

Parks, Recreation and Cultural Services Committee

Anderson Room, City Hall 6911 No. 3 Road

Wednesday, September 24, 2014 4:00 p.m.

Pg. # ITEM

MINUTES

PRCS-4

Motion to adopt the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on Thursday, July 24, 2014.

NEXT COMMITTEE MEETING DATE

Tuesday, October 28, 2014, (tentative date) at 4:00 p.m. in the Anderson Room

DELEGATION

PRCS-18

Sophika Kostyniuk, National Organizing Manager, David Suzuki Foundation, to present on the Richmond Blue Dots' initiative to pursue a municipal declaration that recognizes residents' rights to access fresh air, clean water, and healthy foods.

COUNCILLOR HAROLD STEVES

1. STEVESTON COMMUNITY CENTRE SPACE NEEDS

(File Ref. No. 11-7140-20-SCCE1) (REDMS No. 4331467)

PRCS-24

See Page PRCS-24 for full report

Pg. # ITEM

COMMUNITY SERVICES DEPARTMENT

2. BRANSCOMBE FUTURE USES

(File Ref. No. 11-7000-01) (REDMS No. 4244989)

PRCS-25

See Page PRCS-25 for full report

Designated Speaker: Jane Fernyhough

STAFF RECOMMENDATION

That the proposed uses for Branscombe House as outlined in the staff report titled Branscombe Future Uses, dated September 2, 2014, from the Director, Arts, Culture and Heritage Services be received for information.

3. CAPSTAN SANITARY PUMP STATION PLAZA PUBLIC ARTWORK (File Ref. No. 11-7000-09-20-121) (REDMS No. 4322840)

PRCS-29

See Page PRCS-29 for full report

Designated Speaker: Eric Fiss

STAFF RECOMMENDATION

That the concept proposal and installation of the artwork proposed for the Capstan Sanitary Pump Station Plaza, for the City of Richmond, as presented in the staff report titled Capstan Sanitary Pump Station Plaza Public Artwork, dated September 2, 2014, from the Director, Arts, Culture and Heritage Services, be approved.

4. DRAFT 2015-2020 YOUTH SERVICE PLAN

(File Ref. No. 07-3425-02) (REDMS No. 4330467)

PRCS-44

See Page **PRCS-44** for full report

Designated Speaker: Kate Rudelier

STAFF RECOMMENDATION

(1) That the Draft 2015-2020 Youth Service Plan, presented as Attachment 1 to the staff report titled Draft 2015-2020 Youth Service Plan dated September 2, 2014, from the General Manager, Community Services, be received for information; and

Pg.#	ITEM	
		(2) That the Draft 2015-2020 Youth Service Plan, presented as Attachment 1 to the staff report titled Draft 2015-2020 Youth Service Plan dated September 2, 2014, from the General Manager, Community Services, be circulated to East Richmond Community Association, City Centre Community Association, Hamilton Community Association, South Arm Community Association, Thompson Community Association, Steveston Community Society, West Richmond Community Association and Sea Island Community Association for comment.
	5.	LANG PARK REDEVELOPMENT CONCEPT PLAN (File Ref. No. 06-2345-20) (REDMS No. 4329539)
PRCS-120		See Page PRCS-120 for full report
		Designated Speaker: Mike Redpath
		STAFF RECOMMENDATION
		That the Lang Park Redevelopment Concept Plan, as illustrated in Attachments 1, 2 and 3 of the staff report titled Lang Park Redevelopment Concept Plan dated September 3, 2014, from the Senior Manager, Parks, be received for information.
	6.	MAJOR EVENTS AND FESTIVALS 2015 (File Ref. No. 11-7000-01) (REDMS No. 433596 v. 5)
PRCS-127		See Page PRCS-127 for full report
		Designated Speaker: Bryan Tasaka
		STAFF RECOMMENDATION
		That the staff report titled Major Events and Festivals 2015 dated September 2, 2014 from the Director, Arts, Culture and Heritage Services be received for information.
	7.	MANAGER'S REPORT
		ADJOURNMENT

Parks, Recreation & Cultural Services Committee Agenda – Wednesday, September 24, 2014



Parks, Recreation & Cultural Services Committee

Date: Thursday, July 24, 2014

Place: Anderson Room

Richmond City Hall

Present: Councillor Harold Steves, Chair

Councillor Ken Johnston Councillor Linda Barnes

Councillor Evelina Halsey-Brandt

Councillor Bill McNulty

Also Present: Councillor Chak Au

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

AGENDA DELETION

It was moved and seconded

That Item No. 3 "Richmond Sports Wall of Fame" be deferred to the September 15, 2014 General Purposes Committee meeting.

The question on the motion was not called as Serena Lusk, Senior Manager, Recreation and Sport Services, advised that the deferral would allow discussions to continue with the Richmond Sports Council in order to receive its support prior to moving forward with the staff report.

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

MINUTES

It was moved and seconded

That the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on Tuesday, June 24, 2014, be adopted as circulated.

CARRIED

NEXT COMMITTEE MEETING DATE

Tuesday, September 23, 2014, (tentative date) at 4:00 p.m. in the Anderson Room

DELEGATION

- 1. Gordon McLennan, Filmmaker, accompanied by Kelvin Higo, Richmond resident, spoke to the Japanese-Canadian film/media project titled "Nikkei Stories of Steveston" (Stories) and provided the following information:
 - the Stories is a celebration of the people and places important to the social, economic, and cultural life of the Japanese Canadian community in Steveston;
 - the project will be widely accessible through websites, permanent displays or kiosks, mobile devices, and schools across British Columbia;
 - the Stories will be similar in functionality and design to *BlackStrathcona*; and
 - the budget for the project is approximately \$125,000; a contribution from the City of Richmond in the amount of \$50,000 is being requested.

Mr. Higo commented that the project has great merit and adds an additional layer to the Steveston mosaic. He noted that the Japanese footprint can be seen throughout Steveston and listed a few examples, such as a few examples being the Kuno Japanese Garden, the Martial Arts Centre, the Japanese-Canadian Cultural Centre, the Murakami House at the Britannia Heritage Shipyard, and the Nikkei Fishermen Memorial. Also, Mr. Higo was of the opinion that the project will further highlight contributions made by Japanese-Canadians in the face of prejudice and injustice.

In response to queries from Committee, Mr. McLennan provided the following additional information:

- material for individual stories will come from a variety of sources including the Nikkei National Museum and Cultural Centre in Burnaby and archive documents and photographs;
- it is intended that the stories will mirror the quality of those produced in the *BlackStratcona* series;
- the first ten stories can be considered a pilot project; if successful, another ten stories can follow;

- community members will identify stories to be told, such as the disappearance of 2,200 Japanese Canadians during World War II and their subsequent return in 1949;
- apart from a City contribution, corporate and private sponsorship is being pursued; and
- the project can move forward with contributions in the amount of \$75,000.

In reply to a query from Committee, Jane Fernyhough, Director, Arts, Culture and Heritage Services, identified the Council Contingency Account and the Council Provisional Account as possible funding sources for the Stories project. It was noted that any funds allocated from the Council Provisional Account would require an amendment to the City 5-Year Financial Plan (2014-2018) Bylaw No. 9100.

Discussion ensued regarding the project's significance to the community and the need for financial support. As a result of the presentation and discussion, the following **motion** was introduced:

It was moved and seconded

That \$75,000 from the Council Provisional Account be allocated to fund the Japanese-Canadian Film/Media Project - Nikkei Stories of Steveston.

The question on the motion was not called as discussion ensued regarding the educational and tourism components, as well as the historical and cultural significance of the project. Committee expressed interest in incorporating the Stories into the exhibits at the Japanese Fisherman's Benevolent Society Building.

In response to queries from Committee, Mr. McLennan advised that (i) the project can be completed for \$75,000, should no further funding be acquired, and (ii) it is anticipated that the Stories be available in the spring of 2015.

CARRIED

COUNCILLOR LINDA BARNES

2. With the aid of a video presentation, Councillor Linda Barnes spoke on Mystic Seaport Best Practices and read from a written submission (attached to and forming part of these minutes as **Schedule 1**).

Lorne Slye, 11911 3rd Avenue, Chair of the Steveston Historical Society, commented that members have visited Mystic, Connecticut and other eastern seaboard locations with the intention to promote Steveston as the maritime centre of the Pacific. He commented that his role with the Gulf of Georgia Cannery and the Steveston Historical Society has focussed on achieving formal recognition by Heritage Canada for Steveston Village. Mr. Slye was of the view that incorporating the practices developed in Mystic and other eastern communities would assist in moving forward in the promotion of Steveston.

Jim Kojima, 7611 Moffatt Road, spoke of his visit to Mystic in November 2013, noting that it covers an approximate area of 20 acres and has approximately 50 buildings and 400 boats. Also, he noted that the shipyard has 17 full-time employees and over 1,000 knowledgeable volunteers. He further noted that Mystic Seaport, while starting with little funds, currently has an Endowment Fund of approximately \$47 million. Mr. Kojima expressed the view that much can be done to promote the historical roots of Steveston if the community has the mind and will to make it happen.

The Chair commented on archives found at the Mystic Seaport Archives, noting that the documents contain information related to B.C.'s history.

It was moved and seconded

That the Mystic Seaport Best Practices presentation be received for information.

The question on the motion was not called as discussion ensued regarding many of Mystic best practices having been integrated into the Britannia Heritage Shipyard Strategy Plan.

In response to a query from Committee, Marie Fenwick, Manager, Parks Programs, advised that a next step in moving forward with the Strategy Plan is to expand the Internship programming, an educational platform through the University of British Columbia, particularly in developing the non-profit and private corporations contribution component (i.e., Paddle Wheel River Boat Tours and Shanghai Holocaust Exhibit).

Councillor Barnes noted that it was important to include Tourism Richmond in the promotion of the Steveston experience to residents and visitors as the Britannia Heritage Shipyard is already a maritime museum for the west coast.

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

COMMUNITY SERVICES DEPARTMENT

3. RICHMOND SPORTS WALL OF FAME

(File Ref. No. 11-7000-10-01) (REDMS No. 4237135)

Please see Page 1 for action on this Item.

4. CITY OF RICHMOND UTILITY BOX ART WRAP PROGRAM

(File Ref. No. 11-7000-09-20-101) (REDMS No. 4271007)

It was moved and seconded

That the opportunity to integrate public artwork on City of Richmond utility boxes, as outlined in the staff report titled City of Richmond Utility Box Art Wrap Program, dated July 2, 2014, from the Director, Arts, Culture and Heritage Services, be endorsed.

The question on the motion was not called as Committee expressed appreciation for the City's Utility Box Art Wrap program, noting that, with minimal effort, an attractive landscape can be created. Committee suggested that staff consider wrapping the utility box at Garden City Park.

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

5. UPDATE ON HUNTING IN RICHMOND

(File Ref. No. 01-0060-20-RRGC1) (REDMS No. 4276966)

In response to queries from Committee, Doug Long, City Solicitor, provided the following information:

- under the terms of a lease agreement a property owner can permit the lessee or occupier to hunt or to permit a third party to hunt; however, the lease agreement is a private document and not registered on title, thus creating difficulty in validating that permission has been granted;
- As per Bylaw No. 4183 Regulating the Discharge of Firearms, a registered owner is required to sign a permission pass, which can easily be verified through a title search;
- should Bylaw No. 4183 be amended to permit the owner, lessee, or occupier to consent to third party hunting on the property, it may create challenges in enforcing provisions of said bylaw;
- the BC *Wildlife Act* extends the right to grant permission to the owner, lessee or occupier; however, it does not address any property rights or insurance indemnity issues raised with said permission;

- while it is possible for the Richmond Rod and Gun Club (RRGC) to obtain permission from each of the property owners to allow third party hunting, maintaining valid permission may be challenging for the Club; and
- lessee or occupier authority will be determined under the terms of the permitted use clause of the lease agreement which sets out the scope of what a lessee or occupier can and cannot do on the property to be leased or occupied.

In response to a query from Committee, Michael Thorne, President, RRGC, advised that the requirements for hunting in Richmond include obtaining (i) a Core licence, (ii) a Lower Fraser Valley Special Insurance licence, (iii) a Migratory Gaming licence, (iv) an annual hunting licence, (v) \$5 million in liability insurance, and (vi) a hunting by permission pass granted by the RRGC that requires the signature of a property owner. It was noted that local farmers and the Richmond RCMP are contacted prior to any hunting on a property.

Discussion ensued regarding the City's current bylaw, noting that as most farms have absentee owners, this effectively limits hunting throughout the City; this may have negative effects on agricultural uses.

It was moved and seconded

That the staff report titled Update on Hunting in Richmond, dated June 4, 2014, from the Senior Manager, Recreation and Sport Services, be received for information.

CARRIED

6. CITY CENTRE COMMUNITY CENTRE – SERVICE LEVELS (File Ref. No. 11-7125-01) (REDMS No. 4276403)

Paige Robertson, Vice President, accompanied by Jose Gonzalez and Ian Scott, Board Members, City Centre Community Association (CCCA), thanked staff and Councillor Halsey-Brant for their efforts and support throughout the building, design, programming, and service level process. Ms. Robertson commented that the CCCA Board fully supports the staff recommendation.

Councillor Halsey-Brandt, Council Liaison, recognized the Board's insight, commitment, and collaboration with staff and the community at large throughout the development of the new City Centre Community Centre facility.

It was moved and seconded *That:*

- (1) the service levels associated with Option 1 for the City Centre Community Centre, as described in the attached Business Plan of the staff report titled City Centre Community Centre Service Levels, dated July 3, 2014, from the Senior Manager, Recreation and Sport Services, be endorsed for consideration in the 2015 Operating Budget;
- (2) the material terms for an operating agreement, as described in the attached Business Plan of the staff report titled City Centre Community Centre Service Levels, dated July 3, 2014, from the Senior Manager, Recreation and Sport Services, be negotiated with the City Centre Community Association and brought back to Council for approval in early 2015;
- (3) the Position Complement Controls for the six positions included in the OBI Option 1 for the City Centre Community Centre, as described in the attached Business Plan of the staff report titled City Centre Community Centre Service Levels, dated July 3, 2014, from the Senior Manager, Recreation and Sport Services be endorsed for consideration in the 2015 Operating Budget; and
- (4) Lang Centre continue to operate as a community facility as part of the delivery of recreation services in City Centre.

CARRIED

7. MANAGER'S REPORT

(a) Community Services Department Updates

Ted DeCrom, Manager, Parks Operations, advised that staff, in conjunction with Richmond Fire-Rescue, is working to minimize fire hazards in parks and trails. Mr. DeCrom distributed information on best practices (attached to and forming part of these minutes as **Schedule 2**), noting that, depending on the severity of the fire hazard rating, precautions may include (i) posting no smoking signs near parks and trails, (ii) placing aggregate on specific areas, and (iii) at extreme levels, posting closure notices.

Marie Fenwick commented that the Garden City Bike Terrain Park will open on Wednesday, July 30, 2014 at 6:30 p.m.

Ms. Fernyhough noted that the Canada Council for the Arts has approved the Writer-in-Residence grant for Mark Young. Mr. Young will be working primarily at the Brighouse Library, Cultural Centre, and Minoru Seniors Centre during September and November 2014.

(b) Dog Off Leash Program

Mike Redpath, Senior Manager, Parks, advised that Council endorsed the expansion of the pilot Dog Off Leash Program to three sites (South Arm Community Park, a City-owned vacant lot, and Garden City Community Park) and that the temporary area at Dover Park has been relocated to the Railway Road corridor. Staff has received a petition from community members opposing the pilot project at the South Arm Community Park. Additionally, staff is aware that residences opposed to the removal of the Dog Off Leash area at Dover Park will be delegating at the Monday, July 28, 2014 Council meeting.

Committee advised staff to consider dog off leash initiatives early in the development of any new community parks.

(c) Lang Community Park

Mr. Redpath accompanied by Kevin Connery, Park Planner, provided an update on the public engagement process and design concepts (i.e. canopy area, play elements, and animated water feature) related to the revitalization of Lang Community Park. It is anticipated that a staff report on design options and costs will be brought before Committee in the fall.

Committee commented that staff be mindful in providing timely updates on long-term projects such as the revitalization of Lang Community Park. Committee advised staff to closely examine the changing demographics and needs in the downtown core, particularly those of the homeless and youth, when considering future programming for the Lang Community Centre.

(d) Memorial Gardens

Councillor Barnes submitted an advertisement from the Richmond Funeral Home and Valley View Memorial Gardens welcoming the new Dragon Memorial Gardens for staff review further to the March 2014 referral from the Parks, Recreation and Cultural Services Committee regarding the Richmond Community Memorial Garden Site Selection Review.

ADJOURNMENT

It was moved and seconded *That the meeting adjourn (5:35 p.m.).*

CARRIED

	Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation & Cultural Services Committee of the Council of the City of Richmond held on Thursday, July 24, 2014.
Councillor Harold Steves Chair	Heather Howey Committee Clerk

Schedule 1 to the Minutes of the Parks, Recreation & Cultural Services Committee Meeting of Thursday, July 24, 2014.

Mystic Seaport: The Museum of America and the Sea

Overview and History

Mission: Mystic Seaport is a museum that strives to inspire an enduring connection to the American maritime experience.

- Many similarities with Britannia including that the site was developed around a former shipyards; there was never an actual "seaport" on the site
- 19 Acre site receives over 400,000 visitors annually; mystic is the largest tourist destination in CN
- 22,000 members, 140 full-time, over 100 part –time staff and 1,000 volunteers
- Society incorporated in 1929 by 3 individuals with a passion for preserving maritime heritage – a lawyer, a doctor and a local silk manufacturer
- They began recruiting members and collecting artifacts and the site opened to the public in 1934
- It grew over time with the various buildings brought in (or recreated) from throughout new England; designed to be a typically 19th century New England seafaring village

Operating Model

- Operated by a non-profit society and registered charity; received project based grants from time to time from government and government agencies but no ongoing operational funding
- Have a national board many members from NYC primarily a fundraising board where members are expected to contribute \$25,000 minimum annually to the organization
- Operating budget is about \$20 M
- Funding is essentially 1/3 each endowment fund disbursements (\$ 42 M), 1/3 annual fundraising and 1/3 self generated revenue(admission, program fees, day moorage, photo licensing)
- Gift Shop and two restaurants that are operated by private companies under contract

Collections

- Collections Policy; Mystic Seaport acquires, preserves, and utilizes materials and items relating to American maritime history to create a broad public understanding of the relationship of America and the sea.
- In addition to the policy, they have a Five Year Collections Plan (2011-2016) grew out of strategic plan.
- The Collection Plan actively supports the Mission and Vision by guiding the staff in acquiring, preserving and utilizing collections – dealing with collections challenges – ie: what was collected before not the same as what they may want to collect now. Four collections categories:
 - The General Collections
 - The Photography Collection

- The Library Collection
- The Watercraft Collection (largest watercraft collection in the US)

Major Content concentrations:

- Whaling
- Fisheries
- Voyages of exploration
- Maritime national expansion
- International trade
- Coastal trade
- Ports
- Inland waterways
- Maritime communities
- Native peoples and the sea
- Yachting and boating
- Maritime art (including contemporary, decorative and folk art).
- Music of the sea
- Marine folklore
- Popular culture
- Shipbuilding
- Boatbuilding
- Naval architecture
- Navigation
- Marine salvage
- Naval history primarily through the 19th century
- The people involved in all the above activities
- Nineteenth-century social life and customs where they pertain to interpretation and activities in the Museum village.
- Local history (CT, RI, MA)

Current collections priorities are:

- Accept only the best examples into our collecting areas to maintain integrity and maximize space utilization. Provenance of materials shall be an important consideration.
- Strategically borrow pieces, rather than purchase, for exhibit and research, when appropriate, to safeguard scarce financial resources
- Increase access to, and understanding of, the collections through the Internet, digital and print publication as well as film and television

Exhibits

The Shipyard:

 Working Shipyard – 17 full-time shipwrights actively restoring their own fleet of vessels • Have also built reproductions (most famous is the Amastad)

Historic Vessels

- Largest collection of historic vessels in the US
- The Schooner "Australia" is an Interesting use of a ship exhibited as a "relic" the decay of the vessel can actually demonstrate how it was constructed
- Most recent significant restoration project is the Charles W. Morgan
- 1841 Whale ship; arrived in Mystic in 1941 and declared a national historic landmark
- Restoration project took 5 years and \$1.8 M; completed using as many traditional materials and techniques as possible
- Staff estimate that she is ¼ original and ¾ new
- The whaleship was re-launched July 21, 2013 and left Mystic Seaport May 17, 2014 to embark on her 38th Voyage to historic ports of New England.
- The nearly three-month long journey seeks to engage communities with their maritime heritage.
- When the vessel returns to Mystic Seaport in August 2014, she will resume her role as an exhibit and the flagship of the Museum.

19th Century Seafaring Village

- Life in Typical New England Seaport; rope-making factory, blacksmith shop, and other businesses, various residencies, etc.
- Some buildings moved to the site, while others are recreations
- Interested modification on the rope factory reduced to 1/3 of its original length

Exhibit Galleries

- Variety of permanent and temporary exhibits on maritime themes including small boat collection, maritime art, masthead collection
- Temporary exhibits (current one was Neptune's Orchestra Music and the Sea)

Children's Museum and Playground

Integrated throughout the site

Programs

- Daily schedule of programs includes
 - Hands-on activities, demonstrations including sail rigging, sea-shanties, short dramatic plays, build a boat, make a candle, and more
- Full range of educational programs for school groups
- Water-Based
 - Tours on several historic vessels including a coal fired steamboat, sail boats, power yacht
 - Hourly rental of small rowboats and sailboats (\$10-\$15 per hour)
- Day moorage
- Special events and seasonal programs include; wooden boat show, plein air painting, sea music festival, lobster days, antique motor show, model yacht regatta, Halloween, Christmas programs

Retail and Restaurants

 Gift Shop and two restaurants that are operated by private companies under contract

Shoreline Trolley Museum and other Attractions

- Took the opportunity to visit other sites including the Shore Line Museum and USS Nautilus
- Volume of heritage sites in the area provide a draw for everyone
- Richmond as a whole is part of a wider tourism region that provides a variety of unique attractions within an hour drive
- Opportunity exists to retain, build on and package our West Coast history

Outcomes

- Site was developed into what it is over 80 years; nothing like this is built over night
- Outcomes for Britannia Shipyards and Steveston Waterfront:
 - Best practices from Mystic have been integrated into the Britannia Shipyards strategic plan including:
 - Working with other groups in program and exhibit development and delivery (Including not just the BHSS, but also recently SS Master Society, private companies like Canfisco with the Western Star, Holocaust Education Centre with travelling exhibit)
 - Restoration of Britannia Shipyard Ways to make the shipyard functional again
 - Unique mix of exhibits, programs and special events
 - Increase in Water-based programming (including this year Paddle wheeler tours from New Westminster)
 - Working with post-secondary education institutions including using Mystic's resources to build courses and programs around

Schedule 2 to the Minutes of the Parks, Recreation & Cultural Services Committee Meeting of Thursday, July 24, 2014.

Staff and Public Behaviours During Fire Season

DGR	Staff Behaviour	Public Behaviour
Moderate (DGR III)	All park operations vehicles are equipped with required fire season equipment After 3 consecutive days of Moderate a 2 hour minimum fire watch is posted for all high risk activity.	Campfires are permitted in designated areas with containment facilities (i.e. fire rings/pits), and only as local fire authorities allow. ***Briquette and propane barbeques and gas stoves are permitted in approved facilities under direct supervision.
High (DGR IV)	"Fire Hazard No Smoking Stay On Trails" signs are posted. Frequency of patrols is increased. A 2 hour fire watch is posted for all high risk activity. After 3 consecutive days of High all high risk work ceases between 1300 hrs and sunset each day. Conduct fire patrols, equipped as per a fire watch, where campfires are permitted. In consultation with local municipal fire authority, campfire restrictions or bans may be imposed at the supervised campgrounds. Reinforce public behaviour: awareness of spark or ignition sources, no campfires except as permitted, no smoking, stay on trails, prefer propane/gas barbeques.	Stay on trails. No smoking. Campfires are prohibited in all public fire rings/pits including those in group camps and picnic shelters. **Campfires are permitted in supervised campgrounds only, and only as local fire authorities allow. ***Use of briquette & propane barbeques & gas stoves is permitted in approved facilities under direct supervision. Be aware of spark and ignition sources. **Note on Supervised Campgrounds: Supervised campgrounds are where staff and/or camphosts or caretakers can provide 24/7 coverage with frequent monitoring (equipped as per a fire watch) to ensure campfires are legal.
Extreme (DGR V)	Frequency of patrols is increased. A 2 hour fire watch is posted for all high risk activity. High risk activity ceases between 1300 hrs & sunset each day. After 3 consecutive days of Extreme all high risk activity ceases. In consultation with local municipal fire authority, access restrictions may be imposed. (E.g. full closure guideline for North Shore is 3 days of Extreme with no change predicted for next 3 days.) Prepare for possible full or partial closure procedures. Some isolated areas may remain open (e.g. Camp Capilano or Minnekhada Lodge reservations). Programs and events on trails are cancelled. Post signs for any closures: "Extreme Fire Hazard Closed Area Stay Out". Reinforce public behaviour: no spark or ignition sources, no campfires, no smoking, stay on trails, only propane barbeques & gas stoves permitted and only in approved facilities under direct supervision.	Stay on trails. No smoking. Campfires and briquette barbeques are prohibited. ***Use of propane barbeques and gas stoves is permitted in approved facilities under direct supervision. Be aware of spark and ignition sources. ***Notes for BBQ & Gas Stove use in all Fire Danger Ratings: Approved facilities include day-use areas with picnic tables, picnic shelters, group camps and campgrounds. Direct supervision means that the device must be attended at all times by the person(s) operating it. Staff will monitor as part of fire patrols. The device must be elevated off the ground or be placed on provided metal barbeque stands. It must not be placed on or near grass, brush, trees or flammable surfaces.





Clean environment, a Charter right

The Richmond Blue Dot organization's pitch to council for a civic declaration is being held in conjunction with the launch of David Suzuki's upcoming nation-wide Blue Dot Tour

Brandon Kostinuk / Richmond News August 20, 2014 01:03 PM



Ellen Niemer, core member of the Richmond Blue Dot organization, stands in front of Science World which was transformed into a giant blue dot, an homage of sorts for the group seeking official recognition that citizens have a right to a healthy environment. Photo submitted

Every citizen of Richmond has a right to a healthy environment, according to a group of local volunteers. Moreover, they want city council to recognize that right in some official manner.

Exactly what that means ... well, they haven't got that far, says Ellen Niemer, senior editor at Alive Publishing Group and one of eight core members of the 30-member Richmond Blue Dot volunteer organization.

The Richmond Blue Dot organization's pitch to council for a civic declaration is being held in conjunction with the launch of David Suzuki's upcoming nation-wide Blue Dot Tour, in which the iconic environmentalist will touch down in 20 cities across Canada with the penultimate goal of amending Canada's Charter.

The amendment: to include access to a clean environment, fresh air, water and food, as a Canadian Charter right.

Richmond was selected as one of five cities across Canada to kick off the tour. (The others: Waterloo, Winnipeg, Montreal and Halifax).

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The goal of the local chapters is to do a similar thing, at the civic level -— push for some kind of recognition that Richmond citizens have a right to fresh air, safe and available food and clean drinking water.

"That may come as an official declaration. But we're not sure exactly where this is going," admits Neimer.

But, it is going.

Carolyn Quirt, another core member of the group, says the plan is to put together a presentation for Richmond council some time before the upcoming municipal election.

Currently, the focus is on their Steveston Postcard Campaign, which is the same as signature-gathering for a petition, just in postcard form, explains Niemer.

The aim is to have at least 1,000, hopefully closer to 2,000 signatures on individual postcards to hand to council as part of a general presentation and tangible underpinning of the cause's support.

"A physical stack of (signed) cards just carries more emphasis," says Niemer.

"So far it seems to be going well," adds Quirt. "Very good reception." Though no official tally was relayed.

A dialogue with the city has been initiated, according to Quirt and Niemer, with councillor Harold Steves reportedly in support of the initiative, at this stage.

Steves could not be reached for comment.

Quirt says a door-to-door campaign may also be in the works, but added it is too early to tell. The group will continue to canvass Richmond public spaces such as parks and the beach in search of local support.

To get better acquainted with the local movement, readers are encouraged to view the organization's Facebook page (tinyurl.com/p6dhjh9).

Quirt says they are also looking for more volunteers so don't hesitate to reach out. Details are available on social media.

Regarding Suzuki's national tour, the plan is to sweep across Canadian communities to affect local decision-makers, in hopes of inspiring provinces and the federal government to pursue a constitutional amendment, or at the very least, a new environmental policy (or policies, if province by province).

This will be Suzuki's last national tour with the first date set for Sept. 24 in St. John's, Nfld.

Three B.C. dates are scheduled for early November, with the final celebration set on Nov. 9 at the Orpheum Theatre in Vancouver.

And Suzuki won't be alone; an all-star cast of Canadian talent — from rock legend Neil Young to poet, Raffi, and painter Robert Bateman — are part of an eclectic mix of performers and artists to help amplify the cause.

Tickets can be purchased by visiting the Blue Dot website or Ticketmaster. Prices range from \$39 (\$29.50 for students) to \$250 for premium seating. Presale VIP tickets can be bought for \$500.

Supporters can also log online to sign the petition, which, at the time of this writing, has accumulated just under 26,000 signatures.

