

City of Richmond

2015–2020 Youth Service Plan: Where Youth Thrive

2020 Update



Introduction

The City of Richmond’s *2015–2020 Youth Service Plan* was developed to address the service needs for youth aged 13 to 18 years and acts as a road map for the City, Community Associations and Societies and youth-serving organizations to support and respond to the needs and aspirations of youth in Richmond. The Plan aims to create an environment that generates opportunities for Richmond’s youth to have a safe and healthy journey into adulthood. The *2015–2020 Youth Service Plan* was the result of a review of best-practice information and research from other jurisdictions in Canada and extensive community consultations with youth, Community Associations and Societies and youth-serving organizations.

The *2015–2020 Youth Service Plan* consists of three goals and nine themes with 54 associated actions. Each theme is linked to the Search Institute’s 40 Developmental Assets, a framework that the City of Richmond has adopted for working with youth. Developmental Assets are positive supports and strengths that young people need to succeed (see Appendix A). Actions are outlined under each theme to address the needs that were identified by youth and stakeholders during the development of the Youth Service Plan (see Appendix B). Since the *2015–2020 Youth Service Plan* was adopted, there has been significant progress in addressing the ongoing, short, medium and long-term actions.

This *2015–2020 Youth Service Plan – 2020 Update* showcases the progress made towards the actions in the plan. The City, Community Associations and Societies and youth-serving organizations continue to collaborate to better meet the needs of youth in Richmond. These vital partnerships have resulted in numerous benefits for the community and support the vision of the *2015–2020 Youth Service Plan* “for Richmond to be the best place in North America to raise children and youth.”

As the Plan is at the end of its cycle, the City is currently developing a new 10-year Richmond Youth Strategy. The new Strategy will include a needs assessment, a strategic framework with actions and timelines that further the progress made on previous plans, stakeholder engagement findings, a literature and best practice review and community input. The *2020 Update* presents highlights from the final year of the *2015–2020 Youth Service Plan* and will inform City Council and the community about the City’s progress with advancing the identified actions within the five-year plan.

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2015–2020 Youth Service Plan Framework

The 2015–2020 Youth Service Plan consists of three key goals and nine themes. Each theme is linked to the external and internal developmental assets that it aims to address. For each theme, the objectives,

achievements and challenges were identified based on the consultations with youth and key stakeholders, data on current youth trends and a review of best practices in other youth-focused municipal strategies.



Who is responsible for implementation?

Many individuals and groups including the City, Community Associations and Societies and youth-serving organizations, contribute towards achieving the actions set out in the Youth Service Plan. The following section defines their roles.

City of Richmond

The City has maintained an ongoing commitment to support the unique needs of youth by allocating resources and designing and offering services, programs and spaces specifically for youth. Working closely with Community Associations and Societies, the following City staff positions are dedicated to working with youth in Richmond:

- **Program Lead, Youth:** Acts as a resource for City staff, Community Associations and Societies, youth serving organizations and the public on matters related to youth in Richmond. The position develops and manages policies and strategies that meet the needs of youth and young adults and collaborates with others on initiatives, activities and events that achieve the actions set out in the Youth Service Plan.
- **Youth Outreach Workers:** Develop and implement programs and opportunities to meet the individual needs and interests of specific youth in Richmond. The Youth Outreach Workers connect youth who are referred to them to the community through recreational, cultural and social activities.
- **Youth Outreach Worker, Media Arts Specialist and Media Arts Programmer:** Builds relationships with youth specifically through the Richmond Youth Media Program and leads activities in the Media Lab at the Richmond Cultural Centre that help youth build media arts skills.

It is important to note that many other City staff deliver valuable services to youth however, they are not specifically identified as youth workers. These staff work in City facilities throughout Richmond (e.g. Arenas and Aquatics).

Community Associations and Societies

The City of Richmond works collaboratively with Community Associations and Societies that deliver programs and services at community centres throughout Richmond. Community Associations and Societies are led by volunteer boards comprised of committed community members. Richmond Community Associations and Societies include:

- City Centre Community Association
- East Richmond Community Association
- Hamilton Community Association
- Sea Island Community Association
- South Arm Community Association
- Steveston Community Society

- Thompson Community Association
- West Richmond Community Association

The following Community Association and Society staff are dedicated to working with youth:

- **Youth Development Coordinators:** Develop recreation programs and services for youth within community centres. Additionally, they lead activities, programs and events as well as supervise Youth Development Leaders.
- **Youth Development Leaders:** Lead and supervise preteen and youth recreation programs at community centres under the direction of the Youth Development Coordinator.
- **Volunteer Coordinators:** Recruit, coordinate, supervise, support and evaluate volunteers for Community Association and Society programs, services and events.
- **Community Development Coordinators:** Develop and implement events and outreach opportunities for the community, often supervising and coordinating youth volunteers.

