

City of Richmond

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

Progress Report for 2017 and 2018



Introduction

The City of Richmond’s vision is to be the most appealing, livable, and well-managed community in Canada. To realize this vision, the City has developed policies and strategies that provide guidance for Council, staff, and the community. The purpose of Building Our Social Future – A Social Development Strategy for Richmond (2013–2022) 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 priorities for the future.

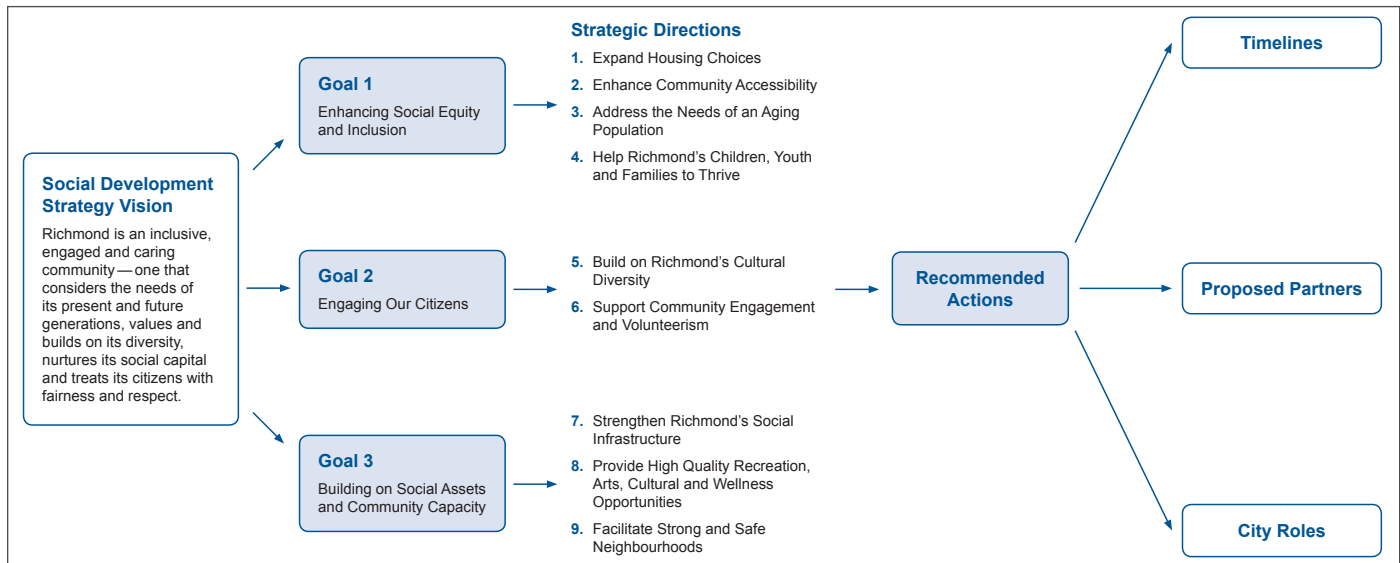
Adopted by Richmond City Council on September 9, 2013, the Social Development Strategy was prepared following broad-based engagement with residents and stakeholders. The Strategy consists of a vision, three major goals, nine strategic directions, and recommended actions. The actions are divided into short term, medium term, long term, and ongoing timelines. City roles are specified for each action, and opportunities for collaboration with Community Partners are also identified. The concept of partnerships is critical as many of the challenges addressed in the Social Development Strategy can only be approached in collaboration with the community, including residents, non-profit agencies, senior levels of government and other stakeholders.

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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 have and 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, 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 are as much of a priority today as they were upon the Strategy's adoption and remain a focus for implementation. 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 three years of implementation were detailed in an Initial Progress report that is currently available on the City's website. This report provides a high-level summary of what the City and community have been able to achieve in advancing the Goals, Directions and Actions of the Social Development Strategy in 2017 and 2018.



Building Our Social Future – Progress Snapshot 2017 and 2018

Strategic Direction	Indicator	2017	2018
1. Expand Housing Choices	Number of Low-end Market Rental (LEMR) Units Secured with Housing Agreements	20	168
	New Cash-in-Lieu Contributions to the Affordable Housing Reserve Fund	\$1,129,319	\$1,846,049
2. Enhance Community Accessibility	Number of Individuals Receiving Subsidy in the Recreation Fee Subsidy Program ¹	446	1,013
	Number of Accessible Pedestrian Features added to Traffic Signals and Special Crosswalks (New and Retrofit)	34	66
	Number of Positions in the City's Customized Employment Program for People with Disabilities	12	15
3. Address the Needs of an Aging Population	Number of Participants in 55+ Recreation and Sport Registered Programs	14,432	15,036
	Number of 55+ Fitness, Sports, and Game Room Passes Scanned at Community Centres	251,663	271,387
	Number of 55+ Wellness Clinic Participants	5,425	5,592
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	233	307
	Number of Youth Week Participants	1,200	1,300
5. Building on Richmond's Cultural Diversity	Number of Diversity Symposium Participants	101	168
	Attendance at City Festivals that Showcased Richmond's Cultural Diversity ²	46,000	58,000
6. Support Community Engagement and Volunteerism	Number of Hours of Volunteer Service Contributed Through the "I Can Help" Volunteer Database	96,016	82,246
	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	\$586,095	\$598,464
	Value of Child Care Grants	\$83,130	\$40,093
	Value of Parks, Recreation, and Community Event Grants	\$103,250	\$108,235
	Value of Arts & Culture Grants	\$109,754	\$112,059

¹ The revised Recreation Fee Subsidy Program expanded to all ages effective July 2018.

² Includes the Cherry Blossom Festival and World Festival Events.

Strategic Direction	Indicator	2017	2018
8. Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities	Participation in Recreation ³	2,391,959	2,441,227
	Attendance at City Festivals ⁴	306,517	216,518
	Participation in Arts Education Programs ⁵	85,467	89,966
	Number of New Permanent Public Art Installations	15	18
	Number of Library Visits	1,468,967	1,445,150
	Number of Pop-up Library Interactions with Community Members	3,418	4,590
	Public Swim Attendance	655,593	639,747
9. Facilitation of Strong and Safe Neighbourhoods	Total Kilometres of Bike Routes	72.6	74.5
	Number of Community Policing Volunteers	228	229



³ Includes participation in registered and drop-in programs; fitness, sports and games room passes; swimming pool pass visits; and skating pass visits for all ages.