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THIS BLUE DOT S OUR ONLY HOME.

■大衛鈴木基金會藍點之旅,倡議把健康 環境納入加國憲章



大衛鈴木博士早於1989年在他得獎電台節目 人們對不傳工學於1909年在他得及色報目 化1's a Matter of Survival計出,地球正面對重大環境污染的挑戰。報道播出後,超過一萬七千名惠賈 寫信給大術鈴木,表示希望為改變環境污染而出 一分力。當時,鈴木和妻子Dr. Tara Cullis的 朋友: 也大力鼓励他們成立非牟利環保细 朋友,也天力或腳他們成立非半利壞保證 織,不但為公眾提供正面環保及科學資訊,更該颱國民努力保護空氣、水和食 物不受到污染。

網上Facebook朋友逾30萬

孫後代全力締造可持續未來。

鈴木夫婦眼著在1990年9月14 日削新大衛鈴木基金會(David Suzuki Foundation)。20多年過去了,地球污染情况有 增無滅,該基金會決定今秋展開一趟 藍點橫加之旅(Blue Dot Tour): 將再喚 醒更多民眾加入保護地球行列。

班年78歲的大衛歲木,在加國土 生上長,而Tara Cullis自小由英國移民 加拿大。由創立至今24年後,基金會聘 用逾90位全戰員工,網上Faccbook朋友

DeclarationofInterdependence_Chinese.pdf。 雖然環保工作為鈴木帶來不少民眾的掌聲,但 他決意加強推廣線色工作,要為加國國民繼續享受 不受污染的空氣、水和食物;作出更大努力。

倡健康環境納人權憲章

大衛鈴木説:「我已經走到人生最後一段路, 但我的發見、我的孩子有權享受我所享受的基本條 利——呼吸新鮮空氣、飲用漂淨水及雖食健康及安 全的食物。」他還強調:「這三種基本權利應該是每 個加國國民都應擁有的,等回我們的言論自由和不 受歧視權利一樣,納入加國的人權志章裏。」

為了履行承諾,大衛鈴木決定今年義務為基 金會率領藍點橫加之旅:推動R2HE(Right to





Healthy Environment)健康環境權力:推動保護地 球訊息。取名「藍點旅程」,因為從太空所拍攝地 球的影像,就是一顆小藍點(http://bluedot.ca/the-

9月24日從大西洋省份起步

蓝點橫加之旅將於今年9月24日,從大西洋省 份鈕芬蘭的聖約翰(St. John's)出發:大衛鈴木到時

聯同加國各地好友,包括加國殿堂級作者瑪格列 特艾活(Margaret Atwood)、前加拿大駐聯合國大使 別易斯(Stephen Lewis)、華裔蓋善家暨加拿大勲章 得主兼顧康中心始創人王裕佳醫生,準備花一個半 月,前往加國二十個城市,與國民分享排有健康環 境權力的重要

藍點之旅將於11月9日晚上、在溫哥華市中心 奥芬大劇院(Orpheum Theatre)舉行結束儀式。



■列治文義工Gavin參與推動環保活動

自己做起 合力守護藍點

保護社區 卑詩省列治文市約 霧13小時。今夏開始,一群縣愛環境和社區的列市居民,開 始為推動R2HE展開簽名運動。好像列市 Summit),更成為年輕人引以為豪的事情。

展其他城市一樣,列市同樣面對挑 戰。以機場輸油管計劃和花園城市用地發 展計劃為例,都給居民的環境權利構成壓 力。機場輸油管計劃在6號路的Silvercity 附近,儲存大量燃油以及通過農地,輸油 到飛機場,對居民及生態治成高風險。另 到流候場,到后民及生態這成高風險。另外,現已發展快速的花園城市用地,原是 罕有的温地,如果把剩餘溫地再發展,居 民的空氣和生活質素勢必受到影響。

在參與Richmond Blue Dot行動的同 一群列市居民也行動起來,實有助加



省農場遭油砂礦流

對 於 住在亞省 性在亞曾 Cochrane 市的Howard和Nielle Hawkwood而 言:大衛鈴木藍點之旅,可說來得 正合時。

Howard和Nielle的農場位於採 Howard和Niclle的展域位於採油田附近。近年採油業發達,他們家附近的新聞,由三年前一座廣油台增至目前110座,以及注入450萬公升的歷製液(tracking fluid)到地下。開採油砂不但影響了附近物業 地基,所用化學物更影響了水源及 空氣質素。

一來到系。 「大約三年前,我開始大量設 髮·JNielle戲。「後來我們發現很多 鄰居的太太和女兒,都有類似現 象。」

土壤驗出含裂石化學劑

兩人打埋牧牛場已經24年了。 除NicIIe脱髮以外:近年連牲畜也出 現健康問題。

「兩年前,我的牛隻開始離奇死

JHoward指出。「到了去年,我

亡·IHoward指加。 到了去年,我們的牛場損失了一成的牛隻。」 最近他們發現牛隻的尿液轉致草原的草死去;化據牛壤後,顯示 泥土含有Strontium:這是一種常用 的製石化學劑,通常用於門採油砂。

鄰居也面對同樣挑戰,但部分 人為保住物業價值而選擇出售物 業。Howard和Nicllc面對重要的抉 擇,但兩人表示:「我們不可以只顧 採油,而不理會環境和我們孩子的 未來。」



熱烈歡迎各界僑胞屆時參觀選購★由多倫多大中華家具藝品公司主辦★

City of Richmond Municipal Declaration The Right To A Healthy Environment

Whereas the City of Richmond understands that people are part of the environment, and that a healthy environment is inextricably linked to the well-being of our community;

The City of Richmond finds and declares that:

1. All people have the right to live in a healthy environment, including:

The right to breathe clean air

The right to drink clean water.

The right to consume safe food.

The right to access nature

The right to know about pollutants and contaminants released into the local environment.

The right to participate in decision-making that will affect the environment

- 2. The City of Richmond has the responsibility, within its jurisdiction, to respect, protect, fulfill and promote these rights.
- 3. The City of Richmond shall apply the precautionary principle: where threats of serious or irreversible damage to human health or the environment exist, the City of Richmond shall take cost effective measures to prevent the degradation of the environment and protect the health of its citizens. Lack of full scientific certainty shall not be viewed as sufficient reason for the MUNCIPALITY to postpone such measures
- 4. The City of Richmond shall apply full cost accounting: when evaluating reasonably foreseeable costs of proposed actions and alternatives, the City of Richmond will consider costs to human health and the environment.
- 5. By Dec 31st, 2015, the City of Richmond shall specify objectives, targets and timelines and actions the City of Richmond will take, within its jurisdiction, to fulfill residents' right to a healthy environment, including priority actions to:
 - a. Ensure equitable distribution of environmental benefits and burdens within the municipality, preventing the development of pollution "hot spots";
 - b. Ensure infrastructure and development projects protect the environment, including air quality;
 - c. Address climate change by reducing greenhouse gas emissions and implementing adaptation measures;
 - d. Responsibly increase density;
 - e. Prioritize walking, cycling and public transit as preferred modes of transportation;

- f. Ensure adequate infrastructure for the provision of safe and accessible drinking water;
- g. Promote the availability of safe foods;
- h. Reduce solid waste and promote recycling and composting;
- i. Establish and maintain accessible green spaces in all residential neighbourhoods.

The City of Richmond shall review the objectives, targets, timelines and actions every five (5) years, and evaluate progress towards fulfilling this declaration.

The City of Richmond shall consult with residents as part of this process.



Home of the Steveston Salmon Festival

Canada's biggest little birthday party since 1945.

Steveston Farmers & Artisans Market

Make It - Bake It - Grow It - Catch It

02 September 2014

Councillor Harold Steves, Chair Parks, Recreation and Cultural Services Committee City of Richmond 6911 Road No. 3 Road Richmond, BC V6Y 2C1

Re: Steveston Community Centre Space Needs

Dear Councillor Steves:

Over the past several months, there has been numerous discussions and opinions offered in the local newspapers and from other sources about the possibility of relocating the Steveston library to another site in Steveston.

Our Board is concerned that we have not been privy to these discussions or been asked officially for our position on this matter. For the record, my Board has directed me to present our position on this issue for your information and consideration.

The Board of the Steveston Community Society wish to advise City Council of our desperate need for additional space in the community centre. Currently, our greatest need is for space for our fitness programs. Our existing space is very limited and to be able to compete with other programs such as those offered by the Richmond Oval and other community centres, we need to expand and improve our facilities.

We are cognizant of the fact that with the new buildings proposed for Minoru Park, a new community centre in Steveston is a low priority in the City's capital works program. The only option available to us is to re-purpose our existing space.

Based on this need, my Board supports the relocation of the existing Steveston library to another location within the Steveston boundary.

My Board also points out the need for sufficient City funding to renovate the existing library space if the current library is relocated to another site.

If discussions regarding the possible relocation of the Steveston library progresses further, we appreciate being apprised of any new developments and being included in these discussions whenever possible.

Yours truly.

Beth Ovenden

President

Steveston Community Society

Wenden

Cc: Steve Baker, Area Coordinator, Steveston Community Centre





Report to Committee

To:

Parks, Recreation and Cultural Services

Date:

September 2, 2014

11-7000-01/2014-Vol

Committee

From:

Jane Fernyhough

Director, Arts, Culture and Heritage Services

File:

01

Re:

Branscombe Future Uses

Staff Recommendation

That the proposed uses for Branscombe House as outlined in the report titled "Branscombe Future Uses" dated September 2, 2014, from the Director, Arts, Culture and Heritage Services be accepted for information.

Fallane Fernyhough

Director, Arts, Culture and Heritage Services

(604-276-4288)

REPORT CONCURRENCE				
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER		
Facility Services	Ø	Melearly.		
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:	APPROVED BY CAO(FV)		

Staff Report

Origin

At the Council meeting on October 15, 2013, the following motion was adopted:

That staff consider the feasibility of an artist in residence upon completion of the Branscombe House and obtain expressions of interest for other possible uses.

This report provides an analysis and a potential process for initiating an artist-in-residence program and provides the outcome of the Request for Expressions of Interest for other possible uses.

The restoration of the 1905 historically significant Branscombe House on the Railway Greenway contributes to Council's Term Goal #9 Arts and Culture:

Continue to support the development of a thriving, resilient and diverse cultural sector and related initiatives in creating a vibrant healthy and sustainable City.

Analysis

As a result of a unique partnership with Penta Builders Group, in July 2012, the City entered into a construction agreement to stabilize and restore the historical Branscombe House.

The rehabilitation of the exterior and the restoration of the interior lower floor including the addition of two washrooms accessible from the interior and one trails washroom accessible from the exterior, were completed earlier this year. The surrounding park land has been landscaped in a manner sympathetic to the heritage aspect of the Edwardian Builder style of the house.

The restoration allows public use on the ground floor to accommodate up to 30 people so the house can be used for catered events such as meetings, workshops and small receptions.

A 2014 capital budget allocation was approved for the restoration of the second floor to become a suite as well as the installation of a catering kitchen on the ground floor. This work is currently in process with completion slated for October 2014.

Current zoning of the property is School and Institutional (SI). This zone provides for a range of educational, recreational, park and community oriented uses. Permitted uses of this zoning include recreation, exhibition and convention facilities, education and entertainment. One residential unit is permitted.

A temporary occupancy permit was granted and the house was open to the public during Doors Open 2014. It proved a very popular destination with many compliments on the quality of the restoration.

In order to obtain expressions of interest for other possible issues, a Request for Expressions of Interest (RFEOI) was issued in April of 2014 and posted on the City's website and BC Bid. Individual copies were sent to individuals who had previously indicated interest. There was also an article in the local newspaper regarding the RFEOI. There were no responses to the RFEOI.

Staff did receive an email from a local group requesting use of the house for their programming but was not followed up with a written EOI.

Artist-in-Residence

An artist-in-residence program could take on several forms.

1. Long term residency – the suite could be awarded to an artist to live in for two to three years. There could be a nominal rent plus all occupancy costs such as utilities, phone, insurance, basic maintenance and small repairs, charged to the tenant. In return they would live in the community and provide a presence in the house while they are pursuing their art practice. Conversely, the artist could be asked to pay all occupancy costs but in exchange for rent would provide some services in the community such as workshops, exhibitions or performances while they are pursuing their art practice.

Vancouver currently has three live/work studios available on a three year term. One is rent-free and two have nominal rent. All three pay occupancy costs.

- 2. Annual Artist-in-Residency program the suite could be awarded to an artist to live in for 11 months (with one month empty between residencies) rent-free. In exchange, the artist would provide some public programming, activities and/or projects as proposed by the artist through a Call for Proposals selection process. This program would be open to Metro Vancouver artists as well as those from outside the province. Artists would be expected to cover their travel and moving expenses, insurance for personal belongings, telephone and all other living expenses and incidental maintenance and cleaning. The City would cover rent and utilities (heat, gas, internet), as well as cleaning and building maintenance between residencies.
- 3. Short term residency these residencies could vary from several months up to a year. An artist could be invited to work with a particular community (such as a community centre) or on a particular project (such as the integrated public art for the Minoru Complex). This program is similar to the current writer-in-residence program but would also include a space to live and work thereby attracting artists from outside the Metro Vancouver region to share their expertise with Richmond artists and the community at-large.

This program could also provide a place to live and create for those artists mounting a future exhibition in Richmond. For instance, a photographer has been contracted to mount a show at the Richmond Art Gallery in the spring of 2015. Greg Girard will create a representative "portrait" of Richmond's diversity through portraits of Richmond residents. Photographs will include representation from the older established Richmond as well as new immigrants. Branscombe House would be an ideal 'studio' for the artist to create this Richmond based exhibition.

Staff recommend that in the short term, the upstairs suite be used as a studio for Mr. Girard to create his exhibition for the Richmond Art Gallery. During the time of his residency staff propose to initiate a Call for Proposals for an annual artist-in-residence program. This program will provide the opportunity for artists to develop innovative strategies for involving and

engaging diverse members of the community in different types of creative practices and activities.

Downstairs

Interest has already been shown in renting the downstairs for meetings and events. A request has been received regarding the use of the house for community art exhibitions. This would be an appropriate and interesting use, opening the house to the public. Upon completion of the upstairs and the catering kitchen, the house will be available for bookings through the department rentals office.

Financial Impact

There is no negative financial impact to either the use of the downstairs for meetings and bookings or the upstairs as an artist-in-residence. Revenues from the use of the house will go back into the maintenance and upkeep of this historic asset. The operating budget was approved in 2012 as part of the City's budget process.

Conclusion

The restoration of the historic Branscombe House provides the opportunity to not only provide an interesting and desirable location for meetings and events in the community but also a program to provide opportunities for artists and the community to engage in creative activity based on the principles of community cultural development. An annual artist-in-residence program will add another exciting dimension to the City's cultural opportunities.

Jane Fernyhough

Director, Arts, Culture and Heritage Services

(604-276-4288)



Report to Committee

To:

Parks, Recreation & Cultural Services Committee

Date:

September 2, 2014

From:

Jane Fernyhough

File:

11-7000-09-20-121

.

Director, Arts, Culture and Heritage Services

Re:

Capstan Sanitary Pump Station Plaza Public Artwork

Staff Recommendation

That the concept proposal and installation of the artwork proposed for the Capstan Sanitary Pump Station Plaza, as presented in the report dated September 2, 2014, from the Director, Arts, Culture and Heritage Services, be approved.

Fol Jane Fernyhough

Director, Arts, Culture and Heritage Services

(604-276-4288)

Att.2

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Parks Development Applications Sewerage & Drainage	되 년 년	leleaelië.	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	Initials:	APPROVED BY CAO(For)	

Staff Report

Origin

As part of the Pinnacle Living (Capstan Village) Lands Inc. development at 8677 Capstan Way by Pinnacle International (Richmond) Plaza Inc, the developer made a voluntary cash-in-lieu contribution of \$106,745 to the Public Art Reserve. Staff propose that these funds be used to develop the proposed artwork for the Capstan Sanitary Pump Station Plaza. This report presents the proposed public artwork, artist and location for Council's consideration.

This report supports Council's Term Goal No.9 Arts and Culture:

9.1 Build culturally rich public spaces across Richmond through a commitment to strong urban design, investment in public art and place making.

Analysis

Richmond Public Art Program

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

Development Proposal

The Pinnacle Living (Capstan Village) Lands Inc. development consists of a 14-storey residential tower and mid-rise consisting of 200 dwelling units. It is located at 8677 Capstan Way, to the west of Sexsmith Road, in the Capstan Village sub-area in the City Centre. Council approved the development's rezoning application (RZ 10-544729) on February 12, 2013 and the Development Permit (DP 12-604012) on February 25, 2013. In addition, the developer entered into a Servicing Agreement for the design and construction of a new Capstan sanitary pump station (SA 12-622318).

Proposed Location

As part of the Servicing Agreement (SA 12-622318), the developer agreed to integrate public art with the new Capstan sanitary pump station and landscaped plaza, both of which will be located on City land, fronting Capstan Way, mid-block between Hazelbridge Way and Sexsmith Road.

Terms of Reference

The Public Art Terms of Reference (Attachment 1), prepared by public art consultant Durante Kreuk, describe the art opportunity, site description, theme, budget, schedule, artist selection process, and submission criteria. The Terms of Reference were reviewed and endorsed by the Public Art Advisory Committee. An artist call for submissions was issued on February 26, 2014, with a deadline of March 25, 2014.

Public Art Selection Process

Following the administrative procedures for artist selection of civic public artworks, an arm's length selection panel was engaged in a two stage artist selection process. The five member selection panel included:

- Eliza Au, artist
- George Rammel, artist
- Danny Chen, artist
- Alain Lamontagne, project landscape architect
- Richard Tam, the developer's representative

The selection panel met on March 22, 2014 to select five artists or artist teams from a list of artists who responded to the open call request for qualifications. As a courtesy, Pinnacle International (Richmond) Plaza Inc. was asked to participate in the selection of the artist and artwork. The five shortlisted artists were invited to develop a concept proposal for the project and were paid an honorarium of \$1,000 each to submit their proposals and attend an interview.

On June 19, 2014, the panel met again and reviewed the five artist submissions and interviewed the artists. The concept proposal by Mia Weinberg was recommended for the commission (Attachment 2).

Proposed Artwork

The proposed artwork, entitled *Traceries*, integrates large panels on the sides of the pump station structures using Richlite, a very hard and durable material made from recycled materials and certified by the Forest Stewardship Council of Canada as an eco-friendly material. The material achieves LEED green building credits for recycled content and use of regional materials at the manufacturing plant in Tacoma, WA. It is manufactured without urea formaldehyde, which makes it a low-emitting material of volatile organic compounds.

The artwork will be attached to the support frame to allow the door panels to be opened for access by City staff to the kiosk equipment. The artwork will be routed into the panels and feature maps of the neighbourhood, interpretive drawings of networks found in nature and a community bulletin board on the end panel. Vines on the trellis have been proposed by the landscape architect and will be reviewed with City staff during the design development phase.

Mia Weinberg has been a practicing artist for over 20 years, with a strong interest in the relationship between natural and urban environments. Mia's previous public artworks, in Richmond, include *Hamilton Then and Now*, 2011, within the Hamilton Community Centre, and *Back on Track in Steveston*, 2013, located at the Steveston Tram Building.

Staff Comments on Proposed Artwork

Planning, Parks, and Engineering staff have reviewed the proposed location in terms of urban design, maintenance, pedestrian safety and vehicular service access and have no concerns. The artwork will be designed so that it can easily be removed and returned to its location by City public works crews, if future utility or street work is required.

The Richmond Public Art Advisory Committee reviewed the concept proposal on July 18, 2014 and recommends that Council support this proposal of integrated artwork at the Capstan Sanitary Pump Station Plaza.

Cost of the artwork

Staff propose that the developer's voluntary cash-in-lieu contribution of \$106,745 to the Public Art Reserve is directed towards the selection, fabrication and installation of the Capstan Sanitary Pump Station Plaza public art project. Of this voluntary developer contribution, \$5,337 (5%) has been transferred to the Public Art Provision for City administration of the project. The artist contract is for \$80,000. The remaining funds, \$21,408, will remain in the Public Art Reserve for public art consultant fees, administration of the project and contingencies.

Financial Impact

The proposed artwork's selection, design, fabrication and installation will be funded from the Public Art Reserve.

The artwork will require minimal periodic washing and maintenance, and security monitoring by the City at an approximate cost of \$300 per cleaning every one or two years. City funds would be allocated out of the Public Art Program's annual operating budget.

Conclusion

Funding of the proposed artwork by Mia Weinberg signifies a continuing show of support by developers for the importance of public art to Richmond neighbourhoods and the City. The inclusion of public art within the Capstan Sanitary Pump Station Plaza will enhance the integration of necessary City infrastructure within a publicly accessible open space and support the establishment of Capstan Village as a high-amenity, pedestrian-oriented, urban community.

Eric Fiss

Public Art Planner (604-247-4612)

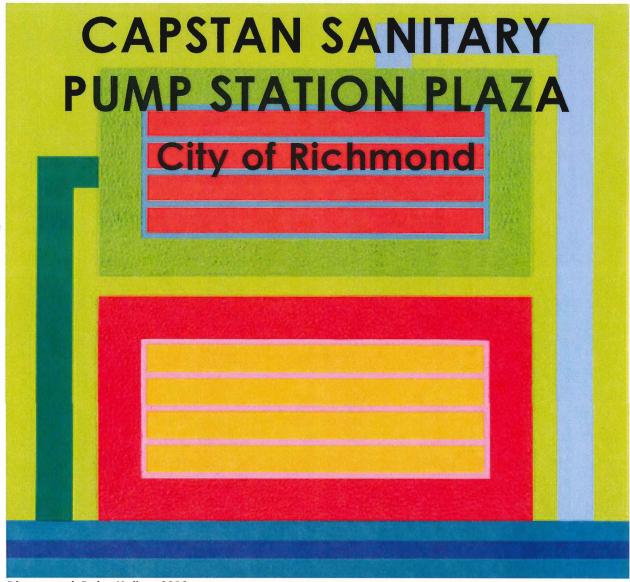
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Att. 1: Public Art Artist Call, Terms of Reference

Att. 2: Artwork Concept Proposal, Traceries by Mia Weinberg

CALL FOR ARTISTS



Disconnect, Peter Halley, 2012.

PROJECT STATISTICS

Project Name	Capstan Sanitary Pump Station Plaza, 8677 Capstan Way
Project Owner	
	Durante Kreuk Ltd., Peter Kreuk: 604 684 4611
Project Architects	Bingham and Hill (adjacent development)
Project Landscape Architects	Durante Kreuk Ltd.
Project Description	Integrate public art with a Sanitary Pump Station Plaza
Public Art Budget	\$80,000.00
Public Art Option	Open Call RFQ
	Selection: June 2014: Excecution: mid 2015

Feb 06, 2014 #13061 Prepared For: City of Richmond





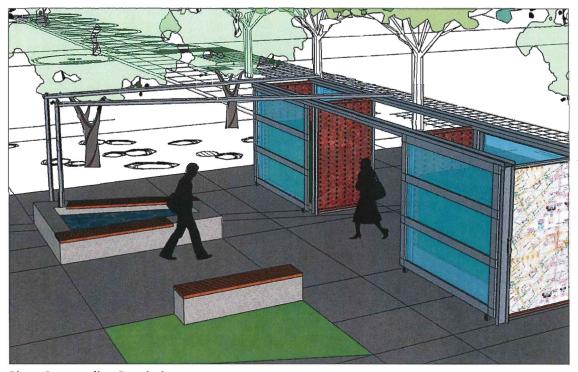
Project Overview

Art+Infrastructure

"Our cities are networks of conduits" Peter Halley, 1985.

This project is an opportunity for an artist to create a work that will enliven a small plaza at the termination of a greenway, which will house a sanitary pump station.

The pump station is supported by an Electrical Kiosk and a generator, which will be screened by an enclosure, minimal in character, and designed to permit access on both sides. The art opportunities include the plaza and the enclosure structure.

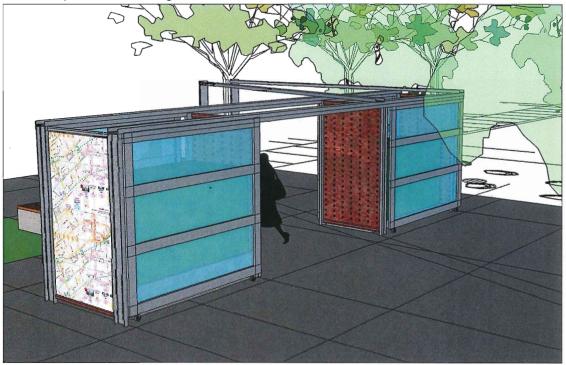


Plaza Perspective Rendering

The pump station in this plaza is one of 138 in a network that moves waste to a treatment plant in Metro Vancouver. This pump station is a node in the circulation of matter, one piece that is a part of a whole, comprising a system of services which make up a nested network of structures for life support.

Artists are asked to respond to the networks and systems that knit our city together. These invisible systems are active conduits of energy and movement, requiring constant input. They are one element of, and a greater metaphor for the way in which we create and a manage a complex inter-related system such as a city.

Plaza Perspective Rendering

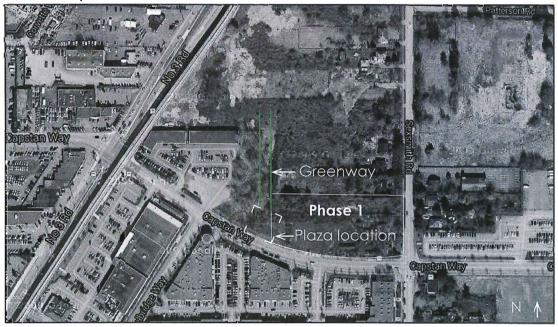


Site Context

The plaza with the pump station will be contextualized by the development that will surround it once the neighbourhood is built out.

Invited artists must familiarize themselves with the development trajectory of the neighbourhood by reviewing the references listed at the end of this document.

Location Map



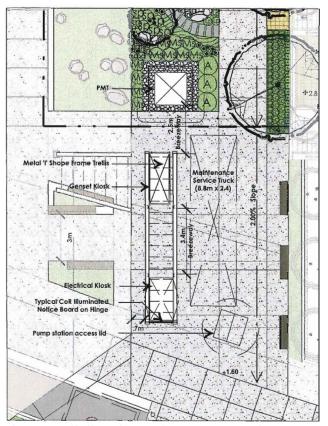


The Pump Station and Adjacent Pinnacle Development

The plaza will be located midblock along Capstan Way between Hazelbridge Way and Sexsmith road. As a part of a larger planned pedestrian network, it will be the entrance to a proposed greenway between Hazelbridge and Capstan and will provide a route to a proposed neighbourhood park on No. 3 Road.

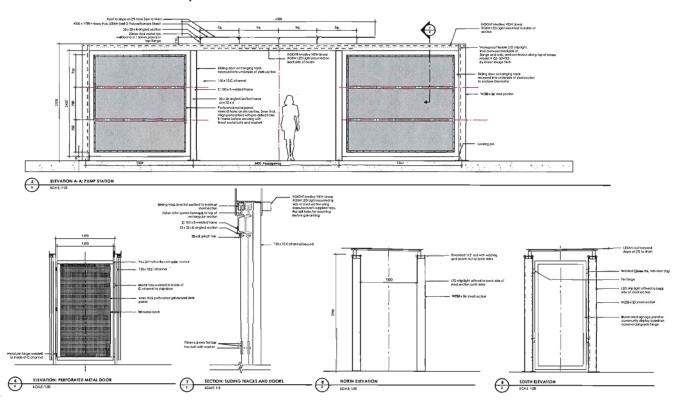
The funding for this artwork has been provided by Pinnacle International Inc. with the ownership of the plaza transferred to the City of Richmond.

The plaza will sit astride two properties, owned by two developers to be built at different times. This first phase will see the construction of the eastern side of the greenway, the pump station and the installation of the art (refer to Plaza Enlargment Plan, subsequent phase greyed out).



The Pump Station Plaza Enlargment Plan

Elevation details: Pump Station Enclosure



Art Opportunities

As an entrance to a greenway, this plaza will function as a gateway. The artwork will contribute visibility to the greenway and the park. Artists should contemplate this purpose, as well as the experience of the site from all available perspectives and speed of travel, including its appearance when viewed from future residences above.

Art opportunities for the enclosure:

- The enclosure itself as an armature for the artwork
- · The lighting within and or around the enclosure
- The sliding doors/panels hanging on tracks
- Community display board

Considerations:

Invited artists are encouraged to view the pump station enclosure as an armature for an artwork, so long as it retains the design intent and and functions as detailed. Vehicular accessibility and circulation are constraints that have influenced the configuration of the enclosure, and integrated artworks must also respond to them. Artists must be able to collaborate with the design team to integrate their concept into the structure. The budget for the artwork is additional to the cost of the structure.

Art opportunities in the plaza:

Artists may propose art work within the ground plane

Considerations:

Due to the need for heavy vehicle access, any works on the ground plane should be integral to the concrete paving and will need to endure heavy loads. For example, a piece made up of mosaics or embedded tiles should not be considered, as it may be damaged. Free standing works should not be considered, as vehicle access and pedestrian circulation limit the available space for this.

Selection Process

The selection of the artist and their art proposal will be the result of a two stage, open call. Artists will first be invited to submit qualifications, from which the selection panel will choose five artists to develop concept proposals.