It is important to note that many other Community Association and Society staff deliver valuable services to youth; however, they are not specifically identified as youth workers. These staff work in City facilities throughout Richmond (e.g. Fitness Centre staff).

Youth Serving Organizations

Youth-serving organizations include those organizations that work with Richmond youth.

These organizations include the Richmond School District, Richmond Public Library, Vancouver Coastal Health, Foundry Richmond, Connections Community Services, Richmond Addiction Services Society, Touchstone Family Association, Chimo Community Services, Richmond Society for Community Living, Richmond Centre for Disability, the Ministry of Children and Family Development, the RCMP, community sport organizations, faith-based organizations and many others.

The Impact of the COVID-19 Pandemic

The COVID-19 pandemic has profoundly affected the daily lives of Richmond residents including those of youth and young adults. It has impacted their employment prospects, educational opportunities, their social and recreational activities and notably their mental health. On March 16, 2020, Richmond community facilities were closed in response to the rapidly evolving COVID-19 pandemic. The closure of City facilities and the cancellation of programs greatly impacted participation in programs and services for youth in 2020.

The City is gradually reopening services, amenities and facilities with a carefully planned approach that aligns with public health guidelines and orders. Staff who work with youth are continuously adapting to COVID-19 public health restrictions and finding creative ways to connect with youth through the provision of public health compliant programs and services, either digitally or in-person.

Ongoing research and monitoring of the implications of the COVID-19 pandemic on youth in Richmond will continue into 2021 and will be critical to the planning and provision of youth services for the foreseeable future.



Progress

The *2015–2020 Youth Service Plan* consists of three goals and nine themes. For each theme, concrete actions are suggested along with associated outcomes, City roles and timelines. The following

sections provide an overview of the accomplishments that have occurred since the implementation of the *2015–2020 Youth Service Plan – 2019 Update*.

GOAL 1

Building Youth Assets Through Engagement & Partnerships

Theme 1: Youth Asset Development

Asset development is a key element underpinning the Youth Service Plan.

Objective: The 40 Developmental Asset Framework provides a shared vision and language to guide practice and decision-making. The City, in collaboration with various Community Associations and Societies, works to ensure a common understanding of the 40 Developmental Assets Framework in youth programming. Through this understanding, youth are aware of how their participation influences their asset development and the community is more aware of the principles of developmental asset-building and its role in collectively increasing the assets of Richmond youth.

Highlighted Achievements

Community Intergenerational Initiative

As outlined in the 40 Developmental Assets, empowerment is an asset that provides young people the opportunity to feel valued and valuable. Service to others helps to achieve this external asset. In December 2020, Community Centre youth groups across Richmond created holiday cards to accompany to-go meals delivered on Christmas Eve to 103 vulnerable seniors. This initiative, made possible by the Minoru Seniors Society, helped seniors facing isolation and financial hardship while empowering youth to share their creativity for the community's greater good.

40 Developmental Assets

The City and Community Associations and Societies use the 40 Developmental Assets as a framework for working with youth. Asset development is accomplished by building relationships with youth that are grounded in mentoring, role modelling and engagement; creating meaningful experiences for youth and adults; and working with other youth-serving organizations to support all youth.

Research shows that the 40 Developmental Assets, developed by the Search Institute of Minnesota, act as essential building blocks for adolescents to make wise decisions, choose positive paths and grow into competent, caring and responsible adults. These building blocks are made up of assets that are internal and external to the individual youth. Internal Assets are assets that youth can work on independently and External Assets focus on positive experiences that young people receive from the people and institutions in their lives.



Theme 2: Youth Engagement, Leadership and Empowerment

Engaged and empowered youth are the leaders of today and tomorrow.

Objective: The City values Richmond youth as contributing members of society and recognizes the importance of youth being involved in the decisions that affect them. Richmond youth are connected to opportunities to provide direct input in decision-making and to collaborate with adults and their peers. Furthermore, they are involved in meaningful volunteer experiences within the City 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.

Highlighted Achievements

City Centre Leadership Program

City Centre Community Association offers five leadership programs for youth aged 13 to 18 years. The youth involved in these programs plan, coordinate and execute youth events and initiatives during the school year. In 2020, 112 youth volunteers met weekly, pivoting from in-person to virtual meetings in late March. Each team is mentored by youth staff while planning in-person events, such as the C-Change Lock-in Sleepover, Beta U Case Competitions and virtual events, such as On the Table and Winter Carnival. Youth have opportunities to develop a range of transferable skills and competencies, such as marketing and communications and problem-solving, to empower them as change-makers and community leaders.

Community Centre Youth Councils

Leadership skill development opportunities continue to be provided for youth in Richmond. In 2020, 141 youth participated in weekly Community Centre

Youth Councils at facilities across the community. Youth Council members are empowered to have a voice to influence decisions that affect them and to contribute to improving programs and services for the community. Examples of Youth Council projects in 2020 include:

- A warm clothing drive for the Winter;
- Community park clean-ups;
- Intergenerational social connections with seniors;
- Peer mentorship and leadership;
- Developing local social justice projects;
- Providing input for youth service delivery; and
- Creating partnerships with school Interact clubs.