⁴ 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. Attendance was higher in 2017 due to Canada 150 celebrations (e.g. Ships to Shore).

⁵ Includes participation in registered arts programs; dance, music, performing and visual arts for all ages.

Social Development Strategy Highlights 2017 and 2018

Goal 1: Enhancing Social Equity and Inclusion

Strategic Direction 1: Expand Housing Choices

Shelter is an essential human need and local governments can play a critical role in ensuring that the right mix of affordable housing options are available to meet the needs of a diverse population. The City acknowledges that every household should have access to housing that is affordable, adequate, and suitable for their needs.

Housing affordability remains a significant issue across Metro Vancouver and in Richmond. Some of the trends that continue to impact housing affordability in Richmond include persistently low vacancy rates, aging rental buildings and a significant and increasing gap between housing prices and household incomes. Expanding housing choices in a constrained rental and ownership market becomes increasingly important, and offers opportunities, as well as challenges, to:

- Create diversity with different housing forms and sizes to accommodate growing families, seniors, and the workforce;
- Encourage social diversity by creating options for all income levels and housing with supports for households in need;
- Support economic growth by providing local workers and residents with appropriate local housing options; and
- Reduce pressure on urban sprawl and traffic congestion to support sustainability goals.

The City continues to work in partnership with senior levels of government, non-profit agencies, for profit organizations and the community to deliver innovative projects that meet local needs in the context of limited resources.

Highlighted Achievements

- Fifteen units of non-market housing for female-led, lone-parent families were approved for occupancy in Summer 2017 in the Cressey Cadence development. The project was a partnership between the City, Atira Women's Resource Society, and Cressey Development Group. In exchange for an increase in density, the developer was permitted to cluster the affordable

housing on site, which provided an opportunity for Atira to manage the units and provide additional supports to a priority group in need—single-parent, female-led families. Atira was also awarded management of the adjacent City-owned child care facility in the same development (Willow Early Care and Learning Centre), where families living in the affordable housing development have priority access to child care.

- The City of Richmond purchased 12040 Horseshoe Way in September 2017 for use as an emergency shelter in a joint partnership between the City, BC Housing, and The Salvation Army. When the shelter opens, it will provide safe and secure spaces in a supportive environment for up to 30 of Richmond's most vulnerable residents, tripling the number of shelter spaces currently available in the community. The shelter will be physically accessible, low-barrier in its approach to service delivery, and inclusive of men and women.
- The Storeys development opened in 2017 featuring 129 units of affordable rental units that house some of the City's most vulnerable residents. Storeys is a partnership between the City of Richmond, BC Housing, and a consortium of five non-profit agencies (Coast Mental Health, Pathways Clubhouse, SUCCESS, Tikva Housing Society, and Turning Point Recovery Society). Groups served include low-income families, female-led families, individuals at-risk of homelessness, individuals with mental health and/or addictions challenges and low-income seniors. In 2018, Storeys was awarded the Canadian Planning Institute Award for Planning Excellence in Social Planning. This national award recognizes Richmond's continued innovation in addressing housing affordability needs.
- Advocacy with senior government for necessary programs and funding to address priority affordable housing needs continued in 2017 and 2018. In addition to participating in consultations regarding the National Housing Strategy, staff continue to monitor funding opportunities and work with senior levels of government and the non-profit and private sectors on the development of additional affordable housing projects.

- In March 2018, City Council approved the City of Richmond Affordable Housing Strategy (2017–2027). The Strategy provides a set of actions to guide City involvement in affordable housing over the next 10 years. The Strategy helps the City respond to local housing affordability challenges, reflects key priority groups in need, and addresses identified housing gaps, emerging socio-economic trends, market conditions, and the evolving role of senior government. This document confirms the City's commitment to meeting the affordable housing needs of Richmond's current and future residents.
- In May 2018, City Council approved a temporary modular supportive housing project at 6999 Alderbridge Way. This project, a partnership with BC Housing and RainCity Housing Society, provides 40 individual units with on-site supports for individuals experiencing homelessness in Richmond.
- During the 2018–2019 winter season (November 1 to March 31), the City of Richmond provided the use of the South Arm Outdoor Pool facility for the community's Extreme Weather Response Shelter. The shelter was managed by The Salvation Army and funded by BC Housing. It provided warm shelter to men and women experiencing homelessness on nights when weather was deemed to pose a health and safety risk to those individuals who were living outdoors.
- As of December 2018, 2,071 dwelling units were secured through the Affordable Housing Strategy since 2007. This includes 620 low-end market rental units, 606 non-market rental units*, 526 market rental units, 270 secondary suites and coach houses, and 19 affordable homeownership units. In 2017 and 2018, the City also made significant cash and land contributions to assist in the realization of some of these projects.

**This includes units secured in Kiwanis Towers, Storeys, Cadence, Pathways housing project, RainCity Supportive Housing and the ARTS units located in Concord Gardens and Pinnacle Living developments.*



Strategic Direction 2: Enhance Community Accessibility

The hallmark of all civil societies is the extent to which they include and engage all members of their communities. In many instances this requires a critical analysis of past practices, awareness and consideration of new approaches, and the flexibility to adapt when change is required. Municipalities continually seek innovative ways to be socially inclusive of all of their members.

The City of Richmond has been a regional and national leader in the ways that it works to be inclusive and to build a community that is accessible to all. The City's efforts have focused on eliminating physical, financial and/or attitudinal barriers to accessing services, programs, and facilities. Community accessibility is an evolving area with opportunities for innovation and improvement based on changes in technology and societal attitudes. The City will continue to seize upon these opportunities and ensure that Richmond is a place where every resident is able to participate in their community to the greatest extent possible.

