



Parks, Recreation and Cultural Services Committee

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

Tuesday, July 17, 2018

Immediately following the open Planning Committee meeting

Pg. # ITEM

MINUTES

PRCS-4 *Motion to adopt the **minutes** of the meeting of the Parks, Recreation and Cultural Services Committee held on June 26, 2018.*



NEXT COMMITTEE MEETING DATE

September 25, 2018, (tentative date) at 4:00 p.m. in the Anderson Room

COMMUNITY SERVICES DIVISION

1. RICHMOND ARTS STRATEGY PROGRESS UPDATE AND GUIDING PRINCIPLES

(File Ref. No. 11-7000-01) (REDMS No. 5884951;5898820)

PRCS-9

See Page PRCS-9 for full report

Designated Speaker: Liesl Jauk

STAFF RECOMMENDATION

- (1) *That the Richmond Arts Strategy 2018-2023 Guiding Principles as detailed in the staff report titled “Richmond Arts Strategy Progress Update and Guiding Principles” dated June 13, 2018, from the Director, Arts, Culture and Heritage, be adopted; and*

- (2) *That the Guiding Principles as described in the staff report titled “Richmond Arts Strategy Progress Update and Guiding Principles” dated June 13, 2018, from the Director, Arts, Culture and Heritage, be used to guide the development of the Richmond Arts Strategy 2018-2023.*



2. **TAIT WATERFRONT PARK SCULPTURAL PAVILION PUBLIC ART CONCEPT**

(File Ref. No. 11-7000-09-20-129) (REDMS No. 5862866 v. 5; 5726535; 5862866)

PRCS-22

See Page **PRCS-22** for full report

Designated Speakers: Liesl Jauk and Biliانا Velkova

STAFF RECOMMENDATION

That the concept proposal, Wake, for the Tait Waterfront Park by Aaron and Christian Zenga, as presented in the report titled “Tait Waterfront Park Sculptural Pavilion Public Art Concept” dated July 9, 2018, from the Director, Arts, Culture and Heritage Services, be endorsed.



3. **COMMUNITY WELLNESS STRATEGY 2018-2023**

(File Ref. No. 01-0370-20-002) (REDMS No. 5881869 v. 10)

PRCS-39

See Page **PRCS-39** for full report

Designated Speakers: Elizabeth Ayers and Suzanna Kaptur

STAFF RECOMMENDATION

- (1) *That the Community Wellness Strategy 2018-2023, and companion documents, as outlined in the report titled “Community Wellness Strategy 2018-2023,” dated June 25, 2018 from the Director, Recreation Services, be adopted; and*
- (2) *That staff report back at the mid-point and end of the implementation period of the Community Wellness Strategy 2018-2023, as outlined in the report titled “Community Wellness Strategy 2018-2023,” dated June 25, 2018 from the Director, Recreation Services.*



Pg. # ITEM

4. **MANAGER’S REPORT**

ADJOURNMENT





Parks, Recreation and Cultural Services Committee

Date: Tuesday, June 26, 2018

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 May 29, 2018, be adopted as circulated.

CARRIED

NEXT COMMITTEE MEETING DATE

Thursday, July 19, 2018, (tentative date) at 4:00 p.m. in the Anderson Room

DELEGATION

Lisa Geddes, Executive Director, Boating BC Association, and Don Prittie, President, Boating BC Association, spoke on preserving local waterfronts and provided the following information:

- the Boating BC Association consists of over 300 members across the Province;
- Boating BC advocates and represents on behalf of the boating industry to all levels of government;

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- A shortage of workers, boat access and decline of boating infrastructure is a threat to the boating industry;
- increase in lease rates for marinas have negatively impacted the boating industry;
- it is imperative to ensure public points of boat access are maintained and enhanced;
- the District of North Saanich is putting forward a resolution to the Union of British Columbia Municipalities (UBCM) to protect and enhance the waterfront; and
- Boating BC is seeking Richmond City Council's support regarding the UBCM resolution.

Mr. Prittie requested that an inventory check be conducted of existing boating infrastructure in Richmond and that waterfront maintenance be incorporated into the City's long term plans.

In reply to queries from Committee, Serena Lusk, General Manager, Community Services, advised that a more detailed inventory of existing boating infrastructure can be initiated and noted that the City's Waterfront Strategy was redone in 2009.

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

It was moved and seconded

That:

- (1) staff consider the Union of British Columbia Municipalities resolution made by the District of North Saanich regarding protecting and enhancing the waterfront;***
 - (2) an inventory of existing boating infrastructure be carried out;***
 - (3) the Waterfront Strategy be updated;***
- and report back.***

The question on the referral motion was not called as discussion took place on scheduling a meeting with the Steveston Harbour Authority.

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

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COMMUNITY SERVICES DIVISION

1. HOLLYBRIDGE WAY PUBLIC ART LANDMARK TERMS OF REFERENCE

(File Ref. No. 11-7000-09-20-244) (REDMS No. 5831507 v. 2)

In reply to queries from Committee, Eric Fiss, Public Art Planner, advised that the terminus of Hollybridge Way has always been earmarked to have a major landmark.

It was moved and seconded

That the staff report titled, "Hollybridge Way Public Art Landmark Terms of Reference," dated June 4, 2018, from the Director, Arts, Culture and Heritage Services, to issue the artist call for the Hollybridge Way Waterfront Park public art opportunity, be endorsed.

The question on the motion was not called as discussion took place on the finances for the project, and it was noted that the funds are drawn from the Oval Precinct Capital Public Art Budget.

In reply to queries from Committee regarding the flower tree public art concept along River Road, Mr. Fiss advised that, in discussion with the public art consultant, the concept may be changed and the remaining funds would be used to employ a BC artist for a new concept.

CARRIED

Opposed: Cllr. Day

2. NIKKEI MEMORIAL PUBLIC ART PROJECT CONCEPT

(File Ref. No. 11-7000-09-20-238) (REDMS No. 5862219 v. 3)

In reply to queries from Committee, Mr. Fiss advised that (i) the project has been thoroughly reviewed by appropriate stakeholders, (ii) any additional funds related to the project would be used for programming, celebrations and activities to further enhance the art concept, and (iii) proper signage will be installed to identify the site and convey stories.

It was moved and seconded

That the concept proposal and installation of the Nikkei Memorial Public Art Project by Hapa Collaborative, as presented in the staff report titled, "Nikkei Memorial Public Art Project Concept," dated June 6, 2018, from the Director, Arts, Culture and Heritage Services, be endorsed.

CARRIED

3.

Parks, Recreation & Cultural Services Committee
Tuesday, June 26, 2018

3. **MANAGER'S REPORT**

(i) Public Art Planner Retirement

The Chair thanked Mr. Fiss for his contribution to the City and wished him well in his future endeavours.

(ii) Allocation of Sporting fields

Discussion took place on the allocation of sport fields and difficulties experienced by the sporting community with regard to access to fields.

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

It was moved and seconded

That staff be directed to work with The Richmond Sports Council and the sports community to update the City of Richmond's sport field allocation policy and procedures, and that the updated policy and procedures meet the needs of Richmond's various sport organizations to ensure that Richmond's sports fields are used in a sustainable way into the future.

CARRIED

Discussion further took place on examining the requirement of residency that allows Richmond residents priority for field use.

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

It was moved and seconded

That staff examine the residency requirements for allocation of sporting fields in Richmond.

CARRIED

(iii) RV Parking During the 2020 55+ BC Games

Discussion took place with regard to ensuring sufficient space to accommodate RV parking during the 2020 55+ BC Games, and Ms. Lusk noted that various potential temporary parking locations are being examined.

(iv) Events

David Ince, Manager, Community Recreation Services, highlighted that a number of successful neighbourhood events were hosted around the City, and advised that summer programs would be commencing next week as well as a number of free family events across the community.

(v) Aberdeen Park

Jamie Esko, Manager, Parks Planning, Design and Construction, advised that Aberdeen Park will open on July 9th and the opening will be celebrated with various activities such as an outdoor movie, and food trucks.

4.

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(vi) Canada Day Celebration

Bryan Tasaka, Manager, Major Events and Film, highlighted events occurring on July 1st, noting that the flag raising will occur at 8:45 am, followed by the parade and the Salmon Festival opening ceremonies. He advised that (i) a free shuttle will be available to transport people from City Hall to Steveston Village, (ii) TransLink will be increasing their service for the day, and (iii) bicycle valets will be available for bicycle parking. Mr. Tasaka then remarked that due to high volumes of traffic in Steveston, additional traffic management protocols have been put in place.

(vii) New Public Art Planner

Liesl G. Jauk, Manager Arts Services, introduced Biliana Velkova as the new Public Art Planner.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (4:46 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 Tuesday, June 26, 2018.

Councillor Harold Steves
Chair

Sarah Kurian
Legislative Services Coordinator



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
Date: June 13, 2018

From: Jane Fernyhough
Director, Arts, Culture and Heritage Services
File: 11-7000-01/2018-Vol 01

Re: **Richmond Arts Strategy Progress Update and Guiding Principles**

Staff Recommendation

1. That the Richmond Arts Strategy 2018-2023 Guiding Principles as detailed in the staff report titled "Richmond Arts Strategy Progress Update and Guiding Principles" dated June 13, 2018, from the Director, Arts, Culture and Heritage, be adopted; and
2. That the Guiding Principles as described in the staff report titled "Richmond Arts Strategy Progress Update and Guiding Principles" dated June 13, 2018, from the Director, Arts, Culture and Heritage, be used to guide the development of the Richmond Arts Strategy 2018-2023.

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

Att. 3

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

Staff Report

Origin

In 2016, through the City's budget process, Council approved one time additional level funding to complete an update to the Richmond Arts Strategy and a Cultural Facilities Needs Assessment. The Richmond Arts Strategy 2018-2023 is currently being developed to provide a blueprint for the delivery of arts services over the next five years to enable the broadest possible access to, and awareness of, the City's diverse arts opportunities and, thereby, enrich quality of life through engagement with the arts.

A collaborative and holistic approach is being taken to its development in order to access feedback from the broader community as well as stakeholders. The purpose of this report is to outline the public engagement process for the Richmond Arts Strategy 2018-2023, describe the guiding principles and present the next steps for preparing the strategy.

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 supports Council's 2014-2018 Term Goal #3 A Well-Planned Community:

Adhere to effective planning and growth management practices to maintain and enhance the livability, sustainability and desirability of our City and its neighbourhoods, and to ensure the results match the intentions of our policies and bylaws.

This report 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.*

This report supports Council's 2014-2018 Term Goal #9 A Well-Informed Citizenry:

Continue to develop and provide programs and services that ensure the Richmond community is well-informed and engaged on City business and decision making.

This report supports the goals of the Social Development Strategy's Action 45:

Implement, monitor and update the Richmond Arts Strategy recognizing that the arts can be an important social development tool.

Analysis

Background

The City of Richmond recognizes that the arts are integral to vibrant communities. Participation helps people get to know one other and positively impacts health and overall well-being for children, youth, adults and seniors alike. Creativity and imagination inspire innovation, contributing to quality of life and, in turn, the ability to generate social and economic growth. Moreover, the arts give depth and meaning to our lives.

Over the past five years, the Richmond Arts Strategy 2012-2017 has served as a guide to advance the arts in Richmond. Created on the heels of the 2010 Olympic Games and following a period of new investment in the arts, the 2012-2017 Strategy updated Richmond's first Arts Strategy, which was created in 2004. The 2012-2017 Strategy was developed with involvement of a steering committee comprised of a mix of representatives of the arts community and City staff and was supported by input from three public meetings for community consultation.

The Richmond Arts Strategy 2012-2017 has reached the end of its intended life and the Richmond Arts Strategy 2018-2023 is necessary to align with current community needs and build on successes and lessons learned.

The purpose of the Arts Strategy is to:

- understand the current state of the arts in Richmond;
- provide a blueprint for the City over the next five years with key principles and criteria for decision-making to enable the broadest possible access to, and awareness of, the City's diverse arts opportunities to enrich quality of life through engagement with the arts;
- provide strategies to integrate the arts into the broader community with a collaborative plan that strengthens arts groups to meet community needs; and
- through engagement, access the wisdom of the broader community to champion the provision of arts activities, facilities and opportunities as integral and essential to a healthy society.

Community Engagement

The project started in late 2017 with extensive background work that informed the stakeholder and community engagement.

A multi-platform promotional campaign branded as ArtWorks with a dedicated website at HowArtWorks.ca invited community participation and feedback via a range of channels and activities including interactive pop-up kiosks, public events, an online survey and social media.

An Arts Strategy Task Group was assembled in January 2018. It is comprised of stakeholders (including individual artists, cultural organizations and creative businesses) and a diverse selection of community members from a range of sectors, cultural backgrounds and generations. The Task Group also involves City staff from several departments (Community Social Development, Recreation Services, Planning and Development and Business Development) to inform the overall development of the Strategy. (Attachment 3)

Members of the Task Group provide support, direction and feedback and serve as community ambassadors and champions to actively promote public involvement in the planning process and act as a sounding board to assist staff during the engagement phase of the project. Members are individuals who live, work, provide services, own property and/or operate a business in Richmond.

On March 19, 2018, arts and culture stakeholders were invited to a Community Dialogue Session at City Centre Community Centre. Sixty-eight participants were led through a series of exercises and discussions to collect their insights regarding the state of the arts in Richmond answering questions like “What are our key strengths?”, “What are our key needs surrounding cultural venues?” and “Do you have any Big Ideas you’d like to share?”

Two drop-in “cultural cafes” were offered in April for less structured conversations about the role of the arts in Richmond. On April 19, 2018 there was an event specifically for artists at the Richmond Performance Hall and on April 23, the public was invited to drop by Rocanini’s Coffee in Steveston for conversation regarding the role of the arts in shaping the city.

Throughout spring 2018, the ArtWorks staff team appeared at public events in Richmond, including the Children’s Arts Festival, Cherry Blossom Festival, Richmond Chinese Arts and Culture Festival and Kwantlen Farmers Market to gather feedback and ideas from the community.

These kiosks typically included “sounding boards” and interactive activities (such as contributing handwritten ideas onto paper blossoms attached to a portable cherry tree sculpture) to involve participants in a fun, visually-appealing way.

With the support of community partners, “sounding boards” also appeared at ten locations and events including Kwantlen Design Week, Richmond Youth Dance Company Showcase, Gateway Theatre and Branscombe House artist-in-residency events. More than 300 responses were received via these boards that invited passers-by to write their responses to questions such as “What arts opportunities would you like to see for children, youth and families in Richmond?”, “What should Richmond do in the next five years to enhance and improve our existing spaces and places?” and “How do the arts enrich the quality of life in Richmond?”

A detailed online survey was available from April 25 to June 3, 2018. A total of 471 online surveys were completed during this period (34 using the Chinese language version) with an additional 130 incomplete surveys received with useful information. Respondents learned about and accessed the survey via Let’s Talk Richmond, direct emails, social media, print advertising, news releases, print collateral and online advertising. The survey included questions regarding

participation in arts activities, satisfaction levels with programs and facilities and what kinds of activities and programs respondents would like to see in Richmond.

See Attachments 1 and 2 for a summary of community engagement and marketing activities.

Richmond Arts Strategy Guiding Principles

The following Guiding Principles will inform the Arts Strategy 2018-2023 which will guide strategic priorities, actions and decisions of the City of Richmond in arts development over the next five years.

- Striving for **EXCELLENCE** among all who participate in and contribute to the artistic life of Richmond from City services to community organizations to individuals of all ages and skill levels.
- **SUSTAINABILITY** to ‘future-proof’ the arts through funding, education, infrastructure, mentorship and the integration of the arts into the everyday fabric of our city.
- Expressing **CREATIVITY** through experimentation and fostering collaboration among diverse voices.
- Providing broad **ACCESSIBILITY** to arts experiences and advancing **INCLUSIVITY** to connect people through the arts.
- **COMMUNITY-BUILDING** through creative engagement and dialogue, and honouring the spirit of Reconciliation.
- **CELEBRATION** to showcase and inspire Richmond’s artistic vibrancy.

They represent the feedback and direction of the 25-member Task Group which includes artists and creative practitioners, tourism, economic development, arts organizations, cultural advocates, recreation, youth, residents, Chinese-speaking community members and staff representatives from several City departments. Their input was further validated by 68 members of the public who attended the Community Dialogue Open House in March 2018 and align with the survey findings and information gathered through nearly 40 engagement activities.

Next Steps

Pending Council’s adoption of the Richmond Arts Strategy 2018-2023 Guiding Principles, the development of strategic priorities, action plans and an evaluation framework will proceed. This process will result in a Draft Richmond Arts Strategy 2018-2023 (Draft Strategy). The Draft Strategy will then be presented to external stakeholders and the public through an Open House event. The final Richmond Arts Strategy 2018-2023 will then be developed and presented to Council for adoption by the end of 2018.

The development of a Cultural Facilities Needs Assessment is happening concurrently and is expected to be completed and presented to Council within the same timeframe.

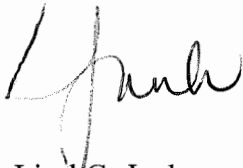
Financial Impact

None.

Conclusion

Arts and culture are fundamentally linked to quality of life and to the health and wellness of all citizens, shaping identities, fostering life-long learning, promoting creativity and innovation, and engaging citizens across generations.

A collaborative, extensive and inclusive approach to engaging Richmond residents has provided essential feedback to articulate the Guiding Principles of the Richmond Arts Strategy 2018-2023. Upon adoption by Council, they will guide strategic priorities, action plans and evaluation framework which will form the Richmond Arts Strategy 2018-2023.



Liesl G. Jauk
Manager Arts Services
(604-204-8672)

- Att. 1: Richmond Arts Strategy Public Engagement Activities
- 2: Richmond Arts Strategy Marketing Activities
- 3: Richmond Arts Strategy Task Group members

Richmond Arts Strategy Public Engagement Activities

Facilitated Consultation Events

Detailed and thoughtful feedback was received at three public facilitated conversations, as well as five Task Group meetings.



Event	Location	Date(s)	Attendance
Community Dialogue Session	City Centre Community Centre	March 19	68
Artists' Cultural Cafe	Richmond Performance Hall	April 19	12
Public Cultural Cafe	Rocanini's Coffee, Steveston	April 23	5
Task Group Meetings	City Hall	January 10, February 15, April 10, May 23, June 21	15-30 per meeting

Interactive Engagement Pop-Up Kiosks

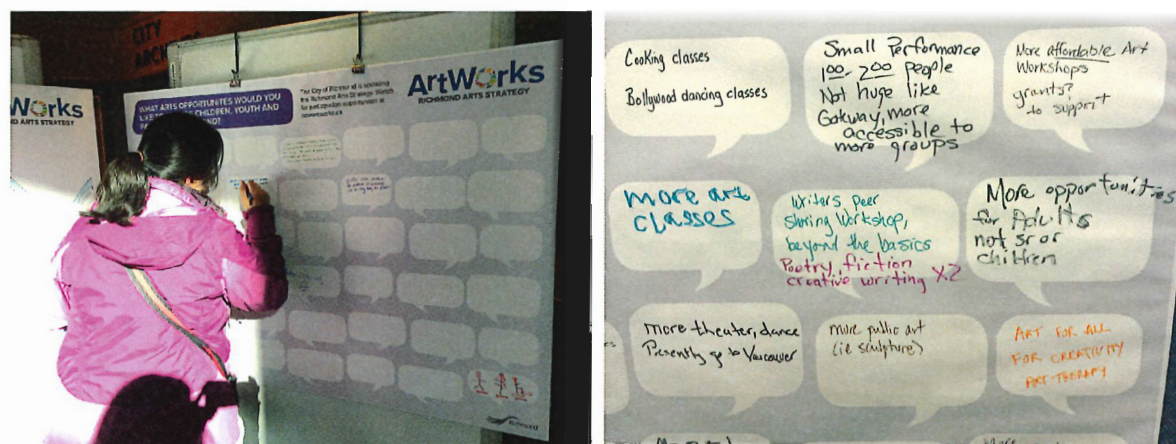
Throughout the campaign, the ArtWorks team appeared in public spaces to gather feedback and ideas from the community. With them, they brought pop-up kiosks, sounding boards and interactive drawing activities designed to gather data in a fun, engaging and visually-appealing way.



Event	Location	Date(s)
Children's Arts Festival	Richmond Cultural Centre	February 12
Cherry Blossom Festival	Garry Point Park	April 8
We Dance International Dance Day Performance	Aberdeen Centre	April 28
Richmond Arts Awards	City Hall	May 15
Richmond Chinese Arts and Culture Festival	Lansdowne Centre	May 26
Pop-Up Kiosks	Cultural Centre Lobby	May 28, 30
Kwantlen Farmer's Market	Minoru Precinct Plaza	May 29
National Indigenous People's Day	Musqueam Cultural Centre	June 21

Sounding Boards

Several different Sounding Boards were set up at a variety of community events, facilities and public gathering spaces. The large and playful boards invited people to contribute their ideas. In total, 300+ responses were received from the community using these boards.



Event	Location	Date(s)
Art at Work Workshop	Richmond Art Gallery	Feb 22
Branscombe House Artist-in-Residence Workshops and Doors Open Exhibition	Branscombe House	March 10, April 14, May 12, June 2-3
Richmond Youth Dance Company Showcase	Richmond Performance Hall	March 2-3
Richmond Delta Youth Orchestra Spring Concert Series	Various locations Gilmore Park United Church and Richmond Alliance Church	March 10, April 21
Lipont Art Centre	4211 No.3 Road	March 11-June 3
Theatrical Performances: <i>I Lost My Husband and Nine Dragons</i>	Gateway Theatre	March 15-24, April 12-21
Art About Finn Slough Exhibition	Cultural Centre	April 13
Kwantlen Design Week	Kwantlen Polytechnic University	April 16-20
Richmond Potters Club Spring Sale	Richmond Performance Hall	April 20-22
Richmond Gem and Mineral Club	Richmond Performance Hall	April 28-29


Stakeholder Meetings and Presentations

Information about the ArtWorks campaign was presented to various community stakeholders and groups including:

- Individual artists participating in the Richmond Art Gallery's Artist Salon and Art at Work workshop
- Meetings with City staff and Council members
- Steveston's 20/20 group
- Richmond's Public Art Advisory Committee
- Richmond's Intercultural Advisory Committee
- Musqueam Band via the Protocol Officer
- Richmond Community Centre Area Coordinators meeting
- Resident Art Groups at the Richmond Cultural Centre

Richmond Arts Strategy Marketing Activities

Print



LET'S TALK ABOUT HOW ART WORKS IN RICHMOND.


The City of Richmond is developing a new Arts Strategy to enrich Richmond's quality of life through broad accessibility and engagement with the arts. The Strategy will serve as a guide for decision-making to empower ideas, people and resources around a shared vision and set of goals, strategies and tactics. Share your vision for the future of the arts in Richmond. Have your say!