Environmental Stewardship

The City of Richmond's Green Ambassadors are a dedicated group of high school students who participate in monthly symposiums to learn about environmental sustainability and apply what they have learned as volunteers at City events and activities. These energetic and environmentally conscious youth also manage environmental initiatives at their schools. In 2020, 150 youth volunteered 1,056 hours in the Green Ambassador Program through in-person symposiums and special events before the pandemic and virtual symposiums and a physically distanced shoreline clean-up in August 2020 following public health orders limiting in-person gatherings. Youth volunteers gained valuable teamwork and leadership skills while learning more about environmental sustainability.

Job Readiness in Aquatics

The City's Aquatics Services continue to offer various volunteer opportunities for youth to gain valuable job readiness skills for future employment. In 2020, 13 volunteers contributed 44 hours to Aquatics programs and services in roles such as Assistant Water Safety Instructor, Adapted Swim Instructor and Shadow Lifeguard. Most of the individuals hired as Aquatics staff were previously volunteers, highlighting the importance of leadership training for young people

to acquire the skills needed for the job market. It is important to note that volunteer applications, service hours and hiring numbers were significantly lower this year due to facility closures experienced during the COVID-19 pandemic.



Richmond Art Gallery Youth Arts Program

The Richmond Art Gallery offered a collaborative course through Emily Carr University's Youth Art and Culture Lab, for students aged 12 to 15 years. This 10-session course 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 16 youth. The program moved from in-person to online in the Fall of 2020 due to the pandemic.

The Art Gallery also hosted the Youth Summer Art Intensive, a one-time project supported by a BC Arts Council Youth Engagement Grant and a partnership with the City's Richmond Public Art program. The exhibiting artist, Emily Neufeld, hosted a free three-week art program for youth aged 15 to 18 years. Students were selected through an application process which included submission of a personal portfolio and were provided complimentary art materials and an artist fee for exhibiting their artwork at the end of the program. This project was held mostly in a virtual manner, with three in-person

sessions held outdoors at Richmond parks. Nine students completed the program and installed their final public art installation at Minoru Park for Culture Month in September and October 2020.

Richmond Youth Media Program Youth Advisory Board

The Richmond Youth Media Program's (RYMP) Youth Advisory Board (YAB) guides the direction of the Richmond Youth Media Program. The group consists of 15 youth aged 13 to 24 years who assist in planning and coordinating events, sharing advice and providing valuable feedback regarding RYMP programming. In 2020, YAB members proposed the use of Discord, an online conversation and interactive platform, to serve as a means of communication and collaboration during the pandemic-related closure of the Media Lab.

U-ROC Awards

Each year, as part of Youth Week held from May 1–7, the City hosts the U-ROC (Richmond Outstanding Community) Awards to celebrate youth who are recognized for their mentorship, leadership and teamwork, as well as adult asset champions, who mentor, support and make a difference in the lives of youth. U-ROC Award nominees receive recognition for a variety of important reasons. Nominees include youth who have made significant contributions through volunteering or overcome significant barriers toward their personal success and adults who have made a special effort to support and mentor young people in Richmond. In 2020, due to the Public Health orders and restrictions in place due to the COVID-19 pandemic, the in-person celebration event was suspended; however, all nominees were recognized on the City website and received a certificate signed by Mayor Malcolm Brodie. Overall, there were 95 award nominees: 32 adult Asset Champions and 63 Outstanding Youth.

Youth on City Council Appointed Advisory Committees

The City continues to provide the opportunity for youth aged 18 to 24 years to serve on City Council Appointed Advisory Committees. In 2020, two youth were appointed to two different Advisory Committees: Richmond Intercultural Advisory Committee and Public Art Advisory Committee. Due to the COVID-19 pandemic, the Advisory Committees temporarily suspended all meetings in March. Meetings resumed in September 2020 but were held using a virtual platform. This youth engagement initiative provides youth with exposure to civic activities and the ability to develop leadership and employment skills, which will help to serve them in the future.

Youth Community Leaders Program

The Youth Community Leaders Program, made possible through funding from WorkBC's Community Workforce Response Grant, saw eight youth meet weekly for eight weeks at South Arm Community Centre. This program helped youth develop their leadership skills, provided workplace readiness training, an introduction to recreation as a career and certification in industry-recognized certifications, High Five Principles of Healthy Child Development and first aid.

Theme 3: Collaboration with Community Partners

The delivery of Youth Services is strengthened through the City's community partnerships.

Objective: Relationships with community partners increase the City's capacity and pooled resources and, therefore, contributed to the success of the Youth Service Plan. The City maintains and expands its network with community partners to provide flexible outreach services and accommodate the diverse

needs of youth. Youth are better connected to the wide range of opportunities and services that the City of Richmond and Community Associations and Societies have to offer.

