

City of Richmond

Building Our Social Future A Social Development Strategy for Richmond (2013–2022)

Progress Report for 2019



Introduction

With a vision to be the most appealing, livable, and well-managed community in Canada, the City of Richmond has developed policies and strategies that provide guidance for City Council, staff, and the community. As Richmond and the region continue to grow and develop, the type and nature of social issues being faced are becoming increasingly complex and challenging. The City benefits from working in collaboration with key stakeholders when responding to social issues.

The Building Our Social Future – A Social Development Strategy for Richmond (2013–2022) was adopted by City Council on September 9, 2013 and is intended to assist the City in defining its future social course. The Strategy’s purpose is to:

1. Identify social development priorities for attention;
2. Clarify the roles of the City and other stakeholders; and
3. Provide a foundation for more integrated, coordinated, and sustainable approaches to social development issues for the future.

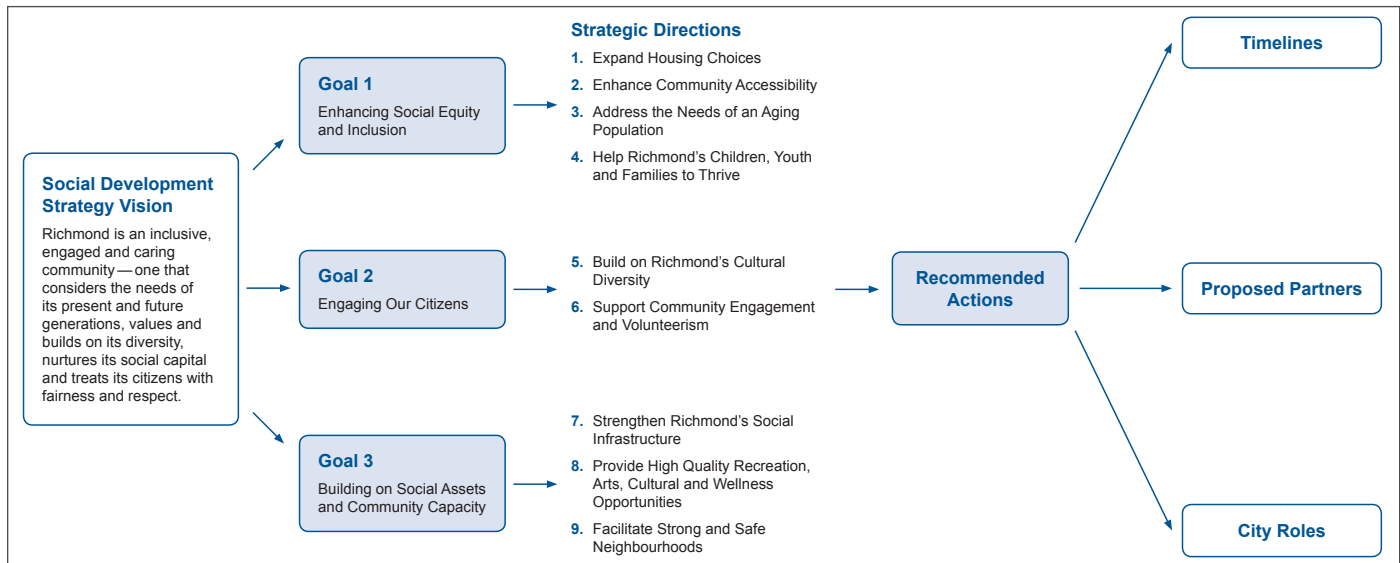
The Strategy was prepared following extensive engagement with the community and consists of a vision, three major goals, nine strategic directions, and 53 recommended actions. The actions are divided into short term (0–3 years), medium term (4–6 years), long term (7–10 years), and ongoing timelines. The City’s role is specified for each action and proposed partners to participate in the work are also identified including residents, non-profit agencies, senior levels of government and other stakeholders.

Table of Contents

Introduction.....	1
About the Strategy	2
Guiding Principles	2
Implementation Priorities.....	3
Building Our Social Future – Progress Snapshot 2019	4
Social Development Strategy Progress in 2019 .	6
Goal 1: Enhancing Social Equity and Inclusion..	6
Strategic Direction 1: Expand Housing Choices.....	6
Strategic Direction 2: Enhance Community Accessibility	8
Strategic Direction 3: Address the Needs of an Aging Population	9
Strategic Direction 4: Help Richmond’s Children, Youth and Families to Thrive	11
Goal 2: Engaging Our Citizens	13
Strategic Direction 5: Build on Richmond’s Cultural Diversity.....	13
Strategic Direction 6: Support Community Engagement and Volunteerism	15
Goal 3: Building on Social Assets and Community Capacity	16
Strategic Direction 7: Strengthen Richmond’s Social Infrastructure	16
Strategic Direction 8: Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities.....	18
Strategic Direction 9: Facilitate Strong and Safe Neighbourhoods.....	20
Next Steps	22
Conclusion	22
Appendix A: Social Development Strategy 2013–2022 Goals, Strategic Directions and Actions.....	23

About the Strategy

Social Development Strategy Framework



Guiding Principles

The following principles were adopted to guide the Strategy and its implementation:

- 1. Support the City’s corporate vision:** Taken collectively, the Strategy’s policies will contribute to Richmond’s corporate vision: for the City of Richmond to be the most appealing, livable, and well-managed community in Canada.
- 2. Enhance social sustainability:** The Strategy will reflect sustainability principles, and address current and future social needs while also being financially viable and environmentally friendly. It will also clarify the social component of the City’s broader Sustainability Framework.
- 3. Engage the community:** Both in developing and implementing the Strategy, diverse and targeted approaches will continue to be used to actively engage and solicit views from a broad cross section of the community.
- 4. Complement interests, policies, programs, services and funding priorities:** In addition to setting the social development direction for Richmond, the Strategy will aim to complement other key City and non-City interests, policies, programs, services and funding priorities (e.g. OCP, sustainability initiatives, Richmond School District, Vancouver Coastal Health, BC Housing)—in short, it will seek synergies and build on existing efforts and initiatives.
- 5. Be strategic, visionary and realistic:** While being progressive and setting a strategic and visionary social development direction for Richmond, the Strategy will also be pragmatic—identifying appropriate, realistic, and cost effective roles for the City (and its partners) for addressing social issues.
- 6. Focus on assets and recognize social capital:** Rather than merely identifying the challenges or problems confronting Richmond, the Strategy will build on the City’s and community’s social capital, strengths, and initiatives (e.g. residents’ knowledge and capabilities and connections within and among social networks).
- 7. Be flexible and resilient:** While providing a progressive and sustainable social direction for Richmond, the Strategy will also recognize that unforeseen circumstances may arise, hence requiring flexibility and adaptability as implementation proceeds.
- 8. Provide benefits to Richmond residents and external stakeholders:** In addition to assisting the City with its social development efforts, the Strategy will also provide a useful resource and planning tool for Richmond residents and external stakeholders.

Implementation Priorities

When the Strategy was adopted it recognized that all of the recommended actions were important, however five key areas were a priority for the future:

1. Cultural Diversity
2. Aging of the Population
3. Social Capital and Infrastructure
4. Children, Families and Youth
5. Affordable Housing and Affordable Living

These areas continue to be as relevant today as they were when the Strategy was first adopted. A summary of all of the Social Development Strategy Actions are presented in Appendix A.

Since the Social Development Strategy was adopted, there has been significant progress in addressing its actions. Achievements over the first five years of implementation were detailed in two Progress reports received by City Council that are available on the City's website; an initial progress report in Fall 2017 reporting on 2014, 2015 and 2016 and a secondary progress report in Spring 2019 reporting on 2017 and 2018. This report provides a high-level summary of what the City and community have achieved in advancing the goals, directions and actions of the Social Development Strategy in 2019.



Building Our Social Future – Progress Snapshot 2019

Strategic Direction	Indicator(s)	2018	2019
1. Expand Housing Choices	Number of Low-end Market Rental (LEMR) Units Secured with Housing Agreements	168	179
	New Cash-in-Lieu Contributions to the Affordable Housing Reserve Fund	\$1,846,049	\$2,761,173
2. Enhance Community Accessibility	Number of Individuals Receiving Subsidy for the Recreation Fee Subsidy Program (RFSP) ¹	1,013	1,367
	Number of Accessible Pedestrian Features added to Traffic Signals and Special Crosswalks (New and Retrofit)	7 (new) 66 (retrofits)	11 (new)
	Number of Positions in the City's Customized Employment Program for People with Disabilities	15	19
3. Address the Needs of an Aging Population	Number of Participants in 55+ Recreation and Sport Registered Programs	15,036	14,129
	Number of 55+ Fitness, Sports, Aquatics and Game Room Passes Scanned at Community Centres	557,028	613,161
	Number of 55+ Wellness Clinic Participants	5,592	6,445
4. Help Richmond's Children, Youth and Families to Thrive	Number of Operational Licensed Child Care Spaces in Purpose Built City-Owned Child Care Facilities	307	307
	Number of Operational Licensed Child Care Spaces in Community Centres	851	908
	Number of Youth Week Participants	1,300	1,257
5. Build on Richmond's Cultural Diversity	Number of Diversity Symposium Participants	168	174
	Attendance at City Festivals that Showcased Richmond's Cultural Diversity ²	58,000	70,000
6. Support Community Engagement and Volunteerism	Number of Hours of Volunteer Service Contributed Through the <i>I Can Help</i> Volunteer Database	82,246	81,883
	Number of People Engaged on LetsTalkRichmond.ca on the City Website	2,660	3,100
7. Strengthen Richmond's Social Infrastructure	Value of Health, Social and Safety Grants	\$598,464	\$614,590
	Value of Child Care Grants ³	\$40,093	\$79,907
	Value of Parks, Recreation, and Community Event Grants	\$108,235	\$110,616
	Value of Arts & Culture Grants	\$112,059	\$114,524

¹ RFSP is administered September 1 to August 31 annually.

