. In all cases, participants will pay a portion of the cost of any of the activities that they choose.

Clients are eligible to choose one program or activity per child every 3 months. Programs that run for more than one season are considered and can be approved at staff discretion.

What can fee subsidy be used for?

- Reduction in cost for programs at community centres, arts and cultural centre, arenas and the Richmond Nature Park.
- Reduction in cost for swimming lessons or family swim tickets at Richmond swimming pools.

How do I apply?

Step 1: Obtain an application form

- The form is attached here and can be printed.
- You can contact our Registration Call Centre at 604-276-4300 or Diversity Services at 604-247-4909 or diversityservices@richmond.ca and have one mailed or emailed to you.
- Visit any community centre, swimming pool, arena or recreation facility and ask for a Recreation Fee Subsidy Application Form.

Step 2: Complete the application form and attach one proof of financial eligibility (see list on the application form).

Step 3: Mail or return completed application forms to:

- Richmond City Hall, 6911 No. 3 Road, Richmond, BC V6Y 2C1
Attn: Diversity Services
- Return the application form to any community centre, pool, arena or City recreation facility.
- Email the application form to diversityservices@richmond.ca

Step 4: City staff will contact you to inform you of your application status. The application will take approximately 10 days to process.

Is there a deadline for applications?

No, you can apply to the program at any time.

Will the Recreation Fee Subsidy Program always be the same?

No. City staff are currently developing a process to revamp the program and changes will be considered to ensure the program can continue to have the greatest benefit for Richmond residents.

Can I get a refund for programs I have already taken?

No. Subsidies are only provided future activities and not for previous registrations for upcoming programs or programs taken in the past.

APPENDIX 4

City Facilities and Community Partners

City	Community Partners
Minoru Aquatics Centre*	Britannia Heritage Shipyard Society
South Arm Outdoor Pool*	City Centre Community Association
Steveston Outdoor Pool*	East Richmond Community Association
Richmond Arts Centre	Hamilton Community Association
Watermania*	Richmond Arenas Community Association
	Richmond Art Gallery Association
	Richmond Museum Society
	Richmond Nature Park Society
	Sea Island Community Association
	South Arm Community Association
	Steveston Community Society
	Thompson Community Association
	West Richmond Community Association
	Proposed Addition Minoru Seniors Society

*Richmond Aquatics Services Board to be consulted

Proposed Examples of Eligible Admissions and Programs

	Included	Excluded
Admissions	Drop-in public swim Drop-in fitness centre Drop-in public skate Drop-in fitness classes Drop-in open gym programs (e.g. volleyball, basketball, hockey)	Specialized contracted programs that allow drop-ins (e.g. Zumba, Spin Cycles) Sport rentals (e.g. court rentals and ping pong table rentals)
Program Registrations	Basic swim lessons Registered fitness programs Registered skate programs Registered programs (e.g. arts, music, crafts) Arts Centre school year dance Programs (limited subsidy available)	Private lessons Semi-private lessons Personal training Tennis assessments Birthday parties Memberships Specialized contracted programs (e.g. Zumba, Spin Cycles)