Highlighted Achievements

Collaborative Programs

Throughout 2020, the City and Community Associations and Societies collaborated with other youth-serving organizations to provide new and unique opportunities to youth. Some highlights include partnerships with Chimo Community Services (Mental Health workshop), Blanket BC Society (clothing drive for youth), Out in Schools (presentations to LGBTQ2S+ clubs), Check Your Head (Anti-Racism workshop) and Girl Rising (female empowerment presentation). These collaborations support and facilitate regular communication between youth-serving organizations to share information and knowledge, coordinate activities and better meet the needs of young people in Richmond.

Foundry Richmond

As a key stakeholder and partner of the Richmond Foundry Project, the City of Richmond continues to support the establishment of a Foundry youth-hub for the community, which provides 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 (LAC), a planning and working group to provide advice and support to the project lead, Vancouver Coastal Health (VCH). On July 15, 2020, Foundry Richmond had a soft-launch of services at their interim location at 8100 Granville Avenue. Services for youth aged 12 to 24 years include:

- A sexual health clinic;
- Drop-in counselling;
- Peer support; and
- Access to mental health and substance use supports.

The Foundry Youth Advocates (FYA) youth advisory council continues to provide a youth voice to Foundry Richmond. Consisting of 14 youth, the FYA offers a youth perspective to the LAC, assists with Foundry Richmond hiring procedures and creates social media content that promotes the Foundry while building awareness of youth mental health. VCH recently secured a larger, permanent site for Foundry Richmond.

Girls Only Day (GO Day)

Planned and delivered in partnership with Vancouver Coastal Health, Richmond School District and Community Associations and Societies, GO Day is a day-long expo where girls are provided the opportunity to participate in fun physical activities and workshops on healthy living. Participants tend to be girls who are not yet engaged in physical activity or sport, who are encouraged and inspired to participate by the School District's Physical Education and Counselling Department staff. The goals of GO Day are to remove barriers that may limit young girls from being physically active, help participants develop healthy recreational habits and improve attitudes toward physical activity. Typically only offered to Grade 9 girls, the expo was opened up to girls in both Grades 8 and 9 in 2020 where 75 girls participated in activities including Zumba, k-pop, self defence, barre pilates and hip hop. In addition, workshops on self-care strategies including healthy sleep habits, healthy snacks and mindfulness were offered.

Positive Ticket Campaign

The Positive Ticket Program is a community partnership between the Richmond RCMP, the City and Community Associations and Societies. This program provides more opportunities for youth to get involved in recreational activities. Youth are given a ticket when observed "doing something right". Each ticket can be redeemed for one free drop-in activity at a participating community facility such as Pitch and Putt or swimming, thereby fostering active lifestyles and enhancing positive community connections for Richmond youth.

These Two Hands

These Two Hands is a project-based woodworking group offered to Richmond youth aged 13 to 18 years in partnership with Minoru Seniors Society at Minoru Centre for Active Living. The program brought five seniors and five youth together to create a visioning board made of wood utilizing the woodwork shop at the Seniors Centre at Minoru Centre for Active Living. Participants were provided a social, recreational, cultural and intergenerational opportunity that they might not have otherwise had a chance to experience. The innovative, intergenerational program provided youth and seniors the opportunity to learn new woodworking skills while exercising their creativity.



Youth Filmmaking

Members of the Richmond Youth Media Program used their video editing skills for several projects including: *Let Your Spirit Dance*, a video highlighting the benefits of a community dance organized by the Wuikinuxv nation with support from VCH Community Investments and VCH Aboriginal Health and the *Richmond Remembers In Place* live video webcast, produced under the direction of professional filmmakers Kryshan Randel and Zac Fudge.

GOAL 2

Expanding Opportunities for Youth

Theme 4: Youth Program Development and Delivery

Youth benefit from developing and participating in a wide range of social, cultural and recreational programs.

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 Associations and Societies and youth around a core grouping of programs results in a broad range of programs and services that accommodate a variety of needs and interests.

Highlighted Achievements

COVID-19 Youth Staff Response

In response to the COVID-19 pandemic, multiple programs were moved to a virtual format including the Richmond Youth Media Program, Friday Hangouts and PAINT (People for Acceptance and Inclusion, Not just Tolerance). Summer programs such as day camps were also adapted to provide safe recreational and social opportunities for youth during the COVID-19 pandemic.

Youth Week

BC Youth Week is a provincial celebration held annually during the first week of May with the intent to highlight the strong connection between youth and their communities. Due to the COVID-19 pandemic, most municipalities throughout the province cancelled 2020 BC Youth Week events; however, the City of Richmond and Richmond Community Associations and Societies led the way by

offering 12 virtual activities. Events and opportunities included workshops on careers in media arts, the creation of a Youth Podcast and a virtual dance party that saw over 300 participants. The 2020 Youth Week participation was measured in views through the @CityofRichmondYouth Instagram account with a total of 2,015 views.