- Complete the online survey and learn more at: howartworks.ca
- Email: culture@richmond.ca
- Tweet your ideas to: [#ArtWorksRichmond](https://twitter.com/ArtWorksRichmond)

Deadline for feedback is May 31, 2018

[f](https://www.facebook.com/CityofRichmondBC) @CityofRichmondBC
 [t](https://twitter.com/Richmond_BC) @Richmond_BC
 [i](https://www.instagram.com/HowArtWorks) @HowArtWorks

ArtWorks
RICHMOND ARTS STRATEGY





You are invited!

Community Dialogue session
Monday, March 19, 7:00 to 9:00 p.m.
City Centre Community Centre, 5900 Minoru Blvd.

What is your vision for a vibrant future for the arts in Richmond? What kind of art activities and cultural spaces do you want to see in your community? Join the conversation about how we can best move the arts forward in our communities and be part of the development of a new Richmond Arts Strategy.

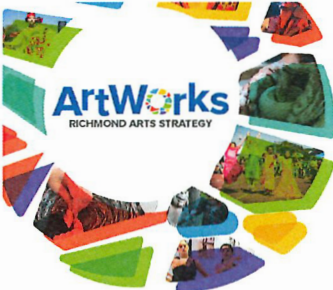
Learn about the Arts Strategy development process, provide important feedback on key issues and hear about additional opportunities to take part in the process over the next few months, including an online survey, drop-in cultural cafes, and other pop-up activities.

Pre-registration required: culture@richmond.ca
(Please indicate if you are representing a cultural organization.)

For more information about the Richmond Arts Strategy and the arts in Richmond, visit www.howartworks.ca

[f](https://www.facebook.com/CityofRichmondBC) @CityofRichmondBC
 [t](https://twitter.com/Richmond_BC) @Richmond_BC
 [i](https://www.instagram.com/HowArtWorks) @HowArtWorks

ArtWorks
RICHMOND ARTS STRATEGY



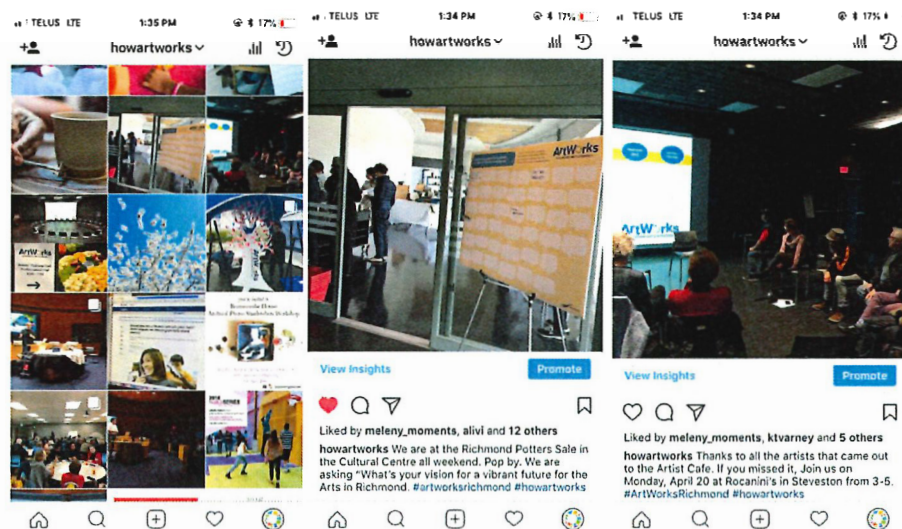
Advertisements and Media coverage

- New Releases: February 27, April 30 and May 24
- Ads in Richmond News: May 10 and May 30
- Ad in The Sentinel: May issue
- Sing Tao: Mentioned in May 1 publication
- Ads in Gateway Program: March and April
- Ad in Richmond Youth Dance Company Showcase program: March 2
- Ad in Richmond Delta Youth Orchestra program: March 10, April 21

Other

- 320 posters in community centres, libraries, City facilities, public spaces and community sites
- "Take the survey" buttons worn by Cultural Centre staff
- 2,000+ Postcards distributed at community centres as well as meetings, programs and pop-up kiosks at 26 venues including Gateway Theatre, Lipont Art Centre, Cherry Blossom Festival, Branscombe House, River Rock restaurant, Lulu Series, Concord Gardens ARTS units, Arts at Work workshops and Kwantlen Farmers Market.

Online



Howartworks.ca

- 5,246 webpage visits during the campaign

Social Media Posts

- 33 Instagram posts @howartworks to 501 followers
- 18 Facebook posts on @cityofrichmondca to 6,473 followers
- 18 Twitter posts on @Richmond_BC to 5,498 followers

Social Media Shares

- Details of the ArtWorks campaign were shared by the Richmond Museum (Facebook and Twitter), Fun Richmond (Facebook), Richmond Economic Development (Twitter), Cinevolution (Facebook), Richmond Arts Coalition (Instagram and Facebook), Lipont Art Centre (WeChat) and Clarkson Events (Instagram and Facebook)

Digital Advertisements

- Announcements on digital screens at the Richmond Oval and all community centres
- Google Ads (impressions: 147,053, total clicks: 384)
- Instagram Ads (reach: 3,359 people)

Emails

- Targeted emails including e-newsletters to Artist Directory and the Arts Strategy mailing lists (515 subscribers), emails to Let's Talk Richmond mailing list (4,305 subscribers) and, via partners, hundreds of emails to community members, staff, local organizations and artists via personal messages and targeted stakeholder lists.

Richmond Arts Strategy Task Group

The following members of the Richmond Arts Strategy Task Group are assembled to be community ambassadors and champions to provide support, direction and feedback to the Project team.

Community Members

- **Glen Andersen**, artist, environmentalist
- **Sid Akselrod**, artist, art teacher Steveston Secondary
- **Linda Barnes**, former Richmond City Councillor, chair of Steveston Historical Society, Richmond Arts Coalition and Steveston 20/20 Group
- **Ceri Chong**, Industry Development Manager, Tourism Richmond
- **Sandra Ciccozzi**, Richmond Potters' Club
- **Gabby Cometa**, Richmond Youth Media Program
- **Chris Ho**, Vice-President of Development, Polygon Homes
- **Jonathan Der**, musician, conductor, Richmond Delta Youth Orchestra
- **Rob Fillo**, artist, Executive Director, Richmond Arts Coalition, Vancouver Media Services Inc.
- **Sudnya Mulye**, Artistic Director, Sudnya Dance Academy
- **Jay Nunns**, Artistic & Community Engagement Director, CircusWest Performing Arts Society
- **Terry Point**, researcher, curator, support worker, Aboriginal Education, SD#38
- **Marcus Prasad**, board member, Richmond Art Gallery, UBC student
- **Andrea Paterson**, writer, visual artist
- **Angelica Poversky**, artist, poet, artistic programmer, UBC student
- **Carolyn Robertson**, Dean of Wilson School of Design, Kwantlen Polytechnic University
- **Quelemia Sparrow**, First Nations actor, director and writer (Musqueam Nation)
- **Jovanni Sy**, Artistic Director, Gateway Theatre
- **Minghui Yu**, IT professional
- **Thomas Yu**, artist, board member, Richmond Chinese Community Society
- **Toni Zhang McAfee**, Executive Director, Vancouver Lipont Art Centre

Staff

- **Suzanne Carter-Huffman**, Senior Planner, Planning & Development
- **Kirsten Close**, Coordinator, Major Projects, Community Services
- **Donna Lee**, Inclusion Coordinator, Community Social Development
- **Neonila Lilova**, Manager, Economic Development, Finance and Corporate Services



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Jane Fernyhough
Director, Arts, Culture and Heritage Services
Re: Tait Waterfront Park Sculptural Pavilion Public Art Concept

Date: July 9, 2018
File: 11-7000-09-20-129/Vol 01

Staff Recommendation

That the concept proposal, *Wake*, for the Tait Waterfront Park by Aaron and Christian Zenga, as presented in the report titled "Tait Waterfront Park Sculptural Pavilion Public Art Concept" dated July 9, 2018, from the Director, Arts, Culture and Heritage Services, be endorsed.

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

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	
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

Origin

On February 13, 2018, Council endorsed the public art project artist terms of reference for a civic public artwork to be located at Tait Waterfront Park.

This report brings forward the recommended artist concept for the Tait Waterfront Park Sculptural Pavilion as chosen through an arm's-length artist selection process, facilitated by City staff and following procedures outlined in the Public Art Program's Administrative Guidelines.

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

Background

The Tait residential neighbourhood covers an area of 68 ha (168 ac.) and is located south of the North Arm of the Fraser to Bridgeport Road, between Shell and No. 4 Road. The neighbourhood is characterized by single-family homes south of River Drive and multi-family housing closer to the river. It is in close proximity to the Bridgeport Canada Line station.

Terms of Reference – Tait Waterfront Park Sculptural Pavilion Public Art Opportunity

The Call to Artists for the Tait Waterfront Park Sculptural Pavilion describes the art opportunity, themes, site description, scope of work, budget, selection process, schedule and submission requirements. Eligibility was for professional artists residing in British Columbia and Alberta (Attachment 1). The Call was issued on March 12, 2018 and closed on April 3, 2018.

Community Programming and Engagement

The Sculptural Pavilion will function as a picnic shelter and provide shade and protection from inclement weather for park users. The sheltered space will provide an opportunity for nearby Cambie Community Centre to activate the space with a pilot program of daytime activities and workshops from spring to fall, beginning in 2019. A variety of health and wellness activities and workshops will be offered to welcome new residents into the park and to encourage multigenerational cross-cultural exchanges and community building. A monitored community

bulletin board and secure storage unit will be provided on-site to facilitate and support community engagement programming.

Artist Selection Process

During the first stage of the process, 19 submissions by artists from British Columbia and Alberta were received. On April 9, 2018, following the Public Art Program's administrative procedures for artist selection for civic public art projects, a selection panel reviewed the submissions.

Members of the selection panel included:

- Daniel Laskarin, professional artist and educator;
- Julie York, professional artist and educator;
- Irfan Sonowala, Dava Developments Ltd;
- Imu Chan, professional architect; and
- Mark McCallum, Principal, Tait Elementary School.

City staff and the landscape architect of record for Tait Waterfront Park attended the selection panel meeting to provide project background and to answer any questions regarding the park design and City administrative processes.

Following discussion and deliberation, the panel shortlisted four artists to attend a finalist interview and provide a presentation on their artist concept.

The shortlisted artists were:

- Mark Erickson / Studio North, Calgary, AB;
- Aaron and Christian Zenga, Vancouver, BC;
- Michael Yahgulanaas / Y Public Art, Vancouver, BC; and
- Illarion Gallant, Victoria, BC.

The shortlisted artists responded to the theme "Anchors, Ties and Settlements", in acknowledgement of Richmond's maritime and agrarian heritage and its rapidly growing culturally diverse population. Artists were invited to explore innovative and imaginative ways to combine art and design approaches to create a safe and accessible Sculptural Pavilion for all ages and abilities.

On May 7, 2018, the selection panel met to interview the four shortlisted artists and artist teams. Following a thoughtful and considered deliberation, the panel recommended Aaron and Christian Zenga's artist concept for the Tait Waterfront Park Sculptural Pavilion. The selection panel was impressed with the artists' concept and its ability to infuse creative expression through symbolic and sculptural representations of water, while maintaining clear and unobstructed space and sight line requirements.

Recommended Artists

Aaron and Christian Huizenga are an interdisciplinary artist team based in Vancouver. The artists are experienced craftsmen working with a variety of materials. Their unique functional artworks are intricately fabricated and have been successfully installed around public sites in Metro Vancouver.

Recommended Artist Concept, "Wake"

The artist concept, *Wake*, is designed as an inclusive space for a diverse range of uses. The proposed pavilion minimizes visual and physical barriers, and maximizes the kinds of activities that can take place within and around it. The low-impact post system creates the effect of a buoyant roof structure with intersecting forms to create apertures for natural light to illuminate the covered space beneath. Overhead, the cedar rafters comprise a twisting form to animate the underside of the roof for users of the pavilion. Powder-coated aluminum panels rise and fall, suggesting the undulating waves of the Fraser River (Attachment 2).

The artists describe the proposed concept as follows:

"Wake aims to articulate a multi-use community space that not only provides shelter, but aims to bring a playful dynamism to the Tait Waterfront Park and neighbourhood."

On May 8, 2018, the Public Art Advisory Committee reviewed the concept proposal and endorsed the project (Attachment 3). Comments and feedback from the Committee referenced durability and maintenance of materials, risk-management and safety issues, and maintaining a clear and unobstructed space beneath the pavilion to accommodate a wide variety of programming uses.

A technical review and coordinating phase with City staff and the project landscape architect will be included with the design development phase of the artwork.

Financial Analysis

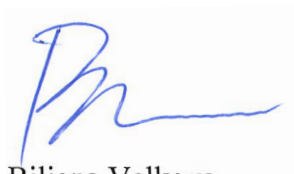
The proposed project budget is funded from the 2015 Public Art Capital Budget. The budget of \$130,000 is provided to the artists for the design, professional engineering fees, insurance, administration, fabrication and installation of the artwork, including all related artist expenses. An additional \$20,000 construction credit from Dava Developments Ltd. for the original specified proprietary picnic shelter will be provided for site preparation, foundation construction and finished paving. The ongoing maintenance for this artwork will be the responsibility of the Public Art Program, from existing funds set aside for maintenance.

Financial Impact

None.

Conclusion

The Tait Waterfront Park Sculptural Pavilion is a functional public artwork, serving as an open-air picnic shelter and community gathering space. The project will support local community place-making initiatives and contribute to creating a culturally rich environment in a rapidly growing vibrant and sustainable city.



Biliana Velkova
Public Art Planner
(604-247-4612)

- Att. 1: Tait Waterfront Park Sculptural Pavilion, Call to Artists
2: Artist Concept for *Wake*
3: Richmond Public Art Advisory Committee Minutes

call to artists

PUBLIC ART
RICHMOND



Tait Waterfront Park Sculptural Pavilion

Request for Proposals, RFP

March 2018

Figure 1. Aerial photograph of Tait Elementary School, showing playing fields and surrounding Tait Neighbourhood, ca1977, City of Richmond Archives, Photograph #1978 26 168

OPPORTUNITY

The Richmond Public Art Program is seeking an artist, artist team or artist-led design team to create a sculptural pavilion for the new Tait Waterfront Park. The artwork will function as a picnic shelter that may also accommodate other formal and informal community-based activities and programming such as yoga, tai-chi and performing arts events. The civic artwork will be located in a prominent location near the entrance to Tait Waterfront Park at 10211 River Drive.

This is a two-stage open artist call. Following review of the submissions, the Selection Panel will recommend up to three artists to be shortlisted. Shortlisted artists will be invited to develop concept proposals and attend an interview. An interview fee of \$1,000 will be paid to each of the shortlisted artists or artist teams. All information about the opportunity is contained herein.

Artist Fee: \$130,000 CAN

Eligibility: Artists residing in British Columbia and Alberta

Deadline: Tuesday, April 3, 2018, 5:00 p.m. PST

Completion: Spring 2019

call to artists

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BACKGROUND

The Tait residential neighbourhood covers an area of 68 ha (168 ac.) and is located south of the North Arm of the Fraser River to Bridgeport Road, between Shell Road and No.4 Road. The neighbourhood is characterized by single-family homes close to Bridgeport Road and multi-family housing closer to the river and is in close proximity to the Bridgeport Canada Line station.

Much of the land was originally subdivided in the mid-1940s under the Veterans Land Act to house servicemen and women returning from World War II. The Veterans Land Act (VLA), established in 1942, provided housing and provisions of small holdings for part-time farmers. There were a number of VLA subdivisions in Richmond including Thompson, Cora Brown, Tait, Gray and Grauer. The Tait, Gray and Grauer subdivisions were built in 1945 by the Bennett & White Construction Company. Today, most of these areas have had their density increased by infill housing, although the occasional large lot is still in existence. These early, low-density subdivisions were the precursor to Richmond's suburban development in the 1950's. The area is also impacted by aircraft noise due to its proximity to the Vancouver International Airport.

The new Tait Waterfront Park will enhance the liveability of the community and contribute to the provision of amenities including Tait Neighbourhood School and Park, Cambie Community Centre and a new child care centre as part of the proposed residential development east of the park.

TAIT WATERFRONT PARK DESIGN

The design for the park is inspired by its location at the edge of the Fraser River. Meandering pathways with sturgeon imprints, "log jam" play structures and landscape plantings will combine to emphasize the natural character of the site's context. A variety of uses and features are proposed, including an open lawn and picnic area, basketball/multi-use hard surface courts and a play-scape environment. Pathways will provide multiple access points from River Drive and the dike trail. Primary pathways will be accessible and secondary, exploratory pathways will connect the various features of the park together. To provide shade and comfort during the summer, deciduous shade trees of various types will be strategically placed around the park. Other planting will be used to increase biodiversity and create habitat for wildlife.

PUBLIC ART OPPORTUNITY

The new Tait Waterfront Park will offer an artist or artist team the opportunity to design, fabricate and install a sculptural pavilion to function as a picnic shelter and be suitable for outdoor group activities such as tai-chi, yoga and other types of fitness and community activities. The sculptural pavilion will provide nearby Cambie Community Centre with an outdoor space to provide daytime programming during spring, summer and fall. City staff will engage in exploratory discussions with other community organizations and schools to determine interest and feasibility for satellite programming opportunities.

call to artists

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THEME: “ANCHORS, TIES AND SETTLEMENTS”

The theme “Anchors, Ties and Settlements” acknowledges Richmond's maritime and agrarian heritage and its growing culturally diverse population. Artists are invited to explore innovative ways to create safe and socially inclusive spaces for intergenerational users and individuals with special needs. In addition, artists are encouraged to visit the site and conduct research to understand the geographical and cultural characteristics of the site, neighbourhood and its relationship to the city.

LOCATION

The sculptural pavilion will be located close to the park entrance at McLennan Avenue and River Drive, and will act as a gateway landmark and prominent gathering space for this new residential community. The selected artist will work with design consultants and staff to determine the artwork's exact location and requirements for site preparations.

BUDGET

A total budget of up to \$130,000 CAD, plus applicable taxes is available for this project. This budget will include (but is not limited to) artist fees, design, permitting as required, engineering fees, fabrication, photography, insurance and all applicable taxes (GST excluded). An additional budget of up to \$20,000 will be provided for site preparation. Shortlisted artists will be required to provide a detailed budget as part of their second stage submission package.

DESIGN CONSTRAINTS

The sculptural pavilion shall cover a minimum area of 800 square feet. Artists will be required to work with long-lasting materials that are durable and low maintenance. Consideration must be given to the pedestrian and vehicular experiential approaches from River Drive and McLennan Avenue, and the relationship of the pavilion to the open lawn area of the park.

ARTIST ELIGIBILITY

This opportunity is open to artists or artist teams residing in British Columbia and Alberta. Qualified artists will have proven experience producing artworks of similar scale. City of Richmond staff, Public Art Advisory Committee members, selection panel members, project personnel, immediate family members and artists who are currently contracted by the Public Art Program are not eligible to apply.

SELECTION PROCESS

A selection panel will review submissions and recommend the artist/artist team through a two-stage open call process. For stage one, artists are asked to submit a preliminary idea or approach for the site. For stage two, up to three artists will be invited to attend an artist orientation session, prepare a detailed concept design, detailed project budget and attend a finalist

call to artists

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presentation and interview. An artist fee of \$1,000, including all taxes, but excluding GST, will be paid to each of the shortlisted artists or artist teams.

Finalists outside of Greater Vancouver will be reimbursed for travel and lodging expenses up to \$750 to attend the interview in Richmond. If applying as a team, travel reimbursement will only allow for one member of the team to attend the interview in person. Other members can attend at their own expense or via Skype or telephone conference.

At the end of the second stage selection process, the selection panel will recommend one artist or artist team concept proposal to City Council for approval. Supplemental information from the selected artist may be required by City staff prior to presentation to Council.

ARTIST SELECTION CRITERIA

The following criteria will inform the artist selection process:

Stage 1

- Artistic merit of Artist Statement of Intent in response to project theme and goals.
- Artist's demonstrated qualifications, skills and experience of past work.
- Ability of the artwork to respond to the existing character of the site by taking into account scale, colour, material, texture and geographical, social and cultural context of the location.
- Artist's capacity to work with other design professionals and stakeholders.
- Appropriateness of the proposal to the Public Art Program goals: www.richmond.ca/culture/publicart/plans/policy.

Stage 2

- Artist response to any feedback and follow-up questions from Selection Panel regarding artistic merit of Artist Statement of Intent and Conceptual Artist Sketch in response to project theme and goals.
- Artist response to any feedback and follow-up questions from Selection Panel regarding ability of the artwork to respond to the existing character of the site by taking into account scale, colour, material, texture, content and the physical characteristics of the location.
- Artist response to any feedback and follow-up questions from Selection Panel regarding appropriateness of the proposal to the Public Art Program goals: www.richmond.ca/culture/publicart/plans/policy.
- Detailed project budget including, but not limited to: artist fees, materials, fabrication, administration, insurance, installation, documentation, permits and consultant fees.
- Project Timeline, including project start in June and completion by spring 2019.

call to artists

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- 3D artist visualizations and/or models to communicate how the artwork will respond to the site including scale, colour, material, texture, content, installation method and the physical characteristics of the location.
- Artwork sensitivity to environmental concerns with respect to artwork materials and method of fabrication and installation.

SUBMISSION REQUIREMENTS

E-mail all documentation as one (1) PDF document, not to exceed a file size of 5 MB to: publicart@richmond.ca

- INFORMATION FORM – Please complete the information form attached to this document.
- STATEMENT OF INTENT – 300 words or less, explaining conceptual approach to the work, why the artist is interested in this opportunity and how the project responds to the selection criteria.
- ARTIST CV – (1 page maximum). Teams should include one page for each member.
- WORK SAMPLES – 10 supporting image samples of previous work. One image per page. Please include artist name(s), title, year, location and medium information to be on each image page.
- REFERENCES – Three references who can speak to your abilities, skills and accomplishments. Please provide name, title and contact telephone number and/or email. Reference letters are not required. Teams should include two references for each member.

PROJECT TIMELINE

Submission Deadline:	April 3, 2018, 5:00 p.m. PST
Finalist Notifications:	April 10, 2018
Short-listed Artists Orientation:	April 12, 2018, 5:30-6:30 p.m.*
Artist Interviews:	May 7, 2018, from 5:30 p.m. *
Completion:	Spring 2019

* Applicants shall reserve this date in their calendar. Meetings will take place at Richmond City Hall, 6911 No.3 Road.