The Selection Panel

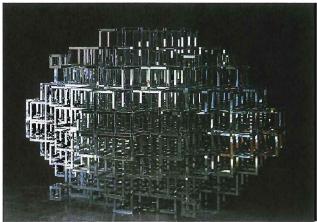
A selection panel of 5 will be assembled to contribute to, and oversee the selection of an artist and their proposal. Two art professionals and one community member will be asked to participate, based on their experience in the public art realm and their familiarity with the Richmond community. They will be tasked with reviewing the submissions from the open call and creating a list of 5 artists to invite to create submissions.

Composition:

- Two art professionals
- Community member
- Developer's representative
- Design professional from project team: Landscape Architect



Current, Andrea Sirois, 2012. City of Richmond Alexandra District Energy Utility Building



The University, David Almejd, 2004.

Selection Criteria

- Artist qualifications and proven capability to produce work of the highest quality;
- Artist's capacity to work in demanding environments with communities and other design professionals;
- Appropriateness of the proposal to the project terms of reference and the Public Art Program goals;
- Artistic merit of the proposal;
- Technical feasibility

Artist Submissions

Credentials package:

The credentials package must be limited to six letter sized pages, and submitted digitally in pdf format. It should be tailored to this project and consist of the following:

- Expression of Interest
- Curriculum Vitae
- Descriptions of 3 works, chosen for their relevance to this project, and complete with images, budget information and a brief description of the process and materials (artists may use concepts which they developed for past processes but were not realized).
- References



Water Blessing Jane Tsong and Judith Roche, 2005-12.

Files under 10MB can be emailed directly, but files over this size must be sent over an online file transfer service such as Hightail or Dropbox.

Submit files by March 25, 2014 to:

Durante Kreuk Ltd. Emily Nixon emily@dkl.bc.ca

Budget

All costs are inclusive of all taxes, disbursements, and travel

Available for art: \$80,000.00

Invited artists will be be given an honorarium of \$1,000.00 CAD for concept development.

Shortlisted Concept Submissions:

Artists invited to develop concept proposals should include all imagery and documentation necessary to fully convey their concept:

- A scaled maquette or rendering of the proposed artwork
- Concept statement
- Material samples
- Sketches and renderings as needed to convey the relationship of the piece to its surroundings
- Budget, including but not limited to material costs, artist fees, legal fees, consultant fees, site lighting (if required)
- Timeline
- Maintenance considerations



Schedule

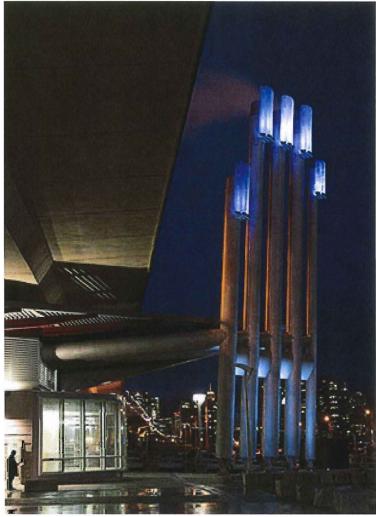
Detailed Public Art PlanJanuary 2014

RFQ Submission deadline......March 25, 2014

Artist Shortlist.......May 1, 2014

Artist Selection......June 15 2014

Constructionmid to late 2015



False Creek Energy Centre Stacks, Pechet and Robb, 2009. City of Vancouver.

References

Richmond Official Community Plan - Richmond City Centre Area Plan

Available on the City of Richmond Website: http://www.richmond.ca/plandev/planning2/ocp/sched2.htm#citycentre

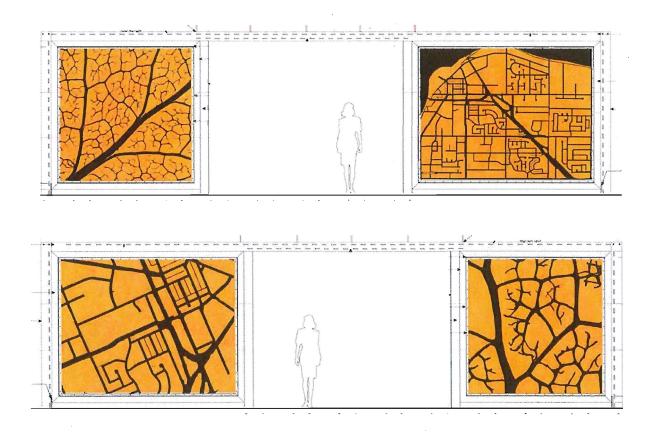
Richmond City Centre Public Art Plan

Available on the City of Richmond Website http://www.richmond.ca/culture/publicart/plans/plans.htm

Traceries

Proposal for Capstan Sanitary Pump Station Mia Weinberg

My work celebrates connections between the natural environment and the places where we live and work. By integrating imagery from local plants and maps of the surrounding area, "Traceries" will be uniquely grounded in the place where it will be installed. Just as the veins of leaves are the lifeblood of a plant, transportation networks are the lifeblood of a city. Whenever pedestrians pass by, these four images will playfully juxtapose the similarities between the natural world surrounding Richmond and the transportation systems within it. The warm colour and carved contours invite touching, offering an extra quality of enjoyment for people of all ages.



Features

- o Site specific: integrates maps of the neighborhood
- o Tactile: Richlite feels good to touch
- o Visually intriguing: juxtaposes natural and municipal networks in an innovative material
- o Shadow lines will continually shift with changing light and seasons

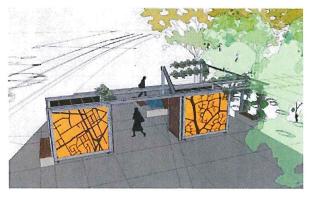
Richlite

- o Durable: harder than the hardest hardwood, used for bulkheads on yachts & building cladding
- o Easy to maintain: no painted surfaces, graffiti can be removed with sanding and Scotchbrite pads
- o All fixtures will be inside the enclosure
- o Sustainable manufacturing (FSC certified)

Budget

Materials fabrication & installation	37,000
Artist Fee	20,000
Studio Fees (insurance, Worksafe, project management, engineering, legal & admin.)	5,000
Research & prototyping multi-coloured laminated panels	5,000
Artwork identification sign (fabrication & installation)	800
Travel	800
Contingency	7,600
	\$76,200
Tax	3,800
Total	\$80,000







Report to Committee

To:

Parks, Recreation and Cultural Services

Date:

September 2, 2014

Committee

From: Ca

Cathryn Volkering Carlile

File:

07-3425-02/2014-Vol

General Manager, Community Services

01

Re:

Draft 2015-2020 Youth Service Plan

Staff Recommendation

1. That the "Draft 2015-2020 Youth Service Plan", presented as Attachment 1 in the report dated September 2, 2014 from the General Manager, Community Services, be received for information.

2. That the report titled "Draft 2015-2020 Youth Service Plan", dated September 2, 2014 from the General Manager, Community Services, be circulated to East Richmond Community Association, City Centre Community Association, Hamilton Community Association, South Arm Community Association, Thompson Community Association, Steveston Community Society, West Richmond Community Association and Sea Island Community Association for comment.

Cathryn Volkering Carlile

General Manager, Community Services

carlilo

(604-276-4068)

Att. 1

	REPORT CONCURRENCE				
 Routed To:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER			
Arts, Culture & Heritage Parks Services Recreation Services	(a)	lelearlé			
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	Initials:	APPROVED BY CAO(for)			

Staff Report

Origin

In March of 2005, Council adopted an asset-based approach to working with youth, and also endorsed the vision for "Richmond to be the best place in North America to raise children and youth". Building on those successes and striving to meet the needs of the community, in September 2008 Council endorsed the Parks, Recreation and Cultural Services Youth Service Plan: Where Youth Thrive 2008-2012.

With the term of the 2008-2012 Youth Service Plan having expired, staff coordinated to prepare a draft updated 2015-2020 Youth Service Plan (Attachment 1). As with the existing document, the updated Youth Service Plan aims to create an environment that generates opportunities for Richmond's youth to have a safe and healthy journey into adulthood. The updated Plan identifies priority programs and service areas for Richmond youth, and provides the City with a strategic approach to youth-related decision making over the next six years.

The purpose of this report is to provide an overview of the draft Plan and to gain Council's endorsement to seek further comment from Community Association partners - specifically East Richmond Community Association, City Centre Community Association, Hamilton Community Association, South Arm Community Association, Thompson Community Association, Steveston Community Society, West Richmond Community Association and Sea Island Community Association (who will collectively be called "Community Associations" moving forward in this report). After assessing the comments, staff will revise the draft and present a final version to Council for adoption in January 2015.

This report supports Council's Term Goal #2 Community Social Services:

2.6 Development of an updated youth strategy to address the needs and to build on the assets of youth in the community.

Findings of Fact

The Youth Service Plan update preparation process has been divided into five phases of activity, as follows:

Phase 1: Information Review

Phase 2: Interviews

Phase 3: Youth Consultation

Phase 4: Youth Stakeholder and Parent & Caregiver Consultation

Phase 5: Development of the Draft 2015-2020 Youth Service Plan

Analysis

The 2008-2012 Youth Service Plan is a solid document that has effectively guided the delivery of Youth Services in Richmond over the past six years. The draft 2015-2020 Youth Service Plan builds on the success of the original plan, enhances priority areas, and lays a foundation for

success over the next six years. Reflecting the changing landscape of youth services, and generating opportunities to interact with youth in a modern environment (such as enhancing youth engagement strategies and utilizing social media), the updated draft constitutes a more contemporary plan for youth.

What We Heard

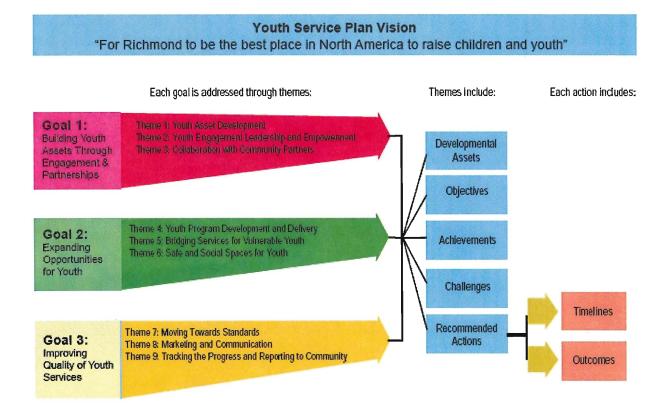
Targeted dialogue sessions were held to gain the insights and perspectives of youth, stakeholders, parents and caregivers. Discussions focused on the needs of Richmond youth and the barriers they face, new and emerging trends in the City and goals and outcomes for the updated Youth Service Plan.

Many issues were identified including things that people wanted to see maintained or enhanced and concerns that they want to see addressed. The issues and comments centered on a variety of themes, which formed the basis of the Youth Service Plan Framework.

The Youth Service Plan Framework

Similar to the Social Development Strategy, the Youth Service Plan is built on a framework consisting of a vision, goals, themes and associated actions. The framework is depicted graphically in Figure 1 below:

FIGURE 1



For each theme in the Youth Service Plan, recommended actions, outcomes, and associated timelines are specified, along with identification of implementation responsibilities.

Priorities

All actions specified in the 2015-2020 Youth Service Plan are considered important, hence their inclusion in the document. While determination of priorities is highly subjective, action items with timelines indicating "ongoing" or "short term" are considered to be of prime concern for the future.

Implementation and Next Steps

The 2015-2020 Youth Service Plan presented in Attachment 1 is a draft and outlines key youth service priorities and actions to be addressed by the City and its partners over the next six years. In terms of process, it was considered appropriate to share the Plan in draft form with Council prior to distributing it to Community Associations for comment.

The proposed process for advancing the Youth Service Plan is as follows:

- Gain Council authorization to circulate the draft for comment Oct 2014
- Distribute the Draft Youth Service Plan to Community Associations for comment Oct-Nov 2014
- Assess comments and revise strategy Nov-Dec 2014
- Present revised 2015-2020 Youth Service Plan to Council for consideration and adoption

 Jan 2015

The strategy does outline changes and improvements in future service delivery. Once the plan is finalized, staff and community partners will have to consider service level increases, funding sources and priorities. Expansion of the service delivery, if dependant on new money, is reliant on each agency, including the City, examining how existing funding can be redirected to address new priorities as well as identify sources of new funding.

Implementation of the Plan will be the responsibility of the City, its partners, and a range of other youth-serving organizations.

Financial Impact

There is no financial impact at this time to offset the next phase of consultation.

Conclusion

The 2015-2020 Youth Service Plan is intended to provide the City with a solid, effective planning tool for addressing Richmond's Youth Service priorities over the next six years. The Plan was developed through a participatory process that engaged staff, community partners and other key stakeholders. It articulates a vision, goals, and recommended actions and expected outcomes for the City, thus providing an updated framework for working with, and serving youth.

It is recommended that the draft be circulated to Community Associations for comment. Upon consideration of the comments received, a revised Youth Service Plan will be prepared and forwarded to Council for adoption in January 2015.

Kate Rudelier

Coordinator, Youth Services

(604-276-4110)

Att. 1: Draft 2015 – 2020 Youth Services Plan



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1. Executive Summary

The City of Richmond has adopted an asset-based approach to serving youth and envisions "Richmond to be the best place in North America to raise children and youth". The Youth Service Plan recognizes that for this vision to become true, the City must provide meaningful and diverse opportunities for youth and strengthen the youth support system in the community.

The City has a long history of responding to the needs and aspirations of youth. This updated Where Youth Thrive Plan builds on the successes of the 2008-2012 Youth Service Plan and on the foundations laid in the City's Youth Strategy. It is consistent with directions and actions put forward in the Social Development Strategy and Parks, Recreation and Cultural Services Master Plan.

The 2015-2020 Youth Service Plan aims to create an environment that generates opportunities for Richmond's youth to have a safe and healthy journey into adulthood. To become confident and healthy adults, youth should be equipped with the necessary knowledge, skills and social connections to make informed decisions about their lives and the contributions they wish to make to their community. The Plan continues utilizing the Search Institute's 40 Developmental Assets framework which informs the philosophy of community service intentionally building Developmental Assets to assist healthy youth development.

The development of the 2015-2020 Youth Service Plan relied heavily on consultations with Richmond youth and key stakeholders which took place from November 2013 to January 2014. With the help of a project reference group comprised of City and Community Association staff and youth stakeholders and the outreach of City staff and partners, the Youth Service Plan Project Implementation Team developed a thorough engagement process. This process involved a variety of engagement approaches, including interviews with key stakeholders, community youth workshops and focus groups, youth stakeholder workshops (engaging parents and caregivers and youth-service providers) as well as three surveys; one for parents and caregivers, one for youth stakeholders and one for youth. Developing the Plan through this collaborative effort reflects how important it is for the variety of youth-serving agencies in Richmond to work together to create positive and enriching environments for youth to flourish.

Discussions with youth stakeholders and youth revealed that, overall, strategic priorities from the original service plan continue to be relevant. In updating the Youth Service Plan, however, key youth stakeholders expressed the need for more opportunities in outreach services for youth, rather than focusing on developing work standards and evaluative processes. Public consultations with youth and community partners revealed that youth would like to be more involved in meaningful volunteer experiences, to be consulted regarding youth program planning and to have more youth-friendly spaces available to them.

The key issues and themes that emerged during the consultations were generally consistent with the nine Strategic Directions of the 2008-2012 Youth Service Plan. These issues and themes were then combined into the three main goals of the 2015-2020 Youth Service Plan:

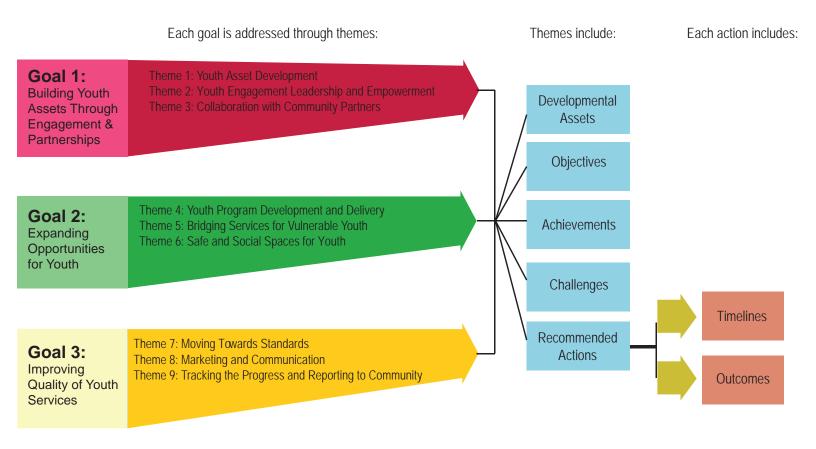
- 1. Building Youth Assets Through Engagement and Partnerships
- 2. Expanding Opportunities for Youth
- 3. Improving Quality of Youth Services

The updated Youth Service Plan framework consists of a vision, three key goals and nine themes. Each theme is linked to the external and internal developmental assets that it aims to address. Also, for each theme, the objectives, achievements and challenges were identified based on the consultations with youth and key stakeholders, data on current youth trends, a review of internal Youth Service Plan evaluation reports and best practices in other youth-focused municipal strategies.

Figure 1: Youth Service Plan Update Framework

Youth Service Plan Vision

"For Richmond to be the best place in North America to raise children and youth"





The following six principles guided the development of the 2015-2020 Youth Service Plan:

- 1. Adopt a Systemic Policy Approach
- 2. Ensure Intentionality in Planning
- 3. Engage Youth in a Meaningful Way
- 4. Develop Collaborations
- 5. Focus on Diversity in Youth Participation
- 6. Invest Wisely

Guiding principles for implementation are aligned with "Building Our Social Future: A Social Development Strategy for Richmond". In moving forward with the implementation of the Youth Service Plan, the following statements will help influence City's staff decision-making and prioritization processes:

- The action addresses a recognized need and is compatible with the City vision, City Council Term Goals and the corporate plan.
- The action contributes to the City's Social Development Strategy and Parks, Recreation and Cultural Services Master Plan's objectives.
- The action provides opportunities for leveraged funding and/or strategic partnerships.
- There are existing resources to pursue the action or, the need for adequate resources will be assessed on a cost-benefit basis and allocated accordingly.
- The action builds on and enhances social capital, contributes to social infrastructure and promotes community engagement.
- Implementation of the Plan will be the responsibility of the City, its partners and a range of other youth-serving organizations. It is only through partnership that this Plan's vision will be realized and that Richmond will be the "best place in North America to raise children and youth".

2. Introduction

2.1. Purpose

The 2015-2020 Youth Service Plan aims to create an environment that generates opportunities for Richmond's youth to have a safe and healthy journey into adulthood. Youth should reach adulthood equipped with the necessary knowledge, skills and social connections to make informed decisions about their lives and the contributions they wish to make to their community.

The purpose of this document is to identify priority program and service areas for Richmond youth and to provide the City with a strategic approach to making decisions about resource allocations for youth-related matters over the next five years.

For the purpose of the Youth Service Plan, youth are defined as young people between 13 and 18 years of age. Appendix A provides a list of commonly used definitions and abbreviations.

2.2. Background

The City of Richmond has a long history of responding to the needs and aspirations of its youth. The Community Services Department, Community Associations and a host of community organizations provide services and programs to youth that connect them to their community, while also enhancing their resilience to face challenges and enabling them to thrive as they grow into adulthood. In addition to providing programs and services within the sphere of parks, recreation and culture, Community Services Youth Services Division also plays a coordination role in connecting youth to the broader community service system.

In 1995, the City developed a Youth Strategy that proved to be an excellent framework to meet the emerging needs of diverse Richmond youth. In March 2005, Richmond City Council adopted an asset-based approach to serving youth and also endorsed the vision for "Richmond to be the best place in North America to raise children and youth". One of the guiding principles endorsed by Richmond City Council in the Parks, Recreation and Cultural Services Master Plan 2005-2015 is ensuring the City's ability to meet community needs. In the Parks, Recreation and Culture Service Master Plan, the City of Richmond committed to working with the community to develop a Youth Service Plan to ensure that meaningful and varied opportunities are available for youth and to strengthen the youth support system in the community. As a result of this commitment and building on consultations with a broad youth community, the 2008-2012 Youth Service Plan was developed.

While the updated Youth Service Plan follows the same framework and builds on the successes of the past Youth Service Plan, it was updated based on current youth trends and consultations with Richmond youth and key stakeholders. Additionally, the updated Youth Service Plan builds on many actions and Strategic Directions of the city-wide Richmond Social Development Strategy. The Strategy was adopted by City Council in September of 2013 and emphasized the role of timely and targeted investment in Richmond's younger population to facilitate a socially sustainable community. It also highlights the importance of involving Richmond's youth from diverse backgrounds in decision-making and communitybased planning processes. The Strategy calls for community partnerships to engage and empower Richmond youth and increase city-wide awareness of the 40 Developmental Assetsbased approach to working with youth.

2.3. Guiding Principles

Guiding principles are essential elements to chart the City's course in developing engaged and active Richmond youth. The following principles guided the preparation of the Plan:

1. Adopt a Systemic Policy Approach

The Plan will be connected to relevant Richmond policies and the City's vision and will reflect a systemic approach to youth programming where all the actions aim to contribute to positive youth development. A systemic approach integrates policy development, program development, best practices and recruitment and training of staff.

2. Ensure Intentionality in Planning

The Plan will ensure intentional planning where the 40 Development Assets framework is applied throughout youth programs and services to achieve specific outcomes that promote youth development that are consistent with its vision and guiding principles.

3. Engage Youth in Meaningful Ways

The Plan will be developed based on input from Richmond youth and will ensure that youth have a variety of meaningful engagement opportunities that foster learning and skills development while also connecting them to peers, mentors and their community.

4. Develop Collaborations

The Plan will aim to develop opportunities and enhance existing collaborations with community partners and recognizing that collaboration among agencies is an effective and efficient means to deliver services to youth. Partnerships are particularly important in bridging access to services and meeting the needs of unique and/or emerging youth population groups (such as vulnerable youth, LGBTQ, newcomer youth).

5. Focus on Diversity in Youth Participation

The Plan will recognize that youth are not a homogeneous group and a "one size fits all" approach will not work in youth programming. The Plan will adopt a holistic approach to programs and services and building youth's developmental assets.

6. Invest Wisely

The Plan will manage resources in a way that focuses on maximizing the potential of individuals. The investment in mentoring and engaging youth shifts programming into strength-based approaches.

2.4. The 40 Developmental Assets

The City of Richmond has adopted the 40 Developmental Assets framework to guide youth programs and services. Research shows the 40 Developmental Assets, developed by the Search Institute of Minnesota in 19901, are essential for adolescents to make wise decisions, choose positive paths and grow into competent, caring and responsible adults. These developmental assets are concrete, positive experiences, skills, relationships and personal attributes that allow young people to improve their self-perceptions, become more confident and live healthier lifestyles.

The asset-building philosophy looks beyond singular problems and involves the entire community's capacity to build, bridge and nurture positive relationships with its young people. Asset-building changes our lens to see youth's strengths rather than deficiencies and this can alter our thinking to be less about "fixing problems", to focus more on the "building of individual assets or strengths". The long-term potential of the developmental assets is to establish qualities such as social responsibility and personal wellness so that they are ranked with the same priority as traditional benchmarks such as academic achievement. An overview of the 40 Developmental Assets framework is provided in Table 1. Appendix B provides more detailed descriptions of the 40 Developmental Assets.

Table 1: Search Institute's 40 Developmental Assets

Categories	Assets			
External Assets (4 categories and 20 assets)				
Support: Young people need to experience support, care and love from their families, neighbours and many others. They need organizations and institutions that provide positive, supportive environments.	Family Support, Positive Family Communication, Other Adult Relationships, Caring Neighbourhoods, Caring School Climate, Parent Involvement in Schooling			
Empowerment: Young people need to be valued by their community and have opportunities to contribute to others. For this to occur, they must be safe and feel secure.	Community Values Youth, Youth as Resources Service to Others, Safety			
Boundaries and Expectations: Young people need to know what is expected of them and whether activities and behaviours are "in bounds" or "out of bounds".	Family Boundaries, School Boundaries, Neighbourhood Boundaries, Adult Role Models, Positive Peer Influence, High Expectations			
Constructive Use of Time: Young people need constructive, enriching opportunities for growth through creative activities, youth programs, congregational involvement and quality time at home.	Creative Activities, Youth Programs, Religious Community, Time at Home			
Internal Assets (4 categories and 20 assets)				
Commitment to Learning: Young people need to develop a lifelong commitment to education and learning.	Achievement Motivation, School Engagement, Homework, Bonding to School, Reading for Pleasure			
Positive Values: Young people need to develop strong values that guide their choices.	Caring, Equality and Social Justice, Integrity, Honesty, Responsibility, Restraint			
Social Competencies: Young people need skills and competencies that equip them to make positive choices, to build relationships and to succeed in life.	Planning and Decision Making, Interpersonal Competence, Cultural Competence, Resistance Skills, Peaceful Conflict Resolution			
Positive Identity: Young people need a strong sense of their own power, purpose, worth and promise.	Personal Power, Self-Esteem, Sense of Purpose, Positive View of Personal Future			

2.5. Parks, Recreation and Cultural Services Master Plan and Youth Issues

The 2008-2012 and 2015-2020 Youth Service Plans were developed and influenced by the actions put forward in the Parks, Recreation and Cultural Services Master Plan. The Parks, Recreation and Cultural Services Master Plan focuses on three key outcomes – Live, Connect and Grow – which reflect the different aspects of living that contribute to individual well-being and community quality of life. The outcomes create a common purpose for organizations and individuals who are part of the parks, recreation and cultural services system and provide quality of life services in Richmond. Youth Services were identified as one of the 12 Key Service Areas of the Parks, Recreation and Cultural Services Master Plan which resulted in the development of the 2008-2012 Youth Service Plan.

Research highlights the importance of ensuring that youth have positive role modeling, opportunities for meaningful participation and engagement and strong connections to family, school and the broader community.² Youth who grow up in environments like these are known to have a much better chance of becoming happy, engaged and civic-minded members of the community than those who live in environments without these qualities. Community Services offer a variety of exciting opportunities for youth to meet the Live, Connect and Grow outcomes. A summary of how the Parks, Recreation and Cultural Services Master Plan outcomes are related to youth issues is shown in Table 2. Appendix C provides a more detailed description of how services to youth contribute to the Master Plan outcomes.

Table 2: Parks, Recreation and Cultural Services Master Plan Outcomes for Youth

Richmond's Parks, Recreation and Cultural Services Master Plan						
Master Plan Outcomes	To Live: Focuses on the physical, mental and spiritual health of individuals and families.	To Connect: Identifies the need for people to connect with their surrounding environments (their physical environment, people around them and their community).	To Grow: Encourages people to enhance their skills beyond basic level (lifelong learning) and have fun.			
Master Plan Outcomes for Youth	 Promoting health and well-being through participation in positive, healthy activities on a regular basis. Building self-esteem through developing new skills and having opportunities for meaningful involvement. Expressing their individual needs by allowing youth to express their own desires. 	 Connecting to the community through meaningful experiences, and new people and places. Building partnerships - by connecting youth with their community and building relationships through mentoring, role modeling and engagement. Being informed and involved by involving youth in decision-making. Sharing experiences by making friends through participating in a diverse range of recreational cultural and social opportunities. 	 Igniting sparks – Growth is accelerated when youth realize their own sparks and learn how to realize their potential and where to use their sparks to contribute to the world around them. Building "developmental assets" by creating environments that build and influence youth development through an assets-based model. Life experiences – personal wellness through self-esteem, self-respect, value systems and resiliency. 			

² Search Institute 1999

2.6. Richmond's Social Development Strategy and Youth Issues

The 2015-2020 Youth Service Plan was informed by Richmond's Social Development Strategy. The Strategy is a ten-year, city-wide policy document which identifies social development priorities for the City, clarifies roles for the City and other stakeholders in addressing social issues and provides a foundation for a more integrated, coordinated and sustainable approach for social development in Richmond.

The Social Development Strategy's Vision: Richmond is an inclusive, engaging and caring community - one that considers the needs of its present and future generations, values and builds on its diversity, nurtures its social capital and treats its citizens with fairness and respect.

Youth are referenced throughout the strategy as the future of Richmond and the need for investment into the young population is emphasized in a number of Strategic Directions. One of the strategy's nine Strategic Directions concentrates on Addressing Children, Youth and Family issues and one action specifically calls for the update of the Youth Service Plan. The strategy puts forward a number of actions aimed to make Richmond a youth-friendly City, including expanding the provision of affordable services and programs for youth, engaging youth in City and community-based planning processes and expanding dedicated, safe, youth-friendly spaces.

Additionally, the strategy calls for partnering with key youth stakeholders, such as Richmond's Advisory Committees, Richmond Public Library, School District No. 38 (SD#38), Royal Canadian Mounted Police (RCMP), Vancouver Coastal Health (VCH) and other community partners to reduce the prevalence of bullying among youth in the City, improve information sharing and referrals between Richmond's youth serving agencies, advocate for adequate funding levels for settlement services and English language training and develop services and strategies that recognize the needs of special population groups (such as Richmond's Aboriginal community, immigrant groups and LGBTQ communities).

There are also a number of actions aimed to increase opportunities for youth and other groups. These include expanding services for youth in the City centre, expanding opportunities to use the Richmond Olympic Oval for social development initiatives, developing and enhancing an appropriate range of parks, recreation and cultural facilities throughout Richmond and updating the Richmond Arts Strategy.