Theme 5: Bridging Services for Vulnerable Youth

Vulnerable youth have unique needs and can thrive with access to appropriate programs and services.

Objective: The City reaches youth through a variety of programs and services while being particularly vigilant about addressing the specific needs of youth who may be experiencing circumstances that make them more vulnerable. These groups include youth of Indigenous heritage, youth with diverse abilities, newcomer/immigrant youth, youth who identify as LGBTQ2S+, 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 the youth themselves. The City ensures that vulnerable youth are connected to resources and opportunities to build assets.

Highlighted Achievements

Into the Trees

The Into the Trees Program was offered for the first time in early 2020 with four Richmond youth participating who were between the ages of 14 and 18 years. The program included a series of

nature walks, short hikes and snowshoe excursions designed to introduce youth with limited experience in the outdoors to natural environments in a safe manner. Through intentional conversations about the relationships with the natural world, technology and sustainability, this program's goal was to build stronger connections to nature, each other and positive adult mentors.

LINK

LINK is a weekly opportunity for youth that provides a blend of social and recreational activities in the community and highlights the programs and services available at City facilities. This approach helped introduce eight youth to the spaces and programs they may now access independently or with their families.

Richmond Public Library (RPL)

To support the Library's 2019–2021 Strategic Goal of building and growing our community, youth programming in early 2020 encouraged youth to connect with peers outside their school environments while also offering opportunities to learn new skills. Programs created specifically for youth included Sign Language Club, a Dungeons and Dragons Club and a Code and Robotics Club. Leadership opportunities for 58 youth volunteers involved their support in Reading Buddies, Read with a Dog, Le Club Français and the Teen Ambassadors program. In response to the COVID-19 pandemic, the Library quickly pivoted in March and moved all youth programs such as Writing, Poetry and Essay Writing, Newcomer Youth Conversation Circle and Teen Book Club online. The Teen Ambassador Club continued to meet virtually every month. From March to December, over 600 participants took part in these online sessions. All programs were designed to help reduce social isolation and respond to the community's quickly changing needs. A variety of free and fun virtual activities were also provided including writing prompts, a digital escape room and Kahoots trivia. The annual Summer Reading Club also moved online in 2020, with more than 2,000 children and youth participating.

Richmond Youth Media Program (RYMP)

In the RYMP, youth participants learn skills in creating digital art (including animation, video editing and coding) and then use those skills to build connections in the community. RYMP youth also help organize annual events including Careers in Media Arts during Youth Week, RYMP FM during Culture Days and the Richmond Remembers live video simulcast for Remembrance Day.

After the pandemic-related closure of the Richmond Media Lab, the City successfully applied for an Adobe Creativity Grant, which allowed RYMP to provide 25 year-long Creative Cloud licenses to program members. A Pandemic Food Security program was also launched for RYMP youth, resourced with one-time funding from Vancouver Coastal Health.

In the past year, RYMP programming was supported by 26 youth service providers and professional media artists. This free, referral-based program for youth aged 13 to 24 years had 30 members spend 1,314 hours in the Media Lab and at community outreach events in 2020.



Photo credit: Lauren Burrows Backhouse

Supporting Families Initiative

Supporting Families is a collaborative community initiative to support the well-being of families affected by mental health and/or substance use issues. Resilient Youth is a program offered through Supporting Families for youth who have a family member with a mental health or addictions concern. Vancouver Coastal Health, Richmond Addiction Services and the City of Richmond facilitated this program through interactive activities focusing on learning resiliency and coping skills. In 2020, six youth participated in two eight-week sessions. However, due to the pandemic, the group could only meet together in person for one of the sessions, while the others were conducted online.

Youth Integration Programs

Youth Integration Programs are suitable for youth with cognitive delays and/or social challenges and focuses on reducing stress and building self-esteem. In 2020, Youth Integration Programs at Cambie and Steveston Community Centres supported 16 individuals with identifying and working to achieve individual goals, connecting them to other resources and creating social opportunities in the community.



Theme 6: Safe and Social Spaces for Youth

Indoor and outdoor youth spaces foster their development and independence.

Objective: All youth have access to indoor and outdoor spaces in the community where they can take ownership, be responsible, feel welcome, socialize, obtain information and receive services. Youth-friendly spaces are 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 within facilities.

Highlighted Achievements

Support for All Youth

The AllWays Youth Program, PAINT (People for Acceptance and Inclusion, Not just Tolerance) and GLITTER (Gay, Lesbian, Intersex, Trans, Two-Spirit, Everyone in Richmond) programs have been providing a safe drop-in space to discuss gender and identity as well as meet like-minded peers. In 2020, 22 youth who identify as LGBTQ2S+ and their allies met both in-person and virtually. Additionally, PAINT and the Richmond Media Lab partnered to host the City's first Virtual Dance Party for Pride Week, which had over 115 views on the @CityofRichmondYouth Instagram account.