Highlighted Achievements

- The City continues to play a leadership role in physical accessibility, and consults people living with disabilities and other partners to develop and implement responsive policies and practices. The City has a strong collaborative relationship with the Richmond Centre for Disability (RCD) whereby RCD identifies accessibility issues in Richmond and brings them to the attention of the City for resolution. In 2017 and 2018, RCD participated on the City's Advisory Design Panel by providing comments on the accessibility features of specific developments and collaborating with the City on the Event Accessibility Audits by identifying barriers to participation for events including Ships to Shore, Richmond World Fest, and the Harvest Festival.
- In 2017 and 2018, 28 City-owned facilities were rated through the Rick Hansen Foundation Accessibility Certification (RHFAC) program. The RHFAC evaluates the accessibility of facilities based on the identified needs of those living with physical, visual, hearing, and cognitive impairments. RHFAC auditors assess each facility and identify areas demonstrating best practices as well as areas for improvement. All assessments are reviewed by the City to identify, prioritize and coordinate potential facility enhancements.
- In 2017, the City's efforts to increase accessibility were nationally recognized when Richmond was one of three communities across Canada to receive the Rick Hansen Foundation Accessible Cities Award. The award recognized municipalities that are leaders in planning accessibility into their built environments and encourage their communities to be more inclusive. In 2017, the Rick Hansen Foundation also inducted the Richmond Olympic Oval into the Accessible Cities' Circle of Excellence as a "best in class" example of an accessible and inclusive community space.
- In 2018, City Council adopted the City's Enhanced Accessibility Design Guidelines and Technical Specifications. The Guidelines assist City staff and the development community in the incorporation of accessibility features in City-owned or City leased premises that go beyond the requirements of the BC Building Code for accessibility in public buildings.
- 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 2017 and 2018, the City hired and placed individuals into 15 positions through the City's Customized Employment Program. In addition to the City's Customized Employment Program, Richmond's Community Associations/Societies have been employing individuals with disabilities for many years and continue to do so.
- In 2017, the City won the Employer of the Year award from Jobs West for developing a successful inclusive employment environment. Jobs West, an employment division of the Developmental Disabilities Association, is one of the many community organizations that the City partners with in order to match individuals with disabilities to employment opportunities.
- An updated and more inclusive Recreation Fee Subsidy Program (RFSP) was adopted by City Council in 2017 and launched in July 2018. Program eligibility was expanded from children and youth to include Richmond residents of all ages who are experiencing financial hardship. The updated RFSP enables greater choice in accessing recreation opportunities and allows for greater participation for the community. With the expanded eligibility, there was a 50 per cent increase in individuals accessing the Program from 446 in 2017 to 1,013 in 2018.

Strategic Direction 3: Address the Needs of an Aging Population

Today's seniors are increasingly diverse and can no longer be considered as a homogenous group. Some are healthier later in life and want to be more involved in their community. Others face challenges that can limit their ability to participate and engage in the community to the same extent that they had experienced earlier in their lives. The challenge for local governments is to develop a range of services, programs, and facilities that can accommodate the needs of a diverse population.

The City of Richmond and its Community Partners offer a variety of recreational, wellness, cultural, and educational programming, as well as social opportunities for those 55 years and older. Programming reflects the changing needs and diversity of seniors and aims to keep the community healthy, active, and productive. The focus is on making the community as age-friendly as possible so that seniors can continue to contribute to society and have the best quality of life possible.

Highlighted Achievements

- Music and wellness outreach programs reached over 500 at-risk, isolated and frail seniors (245 seniors in 2017 and 291 in 2018) living in Richmond through outreach programming for vulnerable and hard to reach seniors. The programming is a partnership between the City and several Community Partners including Minoru Seniors Society and West Richmond, Steveston, South Arm and East Richmond Community Associations. To reduce barriers, some programs were offered in Japanese and Chinese languages and each program was supported by several volunteers who contributed over 1,400 hours in 2017 and again in 2018.
- Activate Wellness Fair 55+ was held in 2017, with a theme of *Sharing Stories to Improve Health*. The Biennial Fair featured more than 40 local agencies representing programs and services for seniors, 16 free workshops and health and wellness services sponsored by local businesses. The event attracted over 400 participants and was delivered in partnership between the City, Richmond Public Library, and Minoru Seniors Society.
- With a goal of reducing stereotypes, the Positive Aging Campaign showcased positive images of seniors focussing on their talents, contributions and participation in the community. The Campaign was launched during National Seniors Day (October 1) and included themes (2017: *Talents and Contributions* and 2018: *Positive Aging through an Intergenerational Lens*) that raised awareness about seniors' contributions and the important role they play in Canadian society. Campaign images were displayed at City Hall, Minoru Place Activity Centre and various community centres in Richmond.
- The Pioneer Luncheon, hosted by the City in 2017, was a special celebration to recognize the contributions of Richmond's longtime residents who helped shape the community. Individuals, who lived in Richmond for 50 years or longer, were invited to the luncheon which took place under tents on Richmond City Hall's north plaza. Approximately 720 guests, some who had lived in Richmond for more than 90 years, enjoyed a catered lunch, live entertainment and words from the Mayor and Richmond pioneers.
- Aging in place will be further enhanced in Richmond through the development of a Dementia-Friendly Community Action Plan. In 2017, Richmond was awarded a Union of BC Municipalities Age-Friendly BC Grant for \$25,000 to prepare an Action Plan that will enable seniors to age in place and facilitate the creation of a more age-friendly community. Project activities will focus on: Outdoor Spaces and Buildings; Respect and Social Inclusion; Social Participation; and Community Support and Health Services. The draft Dementia-Friendly Community Action Plan will be presented to City Council in 2019.
- In 2018, Minoru Seniors Legacy Stories Public Art Project entitled *Looking Back, Looking Forward* was unveiled to the public showcasing a 30 minute digital film that included 9 digital stories and over 60 portraits and biographies that were captured through the year-long Artist-in-Residence. Artist, Catrina Megumi Longmuir, gathered stories from past and current members of the Minoru Seniors Society through workshops and one to one sessions creating collages, art, and digital media/film pieces.