The issue of inclusivity and diversity is one of the overarching themes in the strategy which recognizes the need for improved cultural sensitivity in the City by expanding opportunities to showcase Richmond's cultural diversity, facilitating intercultural dialogue and establishing targeted measures to prevent and respond to incidents of racism in Richmond. While youth are not specifically referenced in the above mentioned action, they will greatly benefit from these actions which aspire to create a more welcoming and inclusive Richmond.



PRCS - 59

3. Creating the 2015-2020 Youth Service Plan

3.1. Overview of the Youth Service Plan Update Process

Information Review Oct - Nc 2013 An environmental scan, a literature review and a review of services and City documents were undertaken to develop the Richmond Youth Profile

Interviews

Oct - Nov 2013

 Nineteen interviews took place with key stakeholders who work with youth in Richmond to assess the effectiveness of the 2008-2012 Youth Service Plan and discuss social issues and needs of youth in Richmond

Youth Consultation

Dec 2013- Jan 2014

- Four youth workshops were offered for youth aged 13-18 in Richmond which involved a City Mapping activity and small group dialogues
- Six focus groups were run by community partners around
 Richmond with the City Mapping activity and small group dialogues
- One youth survey was available on letstalkrichmond.ca

Youth
Stakeholder and
Parent & Caregiver
Consultation

lan 2014

- Two youth stakeholder, parent and caregiver workshops were offered to adults and involved a City Mapping activity and small group dialogues
- Two surveys were available on letstalkrichmond.ca for adults, one for parents and caregivers and one for youth stakeholders

the Updated Youth Service Plan 2015-2020

Development of

Mar- Apr 2014

- Data collected from workshops, focus groups, interviews and surveys were summarized to inform the 2015-2020 Youth Service Plan
- Information about demographics and Youth Best Practices were also researched to inform the creation of the 2015-2020 Youth Service Plan

Presentation to Council

Oct 2014

- Presentation to Council of Draft Youth Service Plan
- Council endorsement of Draft Youth Service Plan

Community Presentations

FBD 2014

Community presentation(s) on the Draft Youth Service Plan

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3.2. Overview of Information Sources Informing the Update

Information Review

To gain an in-depth perspective of how the youth landscape has changed in Richmond since the creation of the 2008-2012 Youth Service Plan, consultants were retained to conduct a review that included undertaking a literature review, developing a current Richmond youth profile, conducting an environmental scan of municipal policies and reports and best practices in youth municipal strategies. Findings from these activities were critical to informing the update to the Youth Service Plan.

Key Lessons from Best Practices Research

Research suggests particular approaches have proven to influence the success of youth development and, thus, youth strategies. Among other things, the following four approaches have been highlighted in the literature on positive youth development:

- 1. Youth engagement in decisionmaking processes: Engaging youth in local decision-making is beneficial for them in many ways. Young people acquire new skills and/or develop confidence and self-esteem.3
- 2. Strong relationships between youth and adults: Caring and meaningful relationships with adults and older peers contribute to the social-emotional, cognitive and identity development of young people.4
- 3. Skill/Asset-building: Young people with a higher number of assets are more likely to attain higher academic achievement and less likely to engage in risky behaviour.5 Therefore, youth strategies should try to build on young people's existing assets to increase the possibility of success in their lives.6
- 4. Clear and realistic expectations: Stating clear strategic goals, concrete actions, measurable targets and desired outcomes will ensure better communication and enhanced accountability of involved youth stakeholders.7
- 3 National League of Cities 2001; Smith et al. 2009, p. 4; Pancer et al. 2002, p. 50
- 4 DuBois et al. 2011
- 5 Benson et al. 2006, p.7
- 6 Cohen and McDonough 2012, p. 4
- 7 Bonnell and Zizys 2005, p. 20

Community Engagement

In order to gain deeper insight into the use and effectiveness of the Youth Service Plan, a number of key stakeholders in the community were involved in the evaluation and update process. An advisory committee of City youth stakeholders was assembled to counsel the community engagement plan. With the help of the advisory committee and outreach of City staff and partners, the Youth Service Plan Implementation Team worked to plan and implement a substantial engagement process that included the following components:

- Interviews with key stakeholders (including Community Services and Community Association staff, RCMP, community organization representatives with a strategic level of awareness of the Youth Service Plan) were conducted to evaluate the effectiveness of the strategic directions and the overall content and use of the Youth Service Plan and specific social issues and needs pertaining to youth in Richmond.
- Four community youth workshops were offered at City Hall, Steveston, Thompson and South Arm Community Centres and six smaller youth focus groups were hosted at locations servicing diverse groups of youth such as the Media Lab, SD#38 Settlement Services, libraries and other community centres. The youth participated in a City Mapping activity as well as small group discussions about welcoming spaces, existing youth services and programs and ideas around opportunities and services for youth.
- Two youth stakeholder (adult) workshops were offered and engaged diverse groups of City staff, partners and associations, youth service agencies, as well as parents and caregivers at South Arm and Thompson Community Centres. The adults were engaged in the mapping activity to consider where youth needs and spaces exist and discussion groups helped to identify barriers for involvement for their youth. Participants also gave feedback and ideas for improved youth services and partnerships.
- Three seperate community surveys were offered on letstalkrichmond.ca for youth, parents and caregivers and youth stakeholders to provide their ideas and feedback about youth services and issues.

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3.3. Key Findings

Community Consultations and Interviews

Dialogues with youth, parents and caregivers and youth stakeholders provided insight into the current perspectives of these groups. Discussions included the needs of Richmond youth and the barriers they face, new and emerging trends in the City and goals and outcomes for the updated Youth Service Plan.

Overall, youth stakeholders and youth revealed that the strategic priorities have not changed and are still relevant. The youth key stakeholders were asked to assess the efficacy of the 2008-2012 Youth Service Plan and identify priority strategic directions that should be considered for the updated initiative. The most frequently identified priorities by key stakeholders for the 2015-2020 Youth Service Plan were increased opportunities for youth and dedicated safe and social spaces, with the power of assetbuilding and building bridges to low-asset youth tied as a close second.

Community Surveys

Several of the key findings from the surveys related to priorities aligned with key findings from the consultation sessions.

Youth Stakeholder survey

Youth stakeholder respondents felt that youth in Richmond face the following issues: a decreased sense of community and a lack of access to resources oriented to youth (such as transportation, affordable youth activities, volunteer and leadership opportunities and youth-friendly spaces). Recommendations for improvement of current programming made by this group included: staff professional development, facilities and upgrades to existing policies and programs.

Parent survey

The responses of parents and caregivers to the survey indicated a need to provide youth opportunities to grow in a safe and supportive community with qualified staff and volunteers, while also providing youth an outlet to develop social and life skills. Other recommendations for improvement by parents and guardians included: up-to-date and targeted youth marketing strategies and the provision of cultural or linguistically diverse resources.

Youth survey

Youth responses to the survey focused on the need for improved facilities, opportunities to develop social and life skills with qualified adults, volunteer opportunities, mentor programs and community projects. In addition, improved marketing strategies were suggested through the use of social media.

The key issues and themes that emerged during the consultations were generally consistent with the strategic directions of the 2008-2012 Youth Service Plan.



Identifying the Goals of the Youth Service Plan

There are three main goals for the 2015-2020 Youth Service Plan:

- 1. Building Youth Assets through Engagement and Partnership
- 2. Expanding Opportunities for Youth
- 3. Improving Quality of Youth Services

1. Building Youth Assets through Engagement and Partnerships

Consultations and interviews revolved around the imperative for fostering youth development at the community level, thus, shifting the focus from the individual youth to the interaction of youth with their environments. The following main themes were identified:

- Adopt a shared community approach to youth development: Consultations and interviews revealed the need for fully introducing the 40 Developmental Assets framework to youth and the community. Common understanding and consistent use of asset-building in youth programming across community partners is vital for positive youth development.
- Understand youth as contributing members of communities: Youth stakeholders and youth participating in consultations acknowledged the need for Richmond youth to be engaged in their communities and for opportunities to facilitate this connection. Youth want to be involved in their community through organizing community events, taking on leadership roles or participating in meaningful volunteer activities within the City.
- Collaborate with community partners: Youth stakeholders highlighted the importance of strong and effective community partnerships. Sharing resources and responsibilities with partners and community stakeholders, including parents and schools, are crucial for providing more flexible outreach services and for meeting the needs of youth across the community.

Quotes from youth and stakeholders

What encouraged youth to participate in activities in the community?

I go there because I get to "meet people that I can trust", I "feel like there are people that stand up for you", and I "feel like people actually care about you". (Youth Service Plan community consultations, youth participants)

On increasing responsibility for adults:

"Youth are increasingly faced with challenges: with increased challenge should come increased opportunities to access support/social responsibility". (Youth Service Plan community consultations, adult participant)

On volunteering:

"We would like to take on a leadership role" and "not just follow orders" as part of volunteer experience. "We want to volunteer where you actually learn skills and are not just setting up tables". (Youth Service Plan community consultations, youth participants)

2. Expanding Opportunities for Youth

Reaching a wide-range of youth requires providing opportunities which are reflective of youth needs and diversity. Consultations and interviews emphasized the need for eliminating barriers that restrict youth from participating in programs, using youth facilities or accessing youth designated spaces or fully developing their assets. The following main themes were identified:

- Advocate for diverse needs: Youth stakeholders noted that effective programming requires
 addressing the variety of Richmond youth needs, including family income, mental health,
 safety, accessibility and physical activity needs. Youth poverty is seen as one major obstacle
 to participation. Young people request programs and services that are inexpensive and easily
 accessible.
- Respond to the diversity of youth: Youth stakeholders described the diversity of Richmond youth, particularly regarding ethnic diversity. Some youth may face cultural or language barriers which limit them from participating in programs and services. Consultations emphasized the need to accommodate the specific needs of youth who are facing multiple barriers (such as vulnerable youth, immigrant youth).
- Need for more "youth-friendly" spaces: Youth identified a number of "welcoming and safe public spaces" in Richmond, including schools, libraries, malls, ice rinks, SilverCity Movie Theatre, community centres and pools. However, they also suggested that improvements to existing transporation infrastructures and more youth-friendly recreational facilities and public spaces are required. Youth put forward a number of suggestions about how to make City spaces more youth-friendly, including providing additional spaces for youth "to sit and hang out", a teen gym, more opportunities for youth public art displays and more adults/police available near areas frequented by youth.

3. Improving Quality of Youth Services

Addressing issues around improvement and sustainability of the quality of youth programs and services through standards, outreach and consistent review processes were also highlighted through the community engagement process. The following main themes were identified:

- Ensure consistency in program and service delivery: Staff hiring and service and program standards are intended to facilitate consistent high-quality program and service delivery across the City. Youth stakeholders particularly highlighted the importance of standards for recruiting "youth-friendly" people, and developing highly capable youth service employees.
- Reach out to youth: Interviews and consultations emphasized the need for a comprehensive
 city-wide marketing strategy that helps to build a stronger awareness of all the opportunities for
 youth that are offered by the Community Services Department. Such a marketing strategy will
 also help to recognize positive youth development and youth contributions to their communities.
 Communication and marketing efforts will be more successful if parents, youth and the community
 are involved.
- Review and report progress: There is a need to review programs and services on a more regular
 basis to ensure they are meeting the needs of Richmond youth and reflect changing needs and
 priorities. Youth stakeholders also suggested reporting progress and sharing successes with youth
 and the general public.

4. Local Context



4.1. Youth Profile

Population:

In 2011, Richmond's population was 190,473, with approximately 3 in 5 residents born in another country.8

Youth Population:

- In 2011, there were 14,205 youth (13-18 years old) and 9,410 pre-teens (8-12 years old).9
- In comparison with the other top four most-populous cities in British Columbia, Richmond has the third lowest proportion of children and youth (0-19 years old).10
- In Richmond, the projected population of children and youth is expected to decline from about 12% of Richmond's total population in 2011, to about 9% in 2017 and 8% in 2027.11

9 Ibid

10 Ibid

11 BC Stats projections: PEOPLE 32, 2013

Immigration and Ethnic Makeup:

In 2011, about 35% of Richmond immigrants arrived in Canada when they were children or youth between 5-14 years (19,160) or 15-24 years (19,990). Immigration continues to draw families from all over the world. particularly from Asia.5 The top four source countries for recent immigrants are China (including Hong Kong), Philippines, Taiwan and India.12

Language:

In 2012-2013, 22,138 students were enrolled in Richmond School District #38. Close to 60% spoke a language other than English in their homes. Over 38% of all students identified Mandarin, Cantonese or other Chinese languages as their home language. About 28% of students were English Language Learners (ELL).13

Academic Achievement

In 2012/2013, 96% of Grade 12 students in Richmond graduated from high school and 54% received Honours Degrees.14 High school students are experiencing greater success in advancing to their next year. In 2008/2009, 80% of Aboriginal students transitioned to Grade 11, in 2012/2013, this number increased to 91%.15

Crime and Victimization:

- In 2013, 430 Richmond youths were linked to files and there were 433 files where youth were involved in a crime. The youth crime rate was 2.12 per 1,000 and this has decreased over the last three years.8
- In 2013, 203 youth victims were linked to files and there were 178 files in which youth were victims. Youth victimization rate has also decreased over the last three years.16

⁸ Statistics Canada 2012a: National Household Survey 2011

¹² Statistics Canada 2013, Statistics Canada 2012a: National Household Survey 2011

¹³ Ministry of Education 2013a

¹⁴ Ministry of Education 2013b

¹⁵ Ministry of Education 2013c

¹⁶ Richmond RCMP. 2013. Youth crime and victimization rates in Richmond. Custom-made tabulations.

W 49th W 49th Ave E 49th Ave W 5 Ph Av CITY CENTRE 1705 Nr Yth 8-12 **SEAISLAND** 2715 Yth 13-18 55 Nr Yth 8-12 70 Yth 13-18 ScConachie Wy Bridgeport Rd THOMPSON 1235 Nr Yth 8-12 Westminster Hwy 2020 Yth 13-18 EAST RICHMOND **HAMILTON** 1275 Nr Yth 8-12 325 Nr Yth 8-12 1880 Yth 13-18 450 Yth 13-18 WEST RICHMOND 1365 Nr Yth 8-12 1925 Yth 13-18 Parks and Recreation Service Areas **Near Youth And Youth** West Richmond Hamilton STEVESTON SOUTH ARM East Richmond Thompson Near Youth 8-12 Years 1535 Nr Yth 8-12 1915 Nr Yth 8-12 2120 Yth 13-18 City Centre 3025 Yth 13-18 Steveston Youth 13-18 Years South Arm Sea Island adne

Figure 2: Map of Richmond Parks and Recreation Service Areas (Youth and Near Youth Population, 2011)

Source: Census, 2011

4.2. Emerging Youth **Trends**

Richmond youth continue to face challenges during crucial years of transformation between childhood and adulthood. The needs and wants of youth are very diverse and this has a great impact on delivery of programs and services. Factors that need to be considered in order to address the needs of youth include:

Trend #1: Changing Demographics

Richmond youth are increasingly diverse, with a large proportion being visible minority immigrants with English not being their first language spoken at home. Although over 60% of Richmond youth reported having a personal connection with and cultural attachment to their ethnic group (through cultural practices like specific food, music or customs), both new and second-generation youth still encounter unique challenges in their settlement and integration experiences. Newly immigrated youth may face a period of cultural adjustment and experience integration challenges, especially if they are learning English. Second-generation youth may face tension between cultural values of their immigrant parents and Canadian norms they have grown up with.17

¹⁷ McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond, p. 44

Trend #2: Youth Behaviours and Health

Richmond youth deal with several issues that affect their mental and physical health, including substance abuse, bullying and gambling. According to the 2008 Adolescent Health Survey (AHS), unstable home life, poverty and mental health problems have profound impact on youth health and well-being. In 2008, youth who ran away from home were much more likely to have attempted suicide in the last year than those who did not run away. Youth living in poverty were also more likely to attempt or consider suicide. 18 However some positive trends are visible, as the number of attempted suicide rates and participation in gambling activities have decreased between 2003 and 2008. Youth experimentation with alcohol and marijuana, and crime rates are generally lower in Richmond than the neighbouring municipalities.

Trend #3: Youth Activity Participation

Youth interest in physical activity and volunteerism in Richmond has seen both positive and negative trends. The 2008 AHS Survey indicates that only about 28% of youth (21% male, 7% of female) get the 20 minutes of daily activity recommended by Health Canada. The survey also found that 11% of youth reported not exercising in the past week at all. 19 Richmond youth are increasing and declining their weekly participation in sports and leisure activities. About 53% of Richmond youth participate in coached, organized activities (up from 48% in 2003), and 59% of youth participated in informal, physical activities without a coach (down from 64% in 2003). In 2008, 62% of youth had reported volunteering, with 27% involved in volunteering at least once a week.20

Trend #4: Youth Digital Participation

In Richmond, 90% of youth reported watching TV on school days, with 26% of them watching for more than three hours. While this is still significant, it is interesting to note that TV watching for more than three hours has decreased from 44% in 2003, an almost 18% decrease within 5 years.²¹ However, youth use of computers and smartphones have started to replace TVs. A 43% increase in smartphone ownership was observed in Canadian youth between 2012 and 2013.14 In Richmond, 34% of youth also reported using the Internet for more than three hours per day, higher than the provincial percentage of 27%. Online safety is an increasing concern for youth. The AHS found that in Richmond, 15% of females and 6% of males felt unsafe because of an online interaction.²² Approximately 10% of both male and females have given personal information online to someone they had not met in person. In addition to TV and computer use, 14% of Richmond youth reported playing video games for more than three hours a day. The survey also noted a link between obesity and video game playing, as those who reported playing for more than three hours a day were at least 35% more likely to be obese.23

Trend #5: Youth Poverty

According to Statistics Canada, the percentage of Richmond's population living below the poverty level has risen from 20.9% in 2006 to 22.4% in 2011.24 Furthermore, 25% of all Richmond residents living in poverty are under the age of 18. The vast majority of these youth have parents who are working minimum wage jobs, several part-time jobs and/or jobs with no benefits. A significant portion of economically vulnerable families are recent immigrants who struggle to meet basic needs, such as providing nutritious food to their children, adequate housing and access to extracurricular or recreational activities.25

homelessness and food bank use. Indicators of relative poverty are based primarily **PRCS** send 7 come and cost of living.

¹⁸ McCreary Centre Society 2009: Adolesce nt Health Survey 2008. Richmond, p. 13, 25-26

¹⁹ McCreary Centre Society 2009: Adolesce nt Health Survey 2008. Richmond, p. 41

²⁰ McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond, p. 41-42

²¹ McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond,

²² McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond,

²³ McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond, p.21

²⁴ Statistics Canada 2007: Census 2006 and Statistics Canada 2012a: National Household Survey 2011

²⁵ As indicated in the Richmond Children First report: "No official definition of poverty exists at the federal, provincial or municipal levels in Canada. There are two main approaches to its measurement: (1) absolute poverty, meaning that basic necessities of life are unaffordable, and (2) relative poverty, whereby the food, shelter and clothing required for physical survival are attainable, but financial ability to access other activities, goods or services is non-existent, minimal, or significantly below that of the societal average. Indicators of absolute poverty include

4.3. Roles and Responsibilities in Providing Services to Youth

Three Levels of Governments

The three levels of government (Federal, Provincial and Municipal) are responsible for different programs or services that youth may use. The federal government is responsible for youth justice services and the rights of all Canadian residents, including children and youth. The BC provincial government is responsible for health, social services and income assistance. Local governments provide community facilities and many recreational, cultural and social programs for youth. In the 1990s, senior levels of government introduced a new funding approach to social services which significantly reduced their shares in social assistance costs. The shrinking provincial mandates in the social arena have created serious hardships for many community organizations and have resulted in greater demands for municipal services, including programming for youth.

City of Richmond Youth Services: Functions

Richmond's Youth Services section, located within Community Services, aims to address the recreational, social and cultural needs of youth. This is done by building relationships that are grounded in mentoring, role modeling and engagement; creating meaningful experiences and; working with other agencies and services that support youth. Community Services has established an excellent reputation for its expertise in designing and delivering experiences for youth that are aligned with best practices in the youth services field. The City is seen as a leader in applying the assets framework towards influencing positive youth development, and Youth Services works within the City to align the resources required to meet the needs of the changing youth landscape.

Community Services includes four divisions offering programs and services for youth:

- 1. Parks
- 2. Recreation and Sports Services
- 3. Arts, Culture and Heritage Services
- 4. Community Social Development

While programs and services for youth are delivered in collaboration with many internal and external stakeholders (e.g., RCMP, VCH, Richmond School District #38), the Community Services Department, in strong partnership with Richmond's Community Associations, is responsible for the development of youth programs, services and initiatives. Hence, the development of the 2015-2020 Youth Service Plan was led by Community Services, in consultation with key stakeholders.

Providing positive opportunities for youth play an important role in the City's commitment to lifelong active living, and supporting an environment that encourages youth participation. They also support those youth who are the most vulnerable, to strengthen their resilience, to protect them against risky behaviours and to promote their health and well-being.

The City's Youth Services Team, positioned in Community Social Development, is composed of one coordinator and two Roving Youth Outreach Workers (Roving Leaders).

Located within Community Social Development, the Youth Services Coordinator supervises outreach staff, and guides and provides oversight for the development of recreation, social, arts and cultural initiatives for youth within the context of the City's Youth Service Plan. This position is the main point of contact for Youth Services, providing leadership and information to City and Community Association staff concerning youth issues, programs and services, events and initiatives. Resource sharing, active participation on relevant committees and meetings, and building and maintaining relationships with organizations and partnering with Youth Stakeholders is integral to the role, and the overall success of Youth Services.

The Youth Services Roving Leaders provide support and mentorship to vulnerable youth, and develop and implement programs and services designed to meet the youth's individual needs. They build strong, positive relationships and aid in the transition of youth into mainstream social and recreational opportunities, and community resources. The Roving Leader Program connects with youth in a meaningful way, helping to maintain health and wellness for youth in Richmond and contributing to a safe and accessible community.

Community Recreation has a variety of staff that work with youth and are instrumental in supporting positive youth development. Area Coordinators and Community Facility Coordinators provide support and supervision to staff providing direct services to youth. They also promote and support positive community building and ensure that all City facilities are safe, welcoming spaces for youth. Six Youth Development Coordinators (YDC), based in community centres throughout Richmond, provide a wide variety of direct services to youth, including program planning, development and implementation and community resources sharing and building of partnerships. Youth Development Leaders are supported by the YDCs, and also work directly with youth to ensure young people in each community have opportunities available to them year-round.

Arts, Culture and Heritage Services cultivate opportunities for youth to explore their creative side through a wide variety of programs, services and events. The Arts Centre's youth programs, Richmond Youth Dance Company, Heritage Services and the Richmond Art Gallery all offer enriching and positive experiences for youth. The Media Lab hosts the Richmond Youth Media Program (RYMP), with a dedicated Youth Media Specialist working to support youth in increasing their media arts skills and connect with peers and the community. Other divisions within Community Services, including Arenas, Aquatics and Parks, also play an important role in supporting and developing youth assets through the provision of programs and services, parks and open spaces, volunteer opportunities and welcoming and safe spaces in Richmond.

Other City Departments and the Richmond Olympic Oval interact with youth through a variety of initiatives. Community Safety, Environment Programs and Human Resources provide opportunities for youth to participate, learn, achieve and inspire young people to be contributing members of the community. Whether providing services for youth directly, mentoring or inspiring young people in Richmond, or educating and working towards ensuring the safety and well-being of youth, it is truly a collaborative effort.

4.4. Types of Richmond Youth Services

The City of Richmond has a well-developed infrastructure of youth programs and services. The City plays a multitude of roles in the delivery of youth services, including policy advocacy to senior levels of government, a communications service role and providing direct and indirect services to youth. The description of each type of services and examples are provided below. 26

Advocacy:

City staff contributes to national, provincial and city level collaborative efforts, information exchange and policy development in the area of children and youth. Over the last several years, City and Community Association staff have been involved in several larger-scale initiatives reaching a greater number of youth and advocating on behalf of Richmond. Some examples of Richmond's advocacy work includes: membership on the BC Youth Week Committee, Stop the Sexual Exploitation of Children and Youth Awareness Week (Provincial) and supporting and participating in other local, provincial and national youth initiatives.

Communications:

City communication efforts involve provision of information for purposes of public notification, health and safety promotion and staff consultation to individuals or groups on specific projects. The Richmond Intercultural Advisory Committee (RIAC) organized a public forum titled Richmond Welcomes All Cultures Public Forum on May 22, 2013 which was attended by 50 community members. Of the attendees, 30% were youth, including the members of the Richmond in 3D youth troupe. As a large number of participants were young Richmond residents, youth issues surfaced in many discussions, including the need for youth to have more opportunities to participate in society and a need for more intergenerational interactions and conversations.

Direct Service:

The City directly delivers programs, services and events specifically designed to support youth asset development. Several of these programs and services for youth include: recreation, culture, skill-building activities, special events, community celebrations, sports, arts and the Night Shift program, while the Roving Leaders provide mentoring and support for vulnerable youth. The City also provides opportunities for youth engagement as several Youth Councils and groups run from community centres. The Street Team consists of youth volunteers who work to promote the developmental assets to the community and several youth are engaged in BC Youth Week, which is a provincial celebration that takes place annually from May 1st to May 7th. Each year the Richmond U-ROC Awards celebrates the achievement and dedication of Outstanding Youth, Youth Groups and Asset Champions.

Indirect Service:

The City supports indirect service delivery through provision of operating grants, staff time for service planning, coordination and support. The City of Richmond supports the enhancement of a positive quality of life for its residents, and City Council recognizes that one means of helping to achieve this is through annual Grant Programs to support the work of community organizations in Richmond. In 2013, the City awarded \$738,854 through the Health, Social and Safety; Parks, Recreation and Community Events; and Arts and Culture Grant Programs, many of which positively impact the lives of youth in Richmond.

4.5. Partnering with Youth Stakeholders

The Community Services Department is well positioned to continue to work with other youth-serving community organizations in Richmond. As a result of its work in the growing area of the 40 Developmental Assets, the department is seen as a leader in applying the assets framework in influencing positive youth development. Community Services promotes a service-based approach to identify program and service priorities based on research, planning and system-wide policies. It also utilizes a relationship-based approach that encapsulates the City valuing and encouraging community involvement and effective partnerships.

The City recognizes the importance of working with others to build strong partnerships with government and non-governmental agencies to effectively plan and deliver services to youth. Providing positive and relevant programs and services to youth is a component of the City of Richmond's overall service delivery system, albeit a crucial one. As Richmond continues to grow and change, the community must better understand and respond to the diverse needs of youth. In addition, the City and other community organizations need to continue working together to strengthen relationships and to enhance the delivery of services and programs to Richmond's youth.

There is a wealth of expertise and strong collaboration within Richmond. Ongoing committees, Youth Network meetings and resource sharing is a valuable part of Richmond's youth-serving network. The various youth organizations connect regarding events, programs and services, community concerns and new and ongoing initiatives.

The City has already achieved numerous successes set out in its 1995 Youth Strategy and 2008-2012 Youth Service Plan. This has been accomplished through long-term and new collaborations between the City and its many partners.

Partnering with Community Associations

The City and Community Associations work closely with youth to provide opportunities for young people to participate in a variety of social events, health and wellness programs, leadership opportunities and cultural

activities. Youth Develop Coordinators have worked closely with the City's Youth Services Coordinator and Roving Leaders as an informal work unit since implementation of the 1995 Youth Strategy. Capital resources and budgets are committed by both City and Community Associations to deliver youth programs and services throughout the City. These Youth Development Coordinators and Youth Development Leaders from various Community Associations, as well as other facility staff, work with youth in neighborhoods around Richmond to ignite youth engagement, establish positive relationships and connect youth to their community.

Community Associations Youth Development Coordinators also cultivate strong partnerships within the community, collaborating year-round to provide youth programs and services in their facilities. The staff work with youth-serving organizations to provide facilitation of programs, utilizing the resources within their facilities to offer a variety of valuable opportunities for youth.

POSI-Tickets

The "+POS" Positive Ticket initiative with RCMP has garnered international attention and represents a key piece in the RCMP's Strategic Plan and the City's objectives in working with youth. This simple idea where Police Officers catch kids doing helpful activities provides a powerful gateway to develop positive relationships between police and youth. These interactions often have a profound effect on the youth and officer! This program has expanded throughout the City and been utilized by a variety of community partners, connecting youth to positive activities through the use of their tickets. The tickets are opportunities for youth to engage in positive decision making and constructive use of time, and build connections to their community.

Partnering with Youth-Serving Community Organizations

Community Services delivery of youth services supports continued youth-friendly practices within the city and the various community organizations delivering that service, and signals the City's ongoing commitment to youth.

The Roving Leader program is a city-wide mentoring service that was established in 2001, which partners with numerous other community organizations to bridge recreation participation for less active and/or vulnerable youth. The Roving Leaders are well connected to other community organizations (such as Touchstone Family Services and Richmond Addiction Services). They utilize a formal referral system from a variety of sources, which is based on the 40 Developmental Assets. Community Associations also have created partnerships with other youth-serving organizations to meet the diverse needs of youth and deliver youth programs and services within community centres and around the City.

Partnering with Government Agencies

The City has strong working relationships with government agencies, including VCH, Ministry of Children and Family Development (MCFD), Richmond School District and the RCMP. Through the provision of services (and by collaborating with each other), these government agencies work on developing assets in youth, ensuring youth safety and well-being and improving and enriching the lives of youth in Richmond through a variety of positive opportunities.