SOURCES FOR ADDITIONAL INFORMATION

- [CITY OF RICHMOND PARKS AND RECREATION](#)
- [CAMBIE COMMUNITY CENTRE](#)
- [TAIT ELEMENTARY SCHOOL](#)
- [CITY OF RICHMOND ARCHIVES](#)

call to artists

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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 5 MB 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

ADDITIONAL INFORMATION

1. The selected artist will be required to comply with WCB coverage requirements and \$5,000,000 general liability insurance.
2. 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.
3. 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.
4. Extensions to the 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

Please contact the Richmond Public Art Program:

Tel: 604-204-8671

E-mail: publicart@richmond.ca

call to artists

PUBLIC ART
RICHMOND



Figure 1. Proposed Site Plan for Tait Waterfront Park showing general location of the public artwork.

call to artists

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RICHMOND

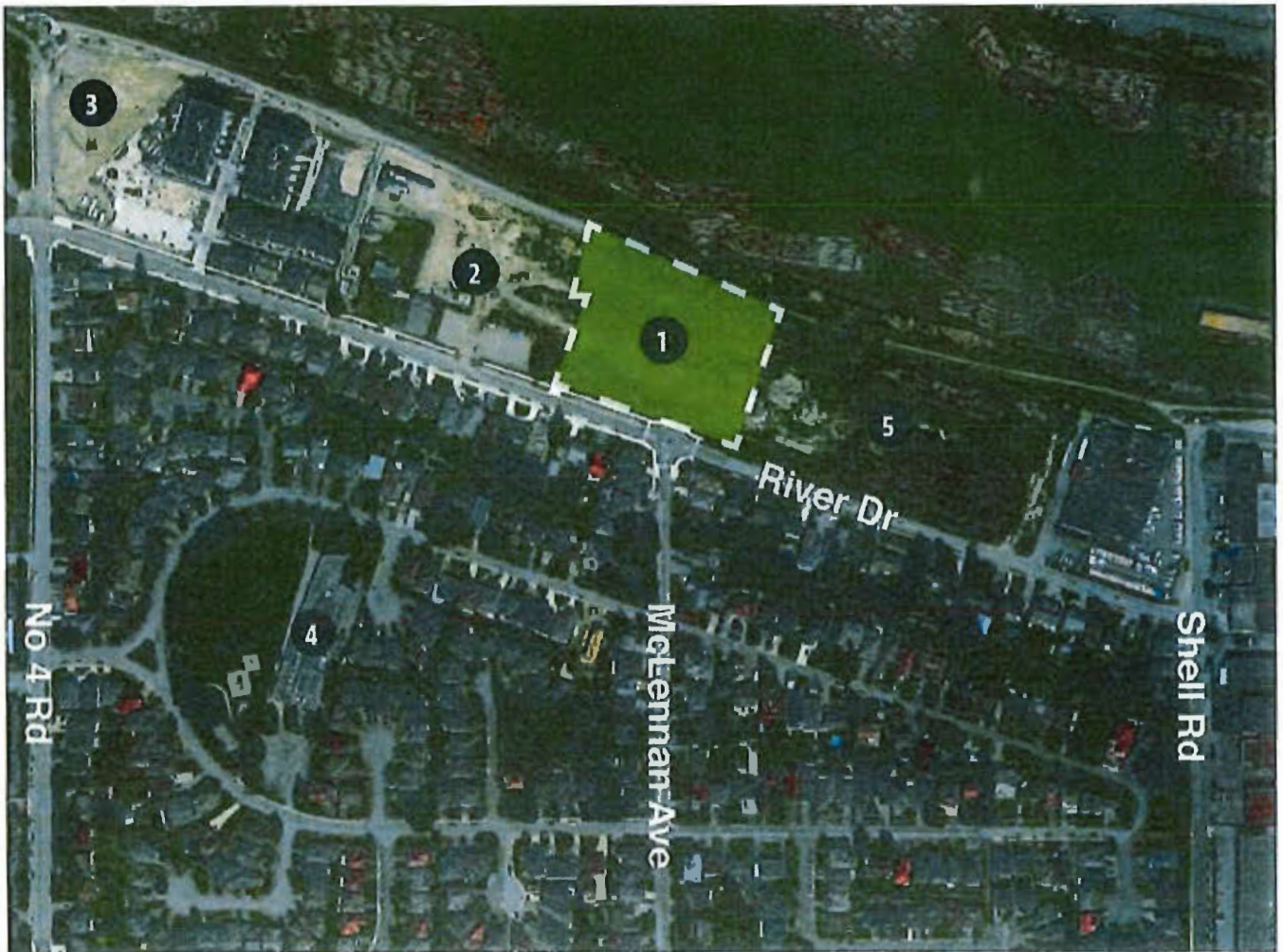


Figure 2 – Context Map and Location of Tait Waterfront Park. 1) Tait Waterfront Park, 2) Future Town Homes, 3) West Park, 4) Tait Elementary School, 5) Future Development

call to artists

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TAIT WATERFRONT PARK SCULPTURAL PAVILION

Attach one (1) copy of this form as the first page of the submission.

Name: _____

Team Name: (if applicable) _____

Address: _____

City: _____ Postal Code: _____

Primary Phone: _____ Secondary Phone: _____

E-mail: _____ Website: _____
(One website or blog only)

Incomplete submissions will not be accepted. E-mailed submissions over 5 MB will not be accepted. Information beyond what is listed in the checklist will not be reviewed.

List Team Member Names: (Team Lead complete above portion)

Please let us know how you found out about this opportunity:

Would you like to receive direct e-mails from the Richmond Public Art Program? ☐ Yes ☐ No

Signature: _____ Date: _____

Submit applications by e-mail to: publicart@richmond.ca

Additional Information

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 RFP as required. All submissions to this RFP 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 of the submitted documents. 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.

Artist Concept For *Wake*

By Aaron and Christian Zenga



Figure 1 – Artist three-dimensional rendering of *Wake*.



Figure 2 – Artist three-dimensional rendering of *Wake* in an imagined park setting.



Figure 3 – Artist rendering illustrating health and wellness-based programming for local community members.



Figure 4 – Artist rendering of *Wake* from River Road park entrance.

Richmond Public Art Advisory Committee Minutes (excerpt)
Tuesday, May 8, 2018

TAIT WATERFRONT PARK PAVILION CONCEPT PROPOSAL

Elisa Yon presented the recommended concept proposal from a two-stage selection process for a sculptural pavilion. Ms. Yon presented the site plan, selection panel and recommended artwork. It was noted that this will be a public picnic shelter that will be used as a satellite space for other programming (by Cambie Community Centre). This covered space will be used to pilot health and wellness-type activities.

The selection panel met in April and shortlisted several artists, of which, one was chosen. The Committee looked at the concept proposal for the selected artist. Members discussed the piece including the internal posts posing an issue, the open apertures allowing light to penetrate the space, rain chains posing a possible risk for climbing and possible bulletin board and storage being incorporated into the space. It was noted that plexi glass may be put into the apertures to keep rain out. Discussion ensued on plantings and maintenance. It was noted that the next stage will be working with the artist and the landscape architect. This space may potentially be used for concerts as well, and it was recommended to consider a slope to create an amphitheatre for this use. The scale of this piece will be between 8 and 14 feet.

Members discussed why this structure is so close to the road and not closer to the park. Members discussed potential factors such as crime prevention through environmental design.

It was moved and seconded

That the Richmond Public Art Advisory Committee support the selection panel's recommendation.

CARRIED



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Elizabeth Ayers
Director, Recreation Services

Re: **Community Wellness Strategy 2018-2023**

Date: June 25, 2018

File: 01-0370-20-002/2018-
Vol 01

Staff Recommendation

1. That the Community Wellness Strategy 2018-2023, and companion documents, as outlined in the report titled "Community Wellness Strategy 2018-2023," dated June 25, 2018 from the Director, Recreation Services, be adopted; and
2. That staff report back at the mid-point and end of the implementation period of the Community Wellness Strategy 2018-2023, as outlined in the report titled "Community Wellness Strategy 2018-2023," dated June 25, 2018 from the Director, Recreation Services.

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

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Communications	<input checked="" type="checkbox"/>	
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Fire Rescue	<input checked="" type="checkbox"/>	
Policy Planning	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

The draft Community Wellness Strategy 2018-2023 was adopted by Council on May 14, 2018, for the purpose of seeking stakeholder and public validation of the strategy. This report responds to the resulting referral:

That the Final Community Wellness Strategy 2018-2023, including the results of the stakeholder and public validation, be reported back to the Parks, Recreation and Cultural Services Committee.

The purpose of this report is to present the stakeholder and public validation process, the results of the validation processes, and the Community Wellness Strategy 2018-2023 for adoption (Attachment 1). The Community Wellness Strategy, developed in partnership with Vancouver Coastal Health – Richmond (VCH) and Richmond School District No. 38 (SD38) identifies innovative and collaborative approaches to improve the overall wellness of Richmond residents and to allow individuals, neighbourhoods, and the community as a whole to thrive. The Strategy also demonstrates leadership in prioritizing wellness as a contributor to a vibrant, appealing, and liveable community.

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.*

This report supports Council's 2014-2018 Term Goal #3 A Well-Planned Community:

Adhere to effective planning and growth management practices to maintain and enhance the livability, sustainability and desirability of our City and its neighbourhoods, and to ensure the results match the intentions of our policies and bylaws.

This report 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.*

This report supports Council's 2014-2018 Term Goal #9 A Well-Informed Citizenry:

Continue to develop and provide programs and services that ensure the Richmond community is well-informed and engaged on City business and decision making.

9.1. *Understandable, timely, easily accessible public communication.*

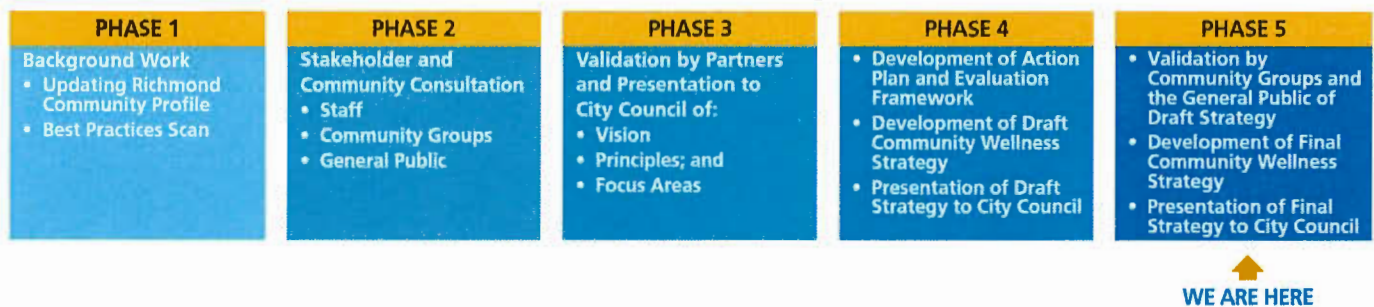
9.2. *Effective engagement strategies and tools.*

Analysis

Background

The diagram below provides a summary of the Community Wellness Strategy 2018-2023 development process. Staff are currently in Phase 5, which includes validation of the draft Strategy by Community Groups and the General Public, preparation of the final Strategy, and presentation of the Community Wellness Strategy 2018-2023 to Council for adoption.

Diagram: Community Wellness Strategy 2018-2023 Development Process



Community Validation Process

The purpose of the stakeholder and public validation process was to gain feedback on the action plan identified within the Strategy to ensure that the actions resonate with the community and that they represent what needs to be done in order to improve wellness opportunities for Richmond residents.

The validation process included:

- An online survey via *Let's Talk Richmond*, which was available from June 11–June 24, 2018.
- Two open houses, on June 13 and June 16, 2018, where the Strategy and action items were presented, staff were available to answer questions, and participants were invited to complete a survey or provide comments on poster boards. Children and youth were invited to attend the open houses and special activities were included to solicit feedback from these participants.

These opportunities were promoted extensively through email invitations to stakeholder groups, newspaper advertisements, in-house promotions in facilities, social media and word-of-mouth.

Community Validation Results

An estimated 175 people participated in the open houses and 226 residents completed a survey either in person or via Let's Talk Richmond. In addition, there were over 200 specific comments made in regards to the Strategy and its actions.

The feedback received demonstrated strong overall support for the Community Wellness Strategy 2018-2023, and specifically for the action items outlined in the Strategy. Participants recognize the importance of wellness at an individual, neighbourhood and community level with feedback as follows:

It looks like a comprehensive approach to understanding wellness, equity and accessibility to supports that will enhance wellness at the individual and community levels;

I think these are excellent ideas to further increase well-being and a sense of community for all residents. I love living in Richmond as it feels very welcoming and inclusive and I'm happy to see that we are working towards promoting healthy living for all age groups; and

Communication, education and local engagement at all ages and at the neighbourhood level are key elements. Feeling connected, respected and valued promotes physical and mental health. These appear to be addressed in the objectives.

Survey respondents were asked a series of specific questions to gauge whether or not the action items resonated with participants and to confirm that the actions will help to improve wellness at the individual, neighbourhood and community levels. The questions and responses are provided in Table 1 below.

Table 1: Let's Talk Richmond Survey Questions Regarding Action Items

Survey Question	% of Respondents that Strongly Agree or Agree
I feel that putting in place a healthy active living campaign to increase awareness, understanding and participation in physical activity, healthy eating and mental wellness opportunities will have a positive impact on the wellness of Richmond residents.	94%
I feel that being able to easily access healthy safe foods close by at a neighbourhood level will help promote healthy eating and wellness.	93%
I feel that being able to access information, resources and services about mental wellness will help support and promote mental wellness for Richmond residents.	90%
I feel that having a greater focus on neighbourhood level programs and services, as well as facilities, amenities and natural environment supports will contribute to a sense of belonging and social connectedness.	91%

Table 1 Continued

Survey Question	% of Respondents that Strongly Agree or Agree
I feel it is important to find ways to reach out to and support individuals and groups who have difficulty participating in community services and programs that contribute to their wellness.	91%
I feel that enhancing the opportunities for safe and enjoyable walking and cycling will help to encourage more walking and cycling by Richmond residents.	87.5%
I feel it is important to improve places and spaces at a neighbourhood level to make them accessible, inviting, healthy and safe.	95%
I feel that increasing indoor and outdoor opportunities for unstructured play city-wide and at a neighbourhood level will contribute to wellness. Examples include increasing nature play equipment and free play equipment boxes at community centres and parks.	91%
I believe that providing incentives for Richmond residents to engage in healthy activities is important to achieving wellness for Richmond. Examples include downloading and participating in apps that provide points for taking part in healthy daily activities.	74%
I believe it is important to strengthen the understanding of the benefits of wellness and increase awareness of the many opportunities that are available for residents to take part in healthy activities.	91%

At the open houses children and youth were invited to participate by sculpting with play dough or drawing on paper what activities are fun to them and make them healthy. Children highlighted that going to the playground or participating in recreational activities such as basketball, swimming and soccer keep them healthy and happy. In addition, children and youth pointed out that eating foods such as apples, bananas and various vegetables keeps them healthy as well. Samples of the children's feedback is included in Attachment 2.

Strong support was garnered at the public open houses from residents of all ages; many residents also expressed their feedback and support via the online survey on Let's Talk Richmond. It was evident through the survey results and from the validation received in-person that the actions were deemed as making a difference in terms of contributing to wellness opportunities for Richmond residents.

Validation Process Impact for the Community Wellness Strategy 2018-2023

The validation process demonstrated strong support for the Community Wellness Strategy 2018-2023. As a result of this, no significant changes are being made to the draft Strategy. The validation did highlight to staff three areas that were mentioned by a number of people, emphasizing their importance:

- Free and low cost/accessible programs were noted as important to residents:

Please try to keep opportunities low cost and easy to access.

- Providing safe walking/biking routes:

It has been wonderful to have a greenway running parallel to Railway Ave. As I live in Steveston and work in central Richmond, I have been able to cycle to work quite quickly, away from the exhaust of automobiles, buses and trucks and out of roadway largely designed for 4 wheeled vehicles. Cycling to and from work have been highlights of my day. The rides also help me arrive at work and at home with my head in a good place and alert.

- Recognition that focusing on healthy opportunities for children and youth will help now and have a lasting impact for the future:

Encourage participation for children at school (from elementary school all the way to high school) which will hopefully increase or enhance kid's ability to improve their health (physically, mentally, and spiritually). Have good healthy habits in their adulthood.

Initial Implementation

The next step for staff will be the implementation of the Community Wellness Strategy 2018-2023. This process has already begun, as the implementation of several priority actions listed in the Strategy has started.

As an example, the implementation of the 'Resilient Streets Program' is currently underway; this initiative aims to increase neighbour-to-neighbour connections, starting with the East and West Cambie neighbourhoods. To date several Resilient Streets events have been hosted, where residents in the East and West Cambie neighbourhoods had a chance to get to know their neighbours, attend free family-friendly events and learn about micro-grants available to them to support hosting a gathering or doing a fun, hands-on project with neighbours. Several real life success stories of neighbours meeting came out of the events, which illustrates steps being taken towards increasing Richmond residents' sense of belonging to their neighbourhoods.

Staff are committed to reporting back on the outcomes of the Community Wellness Strategy 2018-2023 at the mid-point and end of the implementation period.

Financial Impact

Most of the actions identified within the Strategy will be accomplished through the use of existing resources; in some instances this will involve the re-allocation of current resources. Staff will also continue to work with community partners to apply for grants and other funding opportunities as they become available. If a distinct circumstance arises during the Strategy implementation process where additional resources are required to accomplish an action, an additional level request will be submitted through the annual budget process.

Conclusion

A collaborative and holistic approach to improve wellness for Richmond residents has resulted in a successful partnership and the development of the Community Wellness Strategy 2018-2023. The Strategy provides a five-year plan for ensuring that opportunities for Richmond residents are in place to improve wellness and to allow individuals, neighbourhoods and communities to thrive. This has been accomplished through a vision, principles, action plan and evaluation framework that are outlined in detail within the Strategy. Upon adoption of the Strategy by Council, City staff will embark on the implementation of the Community Wellness Strategy 2018-2023 and will report back at the mid-point of the implementation timeframe.



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- Att. 1: City of Richmond Community Wellness Strategy 2018-2023, A Partnership Project: City of Richmond, Vancouver Coastal Health – Richmond, Richmond School District No. 38
2: Community Wellness Strategy 2018-2023 Validation Open Houses – Children and Youth Activity Results



City of Richmond Community Wellness Strategy 2018-2023

A Partnership Project: City of
Richmond, Vancouver Coastal
Health – Richmond, Richmond
School District No. 38

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Executive Summary

The City of Richmond has partnered with Vancouver Coastal Health-Richmond and Richmond School District No. 38 to develop a Community Wellness Strategy for Richmond (2018 -2023). The purpose of this five year strategy is to identify innovative and collaborative approaches to most effectively impact wellness outcomes for Richmond residents, increase the awareness of the benefits of active community engagement and healthy lifestyles for residents in all Richmond neighbourhoods. This strategy also demonstrates leadership in prioritizing wellness as a contributor to a vibrant, appealing and livable community.

Richmond residents are generally healthy; data from the My Health My Community survey indicates that Richmond residents live longer, feel less stressed, have healthier weights, less chronic disease, smoke less and drink less than other comparison communities in BC. However, there are areas for improvement, which include active living, mental and physical wellness, and a sense of belonging. According to the My Health My Community survey, Richmond ranks lower compared to other BC municipalities for three specific lifestyle practices that are strongly linked to health and wellness, these include physical activity, healthy eating (particularly fruit and vegetable intake) and social connectedness.

Wellness practices are highly influenced by an individual's knowledge of active and healthy lifestyles and mental wellness strategies and the ability to afford or access healthier options. Supportive social and physical environments can improve people's personal health practices and feelings of well-being. Wellness practices that start early in life are more likely to continue into adulthood. Many aspects of one's community and neighbourhood, such as community programs and services, employment opportunities, transit, school policy and location, parks and recreation opportunities, proximity to family and friends and personal time all affect people's ability to establish healthy and active lifestyles, build resilient neighbourhoods and engage in their communities.

Strategy Development Process

The Richmond Community Wellness Strategy 2018-2023 was developed through an iterative and multi-phased process involving many members of the general public, stakeholders, staff from all partner organizations and a strategic advisory committee.

CONTEXT	ENGAGEMENT	STRATEGY FRAMEWORK	ACTION PLAN & EVALUATION	FINAL STRATEGY
<ul style="list-style-type: none"> Richmond Community Profile Jurisdictional scan Review of background documents 	<ul style="list-style-type: none"> Strategic Advisory Committee Partners' staff Community organizations Public 	<ul style="list-style-type: none"> Development of Vision, Principles and Focus Areas Validation by Partners and Richmond City Council 	<ul style="list-style-type: none"> Develop Action Plan and Evaluation Framework 	<ul style="list-style-type: none"> Draft Richmond Community Wellness Strategy Validation by community organizations, public and City Council

Strategy Development Process Phases

Strategic Framework for Community Wellness

The development of the Strategic Framework, which includes the vision, principles and focus areas, was guided by:

- The Community Profile, which highlighted Richmond's changing demographics and indicators of where Richmond is doing well and where there are areas for improvement
- The definition of wellness that was informed by and resonated with stakeholders
- The community's feedback highlighting the themes of physical activity, healthy eating, mental wellness and social connectedness as key aspects of wellness
- The recognition that the importance of awareness, opportunity, access and supportive environments should be reflected in the Action Plan
- Wellness trends and evidence from the field identified in the Jurisdictional Scan

Community Wellness Strategy Vision and Principles

The Community Wellness Strategy Vision and Principles were developed following an extensive community engagement process and have been approved by Richmond City Council.

Vision

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

Principles

- Engage in collective action
- Embrace a strength-based approach
- Monitor and evaluate to ensure accountability
- Be financially, socially and environmentally sustainable
- Be inclusive, equitable, respectful and celebrate diversity
- Synergize with existing plans, strategies and organizations

Community Wellness Strategy Focus Areas and Actions

Five priority focus areas for action were also identified through the community engagement process and endorsed by Richmond City Council. The focus areas provide a clear set of high level goals for the Community Wellness Strategy 2018-2023. Objectives and action items have been developed for each of the focus areas.

The full action plan identifies twenty-three comprehensive initiatives for implementation over the next five years. A sample of the action plans is listed in this executive summary. To view the detailed list of actions, please refer to Section 7.0 of this strategy.

Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.

Objective #1

Increase the number of Richmond residents across all ages involved in physical activity and active, healthy lifestyles.