- Planning for the new Minoru Centre for Active Living facility, a centre of excellence for active living and wellness, continued through 2017 and 2018. This innovative 110,000 sq. ft. multipurpose complex features services for seniors, aquatics and fitness and amenities to support the Minoru Park sports fields. As a service delivery partner with the City of Richmond, the Minoru Seniors Society provides a comprehensive and expanded range of programs and services for seniors at the new facility. With six bodies of water, including Canada’s largest hot tub, the aquatics centre

at Minoru Centre provides 60 per cent more surface water area than the current Minoru Aquatic Centre. The new facility also includes an 8,500 sq. ft. fitness centre, support spaces for the sports community, full service cafeteria and bistro, commercial kitchen, three new outdoor public plazas and two public art installations. The seniors centre and events centre within the facility opened to the public in March 2019 with the aquatics and fitness centres within Minoru Centre to be opened at a later date.



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

The future of any community rests with its children and youth. Children and youth that are supported from infancy to adulthood have a far greater opportunity to thrive and contribute to the community in which they live. Parents and caregivers are the foundation of family and they can be supported in raising their children with programs, services, and facilities that enhance their knowledge, abilities, and opportunities.

The City of Richmond recognizes that investments made at every stage of a child and youth's development will pay substantial dividends in the years ahead. The City continues to invest in its youngest residents in multiple ways including the development of child care facilities and services, the provision of services for youth and support for family programming. Activity in these and other focus areas demonstrate the City's dedication to ensuring that Richmond's children and youth are afforded every opportunity to succeed.

Highlighted Achievements

- Actions to support the establishment of high quality, safe, and affordable child care services in Richmond were articulated in the 2017–2022 Richmond Child Care Needs Assessment and Strategy that was adopted by Council in July 2017. The Child Care Needs Assessment and Strategy recommends the City and other stakeholders work together to address the need for quality, affordable, and accessible child care spaces in Richmond.
- The City continues to pursue the development and acquisition of new child care facilities. In 2017, the City acquired the Willow Early Care and Learning Centre which is part of the new Cressey Cadence development. In 2018, the City received the Gardens Children's Centre and the Seasong Child Care Centre. Each Child Care Centre will provide 37 new childcare spaces (12 infant/toddler and 25 of 3–5 year care).
- The City provided support for children and families through a variety of initiatives. Through Richmond Children First, the City supported the University of British Columbia's Human Early Learning Partnership research proposals to build community partnerships and to develop a Toddler Development Instrument. The City also participated 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.
- In 2017, the province announced that Vancouver Coastal Health (VCH) and lead agency, Richmond Addiction Services Society (RASS) secured funding for a Foundry Youth Centre in Richmond. Foundry centres provide a one-stop-shop for young people to access mental health care, substance use services, primary care, youth and family peer supports in addition to other local service services. As a stakeholder and partner of the Foundry Project, the City participates on the Leadership Advisory Council (LAC), planning and working group meetings to provide advice and support.
- Youth Week, held annually from May 1–7, offered multiple opportunities to engage youth throughout the Community. In 2018, the U-ROC (Richmond Outstanding Community) Awards celebrated its 20th Anniversary awarding outstanding youth recognized for their mentorship, leadership and teamwork and adult asset champions, who mentor, support and make a difference in the lives of youth.
- In 2017 and 2018, over 350 City and Community Association/Society staff and volunteers participated annually in the Search Institute's 40 Developmental Assets training delivered by the City Youth Services as a part of summer leader training. The 40 Developmental Assets are positive supports and strengths that young people need to succeed and is the framework Richmond has adopted for working with youth. Half of the assets focus on relationships and opportunities youth need in their families, schools, and communities (external assets). The remaining assets focus on the social-emotional strengths, values, and commitments that are nurtured within young people (internal assets).
- 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 2017 and 2018, the City worked closely with Community Associations/Societies and the School District to promote the event through a video (2017 only) and a poster campaign created by students, social media, media releases, and in-house promotions at all City facilities.

- Arts programming for youth included the Richmond Art Gallery’s “Beyond the Horizon” exhibition in 2017 featuring works from the Youth Mentorship Program. The goal of the program is to enable youth aged 14–19 years to build their skills and focus their talents by working with artists and gallery professionals in an intensive eight-month program.
- The Richmond Media Lab’s signature program, the Richmond Youth Media Program (RYMP), continued to flourish with youth members learning marketable skills

and receiving mentorship and volunteer opportunities. Youth participants learned media literacy skills relevant to their interests in a supportive environment. The Program runs in partnership with Richmond Addiction Services Society, who secured a \$5,000 Vancouver Coastal Health grant in 2017 to fund a new “Artrepreneur” project to help RYMP participants create a business model and website to offer their services in Media Arts to the general public.



Goal 2: Engaging Our Citizens

Strategic Direction 5: Build on Richmond's Cultural Diversity

Valuing diversity recognizes differences between people and acknowledges that these differences are a valued asset. It respects individuality while promoting respect for others. Diversity extends far beyond race and culture to include a number of dimensions of differences. They include age, ethnicity, gender, income, physical ability and sexual orientation.

Richmond is one of the most ethnically and culturally diverse communities in Canada. According to the 2016 national Census, 36.5 per cent of Richmond residents were Canadian by birth, 60.2 per cent were immigrants, and the remaining 3.3 per cent were non-permanent residents. Richmond's diversity, however, is more than ethnicity and its approaches to accessibility and inclusion address a wide range of factors from age to income to ability. The City continues to explore new ways to effectively serve all of its residents and to support opportunities for different population groups to interact and engage with each other and their community.