4.6. Key Youth Issues in Richmond's Plans and Strategies

The City of Richmond has a long history of addressing social issues through its policy work and service delivery. Over the last ten years, the City has developed a number of plans and strategies which are relevant to and/or reference youth issues. Among other goals, these Plans and Strategies aim to provide more inclusive, accessible, affordable, and diverse programs and services for youth. Some of the policy documents make direct references to the 40 Developmental Assets framework, as well as emphasize the need to broaden youth civic engagement more formally within Richmond's programs and services. Many Plans and Strategies make direct references to the 2008-2012 Youth Service Plan. Table 3 provides a brief summary of selected Plans and Strategies and their approaches to solving youth issues.

Table 3: City of Richmond Plans and Strategies Relevant to Youth Issues

Official Community Plan, 2012-2041 A New Plan for the Future describes how the City wishes to evolve in the next 30 years.	Youth are referenced in a number of Official Community Plan Chapters. Most frequently, references to youth are made in Chapter 3: Vibrant Cities, including references to arts, education programming for children and youth; outreach to diverse groups of population, including socially-isolated individuals and low-asset youth; and opportunities for children and youth to learn and actively participate in recreational and other activities.
Social Development Strategy, 2013-2022 The Strategy is intended to guide the City's decisions and resource allocations on social development matters over the next ten years.	Youth are referenced throughout the Strategy and one of its nine Strategic Directions concentrates on addressing Children, Youth and Family issues. The Strategy puts forward a number of actions aimed to make Richmond a youth-friendly city, including expanding the provision of affordable services and programs for youth, engaging youth in City and community-based planning processes and expanding dedicated, safe, youth-friendly spaces.
Parks, Recreation and Cultural Services Master Plan, 2005-2015 The Plan focuses on exploring organizational potential, engaging the community and creating a custom solution that is suitable for Richmond.	The Plan guides both strategic and operational decision making, makes sense to community partners, public agency partners, corporate partners and others, ensures that Richmond residents continue to enjoy top caliber programs and services that respond to changing needs, captures Richmond's uniqueness, vitality, and the other qualities that make it one of North America's most livable cities.
Community Wellness Strategy, 2010-2015 The Strategy intends to provide a strategic framework to support the decision making in the planning and development of wellness-promoting programs and activities in Richmond.	The Strategy makes a number of references to addressing youth issues, including creation of initiatives to increase youth engagement; development of support services for teenagers living with disabilities to access mainstream sports, recreational services and programs; and development of programs to increase children and youth participation in team-based (and individual) physical activities outside of physical education classes at school.
The City Strategy for Youth Services, 1995 The Strategy sets the attitude and direction for addressing the City's role with and for Youth.	The Strategy is a collaborative initiative involving the City, community agencies and youth, and represents the views and interests of youth. Implementation will include participation from community organizations, boards, schools and youth.
Parks and Open Space Strategy, 2012-2022 The Strategy was created as a guide for the delivery of services in the parks and open space system for the next decade.	The Parks and Open Space Strategy traces the evolution of the system from the first playground to the current interconnected system of parks, trails and green ways, natural areas, waterfronts and the urban realm. It outlines the trends and challenges affecting the delivery of parks and open space services and it defines the desired outcomes and the priorities for sustaining and expanding the system.

Table 3: City of Richmond Plans and Strategies Relevant to Youth Issues (continued)

Richmond Affordable Housing Strategy, 2007 The Strategy set a course for the City to preserve and develop affordable housing stock to meet the needs of Richmond's population, including younger and low-income families in the City.	The Strategy identifies three main priorities (Subsidized Housing, Low End Market Rental and Entry Level Ownership), six policy areas and contains a number of recommendations to achieve annual targets for affordable housing, including the provision of subsidize housing for households with annual incomes of less than \$34,000; identifies the housing issues for single parents with limited income and families requiring subsidies for specific reasons.
Parks, Recreation and Cultural Services Volunteer Management Strategy, 2007-2012 The Volunteer Management Strategy, developed in partnership with Volunteer Richmond Information Services (VRIS), aims to foster volunteerism in the City.	Youth were identified in the Volunteer Management Strategy as a particular target demographic for volunteer outreach. The Strategy emphasized an important role of Parks, Recreation and Cultural Services (now Community Services) to foster skill development and establish work experience for young people.
Richmond Intercultural Strategic Plan and Work Program, 2012-2015 The Plan, developed by the Richmond Intercultural Advisory Committee (RIAC), aims to address immigrant integration issues and set a course for the city to be a welcoming community for all.	To achieve the Vision set in this Plan, the RIAC puts forward a number of recommendations including addressing language and cultural barriers that interfere with building a welcoming community. The Plan proposes actions to ensure that information on City and community activities is available for newcomers and residents in a manner that appreciates the needs, communication skills and traditions of different cultural groups.
Richmond Sport for Life Strategy, 2010-2015 The Strategy mandates a new direction in the goals and visions of Richmond's community-based activity programs.	The Sport for Life Strategy envisions Richmond as a sport for life model for Canada and the world. It identifies the strategic goals of physical literacy, leadership and community involvement, and healthiest and most active community as priorities.
Richmond Arts Strategy, 2012-2017 A city-wide strategy aims to make the City "an arts destination with a thriving arts community and a rich offering of festivals and events".	The goal of the Arts Strategy is to create a vibrant and healthy cultural community for all citizens. The Strategy puts forward a number of recommendations with regards to youth artists, including collaboration with schools to train, employ and connect young artists to professional artists and celebrate the accomplishments of young artists.

5. Youth Service Plan Framework and Action Plan

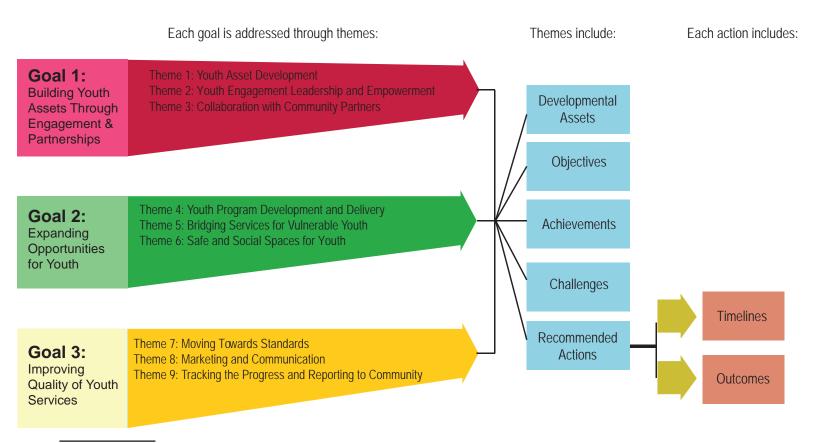
The 2015-2020 Youth Service Plan is built on the framework that was developed for the 2008-2012 Youth Service Plan and the excellent ground work from the City's 1995 Youth Strategy. The Plan also supports the City's Vision for Richmond to be the most appealing, livable and well-managed community in Canada.

The updated framework consists of a vision, three key goals and nine themes. The nine Strategic Directions from the 2008-2012 Youth Service Plan are now presented as nine themes. Each theme is linked to the external and internal development assets that it aims to address. Also, for each theme, the objectives, challenges and achievements were identified based on consultations with youth and key stakeholders, a review of internal Youth Service Plan evaluation reports and an environmental scan conducted as part of the Youth Service Plan²⁷ update.

Finally, for each Theme, concrete Actions are suggested along with associated Timelines and Outcomes. Actions aim to address the challenges identified for each Theme and the Outcomes are directly linked with the Objectives. The Timelines are as follows: Ongoing, Short Term (0-2 years), Medium Term (2-4 years), Long Term (4-6 years).

Youth Service Plan Vision

"For Richmond to be the best place in North America to raise children and youth"



²⁷ To monitor the challenges, successes and strides in programming development and delivery, Community Services has kept ongoing records of departmental activities and initiatives that fall under each of the Youth Service Plan's strategic directions and sub-action. Achievements and challenges have drawn from these reports, including the 2009 "Year freedly Rycamond" report, an internal program assessment in 2011 and 2013, as well as stakeholder and youth consultation reports.

Goal 1: Building Youth Assets Through **Engagement and Partnerships**

Theme 1: Youth Asset Development

Developmental Assets: All Internal and External Assets

Objective

The Developmental Asset framework provides a shared vision and language to guide practice and decision-making. Community Services, in collaboration with Community Partners, will ensure common understanding of the Developmental Asset framework in youth programming. Youth will be aware of how their participation influences their asset development. The community, as a whole, will also have an awareness of the principles of Developmental Asset-building and its role in collectively increasing the assets of Richmond youth.

Achievement

The City of Richmond has worked to create environments that build and influence youths' Developmental Assets and meaningful youth involvement. Training for City and Association staff and community partners was provided to enhance their understanding of Developmental Asset principles and deliver asset-based services. The Youth Services Street Team, an annual summer leadership group, was created to take the messages of supporting youth into the community. By attending special events around Richmond, these team members deliver key messages from a youth's perspective to further promote asset-building.

Challenges and Gaps

1. Familiarity with the Developmental Asset Framework

Asset-building works best if it is conceived, planned and implemented through a process involving the local community, including parents, youth and service providers. Richmond's commitment and support is imperative for fostering positive youth development and for the success of asset-building implementation approaches. Most youth who participated in the community consultations were unfamiliar with the asset-building terminology and framework. As suggested by other participants, parents could be more strongly engaged in the discussion around Developmental Assets. Hence, there is a need for the Richmond community, particularly youth and parents, to be more strongly involved in the youth programming process and to be provided more opportunities to become familiar with the 40 Developmental Assets concepts. The challenge is to increase communication around asset-building in Richmond.





Empowering and Recognizing Youth

Every year during **BC Youth Week** (May 1-7) the City of Richmond Hosts the U-ROC (Richmond Outstanding Community) Youth Awards to celebrate the achievement and dedication of Outstanding Youth, Youth Groups and Asset Champions within the Richmond

Community **Organizations Work** with Youth

Youth Now, run by Volunteer Richmond Information Services, is designed to develop the leadership potential by training young adults to serve as board members for local non-profit organizations. The program is open to high school graduates under the age of 26 who live, work or study in Richmond. (Source: volunteerrichmond.ca)

Actions and Expected Outcomes

Ther	ne 1: Youth Asset Development						
#	Action	Expected Outcome	Lead	Timeframe			
Chall	Challenge: Familiarity with the Developmental Asset framework						
1.1	Incorporate the Developmental Asset language and philosophy in all City and Community Association youth marketing and communication tools.	Increased awareness and common understanding of the Developmental Asset framework in the community and among youth and parents.	Community Services working collaboratively with its partners	Ongoing			
1.2	Develop and implement a campaign that serves to educate parents, youth and the community at large on the Developmental Assets and their benefits.	Increased awareness and common understanding of the Developmental Asset framework in the community and among youth and parents.	Community Services working collaboratively with its partners	Short Term (0-2 years)			
1.3	Develop and implement training opportunities for City staff, Community Associations and Community Organizations to enhance common understanding of Developmental Asset principles.	Increased awareness and common understanding of the Developmental Asset framework among City staff and community partners.	Community Services working collaboratively with its partners	Medium Term (2-4 years)			
1.4	Expand the Youth Services Street Team to advance Developmental Asset education and awareness in the community.	Increased awareness and common understanding of the Developmental Asset framework in the community and among youth and parents.	Community Services	Medium Term (2-4 years)			
Chall	enge: Implementation of the Developmenta	I Asset framework					
1.5	Establish an asset-based Leadership Group with key representatives from the City's community partners.	Improved consistency in the use of the Developmental Asset framework.	Community Services working collaboratively with its partners	Medium Term (2-4 years)			
1.6	Plan and coordinate asset development efforts, and coordinate and advance asset development within Community Services and other youth serving agencies.	Improved consistency in the use of the Developmental Asset framework.	Community Services working collaboratively with its partners	Medium Term (2-4 years)			

How we can help our children develop more assets:

The Street Team asked youth to describe their passion and the person that helped them discover it. They also asked adults how they support youth:

Name: Jennifer (Youth) "Dancing: Cliff inspired me to dance with passion. Makes me open my heart."

Name: Janice (Adult) "Be available to listen respectfully to them at all times and hear their concerns. Likewise that they respect us and include us in their plans for their future education etc. and trust us that we have years of experience (wisdom) to share with them."

Name: Marissa (Youth) "When I was little I really wanted to play soccer but I was extremely scared of getting hit. My dad worked with me for years, knowing that it was something important to me."

Name: Amanda (Adult) "I spend time with my nephew and nieces outdoors playing games and showing them how to play different sports."



Theme 2: Youth Engagement, Leadership and Empowerment

External Developmental Assets: Support and Empowerment

Internal Developmental Assets: Positive Values, Social Competencies, Positive Identity

Objective

Community Services values Richmond youth as contributing members of our society and recognizes the importance of youth being involved in the decisions that affect them. Richmond youth will be connected to opportunities to provide direct input in decision-making, to collaborate with adults and their peers and to be involved in meaningful volunteer experiences with the City of Richmond and the community. Empowered youth know that they are valued by society and this helps them create positive views of themselves and develop social competencies required to succeed in life.

Achievements

Developing the social capital of Richmond youth through strong youth institutions has been a top priority for Community Services. By adopting and establishing a strength-based approach, youth programming has focused on building individual strengths such as musical talent, project management and event planning. Mentorship, volunteer opportunities and training programs have been key to developing youth leadership skills with the intention to consider these youth leaders for future employment. Recreational volunteering has also been emphasized, particularly in the 2011 Richmond Youth Basketball League where youth contributed their coaching, scorekeeping and refereeing skills. Many Community Associations have encouraged youth participation on their boards as non-voting members in order to have youth perspectives, as well as to cultivate youth leadership. To clarify expectations of volunteer roles, a specific section for youth volunteer opportunities was created on the City's website, icanhelprichmond.ca.

Engaging and Empowering Youth Leaders

- From 2008 to 2013, over **4,300** youth volunteered in 162 City's facilities/programs contributing over **120,000** volunteer hours.
- The Green Ambassadors were involved in a number of environmental initiatives. For example, as a result of their recycling and waste diversion efforts, they achieved 86% waste diversion rate when volunteering at Maritime Fest in August 2013.
- Examples of youth-driven programming include the Richmond Youth Media Program, Band Nights and Mentorship programs.
- Volunteer appreciation events recognize youth volunteers and summer program leaders.
- · Richmond nominated a delegate for the BC Youth Parliament through Thompson Community Centre.
- The Youth Council Act, Thompson Youth Council and Youth Services Street Team are examples of youth-centered leadership development and democratic engagement.

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Challenges and Gaps

1. Building Trusting Relationships

Research highlights the importance of ensuring that youth have positive role-modeling opportunities for meaningful participation and engagement, and strong connections to family, school and the broader community.28 Youth who grow up in environments like these are known to have a much better chance of becoming happy, engaged and civic-minded members of the community. Interestingly, Richmond youth describe trusting relationships with adults and their peers as a motivating factor for participating in activities in the community. In facilitating relationship-building opportunities, youth may be more likely to participate in activities and ultimately get more involved in their community.

2. Skill-Building and Volunteering

Volunteering is a valuable way for youth to build skills and leadership experience. The Search Institute emphasizes that involving youth in volunteering and leadership is critically important to building assets and keeping youth engaged.²⁹ In consultations, Richmond youth suggested that, regardless of improvements to the icanhelprichmond.ca website, accessing information about youth volunteer positions as well as obtaining meaningful volunteer opportunities was challenging. Additionally, youth suggest that volunteering has some stigma with their peers and in some cases, making the effort to volunteer "wasn't worth it". They see value in participating in volunteer activities that contribute to society and help them pursue their personal interests and career goals, thereby highlighting an interest in increased youth-led events for the community, as well as opportunities to develop various skills.

3. Youth Involvement in Planning

There is a continuing need to further consult with youth and obtain their direct input on youth programming. Richmond youth requested specific programs, services and opportunities that are responsive to their needs and interests. They express their wish to be involved in planning and decision-making processes as partners, to have multiple opportunities to voice their views and ideas and to see their ideas and suggestions implemented.

4. Engagement of Youth

Best practice youth engagement strategies suggest that many approaches only reach a small percentage of the youth population.³⁰ Similarly, youth stakeholders express the need to reach all youth and not only to those that are motivated to participate. They acknowledge that while "the go-getters" are getting more involved in volunteering, the number of youth who are not as involved is increasing. The challenge is to reach a larger number and greater diversity of youth and, in particular, those who are not usually engaged in youth activities or youth-led events.



Our Partners' Work with Youth

Cultural Club Diversity Talent Show by Richmond Multicultural Community Services. This project provides youth an opportunity to showcase their talents and explore and celebrate diversity and inclusion through the arts.

²⁸ Bonnell and Zizys 2005, p. 21; Cohen and McDonough 2012, p. 44

²⁹ Search Institute 1999, p. 22

³⁰ Hirtle and Ure n.d., p. 46-47

Ther	me 2: Youth Engagement, Leadership	and Empowerment				
#	Action	Expected Outcome	Lead	Timeframe		
Chall	Challenge: Building Trusting Relationships					
2.1	Enhance existing programs and services, and create new opportunities for mentorship (such as youth peer leadership, intergenerational activities).	Increased asset-building opportunities for youth. Improved connections between youth and other community members.	Community Services working collaboratively with its partners	Ongoing		
Chall	enge: Skill Building and Volunteering					
2.2	Increase the number of (and access to) meaningful youth volunteer opportunities in civic and community based programs and activities (such as youth representation on boards, committees, and Council-appointed groups that relate to youth, or at community events that incorporate youth planning and leadership).	Enhanced youth skills and positive experiences. Increased engagement opportunities for youth and greater community involvement for youth. Increased social capital of Youth.	Community Services working collaboratively with its partners	Short Term (0-2 years)		
2.3	Provide leadership skills development programs that are specifically designed for youth.	Increased asset-building and empowerment opportunities for youth. Development of youth interpersonal and conflict resolution skills.	Community Services working collaboratively with its partners	Ongoing		
Chall	enge: Youth Involvement in Planning					
2.4	Develop a systematic approach to engage youth in planning programs, services and facilities that are of interest and benefit to them (such as programs and services, parks and open spaces).	Increased asset-building opportunities for youth. More engaged youth population that is invested in the community.	Community Services working collaboratively with its partners	Medium Term (2-4 years)		
2.5	Educate youth on how their input will be used and inform young people about the outcomes of their involvement in the planning process.	Increased confidence, community engagement and planning skills in youth. Increased asset-building opportunities for youth.	Community Services working collaboratively with its partners	Ongoing		
Chall	enge: Engagement of Youth					
2.6	Create more opportunities for Youth Engagement in Richmond.	Increased asset-building opportunities for youth who are not active and engaged.	Community Services working collaboratively with its partners	Ongoing		
2.7	Acknowledge diverse youth through U-ROC Awards, volunteer recognition, and develop new and innovative methods of youth recognition.	Creates positive reinforcement and encouragement for youth to see merit in their contribution to community. Increased asset-building opportunities for youth.	Community Services working collaboratively with its partners	Ongoing		



Theme 3: Collaboration with Community Partners

All External and Internal Assets

Objective

Relationships with community partners increases capacity and pooled resources and, therefore, the success of the Youth Service Plan. The City will maintain and expand its network with community partners to provide more flexible outreach services and accommodate the diverse needs of youth. Youth will be better connected to the wide range of opportunities and services that the City of Richmond has to offer.

Achievements

Over the last five years, the City has worked to widen the scope of collaboration with Richmond's community partners to better serve Richmond youth. The Youth Team has played an important role in bridging existing community services for youth and because of their knowledge of community services, have been able to provide appropriate referrals and information to youth. The Roving Leader Program has been an invaluable resource as a bridge to community partners for youth. In order to prioritize and standardize agency referrals of youth services over the last five years, school district counsellors and other youth organizations have been referring youth to community centre programs where they often become regular participants. One of the actions from the 2008-2012 Youth Service Plan was to establish and expand relationships within the City, and this is a great example of the Community Associations role in this success.

Challenges and Gaps

1. Partnership Consistency

The community consultations aimed to uncover the diverse needs and interests of youth. In some instances, these discussions resulted in suggestions that were outside Community Services' mandate and capacity. By establishing partnerships with other community organizations, Community Services will increase the capacity and resources to serve the diverse needs of youth. However, there are a number of challenges in building partnerships with community agencies providing youth services. For example, agencies are subject to government funding and, due to changes in funding formulas, many agencies are losing their programming capacities and, in some cases, their capacities to partner with the City. Therefore, the challenge for the City will be to foster existing partnerships and to further increase inter-agency capacity and support their partners in accessing senior government resou**RBCS - 81**

Collaborating with Community **Partners**

- Youth Services participation in several city-wide committees, (such as the Community Action and Assessment Network and the Richmond Community Action Team).
- Girl Zone, a partnership between the City of Richmond and Touchstone Family Association, is a program for adolescents focusing on recreational activities and addressing topics pertinent to young women.
- GO Day, a program in partnership between the City of Richmond, is empowering girls, Community Associations. Richmond School District and VCH.

2. Inter-agency Communication

Of the respondents who participated in the key stakeholder consultations, only 42% indicated that they were either involved with the development of the Youth Service Plan and were extremely familiar with its content or were very familiar with it and frequently used the plan in their work. Similarly, only half believed that the 2008-2012 Youth Service Plan resulted in increased inter-agency programming and collaboration. Stakeholders suggested that further inter-agency discussions are required to ensure that issues, such as strategic planning, advertising and program administration are fully in accord with youth needs and demographics. As well, the geographic placement of services throughout the community needs to be reviewed. Youth service providers would like to deepen their relationships with each other and Community Services and continue communication about youth needs, sharing knowledge about what opportunities are already available to youth and what other service providers are doing.

The	Theme 3: Collaboration with Community Partners				
#	Action	Expected Outcome	Lead	Timeframe	
Chal	lenge: Partnership Consistency				
3.1	Build new relationships and fostering existing relationships with community partners.	Enhanced relationships between staff working with youth in Richmond. Increased inter-agency capacity and resources to better serve the needs of youth.	Community Services working collaboratively with its partners	Ongoing	
Chal	lenge: Inter-agency Communication				
3.2	Support and facilitate regular communication between partners to share information and knowledge, co-ordinate activities and discuss youth needs and issues.	Increased continuum of integrated care and service within the community. Enhanced efficiency of work, opportunities for communication and elimination of silos.	Community Services working collaboratively with its partners	Ongoing	
3.3	Develop and regularly maintain an inventory of youth-serving organizations in Richmond to more efficiently communicate youth-related information and resources.	Increased access to youth-related information and resources. Increased inter-agency capacity and resources to better serve the needs of youth.	Community Services working collaboratively with its partners	Medium Term (204 years)	
3.4	Organize a Richmond Youth Forum to bring together youth and youth stakeholders, provide education and information and improve interagency communication.	Bring relevant, interesting and innovative information into Richmond. Increased inter-agency capacity and resources to better serve the needs of youth.	Community Services working collaboratively with its partners	Medium Term (2-4 years)	





Theme 4: Youth Program Development and Delivery

External Assets: Boundaries and Expectations, Constructive Use of Time Internal Assets: Positive Values, Social Competencies, Positive Identity

Objective

Youth are aware and have equitable access to a number of diverse recreational, social, volunteer and cultural opportunities that are responsive to their specific needs and interests, and build on their Developmental Assets. Deliberate planning with community partners and youth around a core grouping of programs will result in a broader range of programs and services that will accommodate a variety of needs and interests.

Achievements

The City of Richmond has worked to develop a city-wide approach to youth programs and services for Richmond youth, focused on youth leadership, mentoring and volunteering and offering a variety of recreational, cultural or social programming options. Using the framework introduced in the 2008-2012 Youth Service Plan, the programming has been developed in partnerships with service agencies, schools and other relevant community partners. To further foster leadership skills, promote the discovery of interests and constructively make use of extracurricular time, youth have been able to take on roles coordinating pre-teen programs and assisting in running activities and event planning. From open gym access to free fitness passes, Community Services, working collaboratively with community partners, have made concerted efforts to create a wide variety of no/low cost opportunities for youth.

Challenges and Gaps

1. Physical Inactivity

Youth physical inactivity remains a challenge; only one-fourth of Richmond youth get the recommended 20 minutes of daily activity.31 Richmond youth, more than other youth in the region, are spending a great amount of their time online.

2. Program and Service Accessibility

Richmond youth experience challenges accessing programs and services. Transportation difficulties are found to be one challenge restricting participation in interesting activities, particularly in East Richmond (such as Cambie Community Centre, Hamilton Community Centre) and in the Steveston area. Cost is one of the key obstacles for youth to participate in recreational and cultural programs. In consultations, youth have identified the need for more less expensive drop-in activities.

3. Age-appropriate Programming

Youth at different ages have different developmental characteristics, needs and interests. Statistics show that youth in younger grades exercised more than those in older grades, perhaps reflecting a need for more tailored programming for older youth.³² Similarly, Richmond youth suggest that the Community Services recreational programming might benefit from a more age-targeted approach. Youth want to be in youth-specific recreational programs with their peers and do not feel comfortable if adults attend these programs.

4. Pre-employment and Life Skills

Evidence suggests that even in good economic times, many young people seeking employment remain unemployed and marginalized. In consultations, youth stakeholders identified the challenges for Richmond's youth in finding jobs and the need for further skills training and employment opportunities for youth.

As they transition through their high school years, Richmond youth will need to have access to adequate programming to build employment-related skills to position them favourably in an economy with rising underemployment for young adults.

Youth Unemployment

Youth unemployment rate is almost 2.4 times Canadians aged 25 and older. According to the 2013 CIBC report, 420,000 of Canadians unemployed and not enrolled in school. This means that nearly 10% of young Canadians are economically students (15-18 years old) is learning. Hence, rate for this group in from a reported 20% to the report also jobs are becoming less available to younger Canadians. As the labour market becomes more competitive, youth face steep competition with other obtaining part-time opportunities to make some money, gain work experience and learn new skills.33

³¹ McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond

³² McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond

Theme 4: Youth Program Development and Delivery				
#	Action	Expected Outcome	Lead	Timeframe
Chall	enge: Physical Inactivity			
4.1	Enhance communication city-wide about the importance of regular physical activity on youth health and wellness.	Increased awareness and knowledge of physical activity for youth. Increase in constructive use of time for youth.	Community Services working collaboratively with its partners	Ongoing
4.2	Involve youth in program planning to ensure development of appropriate opportunities to combat inactivity.	Increased awareness and knowledge of physical activity for youth. Increase in constructive use of time for youth.	Community Services working collaboratively with its partners	Ongoing
Chall	enge: Program and Service Access	ibility		
4.3	Improve accessibility of Community Services programs and services, facilities and spaces.	Increased accessibility to programs and services for youth.	Community Services working collaboratively with its partners	Ongoing
4.4	Identify and opportunities and provide more low-cost/no-cost programs and/or services to youth.	Improved equitable access to programs and services for youth. Increase in constructive use of time for youth.	Community Services working collaboratively with its partners	Ongoing
4.5	Provide youth with a full range of opportunities to participate in sport and physical activity and ensure they are aware of these opportunities.	Increased awareness and accessibility to sport and physical activity.	Community Services working collaboratively with its partners	Ongoing
4.6	Support the Richmond sport community to develop youth to reach their highest level of sport achievement.	Increased opportunities and options for young athletes in the community.	Community Services working collaboratively with its partners	Ongoing
4.7	Identify needs for increased transportation opportunities to access youth programs and services, particularly in outlying areas of Richmond.	Improved equitable access to recreational opportunities for youth. Increase in constructive use of time for youth.	Community Services working collaboratively with its partners	Ongoing
Chall	enge: Age-appropriate Programmin	g		
4.8	Identify opportunities for relevant programming targeting specific agegroups of youth.	Increased responsiveness to the specific needs and interest of youth. Increase in constructive use of time for youth.	Community Services working collaboratively with its partners	Medium Term (2-4 years)
Chall	enge: Pre-Employment and Life Skills			
4.9	Enhance youth life skills and build career training into programs and services for youth.	Increased responsiveness to the specific interests and needs of youth. Youth are better equipped to transition into adulthood.	Community Services working collaboratively with its partners	2015-2016



Theme 5: Bridging Services for Vulnerable Youth

External Assets: Support, Constructive Use of Time Internal Assets: Positive Identity, Social Competencies

Objective

Community Services aims to reach all youth in a variety of programs and services while being particularly vigilant about addressing the very specific needs of vulnerable youth. These groups might include Aboriginal youth, youth with disabilities or special needs, newcomer/immigrant youth, LGBTQ youth, youth from low-income families and youth in conflict with the law. Serving diverse youth, and vulnerable youth in particular, requires targeted approaches and strong relationships with a variety of community partners and with youth themselves. Community Services will ensure that vulnerable youth are better connected to resources and opportunities to build assets.

Achievements

Richmond has a vibrant and ethnically-diverse youth population. The needs and wants of youth are diverse and this has a great impact on the delivery of services. Led by Community Services, the City has worked to create and increase opportunities for vulnerable youth. Building upon the Roving Leaders program, Richmond continues to provide services through the network of Area and Youth Development Coordinators and its partnerships with youth-serving community organizations (such as schools, RCMP and health services). Youth who have been mentored and guided by the Roving Leaders program are often transitioned into more traditional youth programs which is considered to be a successful outcome for the Roving Leaders program. Over the last five years, Richmond has directed its efforts to provide more programs and develop strategies to alleviate financial barriers for youth participation.