Key Action/Program/Initiative		Time-frame	Partner Lead
1	Develop and implement a healthy active living campaign to increase awareness, understanding and participation in physical activity, healthy eating, and mental wellness opportunities and benefits.	Develop 2018-2019 Implement 2019-2023	CoR
2	Implement initiatives to keep Richmond residents active through enhancing walking and cycling programs city-wide and at a neighbourhood level. Priority Action 1: Expand the scope of 'Move for Health Week' by including initiatives of the three partners (VCH-Richmond, SD38 and CoR), while also incorporating a focus on cycling. Priority Action 2: Increase neighbourhood level participation in the Walk Richmond program.	2019-2023 2019-2020 2020-2021	CoR



Objective #2

Increase the number of Richmond residents across all ages making healthy food choices.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Implement a Healthy Eating Strategy that increases access to healthy and safe foods at a neighbourhood level and builds upon and aligns with the Richmond Food Charter and the Regional Food System Action Plan ¹ . This includes coordinating and enhancing healthy eating opportunities in schools, public buildings, and where gaps have been identified at a neighbourhood level.	Ongoing to 2023	VCH-Richmond
Priority Action 1: Include healthy and, where possible, local food at concession stands, in vending machines and cafes in public facilities and schools.	2019-2020	
Priority Action 2: Expand community gardens in neighbourhoods across Richmond, to encourage social interaction, physical activity and access to fresh affordable vegetables and fruits for residents.	2018-2020	

Objective #3

Increase the number of individuals across all ages reporting a positive state of mental wellness.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Implement initiatives to increase access to mental wellness resources for residents.	2019-2023	SD 38
Priority Action 1: Enhance activities of the three partners to promote Mental Health Week.	2019-2020	
Priority Action 2: Implement an initiative to support residents' mental wellness through a 'Go-To' Mental Wellness Referral program. This initiative would involve enhancing the capacity of front line staff at City, public health and school facilities, so they would have the ability to connect individuals with the appropriate resources in Richmond.	2019-2021	

1 Links to: Richmond Food Charter: https://www.richmond.ca/shared/assets/7_RichmondFoodCharter44751.pdf

Metro Vancouver Regional Food System Action Plan 2016 <http://www.metrovancouver.org/services/regional-planning/agriculture/rfs-strategy/Pages/about-the-strategy.aspx>

2 <https://www.healthlinkbc.ca/healthy-eating/schools-and-communities>

Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities.

Objective #1

Provide opportunities to increase Richmond residents' sense of belonging to their neighbourhoods.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Develop and implement a Neighbourhood Strategy with a focus on programs, services and initiatives, as well as built and natural environment elements that enhance social connectedness within and among neighbourhoods. Priority Action 1: Implement the 'Resilient Streets Program' which aims to increase neighbour-to-neighbour connections, starting with the East and West Cambie Neighbourhoods. Learnings from this program will inform the Neighbourhood Strategy.	Develop 2019-2021 Implement 2021-2023 2018-2019	CoR



Focus Area #3: Enhance equitable access to amenities, services and programs within and among neighbourhoods.

Objective #1

Align availability and access of programs and services to meet the needs of Richmond residents by addressing inequities at a neighbourhood level, e.g., geographical, cost of programs and transportation, timing, cultural relevance and language needs or facilitating outreach opportunities.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Adopt an equity lens framework and assess what and where the inequities are at a neighbourhood level.	2018-2020	VCH-Richmond
2. Create wayfinding tools which help residents and service providers to make the best use of amenities, services, programs, natural and built environment opportunities that the neighbourhood offers. Priority Action 1: Create a visually appealing map illustrating City parks, recreation and arts amenities.	2019-2022 2019-2020	VCH-Richmond / CoR

Focus Area #4: Facilitate supportive, safe and healthy natural and built environments.

Objective #1

Identify and implement healthy natural and built environments to improve the wellness of Richmond residents.

Key Action/Program/Initiative		Time-frame	Partner Lead
1.	Improve connectivity by developing walkable routes in neighbourhoods that are accessible to all. Walkable routes could be further enhanced by: <ul style="list-style-type: none"> • Providing access to benches, washrooms and playgrounds, shade and gathering places • Providing interactive and interpretive amenities • Implementing a wayfinding and signage plan for walkable routes within neighbourhoods 	Ongoing to 2023	CoR
2.	Continue to improve cycling networks across the City by: <ul style="list-style-type: none"> • Expanding the bike route network • Expanding secured bike parking at City, health and school facilities • Increasing access to bicycles and bicycle helmets to those facing barriers • Addressing barriers to using available bike routes 	Ongoing to 2023	CoR

Focus Area #5: Promote wellness literacy³ for residents across all ages and stages of their lives.

Objective #1

Strengthen awareness and understanding of wellness including benefits and opportunities for improving wellness.

Key Action/Program/Initiative		Time-frame	Partner Lead
1.	Develop and implement a wellness literacy campaign as a key component of the healthy active living campaign. Priority Action 1: Develop and disseminate brief and easy to understand wellness messages in promotional materials. Priority Action 2: Host a wellness literacy fair for staff from the three partner organizations. Priority Action 3: Provide educational workshops on wellness led by experts or high profile community members.	Develop 2018-2019 Implement 2019-2023 2019-2020 2019-2020 2020-2021	All partners to contribute equally to this focus area

³ Wellness Literacy is "the capacity to obtain, process, and understand basic health/wellness information and services needed to make appropriate health/wellness decisions."

1

Richmond Community Wellness Strategy

Purpose, Partnership and Process

Richmond Community Wellness Strategy – Purpose, Partnership and Process

1.1 Purpose of the Strategy

The first Richmond Community Wellness Strategy 2010-2015 was developed by the City of Richmond in partnership with Vancouver Coastal Health-Richmond and Richmond School District No. 38 and was endorsed by Richmond City Council in February 2010. In 2015, the partners reviewed the impact of their work and renewed their commitment to work together to develop an updated Community Wellness Strategy for Richmond (2018-2023). The purpose of this five year strategy is to take a collaborative and holistic approach to improve wellness for Richmond residents and increase opportunities as well as support for active and healthy lifestyles throughout the city.

Building on the learnings from the earlier strategy, the aims of this strategy are to:

- Define community wellness more broadly, including mental health and social connectedness along with physical activity and healthy eating
- Clearly identify collective actions that span the mandate of all three partners
- Define actions more specifically with designated responsibilities
- Embed outcomes into the strategy that can be measured with consistency by the three partners
- Enhance awareness of the strategy to facilitate its use across organizations

Overall the intent is for the Strategy to be aspirational, pragmatic and action-oriented and aligned with other related Richmond policies and strategies.

1.2 The Partnership - Working Together

The City of Richmond, Vancouver Coastal Health – Richmond and Richmond School District No. 38

The 2018-2023 Richmond Community Wellness Strategy is a renewed commitment of the three partners - the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District No. 38 to work collectively to improve wellness. The three partners established a Strategic Advisory Committee with representatives from each of their organizations to guide the process and are committed to working together to implement the new strategy and monitor results on a regular basis. The three partners recognize that a shared vision and collective efforts to achieve common goals will amplify the impacts to individual and community wellness.

1.3 Building the Strategy

The Richmond Community Wellness Strategy 2018-2023 was developed through an iterative multi-phased process.

Multi-phased Strategy Development Process

CONTEXT	ENGAGEMENT	STRATEGY FRAMEWORK	ACTION PLAN & EVALUATION	FINAL STRATEGY
<ul style="list-style-type: none">Richmond Community ProfileJurisdictional scanReview of background documents	<ul style="list-style-type: none">Strategic Advisory CommitteePartners' staffCommunity organizationsPublic	<ul style="list-style-type: none">Development of Vision, Principles and Focus AreasValidation by Partners and Richmond City Council	<ul style="list-style-type: none">Develop Action Plan and Evaluation Framework	<ul style="list-style-type: none">Draft Richmond Community Wellness StrategyValidation by community organizations, public and City Council



A Community Profile was developed that highlights data that would be relevant to the health and well-being of Richmond residents and the community. A range of wellness strategies developed by comparable jurisdictions were reviewed to assess how wellness is defined by others, along with their vision statements, principles, goals, objectives and priority actions that contribute to wellness.

CONTEXT

A Strategic Advisory Committee made up of subject matter experts from the three partners was formed to guide the process. Workshops with staff from each of the partner organizations as well as a wide range of community stakeholders were facilitated to gain input into the strategy's vision and priorities. There were several opportunities for the general public, including parents, students and families, to provide feedback on what wellness means and what supports are needed to stay well.

ENGAGEMENT

Following each phase of the extensive consultation, results were summarized and reported back to the Strategic Advisory Committee. Multiple sessions were held, providing opportunities for the partners to review and refine the vision and principles and to reach consensus on the key focus areas for the Richmond Community Wellness Strategy. With initial validation by the partners, the vision, principles and focus areas were presented to Richmond City Council for approval.

**STRATEGY
FRAMEWORK**

Multiple sessions were held with the Strategic Advisory Committee along with subject matter experts from the partner organizations to identify and agree to priority actions for each focus area. An Evaluation Framework, including a logic model, was developed to outline the linkages from actions to outcomes, identify indicators and data sources, and provide a monitoring process to evaluate progress towards achievement of the desired outcomes.

**ACTION PLAN &
EVALUATION**

The draft Community Wellness Strategy Report was prepared and presented to Richmond City Council. Final validation of the Strategy by stakeholders and the public was undertaken through an invitational forum.

FINAL STRATEGY

1.4 Relationship to Other Richmond Plans and Strategies

The City of Richmond, Vancouver Coastal Health-Richmond and School District No. 38 have all undertaken the development of several plans and strategies. A number of these plans include actions related to the health and well-being of Richmond residents and the community as a whole. Certain aspects of wellness that are a primary focus in other plans or strategies (e.g., housing, economic factors) are not specifically included in the Richmond Community Wellness Strategy but are recognized as important. Examples of the plans and strategies of the three partner organizations that are aligned with the Community Wellness Strategy are identified in Appendix 1.

2

Richmond Today

Richmond Today

The following is a summary of Richmond's community profile and identifies factors associated with the health and well-being of Richmond citizens. Richmond's community profile is based on currently available demographic data for the City's population. In addition, data on economic, social, health and lifestyle indicators is also presented in this section. (See Appendix 3: Richmond Community Profile Data Sources.)



2.1 City Overview

Richmond enjoys a diversity of amenities and facilities, engaged citizens and community organizations as well as a vibrant natural setting that offers 1,950 acres of park lands, 73 kilometres of trails, and 60 kilometres of cycling paths. It is a unique 17-island city situated at the mouth of the Fraser River, providing an estuary for fish and migrating birds along shores lined by walking dikes. Agriculture is an important part of Richmond's past as well as present economy – 39% of the city's 129.17 square kilometers land base remains within the Agricultural Land Reserve. Since being designated as a City in 1990, Richmond has seen a rapid growth in population and has evolved into a vibrant, ethnically diverse municipality with a mix of residential, commercial and industrial areas, as well as parks, waterways and open spaces. Richmond is the fourth largest city in the Metro Vancouver area, representing 8.3% of the population in this region.

Global Active Cities

In recognition of Richmond's implementation of a legacy of community benefit related to its role in the 2010 Olympic Winter Games, as well as strong policies, plans and programs related to sport and recreation, the City was invited to participate in the development of a pilot "Global Active Cities" program. The initiative has now officially launched and Richmond became a partner City of the renamed Active Well-being Initiative <http://activewellbeing.org/> in late 2017. Richmond and nine other cities around the world are leading a movement to improve the lives of their citizens through the promotion of physical activity, sport, healthy lifestyles, social connections, healthy built and natural environments and well-being for all.



2.2 Population Demographics and Social Indicators

The following population demographics and social indicators were obtained from a variety of sources, these include:

- Richmond City Planning Hot Facts (the series, 2014-2017)
- The United Way Community Profile – Richmond – December 2015
- Statistics Canada (2015) 2011 Population Census/Household Survey
- Statistics Canada (2015) 2006 Population Census/Household Survey
- BC Vital Statistics (2011) Annual Report
- BC Stats (2015) Sub-Provincial Populations – P.E.O.P.L.E.
- BC Stats (2015) Socioeconomic Profiles

Growing population

Richmond's population continues to grow with a high influx of new residents born outside of Canada. Richmond is known for its rich ethnic diversity. A majority of Richmond residents (70%) self-identify as a visible minority. This is the highest proportion of any municipality in BC and the second highest in Canada. Many languages are spoken in Richmond. In the 2014/15 school year, 27.8% of Richmond School District students were English Language Learners. Understanding the unique needs of people from different cultures who speak different languages is important for improving overall health and wellness.

Changing age distribution

Understanding the age distribution of residents and how this is changing is important to planning and delivering services that meet the needs of different stages of life. At present, the over 65 age group is growing faster than the under 15 age group in all neighbourhoods. Adults between the age of 45 and 60 comprise the largest population group.

Mobile population

Forty three per cent of Richmond residents have moved within the past five years, and half of these residents have moved within Richmond. Many people say they do not know their neighbours. Having someone to turn to in an emergency, caring relationships and support from family and friends during tough times is important to wellness. Residents' sense of social connectedness varies by neighbourhood and is lower for both adults and youth in Richmond than in other regions – particularly for those who are new immigrants. Richmond youth are less likely than their peers in BC to always feel safe in their neighbourhood in the daytime or at night.

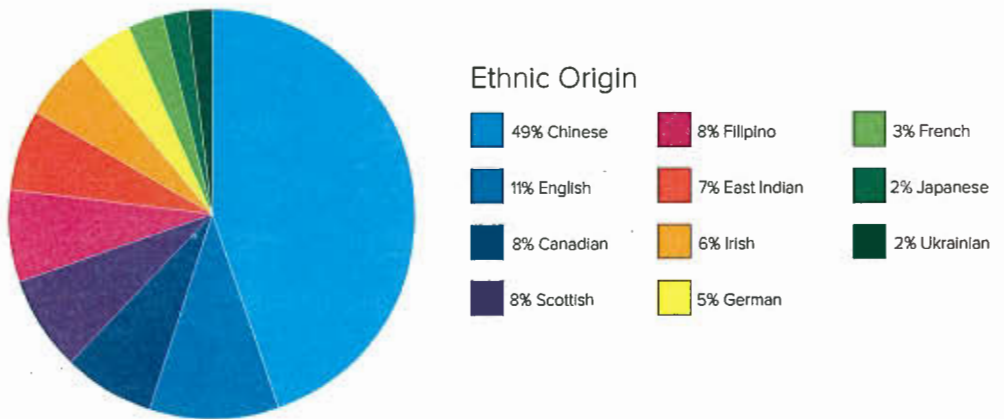


Snapshot of Richmond's population demographics and key social indicators

The current estimated population (2016) for Richmond is 218,307. This represents a 4.1% increase from 2011. Between 1991 and 2011, the population increased by 50%. Richmond's population is projected to continue growing with an estimated population in 2041 of 280,000.

Sixty per cent of Richmond residents are born outside of Canada. Richmond residents identify with over 140 different ethnic origins. The most common is Chinese – an ethnic group representing 49% of Richmond's population in 2011, having grown from 40% in 2001.

The eleven most common ethnic origins of Richmond residents in 2011 were:

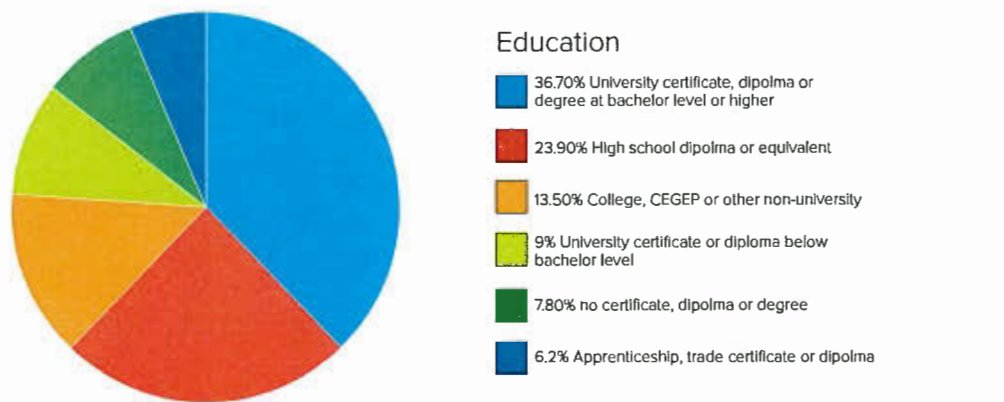


Chinese is identified as the first language in 41% of homes, while 90% indicate the ability to converse in English.

Seventy-seven per cent of residents own a home. The median household income is \$69,553 with 22.4% of households classified as low income. Close to one fifth (19.4%) of residents spend more than 30% of income on shelter while 8.7% spend more than 50% of income on shelter.

Average family size is three with 84% married or common-law couples and 16% lone-parent families.

In 2011, Richmond's population aged 25-64 reported on their highest level of education completed by the following National Household Survey categories:



Graduation Rate

Richmond School District No. 38's graduation rate is 94% over the past five years which is among the highest in the province. Student enrollment is approximately 21,000. The six year completion rates (the proportion of students who graduate, with a BC Certificate of Graduation or BC Adult Graduation Diploma, within six years from the first time they enrol in Grade 8) exceed the provincial rates overall (88.6% for Richmond compared to 83.6% for BC).

2.3 Health and Wellness Indicators

The following section provides data from the My Health My Community online survey taken by Richmond residents in 2013 and 2014, as well as the Human Early Learning Partnership which provides health and wellness data on children and youth that was collected between 2013 and 2016.

My Health My Community is an online health and wellness survey that gives residents in various Metro Vancouver municipalities the opportunity to provide information about their health, lifestyle choices, community involvement and neighbourhood characteristics. Overall the health status and needs of residents are collected in order to effectively plan and deliver programs, services and policies. The My Health My Community survey is conducted approximately every five years and is a non-profit partnership initiative between Vancouver Coastal Health, Fraser Health and the University of British Columbia.

In addition, the information in this section is also derived from the Human Early Learning Partnership, which is a research network based at the University of British Columbia and explores how early environments and experiences contribute to children's development. Working with School District No. 38, data was collected on Richmond children and youth using the following tools:

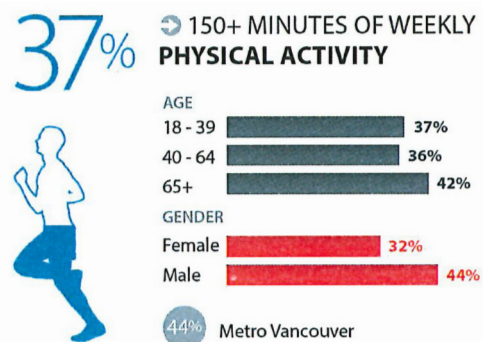
- EDI (Early Years Development Instrument), which is a questionnaire that has been used across BC to gather data about children's development at age five. This data provides insights into children's health during their early years.
- MDI (Middle Years Development Instrument), is a self-report questionnaire that asks children in Grade 4 and Grade 7 about their thoughts, feelings and experiences in school and in the community.
- McCreary Centre Society - BC Adolescent Health Survey is a questionnaire used to gather data about youth in Grades 7 through to Grade 12. This tool gathers information about adolescent's physical and emotional health.



According to data from the My Health My Community survey, Richmond residents are generally healthy, live longer, feel less stressed, have healthier weights, less chronic disease, smoke less and drink less than other comparison communities in BC. However, there are areas for improvement, which include active living, mental and physical wellness, and a sense of belonging. According to the My Health My Community survey, Richmond ranks lower compared to other BC municipalities for three lifestyle practices that are strongly linked to health and wellness. These include physical activity, healthy eating (particularly fruit and vegetable intake) and social connectedness.

Physical Activity

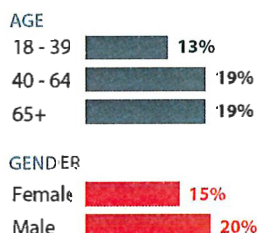
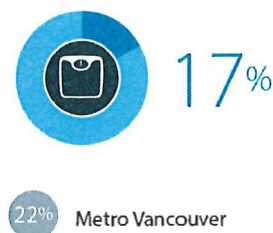
- According to the My Health My Community survey and data from the Human Early Learning Partnership, Richmond ranks the lowest in Metro Vancouver in terms of meeting the established physical activity guidelines⁴ with 42% of children, 38% of youth and 37% of adults meeting the target⁵.



My Health My Community (2013/2014)

- A greater percentage of 18-24 year olds and those 65+ meet the recommended physical activity guidelines compared to 25-39 year olds and 40-64+ year olds. There is also a drop in physical activity rates (participating in 30 minutes of vigorous daily physical activity) from Grade 3 to 7 – 44% to 33%.
- In terms of commute mode to work or school, 64% of residents commute by car, 22% by transit and 10% walk or cycle.
- When compared to other Metro Vancouver municipalities, Richmond has one of the lowest municipal obesity rates, approximately 17% of adults are obese and 50% are overweight.

OBESITY (BODY MASS INDEX ≥ 30.0)



ACROSS METRO VANCOUVER



Obesity was lowest among university graduates compared to all other educational levels.



Compared to the Metro Vancouver average of all ethnicities, **obesity was 60% lower among Chinese** and **55% higher among Aboriginal** people.

My Health My Community (2013/2014)

⁴ <http://www.csep.ca/en/guidelines/links-to-csep-guidelines>

⁵ Canadian 24 hour movement guidelines recommend 60 minutes energetic play for preschoolers and 60 minutes of moderate to vigorous activity for children and youth (5 to 17 years). Canadian physical activity guidelines for Adults and Older adults (65+) recommend a minimum of 150 minutes/week of moderate to vigorous activity.

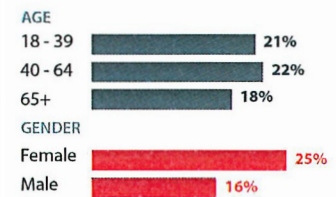
Healthy Eating

- As indicated by the My Health My Community survey and data from the Human Early Learning Partnership, fruit and vegetable intake is low when compared to other Metro Vancouver municipalities, in Richmond 50% of children, 40% of youth and 21% of adults meet the 5 or more servings/day target.

21%



5+ FRUIT & VEGETABLE SERVINGS DAILY



25% Metro Vancouver

My Health My Community (2013/2014)

Mental Health

- In addition, according to the My Health My Community survey and data from the Human Early Learning Partnership, 52% of Richmond residents self-rated their mental health as good or excellent, this is in comparison to 57% in Metro Vancouver. Mental health concerns are reported more by adolescent females. Most youth report feeling some stress (84%) or despair (59%). Feelings of stress are age related and highest in residents 18-39 years old.

Social Connectedness

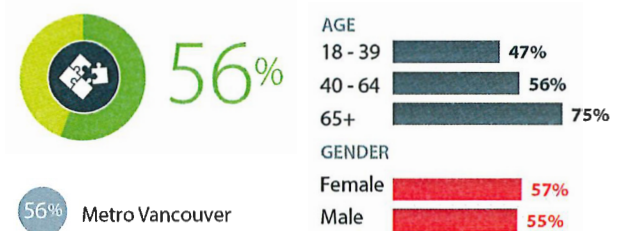
- Just over half (51%) of Richmond residents feel a strong sense of community belonging and social connectedness. This varies across Richmond neighbourhoods and is lower for new residents. According to the Human Early Learning Partnership, 42% of youth feel connected to their community.
- Less than half (41%) of residents reported having four or more people to confide in or turn to for help, which is a measure of community resilience and connectedness.