Highlighted Achievements

- The Richmond Intercultural Advisory Committee (RIAC) is appointed by City Council and has the mandate to enhance intercultural harmony and strengthen intercultural cooperation in Richmond. The committee's Intercultural Strategic Plan (2017–2022) was updated in 2017 and has the vision "for Richmond to be the most welcoming, inclusive, and harmonious community in Canada." The Plan identifies six strategic focus areas: Coordination; Partnerships; Research; Education and Training; Promotion and Information; and Project Management and Planning.
- A new initiative in 2017 specifically addressed the barriers faced by new immigrant artists. The Richmond Art Gallery received a grant from the City to identify and mentor immigrant artists to introduce the Canadian art system. The \$4,000 grant funded seven professional development programs for artists provided by professional artists and curators, and served more than 150 participants in 2017 and 252 participants in 2018.
- Community events and festivals create opportunities to showcase Richmond's cultural diversity, connect residents, and celebrate all that Richmond has to offer. The City produced six annual festivals including the Children's Arts Festival, Cherry Blossom Festival, Canada Day, Maritime Festival, Farm Fest, and World Festival. In addition, the City also hosted Doors Open, Ships to Shore and the Public Works Open House events. Over 500,000 people took part in events in Richmond throughout 2017 and 2018.
- The City's facilitation of intercultural dialogue included the Annual Diversity Symposium which provided comprehensive cultural diversity training for City and Community Partner Staff. The Symposium provided the opportunity for community leaders (101 participants in 2017 and 168 in 2018) to share best practices in the field of community building and to promote education, awareness and networking on intercultural issues. New for 2018, 18 agencies hosted community resource tables which facilitated networking and dialogue among event participants.
- The City's diversity was showcased through the "Our Journeys Here" exhibit at the Richmond Museum from July 2017 to September 2018. Research, planning, writing, and preparations were completed for the heritage exhibit which incorporated stories from oral histories and tells of Western Canada's migration history. Visitors were invited to the Museum to participate in a conversation about what it means to be Canadian in Richmond and to tell the story of their journeys.
- The City worked with the local First Nations and the urban Aboriginal community in Richmond on opportunities for collaboration. Annually in June, in celebration of National Indigenous Peoples Day, urban Aboriginal artists connect the newcomer community and longstanding Richmond residents at City Centre Community Centre through a series of cultural exchanges and artistic expressions. The celebrations include a greeting from Elders, traditional and contemporary First Nations drumming, singing, storytelling, dancing and a community engagement art project.
- Richmond Public Library reviewed their Aboriginal services and collections which resulted in the creation of a Draft Indigenous Services Plan that provides a framework that will assist the library to better support public awareness and education on Indigenous issues and culture, and make the library a more welcoming place to the Indigenous community.

- In 2017 and 2018, initiatives in support of Richmond’s LGBTQ2S community were focused on Pride Week in July. City and Community Association/Society staff, at eighteen of the City’s community facilities participated in celebrations to acknowledge LGBTQ2S communities and promote a welcoming and inclusive environment. The Richmond Youth Media Program participants painted the Richmond Cultural Centre stairs in rainbow colours for Pride Week sparking community interest.
- The City is an active member of the Organizing Against Racism and Hatred (OARH) Committee. The

Committee also includes representatives from the Richmond Public Library, RCMP, Richmond School District, Richmond Multicultural Community Services and other community stakeholders. In 2017, OARH began developing a protocol that will guide a coordinated and cross sectorial response to incidents of racism and discrimination in the community. In 2018, the draft protocol was presented to delegates at the City’s Diversity Symposium for feedback and input. The final version of the protocol is expected to be completed in 2019.



Strategic Direction 6: Support Community Engagement and Volunteerism

Many people recognize that their local government has a significant impact on their day-to-day lives. Individuals get involved with their municipality in a variety of ways including volunteerism and community engagement. Volunteers are motivated to give something back, to make a difference in the lives of others, or to assist others less fortunate than themselves or those without a voice. They want to feel valued and part of a team, to spend quality time away from work, a busy lifestyle or to gain experience. Those seeking community engagement opportunities want to be involved in how their community is evolving and to participate in decisions on issues of importance to them, to their families and to their neighbours.

The City of Richmond recognizes that both volunteering and community engagement are building blocks for the community. Volunteers are critical in supporting activities throughout the city and are valued for their dedication to community. Community engagement leads to good decision making, and the City has intentionally created opportunities for consultation, removed barriers to engagement, and developed resources to ensure that those who want to be involved with their city can do so.

Highlighted Achievements

- In 2018, City Council endorsed the Volunteer Management Strategy (2018–2021), which focuses on supporting volunteers in their development and achievement of their personal goals, as well as further supporting City, Community Partner and affiliate staff who work closely with volunteers. Much of the coordination of volunteers occurs through the “I Can Help” database, which effectively matches volunteers to volunteer opportunities. Volunteers are recognized at many events throughout the year including the annual civic Volunteer Appreciation event at City Hall and other recognition events organized by the City’s Community Partners.
- The City’s Community Partners were supported with a series of informational workshops in 2017 to assist in the transition of partner Associations and Societies to the new BC Societies Act as required by the province. Workshops were delivered to over 30 Community Association and Society Board members and 15 City staff who work closely with them.
- Through the City’s LetsTalkRichmond.ca 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 Council and City initiatives. In 2017, the City offered 14 engagement projects on LetsTalkRichmond.ca. Of those, there were 8,835 project visits and 2,660 surveys completed. In 2018, the City utilized LetsTalkRichmond.ca for 21 engagement projects, each with its own survey. Of those, there were a total of 11,704 project visits and 3,312 surveys completed. With over 3,000 active registered users on LetsTalkRichmond.ca, the City offered a 33 per cent increase in online engagement opportunities from 2017 to 2018.
- Significant changes in Minoru Park, such as the new multi-use sports fields and Minoru Centre for Active Living facility, along with the rapid increase in residential population in the City Centre, sparked the need for the development of the Minoru Park Vision Plan to guide future park renewal and ensure that it remains a vibrant destination park for current and future generations. The vision and guiding principles for the Minoru Park Vision Plan were approved by Council in May 2017. Stakeholders included the Richmond Community Services Advisory Committee, Richmond Caring Place, and the Richmond Centre for Disability.
- In 2018, the City initiated the Youth on Council Appointed Advisory Committees initiative that provided opportunities for youth (aged 18–24 years) to serve on Council Appointed Advisory Committees. The two youth who were appointed to committees were given an orientation and paired with a staff liaison who provides coaching and mentoring. This youth engagement initiative provides youth with exposure to civic life and the ability to develop leadership and employment skills, which will help to serve them in the future.
- The Youth at the Booth initiative created 88 positions for youth (aged 15–18 years) to serve as Election Workers for the Richmond Municipal Local and School Election in Fall 2018. Successful youth applicants assisted voters with way finding and provided general information inside each voting facility. Recruitment for the program was launched at a Job Fair, drawing 120 interested youth applicants. Youth at the Booth participants gained valuable employment experience and were provided with early exposure to the democratic process with the intention of increasing youth voting interest.