The Media Lab utilized a similar referral system working with vulnerable youth in the context of the Richmond Youth Media Program (RYMP), building assets and connecting with youth in their programs and services.

The City conducted a number of consultations to better understand the challenges of youth to access and participate in recreational programs, including 2009 consultations with vulnerable youth "to determine the most efficient and effective strategies and service delivery mechanisms in working with vulnerable youth". In 2011, Community Services consulted with high school students to identify desired activities and outreach strategies in community centres for under-serviced and vulnerable youth. Richmond also connected with other local municipalities in Metro Vancouver to learn from their youth workers and their best practices. A concerted effort was made in the later years of the 2008-2012 Youth Service Plan to increase communication, education and resource sharing with the City and other Richmond youth stakeholders. Community organization representatives were invited to attend Youth Team meetings where they shared youth-related information and resources in order to educate and prepare City staff to work with vulnerable youth, as well as increase communication within the & R. Sity.86

Low-cost Programs and Reaching Out to **Diverse Youth:**

- "Workout Wednesdays" at Thompson Community Centre with free access to the weight room after school.
- Through the Media Lab, Richmond Youth Media Program (RYMP) was introduced where youth can participate and showcase their skills at special events and youthrelated projects.
- **During Youth Week** 2013, Thompson Community Association introduced "Black Tie Brunch" where youth could attend a semi-formal Youth Week event for \$1.

Challenges and Gaps

1. Multiple Barriers of Vulnerable Youth

Vulnerable youth face multiple barriers and challenges to access programs and services, resulting in fewer opportunities for developing skills and asset-building. There are concerns that some youth are being missed because they are not connected to an adult or program in a timely manner. The youth needing connections and individual supports outnumber the capacity of the two Roving Leaders to adequately support their needs. Additionally, while there are special programs for Aboriginal and immigrant youth at Richmond Youth Service Agency, and youth- related recreational and leadership development programs for children with disabilities at Richmond Centre for Disability, there is a need to address the unique needs of these youth groups to participate in mainstream youth recreational programs.

The percentage of children and youth in poverty is almost 6% higher in Richmond than Vancouver census metropolitan area or BC as a whole.³⁴ The low-income status of youth creates numerous consequences for youth programming, including program affordability for users as well as transportation and equipment costs. Additionally, low-income families and children may have limited capacities to access information about recreational activities and have limited awareness about the importance of recreational programs and services.

34 Statistics Canada 2013, Statistics Canada 2012b: National Household Survey 2011

2. Diversity, Identity and Belonging

The Richmond youth population is increasingly culturally and ethnically diverse, with a large proportion being visible minority immigrants. Research shows that compared to other cities in the province, Richmond's youth have higher levels of cultural connectedness (i.e. 59% of Richmond youth are involved in cultural practices which are highlighted as specific food and traditional customs); however, fewer youth report a strong sense of belonging or attachment to their ethnic group.35 Research further indicates that youth would like the general public to be aware of the discrimination and racism issues facing systemically marginalized populations.36 The challenge is to strengthen multicultural youths' sense of belonging to a larger community while helping them to preserve and maintain a pride in their cultural identities.

Community Organizations Work with Youth Richmond Addiction Services (RASS) Prevention Program

In helping Richmond youth to become aware of and knowledgeable about substance misuse and addiction, RASS staff provide customized information, programs and training opportunities for youth, families, older adults, educators and other professionals. They develop, deliver and support prevention programming in the elementary, secondary and alternate schools in Richmond.

S.U.C.C.E.S.S. Immigrant Youth Volunteer Service **Groups:**

S.U.C.C.E.S.S., a not-for-profit organization which has been serving residents of Richmond since 1989, offers a number of services for immigrant youth in Richmond, including running immigrant youth volunteer service groups.

Settlement Workers in School (SWIS) Program at SD #38

Settlement Workers in School (SWIS) Program is funded by Citizenship and Immigration Canada and offered throughout British Columbia, including School District #38. SWIS program provides settlement services for immigrant and refugee students K-12 and their families. This includes outreach to all newcomer students and families and delivering workshops and counselling on settlementrelated issues and Canadian systems and culture. There are 15 SWIS workers serving Richmond's students and families in English and other languages.

PRCS

Adolescent Health Survey 2008: Protective Factors, Richmond and BC

The AHS Survey included a number of questions which allowed identification of the protective factors for youth.³⁷ Even small improvement in a protective factor had shown to reduce the likelihood of negative outcomes for youth. These findings can provide insights to youth stakeholders of their areas of work that can improve the lives of all youth in Richmond, including the most vulnerable.

Protective Factors				
Protective Factors	Richmond	ВС		
Family connectedness	7.8	7.9		
School connectedness	6.9	6.8		
Cultural connectedness	6.2	5.5+		
Youth engagement				
Meaningfulness of activities	6.6	7.2+		
Ideas listened to and acted upon	5.7	6.0		
Prosocial peer attitudes about risk behaviour	6.3	6.0		

Note: All protective factor scores range from 0 to 10, with a higher score indicating higher levels of the protective factor.

37 McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond,

³⁵ McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond, p. 44

³⁶ Vancouver Foundation, Youth Vital Signs 2013. The survey was conducted in Metro Vancouver and, hence, includes Richmond youth.

⁺ Difference between Richmond and provincial estimate was statistically significant.

Increasing Numbers of ELL Students

In 2012, almost half of 1,500 kindergartners in Richmond required extra support in learning English through an ELL program (formerly ESL). According to the Richmond School District, in 2012, many of these young students were born in Canada but close to 75% of kindergartners were from Chinese-speaking families. Additionally, Richmond's schools are experiencing an increase in the numbers of non-Englishspeaking high school students who are in their late teens. These students are at a disadvantage and may experience challenges in advancing their English writing and speaking skills since they can access an ELL program for only five years and/or until they are 19 years old.38

38 Steffenhagen, J. 2012

Mental Health and Bullying

- Young females in Richmond are more likely than males to report being cyber-bullied: 15% vs. 10% (AHS 2008).
- A review of BC's youth mental health services found that wait lists are a major barrier to accessing support. Some youth were on wait lists for more than a year to see a mental health professional or receive treatment (Vital Signs, 2013).
- In Richmond, most clinics close between 4:00 and 5:30 pm, making them difficult to reach if youth are in school (Vital Signs, 2013).

3. Language Barriers

The proportion of people in Richmond who speak English and/or French at home has been steadily decreasing over the last 20 years. According to the Richmond School District, in 2012, many young ELL³⁹ students were born in Canada but close to three in four kindergartners were from Chinese-speaking families. Additionally, Richmond's schools are experiencing an increase in the numbers of non-Englishspeaking high school students who are in their late teens. These students are at a disadvantage and may experience challenges in advancing their English writing and speaking skills since they can access ELL programs for only five years and/or until they are 19 years old.

4. Bullying, Mental Health Problems and Suicide

Research has shown that the rates and risk of youth experiencing mental health issues and attempting suicide are significantly raised when youth are vulnerable. Youth in poverty are more likely to consider and attempt suicide. 40 Youth who identified as Aboriginal, or LGBTQ also report a higher rate of contemplating suicide. When accessing mental health services, more females than males report not accessing services. Culturally-sensitive, as well as age appropriate and effective prevention and treatment measures are of paramount importance to ensuring the mental health of Richmond youth.

Actions and Expected Outcomes

Ther	Theme 5: Youth Program Development and Delivery					
#	Action	Expected Outcome	Lead	Timeframe		
Chall	enge: Multiple Barriers of Vulnerable	Youth				
5.1	Identify barriers to existing programs, services and opportunities for vulnerable youth, focusing on particular target groups.	Increased awareness of existing barriers and potential changes that need to be introduced to better connect vulnerable youth to asset-building opportunities.	Community Services working collaboratively with its partners	Short Term (0-2 years)		
5.2	Improve access to and information about existing City programs, services and opportunities for vulnerable youth.	Increased awareness and accessibility for youth and youth stakeholders.	Community Services working collaboratively with its partners	Medium Term (2-4 years)		
5.3	Enhance programs and services for vulnerable youth.	Expanded programming capacities to reflect and include the diverse needs of vulnerable youth.	Community Services working collaboratively with its partners	Medium Term (2-4 years)		

^{39 &}quot;ESL" has been recently changed to English Language Learners (ELL), recognizing the fact that immigrant students might know more than

40 McCreary Centre Society 2009: Adolescent Health Survey 2008. Richmond

Actions and Expected Outcomes (continued)

5.4	Enhance the Roving Leader Program and if applicable, develop additional approaches to provide more flexible outreach services.	Expanded programming capacities to reflect and include the diverse needs of vulnerable youth. Increased asset-building opportunities for vulnerable youth as they are better connected to programs and services.	Community Services	Short Term (0-2 years)
5.5	Develop ways to better reach parents of vulnerable youth.	Increased asset-building opportunities for vulnerable youth as they are better connected to programs and services.	Community Services working collaboratively with its partners	Ongoing
5.6	Create more opportunities for (and increase access to) adapted physical activity for young people with disabilities.	Expanded programming capacities to reflect and include the diverse needs of vulnerable youth.	Community Services working collaboratively with its partners	Ongoing
5.7	Develop additional opportunities for low-income youth by improving access to programs and services and by connecting them to existing low cost/no cost programs and services (such as Recreation Fee Subsidy Program).	Increase in vulnerable youth participation in programs and services.	Community Services working collaboratively with its partners	Ongoing
5.8	Enhancing opportunities for vulnerable youth within the Richmond Youth Media Program.	Expanded programming capacities to reflect and include the diverse needs of vulnerable youth.	Community Services working collaboratively with its partners.	Ongoing
Chall	enge: Diversity, Identity and Belongir	ng		
5.9	Create and support welcoming and inclusive community events, programs and services to allow youth (particularly immigrant youth) to celebrate their cultural identities and feel connected to their community.	Increased diverse youth participation in events, programs and services. Increased asset-building opportunities for vulnerable youth.	Community Services working collaboratively with its partners	Ongoing
Chall	enge: Language Barriers			
5.10	Support ELL youth in building their confidence in speaking English.	Through collaboration with community partners, increased opportunities to meet the needs of ELL youth.	Community Services working collaboratively with its partners	Ongoing
Chall	enge: Bullying, Mental Health Probler	ns and Suicide		
5.11	Develop and foster city-wide education strategies to increase awareness of the prevalence of bullying in schools and online.	Increased awareness of bullying among Richmond youth.	Community Services working collaboratively with its partners	Ongoing
	Provide opportunities for staff		Community	
5.12	to increase their education and awareness to best support the needs of youth who are experiencing mental health challenges.	Increased capacity to reflect and include the needs of vulnerable youth.	Services working collaboratively with its partners	Medium Term (2-4 years)



Theme 6: Safe and Social Spaces for Youth

External Assets: Boundaries and Expectations

Internal Assets: Positive Learning, Positive Values, and Social Competencies

Objective

All youth have access to indoor and outdoor spaces in the community where they have ownership, take responsibility, feel welcome, and have opportunities to socialize, obtain information and receive services. Youth-friendly spaces will be designed and operated in a way that promotes social gathering and safety. Recognizing that safety goes beyond physical safety, efforts will be made to ensure that youth have access to spaces where they have more autonomy and independence from "adult-like" facilities.

Achievements

The City of Richmond has paid special attention to the ways in which City spaces have been designed and operated in order for youth to feel safe in their social gathering places. Part of the effort to create inclusion has been directed towards promoting low-cost, no-cost programs and services at City-owned facilities with programs like "Pre-teen Hangout" and "Night Shift". Having dedicated youth-only hours in various facilities has promoted higher youth attendance. Additionally, some youth staff have office access hours and are available at convenient times.

Over the last six years, more emphasis has been put on providing dedicated youth spaces in a number of facilities throughout the City. For example, various improvements have been undertaken at Cambie Community Centre to provide more youth-friendly environments. In the spring of 2012, the Thompson Youth Park was officially opened and features a multi-use plaza with skateable elements and gathering places. The Media Lab, located in the Richmond Cultural Centre, offers the Richmond Youth Media Program (RYMP). This program, created in partnership with Community Services, the Richmond Collaborative Committee for Children and Youth (RCCCY) and VCH is a free program for youth to increase their media arts skills, connect with peers and their community, among many other positive opportunities. Schools are also sites of programs and services run through Community Services, with lunch-hour sports and after-school hangouts available at some local high schools and elementary schools.

What is Safe Space?

Youth safety extends to feeling welcomed in friendly environments with accepting attitudes; hence, Richmond's first community-based LGBTQ and Allied youth group called "AllWays" was developed. The group meets on a regular basis and has dedicated times for their group meetings.

Community Partners' Work with Youth

- Richmond Centre for Disability provides a number of recreational and civic engagement programming for youth with disabilities, including Youth Crafts/Knitting Club, Youth Engagement and Achievement Project, Youth Council and Duke of Edinburgh's Award Challenge which encourages youth to be active, to participate in new activities and pursue their interests and passions.
- Richmond Youth Service Agency offers a number of services including programs specifically designed for vulnerable and Aboriginal youth, as well as Asian Youth Outreach Program that provides one-to-one support and is offered in English, Chinese and Mandarin.

Challenges and Gaps

1. Maintaining and Expanding Youth Spaces

Richmond youth value the increased number of youth-friendly spaces, however they also would like to see additional spaces to "sit and hang out", to "de-stress outside of the school environment" and "more study spaces that are quiet". Additionally, youth do not always feel welcome in many public areas and would like to see more youth-friendly environments in public places, including City Hall. Further, community consultations brought up the idea of establishing youth hubs and centralized youth spaces such as an emergency safe house or a service hub to hang out and access information, programs and services. While there is a need to maintain and further develop youth-friendly spaces throughout Richmond, the challenge is to attend to the suggestions provided by youth given that the City's efforts are often hindered by resource and mandate limitations.

The	Theme 6: Safe and Social Spaces				
#	Action	Expected Outcome	Lead	Timeframe	
Challe	enge: Maintaining and Expanding Yo	outh Spaces			
6.1	Involve youth in the ongoing development, design and operation of youth spaces to address their needs and gather their input.	Increased youth satisfaction with social spaces.	Community Services working collaboratively with its partners	Ongoing	
6.2	Examine community needs in connection to the development of a Youth Hub(s) in Richmond.	Opportunity to enhance programs and services for youth. Enhanced youth-specific space in Richmond.	Community Services working collaboratively with its partners	Long Term (4-6 years)	
6.3	Enhance existing youth-friendly spaces to better accommodate the needs of youth.	Increased capacity to connect youth to services and programs for youth.	Community Services working collaboratively with its partners	Ongoing	
6.4	Provide new and innovative youth programming in the Richmond Cultural Centre Media Lab through the Richmond Youth Media Program (RYMP).	Increase youth's media art skill set and connection to community. Increase in constructive use of time for youth.	Community Services working collaboratively with its partners	Ongoing	
6.5	Utilize multifunctional, youth-friendly outdoor spaces for programs and services	Increased opportunities for youth-friendly space in Richmond. Increase in constructive use of time for youth. PRCS - 91	Community Services working collaboratively with its partners.	Medium Term (2-4 years)	



Theme 7: Moving Towards Standards

External Assets: Boundaries and Expectations Internal Assets: Community Values Youth

Objective

Community Services will foster consistency in the delivery of services to youth across all City facilities and programs. Youth will benefit from having programs delivered with consistent city-wide messages.

Community Services will attract and retain high performing employees as the City is recognized as a desirable place to work with fair compensation.

Standardized training will provide employees with professional skills required to be successful in their work and will enhance their ability and capacity to deliver high-quality youth services.

Achievements

Over the past five years, Community Services and Community Association staff worked to establish consistency of programs and services to youth across all City facilities. This has resulted in Youth Team subcommittees reviewing program fees and charges to make them more consistent city-wide, as well as updating Risk Management and other program guidelines. To standardize service delivery and to guide staff towards a shared implementation of the 2008-2012 Youth Service Plan strategic visions, the brochure "Demystifying the Youth Service Plan" was created. It summarized the goals of the strategy and recommended collective actions.

Consistency in job descriptions of Youth Development Coordinators and Leaders has been beneficial to the Community Services department, as has standardized training of youth staff. In their efforts to move towards a more standardized youth engagement approach, many Community Associations have encouraged youth participation on their boards as non-voting members in order to have youth perspectives.

Example of improved standards:

Risk Management forms for all out-trips, programs and events are mandatory for youth

Benefits of Having Standardized Programming

Standards would ensure there are underlying philosophies and principles to define good recreation and cultural services for youth. These standards could include:

- Research and program development to meet needs
- Staff recruitment, training, supervision, evaluation, salary and benefits
- Risk management and safety
- Professional development
- Grant writing
- Reaching all youth

Challenges and Gaps

1. Program and Service Standards

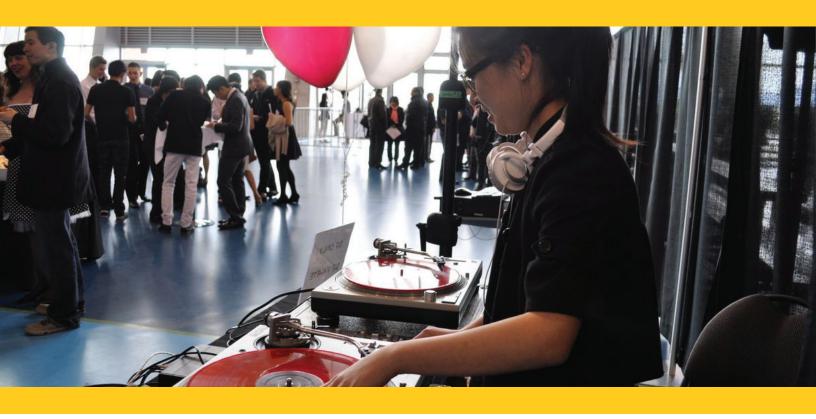
Programs and services for youth are delivered through the City and eight Community Associations. Service standards for program development and delivery vary across each facility, affecting the consistency and accountability measures. Youth programs demonstrating best practices show that high standards are critical success factors in the delivery services (such as ensuring that there is a common understanding of the program vision, or clarifying expectations for behaviour of youth within a program or desired outcomes of the program). 41 The majority of youth stakeholders believe that there is a need to continually create and revise program and service standards to facilitate consistent, high-quality program and service delivery across the City.

2. Training Standards and Opportunities

Youth stakeholders highlight the importance of standards for recruiting appropriate staff and developing highly capable youth service employees. While roles of staff have been clearly outlined in standardized job descriptions, standardized capacity-building training could help ensure that the staff is equipped to address changing youth-programming needs. Additionally, there is a need to utilize existing capacity training opportunities offered by other training institutions. Staff will greatly benefit from a combination of internal and external training aimed at improving their capacities to serve youth with diverse needs.

Ther	Theme 7: Moving Towards Standards					
#	Action	Expected Outcome	Lead	Timeframe		
Chall	enge: Program and Service Standa	rds				
7.1	Create and implement city-wide youth service criteria and program standards.	Improved consistency in the delivery of youth services and programs.	Community Services working collaboratively with its partners	Ongoing		
7.2	Continue to enhance Performance Evaluation Systems that are aligned to service standards and support staff development.	Improved consistency in the delivery of youth services and programs.	Community Services working collaboratively with its partners	Ongoing		
Chall	enge: Training Standards					
7.3	Develop and implement a standardized orientation and training program for staff that enhances skills and positively contributes to youth programs and services.	Improved quality in the delivery of youth services and programs.	Community Services working collaboratively with its partners	Medium Term (2-4 years)		
7.4	Create a standardized data collection method for Community Services youth programs and services.	Improved quality in data collection and measurement systems.	Community Services working collaboratively with its partners.	Short Term (0-2 years)		

⁴¹ Bonnell and Zizys 2005, p. 95



Theme 8: Marketing and Communication

External Assets: Youth Programs Internal Assets: Youth as Resources

Objective

Youth and the community will be more aware of programs, services and facilities available in Richmond. Community Services actively seeks input from youth and the community in the development and delivery of marketing to ensure that a wide range of youth is reached. Providing youth with timely, accurate and easy-to-understand information about community events and opportunities will give them a gateway to making informed choices.

Achievements

During the last five years, Community Services focused on exploring a variety of youth marketing strategies that would allow youth to be more knowledgeable about the programs, services and the various opportunities available to them. As youth become increasingly tech savvy, social media initiatives have been established to engage and market programs, services, events and opportunities to youth via the City website, Facebook and Twitter. The youth marketing strategies were also developed with youth involvement. Youth Network meetings were attended by City and Community Association staff as well as many youth-serving agencies in Richmond on a quarterly basis which allowed for more information sharing and networking within the community. To reach youth in person, presentations at local schools were made to promote programs and services and volunteer opportunities. Additionally, to inform Richmond parents, presentations were made to Parent Advisory Committees.

Youth-focused **Marketing Strategies**

Youth from each community centre service area provided input into the content and marketing of Youth Week activities:

- Social Media contests and challenges are used to engage youth online.
- Multi-media contests and challenges are used to engage youth online.
- Youth respond to "vouth-specific" and "youth-friendly" approaches to marketing and programming, Twitter, wordof-mouth and networking by youth workers.

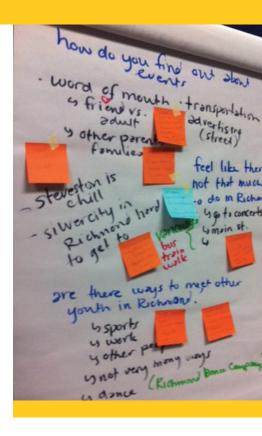
Challenges and Gaps

1. Limited Awareness of Opportunities

As partnerships and opportunities grow, so does the need for communicating the programs and services that are available to youth. Youth are often unaware of all the opportunities offered by Community Services and/or youth organizations in Richmond. Existing brochures and program guides are not always adequate in advertising events, programs and services to youth.

2. Youth-centered Marketing Approach

Youth want to know what programs and services are available to them, and would benefit from a city-wide promotion strategy specifically aimed at youth. In order for youth to understand what is being offered to them and how they can be involved, they need to have information presented to them in a relevant and meaningful way. Youth and parents are not as involved in the development and delivery of marketing as they could be. Richmond youth expressed various ideas of how youth could be reached and made recommendations regarding communication guidelines for City marketing. The challenge is to provide opportunities for youth to express their views and take their guidance to develop and refine marketing tools.



Ther	Theme 8: Marketing and Communication					
#	Action	Expected Outcome	Lead	Timeframe		
Chall	enge: Limited Awareness of Opportunities					
8.1	Develop a dynamic, age appropriate Youth Marketing Plan designed specifically to appeal to youth that is contemporary and delivered for a tech-savvy audience.	Increased awareness of opportunities available to youth. Increased participation in programs and services for youth.	Community Services working collaboratively with its partners	Medium Term (2-4 years)		
Chall	enge: Youth-centered Marketing Approach					
8.2	Provide opportunities for youth to be proactively and creatively engaged in the development and delivery of marketing materials.	Increased awareness of opportunities available to youth. Increased participation in programs and services for youth.	Community Services working collaboratively with its partners	Ongoing		
8.3	Identify and engage Youth Promotion Ambassadors who will conduct "word of mouth" and "Face-to-Face" promotion of youth events, programming and services.	Increased awareness of opportunities available to youth.	Community Services working collaboratively with its partners	Medium Term (2-4 years)		
8.4	Utilize the Media Lab to develop videos and/or use Media Arts in marketing and communication.	Reach and connect with youth through multi-media opportunities.	Community Services working collaboratively with its partners	Ongoing		



Theme 9: Tracking the Progress and Reporting to Community

External Assets: Boundaries and Expectations Internal Assets: Community Values Youth

Objective

Monitoring and evaluation enable continued learning, ensure success and are key to delivering effective, efficient and responsive services. Community Services and Community Associations will monitor and evaluate the progress on implementing the actions of the Youth Service Plan. Qualitative and quantitative indicators will be used to measure success in achieving desired outcomes and provide useful information for program development, resource allocation and decision-making. Community Services will report back to community organizations and citizens on the progress of Youth Service Plan implementation and ensure consistency and accountability in reporting mechanisms.

Achievements

Community Services has implemented internal monitoring and evaluation tools to track the implementation progress of the 2008 Youth Service Plan. To standardize reporting, Community Association Program Committees report monthly to boards on youth programming, which provides ongoing feedback and decision-making information. This contributes to more effective decision-making on youth programs, services and participation levels. As part of the evaluation of the 2008-2012 Youth Service Plan, annual work plans for Youth Development Coordinators and Roving Leaders are developed and reviewed regularly with their supervisors and annual reports are produced. Additionally, for some programs for youth, post-program and service evaluations are given to youth which then helps to improve future programming.

Challenges and Gaps

1. Sharing Information and Successes

Monitoring and evaluation tools, as well as reporting mechanisms, were important components of the 2008-2012 Youth Service Plan. The City of Richmond has methods to evaluate the progress of implementation and summarizes findings in internal reports. However, no public reporting mechanism was introduced. Consultations with the public revealed a lack of clarity around communication and evaluation of the Youth Service Plan. Almost all youth were unaware of what evaluation looks like in the City of Richmond for its youth programs and services. Youth, adults and youth stakeholders would like to be better informed about the progress of the Youth Service Plan and evaluation findings.

2. Outcome-based Evaluation

Community Services continually evaluates progress and keeps ongoing records of departmental activities and initiatives. Yet, the majority of information about achievements tends to be activity-based, rather than outcome-based. Best practice, however, encourages setting specific, measurable targets and tracking performance on an ongoing basis.⁴² The challenge is to gather outcome-based information for program development, resource allocation and decision-making from all stakeholders involved in the delivery of relevant activities. It is important to mention the value in recognizing that participation in terms of qualitative measurement is not always the best way to measure success. Qualitative measurement can often better capture the positive experiences and connections for youth.

Theme 9: Tracking the Progress and Reporting to Community						
#	Action	Expected Outcome	Lead	Timeframe		
Challenge: Outcome-based Evaluation						
9.1	Develop target and baseline indicators using the outcome-based evaluation framework to monitor the progress of the Youth Service Plan and evaluate the outcomes.	Improved internal programming decision-making process.	Community Services working collaboratively with its partners	Short Term (0-2 years)		
9.2	Annually monitor and report on accomplishments from the Youth Service Plan.	Improved city-wide programming decision-making process.	Community Services working collaboratively with its partners	Ongoing		
Challenge: Sharing Information and Success						
9.3	Develop a Youth Service Plan reporting tool to periodically communicate progress of implementation and achievements to the public.	Increased transparency and accountability. Better informed City Council and public.	Community Services working collaboratively with its partners	Short Term (0-2 years)		
9.4	Create a marketing and education plan to introduce and educate City and Community Association staff and community partners on the 2015-2020 Youth Service Plan.	Increased awareness in the community about the Youth Service Plan.	Community Services working collaboratively with its partners	Short Term (0-2 years)		

6. Implementation and Next **Steps**

6.1. From Plan Adoption to Implementation, Monitoring and Reporting

The City of Richmond has benefited from almost 20 years of progress through its initial 1995 Youth Strategy and the 2008-2012 Youth Service Plan. The updated Where Youth Thrive Plan is mindful of the need for pro-youth development and realizes that the systems in place require evolution and fine-tuning to effectively and efficiently deliver services that impact youth developmental assets.

The 2015-2020 Youth Service Plan is an action-based strategy. Staff will develop work program plans for each theme where all actions will be prioritized. Best practice research revealed that policies with specific, measurable goals and those which evaluate the progress of their actions on a consistent basis, are more likely to succeed and provide valuable information for future program development and decision making. In other words, what gets measured, gets done. In moving forward with the implementation of the 2015-2020 Youth Service Plan, concerted efforts will be made to develop specific, measurable outputs and benchmarks which are linked to the actions and outcomes developed for each theme. Additionally, reporting mechanisms will be designed to monitor the progress of the Plan.

Implementation of the Youth Service Plan will be phased and guided by the availability of financial and staffing resources. For some of the initiatives and actions recommended, new resources may be required. In other instances, the initiative(s) may already exist, but require coordination so they can be delivered on a consistent, city-wide scale.

Implementation of the Plan will be the responsibility of the City, its partners and a range of other youthserving organizations. It is only through partnership that this Plan's vision will be realized and that Richmond will be the "best place in North America to raise children and youth".

6.2. Guiding Principles for Implementation

Guiding Principles for implementation are aligned with and were adopted from the Richmond Social Development Strategy (2013). In moving forward with the implementation of the 2015-2020 Youth Service Plan, the following guiding principles will guide City's staff decision-making and prioritization processes:

- The action addresses a recognized need and is compatible with the City Vision, Council Term Goals and the Corporate Plan.
- The action contributes to the City's Social Development Strategy and Parks, Recreation and Cultural Services Master Plan's objectives.
- The action provides opportunities for leveraged funding and/or strategic partnerships.
- There is a strong likelihood of success for pursuing the action.
- There are existing resources to pursue the action or the need for adequate resources will be assessed on a cost-benefit basis and allocated accordingly.
- The action builds on and enhances the social capital of youth, contributes to social infrastructure, develops assets and promotes community engagement.

6.3. Concluding Comments

Imagine the dynamic possibilities that emerge when a community fully realizes the benefits of exceptional recreation and cultural services for youth. Imagine a rich cultural context and healthier mosaic in our City.