GOAL 3 Improving the Quality of Youth Services

Theme 7: Moving Towards Standards

High quality and consistent youth services deliver results.

Objective: The City fosters consistency in the delivery of services to youth across all City facilities and programs. Youth benefit from having programs delivered with consistent city-wide messages. The City attracts and retains high performing employees as the City is recognized as a desirable place to work with fair compensation. Standardized training provides employees with professional skills required to be successful in their work and enhances their ability and capacity to deliver high-quality youth services.

Highlighted Achievements

In 2020, the BC Recreation and Parks Association (BCRPA) hosted the biennial Empower YOUth: Provincial Conference for Youth Workers. Staff attended the 2020 two-day virtual conference in November and brought back relevant information to share with their teams. The Youth Development Coordinator at Cambie Community Centre also participated on the provincial planning committee providing input pertinent to Richmond's context. Some of the workshop sessions that staff participated in include: Strategies and Resources for Helping Youth Manage Anxiety, Engaging Immigrant Youth, Youth Engagement In changing Times, Keeping Young Workers Safe and others.



Theme 8: Marketing and Communication

Awareness of programs, services and facilities encourages youth participation.

Objective: Youth and the community are aware of programs, services and facilities available in Richmond. The City 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.

Highlighted Achievements

Social Media

During the COVID-19 pandemic, social media became an essential mechanism for reaching youth in Richmond. A new City of Richmond Instagram account @CityofRichmondYouth was launched in April 2020, amassing over 400 followers through 141 individual posts. Posts included marketing for programs and events and consisted of a joint podcast discussing topics relevant to youth in partnership with the City and Richmond Addiction Services Society. The City Centre Youth Council, which represents City Centre Community Centre's five youth leadership teams, re-launched the @citycentreccyouth Instagram account. Youth volunteers worked closely with youth staff to plan, design and roll out content regularly. This initiative aims to build social media marketing skills, connect with youth during the COVID-19 pandemic and promote City Centre's youth events and programs through a youth-involved format.

Erase Bullying Campaign

The annual ERASE (Expect, Respect and a Safe Education) anti-bullying campaign, also known as Pink Shirt Day, runs in collaboration with the Richmond

School District. The campaign increases awareness and education in efforts to reduce the prevalence of bullying amongst children and youth. In 2020, the City worked closely with the School District to promote the event through a poster campaign created by students, social media posts, media releases and in-house promotions and activities at all City facilities. In addition, on duty Richmond Fire-Rescue personnel wore pink epaulettes to show their support of the ERASE Bullying campaign.

Theme 9: Tracking the Progress and Reporting to Community

Monitoring and evaluation enable continued learning, ensure success and are key to delivering effective, efficient and responsive services.

Objective: The City and Community Associations and Societies monitor and evaluate the progress on implementing the actions of the *2015–2020 Youth Service Plan*. Qualitative and quantitative indicators are used to measure success in achieving desired outcomes and provide useful information for program development, resource allocation and decision making. The City reports back to community organizations and citizens on the progress of the *Youth Service Plan* implementation and ensures consistency and accountability in reporting mechanisms.

Highlighted Achievements

Youth Service Plan 2020 Update

The 2020 Update to the *2015–2020 Youth Service Plan* provides a snapshot of annual highlights and also assists the City, Community Associations and Societies and youth-serving organizations in monitoring the progress of actions outlined in the *2015–2020 Youth Service Plan*. This report is shared with City Council, disseminated to Community Associations and Societies and youth-serving organizations and posted to the City's website for the community to review.

Next Steps

Since 2015, the City has shifted and adjusted how youth services are delivered according to the current community context. As a result, the *2015–2020 Youth Service Plan* will be replaced with a new 10-Year Richmond Youth Strategy (2021–2031). This new Youth Strategy will provide those working with youth with an important framework to support and meet the unique needs of youth in Richmond and to enhance and support programs and services. The Youth Strategy will be developed with input from youth in collaboration with a broad range of stakeholders and representatives from the public and not-for-profit organizations that serve youth.

Through partnerships and engagement, the goals for creating the new Youth Strategy are to:

- Update the profile of youth in Richmond, including information about youth aged 19 to 24 years;
- Identify and/or confirm areas of greatest community need;
- Identify actions that the City can take to support and engage youth;
- Identify actions that the City and Community Associations and Societies, can take to fulfill the City’s vision “for Richmond to be the best place in North America to raise children and youth”; and
- Identify actions that can be taken by youth-serving organizations to also fulfill their mandates and visions.