HAVE 4+ PEOPLE TO CONFIDE IN



6% Metro Vancouver residents with **no one** to confide in

STRONG SENSE OF COMMUNITY BELONGING



My Health My Community (2013/2014)



Child and Youth Development

The information in this section is also derived from the Human Early Learning Partnership, specifically from the EDI (Early Years Development Instrument), MDI [Middle Years Development Instrument] and the McCreary Centre Society - BC Adolescent Health Survey.

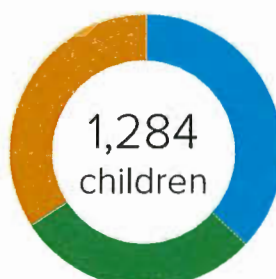
Specific measures of school readiness (EDI, early years 0-5) and social and emotional development during critical years (MDI, Grades 4 and 7)⁶ consistently show that approximately a third of Richmond children thrive, a third are doing moderately well but a third are not on a track for success. Approximately, 35% of Richmond children entering kindergarten experienced vulnerabilities on at least one area of critical development required for school readiness. These measures are very predictive of future success and well-being. The data show meaningful and persistent variation between neighbourhoods that provide opportunity for improvement.

In terms of middle years development, 31% of Grade 4 students and 34% Grade 7 students rank low on the MDI Well-Being Index (physical health, social and emotional development); Richmond students rank similar to the provincial average on the MDI Assets Index. Specific areas to focus on are adult relationships, nutrition and sleep.



Grade 4: Richmond (SD38)

40% Thriving
31% Low
29% Medium to High



Grade 7: Richmond (SD38)

37% Thriving
34% Low
29% Medium to High

⁶ Data taken from Human Early Learning Partnership – EDI (2013) and MDI Grades 4 and 6 (2016) and McCreary Society – BC Adolescent Health Survey (2013-2016)

As indicated by the McCreary Centre Society - BC Adolescent Health Survey, most Richmond youth (Grades 7-12) report good physical and mental health; feel connected to their family, school and community; have positive plans for the future and are engaging in health promoting behaviours which will assist them to transition successfully to adulthood.

- Richmond students are twice as likely as their peers across BC to speak a language other than English at home.
- Richmond youth were less likely than their peers across the province to always feel safe in their neighbourhood in the daytime (60% vs 64%) or at night (22% vs 28%). A sense of safety is associated with positive mental health among vulnerable youth and youth who had immigrated to Canada.
- Areas such as connectedness, stress/anxiety, sleep and nutrition have room for improvement.

2.4 Built and Natural Environments Indicators

Physical components of a built environment include neighbourhood design, transportation networks, natural environment, healthy food systems and housing. Community design influences community connectedness, mental and physical health, and chronic disease outcomes by promoting healthy behaviours such as walking or cycling.

- According to the My Health My Community survey, Richmond residents feel their sidewalks are maintained (76%) and they have amenities within walking or cycling distance (69%).

WELL MAINTAINED SIDEWALKS IN NEIGHBOURHOOD



76% Metro Vancouver

AMENITIES WITHIN WALKING OR CYCLING DISTANCE



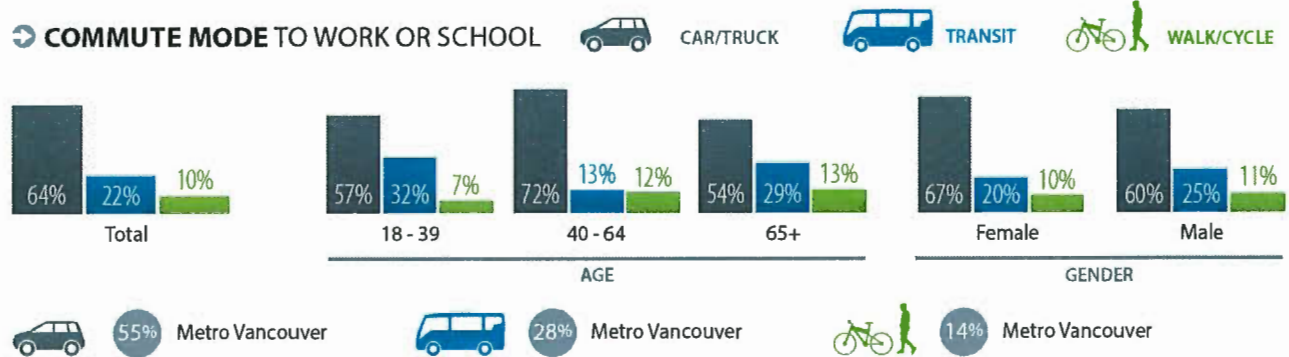
70% Metro Vancouver

EXPOSED TO SECOND HAND SMOKE IN PUBLIC PLACES

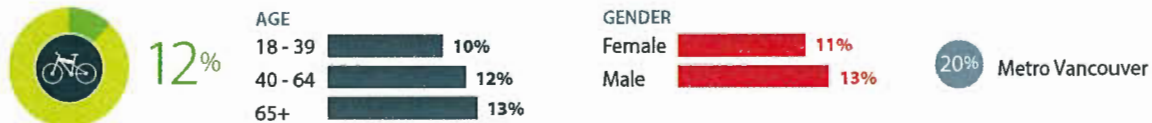


27% Metro Vancouver

- The majority, 64% of residents, commute to work by car compared to the regional average of 55%, although the majority of people who live in Richmond, work in Richmond or nearby in Vancouver. Walking or cycling for commuting is reported by only 10% of the population and for errands by 12%.



WALK OR CYCLE FOR ERRANDS



- In the My Health My Community survey, data indicates that people living in neighbourhoods with fewer healthy food outlets and a higher density of less healthy food outlets report lower intakes of fruits and vegetables and higher intakes of sugary beverages and snacks.

3

What We Heard Through Community Engagement

What We Heard Through Community Engagement

Over 1,000 residents and stakeholders were engaged in identifying priorities for enhancing wellness in Richmond. They told us what wellness means to them, what is working well in Richmond, and what changes could make a difference. Engagement took place in 2017 (January to May) through workshops, interviews, focus groups, open houses and on-line surveys.⁷

⁷ A detailed outline of the community engagement process and feedback is available in Appendix 4.



3.1 Who We Heard From⁸



"Richmond is doing a phenomenal job - great amenities, facilities, parks, dike, trails and many programs and events."

3.2 Stakeholder Feedback: What is Working Well in Richmond

Stakeholders identified a wide range of activities, services and amenities available to residents to support health and wellness including:

- recreation
- sports
- arts
- culture
- physical and social activities
- health services
- education

The Richmond Public Library was seen by all as a key connector and a source of information and education.

Overall stakeholders were extremely positive about the services and amenities available in Richmond.

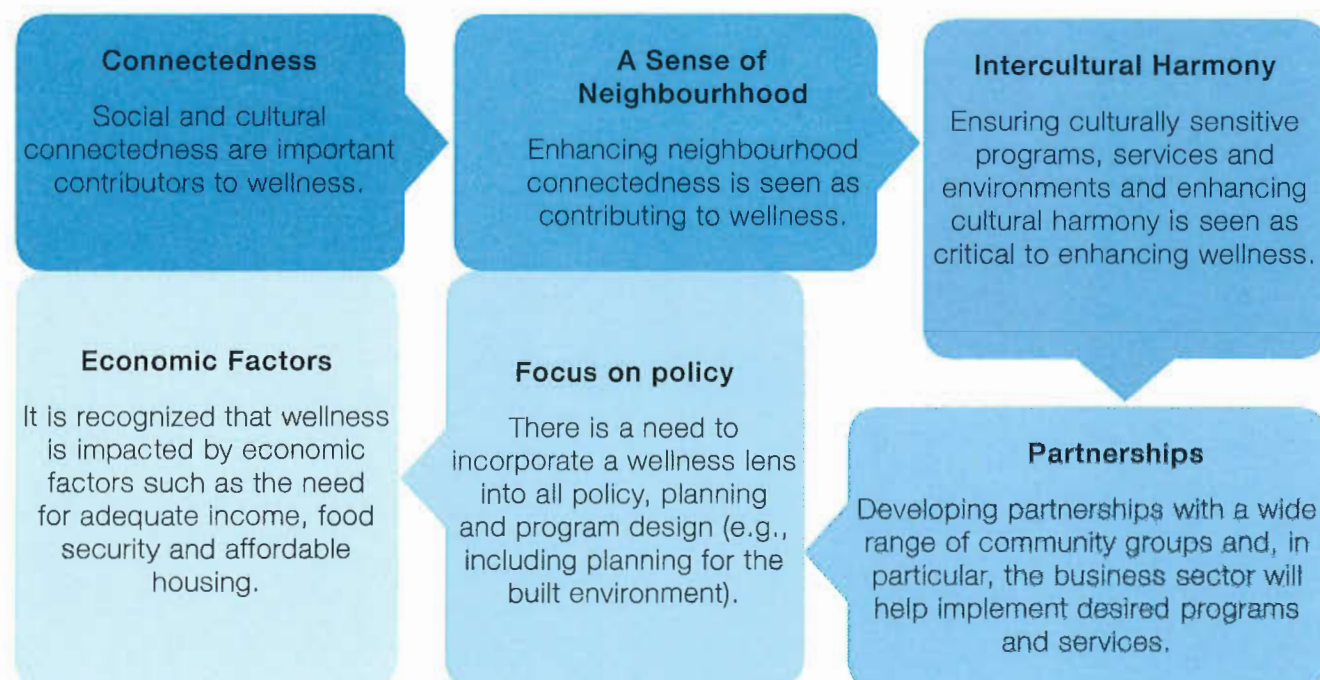
⁸ See Appendix 2 for detailed list of: Who We Heard From

3.3 Key Priorities to Enhance Wellness

Stakeholders were asked to identify key priority areas that are important to enhancing wellness. A great deal of consensus on priorities was evident and a number of consistent themes emerged from the collective input of all the stakeholders. The common themes are identified below.



A focus on the built and natural environment and developing safe and healthy indoor and outdoor places. Outdoor spaces for gathering and connecting are seen as critical supports to wellness.



Public engagement focused on understanding:

- What are the important aspects of wellness to you?
- What would help increase wellbeing?
- What does community and neighbourhood support and connectedness look like?

What wellness means to Richmond residents:

- Balance of physical, mental and spiritual wellness
- Harmony, bonding, good relationships, spending time together
- Accepting of everyone, openness, supportive, caring, inclusion, belonging, feeling safe, healthy environment, gathering places, opportunities to volunteer
- Economic and financial stability

Sampling of Richmond students:

- ✓ As an **individual**, it means being active, healthy, connected/included, having a positive mindset and having money and a good job
- ✓ As a **family**, it means sharing and caring, good communication and doing things together as a family
- ✓ As a **community**, it means having a clean environment, green space, feeling safe, volunteering, affordable housing and transportation

3.4 What Richmond Residents Said

Supports needed to increase wellness:

- **Built and natural environment** - supportive, safe and healthy environments

"Increase amenities within walking distance, healthy grocery stores, health care services, community programs."

- **Program opportunities** – greater choice for adults and after school options for children; flexible scheduling; unstructured opportunities
- **Services** – meeting the needs of the community including special needs populations e.g., people with disabilities, seniors, isolated and hard to reach groups
- **Mental Health** – having more information about what positive mental health means; services and support
- **Access** – having programs and amenities closer to home; low cost and drop in activities; physical activity and healthy eating support in schools

"Lower cost and free programs and opportunities to try different activities would be helpful."

- **Supportive neighbourhoods** – better sidewalks, transportation and natural spaces; open places and spaces to gather and play; greater connection between schools and community
- **Education** – easy to understand information on the benefits of wellness and opportunities available to enhance wellness

While many respondents indicated that they took part in some physical activity and looked for ways to incorporate healthy eating into their lifestyle, many also indicated the need for additional supports and incentives to increase their awareness of and opportunities to engage in activities contributing to wellness.

Supports needed to increase neighbourhood connectedness:

- **Opportunities** - offer a wide range of options that are fun and match neighbourhood interests; facilitate ongoing activities at a neighbourhood level and not only “one-off” events or festivals
- **Connectors** - focus on food and children as connectors; neighbourhood organizers and facilitators to support neighbourhood capacity-building; incentives to connect with others; focus on strategies to bring diverse cultural groups together to talk and get to know each other - “building relationships will help lead to solutions”
- **Places and spaces** – more green spaces and places to gather; age friendly playgrounds and parks, good equipment



Many respondents indicated that they did not know their neighbours. Many neighbourhoods are in flux with people moving in and out, renters, empty houses, and a sense of transiency. Cultural and language differences make connections difficult even with people living in town house complexes, apartments or condos.

Many suggestions were given to increase connectedness in neighbourhoods and a sense of belonging: social gatherings such as barbeques or block parties; regular ongoing fun events such as walking days, clean-up days, bottle drives; cultural activities and recreation and sports at a neighbourhood level; green space to gather, talk and build relationships; and organizers or facilitators to work with residents to build a sense of belonging in the neighbourhood.



"Need more opportunities to mingle with people from various backgrounds in my neighbourhood."

"Small neighbourhood gatherings are where you really get to know people."

4

What We Learned From Other Jurisdictions

What We Learned From Other Jurisdictions

To inform the development of the Community Wellness Strategy, a jurisdictional scan was undertaken. The scan included examples and learnings from community wellness strategies and other relevant initiatives in BC as well as other jurisdictions nationally and internationally. A detailed Jurisdictional Scan is submitted under separate cover⁹. Key learnings are identified below.

Wellness is *defined broadly as taking a holistic perspective* including a wide range of dimensions such as social, physical, emotional, occupational, intellectual, environmental, and spiritual.

Guiding Principles emphasize *respect, inclusiveness, equity, participation and engagement, evidence-based and collaboration*.

Strategic goals and outcomes to focus on:

- Improved physical activity, healthy eating and mental health
- Strong sense of belonging and social connectedness with one's family, school, neighbourhood and community

Recurrent themes include:

- Decreasing barriers to access, amenities, services and programs
- Enhancing supportive and healthy built and natural environments
- Increasing awareness, promotion and education
- Creating resilient neighbourhoods¹⁰

⁹ Jurisdictional Scan for Richmond Community Wellness Strategy, May 2017

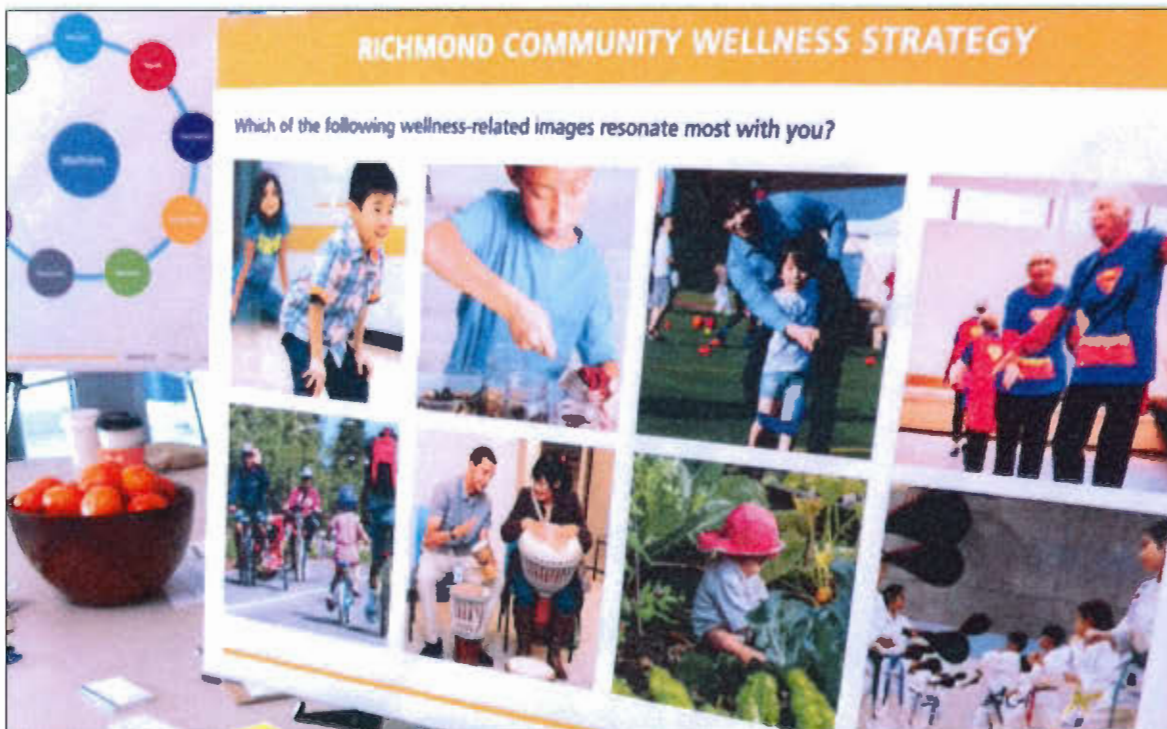
¹⁰ Building Resilient Neighbourhoods, Four Years of Learnings 2012-2016 Written by Bob Wipon, Stacy Barter and Michelle Colussi, January, 2017

Implementation practices from other jurisdictions identify the need for strong partnerships with continued **collaborative and collective actions** to advance community wellness and develop a culture of wellness for the long term. A strong “backbone” organization (dedicated structure to provide leadership), research and data, funding, knowledge transfer, recognition and sustainability will support the focus on the achievement of the vision and long term goals.

Many jurisdictions adopted a neighbourhood strategy in their implementation, recognizing the relationship between neighbourhood resiliency and individual and community wellness. Focusing at the neighbourhood level can increase opportunities and access, strengthen relationships, contribute to cultural harmony and build capacity to achieve wellness⁷.

Universal and targeted approaches are needed to respond to the needs of hard-to-reach or marginalized groups. Approaches to reducing barriers to access to amenities, services, and programs should consider addressing issues such as proximity and transportation, cultural and language differences, financial barriers and access for seniors, isolated individuals and those with a physical disability and/or mental health challenge.

Awareness, education and communication are all themes identified in other jurisdictions addressing wellness. Learnings suggest that consistent messages, using a variety of communication methods to reach different target audiences and a common branding by all partners under a continuous long term campaign will help to enhance understanding, momentum and sustainability.



5

Bringing It All Together

Bringing It All Together

5.1 What Needs to be Considered

Personal health practices such as what we eat, how much we drink, how physically active we are, whether we smoke and how much sleep we get are all factors that impact our physical and mental health and sense of well-being. Health practices are highly influenced by our knowledge about active healthy lifestyles and mental wellness strategies and our ability to afford or access healthier options. Supportive social and physical environments can improve everyone's personal health practices and feelings of well-being. Health practices that start early in life are more likely to continue into adulthood. Many aspects of the community and neighbourhood you live in, community programs and services, employment opportunities, transit, school policy and location, parks and recreation, how close family and friends are, the time you have and more affect people's ability to establish healthy active lifestyles, build resilient neighbourhoods and engage in their communities.



A synthesis of data from the community profile, community engagement and jurisdictional scan confirmed the key aspects of wellness to focus on for the next 5 years include:

- Physical activity
- Healthy eating
- Mental health
- Social connectedness

Richmond offers many opportunities to enhance and support wellness. To further support individual and community wellness, community engagement and feedback and learnings from other jurisdictions highlighted a number of areas to focus efforts on:

- Awareness/education/communication
- Equitable access to programs and services
- Supportive built and natural environments
- Neighbourhood focus - would help build resilience and connectedness at the neighbourhood level in Richmond.

Evidence also highlights the need for strong partnerships working in a collaborative manner to achieve collective impact. The factors associated with successful collective impact are seen to be: a common agenda; shared measurement of progress; mutually reinforcing activities; continuous communications and having a backbone structure to move the work forward.

The collaborative partnership of the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District No. 38, working together with community stakeholders and focusing energy on a common strategy and set of actions with identified progress measures has great potential to advance wellness in Richmond.



5.2 What Wellness Means to Richmond

Through the consultation process, it became evident that Richmond residents support a holistic approach to wellness that includes many inter-related dimensions such as physical, mental, social, spiritual and sense of belonging. These inter-relationships influence how they learn, play, work and live their lives as individuals (regardless of age or ability), as families and as a community.

The following definition has been adopted for the Community Wellness Strategy:

Wellness is the ability of individuals and communities to reach their fullest potential. At an individual level, wellness means an optimization of and a balance among physical, mental, social and spiritual well-being. At a community level, wellness means living in harmony with others, respecting diversity, feeling safe, supported and included, and having a sense of belonging to one's neighbourhood and broader community.

Supporting Evidence for the Richmond Definition of Wellness

The definition of wellness adopted by Richmond is supported in the literature and in other jurisdictions. Descriptions of wellness include a range of dimensions – e.g., physical, psychological/emotional, social, spiritual, intellectual, economic, occupational, environmental and cultural wellness. The common theme is that these dimensions are all connected, are interdependent and together contribute to an individual's resilience and overall sense of well-being. Individual and community wellness do not exist in isolation. Individuals cannot reach their full potential without a supportive community. A supportive community is built upon supportive individuals coming together for the wellness of the whole community. Community wellness is about the ability and willingness of people to act together in ways that benefit everyone. A feeling of belonging is a powerful catalyst for strong communities.

"A sense of belonging is important to build safe, vibrant communities, and it brings purpose to our lives. Belonging is defined as being part of the collective 'we' - communities sending signals of acceptance and inclusion, and individuals cultivating their own connections to community."¹¹



While health is defined as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity, wellness is seen as an active process of becoming aware of and making choices that enrich our lives.

¹¹ Belonging – Exploring Connection to Community, Community Foundations of Canada, 2015
National Report Vital Signs

6

Guiding Framework Vision, Principles and Focus Areas

Guiding Framework – Vision, Principles and Focus Areas

A vision, principles and five focus areas with the potential to strategically advance the work of the partners in optimizing wellness for Richmond residents have been developed specifically for the Community Wellness Strategy 2018-2023.

Similar to the first Community Wellness Strategy 2010-2015, the recent community consultation has revealed a focus on physical activity and connectedness to one's community as important factors when it comes to wellness for Richmond residents. The consultation has also identified healthy neighbourhood design and transportation networks, equitable access to programs and services as well as education on wellness literacy, as important factors for Richmond residents.



6.1 Vision for the Richmond Community Wellness Strategy

The City of Richmond's vision... *"to be the most appealing, livable and well-managed community in Canada"* provides context for the Richmond Community Wellness Strategy vision.

The vision for the Community Wellness Strategy is intended to be aspirational and to articulate how the three partners – The City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District No. 38 - envision Richmond as a result of their collective action.

Vision for the Community Wellness Strategy:

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



6.2 Principles

The following principles, developed in partnership with the Strategic Advisory Committee, provided a decision-making framework for the development of the strategy:

- Engage in collective action
- Embrace a strength-based approach
- Monitor and evaluate to ensure accountability
- Be financially, socially and environmentally sustainable
- Be inclusive, equitable, respectful and celebrate diversity
- Synergize with existing plans, strategies and organizations

It is expected that these principles will continue to provide a framework to guide the strategy's implementation as well as the ongoing evaluation of the strategy's Action Plan.