² Includes the Cherry Blossom Festival and World Festival Events.

³ Two intakes of the City of Richmond Child Care Grants took place in 2019 due to a carry over of unallocated funds from 2018.

Strategic Direction	Indicator(s)	2018	2019
8. Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities	Participation in Recreation ⁴	2,441,227	2,451,020
	Attendance at City Festivals ⁵	216,518	228,103
	Participation in Arts Education Programs ⁶	89,966	100,425
	Number of New Public Art Installations (Permanent and Temporary)	34	29
	Number of Pop-up Library Interactions with Community Members	4,590	6,337
9. Facilitate Strong and Safe Neighbourhoods	Total Kilometres of Bike Routes	74.5	78
	Number of Community Policing Volunteers	229	239



4 Includes participation in registered and drop-in programs; fitness, sports and games room passes; swimming pool and skating pass visits for all ages at all City sites.

5 Includes Children's Arts Festival, Cherry Blossom Festival, Doors Open, Ships to Shore, Salmon Festival, Maritime Festival, Farm Fest, World Festival and Public Works Open House.

6 Includes participation in registered arts programs; dance, music, performing and visual arts for all ages.

Social Development Strategy Progress in 2019

Goal 1: Enhancing Social Equity and Inclusion

Strategic Direction 1: Expand Housing Choices

Housing affordability continues to be a critical challenge for many Richmond residents, and impacts a diverse mix of households, including one-person households, families, youth, and seniors. Some of the factors that continue to impact Richmond's housing affordability include persistently low vacancy rates, rising rental rates and a large and growing disparity between home prices and household income.

Within this context, the City of Richmond is committed to playing a leadership role within the affordable housing sector. Since 2007, the City has used a range of tools to secure more than 1,400 new affordable housing units for Richmond households. In addition to achieving numerous social benefits, affordable housing provides direct benefits to the local economy by catalyzing construction activity, and providing a vital supply of workforce housing. In total, investments in affordable housing are crucial to creating a diverse, inclusive and strong community in Richmond.

Highlighted Achievements

- On April 12, 2019, a 40-unit modular supportive housing building opened at 6999 Alderbridge Way to provide housing and services for individuals experiencing homelessness. This temporary modular housing building was constructed on City-owned land in partnership with BC Housing and has made a significant difference in the lives of 40 individuals formerly living on the street in Richmond.
- In 2019, the Storeys affordable housing project received an Ovation Award from the Homebuilders Association of Vancouver for Best Multi-Family High-rise Development. Storeys is an innovative 129 unit affordable rental housing development, complete with on-site supportive services and is the result of a unique partnership between all three levels of government and a consortium of five non-profit organizations comprising of Coast Mental Health, Pathways Clubhouse, S.U.C.C.E.S.S., Tikva Housing Society and Turning Point Recovery Society.
- The City, in partnership with BC Housing and the Salvation Army, opened the Emergency Shelter at 12040 Horseshoe Way in July 2019. The accessible shelter provides 36 beds for men and women experiencing homelessness in Richmond. The City purchased the site, valued at \$6 million. BC Housing provided capital funding to renovate the existing building as well as operating funding for The Salvation Army to manage the new shelter.
- The Homelessness Strategy 2019–2029 was adopted by City Council in September 2019, and will guide the City's response to homelessness over the next ten years. The Strategy was the result of a multi-phased process that included best practice research, statistical analysis, and public engagement with more than 200 Richmond residents.
- The City continued to work with BC Housing and Pathways Clubhouse to plan for the development of an 80-unit affordable housing building at 5900 No. 2 Road. Key activities in 2019 included completing public engagement activities and finalizing the project design. Construction of this development is scheduled to begin in 2021.
- The City continued to implement its successful Low End Market Rental housing program, which secured 179 affordable housing units and over \$2.7 million in cash-in-lieu contributions.
- In 2019, the City focused on sustaining partnerships with key stakeholders in the community. Examples include the creation of the Alderbridge Housing Community Advisory Committee; ongoing meetings with the organizations involved in the Storeys building; liaising with other regional municipalities and Metro Vancouver, and a variety of other initiatives.
- On December 9, 2019, Council approved terms for the development of a Licence to Occupy agreement with the Provincial Rental Housing Corporation (PRHC) for the continued operation of the Rosewood community gardens program at Blundell Neighbourhood Park. The program provides residents of Rosewood Towers and Rosewood Village (BC Housing facility) the opportunity to participate in gardening and growing food, while also engaging with neighbours, sharing horticultural knowledge, and fostering a sense of community.

- In 2019, 17 new Artist Residency Tenancy Units were completed and rented out to low-income professional artists in the Pinnacle development in Capstan Village. The Official Community Plan's City Centre Area Plan identified affordable housing options for professional artists as a step in realizing the vision of the Capstan neighbourhood becoming Richmond's Arts District.
- City staff and members of Richmond Youth Media Program (RYMP) joined professional filmmaker Glen Andersen to film a 20-minute video of *Hope Beyond Homelessness*, a play created and performed by Richmond community members with lived experience of poverty and unstable housing. The production was a project of the Richmond Poverty Response Committee.



Strategic Direction 2: Enhance Community Accessibility

Universal access is fundamental to creating inclusive communities that support all individuals to participate to their fullest potential. Through critical analysis of past practices, and agile responses to challenges, municipalities are continuing to seek and implement innovative approaches to further enhance community accessibility. Accessibility can be framed in physical terms (e.g. design modifications to the built environment) and non-physical terms (e.g. attitudinal or financial). Reducing barriers and enhancing accessibility are essential for creating an inclusive society in which all residents feel appreciated and included.

The City of Richmond has been recognized as a regional and national leader in its approach to building an inclusive and accessible community. The City works alongside community partners including Community Associations and Societies to ensure that facilities, programs, and services are accessible and appropriate for all individuals, regardless of ability.

Highlighted Achievements

- The City continues to enhance accessibility in the built environment and consults people living with disabilities and other partners to develop and implement responsive policies and practices to ensure City programs, services and facilities are accessible and welcoming to all individuals. Details include:
 - The City has a long standing practice of working with Richmond Centre for Disability (RCD) to enhance accessibility throughout the city, whereby RCD identifies accessibility issues in Richmond and brings them to the attention of the City for resolution.
 - RCD participated on the City's Advisory Design Panel and reviewed the accessibility features of specific developments, and collaborated with the City to increase accessibility of major City events through Event Accessibility Audits for the Salmon Festival, Maritime Festival, and Richmond World Festival.
 - The City also continues to work with the Rick Hansen Foundation Accessibility Certification (RHFAC) program to identify and remove barriers to participation within City facilities.
- The City of Richmond works in partnership with specialized employment service organizations from the community to create employment placements for individuals with disabilities at various City operations. In 2019, the City hired and placed 19 individuals through the City's Employment Program for People with Disabilities. In addition to the City's Employment Program for People with Disabilities, Richmond's Community Associations and Societies have long been employing individuals with disabilities and continue to do so with the employment of eight individuals in 2019.
- The Recreation Fee Subsidy Program (RFSP) continues to support more members of the community and increase participation in programs and services due to expanded program eligibility. In the first year of the updated program (September 4, 2018–August 31, 2019), 1,367 individuals participated from all age groups, including 883 adults and seniors who were not eligible previously. The RFSP continues to grow with 1,853 individuals participating in the current program (September 1, 2019–August 31, 2020) with the anticipation of greater numbers due to continued intake until July 31, 2020.
- In 2019, a total of 11 new Accessible Pedestrian Features were included with the installation of six new traffic signals and five new special crosswalks. Pedestrian countdown timers were installed at 16 intersections and 61 overhead internally lit LED street name signs were installed at 16 intersections.
- KidSport Richmond provided over \$120,000 in grants to 324 children and youth to take part in organized sports in Richmond this past year. KidSport is administered by community volunteers and grants are given to Richmond families based on financial need to support the costs of sport registration fees. The City provided \$23,000 through the Parks, Recreation and Community Events grant program to KidSport in 2019.

Strategic Direction 3: Address the Needs of an Aging Population

As the population ages, municipalities are becoming increasingly aware of the need to develop facilities, programs and services that are age-friendly and meet the unique needs of seniors 55 years and older. Seniors are diverse and cannot be considered as one singular group. As seniors age, social priorities and needs can change due to health issues, mobility challenges and a shrinking social network, all of which may contribute to loneliness and social isolation. The challenge for local governments is to respond to the needs of the expanding and increasingly diverse seniors' population—acknowledging rising expectations in light of fiscal constraints and recognizing that a standardized approach will not suffice.

The City of Richmond and Community Associations and Societies offer a variety of recreational, wellness, cultural, and educational programming, as well as social opportunities for seniors. Programming is highly collaborative, leveraging volunteers who are often seniors themselves, and aims to keep seniors in the community healthy, active, and well.