Conclusion

The *2015–2020 Youth Service Plan – 2020 Update* presents highlights of the final year of the Plan and demonstrates the commitment of the City of Richmond, Community Associations and Societies, along with other youth-serving organizations, to help youth thrive. The Plan also acts as an important framework and guide for those who work with youth in Richmond. The work completed in 2020 outlines the progress the City and Community Associations and Societies continue to make to ensure effective, meaningful and appropriate services, programs and opportunities are provided to youth. By working together, the City, Community Associations and Societies and youth-serving organizations will continue to support youth and their families in Richmond.





Appendix A: 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>)

EXTERNAL ASSETS



Support

- 1. Family support** - Family life provides high levels of love and support
- 2. Positive family communication** - Young person and their parent(s)/guardian(s) communicate positively, and young person is willing to seek advice and counsel from parent(s)/guardian(s)
- 3. Other adult relationships** - Young person receives support from three or more non-parent adults
- 4. Caring neighbourhood** - Young person experiences caring neighbours
- 5. Caring school climate** - School provides a caring, encouraging environment
- 6. Parent involvement in schooling** - Parent(s)/guardian(s) are actively involved in helping young person success in school



Empowerment

- 7. Community values youth** - Young person perceives that adults in the community value youth
- 8. Youth as resources** - Young people are given useful roles in the community
- 9. Service to others** - Young person serves in the community one hour or more per week
- 10. Safety** - Young person feels safe at home, school, and in the neighbourhood



Boundaries & Expectations

- 11. Family boundaries** - Family has clear rules and consequences and monitors the young person's whereabouts
- 12. School boundaries** - School provides clear rules and consequences
- 13. Neighbourhood boundaries** - Neighbours take responsibility for monitoring young people's behaviour

- 14. Adult role models** - Parent(s)/guardian(s) and other adults model positive, responsible behaviour
- 15. Positive peer influence** - Young person's best friends model responsible behaviour
- 16. High expectations** - Parent(s)/guardian(s) encourage the young person to do well



Constructive Use of Time

- 17. Creative activities** - Young person spends three or more hours per week in lessons or practice in music, theater or other arts
- 18. Youth programs** - Young person spends three or more hours per week in sports, clubs, organizations at school and/or in the community
- 19. Religious community** - Young person spends one or more hours per week in activities in a religious institution
- 20. Time at home** - Young person is out with friends “with nothing special to do” two or fewer nights per week

INTERNAL ASSETS



Commitment to Learning

- 21. Achievement motivation** - Young person is motivated to do well in school
- 22. School engagement** - Young person is actively engaged in learning
- 23. Homework** - Young person reports doing at least one hour of homework every school day
- 24. Bonding to school** - Young person cares about their school
- 25. Reading for pleasure** - Young person reads for pleasure three or more hours per week



Positive Values

- 26. Caring** - Young person places high value on helping other people
- 27. Equality and social justice** - Young person places high value on promoting equality and reducing hunger and poverty
- 28. Integrity** - Young person acts on convictions and stands up for their beliefs
- 29. Honesty** - Young person “tells the truth even when it is not easy”
- 30. Responsibility** - Young person accepts and takes personal responsibility
- 31. Restraint** - Young person believes it is important not to be sexually active or to use alcohol or other drugs



Social Competencies

- 32. Planning and decision making** - Young person knows how to plan ahead and make choices
- 33. Interpersonal competence** - Young person has empathy, sensitivity, and friendship skills
- 34. Cultural competence** - Young person has knowledge of and comfort with people of different cultural/racial/ethnic backgrounds
- 35. Resistance skills** - Young person can resist negative peer pressure and dangerous situations
- 36. Peaceful conflict resolution** - Young person seeks to resolve conflict non-violently



Positive Identity

- 37. Personal power** - Young person feels they have control over “things that happen to me”
- 38. Self-esteem** - Young person reports having high self-esteem
- 39. Sense of purpose** - Young person reports that “my life has a purpose”
- 40. Positive view of personal future** - Young person is optimistic about their personal future



Appendix B: Youth Service Plan: Actions



Building Youth Assets Through Engagement & Partnerships

THEME 1: YOUTH ASSET DEVELOPMENT

#	ACTION	TIMELINE
1.1	Incorporate the Developmental Asset language and philosophy in City and Community Association youth marketing and communication tools.	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.	Short Term
1.3	Develop and implement training opportunities for City staff, Community Associations and Community Organizations to enhance common understanding of Developmental Asset principles.	Medium Term
1.4	Expand the Youth Services Street Team to advance Developmental Asset education and awareness in the community.	Medium Term
1.5	Establish an asset-based leadership group with key representatives from the City's community partners.	Medium Term
1.6	Create asset development training and coordinate and advance asset development within Community Services and other youth serving agencies.	Medium Term

THEME 2: YOUTH ENGAGEMENT, LEADERSHIP AND EMPOWERMENT

#	ACTION	TIMELINE
2.1	Enhance existing programs and services and create new opportunities for mentorship (such as youth peer leadership, intergenerational activities).	Ongoing
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).	Short Term
2.3	Provide leadership skills development programs that are specifically designed for youth.	Ongoing
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).	Medium Term
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.	Ongoing
2.6	Acknowledge diverse youth through the U-ROC Awards, volunteer recognition and develop new and innovative methods of youth recognition.	Ongoing