6.3 Focus Areas

The focus areas identified to guide the Richmond Community Wellness Strategy 2018-2023 build upon:

- Identification in the Community Profile of Richmond's changing demographics, where Richmond is doing well and where there are areas for improvement
- The community engagement voice highlighting physical activity, healthy eating, mental wellness and connectedness as key aspects of wellness, to be supported by awareness, opportunity, access and supportive environments
- Wellness trends identified in the jurisdictional scan

There are significant interconnections among the focus areas and all of them play an important role in contributing to the overall wellness of Richmond residents and the community as a whole.

Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.

Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities

Focus Area #3: Enhance equitable¹² access¹³ to amenities, services and programs within and among neighbourhoods.

Focus Area # 4: Facilitate supportive, safe and healthy natural and built environments

Focus Area #5: Promote wellness literacy for residents across all ages and stages of their lives.



¹² Equitable –fair, reasonable, just and free of favoritism or self-interest.

¹³ Equitable access is about addressing social and economic imbalances when developing policy or implementing plans, so that people from diverse backgrounds (and different neighbourhoods) have more or less similar opportunities when it comes to accessing amenities, services and programs.

7

Moving Forward Community Wellness Action Plan

Moving Forward – Community Wellness Action Plan

The Action Plan in this section outlines the objectives and actions under each focus area that the partners believe will make a meaningful and measurable difference in enhancing wellness in Richmond. Overall, each of the partners has agreed to lead specific objectives and actions while working collaboratively on all objectives and actions.

In some cases, specific initiatives have been identified as priority actions. These initiatives were identified through the engagement process and best practices research as programs or services that: hold particular promise to significantly impact the objective; have already secured commitment from the partners to resource and implement; and/or particularly resonate with the community. The priority actions have therefore been identified as a means of supporting the larger, long term actions.



7.1 Action Plan

Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.

Objective #1

Increase the number of Richmond residents across all ages involved in physical activity and active, healthy lifestyles.

Key Action/Program/Initiative		Time-frame	Partner Lead
1.	Develop and implement a healthy active living campaign to increase awareness, understanding and participation in physical activity, healthy eating, and mental wellness opportunities and benefits.	Develop 2018-2019 Implement 2019-2023	CoR
2.	Implement initiatives to keep Richmond residents active through enhancing walking and cycling programs city-wide and at a neighbourhood level. Priority Action 1: Expand the scope of 'Move for Health Week' by including initiatives of the three partners (VCH-Richmond, SD38 and CoR), while also incorporating a focus on cycling. Priority Action 2: Increase neighbourhood level participation in the Walk Richmond program.	2019-2023 2019-2020 2020-2021	CoR
3.	Increase structured and unstructured physical activity opportunities in the after school hours and encourage after school programs to include a minimum of 30 minutes of moderate to vigorous physical activity. Priority Action 1: Scale-up the Art Truck initiative which includes physical activity, arts and culture and healthy eating.	2018-2020 2018-2019	VCH-Richmond / CoR
4.	Implement initiatives which encourage physical activity through programs and services that are neighbourhood specific. Priority Action 1: Implement the Active Communities Grant Project focusing on physical activity initiatives in the City Centre neighbourhood. Priority Action 2: Encourage 30 minutes of daily moderate to vigorous physical activity in school.	Pilot Initiative 2018-2019 Implement 2019-2023 2018-2019 2018-2019	CoR SD38

Objective #2

Increase the number of Richmond residents across all ages making healthy food choices.

Key Action/Program/Initiative	Time-frame	Partner Lead
<p>1. Implement a Healthy Eating Strategy that increases access to healthy and safe foods at a neighbourhood level and builds upon and aligns with the Richmond Food Charter and the Regional Food System Action Plan.¹⁴ This includes coordinating and enhancing healthy eating opportunities in schools, public buildings, and where gaps have been identified at a neighbourhood level.</p> <p>Priority Action 1: Include healthy and, where possible, local food at concession stands, in vending machines and cafes in public facilities and schools.¹⁵</p> <p>Priority Action 2: Expand community gardens in neighbourhoods across Richmond, to encourage social interaction, physical activity and access to fresh affordable vegetables and fruits for residents.</p>	<p>Ongoing to 2023</p> <p>2019-2020</p> <p>2018-2020</p>	VCH-Richmond
<p>2. Expand or implement neighbourhood food hubs in underserved areas to address the lack of fresh and local produce and establish a healthier food environment at the neighbourhood level.</p> <p>Priority Action 1: Complete the Richmond Food Asset Map to inform the Neighbourhood Food Hub initiative.</p> <p>Priority Action 2: Conduct school food environment audits within identified neighbourhoods to inform and strengthen the Neighbourhood Food Hub initiative.</p>	<p>Ongoing to 2023</p> <p>2018-2019</p> <p>2018-2020</p>	VCH-Richmond
<p>3. Enable residents of all ages to make healthy food choices through educational opportunities and programs that are culturally relevant.</p> <p>Priority Action 1: Develop effective teaching tools to assist residents to make healthy food choices.</p> <p>Priority Action 2: Develop new or expand current partnerships that provide food skills programs for Richmond residents, e.g., Diabetes Canada 'Food Skills for Families' program; The Sharing Farm cooking and nutrition food skills program; and community centre cooking classes.</p> <p>Priority Action 3: Promote and support the implementation of 'Appetite to Play' in Richmond early childhood programs including daycares, preschools and those provided or funded by the partners. This initiative is focused on training and supporting early years' providers to enhance knowledge, skills and confidence in providing environments for children that incorporate healthy eating and physical activity.</p> <p>Priority Action 4: Focus the annual VCH- Richmond/SD 38 Book Mark contest on healthy food choices in year 1, physical activity in year 2, mental wellness in year 3 and social connectedness in year 4.</p>	<p>Ongoing to 2023</p> <p>2018-2020</p> <p>2019-2021</p> <p>2018-2020</p> <p>2018-2022</p>	<p>VCH-Richmond</p> <p>VCH-Richmond / CoR</p> <p>SD38 VCH-Richmond</p>

14 Links to: Richmond Food Charter: https://www.richmond.ca/_shared/assets/7_RichmondFoodCharter44751.pdf Metro Vancouver Regional Food System Action Plan 2016 <http://www.metrovancouver.org/services/regional-planning/agriculture/rfs-strategy/Pages/about-the-strategy.aspx>

15 <https://www.healthlinkbc.ca/healthy-eating/schools-and-communities>

Objective #3

Increase the number of individuals across all ages reporting a positive state of mental wellness.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Implement initiatives to increase access to mental wellness resources for residents. Priority Action 1: Enhance activities of the three partners to promote Mental Health Week. Priority Action 2: Implement an initiative to support residents' mental wellness through a 'Go-To' Mental Wellness Referral program. This initiative would involve enhancing the capacity of front line staff at City, public health and school facilities, so they would have the ability to connect individuals with the appropriate resources in Richmond.	2019-2023 2019-2020 2019-2021	SD 38
2. Implement the 'Foundry' Initiative, which is an integrated one stop shop for mental health, primary health care and social services for young people ages 12-24 with a focus on ready access to services and early intervention for wellness. This initiative is currently being implemented in cities across British Columbia.	Ongoing to 2023	VCH-Richmond
3. Develop a common language around what mental wellness means and integrate it into resources developed to support mental wellness. Priority Action 1: Adopt a common social/emotional competency curriculum that can be applied to children, youth and adult programs aimed at supporting mental wellness. Utilize the EDI, MDI and McCreary data and research for Richmond to inform the curriculum and other programs/strategies that have the potential to decrease risk factors and increase protective factors during developmental stages.	Ongoing to 2023 2018-2020	SD 38



Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities.

Objective #1

Provide opportunities to increase Richmond residents' sense of belonging to their neighbourhoods.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Develop and implement a Neighbourhood Strategy with a focus on programs, services and initiatives, as well as built and natural environment elements that enhance social connectedness within and among neighbourhoods. Priority Action 1: Implement the 'Resilient Streets Program' which aims to increase neighbour-to-neighbour connections, starting with the East and West Cambie Neighbourhoods. Learnings from this program will inform the Neighbourhood Strategy.	Develop 2019-2021 Implement 2021-2023 2018-2019	CoR

Focus Area #3: Enhance equitable access to amenities, services and programs within and among neighbourhoods.

Objective #1

Align availability and access of programs and services to meet the needs of Richmond residents by addressing inequities at a neighbourhood level, e.g., geographical, cost of programs and transportation, timing, cultural relevance and language needs or facilitating outreach opportunities.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Adopt an equity lens framework and assess what and where the inequities are at a neighbourhood level.	2018-2020	VCH-Richmond
2. Create wayfinding tools which help residents and service providers to make best use of amenities, services, programs, natural and built environment opportunities that the neighbourhood offers. Priority Action 1: Create a visually appealing map illustrating City parks, recreation and arts amenities.	2019-2022 2019-2020	VCH-Richmond / CoR CoR
3. Introduce a 'Prescription for Health' initiative where local health care providers and school counsellors would prescribe physical activity utilizing local amenities, services, programs, natural and built environments in neighbourhoods.	Ongoing to 2023	VCH-Richmond
4. Enhance partner outreach to groups where barriers to access and participation in services and programs have been identified. Priority Action 1: Establish a partner task group to clarify existing barriers to be addressed and priority solutions.	Ongoing to 2023 2019-2020	VCH-Richmond

Focus Area #4: Facilitate supportive, safe and healthy natural and built environments.**Objective #1**

Identify and implement healthy natural and built environments to improve the wellness of Richmond residents.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Improve connectivity by developing walkable routes in neighbourhoods that are accessible to all. Walkable routes could be further enhanced by: <ul style="list-style-type: none"> • Providing access to benches, washrooms and playgrounds, shade and gathering places • Providing interactive and interpretive amenities • Implementing a wayfinding and signage plan for walkable routes within neighbourhoods. 	Ongoing to 2023	CoR
2. Continue to improve cycling networks across the City by: <ul style="list-style-type: none"> • Expanding the bike route network • Expanding secured bike parking at City, health and school facilities • Increasing access to bicycles and bicycle helmets to those facing barriers. • Addressing barriers to using available bike routes 	Ongoing to 2023	CoR
3. Enhance walkability/proximity to healthy food sources within neighbourhoods. Consideration can be given to one or more of the following best practice approaches: <ul style="list-style-type: none"> • Creating local spaces and incentives for community gardens, food sharing, farmers' markets and food skills programs • Creating mobile options that improve proximity to healthy food sources for areas with limited access (e.g., travelling 'pop up' units that sell fruit and vegetables). 	Ongoing to 2023	VCH-Richmond
4. Improve places and spaces at the neighbourhood level to make them accessible, inviting, healthy and safe through the addition of elements such as: <ul style="list-style-type: none"> • Furnishings and activities • Nature • Murals • Book libraries • Non-smoking outdoor and indoor spaces 	Ongoing to 2023	CoR
5. Increase indoor and outdoor unstructured play opportunities city-wide and at a neighbourhood level at school and City playgrounds, parks and facilities by: <ul style="list-style-type: none"> • Increasing nature play elements • Providing play equipment accessible to all e.g., playboxes available at community centres and parks • Creating learning opportunities in natural and built environments. 	Ongoing to 2023	CoR

Focus Area #5: Promote wellness literacy¹⁶ for residents across all ages and stages of their lives.

Objective #1

Strengthen awareness and understanding of wellness including benefits and opportunities for improving wellness.

Key Action/Program/Initiative		Time-frame	Partner Lead
1.	Develop and implement a wellness literacy campaign as a key component of the healthy active living campaign. Priority Action 1: Develop and disseminate brief and easy to understand wellness messages in promotional materials. Priority Action 2: Host a wellness literacy fair for staff from the three partner organizations. Priority Action 3: Provide educational workshops on wellness led by experts or high profile community members.	Develop 2018-2019 Implement 2019-2023 2019-2020 2019-2020 2020-2021	All partners
2.	Coordinate and connect the wellness communications and information sharing tools of the three partners. Aim to establish a common place/platform for wellness information. Priority Action 1: Develop linkages among current partner websites for sharing evidence-based wellness messages endorsed by the three partners.	2019-2021 2019-2020	All partners
3.	Develop and implement incentives to promote wellness literacy. Priority Action 1: Share wellness success stories to celebrate the wellness achievement of Richmond residents and report on progress using a common platform endorsed by the three partners.	Develop 2019-2020 Implement 2020-2023 2020-2021	All partners



¹⁶ **Wellness Literacy** is “the capacity to obtain, process, and understand basic health/wellness information and services needed to make appropriate health/wellness decisions.”

8

Measuring Our Progress

Measuring Our Progress

8.1 Evaluation Framework and Logic Model

The Richmond Community Wellness Strategy 2018–2023 Evaluation Framework has been developed and is available under separate cover. The Evaluation Framework outlines a logic model, provides details for process and outcome evaluation including indicators and data sources, and serves as a guide for evaluating the overall Strategy.

Context

The five focus areas, objectives and actions of the Richmond Community Wellness Strategy are all aimed to address the following priority areas for change:

- Physical activity
- Healthy eating
- Mental wellness
- Social connectedness

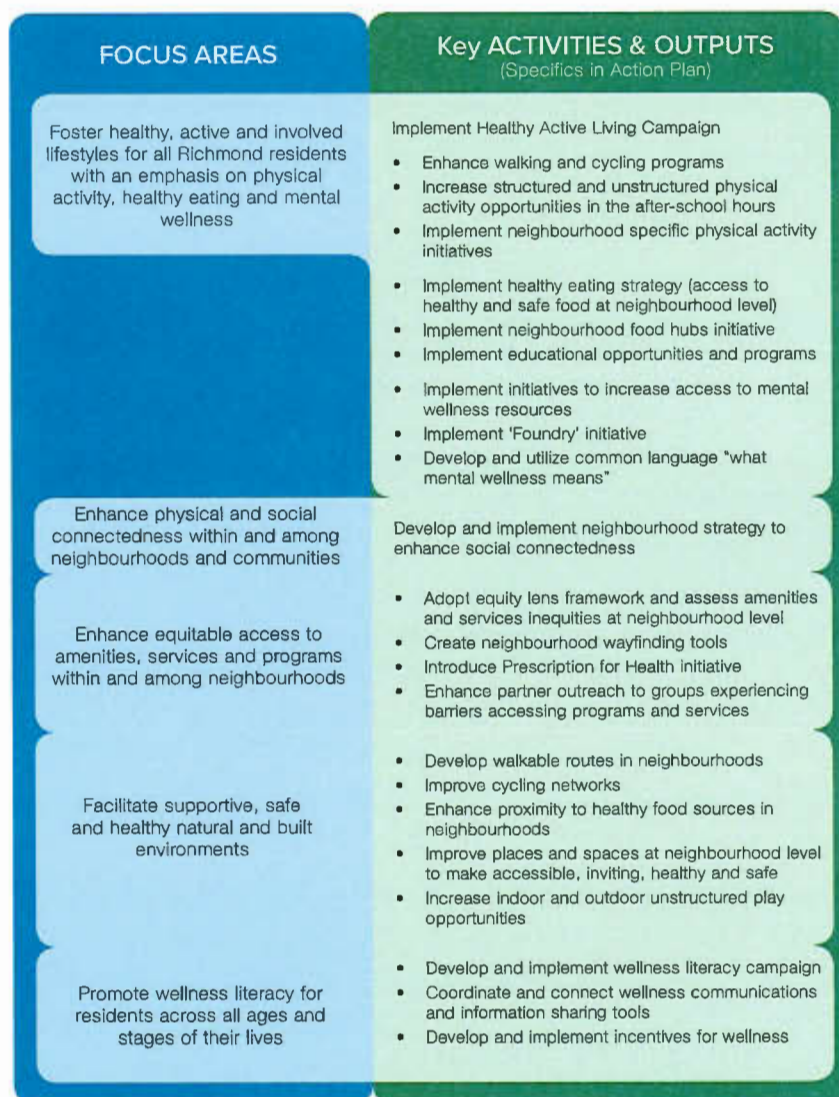


These are the key drivers to guide the implementation of the action plan for the Richmond Community Wellness Strategy 2018–2023. The first two focus areas and related objectives and actions speak directly to the above priority areas of change. The remaining three focus areas - and related objectives and actions - are supports essential to achieving the desired change.

In essence, the focus areas and related objectives and actions are interrelated and collectively contribute to enhancing community wellness. It is recognized that the key determinants of health such as income, housing and education are also critical factors in achieving community wellness. No one action or determinant is a hundred percent attributable to individual and community wellness. It is collective action and the inter-relationships of all of these variables that impact the long term outcomes. Achieving the outcomes identified in the Community Wellness Strategy is likely to require a city-wide culture of wellness and active lifestyles that will take longer than five years to accomplish. To this end, the five year 'long term' outcomes provide a marker of progress.

Logic Model

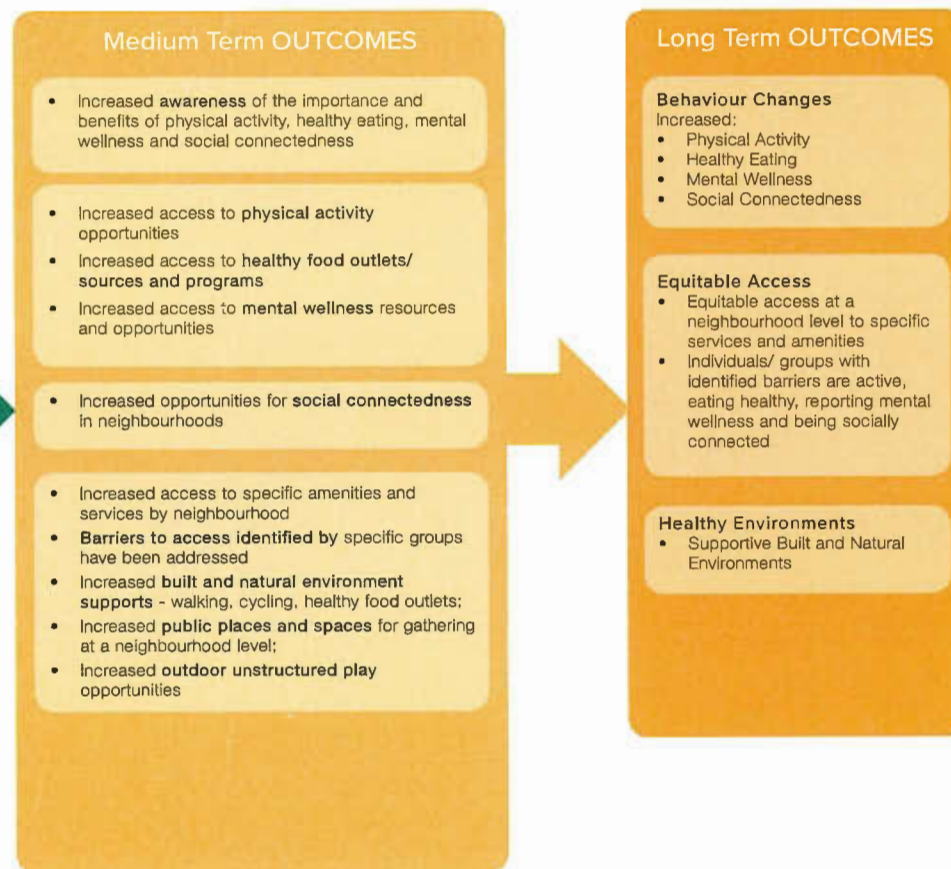
The logic model for the Community Wellness Strategy presented on the adjacent page is a visual representation that simplifies the complex relationship amongst various components and identifies the major action areas, outputs, medium term outcomes and long term outcomes.



Situation: Improve wellness of Richmond residents (physical activity levels, healthy eating, mental wellness); Improve equitable access to programs and services; Improve social connectedness; Enhance supportive built and natural environments; Improve Richmond residents' wellness literacy.

Inputs: Organizational level: Partnership, Funding, Coordination and Oversight, Monitoring and Communication.

Program and Project level: Resources, Staff, Volunteers and Facilities.



8.2 Measuring Results

Process and outcome evaluation will be implemented in order to ensure ongoing progress on the Community Wellness Strategy objectives and actions.

The purpose of incorporating a **process evaluation** component is to understand whether the strategy is being implemented as intended - what's working well, what's not and where improvements can be made. This is primarily a qualitative assessment to assist with course correction. This is accomplished by:

- measuring outputs (what is produced, created, put in place, etc.);
- reviewing processes related to medium term outcomes and identifying implementation barriers and facilitators through interviews, surveys or meetings; and
- assessing the effectiveness of the partnership.

The purpose of the **outcome evaluation** is to measure progress toward achieving the medium and long term outcomes of the Community Wellness Strategy using common or shared measures that are reliable and valid.

- Where possible, existing repeated measures of community wellness, such as Richmond's *"My Health My Community"*, the McCreary Adolescent Health Survey and School Satisfaction Survey for Richmond School District No. 38, the Canadian Community Health Survey and Census statistics are preferred for measuring progress toward the desired outcomes.
- Modifications to data collection tools are identified, where additional information is required.
- For some actions, new data sources and data collection methods are needed (e.g., audits or inventories of services provided, specific surveys) to gather important qualitative and quantitative data.
- In addition, a number of initiatives will implement program-specific evaluations.

The following table identifies examples of measures and targets to be used in the evaluation of the Community Wellness Strategy 2018-2023. In addition, a variety of data sources and collection methods will be used to measure outcomes. As an example, statistically valid surveys will be used to gather quantitative and qualitative data on indicators to ascertain whether target trends are being reached.

The full complement of measures and data sources are outlined in the Evaluation Framework available under separate cover.

Focus Area	Indicator/Measure	Target Trend
Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.	<ul style="list-style-type: none"> Physical activity levels Fruit and vegetable servings Self-rated mental health Awareness of benefits Healthy food outlets Physical activity opportunities 	↑ ↑ ↑ ↑ ↑ ↑
Enhance physical and social connectedness within and among neighbourhoods and communities	<ul style="list-style-type: none"> Strong sense of community belonging Volunteers 	↑ ↑
Enhance equitable ¹⁸ access ¹⁹ to amenities, services and programs within and among neighbourhoods.	<ul style="list-style-type: none"> Amenities, programs and services available by neighbourhood Reduced barriers to opportunities 	↑ ↓
Facilitate supportive, safe and healthy natural and built environments	<ul style="list-style-type: none"> Walkability of neighbourhoods Outdoor unstructured play opportunities 	↑ ↑
Promote wellness literacy for residents across all ages and stages of their lives	<ul style="list-style-type: none"> Awareness of wellness components 	↑

Reporting on the Community Wellness Strategy 2018-2023 will include a report on outcomes at 2.5 years and 5 years by partner leads on the progress of the 5 focus areas and process evaluation measures.

Evaluation Implementation Considerations

There are a number of processes and structures that are important to ensuring a successful evaluation. These include clarifying: specific responsibility for evaluation, funding availability, data monitoring process, reporting timeframes, ongoing sharing of information on targets and milestones and the communication plan to report success and progress.