- The City's New Canadian Tours are an opportunity to assist and engage newcomers to Richmond by helping them to gain an understanding of the City and its programs and services through guided tours of City Hall and other City facilities. Translators are made

available by immigrant-serving organizations, if and when needed. In 2017, 241 newcomers participated in 14 separate tours and in 2018, 10 tours were offered with 179 participants.



Goal 3: Building on Social Assets and Community Capacity

Strategic Direction 7: Strengthen Richmond's Social Infrastructure

Infrastructure typically refers to roads, sewers, and water supply that support basic human needs. However, a community is more than the sum of its capital investments. There also needs to be social infrastructure that supports residents through the delivery of services that improve quality of life. Often a municipality's social infrastructure is delivered in partnership with non-profit organizations that have specialized expertise and dedicated facilities. The same agencies also work with local government to ensure that the voices of their clients are heard.

The City of Richmond collaborates with a wide array of non-profit agencies that provide direct social services to Richmond residents. Collaboration takes many forms including staff support, grant programs and partnering on planning and service delivery. Many of the agencies the City works with are represented on the Richmond Community Services Advisory Committee (RCSAC), an advisory body to City Council on social, health, and community matters. It is a voice for the non-profit sector and the clients they serve, and assists the City in ensuring that Richmond's social infrastructure is meeting community needs.

Highlighted Achievements

- The RCSAC received funding from the Richmond Community Foundation and the City to develop and conduct a survey about non-profit space needs in Richmond. A preliminary non-profit space needs report summarizing the policy context, work done to date, key issues, and next steps was submitted to Council in July 2017. In December 2017, Council approved a Council Community Initiatives one-time expenditure of \$13,000 to support the survey. In 2018, the RCSAC's Non-Profit Social Purpose Space Needs survey was prepared and hosted on LetsTalkRichmond.ca with a total of 39 organizations responding. Results were analyzed and the RCSAC presented a report to Planning Committee in January 2019. The report was referred to staff for analysis and a report back is anticipated in mid-2019.
- The City received the 2017 Bill Woycik Outstanding Facility Award for the City Centre Community Centre from the Recreation Facilities Association of BC. Each year, the award goes to one outstanding new or newly renovated recreation, sport, or leisure facility in

British Columbia that exemplifies innovation in design, energy management, operations, revenue generation, and services. Located within the Quintet residential development and connected to Trinity Western University, City Centre Community Centre is the cornerstone for activities for residents and students alike in the city's growing downtown core.

- In 2018, the City was announced as a finalist, receiving a \$250,000 grant, in the Government of Canada's nation-wide Smart Cities Challenge. Richmond's proposed Intelligent Operations Hub would link existing and new data streams and asset management platforms across jurisdictions to effectively respond to incidents that could be as small as traffic congestion due to a rain event or as big as a major earthquake. The proposal focuses on improving service delivery for all citizens, bridging communication barriers and creating a safer Richmond. As a finalist, the City is vying for a \$10 million prize in the competition that will be announced in Spring 2019.
- In 2017, the City secured the Brighthouse Village Early Childhood Development (ECD) Hub through a rezoning application within the city's core. The facility will be licensed for 87 child care spaces and will also offer child development and family strengthening services. In Fall 2018, the Richmond Society for Community Living was selected as the successful operator and will operate the licensed child care spaces and wrap-around services and programming. The Brighthouse Village ECD Hub is expected to complete construction and become operational in early 2022.
- The City's strong collaborative relationship with Vancouver Coastal Health (VCH) resulted in a series of free Healthy Aging Workshops delivered to 122 seniors in English and 100 seniors in Chinese languages through a partnership with the City, Richmond Public Library and Richmond Community Associations/Societies. The City, VCH, and other community stakeholders also collaborate on Richmond Children First, the Opioid Prevention and Education Network, the Resilient Streets Project, and on the Active Community Project Grant (secured in 2018) that explored and enhanced physical activity initiatives in the City Centre Neighbourhood.

- The City and School District partnered on multiple initiatives including Richmond Children First, Resilient Streets Project, the Aboriginal Educational Enhancement Agreement and the annual ERASE anti-bullying campaign.
- The City and the Richmond Public Library partnered on many community engagement initiatives and programs. The Pop Up Library interacted with over 8,000 community members of all ages (3,418 in 2017 and 4,590 in 2018) 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. With over 400 participants (45 in 2017 and 387 in 2018), the StoryWalks Program combined reading, physical and digital literacy, and recreational programming was delivered at low-income housing complexes, community centres, the Richmond Nature Park and libraries in Richmond.
- The City's grant programs are reviewed annually to identify improvements for the following year. Recent changes to the program included adding a cross-referral to the Richmond Community Foundation program on the City's web page to ensure that applicants are aware of other funding opportunities available in the community. In 2017, Council approved a total of \$882,229 in funds to 73 organizations and in 2018, \$858,851 to 68 organizations from the following grant programs: Health, Social and Safety; Child Care; Arts and Culture; and Parks, Recreation and Community Events.
- The City's advocacy with senior levels of government included providing input on the province's new BC Child Care Plan, the need for a new acute care tower at Richmond Hospital and for the province to introduce a BC Poverty Reduction Strategy. Details include:
 - In 2017, the City hosted a roundtable meeting for staff working in Metro Vancouver municipalities on the topic of child care policy and planning, sharing the results with the BC Child Care and Inclusion Policy Branch.
 - In order to support the Provincial Government with the implementation and further development of a comprehensive child care system in BC, City staff facilitated a meeting with the Minister of State for Child Care and Richmond child care providers in 2018. This event provided an opportunity to educate and inform child care providers about recent provincial initiatives and an opportunity for the Provincial Government to gain the perspectives of child care providers.
 - In 2017, City Council sent a letter to the Premier, the BC Minister of Health, and BC Minister of Finance, with copies to the Leader of the Opposition, Leader of the BC Green Party, Richmond MLAs, and the Richmond Hospital Foundation, stressing the urgency of a new acute care tower for the Richmond Hospital including the funding commitment in 2018.
 - In February 2017, City Council wrote to the Premier, Leader of the Opposition, Richmond Members of Parliament, Richmond Members of the Legislative Assembly, and Richmond Members of the Legislative Assembly candidates, providing them with the Richmond Community Services Advisory Committee Report, "*Municipal Responses to Child and Youth Poverty*" and requested that the Province introduce a BC Poverty Reduction Strategy.