THEME 3: COLLABORATION WITH COMMUNITY PARTNERS

#	ACTION	TIMELINE
3.1	Build new relationships and foster existing relationships with community partners.	Ongoing
3.2	Support and facilitate regular communication between partners to share information and knowledge, coordinate activities and discuss youth needs and issues.	Ongoing
3.3	Develop and regularly maintain an inventory of youth-serving organizations in Richmond to more efficiently communicate youth related information and resources.	Medium Term
3.4	Organize a Richmond Youth Forum to bring together youth and youth stakeholders, provide education and information and improve interagency communication.	Medium Term



Expanding Opportunities for Youth

THEME 4: YOUTH PROGRAM DEVELOPMENT AND DELIVERY

#	ACTION	TIMELINE
4.1	Enhance communication city-wide about the importance of regular physical activity on youth health and wellness.	Ongoing
4.2	Involve youth in program planning to ensure development of appropriate opportunities to combat inactivity.	Ongoing
4.3	Improve accessibility of Community Services programs and services, facilities and spaces.	Ongoing
4.4	Identify opportunities to provide more low cost/no cost programs and services to youth.	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.	Ongoing
4.6	Support the Richmond sport community to develop youth to reach their highest level of sport achievement.	Ongoing
4.7	Identify transportation needs to access youth programs and services, particularly in outlying areas of Richmond.	Ongoing
4.8	Identify opportunities for relevant programming targeting specific age groups of youth.	Medium Term
4.9	Enhance youth life skills and build career training into programs and services for youth.	Ongoing

THEME 5: BRIDGING SERVICES FOR VULNERABLE YOUTH

#	ACTION	TIMELINE
5.1	Identify barriers to existing programs, services and opportunities for vulnerable youth, focusing on particular target groups.	Short Term
5.2	Improve access to and information about existing City programs, services and opportunities for vulnerable youth.	Medium Term
5.3	Enhance programs and services for vulnerable youth.	Medium Term
5.4	Enhance the Roving Leader Program and if applicable, develop additional approaches to provide more flexible outreach services.	Short Term
5.5	Develop ways to better reach parents of vulnerable youth.	Ongoing
5.6	Create more opportunities for (and increase access to) opportunities and activities for young people with disabilities.	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).	Ongoing
5.8	Enhance opportunities for vulnerable youth within the Richmond Youth Media Program.	Ongoing
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.	Ongoing
5.10	Support ELL youth in building their confidence in speaking English.	Ongoing
5.11	Provide opportunities for staff to increase their education and awareness to best support the needs of youth who are experiencing mental health challenges.	Medium Term
5.12	Participate annually in anti-bullying week, leverage opportunities and create ongoing awareness and education throughout the year.	Ongoing

THEME 6: SAFE AND SOCIAL PLACES FOR YOUTH

#	ACTION	TIMELINE
6.1	Involve diverse youth in the ongoing development, design and operation of youth spaces to address their needs and gather their input.	Ongoing
6.2	Examine community needs in connection to increased youth-specific space in Richmond.	Long Term
6.3	Enhance existing youth-friendly spaces to better accommodate the needs of youth.	Ongoing
6.4	Provide new and innovative youth programming in the Richmond Cultural Centre Media Lab through the Richmond Youth Media Program (RYMP).	Ongoing
6.5	Utilize multifunctional, youth-friendly outdoor spaces for programs and services.	Medium Term



Improving the Quality of Youth Services

THEME 7: MOVING TOWARDS STANDARDS

#	ACTION	TIMELINE
7.1	Create and implement city-wide youth service criteria and program standards.	Ongoing
7.2	Continue to enhance Performance Evaluation Systems that are aligned to service standards and support staff development.	Ongoing
7.3	Develop and implement a standardized orientation and training program for staff that enhances skills and positively contributes to youth programs and services.	Medium Term
7.4	Create a standardized data collection method for Community Services youth programs and services.	Short Term

THEME 8: MARKETING AND COMMUNICATION

#	ACTION	TIMELINE
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.	Short Term
8.2	Provide opportunities for youth to be proactively and creatively engaged in the development and delivery of marketing materials.	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.	Ongoing
8.4	Utilize the Media Lab to develop videos and/or use Media Arts in marketing and communication.	Ongoing

THEME 9: TRACKING THE PROGRESS AND REPORTING TO COMMUNITY

#	ACTION	TIMELINE
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.	Short Term
9.2	Annually monitor and report on accomplishments from the Youth Service Plan.	Ongoing
9.3	Develop a Youth Service Plan reporting tool to periodically communicate progress of implementation and achievements to the public.	Short Term
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.	Short Term



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