¹⁸ Equitable –fair, reasonable, just and free of favoritism or self-interest

¹⁹ **Equitable access** is about addressing social and economic imbalances when developing policy or implementing plans, so that people from diverse backgrounds (and different neighbourhoods) have more or less similar opportunities when it comes to **accessing** amenities, services and programs.

9

Implementation

Implementation

Collaboration and sustained coordinated efforts are essential to the successful implementation of the Richmond Community Wellness Strategy and to achieve the desired collective impact. The Action Plan identifies lead responsibilities and timelines for implementation. In addition, the lead Partners, consisting of the City of Richmond, Vancouver Coastal Health-Richmond and School District No. 38 recognize the interconnectedness of the collective actions and commit to the following:

Accountability Structure

- To ensure the appropriate oversight of the Community Wellness Strategy, a dedicated Partner Leadership group with designated leaders from each of the partner organizations will be responsible to oversee implementation and ongoing operations of the Strategy.
- Each focus area has a designated lead who will be responsible for identifying working groups (existing or new) to implement actions specified in the action plan for their area of responsibility.
- Monitoring and reporting mechanisms will be set in place, including at minimum, quarterly meetings of the Partner Leadership group to receive reports on progress of implementation.
- A report on achievement of outcomes is to be developed at 2.5 years and at 5 years.
- Key supports include:
 - Aligning and leveraging resources, for the short term and for long term sustainability
 - An evaluation working group with representatives from each of the partner organizations to coordinate evaluation efforts.

Common Agenda and Mutually Reinforcing Activities

- The Community Wellness Strategy Action Plan sets out a common agenda and shared aspirations for the implementation of the Community Wellness Strategy. All partners will be working individually and collectively, to implement specific aspects of the Strategy based on the identified timelines. The actions are interconnected and mutually reinforcing with the identification of priority actions along with a number of high leverage activities that will require greater coordinated efforts and may take longer to implement.
- Partners will assume the challenge of engaging community organizations and residents in the identified actions, creating ownership and champions.
- Partners commit to hosting 'kick off' orientation events in order to garner buy-in and support during the early stages of Strategy implementation. Orientation events could include lunch and learns and the dissemination of wellness messages to partner organization staff.

Shared Measurement

- The Richmond Community Wellness Strategy Evaluation Framework outlines both a process and outcome evaluation and serves as a guide for evaluating the overall Strategy. The Framework identifies specific methods, indicators, common and shared measures and data sources for the purpose of reporting progress toward the achievement of outcomes. Evaluation and measurement is recognized as an ongoing process of collecting appropriate data, identifying and analyzing available data and ensuring timely data reporting in order to understand what is working, what is not and where course correction should occur.
- The Evaluation working group would play a key role in supporting the Partner Leadership Group in documenting evaluation results and sharing evaluation learnings.



Continuous Communication

It is of value for the partners to communicate the Richmond Community Wellness Strategy 2018-2023 under a common branding. This helps create an identity and connects actions as part of a larger movement that enhances recognition, momentum and sustainability. Continuous communication is a critical aspect of implementation and of the ongoing operation of the Strategy and this can take a number of forms:

- Regular sharing of information within partner organizations through meetings and ongoing communication vehicles
- Quarterly updates across partner organizations through newsletter or other agreed to communication vehicles
- Yearly update through websites or other communication vehicles to community stakeholders and the general public
- Creative opportunities for continuous community/neighbourhood engagement – providing opportunity to update stakeholders on actions and progress, to share stories about innovations and challenges, and encourage continued feedback
- Recognizing and celebrating successes as a critical aspect of sharing information, transferring knowledge, and inspiring sustainable action on community wellness.



10

Conclusion

The Community Wellness Strategy 2018-2023 is a renewed commitment of the three partners - the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District No. 38 - to work collectively to improve wellness. Overall, the purpose of this five-year Strategy is to take a collaborative and holistic approach to improve wellness for Richmond residents and increase opportunities as well as support for active and healthy lifestyles throughout the city. According to data from the My Health My Community survey, Richmond residents are generally healthy, however there are areas for improvement, which include active living, mental and physical wellness, and a sense of belonging.

The vision, principles, focus areas and actions which have been developed following an inclusive engagement process provide the direction and framework for the implementation of the Strategy. Through implementation and the subsequent evaluation of actions, the aim is to measure progress in achieving the various goals, which have been outlined throughout this Strategy.

A successful evaluation process will be achieved through the assignment of specific responsibility for evaluation, funding availability, a data monitoring process, reporting timeframes, ongoing sharing of information on targets and milestones and a communication plan to report success and progress. Generally, the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District No. 38 recognize that a shared vision and collective efforts to achieve and evaluate common goals will strengthen the impacts to individual and community wellness.

Appendix 1:

Relevant Plans and Strategies

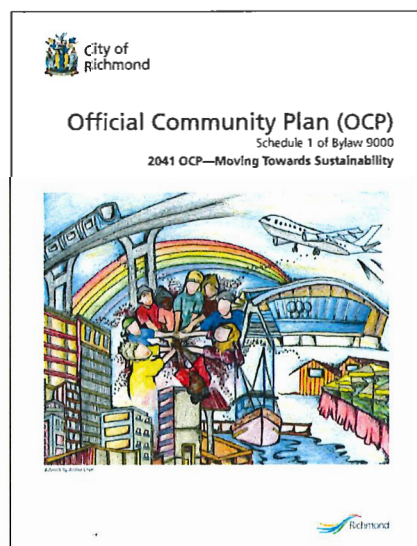
Examples of plans and strategies of the three partner organizations that provide relevant context and support the Community Wellness Strategy are outlined below.

The City of Richmond Relevant Plans and Strategies:

City of Richmond's Official Community Plan 2012-2041 (OCP) guides the long-term planning within the City. The OCP enables City Council to plan, co-ordinate and manage the City's sustainability, social, economic and land use interests, over the long term. The OCP reflects the overall values of the Richmond community by establishing a City vision, goals and objectives for future sustainability, development and servicing, and policies and urban design guidelines to achieve the vision.

The OCP Vision of a sustainable Richmond:

"A sustainable and healthy island city that meets the needs of the present without compromising the ability of future generations to meet their own needs. It is a place where people live, work, and prosper in a welcoming, connected, accessible and vibrant community. In Richmond, the health of the people and the health of the eco-system are sustained through community participation and long-term economic, social and environmental well-being."



The recurring themes and messages in the OCP are supportive of community wellness and provide important context and legitimacy for the Richmond Community Wellness Strategy, e.g.:

- Provide more housing choices to facilitate better aging in place, complete neighbourhoods and affordable housing;
- Improve streets and connectivity in neighbourhoods;
- Provide more parks and open space;
- Retain agricultural lands;
- Improve transportation, transit service, and expand the cycling network across the City;
- Have more walkable and accessible neighbourhoods;
- Improve the ecological network and its services; and
- Improve opportunities to access the shoreline.

City of Richmond Social Development Strategy (2013-2022) is intended to guide the City's decisions and resource allocations on social development matters. It provides a foundation for an integrated, coordinated and sustainable approach for social development in Richmond. *The Strategy "envision[s] the City of Richmond of 2022 as an inclusive, engaged and caring community – one that considers the needs of the present and future generations, values and builds on its diversity, nurtures social capital, and treats its citizens with fairness and respect. The Strategy recognizes that, for this vision to become a reality, the City must not only be ready to address existing community social issues but also develop the capacity to be responsive to the emerging needs of its diverse populations".*

The Social Development Strategy identifies nine strategic directions: 1) *Expand Housing Choices*; 2) *Enhance Community Accessibility*; 3) *Address the Needs of an Aging Population*; 4) *Help Richmond's Children, Youth and Families to Thrive*; 5) *Build Richmond's Cultural Diversity*; 6) *Support Community Engagement and Volunteerism*; 7) *Strengthen Richmond's Social Infrastructure*; 8) *Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities*; 9) *Facilitate Strong and Safe Neighbourhoods*.

The realization of these strategic directions will contribute to and further the achievement of the goals and objectives of the Community Wellness Strategy.

Richmond's Intercultural Strategic Plan (2017-2022) prepared by the Richmond Intercultural Advisory Committee highlights the importance of enhancing intercultural harmony and strengthening inter-cultural cooperation in Richmond. Richmond's intercultural vision is: *"for Richmond to be the most welcoming, inclusive and harmonious community in Canada."* Four strategic directions have been identified: 1) *Address language, information and cultural barriers that interfere with building a welcoming community;* 2) *Address the perception and reality of racism and discrimination in the community;* 3) *Work to explore potential areas of alignment between the intercultural vision... and other government and stakeholder systems, policies and planning processes;* 4) *support the development and integration of Richmond's immigrants.*

These strategic directions will contribute to community wellness as well as inform and support actions proposed under the Richmond Community Wellness Strategy.

City of Richmond 2022 Parks and Open Space Strategy helps to frame and guide the objectives and actions within the Community Wellness Strategy relating to the built and natural environment. It consists of seven focus areas that are aimed at providing high quality parks and open space into the future: 1) *Health and Wellness, e.g., Residents of every neighbourhood have equal access to safe, appealing outdoor places to engage in healthy active lifestyles;* 2) *Great Spaces and Experiences, e.g., The rich variety of great places, features and activities in parks and open space system contribute to the city's vibrancy and identity;* 3) *Connectivity: Linking people, community and nature, e.g., The system is inviting, accessible and safe, enabling residents and visitors to feel comfortable and connected to the community;* 4) *Green Network e.g., The parks and open space system include a range of green spaces that support recreation, social interaction, and psychological and spiritual renewal;* 5) *Blue Network, e.g., Richmond's waterfront provides a variety of activities and multiple destinations;* 6) *Diversity and Multi-functionality, e.g., The system provides a variety of diverse open spaces that are flexible and able to respond to changes and community needs;* 7) *Resource Management, e.g., The system inspires shared stewardship between multiple stakeholders to foster pride, purpose and a sense of community.*

Other Richmond Plans that relate to the Community Wellness Strategy include:

- Seniors Service Plan: Active and Healthy Living 2015-2020
- Age-Friendly Assessment and Action Plan (Approved by Richmond City Council, March 2015)
- Richmond Arts Strategy 2012-2017
- Museum and Heritage Strategy 2007
- Richmond Affordable Housing Strategy, 2007 [2016 Housing Report Card]
- Richmond Sport for Life Strategy 2010-2015
- Community Services Youth Service Plan: Where Youth Thrive 2015-2020

The City of Richmond undertook the development of a Richmond Recreation and Sport Strategy 2018-2023 concurrently with the Richmond Community Wellness Strategy 2018-2023 to ensure the two strategies are aligned.

Recreation and Sport Strategy Vision:

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

The Recreation and Sport Strategy 2018-2023 identifies a number of priority focus areas:

- **Awareness and Understanding** – Richmond residents know and understand the opportunities and benefits of participation in recreation and sport;
- **Active People and Engaged Community** – Richmond residents actively participate in recreation and sport throughout their life;
- **Physical Literacy and Sport for Life** – Richmond residents have the fundamental skills, competence, confidence and motivation to move for a lifetime;
- **Active People and Vibrant Places** – Natural and built environments across the City and in neighbourhoods support and encourage participation in recreation and sport;
- **Connectedness to Nature** – Richmond residents enjoy the opportunity to connect with nature; and
- **Community Capacity-Building** – Collaboration, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond
- **Technology and Innovation** – Technology and innovative ideas connect and inspire Richmond residents in recreation and sport.

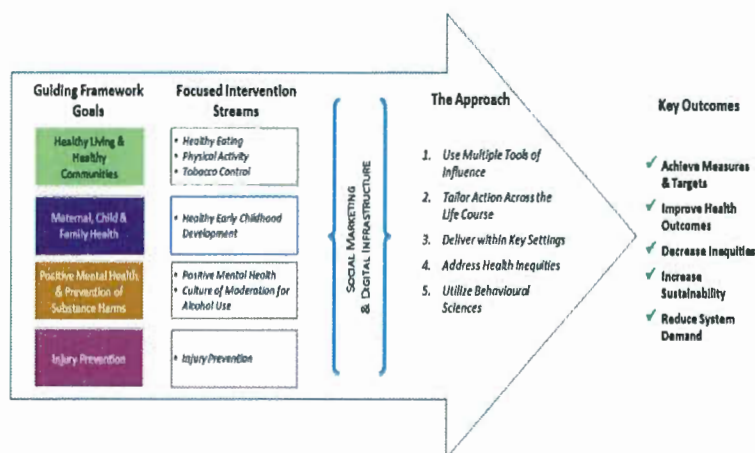
These priority directions align synergistically with the objectives of the Community Wellness Strategy and specifically target and support the achievement of the physical activity and neighbourhood connectedness outcomes of the Community Wellness Strategy.

Vancouver Coastal Health – Richmond Relevant Plans and Strategies :

The following frameworks, strategies and reports provide important policy direction and reference for Vancouver Coastal Health-Richmond's role as a partner in the development and implementation of the Richmond Community Wellness Strategy.

Provincial Strategies that guide all health authorities province-wide include:

- **BC's Guiding Framework for Public Health²⁰** identifies measures, baselines and targets to guide solutions for increasing the health and wellness of all British Columbians. The key areas that are applicable to measuring individual and community wellness are: (1) Healthy Living and Healthy Communities; (2) Maternal, Child and Family Health; (3) Positive Mental Health and Prevention of Substance Harms; (4) Communicable Disease Prevention; (5) Injury Prevention; (6) Environmental Health.



²⁰ British Columbia Ministry of Health 2013. Promote, Protect, Prevent: Our Health Begins Here [electronic resource]: BC's Guiding Framework for Public Health. (Appendix I: Summary of Measures p52-54)

- *Healthy Families BC Policy Framework (2014)*²¹ outlines work to be done at local and regional levels to reduce risk factors and increase protective factors for major chronic diseases and injuries. Investing in evidence-based prevention interventions, effectively supporting individuals in making healthier choices (such as eating healthy foods, being physically active, reducing alcohol consumption and living tobacco free) and reinforcing protective factors (such as those that support healthy early child development and positive mental health) can help prevent the onset of many chronic diseases and improve wellness. The Framework identifies seven focused intervention streams with rationale and effective approaches to guide implementation (see above). *Specific outcome targets outlined for BC by 2023 are equally important for Richmond.*
- *Active People, Active Places – 2015 BC Physical Activity Strategy* is designed to guide and stimulate co-ordinated policies, practices and programs in physical activity that will improve the health and wellbeing of British Columbians, and the communities in which we live, learn, work and play. The Strategy uses a settings-based approach and aims to support people to be active by creating environments that foster physical activity and addressing the environmental, social and individual determinants of physical inactivity. The key elements and strategic directions for action are highly relevant to the Richmond Community Wellness Strategy priorities and actions.
- *BC's Mental Health and Substance Use Strategy 2017-2020* is a refreshed strategy that builds on Healthy Minds Healthy People and A Path Forward: BC First Nations and Aboriginal People's Mental Wellness and Substance Use – both 10 Year Plans. It emphasizes the importance of prevention, the need for better access to services, better co-ordination of services, and improved continuity of care. It requires stronger collaboration and integration among partners to ensure the best outcomes for children, youth, adults, their families and communities. The urgency comes from understanding that as many as 84,000 children and youth between the ages of four and 17 in B.C. experience one or more mental health disorders at any given time, while only one-third receive specialized treatment. An even greater number of children and youth experience milder forms of distress and related impacts, which affect their ability to function to their fullest potential. Actions are designed to improve our ability to meet the needs of our children when and where they need us, and this is particularly relevant to the Richmond Community Wellness Strategy.
- *BCCDC 2017-2021 Population and Public Health Strategic Plan (The Observatory)*
The Observatory is newly established to provide leadership in the development of provincial and regional surveillance capacity and to support the Provincial Health Office and Chief Medical Health Officers in regional health authorities to systematically report on their populations' health and wellness status. Surveillance information produced by the Observatory will be used by public health staff for policy development, program planning, evaluation and decision making to improve the well-being of British Columbia communities. Data required to measure progress toward improved community wellness will be of importance to the Observatory work.

Vancouver Coastal Health region and VCH-Richmond specific strategy and data reports:

- *Taking Action to Improve Health in the Vancouver Coastal Health Region 2016/17* details how the Vancouver Coastal Health uses public health strategies to promote health and wellness and support residents in living healthy lives in healthy communities. This includes focusing on healthy early childhood environments and support for school success, improving immunization rates, ensuring clean water, including cultural healing practices and Elders in indigenous health, supporting community-based initiatives to strengthen social connectedness and sense of community belonging, and responding to the illicit drug overdose emergency. Healthy early childhood environments, connectedness and sense of neighbourhood and community belonging are important aspects of wellness.

21 Healthy Families BC Policy Framework – A Focused Approach to Chronic Disease and Injury Prevention, Ministry of Health 2014

- **My Health My Community** (www.myhealthmycommunity.org) is a web-based health and wellness survey, first conducted in 2013/14, that enables residents who live in the Vancouver Coastal Health and Fraser Health regions to influence their community's health priorities and local government and decision-makers to shape community services and amenities to meet local needs. Prior to this, there had been a major gap in information at the local community and neighbourhood level about residents' health status, needs and well-being. Health and lifestyle data from over 33,000 lower mainland adults has been compiled into 30 different community profiles. The survey data allows for comparisons between communities, and associations between health status, lifestyle behaviours, built environments and population groups.

My Health My Community (MHMC) Richmond Community Health Profile (2013/14) provides information about Richmond residents' health status, needs and well-being for the City overall and at a neighbourhood level (<https://www.myhealthmycommunity.org/Results/NeighbourhoodProfiles.aspx>). Neighbourhoods as well as communities differ considerably with regards to age, income, education and place of birth of their residents. These social and economic differences are highly influential in determining individual and community health and wellbeing. The results of the MHMC Richmond profile provide an essential reference for the Community Wellness Strategy and are summarized in Section 2 of this report. The MHMC is to be repeated over the time period of the Strategy and for this reason, the Community Wellness Strategy evaluation framework uses many of the same measures as criteria for reporting progress on enhancing the health and wellbeing of Richmond residents.

Richmond School District 38 Relevant Plans and Strategies:

Richmond School District (SD 38) recognizes the important relationship between health and education; the fact that physical, mental, intellectual and emotional health support children and youth in achieving their fullest potential as learners, and similarly, that learning positively influences students' health. Key plans and strategies addressing learning and wellness are outlined below.

SD 38 has championed involvement in Healthy Schools BC (www.healthyschoolsbc.ca) an initiative that builds the capacity of the health and education sectors to effectively implement Healthy Schools BC initiatives using a **Comprehensive School Health** approach. Strengthened health-education partnerships, tools for healthy school assessment and planning, and the coordination of existing schools-based healthy living programs and resources combine to support improvement in students' health and learning. Key focus areas include:

- **School connectedness** and building a school community where everyone feels safe, seen, heard, supported, significant and cared for;
- **Food literacy** to ensure students have the knowledge, skills and attitudes necessary to choose, grow, prepare and enjoy food to support their own health, the wellbeing of their community, and the environment.

SD 38 is committed to advancing school-based promotion of youth mental health and recognizes that successful implementation of a mental health strategy requires dedicated leadership, proper preparation of the organization, and ongoing support for implementation. To this end, opportunity has been established for SD 38 educators to complete the online course *Bringing Mental Health to Schools: a curriculum resource for grades 8 – 10* (<http://ets.educ.ubc.ca/curriculum-development-and-support/special-projects/mental-health-course/>). With this course, educators learn how to apply this classroom-ready, web based, modular mental health curriculum resource as well as upgrade their own mental health literacy. Further resource support is available through the following link: <http://teenmentalhealth.org/toolbox/>

Appendix 2:

Stakeholder Engagement

RICHMOND COMMUNITY WELLNESS STRATEGY – STRATEGIC ADVISORY COMMITTEE AND PARTNER LEADERSHIP TEAM 2016-18

Name	Area of Responsibility
CITY OF RICHMOND	
Elizabeth Ayers Partner Leadership Team	Director, Recreation Services, City of Richmond
Donna Chan	Manager, Transportation Planning
John Woolgar	Manager, Aquatic and Arena Services
Katie Varney	Manager, Community Cultural Development
Kim Howell (retired June 2017)	Deputy Fire Chief
Lesley Sherlock	Social Planner
Marie Fenwick	Manager, Parks Programs
Serena Lusk	General Manager, Community Services
Ted Townsend	Director, Corporate Communications and Marketing
Tina Atva	Senior Planning Coordinator, Policy Planning
VANCOUVER COASTAL HEALTH – RICHMOND	
Diane Bissenden Partner Leadership Team (Retired April 2017)	Director, Population & Family Health, Richmond; Program Director, Regional Public Health Program - Vancouver Coastal Health – Richmond
Chris Salgado Partner Leadership Team Vancouver Coastal Health – Richmond	Manager, Community & Family Health
Claudia Kurzac	Manager, Health Protection
Juan Solorzano	Executive Director Population Health
Lianne Carley	Population Health Policy Analyst
Dr. Meena Dawar	Medical Health Officer, Vancouver Coastal Health
Monica Needham	Program Manager, Community and Ambulatory Services, Continuing Health Services.
RICHMOND SCHOOL DISTRICT NO. 38	
Marie Ratcliffe Partner Leadership Team	District Administrator - Learning Services Richmond School District No. 38
Wendy Lim	Assistant Superintendent
Anne Gillrie-Carre	District Administrator
Richard Steward	District Administrator
Ornella Svaestuen	Curriculum Co-ordinator/Consultant for mental health and social-emotional learning
Constance Easton	Curriculum Co-ordinator/Consultant for mental health and social-emotional learning
Zena Simces	Consultant Team
Sue Ross	Consultant Team
Karen Strange	Consultant Team
Suzanna Kaptur	Research Planner 2, Community Services, City of Richmond
Lisa Fedoruk	Accessibility Coordinator, Community Services, City of Richmond

VANCOUVER COASTAL HEALTH – RICHMOND STAKEHOLDER ENGAGEMENT

Areas of Responsibility ~ Fields of Expertise
Director, Population & Family Health, Richmond,
Program Director, Regional Public Health Program
Manager, Community & Family Health
Team Lead, Interdisciplinary Practice, Continuing Health Services
Manager, Community Mental Health & Substance Use
Aboriginal Health Lead
Program Leader Healthy Adults & Families
Public Health Clinical Resource Nurse
Environmental Health Officer
Regional Healthy Built Environment Environmental Health Officer
Regional Healthy Built Environment Environmental Health Officer
Regional Manager, Public Health Perinatal and Early Childhood Development
Richmond Senior Environmental Health Officer
Manager, Community Investments
Medical Health Officer, Vancouver Coastal Health
Program Leader Speech & Language Program
Program Leader Healthy Babies & Early Childhood Development
Epidemiologist
Program Leader Audiology
Manager, Health Protection
Mental Health & Substance Use
Clinical Coordinator Community Health Services
VCH Medical Health Officer
Leader School Aged & Adult Prevention
Manager, Community and Ambulatory Services, Continuing Health Services
Clinical Coordinator Home Care Nursing
Regional Healthy Built Environment Environmental Health Officer
Public Health Dietitian
Richmond Area Medical Association Committee
Richmond Division of Family Practice
Members of the Advisory Committee