Highlighted Achievements

- The City works collaboratively with Community Associations and Societies who deliver programs and services at community facilities in the city. Seniors Coordinators, located at community centres and employed by Community Associations and Societies, are responsible for the development and implementation of comprehensive 55+ programs for a designated geographic area. In 2019, there were 14,129 seniors who participated in programs offered at community centres city-wide. It is important to note that there are many other staff that deliver valuable services to seniors, however, they are not specifically identified as Seniors Coordinators. These staff work in City facilities throughout Richmond (e.g. parks, heritage sites, arenas and aquatics).
 - The City received a \$25,000 Age-Friendly Communities grant from the Union of BC Municipalities (UBCM) to advance the work of making Richmond an age-friendly community. This work brought together a diverse and representative group of seniors to identify barriers and well-designed areas in the built environment that impact successful aging in place. Project activities were guided by a stakeholder committee and included six neighbourhood group meetings in the Seafair area.
- The final report is expected in 2020 and will include guidelines on how to engage seniors in the creation of Age-Friendly Neighbourhoods in Richmond.
- March 11, 2019 marked the opening of the Seniors Centre and Event Centre at the new \$79 million Minoru Centre for Active Living. The new complex is designed to meet the needs of Richmond's growing and evolving population and is a significant investment in the expansion of seniors services and other sport and recreation services for the community. The new age-friendly spaces provide a wide variety of programs and services for the public. Built over two storeys, the Seniors Centre provides 30,000 square feet or double the program space of the previous Minoru Place Activity Centre. The community response to the new facility was demonstrated by the rise in the number of Seniors Centre facility passes, from 2,375 in 2018 to 3,556 in 2019, an increase of 50 per cent. Additionally in 2019, over 12,351 seniors participated in programs, events, and out trips offered by the Seniors Centre. Seniors continue to be extensively involved in Seniors Centre program planning and service delivery through the collaboration with Minoru Seniors Society, a senior-led non-profit organization.
 - On September 23, 2019, City Council adopted the Dementia-Friendly Community Action Plan 2019 for Richmond. The Action Plan includes 25 actions categorized into four strategic directions that will be implemented over the next five years including: Awareness; Education and Stigma Reduction; Built Environment; Programs and Services; and Support for People Living with Dementia and their Caregivers.
 - In 2019, over 90 health and wellness workshops were offered in collaboration with non-profit organizations (e.g. Alzheimer Society of BC) to 1,500 seniors throughout Richmond.
 - To reduce barriers to participation, ten of the workshops were conducted in a language other than English (two in Japanese, three in Cantonese and five in Mandarin) and three were designed specifically for men.
 - Wellness Connections, an 8-week outreach program targeting at-risk, isolated seniors in the community, reached 66 vulnerable seniors. A partnership with Minoru Seniors Society, this program was strengthened with the support of 30 volunteers who contributed over 1,500 volunteer hours.

- As the opening event for Seniors Week (June 3–9, 2019), Activate Wellness Fair 55+ showcased over 40 local community organizations and provided 20 workshops promoting health, wellness, safety and independence. With the theme of *On the Move!* Activate Wellness Fair was delivered in partnership with the Minoru Seniors Society and attracted more than 1,000 participants.
- With a goal of reducing ageism and stereotypes, the Annual Positive Aging Campaign showcased

positive images of seniors focussing on their talents, contributions and participation in the community. In 2019, the Campaign was launched during National Seniors Day (October 1) with a theme of a *benefits-based look at recreation and community participation on positive aging* portraying seniors in action representing each of the seven dimensions of wellness: physical; social; emotional; vocational; intellectual; environmental; and spiritual.



Strategic Direction 4: Help Richmond's Children, Youth and Families to Thrive

Children and youth play a valuable role in Canadian society. Young people who are supported from childhood to adulthood have a far greater opportunity to thrive and contribute to the community in which they live. Families play a critical role in child and youth development, and benefit from access to information and resources that can provide support, build parenting capacity and help them succeed.

The City of Richmond recognizes that investing in children and youth at all stages of development is essential to the overall health of the community. The City continues to invest in its youngest residents in several ways including facilitating the development of child care facilities and services, and delivering programming and supports for youth and their families. Participation in these and other focus areas represents the City's commitment to ensuring that Richmond's children and youth have the greatest chance of success.

Highlighted Achievements

- The City provided support for children and families through a variety of initiatives. Details include:
 - Through Richmond Children First, the City participated in the Richmond Pilot of the Toddler Development Instrument, a population-level research study supported by the University of British Columbia's Human Early Learning Partnership.
 - The City continues to participate in the United Way of the Lower Mainland's *Avenues of Change* project, administered by Touchstone Family Association, with the goal of increasing community connections for low income families residing in Richmond City Centre.
- On May 4, 2019, the City hosted a Child Care Symposium, *Supporting Richmond's Children*, for early childhood educators, child care providers and parents. The symposium included topics relating to childhood emotional development, social inequities, and outdoor and risky play, and included a celebration in May as part of child care month. In total, there were approximately 73 individuals who attended this event and received professional development credit hours.
- On September 25, 2019, the City of Richmond was awarded the Union of BC Municipalities Community Excellence Award – Excellence in Governance for the 2017–2022 Richmond Child Care Needs Assessment and Strategy. The vision for the current five year strategy is for Richmond to build on three decades of work to continue to be a municipal leader in fostering conditions for a comprehensive child care system.
- On October 28, 2019, City Council adopted amendments to the Child Care Development Policy 4017 and Richmond Zoning Bylaw No. 8500, to allow developer contributions to the Child Care Reserves Funds to be allocated as follows: 70 per cent to the Child Care Capital Reserve and 30 per cent to the Child Care Operating Reserve Fund as opposed to 90 per cent and 10 per cent prior to the amendments.
- The Richmond Public Library provided over 500 story time programs for early years learners (ages 0-6 years) highlighting family literacy reaching over 16,000 children and their caregivers. In addition, the library collaborated with the Richmond School District as part of the Inspire Curiosity library card campaign to provide more than 800 new library cards to Grade 1 and 8 students.
- The City's Richmond Youth Media Program partnered with City Centre Community Association, with funding provided by Trans Care BC, to develop *Remixing Gender*, a project that engaged transgender, gender diverse, and queer youth through media arts training to enable them to create media to express their stories. Through this project, 20 youth created a magazine titled *Just Like You* that reflects the experiences of living as a LGBTQ2S youth in Richmond.
- With a focus on mental wellness as part of the City's Community Wellness Strategy, the City, Vancouver Coastal Health and the Dalai Lama Centre provided five Heart-Mind Well-being workshops in 2019 for staff and community partners. These workshops provided evidence-based tools and strategies to promote mental well-being in children and youth.
- On May 15, 2019, a new Youth Services program and service delivery model was launched with a focus on four key areas to strengthen connections with all Richmond youth: Engagement; Partnerships; Programs and Events; and Training and Education. Refreshed programs and services include new opportunities for volunteering, employment and civic engagement.
- As a stakeholder and partner of the Foundry Project, the City of Richmond continues to support the establishment of a Foundry youth-hub for the

community which will provide a one-stop-shop for young people to access mental health and substance use support, primary care, peer support and social services. The City participates on Foundry Richmond's Leadership Advisory Council, a planning and working group to provide advice and support to Vancouver Coastal Health and Richmond Addiction Services Society. A temporary location for Foundry Richmond has been secured at 8100 Granville Avenue with an expected soft opening in Summer 2020.

- Over 250 youth and young adults participated in a training session for staff and volunteers who lead summer programs. Staff were educated in a wide range of activities including leadership, program planning, and managing challenging behaviors.

This training not only prepares staff for summer programs; the concepts learned, such as leadership and communication, are applicable in future careers. Past participants have gone on to a variety of careers and have mentioned the positive impacts the work experience in summer programs has had in their present careers.

- The Richmond Art Gallery launched a new youth arts program with Emily Carr University that provided opportunities for hands-on and interactive sessions with local and international artists, art gallery professionals and Emily Carr University instructors. Topics such as creating professional portfolios and exploring post-secondary options in the fine arts engaged over 40 students aged 12 to 16 years.



Goal 2: Engaging Our Citizens

Strategic Direction 5: Build on Richmond's Cultural Diversity

Diversity goes beyond race and culture and also encompasses ethnicity, age, sex, sexual orientation, gender identity and expression, income, and ability, among other dimensions. Greater diversity—in terms of skills, backgrounds, and experiences—contributes to increased community vibrancy, creativity, and economic growth.

Richmond is one of the most diverse cities in Canada with over 60 per cent of its population born outside the country, the highest proportion of any municipality nationwide. As Richmond's population continues to evolve, so does its needs. The City strives to ensure that programs and facilities are accessible for everyone by taking into consideration the diversity and unique characteristics of those who live, work, learn and play in Richmond.