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

Arts, cultural and wellness activities have wide ranging benefits in the areas of health and well-being, skill development, social capital and economic strength. There is an extensive body of research identifying that participation in both cultural and recreational programs has been found to promote social connectedness in communities and shape civic behaviour later in life. Culture and recreation also make important economic contributions to communities that come both from direct jobs and through indirect spin-offs.

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, the Richmond Arts Strategy, the Museum and Heritage Strategy, Recreation and Sport Strategy, Parks and Open Space Strategy and the Richmond Food Charter. Working closely with Community Associations/Societies, the City implements these and other plans and strategies to provide Richmond residents with multiple opportunities to improve their physical and mental health, and to develop better connections with their neighbours and their community.

Highlighted Achievements

- The Recreation and Sport Strategy (2019–2024) was endorsed by City Council in January 2018. The vision guiding the strategy is “Richmond is a leader in the planning and delivery of recreation and sport opportunities, inspiring individuals and communities to be active, connected and healthy for a lifetime.” The aim of the strategy is to build on the already successful foundation present in the City to address new and diverse interests of stakeholders and to encourage all citizens of every age to enjoy the benefits of an active lifestyle.
- The South Arm Community Centre Fitness Centre underwent a major renovation during 2017. The project, valued at over \$2 million, was jointly funded by the City, South Arm Community Association and the Government of Canada. The renovation provided repurposed program space and upgraded building infrastructure for the Fitness Centre. The project met identified community need by expanding the fitness and wellness areas and improving accessibility for all members of the community.
- The City, in partnership with Richmond Sport Hosting and Tourism Richmond, secured the bid for the 2020 Canadian Adult Recreational Hockey Association (CARHA) World Cup. Held every four years, the CARHA 2020 World Cup is the largest amateur hockey tournament in the world. Planning is currently under way.
- The Community Wellness Strategy (2018–2023) was adopted by City Council in July 2018. With extensive community engagement, the Strategy was developed in partnership between the City of Richmond, Vancouver Coastal Health, and the Richmond School District with the purpose to take a collaborative and holistic approach to improve wellness for Richmond residents and to increase opportunities for individuals, neighbourhoods and communities to be active and healthy.
- An Arts Strategy Task Group was assembled in January 2018 to assist in updating the Richmond Arts Strategy (2012–2017). The Task Group was comprised of stakeholders and a diverse selection of community members and staff from a range of sectors, cultural backgrounds and generations to inform the overall development of the Arts Strategy. To engage the community in the development of the Strategy, a multi-platform promotional campaign branded as ArtWorks with a dedicated website at HowArtWorks.ca invited community participation and feedback via a range of channels and activities including interactive pop-up kiosks, public events, an online survey and social media. The Draft Richmond Arts Strategy (2019-2024) was adopted by City Council in April 2019 for the purpose of seeking feedback with the final report expected later in the year.
- The City worked with a number of Community Partners to facilitate food security in Richmond. The City provided land for use by The Sharing Farm Society for farming activities at Terra Nova Rural Park, collaborated with Kwantlen Polytechnic University Student Association to establish a weekly farmers market at the Minoru Plaza, and signed an agreement with Kwantlen Polytechnic University to establish a five acre research and education farm at the Garden City Lands. Other City food security initiatives included an additional 18 new community garden plots at the Railway Community Garden to add to the complement of 340 community garden plots in the city.

- In 2017, the Richmond Olympic Oval became a participating organization in the updated Recreation Fee Subsidy Program that provides subsidized recreation opportunities for residents experiencing financial hardship. Through the Recreation Fee Subsidy Program, Richmond Olympic Oval participants have access to free admission to holiday skates and subsidized registration fees for select children and youth programs at the Oval.
- The City of Richmond was designated a World Leisure Community of Excellence for 2017 by the World Leisure Organization (WLO). This title recognizes Richmond's innovative and successful use of leisure to improve its citizens' quality of life. This award brings global attention to the excellence the City has achieved through working together with residents and many Community Partners to promote leisure as a means to enhance the human condition.
- In 2018, the City was recognized for its active and healthy environment in the inaugural Global Active Cities designation. This international award acknowledged the City as a global leader that embraced a management model that motivates people at risk of inactivity-related illnesses to take up regular physical activity and sport.

Strategic Direction 9: Facilitate Strong and Safe Neighbourhoods

Neighbourhoods are the building blocks of any community. Changes in technology and urban lifestyles have had implications on how and how often neighbours interact. Most people have a deep-seated desire to engage with their immediate community, to know the people that surround them, and to work with them to improve the quality of life for themselves and their loved ones. It is incumbent on municipalities to foster the development of neighbourhoods in the interest of enhancing social connections and community safety.

Richmond's neighbourhoods have evolved over time and have been enhanced by the City through the development of community gathering spaces, vibrant streetscapes, and a diverse range of amenities. Connections between neighbourhoods have been enhanced through the development of sidewalks, trails, and bicycle paths that promote active transportation and active living. Volunteers are engaged in public safety, planting trees, recycling and other activities that further enhance neighbourhoods as centres of the community.