Think of the opportunities for youth to actively engage, develop competence and skills, make decisions (and mistakes), have a voice, be connected to community and develop a lasting identity. The results could be astounding.

The challenge is before us all to help our youth continue to live, connect and grow as we always have, but now better than ever. These successes measured in short- and long-term contexts, all feed back into the City's mission to be the most compelling, livable and well-managed community in Canada. Through the work of staff, volunteers and inter-agency synergies, our collective efforts put into place the myriad of variables that will inevitably allow our youth to THRIVE. We are the constituents of 'village' in the ancient proverb "it takes an entire village to raise a child".

7. Acknowledgements

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9. Appendices

Appendix A: Definitions

Accessible: able to access (physically, financially and attitudinal) and participate in a wide choice of quality programs and services.

Activities: actions taken through which inputs are mobilized to produce specific outputs.

Barrier: a visible and/or invisible obstacle that prevents a person from using available programs and services.

Bullying: is used to describe behaviours as diverse as name-calling, social exclusion and physical assault. (Source: 2013 AHS, McCreary Foundation.)

Collaboration: the process of exchanging information, modifying activities, sharing resources and enhancing the capacity of involved parties to achieve a common purpose.

Community: a group of individuals, families or organizations that shares common values, attributes, interests and/ or geographic boundaries.

Community Association: non-profit community organizations with which the City operates community facilities. The City provides the facilities and core staffing, while the partners plan and fund programs and services. The Association's mandate is to reflect the needs of the residents of the neighbourhood area and provide recreational opportunities to meet those needs.

Community Capacity: the assets and capabilities of a community, which can be developed and applied through community development.

Community Engagement: the process of working collaboratively with groups of people who are affiliated by geographic proximity, special interest or similar situations, to address issues affecting their well-being.

Community Organization: non-profit agency providing programs and services for Youth in Richmond.

Community Partner: the City and their Community Partners (Community associations, Richmond School District #38, Vancouver Coastal Health, RCMP, and other youth serving non-profit community organizations) together offer a variety of recreational, cultural, educational and social opportunities for youth to be involved in the community, stay active and receive the support needed.

Community Services: City's department which is responsible for the following City functions: 1) Parks: 2) Recreation; 3) Arts, Culture and Heritage Services; and 4) Community Social Development. The Community Services Division acts as the City's liaison with the Board and management of the Richmond Public Library.

Community Wellness/Well-Being: a broad indicator of quality of life. It is measured through individual and community health, fitness, lifestyle, environment, safety and cultural and social indicators. It defines a policy and service approach to community health and well-being. Building community wellness is an investment in people and

Consumer: an individual who is currently or potentially engaged in programs and services, places and spaces, such as parks, trials, special events, swimming and heritage. "Consumer" describes the broadest range of potential opportunities by implying all levels – from the individual to the City. There is no financial connotation.

Culture: includes the arts as well as heritage including exploration of our history as a community or as individuals. It relates to the interaction of society with arts in formal and informal settings.

Cultural Diversity: the presence and participation of many different cultural communities within society and the explicit recognition that the contribution and participation of all cultural communities have equal value and benefit to society.

Developmental Assets: factors or qualities which have an influence on the social and personal development of youth. Examples include support, empowerment, commitment to learning and positive values. These developmental assets help young people make wise decisions, choose positive paths and grow up to be caring and responsible.

Deficit-thinking: refers to an approach that focuses primarily on "what needs to be fixed" as opposed to building on the strengths of the individual(s) or group.

Diverse youth: refers to youths' identity regarding *diversity* (see below), but also acknowledges the challenges (such as socio-economic challenges) and supports which help youth flourish.

Diversity: the unique characteristics that people possess that distinguish them as individuals and that identify them as belonging to a group or groups. Notions of diversity include culture, ethnicity, class, gender, religion, sexual orientation or disability and other.

ELL Program: English Language Learners Program (formerly ESL – English as a Second Language)

Facebook: an on-line social gathering and network, immensely popular in Canada (www.facebook.com).

Inclusive: welcoming and enabling participation from everyone.

Indicators: are intended to indicate the progress of interventions and also used to indicate the changes in outputs in the Youth Service Plan.

Inputs: the financial, human and material resources used to achieve intervention.

Intercultural: the interaction, cooperation and collaboration between or among people of different cultures.

Inter-generational: the intermingling or coming together of multiple generations (such as youth, older adults, elders).

Integrate: coordination of resources, services and programs to address common goals, to reduce duplication and improve efficiency and effectiveness. The result is better service to citizens.

Leadership: creating an environment and processes that foster innovation and makes something extraordinary happen.

LGBTQ: Lesbian, Gay, Bisexual, Transgender, Two-spirit, Queer and Questioning.

Low-Asset Youth: youth who are described as ranking low (reporting less than 10 of 40 developmental assets) predisposing them to numerous high-risk behaviours (such as drinking, drug use, sexual activity, violence toward others, violence toward self, dropping out of school, poor family support, etc.). (Source: Search Institute. "Low-assets" youth in the 2008-2013 Youth Service Plan was changed to "vulnerable" youth)

Media Arts: the expression of human creative skill as it relates to film, video, new media and audio.

Metro Vancouver: previously known as the Greater Vancouver Regional District (GVRD). Metro Vancouver operates under provincial legislation to deliver regional services, policy and political leadership on behalf of 24 local authorities.

Needs: the gap between what is considered essential for an adequate quality of life and what actually exists. These needs are not absolute but are relative to the criteria used by whoever is defining them.

New Immigrants/Newcomers: community members who have come to Canada within the last five years.

Outputs: the results from activities and interventions.

Outcomes: the short-term and medium-term effects from activities and other interventions; change in the condition.

PRCS: Parks, Recreation and Cultural Services

Problem-Free: refers to a state where youth are not engaging in chronic, problematic or destructive behaviours. (Source: Forum For Youth Investment. Washington, DC.)

Policies: a set of broad government objectives to be attained through a number of related and specific programs.

Poverty: the inability to satisfy basic needs due to a lack of money, goods or means of support.

Quality of Life: this describes the overall enjoyment of one's life. It is a healthy balance between work and family life, vocation and recreation and accumulating wealth and maintaining good health.

RCMP: Royal Canadian Mounted Police. The RCMP has been serving the community of Richmond since August 1950 after the dissolution of the BC Provincial Police.

Recent Immigrants: community members who have come to Canada within the last five to ten years.

Research: the collection of information about a particular subject. For purposes of the Social Development Strategy, the City's research could be relatively minor (such as reviewing website material) or extensive (such as undertaking a comprehensive community needs assessment).

SD #38: Richmond School District #38.

Senior Government: this includes the Government of the Province of BC and the Federal Government of Canada.

Social Infrastructure: all assets that accommodate and support social services and social development. These include physical buildings as well as social capital and the provision of services.

Social Media: a form of internet-based communication that provides immediate and interactive information sharing across different platforms. Social media promotes two-way communication, rather than simple information dissemination.

Stakeholder: any organization or individual that has a direct interest in an action or decision either because they have a role in implementing the decision or because they will be affected by the decision.

Strength-Based Approach: views an individual based on their strengths: what they're really good at and what they are passionate about. Focuses on building upon strengths rather than solely "fixing" problem behaviours.

Twitter: a currently popular form of social-media; twitter.com.

Values: what a community believes is and what it stands for. Values provide motivation to keep focused on why and what is done. Values serve as plans for resolving conflict and making decisions.

VCH: Vancouver Coastal Health, regional health authorities in Metro Vancouver.

Vision: based on values, this uses language to convey a sense of how success will look and feel. It should be memorable, evocative and compelling. It is the destination.

Vulnerable Youth: reference to "low-asset" youth in the 2008-2013 YSP was changed to "vulnerable" youth. Vulnerable youth are defined as youth who are facing multiple barriers in accessing services and building developmental assets.

Youth: The City of Richmond refers to youth as young people from the ages of 13 -18. (The UN Convention on the Rights of the Child defines youth as individuals up to 29 years of age.)

Youth-Specific: in reference to factors that take into consideration the unique interests, behaviours and needs of youth.

Youth Team: City and Community Association staff providing supervision and direct service to youth, and meet regularly to plan and collaborate on events, programs and services for youth. The Youth Team consists of the Youth Services Coordinator, Roving Leaders, Area Coordinator Youth Liaison, Media Arts Leader, and Youth Development Coordinators and Leaders.

YDW: Youth Development Worker who works at Richmond Community Centres.

YSP: Youth Service Plan

Appendix B: Search Institute's 40 Developmental Assets

Why do some kids grow up with ease, while others struggle? Why do some kids get involved in dangerous activities, while others spend their time contributing to society? The Search Institute has identified 40 concrete qualities - developmental assets - that have a tremendous influence on youth's lives and choices. Research shows that the 40 Developmental Assets help youth make wise decisions, choose positive paths, and grow up competent, caring and responsible. (See: http://search-institute.org)

Asset Category	Asset Type	Description
Support	Family support	Family life provides high levels of love and support.
	Positive family communication	Young person and her or his parent(s) communicate positively, and young person is willing to seek advice and counsel from parent(s).
	Other adult relationships	Young person receives support from three or more non-parent adults.
	Caring neighbourhood	Young person experiences caring neighbours.
	Caring school climate	School provides a caring, encouraging environment.
	Parent involvement in schooling	Parent(s) are actively involved in helping young person succeed in school.
Empowerment	Community values youth	Young person perceives that adults in the community value youth.
	Youth as resources	Youth are given useful roles in the community.
	Service to others	Young person serves in the community one hour or more per week.
	Safety	Young person feels safe at home, at school and in the neighbourhood.
Boundaries and	Family boundaries	Family has clear rules and consequences and monitors the young person's whereabouts.
Expectations	School boundaries	School provides clear rules and consequences.
	Neighbourhood boundaries	Neighbours take responsibility for monitoring youth's behaviour.
	Adult role models	Parent(s) and other adults model positive, responsible behaviour.
	Positive peer influence	Young person's best friends model responsible behaviour.
	High expectations	Both parent(s) and teachers encourage the young person to do well.
Constructive Use of Time	Creative activities	Young person spends three or more hours per week in lessons or practice in music, theater or other arts.
	Youth programs	Young person spends three or more hours per week in sports, clubs, or organizations at school and/or in community organizations.
	Religious community	Young person spends one hour or more per week in activities in a religious institution.
	Time at home	Young person is out with friends "with nothing special to do" two or fewer nights per week.

Asset Category	Asset Type	Description
Commitment to Learning	Achievement motivation	Young person is motivated to do well in school.
	School engagement	Young person is actively engaged in learning.
	Homework	Young person reports doing at least one hour of homework every school day.
	Bonding to school	Young person cares about her or his school.
	Reading for pleasure	Young person reads for pleasure three or more hours per week.
Positive Values	Caring	Young person places high value on helping other people.
	Equality and social justice	Young person places high value on promoting equality and reducing hunger and poverty.
	Integrity	Young person acts on convictions and stands up for her or his beliefs.
	Honesty	Young person "tells the truth even when it is not easy."
	Responsibility	Young person accepts and takes personal responsibility.
	Restraint	Young person believes it is important not to be sexually active or to use alcohol or other drugs.
Social Competencies	Planning and decision making	Young person knows how to plan ahead and make choices.
	Interpersonal competence	Young person has empathy, sensitivity and friendship skills.
	Cultural competence	Young person has knowledge of and comfort with people of different cultural, racial and ethnic backgrounds.
	Resistance skills	Young person can resist negative peer pressure and dangerous situations.
	Peaceful conflict resolution	Young person seeks to resolve conflict nonviolently.
Positive Identity	Personal power	Young person feels he or she has control over "things that happen to me."
	Self-esteem	Young person reports having a high self-esteem.
	Sense of purpose	Young person reports that "my life has a purpose."
	Positive view of personal future	Young person is optimistic about her or his future.

^{**}The 40 Assets provide a framework for action; to engage sectors that can affect positive youth development and is the expressed intent from the Search Institute. The list of assets should not be considered prescriptive in nature. The list represents a synthesis of exhaustive research as some, not all of, the determinants for youth health. It does not purport to prescribe one religion over another or one activity over another. The research indicates correlative reasoning, while having extreme limitations in causative determinants.

Appendix C: How Do Services to Youth Contribute to Parks, Recreation and Cultural Services Master Plan Outcomes?

The Parks, Recreation and Cultural Services Master Plan focuses on three key outcomes – Live. Connect. Grow - which reflect the different aspects of living that contribute to individual well-being and community quality of life. The outcomes create a common purpose for organizations and individuals who are part of the Parks, Recreation and Cultural Services system and provide quality of life services in Richmond. Community Services offer significant opportunities for youth to meet the Live, Connect and Grow outcomes.

1. 'To Live' Outcomes

'To Live' addresses the basic physical, mental and spiritual needs of individuals and families who want to lead happy, healthy lives. Participation in recreation, sport and cultural activities contributes to the healthy development of youth. However, research shows that most youth in Canada are not sufficiently active to meet Canadian guidelines for physical activity. 43 The Master Plan states that declining activity levels in youth means that communities must find a way to re-engage youth in physical activity in order to avert a pending health crisis.

Youth are generally able to articulate the benefits they derive from active participation in recreation and cultural activities. The key personal benefits they identify are: feeling good about one's-self, improved health and well-being, and making friends and social connections. The first two benefits are 'to live' outcomes, while the third is a 'to connect' outcome.

'To Live' outcomes for youth relate to:

- Promoting health and well-being through participating in positive, healthy activities on a regular basis.
- Building self-esteem through accomplishing new skills and having opportunities for meaningful involvement.
- Expressing their own needs by allowing youth to express their desires.

Sport, recreation and cultural opportunities figure prominently in the lives of some of Richmond's youth, but not in others. The range of activities that Richmond youth choose to participate in are diverse. Some youth are active in organized sports and recreational programs, while others prefer unstructured activities such as skate-boarding and social 'hanging-out' with friends. Others have an avid interest in the arts, cultural programs and activities. Many local festivals and events serve as a platform to promote local young artists. However, many youth are simply unaware of what is going on in their community.

Each activity, whether formal or informal, provides youth with an opportunity to be involved in their community. The scope and breadth of Community Services activities and events that occur throughout the year in Richmond represent a pulsing, vibrant landscape of youth culture.

⁴³ Physical Activity and Sport: Encouraging Children to be Active (2007). Canadian Fitness and Lifestyle Research Institute; and Older But Not Wiser - Canada's Future at Risk. Canada's Report Card on Physical Activity for Children and Youth (2007). Active Healthy Kids Canada.

The success of Community Services hinges on youth appeal and involvement. Meaningful youth participation involves knowing and encouraging their interests and abilities, and encouraging them to be involved in the decisions that affect them at both a personal and community level. Youth can then make informed choices about how they wish to participate and contribute to their community. These all relate to positive 'To Live' outcomes.

2. 'To Connect' Outcomes

'To Connect' addresses the need an individual or family has to fit with their physical environment, with the people around them and with their community. It includes creating supportive environments for youth to come together for social groups and for networks to form and flourish. These are vitally important factors for youth. 'To Connect' outcomes relate to valuing and involving all youth through creating a youth-friendly community. It acknowledges the enormous contribution that youth, in their richness and diversity, make to our community. It promotes youth's active involvement in all aspects of community life.

A strong sense of connection with family, school and community has been shown to promote health and reduce risk-taking. 44 The physical appeal and social environment is an important factor in determining participation in Parks, Recreation and Cultural Services programs and services by youth. To create youth-friendly environments, program language should be informal, and staff in facilities must be friendly, receptive and helpful to youth. Youth have an expectation that the staff (be they youth workers, Community Association staff, City staff, or non-profit staff) be suitably skilled and qualified for working with youth.

Service quality and confidentiality are paramount. Youth want to be treated with respect and dignity. Staff needs to be sensitive and follow through on their commitments.

Youth frequent community gathering places (such as Garry Point Park and Richmond Centre Mall) because these 'activity hubs' are accessible and attractive meeting and social places. However, public interior and outdoor spaces may not be welcoming to youth if they are designed with other age groups in mind.

'To Connect' outcomes for youth relate to:

- Connecting to the community by experiencing and attaching to new people and places.
- Building partnerships by connecting youth with their community, and building relationships through mentoring, role-modeling and engagement.
- Being informed and involved by involving youth in decision-making.
- Sharing experiences by making friends through participating in a diverse range of recreational, cultural and social opportunities.

⁴⁴ McCreary Centre Society 2009: Adolescent Health Survey 2009. Richmond.

3. 'To Grow' Outcomes

'To Grow' addresses the need an individual or family has to use discretionary time for fun and enjoyment and to enhance their skills beyond basic levels. It captures the fundamental right of youth to enjoy a good future. Key influencers that place youth in good-stead of a prosperous future include access to learning and opportunities to grow and develop.

Services for youth are an important element of the City's commitment to lifelong active living. They support the community's future by supporting an environment that encourages participation for Richmond youth. They also support those youth who are the most vulnerable, to strengthen their resilience, to protect them against risk and to promote their health and well-being.

'To Grow' Outcomes for youth relate to:

- Igniting Sparks growth is accelerated when youth realize their own sparks; passions that ignite them to realize their potential and learning how and where to use their sparks to contribute to their world around them.
- Building 'Developmental Assets' by creating environments that build and influence youth development through an assets-based model.
- Life experiences personal wellness through self-esteem, self-respect, value systems and resiliency.

Adolescence and young adulthood is a time of experimentation and risk-taking. The reasons why some youth use and abuse both licit (alcohol, tobacco and prescription drugs) and illicit drugs is complex and there is no single or easy solution to the problem.

Strengthening and connecting youth through learning and personal growth supports them in building their capacity and resilience, and in fostering supportive and inclusive environments where they can thrive.

There is a need to support youth as they move through the various transitions in life from elementary and secondary schooling, to further education, training and employment. It is important that youth have access to ongoing support and guidance, particularly in developing the vital skills needed to manage their way through their working lives. This does not relate just to youth at-risk, but to all youth.

Meaningful growth and learning through Developmental Asset-building provides for the positive experiences youth receive from the world around them, and helps them make thoughtful and sound choices and, in turn, be better prepared for life situations that challenge their inner strength and confidence. It involves nurturing the strengths, interests and abilities of all youth. It also provides real opportunities for youth to become involved in decisions that affect them. This growth and learning can take place through commitments to education, developing strong personal values and social skills, or through promoting the self-esteem and positive image of youth in the community.

Older youth also need connection and preparation to build financial stability and work experience. Opportunities for part-time work, more volunteer opportunities and skills training targeted specifically to youth, will help them develop life-long skills and prepare them for the work force. Community investment in its youth across all spheres of life affords increased community connections, including positive crossgenerational relations and strengthening the capacity of a community.

Appendix D: Richmond Organizations Providing Services for Youth

Organization	Mandate
Big Brothers of Greater Vancouver	Big Brothers of Greater Vancouver is a registered charity and community-based organization that has been operating in the Lower Mainland since 1957. Big Brothers offer friendship-based mentoring programs for boys and girls and provide volunteer opportunities for men and women.
Big Sisters of BC Lower Mainland	Big Sisters of BC Lower Mainland facilitate life-changing relationships that inspire and empower girls to reach their potential, both as individuals and citizens. Big Sisters is committed to enhancing the confidence, self-esteem and wellbeing of girls through supportive relationships with female mentors.
Boys & Girls Club of South Coast BC	Boys & Girls Club of South Coast BC gives kids a place to be amazing, safe and have fun. Offering counselling, employment services, substance abuse services and support to youth, summer wilderness camping adventure and programs for families.
BC Responsible and Problem Gambling	The BC Government provides British Columbians with free information and resources to support informed choices and healthy behaviours with respect to gambling participation. Free treatment and support services are also available for anyone struggling with their own or a loved one's gambling.
СНІМО	CHIMO assists communities in preventing crises, helps strengthen capacities to support individuals, families, friends and neighbours through difficult times and provides direct support to people in crises.
City Centre Community Association	On behalf of Richmond City Centre, the City Centre Community Association provides accessible, quality of life programs and services at welcoming places where everyone can learn, grow and connect with their community.
City of Richmond Roving Leader Program	The City of Richmond Roving Leader Program establishes mentorship-based relationships with youth and develops and implements programs and services designed to meet individual youth needs. The Roving Leaders, working within an assetbased framework, support and aid in the transition of youth into social, recreation opportunities and/or other support services.
East Richmond Community Association	Provides accessible programs and services in East Richmond that promote community and enhance our quality of life.
Family Services of Greater Vancouver	A community-based, not-for-profit organization providing crucial social services to children, youth, adults and families. Family Services offers support, provides hope and presents opportunities—helping people realize and create possibilities for themselves. Through a combination of professional counselling, therapy, education, advocacy, planning and other supportive services, Family Services of Greater Vancouver works towards building healthy, vibrant tomorrows.
Gateway Academy for the Performing Arts	Offers year-round acting, musical theatre and voice classes for youth aged 8-18. Professional actors and choreographers instruct our classes, giving students practical, real world skills.

Hamilton Community Association	The Hamilton Community Association strives to build a vibrant and connected community by recognizing the needs and assets of this unique community. Hamilton's programs, projects and partnerships focus on developing the assets of all citizens, in particular children.
Integration Youth Services Society (IYSS)	A non-profit society serving young people and their families in the City of Richmond and Greater Vancouver. Their approach is to facilitate self-help through providing integrated and holistic services in the areas of education, personal growth, community outreach and cultural and recreational activities.
Immigrant Services Society of BC	A non-profit organization providing a variety of support services for immigrants and refugees to help them get settled, find careers and learn all they need to know about starting their new lives in Canada. Through dedicated staff, volunteers and community partners, they provide settlement, education and employment services for over 23,000 clients every year.
Kaleidoscope	Kaleidoscope is a work and life skills program focused on preparing youth for future employment. The program pays participants while they embark on a 16 week film production experience that offers them the opportunity to learn many skills in digital filmmaking and teamwork while creating a variety of film productions.
Ministry of Child and Family Development	Offers a wide-range of programs and services to children, youth, parents, families, people with special needs and those fighting addictions, and is committed to having healthy children and families living in safe, caring and inclusive communities.
Pacific Community Resources (IRAYL)	A unique partnership/youth outreach program providing support and resources to youth who gather together on and around the Skytrain stations in the Lower Mainland. Youth outreach workers identify and connect with youth to provide support and build relationships. Youth are provided with resources, food and other items as part of a cross-regional crime reduction initiative.
PLEA Community Services	Helps children, youth, adults and families with significant challenges to lead fulfilling lives within their communities. PLEA is an accredited, community-based organization with a long standing reputation for delivering high-quality, creative services.
RCMP Youth Section	Works specifically with youth in the community and through Richmond High Schools. Emphasis is on addressing youth-specific needs, providing education and facilitating awareness about the justice system. The Youth Intervention Program is a preventive adolescent and family counselling service for Richmond youth 17 years and under who are involved in a first offence or are presenting antisocial or delinquent behaviour.
Richmond Addiction Services Society (RASS)	Offers counselling services for youth, adults, older adults and families in Richmond as well as prevention programs for children and youth in Richmond's elementary and secondary schools. Services are confidential and free. Public education and outreach services are also available to the community.
Richmond Centre for Disability (RCD)	The RCD is committed to enabling all people with disabilities in making informed choices, creating opportunities, meeting their goals and reaching their full potential. Offer an empowering, friendly environment to provide quality services that lead to inclusion for people with disabilities and increase community awareness and accessibility.

Richmond Multicultural Community Services (RMCS)	RMCS provides a variety of services to immigrant and refugee communities in Richmond, including settlement, education, language development, job search and networking skills and integration of immigrants. RMCS hosts a wide range of programs and community events to facilitate and promote multiculturalism, diversity and inclusiveness in Richmond.	
Richmond Art Gallery Association	The Richmond Art Gallery has been a primary source of art education and enjoyment in the community for over 25 years. The Gallery plays an important role in bringing contemporary ar expertise to children, youth and adults in an understandable and interesting manner.	
Richmond Food Security Society	Richmond Food Security Society supports Richmond residents in achieving personal and community food security through skill-building and growing and consuming local food.	
Richmond Mental Health (Vancouver Coastal Health)	The Children and Youth Mental Health Program serves children, youth and their families with serious mental health difficulties and/or social, emotional or behavioural disturbances. Participation is voluntary and the program is committed to early intervention in preventing or moderating serious disorders. Services include direct client services, consultation to referring agencies, education, training and support and liaison with schools and community agencies.	
Richmond Nature Park Society	The Richmond Nature Park Society commits to contribute to building a community that values nature through appreciation, education and conservation.	
Richmond Public Health (Vancouver Coastal Health)	Oversees health promotion and nutrition, hearing, speech and language therapy, environmental health, community care facilities licensing, control of communicable diseases and primary care for children, youth and families. Youth Clinics provide youth (up to age 21) with free and confidential sexual health counselling, birth control, pregnancy tests, pregnancy counselling, testing for sexually transmitted infections, counselling for depression, anxiety, school and family problems.	
Richmond Public Library	Provides access to informational, educational, cultural and recreational library materials and services in a variety of formats and technologies, to be responsive to the public library needs of the community and to uphold the public's freedom of access to information.	
Richmond School District #38	The Richmond School District is dedicated to providing opportunities for all students to develop the attitudes, skills and knowledge which will enable them to enjoy a productive and satisfying life and to be positive, responsible participants in our democratic society and the global community. Offer a wide-range of educational services, including learning assistance, alternate education, community schools, education evaluation, diagnostic assessment, counselling, adolescent support team, continuing education and speech therapy.	
Richmond Youth Foundation (RYF)	Serves as a voice for youth in Richmond. RYF welcomes creative thinking, thrives on youth leadership, and fund bright ideas. RYF also acts as a hub for youth philanthropy in Richmond, by connecting youth with a variety of local non-profit organizations who may have common philanthropic interests.	

Richmond Youth Media Program (RYMP)	The Richmond Youth Media Program (RYMP) is a free program for youth, designed to increase youth's media arts skill set, increase youth's inventory of free-time experiences, connect youth to peer and adult mentors, and help youth develop greater connections to the community. Programming includes dropsessions and structured classes.
Richmond Youth Services Agency (RYSA)	Offers a number of services and programs in Richmond including: counseling for children and youth in partnership with the Richmond School District and Richmond Health Services, the only youth centre in Richmond, after school programs, volunteer and leadership opportunities, fun activities and recreation, special events and celebrations, cultural awareness activities, health and wellness supports and an Aboriginal Centre that supports the needs of local Aboriginal children, youth and families.
Sea Island Community Association	Sea Island Community Association includes a licensed preschool, community hall, multipurpose room and lounge, to offer a variety of quality programs and services.
South Arm Community Association	South Arm Community Association's mission is to provide effective and enjoyable recreation and cultural opportunities for people to develop socially, emotionally, intellectually and physically.
Steveston Community Society	The Steveston Community Society is dedicated to maintaining a positive by providing cultural, social and recreational opportunities for all members of the community.
SUCCESS	Promotes the well being of Canadians and immigrants, and works to encourage their involvement in the community. Builds bridges, harvests diversity and fosters integration through the provision of social, educational and health services, business and community development, and advocacy.
Thompson Community Association	The Thompson Community Association is an active supporter of the community by providing social and recreational programs, events and healthy living opportunities to enhance the quality of life and promote active living for all.
Touchstone Family Association	Offers services focused on preserving and enhancing family relationships through a wide variety of professional services to the community. Touchstone's mission is strengthening the social health and independence of families and children through effective intervention and support services.
Volunteer Richmond	Aims to bring people and services together through providing information and encouraging volunteerism in the community. Runs LEADERSHIP NOW – skills development and preparation for youth.
West Richmond Community Association	West Richmond Community Association is committed to connecting with the diverse neighbourhood of West Richmond through childcare programs, special events, fitness programs, youth opportunities and adult and seniors activities.

Appendix E: Richmond Youth Recreation Organizations

Basketball BC	Creates opportunities throughout British Columbia for the
	participation and development of players, coaches, and officials at all levels in the great game of basketball.
Batons West Twirling Club	Offers quality programs for people of all ages and genders. Programs combine dance and baton instruction with certified coaches and include: Recreation and pre-competitive program for the beginner twirler, competitive program for intermediate twirlers and the elite program, based on National and World Baton Federation requirements for competition.
Connaught Skating Club	Provides power skating for kids and adults, adult skating lessons, a synchronized skating team, and StarSkate/ Competitive for skaters who want to go a little further with their skating.
DCYBA	Promotes and supports the development of basketball programs for youth with developmental challenges. Open to young men age 13 to 25 years.
Dynamo Fencing Club	Provides membership and a range of lessons from experienced to beginning fencers in the pursuit of the sport of fencing.
Richmond Aquatic Services- Swimming Program for Special Needs	Offers the Red Cross Swim Program at Richmond aquatic facilities for children requiring special attention in the water who will benefit from these lessons. Volunteers are arranged for each participant upon request.
Richmond Badminton Club – Youth Development Program	The goal of the program is to introduce juniors (age 9-17) to the game of badminton and teaching them the basics of the game. For intermediate players, the volunteer coaches will emphasize on skills and tactics.
Richmond Baseball Association	Baseball programs for kids aged 4 through 17. Emphasis is placed on teaching youth the skills of baseball, team play, good sportsmanship and building the youth's self-confidence and self-esteem.
Richmond Boys Fastball Association	Minor league fastball association for boys age 4-18.
Richmond Cosom/Floor Hockey Association	Emphasizes fun, healthy competition, good sportsmanship and most importantly safety. Coordinates weekly games and practices, for ages 6-17 years.
Richmond Cricket Club	Richmond Cricket Club is a multicultural club, welcoming new members and encouraging juniors.
Richmond Curling Club	Offers a Junior League. The Club supports groups in a variety of ways, including providing meeting space, equipment and hosting fundraisers. Curling promotes fun and fitness and inclusion, builds social skills, keeps kids active and includes everyone's participation on the ice.
Richmond Dragonboat Center	Offers community-based dragon boat programs for all ages and abilities. Richmond Dragon Boat Centre is the official training centre and home of the annual Richmond Dragon Boat Festival.
Richmond Field Hockey Club	Promotes girls' field hockey in the local schools and many of their players have advanced to play high performance at Provincial and National level.
Richmond Girls Soccer Association	Delivering challenging soccer programs for girls 5 and up.