Highlighted Achievements

- On June 22, 2019, the Nikkei Memorial public art project was officially unveiled in Steveston Community Park. The project is a public memorial acknowledging the departure of Japanese Canadians from Steveston and their subsequent return after the period of internment. Commissioned by the City, in partnership with the Steveston Japanese Canadian Cultural Centre Advisory Committee, the project was designed by Hapa Collaborative. A concept design was created from meetings with stakeholder groups and individuals who shared their experiences from before, during and after the internment period.
- On June 24, 2019, City Council approved the installation of a permanent rainbow crosswalk on Minoru Boulevard between the Richmond City Hall Annex and the Richmond Library/Cultural Centre. Installation of the rainbow crosswalk highlights the City's ongoing support and acceptance of the Lesbian, Gay, Bisexual, Transgender, Queer and Two-Spirit (LGBTQ2S) communities in our city. It also served as a launch to the City's annual Pride Week festivities that were held from July 29 to August 2.
- A community weaving workshop and speaker's series entitled Re-imagining the Spectrum was hosted in partnership with the Richmond Weavers and Spinners Guild. From April to August 2019, this free weekly series nurtured a safe space for local artistic production and conversation, during which the pride flag was reimagined as a communally woven table runner for an inaugural Pride Picnic held at Branscombe House in August 2019. Funding was provided by the Province of BC's Community Resilience Program.
- The 5th annual Diversity Symposium was held on October 25, 2019 at City Hall. With the theme of *Working with Diversity: The Value of Difference*, this one-day conference was attended by over 170 people representing City, Community Association and Societies, the library, and social service agencies staff.
- On November 25, 2019, City Council adopted the Cultural Harmony Plan 2019–2029, which will guide the City's approach in enhancing intercultural connections among Richmond's diverse population. This Plan sets out five strategic directions and 27 recommended actions to be completed over a ten-year period. It is the first of its kind in Canada and demonstrates the City's leadership and commitment to making Richmond a welcoming and inclusive city.
- Richmond Public Library continues to participate in the Library Champions Project with NewToBC. NewToBC partners with libraries and immigrant service providers to develop, deliver, and promote services and resources that support immigrant settlement and integration in communities across the province. The Library Champions Project provides training to recent immigrants about library services and programs in Richmond, as well as other community resources, in order to support other newcomers navigate and access resources. To date, the library has supported over 150 Library Champions, who have collectively reached over 9,300 newcomers.
- Richmond Public Library developed the Indigenous Collaborative Table, a joint planning table with the City, which seeks to build relationships with Indigenous communities for the purpose of integrating Indigenous arts, artists, cultural and heritage practices into the activities of Richmond-based community amenities and programs.
- The community-led Ramadan celebration at the Richmond Public Library was attended by over 700 people who engaged in family-friendly events and crafts. Participants contributed to a collaborative Peace Mural that was created to bring people together to share what peace means to them, and was designed by a local Muslim artist. In addition,

the third annual End of Ramadan event took place on June 5, 2019 at Minoru Park with over 2,000 people in attendance.

- Richmond Public Library's WeChat team focuses on sharing content to assist the Chinese-speaking community to connect with the library, City and other local organizations and be informed about city-wide programs, events, resources and services. WeChat has become an essential promotional tool to connect with Chinese-speaking library users and members of the public, with a reach of over 5,500 WeChat followers.

- The City and City Centre Community Association continue to collaborate with various Indigenous artists and instructors to offer more Indigenous programming throughout the year, such as a Historical Walking Tour at Terra Nova Park, and an Indigenous Plant Walk at Garden City Park to learn about the medicinal, traditional and present-day uses of local flora.



Strategic Direction 6: Support Community Engagement and Volunteerism

Volunteering has long been a widespread practice in Canada, with citizens offering their time each year without expectation of compensation. While volunteer activities may be performed with the core intention of helping others, there are also benefits to those that volunteer. Volunteers gain benefits such as valuable life experience, a sense of purpose and improved mental and physical health. Community engagement is a key element in the development of programs and services. Individuals who are seeking opportunities for community engagement want to participate in and provide input on the decisions that are important to them, to their families and to their neighbours.

The City of Richmond recognizes both volunteering and community engagement as foundational elements of a healthy community. Volunteers play an integral role in program and service delivery throughout the city and are supported with dedicated staff and financial resources. Community engagement contributes to good decision-making and the City has actively created consultative opportunities, eliminated barriers to participation and provided tools so that anyone who would like to participate in the community can do so.

Highlighted Achievements

- The City provided Community Association and Society staff workshops on volunteer management, support for volunteer recognition initiatives, and access to improved volunteer management software. Much of the coordination of volunteers occurs through the *I Can Help* database which effectively matches volunteers to volunteer opportunities. Volunteers are recognized at multiple events including the annual civic Volunteer Appreciation event at City Hall and other recognition events organized by Community Associations and Societies.
- Through the City's *I Can Help* volunteer program, 1,550 Richmond volunteers were connected to 536 volunteer opportunities that generated over 80,000 volunteer hours in 2019. In addition, there were 2,315 volunteers who submitted 12,906 applications for 496 opportunities.
- In collaboration with local non-profits, Richmond Public Library hosted 3 hiring and volunteer fairs in 2019 attracting over 1,000 community members. The fairs acted as connectors to local employers and volunteer organizations and typically attracted newcomers, youth, and other individuals with fewer resources in their job search.
- Through the City's [LetsTalkRichmond.ca](https://www.richmond.ca/lets-talk) community engagement web portal, the City has increased participation in various public consultation and engagement activities by providing online access for people to learn about and provide input on City Council and City initiatives. In 2019, the City offered 17 engagement projects on [LetsTalkRichmond.ca](https://www.richmond.ca/lets-talk). During these there were 14,300 project visits, and 1,600 surveys completed. The number of active registered users increased from 3,100 in 2018 to 6,026 in 2019, highlighting the increasing community interest in City initiatives and desired input on decision-making.
- The New Canadian Tour program continues to welcome newcomers to Richmond and introduce them to City services through guided tours of City Hall and other City facilities. In 2019, 135 newcomers participated in 10 separate tours with translators made available by immigrant-serving organizations when needed.

Goal 3: Building on Social Assets and Community Capacity

Strategic Direction 7: Strengthen Richmond’s Social Infrastructure

Social infrastructure includes foundational services and structures that support the quality of life of a community. This is any infrastructure that goes beyond basic economic purposes to make a community an appealing place to live. The social infrastructure of a municipality is often delivered in partnership with non-profit organizations that have dedicated facilities and specialized expertise.

The City of Richmond collaborates with a wide variety of non-profit agencies and community organizations that provide Richmond residents with social services. These collaborations take many forms including staff support, grant programs, and planning and service delivery partnerships. Many of the agencies the City works with are represented on the Richmond Community Services Advisory Committee, an advisory body to City Council on social, health, and community matters. The City’s role in strengthening social infrastructure is one of developing partnerships and funding opportunities, facilitation, and advocacy.

Highlighted Achievements

- The City’s strong collaborative relationship with Vancouver Coastal Health resulted in the continued advancement of actions outlined in the jointly created Community Wellness Strategy. The City, Vancouver Coastal Health, and other community stakeholders also collaborated on Richmond Children First to strengthen early childhood development services, the Community Action Team to address the opioid overdose crisis, and the Vancouver Coastal Health/Richmond Health Services Local Governance Liaison Group to consult on emerging health care issues facing the community.
- The City and Richmond School District collaborated on multiple initiatives including the Community Wellness Strategy, Richmond Children First, and the annual ERASE anti-bullying campaign. The City, Richmond School District and other community stakeholders collaborated on the Respectful City Committee to foster inclusion in the community, Sexual Orientation and Gender Identity (SOGI) Advisory Committee to support an inclusive

environment in schools, Settlement Workers in Schools program to reduce barriers for newcomers to participate in community life and the Richmond Community Garden program to promote better nutrition and improve access to fresh, healthy and affordable food. In addition, the Richmond School District/City Joint program committee has been re-established to ensure ongoing communication and support for joint programs and initiatives.

- The City and Richmond Public Library partnered on many community engagement initiatives and programs. The Pop-Up Library interacted with 6,337 community members of all ages in 2019 at schools, faith centres, seniors’ residences, and City facilities, bringing the library to residents who may not be close to a library branch or familiar with library services. The Library and the City’s Public Art Program presented a series of Musqueam Artist-in-Residence Workshops developed as part of the Engaging Artists in the Community Program in collaboration with the Musqueam Nation. The series of demonstrations and hands-on workshops attracted more than 100 community participants in 2019.
- The Richmond Community Action Team (CAT) initiative, established with a provincial grant received by Vancouver Coastal Health to plan a local response to the opioid overdose crisis, concluded its work in 2019. Details include:
 - The CAT included representation from those with lived experience, the City, Vancouver Coastal Health, RCMP, Richmond Fire-Rescue, BC Ambulance, Ministry of Children and Family Development, Divisions of Family Practice, Richmond School District, BC Housing, Musqueam First Nations, and local Richmond service providers including Richmond Addictions Services, Turning Point Recovery Society, RainCity Housing, The Salvation Army, Pathways Clubhouse, Tikva Housing, Chimo Community Services and SUCCESS.
 - This multi-sectorial table successfully implemented actions in three priority areas: (1) decreasing stigma about drug use; (2) enhancing peer support networks; and (3) collaborating with local non-market housing providers to support the needs of drug-users.