RICHMOND SCHOOL DISTRICT NO. 38 STAKEHOLDER ENGAGEMENT

Areas of Responsibility ~ Fields of Expertise
District Administrator - Learning Services
Secondary and Area Counsellors
Curriculum Co-ordinator, Counselor/Consultant for mental health and social-emotional learning
Student – Health Summit
Richmond Schools Athletic Association
District Administrators
Elementary Principal
Retired Principal
Adolescent Support Team
Royal Canadian Mounted Police – Richmond
Richmond Mental Health and Substance Use
Assistant Superintendent
Director of Facilities Planning
Richmond District Parent Advisory Council (PAC)
Secondary PE Teachers/SEL Coordinator
Richmond Secondary Schools Athletic Association
Richmond Foodbank
Members of the Advisory Committee

CITY OF RICHMOND STAKEHOLDER ENGAGEMENT – STAFF

City of Richmond Department	Area of Responsibility ~ Field of Expertise
Administration and Compliance	Manager, Corporate Performance
Real Estate Services	Senior Manager, Real Estate Services
Planning and Projects	Manager, Community Services Planning and Projects Coordinator, Special Projects
Parks Services	Manager, Parks Programs Area Coordinator, Parks Area Coordinator, Richmond Nature Park Park Planner Britannia Site Supervisor
Recreation and Sport Services - Aquatics and Arenas	Manager, Aquatic and Arena Services
Aquatics	Aquatics Supervisor
Arenas	Community Facilities Coordinator - Arenas
Sport	Manager, Sport and Community Events
Volunteers	Volunteer Development Coordinator
Fitness	Coordinator, Fitness and Wellness Services
Recreation and Sport Services - Community Recreation	Manager, Community Recreation Services Area Coordinators Recreation Leaders Community Facilities Coordinator - Community Recreation Fitness Coordinator - South Arm Youth Coordinator - Steveston Seniors Coordinator - City Centre Community Development Coordinator - West Richmond School Aged Child Care Preschool
Arts, Culture and Heritage Services	Manager, Community Cultural Development Arts Coordinator Arts Programmer Manager, Major Events and Film Supervisor, Museum & Heritage Services Media Arts Specialist Public Art Planner Manager, Art Services Director, Richmond Art Gallery
Community Social Development	Social Planner, Community Social Development Coordinator, Seniors Services Seniors Wellness Coordinator Coordinator, Diversity Services Affordable Housing Coordinator Childcare Coordinator

City of Richmond Department	Area of Responsibility ~ Field of Expertise
Sustainability and District Energy	Senior Manager, Sustainability and District Energy
Engineering Planning	Manager, Engineering Planning
Policy Planning	Manager, Policy Planning Department Senior Planning Coordinator Planner-Analyst
Development Applications	Director, Development
Sustainability and District Energy	Senior Manager, Sustainability and District Energy
Policy Planning	Manager, Policy Planning Department Senior Planning Coordinator
Transportation	Manager, Transportation Planning Transportation Planner
Richmond Fire-Rescue	Deputy Fire Chief Community Relations Officer Chief Fire Prevention Officer
Bylaws	Manager, Community Bylaws
Emergency Programs	Manager, Emergency Programs Coordinator, Emergency Programs Coordinator, ESS and Volunteer Mgmt
Corporate Communications and Marketing	Director, Corporate Communications and Marketing Communications Officer
Human Resources	Health, Safety and Wellness Coordinator Project Leader
Recreation and Sport Services - Sport	Program Manager, Community Sport Director, Sport Services
Library Administration	Deputy Chief Librarian

CITY OF RICHMOND STAKEHOLDER ENGAGEMENT - ALLIED ORGANIZATIONS

City Centre Community Association	West Richmond Community Association
Hamilton Community Association	Sea Island Community Association
Minoru Seniors Society	Steveston Community Society
Richmond Aquatic Services Board	Richmond Art Gallery Association
Richmond Fitness & Wellness Association	Richmond Museum Society
South Arm Community Association	Richmond Nature Park Society
Thompson Community Association	Steveston Historical Society
East Richmond Community Association	

CITY OF RICHMOND STAKEHOLDER ENGAGEMENT - COMMUNITY ORGANIZATIONS

Community Association Participant Engagement	
Richmond Food Security Society	Richmond Sports Council
Turning Point Recovery Society	United Way of the Lower Mainland
Touchstone Family Association	Richmond Society for Community Living
HUB Cycling	The Sharing Farm Society
Developmental Disabilities Association	Richmond Poverty Response Committee
S.U.C.C.E.S.S.	ParkRun
Richmond Children First	Richmond Youth Service Agency
Richmond Addiction Services	Richmond Minor Football League (Raiders)
Richmond Lawn Bowling Club	Japanese Canadian Cultural Centre Advisory
Richmond Family Place	UBC Boathouse
Advisory Committee Engagement	
Richmond Active Transportation Committee	Richmond Seniors Advisory Committee
Richmond Community Services Society Committee	Richmond Intercultural Advisory Committee
Advisory Design Panel	Richmond Centre for Disability
Richmond Child Care Advisory Committee	

Appendix 3:

Richmond Community Profile Data Sources

1. Richmond City Planning Hot Facts (the series, 2014-2017)
2. The United Way Community Profile – Richmond – December 2015
3. Statistics Canada (2015) 2011 Population Census/Household Survey
4. Statistics Canada (2015) 2006 Population Census/Household Survey
5. BC Vital Statistics (2011) Annual Report
6. BC Stats. (2015) Sub-Provincial Populations – P.E.O.P.L.E.
7. BC Stats (2015) Socioeconomic Profiles
8. Statistics Canada (2015) CCHS Canadian Community Health Survey
9. BC Community Health Profiles (2013, 2017) PHSA – Richmond
10. My Health My Community, Vancouver Coastal Health - Richmond (2013/14)
11. Human Early Learning Partnership. EDI (Early Years Development Instrument) report. Wave 6 Community Profile, 2016. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; October 2016.
12. Human Early Learning Partnership. EDI (Early Years Development Instrument) report. Wave 6 Supplementary Report EDI Subscales Community Profile, 2016. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; September 2017.
13. Human Early Learning Partnership. MDI [Middle Years Development Instrument] Grade 4 report. School District & Community Results, 2016-2017. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; April 2017.
14. Human Early Learning Partnership. MDI [Middle Years Development Instrument] Grade 7 report. School District & Community Results, 2016-2017. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; April 2017.
15. McCreary Centre Society. (2014). Richmond: Results of the 2013 BC Adolescent Health Survey. Vancouver, BC: McCreary Centre Society.
16. BC Ministry of Education and BC Stats (2015) School Satisfaction Survey – SD 68 Richmond.
17. Ministry of Health March 2013 British Columbia Promote, Protect, Prevent: Our Health Begins Here [electronic resource]: BC's Guiding Framework for Public Health.
18. Vancouver Foundation's Vital Signs 2016 – Richmond.

Appendix 4: Documentation of the Engagement Process and Results

The community engagement process started in January 2017. Over 1000 stakeholders participated in the engagement process.

WHO WE HEARD FROM

I. Internal Stakeholders

Strategic Advisory Committee:

Comprised of representatives from the three partners – City of Richmond, VCH-Richmond and School District No. 38 - with various areas of responsibilities and fields of expertise.

Partner Organizations Representatives:

City of Richmond - A total of 75 staff participated including representatives from all departments in the Division of Community Services and other City personnel from Planning and Development, Corporate Communications and Marketing, the Chief Administrative Office, Law and Community Safety, and the Richmond Olympic Oval.

Vancouver Coastal Health - Richmond - 49 staff participated representing Public and Population Health, senior leadership including the Medical Health Officer, Head of Family Practice, Senior Medical Director, Environmental Health, Mental Health and Substance Use, Community and Ambulatory Services, and Home Care Nursing. In addition, 29 public and population health staff responded to an on-line survey.

School District No. 38 included 17 participants representing teachers, principals, counselors and administrators. In addition, the school district included a number of their key stakeholders in the session e.g., representatives from the RCMP, Mental Health and Substance Use Services, Richmond Food Bank, Richmond Secondary Sport Athletic Association, and the district Parent Advisory Council (PAC).

II. External Stakeholders

Community Groups:

Fifty organizations were invited to participate. Representatives from 37 groups attended the consultation sessions including Community Associations, Community Service Organizations and Sports Organizations.

Richmond Advisory Committees:

Representatives from 5 of the 8 invited City of Richmond Advisory Committees attended a special consultation session.

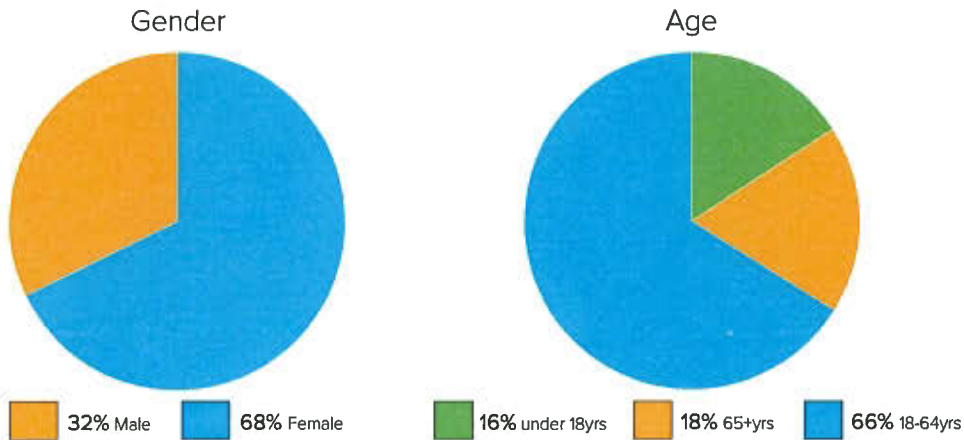
III. Public Consultation

A variety of opportunities were selected to seek the views of Richmond residents:

- 80 families were interviewed during Family Day, January 2017
- 246 students in two elementary schools (grades 5 and 6) and two secondary schools (grades 9 -11) covering 10 classrooms participated in discussions about wellness for themselves, their families and their neighbourhoods
- 81 parents from the School District No. 38 Parent Advisory Committee responded to an on-line survey
- 240 residents participated in open houses
- 134 residents responded to a survey on Let's Talk Richmond

Open Houses

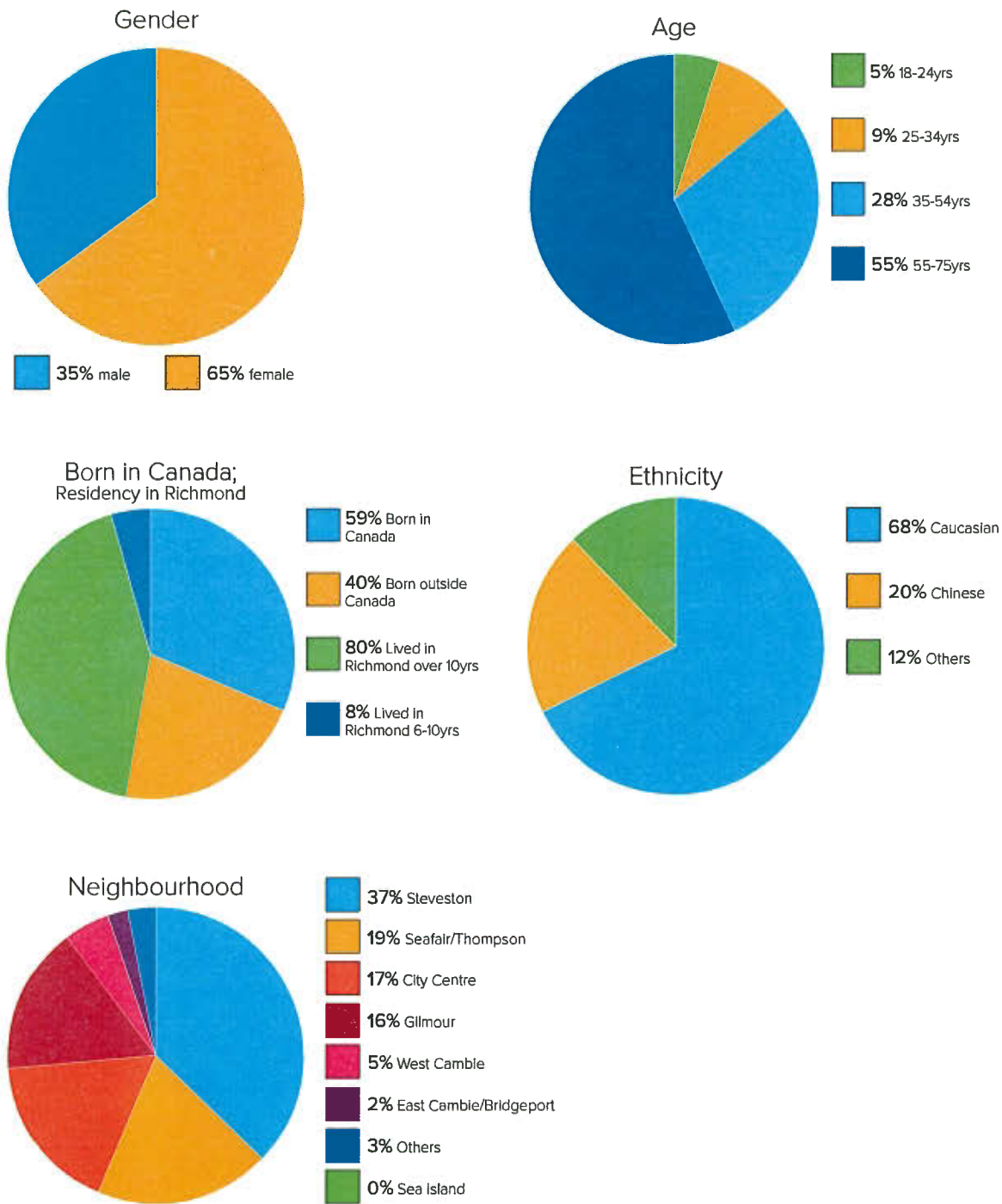
Drop-in style open houses were held in four of the Richmond Public Library branches. This was an open invitation to any interested resident. Afternoon, evening and weekend sessions were publicized widely to engage as many residents as possible. Posters were available in Chinese and volunteers who spoke Mandarin and Cantonese supported the consultation process. The gender and age breakdown of participants is illustrated below.



Let's Talk Richmond

City of Richmond has an established website that enables residents to obtain information on City initiatives and to provide feedback. Information relating the Community Wellness Strategy and a survey was made available over a two week period in May 2017 to further engage residents.

Demographic information provided by survey respondents is illustrated below.



PROCESS AND KEY FINDINGS

Internal consultations

The **Strategic Advisory Committee** was engaged through a series of meetings to initially brainstorm and then fine tune (based on community engagement feedback) the definition of wellness and the vision, guiding principles and key priority areas for the Richmond Community Wellness Strategy.

Internal stakeholders from each partner organization were engaged to gain insights through their unique experiences and diverse perspectives.

- Workshops were conducted with City of Richmond staff from across the organization and sessions were also held with Community Services partner associations/societies.
- Vancouver Coastal Health – Richmond senior leadership and public and population health staff were consulted. Front-line health staff participated through an on-line survey.
- A session was held with representatives from School District No. 38 that included representation from teachers, principals, counselors and administrators. In addition, the District invited their key stakeholders to the session, e.g., RCMP, Mental Health and Substance Use, Richmond Food Bank, Richmond Secondary Sport Athletic Association, and district Parent Advisory Council (PAC).

Key themes identified:

- Health and Lifestyle – physical activity, healthy eating and mental wellness
- Built and Natural Environment – healthy neighbourhood design and transportation networks
- Access to Programs and Services – affordability, availability, capacity and language
- Economic Wellness – affordable housing, adequate income and food security
- Connectedness/Inclusion – social and cultural connectedness
- Intercultural Harmony – culturally sensitive environments
- Awareness and Education – enhanced understanding and benefits of wellness

External consultations

External stakeholder workshops were conducted with invitations to over 50 community groups and organizations that work with one or more of the three partners. In addition, eight City of Richmond Advisory Committees were invited to attend a workshop to share their expertise and insights on wellness for Richmond residents. An opportunity was also provided to all of these organizations to respond to an on-line survey.

An extensive public consultation process was undertaken with close to 781 respondents and included the following:

- Interviews with families – parents and children at Richmond Family Day events (80 families)
- On-line survey to parents through the Richmond School District 38 Parent Advisory Council (81 responses)
- Drop-in style open houses in four of the Richmond Public Library branches (240 people interviewed)
- Student discussions in two elementary and two secondary schools covering 10 classrooms (246 students participated)
- An on-line survey to the public via Let's Talk Richmond, which was advertised in community centres, City Hall, on social media and through community newspapers and received a total of 134 responses.

Specific Questions Asked

Internal and external stakeholders were engaged to gain their perspective on:

- What does community wellness mean to you?
- What is working well in Richmond?
- What are the priority areas for the Community Wellness Strategy?
- What is your vision for the Community Wellness Strategy?

Public engagement focused on understanding:

- What are the important aspects of wellness to you?
- What do you do to stay healthy, active and involved?
- What does community and neighbourhood support and connectedness look like?
- What would help increase wellbeing?

Summary of Feedback

WHAT IS WORKING WELL IN RICHMOND

The wide range of stakeholders that were consulted spoke highly of their city. The following is an example of the feedback that was provided:

"Richmond is doing a phenomenal job - great amenities, facilities, parks, dyke, trails and many programs and events."

Respondents identified a wide range of activities for health and wellness that Richmond offers that include recreation, sports, arts, culture, physical and social activities, health services and education. Respondents also had a very positive view of the Richmond Public Library, viewing it as a key connector and a source of information and education.

Respondents indicated a desire to do more volunteering, the need to be more physically active, to eat healthier and to get more connected to their neighbourhood.

KEY PRIORITIES TO ENHANCE WELLNESS IDENTIFIED BY STAKEHOLDERS

A. Internal and External Stakeholders

Staff of the three partners and external community groups and organizations that participated in the consultation workshops identified key priority areas that they felt are important to enhancing wellness in Richmond.

Health and Lifestyle

Importance was placed on increased opportunities to enhance physical activity, healthy eating and mental wellness.

Access to Programs and Services

The priority is to ensure that programs and services are available, affordable, and offered in a language that residents can understand. The focus should be on equity of access and providing quality programs for marginalized groups and removing barriers to participation.

Connectedness

Stakeholders identified the importance of social and cultural connectedness.

Sense of Neighbourhood

Enhancing neighbourhood connectedness is seen as contributing to wellness.

Awareness and Education

Enhanced understanding and benefits of wellness is important and will help lead to behaviour change.

Intercultural Harmony

Ensuring culturally sensitive of programs, services and environments and enhancing cultural harmony is seen as critical to enhancing wellness.

Places and Spaces

A focus on the built and natural environment and developing safe and healthy indoor and outdoor places, outdoor spaces for gathering and connecting are seen as critical supports to wellness.

Economic Factors

It is recognized that wellness is impacted by economic factors such as the need for adequate income, food security and affordable housing.

Two additional priorities identified by staff of the partners

Partnerships

Developing partnerships with a wide range of community groups and, in particular, the business sector will help implement desired programs and services.

Focus on policy

There is a need to incorporate a wellness lens into all policy, planning and program design (e.g., including planning for the built environment).

B. The Public Consultation

Summary of Consultation with a sampling of Students in Richmond Schools

- What wellness means to you:
 - As an individual, it means being active, healthy, connected/included, positive mindset and having money and a good job
 - As a family, it means sharing and caring, good communication and doing things together as a family
 - As a community, it means having a clean environment, green space, feeling safe, volunteering, affordable housing and transportation, and sharing and caring
- What supports are needed to stay well:
 - Organized activities and events close to home
 - Open places and spaces to gather and play
 - Low/no cost and drop-in activities as well as less costly transportation
 - Information and education on the benefits of wellness and the opportunities available to enhance wellness
- What supports are needed to help feel connected to their neighbourhood:
 - Fun activities and food
 - Incentives to participate and connect with others
 - Outdoor space to gather, better sidewalks, age friendly playgrounds and parks, good equipment

Summary of Feedback from Family Day, Public Open Houses and Survey of School District 38 Parent Advisory Committee Member

- What wellness means to Richmond residents:
 - Balance of physical, mental and spiritual wellness
 - Harmony, bonding, good relationships, spending time together
 - Accepting of everyone, openness, supportive, caring, inclusion, belonging, feeling safe, healthy environment, gathering places, opportunities to volunteer
 - Economic and financial stability
- What supports are needed to improve wellness:
 - Program opportunities – greater choice for adults, after school options for children and more flexible scheduling of activities, unstructured and drop-in options
 - Services – to meet the needs of special needs populations, e.g., mental health, people with disabilities, seniors and isolated or hard to reach groups
 - Access – having programs and amenities closer to home that are affordable, low cost or free
 - Built and natural environment - supportive, safe and healthy environments including better sidewalks, easier transportation and natural spaces to gather and play
 - Information and Education – about what wellness means and benefits. Information on wellness to be communicated through multiple diverse methods including through schools, community events, library, workshops and social media
 - Opportunities for volunteering
- What supports are needed to help feel connected to their neighbourhood:

Many respondents indicated that they did not know their neighbours. Many neighbourhoods are in flux with people moving in and out, renters, empty houses, and a sense of transiency. Culture and language differences make connections difficult even with people living in town house complexes, apartments or condos. *"Richmond is a city of contrasts, different areas look and feel very different."*

Suggestions provided to connect to their neighbourhood include:

- Ongoing activities at a neighbourhood level and not "one-offs"
- Neighbourhood organizers and facilitators to support neighbourhood capacity-building
- Focus on strategies to bring diverse cultural groups together to TALK and get to know each other - "building relationship will help lead to solutions"
- Offering a wide range of options that are fun and match neighbourhood interests
- Focus on food and children as connectors
- More green spaces
- More places to gather

Acknowledgments

The process of creating an updated Community Wellness Strategy 2018-2023 for the City of Richmond, one that actively contributes to the health and well-being of all residents has depended on the enthusiasm, involvement and thoughtfulness of many stakeholders and members of the community who participated in workshops, interviews, open houses and volunteer activities. We are very grateful to those who have participated. We would like to acknowledge the special contribution of the Community Wellness Strategy Advisory Committee and Partner Leads who listened to stakeholders and wove together a Strategy for success that builds on the strengths of each of the Partner organizations – the City of Richmond, School District No. 38 and Vancouver Coastal Health-Richmond:

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Carol Day, Councillor
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Alexa Loo, Councillor
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Community Wellness Strategy 2018-2023 Validation Open Houses – Children and Youth Activity Results



Community Wellness Strategy 2018-2023 Validation Open Houses – Children and Youth Activity Results