Dishmand Cirla Cafthall Association	Offers programs for side and value was that are se
Richmond Girls Softball Association	Offers programs for girls and young women that range from beginners to competitive fastpitch. Players have the opportunity to remain in recreational softball or advance to high-level competition.
Richmond Gymnastics Association	Provides challenging gymnastics training programs in a safe and fun environment. Instructors are certified through the National Coaching Certification Program and provide professional training as well as character training for athletes to use in later years.
Richmond Kajaks Track and Field Club	A recreational and high performance level club based in Richmond. The club hosts a number of meets and races throughout the year, giving all athletes the opportunity to test themselves in competition, while raising the funds necessary to maintain a high level of coaching and support.
Richmond Kigoos Swim Club	A perennial competitive swim club that has made achievements at the regional and provincial level. The club is a member of the Fraser South Region under the British Columbia Swimming Association.
Richmond Kyokushinkaikan Karate Club	Offers classes for children (6 to 9 years old), juniors (10 to 15 years old), seniors (16 and over) and women. Over the years, the Club has trained hundreds of students at all levels. All belts issued are internationally recognized.
Richmond Lacrosse Association	Offers Minor League and Senior League Indoor Box Lacrosse programs and Outdoor Field Lacrosse programs.
Richmond Minor Hockey Association	Richmond Minor Hockey association is open to players of all ages and skill levels, building confidence by developing our players and coaches, while competing in a fun, safe and sportsmanlike environment.
Richmond Olympic Oval	The Oval offers an inspiring environment for all ages and skill levels to progress towards their own personal podiums.
Richmond Raiders Football (Richmond Minor Football League)	A volunteer supported league. Teams begin practicing in June and play a few exhibition match ups before the season starts in September. Includes teams in several divisions of the Vancouver Minor Football League (VMFL).
Richmond Rapids Swim Club	A swim club that swims out of Watermania Pool and Minoru Aquatic Centre. It offers swimming programs from the "learn to swim" program to the elite national and international performance level.
Richmond Ravens	Female Hockey Programs-provide players with a fun, safe and respectful environment in which to enjoy hockey and realize their potential.
Richmond Ringette Association	Ringette is the fastest game on ice and is played with a straight stick and a ring instead of a puck. It is designed for maximum participation with lots of passing and skating. Ringette is a no-contact sport and full gear is worn. Ages 5 and up.
Richmond Rockets	A short track speed skating club for the community of Richmond. Founded in 2006 with the aim to provide training, coaching and social facilities for skaters and their families, and to allow speed skaters of all ages to develop, compete and enjoy the sport.

Richmond Rod and Gun Club	A fishing and hunting club with strong interests in target shooting, including archery and air gun. Canadian firearms safety training course instruction is offered. Includes an Archery range with champion archers to teach and assist.	
Richmond Sockeyes Jr. Hockey Club Inc.	A Richmond-based Junior Hockey League, also a member of the Pacific International Junior Hockey League.	
Richmond Sports Council	An organization of sports groups affiliated with the City of Richmond that functions as a liaison and advocate for sports.	
Richmond Tennis Club	Aims to promote and foster the sport of tennis in Richmond.	
Richmond Therapeutic Equestrian Society (RTES)	Provides the therapeutic benefits of horseback riding to people with disabilities. Reported benefits include improved balance and co-ordination, increased confidence and a sense of achievement.	
Richmond Trailblazers Volkssport Walking Club	A club for people of all ages who enjoy walking. Routes normally cover distances of ten kilometers or more, held in all weather conditions. Events can also be cycling, swimming or cross-country skiing.	
Richmond Volleyball Club-Air Attack Volleyball Club	Air Attack Volleyball Club is a non-profit, volunteer driven organization based in Richmond BC. The purpose of the club is to help young adults with life skills, to develop a sense of community and to become better people through volleyball.	
Richmond Youth Basketball League (RYBL)	Offers developmentally appropriate basketball programs and leagues for children and youth. Promotes selfesteem, friendship and cooperation, venues for community contribution and leadership opportunity in Richmond, for youth at all skill levels.	
Richmond Youth Dance Company	Performs throughout the year and presents a feature showcase in the spring. Company dancers attend multiple ballet classes each week and work with guest artists throughout the season. Admission into the company is by audition.	
Richmond F.C.	Fosters, develops and governs the game of soccer among youth in the City of Richmond, developing a sportsmanlike attitude at all times.	
Riverside Equestrian Center	Trains students from the beginner to national champions. Services provided by Riverside Equestrian Centre include; beginner to advanced riding lessons, horse sales, horse training, stabling, hosting competitions, clinics, and coaching competitive show jump athletes	
Seafair Minor Hockey Association	Seafair Minor Hockey Association is a community based non- profit organization that provides a complete minor hockey program. Registration is open to all children and youth residing in Richmond.	
Softball BC	Softball BC is the Official Governing Body of the sport in the Province of British Columbia. Richmond is part of District 6 and offers several programs for youth.	
Special Olympics BC	Provides quality sports programs for intellectually challenged athletes. Offers year-round sport programs and competitive opportunities in a variety of sports. Volunteers and sponsors are always welcome.	
SportAbility	Provides opportunities in sport for people with physical disabilities. Affiliated with the national organization, Canadian Cerebral Palsy Sports Association.	

Sport-Art Taekwondo Club	Promotes Taekwondo and trains youth to have a healthy body, self-confidence and good character.
Steveston Judo Club	Offers recreational and competitive level Judo classes for all ages and abilities. Instruction is available in English and Japanese.
Steveston Karate Club	Offers karate lessons to all skill levels, ages 6 and up.
Taoist Tai Chi Society	The gentle movements of Taoist Tai Chi convey the essence of this tradition to the modern world. The Society provides classes to discover a genuine path for health and tranquility.
Ultra Rhythmics	Rhythmic Gymnastics combines natural body movements set to music with the Rhythmic Gymnastics apparatus of balls, hoops, ribbons and more. Coaches are qualified in the sport of Rhythmic Gymnastics under the National Coaching Certification Program. Offers beginners to advanced levels for children and youth.



Report to Committee

To:

Parks, Recreation and Cultural Services

Date:

September 3, 2014

Committee

From:

Mike Redpath

Senior Manager, Parks

File:

06-2345-20-

LANG1/Vol 01

Re:

Lang Park Redevelopment Concept Plan

Staff Recommendation

That the "Lang Park Redevelopment Concept Plan," as illustrated in Attachments 1, 2 and 3, of the report, dated September 3, 2014, from the Senior Manager of Parks, be received for information.

Mike Redpath Senior Manager, Parks (604-247-4942)

Att. 3

REPORT CONCURRENCE

CONCURRENCE OF GENERAL MANAGER

LILL AULI

REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE

APPROVED BY CAO ()

Staff Report

Origin

In February 2014, staff began a public consultation process to seek feedback on the current condition of Lang Park and possible redevelopment scenarios. This report presents the results of the consultation process and provides Council with a redevelopment concept plan for Lang Park.

This report supports Council's Term Goal #7 Managing Growth & Development:

To ensure effective growth management for the City, including the adequate provision of facility, service and amenity requirements associated with growth.

7.2. Develop a plan to ensure the provision of public facilities and services keeps up with the rate of growth and changing demographics of the community (families, older adults, increasing cultural diversity), particularly in the City Centre.

This report supports Council's Term Goal #11 Municipal Infrastructure Improvement:

Continue to invest in the City's infrastructure networks and systems in a manner that meets community needs and responds to the issues of aging components of the system, growth related capacity issues and the requirements due to changing climate and environmental impacts.

11.1. Continued and improved funding for ageing infrastructure replacement programs at a pace that matches long-term infrastructure deterioration.

Analysis

Lang Park was constructed in the late 1990s and represents one of the City's first urban parks. It is well used, particularly by people who live in the neighbourhood. However, as the City Centre has densified, the area's demographics have changed since the park opened, with more families with children living in the area and using the park.

Consultation Process Summary:

Staff hosted two open houses at Lang Park, in February 2014, to identify what people liked and disliked about Lang Park. The open houses were advertised in the local English and Chinese newspapers, notices were placed in the park and a news release was placed on the City's website. The material used in the open houses was prepared in English and Chinese, and posted on the City's web site to allow those unable to attend the open houses to provide their comments.

Forty eight people provided feedback and the following five themes surfaced:

- 1. Keep the existing cherry trees;
- 2. Reduce the size of the existing water feature and make it more interactive;
- 3. Provide opportunities for children to play;
- 4. Add a canopy to allow outdoor activities to occur during inclement weather; and,
- 5. Improve paving, seating and lighting.

Staff used these themes to explore various redevelopment possibilities that were the focus of a June 2014 Public Open House held in Lang Park. Over 60 people provided feedback as to the design elements they preferred. In addition the City Centre Community Association Board of Directors provided comments. The feedback helped to inform the Lang Park Redevelopment Concept Plan, which is summarized in this report and illustrated in Attachments 1 to 3.

The Lang Park Redevelopment Concept Plan addresses the need for a more child friendly park as well as the other themes identified during the planning process. Key features of the redevelopment plan (Attachment 1) include:

Cherry Trees and the Japanese Maple

The mature cherry trees will be protected as they provide a spectacular floral display in spring, and help define the park's identify. Similarly, the large Japanese Maple at the southeast corner of the park is to be retained for the shade it provides in summer, and the colour it offers in fall. A narrow, meandering 'Cherry Tree Walk' is added to this area to provide a more personal 'off the main walkway' experience of the cherry trees. This path will also serve as the City's first reflexology pathway. Reflexology walking paths, in which small rounded stones are set on edge, are relatively common in Asia and are believed, when walked upon, to trigger pressure points in the feet that improve personal health and wellbeing.

Glass Canopy (Attachment 2)

An overhead structure with a glass roof is proposed for the north end of the park. The canopy will provide a sheltered area throughout the year under which children can play, people can sit, and community events can occur, while also helping to soften the visual impact of the Richmond Public Market and associated service road to the north of the park.

Children's Play (Attachment 3)

Three play elements are proposed for the northern part of the park to enhance opportunities for children to play. A play structure for young children (ages two to five years), including a small lockable sand play area, is located east of the glass canopy in the sunny part of the park. In the middle of the park are a series of computer controlled water jets that provide play opportunities during warm summer days and visual interest throughout the year. Integrated within the jets will be lighting to create interesting evening effects. To the west of the water jets is a play structure for slightly older children (ages five to twelve). In addition to the play elements, the large central paved area provides children with an area to run around in without fear of falling into a pond.

Food Truck Parking

The parking zone along Buswell Street, adjacent to Lang Park, is proposed to be dedicated to food trucks for the first year after the park renovations are complete to determine if the increasing popularity of food trucks is a good fit for Lang Park.

Landscape Furniture

New benches, and tables with chairs placed in a variety of configurations will replace the existing benches and add more choice as to how people gather and socialise. The tables will allow people to play games and have picpics in the park

Lighting

New pole mounted lights that create a more inviting and safer evening environment are proposed. Additional lights are to be integrated into the roof and columns of the new canopy as well as the water play feature to help create a visually interesting and entertaining environment.

Paving

The existing concrete unit pavers, exposed aggregate pavement, and concrete bands are uneven, cracking and prone to differential settlement. These will be replaced with more stable concrete paving that better responds to the new features proposed for the park.

Public Art

Gwen Boyle, the artist who created the original Lang Park art installation called "The Fraser, Rewinding Earth's Time Tape" has been contacted about reinstalling and or reinterpreting her original work as part of the redevelopment of the park.

Financial Impact

The estimated cost to implement the plan is \$800,000 and will be brought forward for Council's consideration as part the 5-year financial plan.

Conclusion

The Lang Park Redevelopment Concept Plan represents a major renovation to Lang Park, one intended to provide a park that better meets the community's needs. The concept plan has been developed through field analysis of current use patterns, as well as through a broad range of community and stakeholder input.

Kevin Connery Park Planner

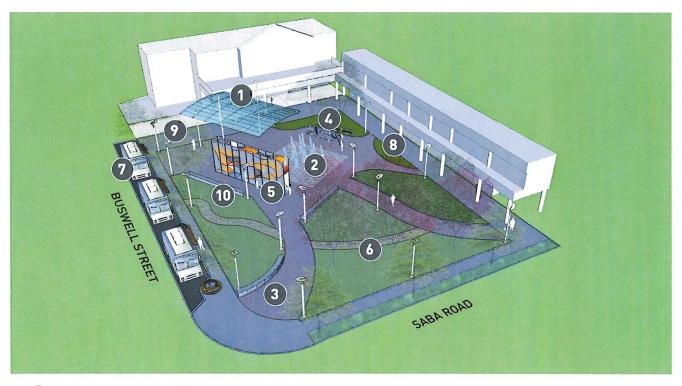
(604-247-4452)

Att. 1: Lang Park Redevelopment Concept Plan

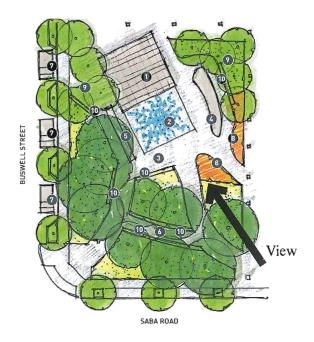
2: Lang Park Redevelopment Concept Plan - Details One

3: Lang Park Redevelopment Concept Plan – Details Two



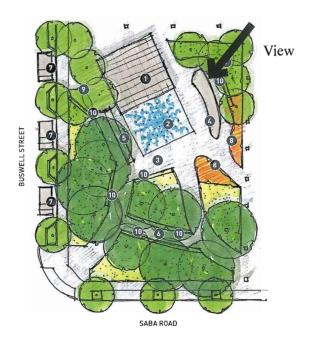


- 1 Glass Canopy 6 Cherry Tree & Reflexology Walk
- Water Play Feature 7 Food Truck Parking
- 3 New Paving 8 Ornamental Planting
- 4 Tot Lot Play Structure 9 New Trees
- 5 Wallholla PlayStructure 10 Bench Seating Birds Eye Perspective





Lang Park Redevelopment Plan - Canopy
PRCS - 125





Lang Park Redevelopment Plan - Children's Play Area
PRCS - 126



Report to Committee

To:

Parks, Recreation and Cultural Services

Date:

September 17, 2014

Committee

From:

Jane Fernyhough

Director, Arts, Culture and Heritage Services

File:

11-7000-01/2014-Vol

01

Re:

Major Events and Festivals 2015

Staff Recommendation

That the report on Major Events and Festivals 2015 be received for information.

Flane Fernyhough

Director, Arts, Culture and Heritage Services

(604-276-4288)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Division Recreation Services Parks Services Corporate Partnerships Corporate Communications	ত্ৰ ব্ৰ ৰ ক	lelearlile
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:	APPROVED BY CAO()

Staff Report

Origin:

In 2014, Council approved funding for two events from the Major Events Provision Fund: Ships to Shore and Richmond Maritime Festival. In addition, funding was approved for the umbrella marketing program "Richmond Days of Summer", which promoted the broad array of seasonal community events happening in Richmond as a summer-long series.

This report summarizes the events held in 2014 and Richmond Days of Summer and explores events and programs for 2015.

This report supports the following Council Term Goals:

#3 Economic Development:

- 3.8. Develop a "stay-cation" appeal for the City and region.
- 3.12 Ensure the updated economic development strategy includes sport hosting and events as an integral part of it.

#9 Arts and Culture:

Continue to support the development of a thriving, resilient and diverse cultural sector and related initiatives in creating a vibrant healthy and sustainable City.

9.5. Promote existing cultural resources and activities to increase public awareness, enhance quality of place and engage citizens across generations.

#12 Waterfront Enhancement:

Place greater emphasis on protecting and enhancing the City's waterfront while successfully integrating a balance between urban development, public access and events, and a healthy river environment.

In addition, this report supports the 2010 Waterfront Strategy and 2007-2012 Major Event Strategy goals of programming the new waterfront infrastructure and creating a dynamic and destination waterfront. It also supports the 2012-2017 Arts Strategy's vision for Richmond to be an arts destination and to provide a rich offering of festivals and events.

Analysis

In June 2010, City Council approved the creation of the Major Events Provision Fund to support the delivery of future events. This Fund ensures financial support for annual major events, allowing Council to continue supporting major festivals and events that are unique to Richmond without impacting the City's operating budget. Without this unique funding scenario, the City's annual operating budget would have to be increased or the events would cease to continue.

In the past, funding for major events has been drawn from the City's Major Events Provision Fund. Currently, there is approximately \$610,000 available. Requests to top up the Provision have occurred as part of the City's budget process and are funded from the City's Rate Stabilization account.

In addition, an increased emphasis on destination enhancement and programming has been adopted and is on future agendas of the City and Tourism Richmond.

2014 Overview

Maritime Themed Festivals

Richmond's two annual maritime-themed summer festivals (Ships to Shore and Maritime Festival) provided many benefits to the community and generated a high level of excitement from participants and sponsors. There is a high degree of community engagement in both events with Ships to Shore engaging the City's maritime community and Maritime Festival engaging the arts/cultural community.

Both are annual events with the Maritime Festival in its 11th year and Ships to Shore in its 4th year. Both events are well established and have potential to grow.

Highlights from the 2014 maritime themed festivals include:

- An estimated 80,000 visits
- Over 280 volunteers contributed over 4.000 hours
- 25 vessels provided viewing and ship boarding
- Involvement of over 200 local Richmond artists, artisans and performers
- Collaboration with many local community organizations
- Over \$89,500 in cash sponsorship and \$12,500 in in-kind sponsorship (non-media)
- 350 summer day camp children and youth were hosted during the first day of the Maritime Festival
- Major media coverage, both local and national, with earned media coverage
- Enhancement of the Steveston "vibe" and amenities such as Imperial Landing, Britannia and contribution to existing events such as Salmon Festival.

Richmond Days of Summer

Richmond Days of Summer is the umbrella brand and marketing campaign to assist in promoting the broad array of seasonal community events, including the City's signature summer events (Doors Open, Ships to Shore and the Maritime Festival). Highlights from 2014 include:

- The partnership program was expanded to include a Presenting Sponsor.
- The program positions the City as a destination of choice for residents and visitors seeking fun, free or low cost, family oriented events with the goal of increasing awareness and attendance for all events in support of Council Term Goals.
- More than 50 community events registered and were listed on the richmondaysofsummer.ca website, a 40 % increase from 2013.
- Richmond Days of Summer events were attended by more than 250,000 people.
- Estimated cumulative earned media value for combined campaigns exceeded \$400,000.
- Enhanced broadcast media partnership generated more than \$200,000 in-kind advertising and promotion for Days of Summer registered events.

- More than 500 newspaper, radio and television ads were part of the Richmond Days of Summer marketing campaign.
- Expanded social media campaign through City's core Facebook and Twitter channels and new @FunRichmond social media platforms.

In addition to Richmond Days of Summer, Tourism Richmond widely marketed festivals and events in their destination marketing campaigns.

Proposed Events and Programs for 2015

The Major Events Provision Fund (MEPF) is dedicated to funding major events and festivals produced by the City. It has been the traditional funding source for events since 2010 such as Maritime Festival, Ships to Shore, etc. The fund is traditionally topped up annually through contributions from surplus. In 2015, staff will seek approval of using the Major Events Provision Fund for City produced events as a part of the 2015 budget process.

However, to be successful, fundraising and sponsorship development need to continue. Engaging existing sponsors and seeking new sponsors will continue this fall and into 2015 to ensure that sponsorship targets meet expectations. Many sponsors develop and approve their community engagement budgets each fall. Staff will continue to seek support of the business community to ensure that deadlines for submission are met.

In 2015, the events seeking investment from the fund include:

Children's Arts Festival: Over the past two years, the Children's Arts Festival has become one of the region's best festivals for children. Due to the popularity and quality of the festival funding from the MEPF would go toward expanded programming and site enhancement. The festival plans on expanding outdoor programming on the plaza, refining overall site logistics and increasing marketing initiatives.

- Date: BC Family Day Monday, February 9, School Days Tuesday to Friday, February 10 - 13, 2015
- Venue: Richmond Cultural Centre
- Attendance Goal: 12,000
- Funding from MEPF: \$60,000
- Cash Sponsorship Target: \$20,000
- Grant Funding and Ticket Sales: \$40,000
- Projected Event Budget: \$120,000

Benefits include:

- A foundation in the arts has been found in studies to improve both literacy and critical thinking skills especially in young children. The Children's Arts Festival furthers this link in both practice and awareness through its interactive arts programs and courses;
- The entire festival is offered at low cost to the community, providing a unique opportunity for families to connect while creating art together, furthering Richmond's liveability;

- Programming on the school days of the festival provides local students
 with important exposure to a wide variety of artistic disciplines that are
 not offered in traditional school settings; classes also act as professional
 development for school teachers. Since the Festival's inception the schools
 days have been sold out in advance with waitlists. In 2014, almost 1200
 students were on the festival waitlist;
- The festival has experienced unprecedented growth in scope and draw has increased significantly each year with 7500 people attending on Family Day in 2014, up from 6000 in 2013 and 1000 from 2012. Festival attendees have come from across the Lower Mainland promoting Richmond as a destination city;
- Recognizing the role the Arts play in building healthy communities, the
 festival provides employment opportunities for local professional artists;
 this in turn builds capacity within Richmond's Arts community; and
- For the past two years, the festival has made BC Tourism's Top 10 things To Do in BC on Family Day.

Richmond Maritime Festival: The 11th annual Richmond Maritime Festival was held at the Britannia Shipyards and drew over 40,000 visitors over the three days of programming. The festival celebrates Richmond's maritime and cultural heritage through a variety of land and seaside activities, animating the Britannia site and docks. A comprehensive exit survey was conducted which resulted in overwhelmingly positive responses with 80% of attendees saying that the overall event was excellent.

• Date: August 8-9, 2015

• Venue: Britannia Shipyards

Attendance Goal: 40,000Funding from MEPF: \$180,000

• Cash Sponsorship Target: \$80,000

• Grant Funding: \$20,000

• Projected Event Budget: \$280,000

Benefits include:

- Continues a popular and growing event in the summer which engages all ages;
- Engages community groups and the Britannia Shipyards site;
- Showcases local artists, artisans, performers and heritage organizations and provides opportunities for them to display, promote and sell creative products:
- Engages over 180 volunteers;
- Provides an opportunity for the public to view and board heritage vessels of all kinds and interact with the owners and crews;
- Animates the waterfront with hands-on arts activities, demonstrations, performances, storytelling and ships of all types; and

• Supports the 2010 Waterfront Strategy; the 2007-2012 Major Event Strategy; the 2012-2017 Arts Strategy; and the Council term goals of promoting existing cultural activities and programming the waterfront thereby creating a dynamic destination waterfront.

Ships to Shore: Ships to Shore takes place at Imperial Landing and Britannia Shipyards in Steveston Village from June 29 to July 1. This event occurred in conjunction with the annual 69th Steveston Salmon Festival. This year, 14 ships attended the event at the invitation of the City: the Adventuress, HMCS Oriole, HMCS Orca Patroller, HMCS Moose Patroller, Zodiac, Gaia, Munin, P-619, two Steveston Lifeboats, Native, Providence and two Royal Canadian Marine Search & Rescue Society boats. The festival ended with a fireworks display on July 1st in the Steveston Harbour to celebrate Canada Day and the 125th anniversary of the construction of the Britannia Shipyard building.

• Date: June 29-30 and July 1, 2015

• Venue: Imperial Landing and Britannia Shipyards

• Attendance Goal: 40,000

• Funding from MEPF: \$150,000

• Cash Sponsorship Target: \$20,000

• Grant Funding: \$10,000

• Projected Event Budget: \$180,000

Benefits include:

- Adds value (including opportunities for joint procurement and sponsorship) and a waterfront element to the existing, community-led Steveston Salmon Festival which will be celebrating its 70th Anniversary in 2015;
- Engages Steveston community partners;
- Continues to establish Richmond as a programmed maritime port on the West Coast;
- Continues to build on the established volunteer base from the 2011 2013 Ships to Shore events, and engages and maintains trained volunteers for future ship related events;
- Increases awareness and program opportunities at Britannia Shipyards;
 and
- Supports the 2010 Waterfront Strategy and 2007-2012 Major Event Strategy goals of programming the new waterfront infrastructure and creating a dynamic and destination waterfront.

(New) Richmond Summer Block Party: A new, two day free community festival situated in the City Centre, is being explored. This is a new festival that would include a main concert stage, community stage, food trucks, artisans, farmers market, street performers, dance troupes and amusement rides. Emphasis would be placed on booking a prominent headline performer to close out the main stage on Saturday night. This event would cater to families and children

going back to school and include street closures in the City Centre. It is anticipated that this will become another signature event for Richmond.

• Date: September 5-6, 2015

• Venue: TBA (e.g., City centre location)

• Attendance Goal: 80,000

• Funding from MEPF: \$170,000

• Cash Sponsorship Target: \$100,000

• Projected Event Budget: \$270,000

Benefits include:

- The signature festival would be significant enough to be a key tourism product that would attract out-of-town visitors and encourage residents to stay-cation;
- Showcase the City's business hub;
- Provide excellent opportunities for corporate sponsorship;
- Potential for significant media coverage and positive profile for the City;
- The concert would appeal to the youth demographic; and
- Engage the business community by exploring partnerships with Tourism Richmond, City Centre businesses and the Richmond Chamber of Commerce.

Richmond Days of Summer: The Richmond Days of Summer umbrella marketing programme proposes to build on the success it garnered in 2014 in promoting the broad array of community events happening in Richmond as a summer long series. The program helps support the City's signature summer events as well as increases awareness and attendance of other existing community events.

In 2015, the City will further develop the corporate and media partnership component of the Richmond Days of Summer program in order to support program and event growth. The City will also continue to focus on community outreach to engage more community groups with qualified events in the program. Greater emphasis will be placed on engaging participating community events in building the Richmond Days of Summer brand by integrating the program into their own marketing.

• Date: May to September

• Funding from MEPF: \$40,000

• Projected Event Budget: \$40,000

Benefits include:

- In 2014, more than 50 events were accepted and received greater promotional coverage on the Richmond Days of Summer website.
- Direct marketing support was provided to more than a dozen events through the program's print, radio, and television advertising campaigns.

• The marketing component of the Richmond Days of Summer program grew significantly in 2014 creating increased awareness and exposure of events in Richmond.

City Branded Assets: The City would benefit from an increased level of on-site corporate recognition for events it supports through direct or in-kind funding agreements. This can be achieved through the purchase of custom assets (e.g., tents, inflatable archways, flags, etc) which would be branded with the City's logo at our events.

• Funding from MEPF: \$10,000

Benefits include:

- City would be visibly recognized as a supporter of community events
- Branded assets can help make a festival look more professional

The MEPF funding transfer from the Rate Stabilization Account and the budget for Major Events and Festivals will be presented as a part of the annual budget process.

Sponsorship staff will engage businesses and corporations to meet sponsorship targets as outlined in the report.

In 2015, staff will be preparing an update to the Major Events Plan that will outline an event and festival strategy and an implementation plan. It will also deal with necessary infrastructure to accommodate major festivals in our City. Events bring increased community engagement and support, contribute to community identity and pride, provide economic and tourism benefits and are a proven way to promote our history and heritage in an engaging and family oriented manner.

In addition, the City's events as outlined above will be produced with a strong commitment to sustainable practices. Staff will use the International Academy of Sports Science and Technology (AISTS) Sustainable Sport and Event Toolkit in the development and implementation of these events to optimize environmental, social and economic benefits to the community.

Financial Impact

There is no financial impact with this report.

Conclusion

The Maritime Festival and Ships to Shore are two signature events that add to the vibrancy of the Steveston waterfront, celebrate the rich maritime history of the area, and profile Richmond's arts, culture, and heritage. The Children's Arts Festival mainly focuses on children and provides a low cost event on the Family Day statutory holiday. All three events are very well received by attendees, serve a broad demographic, and receive excellent media coverage.

A new major festival in the heart of Richmond's business district would add to the diversity of events and showcase the area to thousands.

The Days of Summer program would provide overall marketing and media support to these four marquee festivals, as well as many other events in the City. The program increases awareness and attendance of many of the community events taking place in Richmond, further positioning the City as a destination for community events in the region.

Major events are an excellent way for the City to stimulate social, cultural and economic growth. Investment into an expanded calendar of events would improve opportunities for the City to provide free events to its residents, attract out-of-town visitors, engage the business community and support Richmond's reputation as being a great place to work, live, and play.

A strategy report for major events in Richmond will be brought forward to Council in 2015.

LBryan Tasaka

Manager, Major Events and Film

(604) 276-4320