- The City, in partnership with Vancouver Coastal Health, submitted an application in October 2019 for a follow-up Community Action Initiative grant to engage peers in further Community Health Conversations, providing opportunities for peers to engage with GPs, nurses, Emergency Department personnel and pharmacy contacts to increase understanding and reduce stigma for people with lived experience. In early 2020, the City and Vancouver Coastal Health were successful in securing the \$50,000 Community Action Initiative grant to further the work of CAT.
- The City's grant programs are reviewed annually to identify improvements for the following year. On September 18, 2019, the City and the Richmond Community Foundation co-hosted an *Effective Grant Writing* workshop open to applicants to all of the four City Grant programs. In 2019, Council approved a total of \$916,637 in funds to 66 organizations from the following grant programs: Health, Social and Safety; Child Care; Arts and Culture; and Parks, Recreation and Community Events. The Child Care Grant had two intakes in 2019 due to a carry over of unallocated funds from 2018 resulting in a higher than anticipated number of grants being awarded. In 2018, a number of provincial funding opportunities were made available to child care providers which may have contributed to a lower number of applications for the Child Care Grant that year.
- The City's advocacy with senior levels of government included providing input on the need for increased

supports for individuals living with low income and space needs for non-profit social service agencies. Details include:

- On January 14, 2019, City Council endorsed the BC Poverty Reduction Coalition's Accountable, Bold and Comprehensive Poverty Reduction Plan Resolution to advocate to the Province that steps must be taken to improve the circumstances of those living on the edge of or below a sufficient income to maintain health, dignity and the ability to participate in and contribute to society. In addition, City Council endorsed the #AllonBoard Campaign's resolution on April 8, 2019 to increase transportation options for low income families and individuals.
- On October 15, 2019, City Council advocated to key stakeholders, including the Premier, the Minister of Municipal Affairs and Housing, the Minister of Social Development and Poverty Reduction, the Minister of Health and Addictions, the Leader of the Opposition and Shadow Ministries, the Richmond Members of the Legislative Assembly (MLAs), the Richmond Members of Parliament (MPs) and appropriate Federal ministers, the Richmond School District, Vancouver Coastal Health, and the Urban Development Institute, to (1) encourage collaboration in addressing non-profit social service agency space needs; and (2) seek immediate opportunities to prevent the loss of at-risk, high priority social service agencies in Richmond.



Strategic Direction 8: Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities

Recreation, arts, cultural and wellness activities provide a number of benefits to the community. These benefits strengthen families, build healthy communities, and improve the quality of life for Richmond residents. There is a broad range of research identifying that engagement in recreational, arts, cultural, and wellness activities has been found to enhance group social interaction and shape civic actions later in life.

The City of Richmond's pursuit of high quality recreation, arts, cultural and wellness opportunities occurs through the implementation of a number of key plans and strategies including the Community Wellness Strategy, Richmond Arts Strategy, Museum and Heritage Strategy, Recreation and Sport Strategy, Parks and Open Space Strategy and the Richmond Food Charter. Implementation of these and other plans and policies offer many opportunities for Richmond residents to enhance their physical and mental health and establish stronger connections with their neighbours and their community.

Highlighted Achievements

- On July 8, 2019, City Council adopted ArtWorks: Richmond Arts Strategy 2019-2024, demonstrating leadership in prioritizing the arts as a contributor to a vibrant, appealing and liveable community. The Strategy acts as a guide for residents, the City and its stakeholders to develop stronger connections in order to advance the policies, programs and services needed for the arts to thrive in Richmond.
- The Richmond Cultural Centre received an artistic makeover both inside and out:
 - In July 2019, a new indoor mural was completed at the Richmond Art Centre by Richmond artist Keely O'Brien. Titled, *A Spell To Summon One Place Into Another*, the artwork transforms the main corridor into an immersive experience inspired by theatrical set designs, organic shapes and Richmond's natural landscapes.
 - On the outside, *Continuum*, a 1,000 linear foot mural by Richard Tetrault and Jerry Whitehead, was unveiled on September 28, 2019 as part of Culture Days. It was the first major public art mural commissioned as part of Richmond's Community Mural Program.
- The newly introduced Living History program offers visitors to Steveston an opportunity to step back into the past to view and participate in historical demonstrations led by costumed interpreters across Steveston historic sites. This visitor experience is part of the Authentic Steveston initiative, created to draw in new local visitors and attract tourists. Living History also provided an opportunity for the development of a cross-site volunteer program which enlisted 39 volunteers who contributed over 700 hours.
- Over 60,000 people attended the Richmond World Festival in August 2019. The festival celebrates Richmond's significant cultural diversity and featured over 140 performances on nine stages, over 80 artisans and vendors, and 50 food trucks in the FEASTival of Flavours. The Culinary Stage featured cooking demonstrations by local and celebrity chefs.
- In 2019, the City installed three additional Live 5-2-1-0 Playboxes at Minoru Park, Lang Neighbourhood Park and Brighthouse Elementary school. The playboxes provide parents and caregivers unlimited access to games and sports equipment to encourage outdoor play. The project is part of the City's Community Wellness Strategy and is delivered in partnership with Vancouver Coastal Health, Richmond School District, City Centre Community Association and Richmond Fitness and Wellness Association, with support from the BC Healthy Communities Society's Active Communities Grant. Richmond has six playbox locations: Brighthouse Elementary School, Cambie Community Centre, Hamilton Community Centre, Lang Neighbourhood Park, Minoru Park and Thompson Community Centre.
- On November 6, 2019, the City launched its new Parks, Recreation and Culture program registration system that offers customers a more efficient experience for program registration, drop-in admissions, facility bookings, memberships and point of sale transactions. With 160,000 active Parks, Recreation and Culture customers, this transition supports the City's commitment to improving the customer service experience and fostering an active and thriving community.

- In an effort to encourage children and youth to stay physically active and socially engaged through the summer, the \$19 Summer Pass provided children and youth 5 to 16 years access to swimming and skating all summer long. As a new feature in 2019, pitch and putt was also included. Over 2,000 passes were sold with over 16,000 visits (average seven per card). In addition, a number of free family activities were offered by Community Associations and Societies throughout the summer such as concerts and movie nights with the goal to build community connections.
- Move for Health is a weeklong health promotion campaign that is designed to promote the benefits

of physical activity to Richmond residents. The City, in partnership with Community Associations and Societies, offered 60 free recreational programs in 2019 to Richmond residents with approximately 440 individuals signing up to explore new ways of being active in the community.

- Richmond participated in the inaugural nationwide Community Better Challenge hosted by ParticipACTION to get people moving and experiencing the many benefits of physical activity. Individuals, groups and facilities worked together to log minutes of physical activity and placed 11th in the province.



Strategic Direction 9: Facilitate Strong and Safe Neighbourhoods

Building resilient, strong and safe neighbourhoods is more important than ever. Strong neighbourhoods mean safer streets, engaged, active residents, and ultimately, a more prosperous economy. The responsibility to strengthen Richmond neighbourhoods does not rest exclusively with the municipality and other levels of government. Business and community organizations all make important contributions to building a stronger city, neighbourhood by neighbourhood.

The City of Richmond continues to enhance community infrastructure that supports the development of strong neighbourhoods and connected residents. This includes creating gathering spaces, fostering volunteerism, enhancing public safety and developing an active transportation network to encourage the connection of neighbourhoods and residents.

Highlighted Achievements

- Land use planning has been supporting wellness through the creation of community gathering spaces, often through park development and improvements. Examples include:
 - The Gardens Agricultural Park was officially opened in July 2019. The park includes a perimeter trail through retained planted landscape and pond features from the original Fantasy Gardens.
 - The London/Steveston Park enhancement project construction phase was completed with new pathways, rolling hills, and additional tree planting. Construction of the playground, half-court basketball plaza and park shelter are expected to be completed in late 2020.
 - Other initiatives to foster the development of community gathering places in 2019 included: planning for the development of the South Arm Community Park Playground, Talmey Neighbourhood School Park and Garnet Playgrounds and planning community gathering and outdoor activity spaces, including playgrounds, sports facilities and passive green spaces, at Alexandra Park and Aberdeen Park.
- Active living is supported through the development of vibrant streetscapes, bicycle networks, and walkways that encourage physical activity, decrease reliance on single occupant vehicles, and connect residents and their neighbourhoods. Projects in 2019 included:
 - Transit Shelters: The City installed 16 new transit shelters featuring an address panel (city-wide total 97); installed 25 benches at bus stops (city-wide total 418); and upgraded 17 bus stops to accessible standards. As of December 2019, 81.9 per cent (592 of 723) of bus stops in Richmond are accessible, which is above the regional average of 79.3 per cent.
 - Bike Routes: The City added 3.5 km of bike routes comprised of neighbourhood bikeways (local roads and off-street paths) and off-street multi-use pathways for pedestrians and cyclists:
 - Neighbourhood Bikeways: completed Phase 1 of Midtown (Steveston Highway to the City Centre at Granville Avenue), the northern extension of the Parkside (Granville Avenue at Ash Street to Westminster Highway) and initiated the Saunders-Woodwards Neighbourhood Bikeway
 - Cycling and Pedestrian Walkways: completed six multi-use pathways for pedestrians and cyclists: River Drive (No. 4 Road–Van Horne Way), No. 2 Road (Steveston Highway–Dyke Road), Sexsmith Road (Beckwith Road–Charles Street), No. 6 Road (Cambie Road–Bridgeport Road), Alderbridge Way (No. 4 Road–Fisher Gate).
- On September 23, 2019, City Council approved the 60,350 square foot program for the Steveston Community and Branch Library replacement facility. The program was developed through extensive public engagement and regular consultation with the Steveston Community Centre Concept Design Building Committee, comprised of representatives from Richmond Public Library and Steveston Community Society. Co-location of the library and community centre will provide program synergies and space efficiencies, resulting in improved customer service and increased community connectedness.
- In 2019, the City's Urban Forest Initiative planted hundreds of new trees in City parks using funding from developers as a 2 for 1 replacement for authorized tree removals necessary for building. This initiative aims to improve air quality, provide habitat and cooling for the city. Key planting sites include McCallan Park and the Railway Greenway from Westminster Highway to Granville Avenue.
- The City launched a Food Recovery Network to address food waste and food insecurity. The City is partnering with FoodMesh, a local organization with a proven history of fighting food waste and using it to match supply with demand. The unique program is designed to prevent 225,000 kg of food from going to waste annually and using it to create approximately 300,000 meals for Richmond residents experiencing

food insecurity. With Council's approved one-time contribution of \$25,000, this initiative stands to generate approximately \$1.25 million in savings to local food brands and charities.

- The City's support for local community building initiatives included the Richmond Neighbourhood Celebration Grant Program. This program is designed to empower community members to plan and host free, grassroots events that connect Richmond residents with their local streets, parks and green spaces, and with each other. Events supported by this program included community block parties, picnics and family-friendly movie nights in neighbourhood parks. In 2019, 44 projects were funded with a total of \$55,103 being distributed to facilitate various neighbourhood celebrations across Richmond.
- The Partners for Beautification Program is an ongoing opportunity for community involvement in adoption programs relating to civic beautification and environmental sustainability, including the adoption of neighbourhood parks, trails, and streets. In 2019, 1,032

volunteers contributed 7,003 hours of voluntary service in activities such as community cleanups, invasive species removal, tree plantings, and snow clearance.

- Actions to enhance community safety rely on the City's ongoing collaboration with Police Services through programs such as Community Policing, Block Watch, Business Link, a Joint Operations Team, and the RCMP Youth Team. The three Community Police Stations continue to provide a range of crime prevention resources and serve as a centralized deployment point for volunteers engaged in crime prevention and community safety initiatives. Richmond RCMP Vulnerable Persons Unit also conducts outreach with individuals experiencing homelessness in collaboration with the City and the Ministry of Social Development and Poverty Reduction. In October 2019, the Richmond RCMP in collaboration with Vancouver Coastal Health, launched a Mental Health Car (Fox 80). This initiative facilitates a joint response to police calls in Richmond where mental health is a concern.



Next Steps

The Building Our Social Future, A Social Development Strategy for Richmond (2013–2022) is a plan that strives to improve the quality of life for all Richmond citizens. Since the Strategy was adopted in 2013, significant progress has been made in addressing its vision, goals, strategic directions, and actions. This report highlights actions addressed in 2019 that further the Strategy's goals. The Building Our Social Future – A Social Development Strategy for Richmond: Progress Report for 2019 will be posted on the City website and disseminated to the community and key stakeholders for information. Annual updates on the Social Development Strategy provide a method of reporting and assessment that makes for a thorough review of what is going well and where more attention may be required. These provide an invaluable component of the Social Development Strategy and will continue throughout its implementation. Next year's report will reflect on the Social Development Strategy's highlighted achievements for 2020.

Conclusion

The Social Development Strategy (2013–2022) continues to be an effective roadmap to guide the City in achieving its vision to be the most appealing, livable and well-managed community in Canada. This vision is being realized through the collaborative efforts of the City, Community Associations and Societies, key stakeholders and residents. As Richmond and the region continue to grow and develop, the type and nature of social issues being faced are becoming increasingly complex and challenging. The Strategy remains a vital tool in determining the City's priorities, guiding the allocation of resources, and providing direction on how best to improve the well-being of Richmond residents.



Appendix A: Social Development Strategy 2013–2022

Goals, Strategic Directions and Actions

Goal #1: Enhance Social Equity and Inclusion

Strategic Direction 1: Expand Housing Choices

ACTION 1: Implement, monitor, and enhance the Richmond Affordable Housing Strategy, placing priority attention on:

- 1.1 Developing a Housing Action Plan that incorporates ongoing monitoring, revisions and housing targets for people living on limited income (e.g. older adults, people on social assistance and youth-at-risk). **Short term (0–3 years)**
- 1.2 Exploring options for increasing the supply of workforce housing (e.g. helping people who work in Richmond to be able to afford to live in the city). **Short term (0–3 years)**
- 1.3 Enhancing policies and mechanisms for facilitating affordable homeownership in Richmond. **Short term (0–3 years)**
- 1.4 Pursuing development of an emergency shelter for women and children. **Short term (0–3 years)**
- 1.5 Updating the Homelessness Strategy, in collaboration with other Community Partners, examining housing and support service needs and options for people who are homeless or at risk of homelessness in Richmond. **Short term (0–3 years)**
- 1.6 Exploring creative financing options, to supplement developer contributions to augment the City's Affordable Housing Reserves. **Long term (7–10 years)**
- 1.7 Using the Affordable Housing Reserve Fund for strategic land acquisitions and other initiatives to facilitate provision of subsidized rental housing. **Ongoing**
- 1.8 Enhancing collaboration with non-profit societies, the faith community, private businesses and senior government to pursue innovation funding mechanisms, leveraged investment opportunities and other approaches for developing affordable housing with appropriate community support services. **Ongoing**
- 1.9 Continuing participation in local and regional homelessness initiatives. **Ongoing**
- 1.10 Continuing to advocate to Senior Government for necessary programs and funding to address priority affordable housing needs. **Ongoing**

ACTION 2: Support opportunities for people to remain in their neighbourhoods as they age, or personal circumstances or family status changes, through such means as:

- 2.1 Continuing to accommodate a variety of housing forms, with designs that facilitate aging in place, through the OCP, Zoning Bylaw and planning policies (e.g. secondary suites, laneway housing, townhouse units within high density developments; diverse unit sizes). **Ongoing**
- 2.2 Reviewing incentives to encourage homeowners to establish secondary suites, laneway housing and other desired housing forms in Richmond neighbourhoods. **Ongoing**
- 2.3 Encouraging development of housing and community spaces that incorporate physical, socioeconomic and cultural accessibility features that support liveability and aging in place. **Ongoing**
- 2.4 Continuing to pursue opportunities to increase the public's understanding of housing challenges for people with addictions, physical disabilities and mental health issues. **Ongoing**

Strategic Direction 2: Enhance Community Accessibility

ACTION 3: Continue to play a leadership role with respect to physical accessibility, consulting with people with disabilities and other partners in efforts to:

- 3.1 Implement the policies specified in the 2041 OCP pertaining to adaptable and convertible housing requirements, visitability and overall housing accessibility. **Short term (0–3 years) then Ongoing**
- 3.2 Establish cost-effective accessibility design specifications for affordable housing developments. **Short term (0–3 years)**
- 3.3 Review and refine universal accessibility guidelines for multiple family residential dwellings, and promote the incorporation of adaptable design features in new single family developments. **Medium term (4–6 years)**
- 3.4 Establish formal targeted approaches to increase employment opportunities with the City for people living with disabilities. **Medium term (4–6 years)**
- 3.5 Promote best practices in the assessment and upgrading of accessibility features in City and non-City facilities (e.g. continued participation with the Rick Hansen Foundation and others on the promotion and enhancement of the Planat online venue accessibility rating tool). **Ongoing**
- 3.6 Develop a comprehensive plan with associated budget requirements, for undertaking necessary upgrades to further increase accessibility of existing City facilities. **Long term (7–10 years)**
- 3.7 Ensure that, to the extent possible, City facilities and the public realm (e.g. parks, sidewalks) are accessible. **Ongoing**

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

- 4.1 Exploring program expansion to assist more low income residents (e.g. adults, older adults, and people with disabilities). **Short term (0–3 years)**

- 4.2 Using technological improvements to enhance customer service and program administration. **Short term (0–3 years)**
- 4.3 Increasing available opportunities for resident participation in community recreation, arts and cultural activities. **Short term (0–3 years)**
- 4.4 Developing enhanced communication and marketing approaches to facilitate maximum uptake of the Recreation Fee Subsidy Program by eligible recipients. **Short term (0–3 years)**
- 4.5 Exploring alternative mechanisms for administration of the program (e.g. through a non-profit agency, funded by the City and in accordance with City guidelines). **Short term (0–3 years)**

ACTION 5: Acknowledging that income data from Statistics Canada and other sources alone do not present a complete or fully reliable picture of poverty in Richmond, work with community-based organizations, senior governments and other partners to initiate a culturally-sensitive process to:

- 5.1 Improve understanding of the characteristics and challenges of low income residents in Richmond. **Short term (0–3 years) then Ongoing**
- 5.2 Support initiatives to help individuals and families move out of poverty, specifying the roles that the City and other partners and jurisdictions can play in pursuing viable solutions (e.g. job readiness programs, affordable housing measures). **Short term (0–3 years) then Ongoing**

ACTION 6: Support and encourage community-based initiatives that promote independence and reduce the cost of living for low income households (e.g. community gardens, community kitchens, low income resource directory, social enterprises, and community-based life skills workshops). **Ongoing**

Strategic Direction 3: Address the Needs of an Aging Population

ACTION 7: Implement, monitor and update the Older Adults Service Plan, placing priority attention on:

- 7.1 Pursuing approaches that involve planning with, not for, the older adult population. **Short term (0–3 years)**
- 7.2 Expanding the volunteer base to serve the older adult population, as well as providing meaningful volunteer opportunities for older adults. **Short term (0–3 years)**
- 7.3 Ensuring older adults and their families and caregivers are aware of available recreation, leisure, library, wellness and health promotion opportunities in the community. **Short term (0–3 years)**
- 7.4 Expanding recreation, leisure and wellness services and programs to frail and isolated older adults allowing them to remain in their own homes for as long as possible. **Ongoing**
- 7.5 Reviewing the pricing structure for City programs for older adults to ensure it remains equitable and sustainable, while also being affordable for those with limited incomes. **Medium term (4–6 years)**
- 7.6 Exploring partnerships with service providers, strata councils and housing providers to bring wellness outreach programs into buildings with a high concentration of older adults. **Short term (0–3 years)**
- 7.7 Connecting non-English speaking older adults with appropriate recreation, leisure and wellness services and programs (e.g. through the use of multilingual volunteers, translation services and partnerships with community groups). **Ongoing**
- 7.8 Developing a communication strategy to increase the awareness of the young-old (55–65 years) regarding health, wellness, the aging process, legislation, programs and benefits available to older adults. **Short term (0–3 years)**

ACTION 8: Build an expanded Minoru Place Activity Centre, ensuring that the new facility is adequate for meeting the needs of Richmond’s growing and diverse older adult population, while also being flexible to accommodate other groups and respond to changing needs over time. **Short term (0–3 years)**

ACTION 9: Support aging in place initiatives and the ongoing development of Richmond as an age-friendly community through such actions as:

- 9.1 Pursuing the City of Richmond’s designation as an Age-friendly City, joining the World Health Organizations Global Network of Age-friendly Cities and Communities. **Short term (0–3 years)**
- 9.2 Developing a comprehensive Aging in Place Strategy for Richmond, utilizing best practice research and an assessment of current and future community needs. **Long term (7–10 years)**
- 9.3 Collaborating with senior governments, Vancouver Coastal Health, and Community Partners in planning and delivery of programs (e.g. community wellness clinics, elder abuse prevention initiatives) which help older adults continue to live independently in their community for as long as possible. **Ongoing**
- 9.4 Collaborating with Vancouver Coastal Health and other partners to ensure that appropriate and sufficient care facilities, adult day centre spaces, and other resources are available to meet the needs of older adults who are no longer able to live independently. **Ongoing**
- 9.5 Striving to ensure that City land use plans, policies and developments support aging in place (e.g. through diverse housing forms, accessible outdoor public spaces and built environments, public realm features which encourage physical activity and social connections). **Ongoing**

Strategic Direction 4: Help Richmond’s Children, Youth and Families Thrive

ACTION 10: Support the establishment of high quality, safe child care services in Richmond through such means as:

- 10.1 Conducting periodic Child Care Needs Assessments, with interim monitoring to identify existing and future child care requirements, by type of care and geographic area of need. **Medium term (4–6 years)**
- 10.2 Exploring creative financing options to supplement developer contributions to augment the City’s Child Care Development Reserves. **Long term (7–10 years)**
- 10.3 Securing City-owned child care facilities from private developers through the rezoning process for lease at nominal rates to non-profit providers. **Ongoing**
- 10.4 Encouraging the establishment of child care facilities near schools, parks and community centres. **Ongoing**
- 10.5 Encouraging private developers to contribute to the City’s Child Care Development Reserve Fund, as appropriate. **Ongoing**
- 10.6 Consulting and collaborating with child care providers and other Community Partners on child care issues. **Ongoing**
- 10.7 Administering the City’s Child Care Grant Program to support the provision of quality, affordable, accessible child care in Richmond. **Ongoing**
- 10.8 Advocating for senior governments to contribute funding and improve policies to address local child care needs. **Ongoing**

ACTION 11: Implement policies identified in the 2041 Official Community Plan to promote the establishment and maintenance of a comprehensive child care system. Ongoing

ACTION 12: Seek opportunities to provide support for children and families through:

- 12.1 Working with Richmond Children First and other partners to:
 - Advance the objectives of Richmond’s Children’s Charter;
 - Develop and implement strategies to best support children and families. **Short term (0–3 years)**
- 12.2 Seeking opportunities to negotiate space for family-oriented community service hubs through the rezoning process (e.g. co-location of child care, family support and health services). **Ongoing**
- 12.3 Providing children and families with the opportunity to participate, as appropriate, in plans, policies, and programs affecting them and the community. **Ongoing**
- 12.4 Making Richmond an increasingly child and family friendly community through progressive City land use planning and design practices. **Ongoing**
- 12.5 Supporting the establishment of family-oriented affordable housing. **Ongoing**
- 12.6 Providing community grants to organizations that offer services to support children and families. **Ongoing**
- 12.7 Providing affordable and accessible child and family-friendly parks, recreation and cultural opportunities, including library programs and services. **Ongoing**
- 12.8 Supporting programs and initiatives that address domestic violence, poverty, mental health and addictions. **Ongoing**

ACTION 13: Monitor and update the Youth Service Plan, striving to create an environment that generates opportunities for Richmond’s youth to have a safe and healthy journey into adulthood, placing priority attention on:

- 13.1 Expanding services for youth in the City Centre. **Short term (0–3 years)**
- 13.2 Enhancing dedicated, safe, youth-friendly spaces in various facilities throughout Richmond. **Short term (0–3 years)**
- 13.3 Engaging youth in City and community-based planning processes. **Short term (0–3 years)**
- 13.4 Promoting and applying the 40 Developmental Assets based approach to programming for youth. **Ongoing**
- 13.5 Supporting community-based initiatives to provide children and youth from diverse backgrounds with opportunities to receive common leadership training and volunteer to serve others in the community. **Ongoing**
- 13.6 Supporting efforts of community-based groups to give Richmond school children access to nutritious meals. **Ongoing**

ACTION 14: Work with Police Services, the Richmond School District, youth serving agencies and youth groups on initiatives to:

- 14.1 Increase awareness and education in efforts to reduce the prevalence of bullying. **Short term (0–3 years)**
- 14.2 Improve information and referral amongst youth serving agencies in the City. **Short term (0–3 years)**
- 14.3 Reduce the lure for young people to join gangs. **Ongoing**

Goal 2: Engaging Our Citizens

Strategic Direction 5: Build on Richmond’s Cultural Diversity

ACTION 15: Implement, monitor and update the Intercultural Strategic Plan and Work Program.
Medium term (4–6 years)

ACTION 16: Improve the City’s cultural competence through monitoring the intercultural sensitivity and inclusiveness of corporate policies and practices, making adjustments as necessary to:

- 16.1 Establish clear guidelines for providing translation and interpretation services to conduct City business. **Short term (0–3 years)**
- 16.2 Devise and implement a comprehensive cultural diversity training program for City and community partner staff. **Medium term (4–6 years)**
- 16.3 Undertake a comprehensive review of City policies and practices from a diversity perspective, identifying gaps and proposed improvements. **Long term (7–10 years)**
- 16.4 Recognize and reduce barriers faced by new immigrants in accessing City services. **Ongoing**

ACTION 17: Improve employment opportunities for immigrants with foreign training and credentials, focusing on:

- 17.1 Exploring opportunities to develop a pilot apprenticeship type program targeted at recent immigrants, for the City and stakeholders, including the business and intercultural sectors. **Medium term (4–6 years)**

ACTION 18: Increase awareness of and access to City employment opportunities by immigrant groups through:

- 18.1 Working with community agencies and other partners to publicize City employment opportunities to immigrant groups and improve mutual understanding of barriers and needs. **Medium term (4–6 years)**
- 18.2 Continuing to explore and develop outreach mechanisms to encourage individuals from cultural groups that are currently under-represented in the City workforce to apply for available employment opportunities. **Ongoing**

ACTION 19: Create opportunities to showcase Richmond’s cultural diversity and facilitate intercultural dialogue by:

- 19.1 Encouraging collaborative approaches to ensure that Richmond remains a welcoming and integrated community, while respecting the desires of immigrant groups to maintain their own cultures. **Ongoing**
- 19.2 Facilitating the development and coordination of intercultural events that provide opportunities for active learning about the traditions of different cultures. **Ongoing**
- 19.3 Researching and pursuing opportunities for community-based dialogues or forums about current issues that face the community as a whole, and that build intercultural interaction and awareness regarding shared values and goals amongst residents of Richmond. **Ongoing**

ACTION 20: Consult with local First Nations and urban Aboriginal organizations and other partners to:

- 20.1 Gain a better understanding of the needs of Richmond’s urban Aboriginal population, and opportunities for future collaboration. **Ongoing**
- 20.2 Support the Richmond National Indigenous Peoples Day event and Richmond School District Aboriginal Enhancement Agreement initiatives. **Ongoing**

ACTION 21: In conjunction with community agencies and other partners, continue to advocate to senior governments on such matters as:

- 21.1 Funding levels for settlement services and English language training. **Short term (0–3 years) then Ongoing**
- 21.2 Licensing processes and accreditation for foreign-trained professionals. **Short term (0–3 years) then Ongoing**
- 21.3 Necessary adjustments to Federal immigration policies and recruitment campaigns. **Short term (0–3 years) then Ongoing**

ACTION 22: Collaborate with Community Partners in:

- 22.1 Developing services and strategies that recognize the needs, interests and safety of Richmond's Lesbian, Gay, Bisexual, Transgender, Queer and Two-Spirit (LGBTQ2S) communities. **Ongoing**
- 22.2 Collaborating on developing cross-agency staff awareness training programs on LGTB issues. **Medium term (4–6 years)**

ACTION 23: Establish targeted measures to prevent and respond to incidents of racism in Richmond by:

- 23.1 Participating in the establishment of media watch mechanisms with stakeholders to monitor the local media, City and community communication and work to redress misperceptions created by inaccurate or insensitive references to particular cultural groups. **Short term (0–3 years)**

- 23.2 Developing an intercultural intervention resource package and subsequent training, within City and stakeholder structures, to respond to intercultural conflicts and incidents. **Medium term (4–6 years)**
- 23.3 Collaborating with the business sector and other partners to ensure racist graffiti is removed in a timely manner both from City and non-City properties in Richmond and that any wording on business signage and/or City documentation prominently includes the English language. **Ongoing**

Strategic Direction 6: Support Community Engagement and Volunteerism

ACTION 24: Implement, monitor and update the Richmond Community Services Volunteer Management Strategy. *Short term (0–3 years)*

ACTION 25: Develop a comprehensive communication strategy for encouraging and supporting a cross section of Richmond residents, particularly those who may face barriers to participation (e.g. recent immigrants, people with disabilities, etc.) to participate in City planning and decision making processes, whereby the City:

- 25.1 Strives to ensure that key written information is presented in plain English and in additional languages, as appropriate. ***Short term (0–3 years)***
- 25.2 Works with the media, including ethnic-specific media, to disseminate information and solicit ideas from the public. ***Short term (0–3 years)***
- 25.3 Increases the use of social media and other innovative communication/engagement tools (e.g. study circles, online discussion forums). ***Short term (0–3 years)***
- 25.4 Undertakes best practice research to develop tools to improve City community engagement practices (e.g. updating and enhancing the Public Participation Toolkit). ***Long term (7–10 years)***

ACTION 26: Review the City’s advisory committee structure to determine:

- 26.1 Whether existing committee structure is the most effective for obtaining community advice on particular matters. ***Medium term (4–6 years)***

26.2 Mechanisms for ensuring that committees are best positioned to provide helpful and timely advice to City staff and elected officials including:

- Clear Terms of Reference for each committee;
- Clear roles of elected officials and staff;
- Annual orientation program for new committee members;
- Consistent reporting procedures and feedback mechanisms;
- Mechanisms for information exchange amongst committees; and
- Work programs that reflect Council Term Goals. ***Medium term (4–6 years)***

ACTION 27: Support and encourage community-based efforts to attract and develop the leadership potential of people who live or work in Richmond and, as appropriate, coordinate these efforts with the work of municipal advisory committees. *Ongoing*

ACTION 28: Expand the City’s New Canadian Tours program by:

- 28.1 Seeking corporate sponsorships and expanding the partner base of the program. ***Short term (0–3 years)***
- 28.2 Providing participants with additional information on opportunities for participation in municipal decision making processes and active involvement in civic life. ***Short term (0–3 years)***

Goal 3: Building On Social Assets and Community Capacity

Strategic Direction 7: Strengthen Richmond's Social Infrastructure

ACTION 29: Prepare an enhanced policy framework for securing community amenities (e.g. space for City services, space for lease to community agencies) through the rezoning process for new developments including:

- 29.1 Developing an administrative structure (e.g. senior staff review team) and criteria for assessing community amenity options for recommendation to Council on specific rezoning applications. **Short term (0–3 years)**
- 29.2 Establishment of a Community Amenity Reserve Policy and Fund, similar to those for affordable housing and child care, to secure cash contributions from developers for future amenity development in lieu of the provision of built amenity space. **Long term (7–10 years)**

ACTION 30: Develop and maintain a database on space needs of non-profit social service agencies to be updated annually through surveys of agencies. **Short term (0–3 years)**

ACTION 31: In consultation with community agencies and developers, establish a clear, consistent City policy framework for assisting community agencies to secure program and office space for their operations, with the framework specifying, among other things:

- Eligibility requirements and criteria for support;
- Application process with an emphasis on transparency, consistency and fairness;
- Timing requirements;
- Clarification of responsibilities of participating parties (e.g. agencies, developers, City);
- Examples of spaces that may be pursued (e.g. multi-service hubs, single agency spaces, strategic/specific agency groupings);
- Alternative mechanisms for the securing or provision of space (e.g. lease of City premises, space secured through private rezonings as an amenity contribution, space secured for lease as part of a private development approvals process, space secured through City partnerships with other levels of government). **Short term (0–3 years)**

ACTION 32: Implement the City Centre Area Plan Policy of exploring opportunities to establish multi-use, multi-agency community service hubs in appropriate locations in the City Centre, while also pursuing other types of agency space, as appropriate, throughout Richmond. **Short term (0–3 years)**

ACTION 33: Develop mechanisms and guidelines to expand use of the City's communication channels (e.g. website) to help community agencies publicize their services, programs and events. **Short term (0–3 years)**

ACTION 34: Strengthen the City's already strong collaborative relationship with Vancouver Coastal Health, consulting on emerging health care issues facing the community, advocating for needed services, partnering on priority community and social development initiatives, and soliciting input in the health implications of key City planning matters. **Ongoing**

ACTION 35: Strengthen the City's already strong collaborative relationship with the Richmond School District, consulting with the district on emerging children, youth and education issues facing the community, advocating for needed programs, and partnering on priority community and social development initiatives. **Ongoing**

ACTION 36: Encourage the Richmond School District to:

- 36.1 Expand community access and use of its schools. **Short term (0–3 years)**
- 36.2 Explore the potential for working together to establish a pilot community school in the city. **Long term (7–10 years)**

ACTION 37: Expand opportunities for partnering with Richmond Public Library on community engagement and social development initiatives. **Ongoing**

ACTION 38: Nurture and enhance existing communication channels and networks with community agencies (e.g. through staff support to the Richmond Community Services Advisory Committee, participation in networking groups.) **Ongoing**

ACTION 39: Administer, monitor and enhance the City Grant Program, undertaking reviews as required to ensure that the program continues to have adequate resources, targets priority community needs and makes efficient use of staff resources. *Ongoing*

ACTION 40: Continue to improve mechanisms and enhance timely interdepartmental collaboration to ensure that in City planning and decision making, social factors are given appropriate consideration, in conjunction with economic and environmental factors. *Ongoing*

ACTION 41: Develop and maintain strong networks and communication channels with senior government partners to seek their policy and financial assistance in addressing Richmond social issues. *Ongoing*

ACTION 42: Participate in joint planning and networking initiatives with Community Partners (e.g. Richmond School District, Vancouver Coastal Health, Metro Vancouver, and non-profit agencies), working collaboratively to address social development concerns in the community. *Ongoing*

Strategic Direction 8: Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities

ACTION 43: Implement, monitor and update the Parks, Recreation and Cultural Services Master Plan, based on updated Community Needs Assessments, developing and enhancing an appropriate range of parks, recreation and cultural facilities throughout Richmond. **Ongoing**

ACTION 44: Implement, monitor and update the Community Wellness Strategy including development of community wellness indicators in partnership with Vancouver Coastal Health. **Ongoing**

ACTION 45: Implement, monitor and update the Richmond Arts Strategy recognizing that the arts can be an important social development tool with respect to:

- Education (e.g. increasing public awareness of social issues through theatre or visual media);
- Engagement (e.g. providing opportunities for people to become more involved in the community);
- Employment (e.g. providing jobs for people in arts related fields). **Ongoing**

ACTION 46: Facilitate food security for Richmond residents by:

- 46.1 Supporting retention of agricultural lands and efforts to make these lands economically viable. **Ongoing**
- 46.2 Encouraging development of community gardens and farmers markets. **Ongoing**
- 46.3 Supporting the Richmond Farm School as an important component for the agricultural sector in the region. **Ongoing**
- 46.4 Working with the Richmond Food Security Society and Vancouver Coastal Health to facilitate food security related initiatives. **Ongoing**

ACTION 47: Explore opportunities for use of the Richmond Olympic Oval for social development initiatives. **Medium term (4–6 years)**

Strategic Direction 9: Facilitate Strong and Safe Neighbourhoods

ACTION 48: Ensure that the City’s land use planning and transportation policies and bylaws create neighbourhoods that support Richmond’s active living, social development and wellness objectives through such measures as:

- 48.1 Identifying locations, funding options, and planning mechanisms for the development of community gathering spaces in various parts of the city. **Ongoing**
- 48.2 Facilitating development of vibrant streetscapes with a diverse range of uses and amenities in appropriate neighbourhood locations throughout Richmond. **Ongoing**
- 48.3 Completing a network of bike routes and walkways linking neighbourhood hubs and gathering places to one another and to regional amenities. **Ongoing**

ACTION 49: Action 49 – Support local community building initiatives, focusing on:

- 49.1 Developing community gardens, boulevard planting areas and other informal gathering places in local neighbourhoods through the existing Partners for Beautification Program. **Ongoing**
- 49.2 Supporting community clean up events and community arts activities. **Ongoing**

ACTION 50: Continue to co-locate recreation and other community facilities with or near school sites. **Ongoing**

ACTION 51: Encourage community agencies and faith-based groups to make spaces available in their premises at reasonable rates for local community users (e.g. meetings, drop-in programs). **Ongoing**

ACTION 52: Collaborate with Police Services and Community Partners to promote Richmond as a safe and livable community. **Ongoing**

ACTION 53: Support the efforts of government and community-based partners to address mental health, substance abuse and addiction concerns in Richmond. **Ongoing**



City of Richmond

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

Telephone: 604-276-4000

www.richmond.ca