Highlighted Achievements

- Land use planning supports wellness through the creation of community gathering spaces, park development and park improvements. Examples include:
 - In 2017, the perimeter trails and water management infrastructure of the Garden City Lands Legacy Landscape Plan were substantially completed. As well, 1,000 trees and 41,500 shrubs were planted in the Garden City Lands in 2018. Planning is currently underway for future phases with a focus on community gardens and preparation of more areas for active farming.
 - In 2017, the City added 1.6 km of bike route (local roads and off-street pathways through Blundell Park) with the completion of Phase 1 and 2 of the Crosstown Neighbourhood Bikeway from Railway Avenue to Gilbert Road and installed the first on-street bike corral in Steveston at No. 1 Road and Moncton Street.
 - In 2018, the City's newest park, Aberdeen Park, was officially opened. The park features a plaza, water feature, numerous pathways, seating areas, lighting and an off-leash dog park.
 - Other initiatives to foster the development of community gathering places in 2017 and 2018 included planning for the development of the Steveston Community Park Playground, Hollybridge Pier, added amenities at London/Steveston Neighbourhood School Park, and the development of West Cambie 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 include:
 - **Transit Shelters:** In 2017, the City replaced 48 existing transit shelters with a new design; installed 22 new transit shelters featuring an address panel; installed 360 benches at bus stops; and upgraded 15 bus stops to accessible standards. In 2018, the City added 10 new transit shelters; upgraded 23 bus stops to become accessible; and added six benches at bus stops.
 - **Bike Routes:** In 2017, 1.6 km of bike route (local roads and off-street path through Blundell Park) with the completion of Phases 1 and 2 of Crosstown Neighbourhood Bikeway from Railway Avenue to Gilbert Road and the installation of the first on-street bike corral in Steveston at No. 1 Road and Moncton Street. In 2018, 1.9 km of new bike routes were added including Great Canadian Way (Bridgeport Road-Van Horne Way) off-street multi-use pathway, Westminster Highway (No. 8 Road-Nelson Road) off-street multi-use pathway, and the substantial completion of River Drive (No. 4 Road-Van Horne Way) off-street multi-use pathway.
 - **Walkways:** Pedestrian network enhancement projects improved access to and from bus stops throughout Richmond. 2017 and 2018 projects included a new sidewalk on the east side of No. 2 Road (Granville Avenue – Westminster Highway), a new walkway on the north side of River Road (Oval Way – Brighthouse Way) and new walkways on various roads in the Riverside Industrial Park.
- The City received funding from the BC Healthy Communities Society to participate in the Resilient Streets project, a dynamic and highly adaptable initiative with a focus on building social connectedness in communities. The City worked in partnership to develop the project with East Richmond Community Association, Vancouver Coastal Health, Richmond Public Library, Richmond Fire-Rescue, RCMP, Richmond School District, Richmond Emergency Social Services and City Centre Community Association. In 2018, the Resilient Streets project was delivered to the East and West

Cambie Areas through a combination of educational workshops/events, community resources and micro grants for neighbour-led community gatherings or projects. The project promoted inclusion and a sense of belonging and highlighted Richmond residents' strong desire to meet their neighbours and to make new connections.

- The City's support for local community building initiatives included the Richmond Canada 150 Community Celebration Grant Program and the Richmond Neighbourhood Celebration Grant Program. The Richmond Canada 150 Community Celebration Grant Program helped Richmond-based non-profit organizations, Community Partners and neighbourhood groups plan and host activities and events to create lasting memories of Canada 150. In 2017, a total of \$146,300 was awarded to 47 projects including small festivals, Parent Advisory Committee events, neighbourhood celebrations and heritage projects. In 2018, the Richmond Neighbourhood Celebration Grant Program was designed to facilitate grassroots events such as picnics, BBQs, or block parties to create a sense of neighbourhood pride and identity. Overall, a total of \$55,103 funded 44 projects that will take place in 2019 throughout the various neighbourhoods in Richmond.
- The Partners for Beautification Program is an ongoing opportunity for community involvement in adoption programs relating to civic beautification, including the adoption of neighbourhood parks, trails, and streets. In 2017, 1,433 volunteers contributed 10,312 hours of voluntary service in activities such as community cleanups, shoreline cleanups, invasive species removal, tree plantings, and snow clearance. In 2018, 1,677 volunteers contributed 11,405 volunteer hours.
- The City supported community building initiatives through the Richmond Event Application Coordination Team (REACT), which approved 100 events over the course of 2017 and 106 in 2018. Each of the events were approved using an online application process allowing community event organizers to receive approval from REACT for events taking place in public spaces, including parks.
- 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. Camp Courage, held in the summer at Cambie Community Centre, is an example of collaboration between the City and RCMP whereby children learn about the history of the RCMP, criminal law, physical training, marching, crime scene investigation (CSI) and fire safety through a positive, first-hand experience with members of the RCMP and Richmond Fire-Rescue.
- In 2017, the City, Vancouver Coastal Health and other key stakeholders participated in the Overdose Prevention and Education Network (OPEN), a provincially-funded initiative coordinated by the Richmond Addiction Services Society to plan a local response to the opioid overdose crisis. Two community forums were held to gain insight from the public and local service providers. In 2018, Vancouver Coastal Health received a provincial grant to further this work through the establishment of a Community Action Team (CAT). This multi-sectorial table identified three priority areas for action: (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. A report with recommendations will be completed in 2019.

Next Steps

Building Our Social Future, A Social Development Strategy for Richmond (2013–2022) sets a bold and ambitious plan for improving the quality of life for all Richmond residents. Since the Strategy was adopted in 2013, significant progress has been made in addressing its vision, goals, strategic directions, and actions. This report notes highlights that address the Social Development Strategy's actions in 2017 and 2018. Following approval, the Building Our Social Future – A Social Development Strategy for Richmond: Progress Report for 2017 and 2018 will be disseminated to the community and key stakeholders for their information and will be posted on the City website. Annual reports on the Social Development Strategy are a form of monitoring and evaluation that permit a thoughtful analysis of what is working well and where additional effort may be required. Annual reports are an invaluable component of the Social Development Strategy and will continue throughout its implementation.

Conclusion

The City of Richmond continues to work toward its vision to be the most appealing, livable and well-managed community in Canada. It is through the collective efforts of the City, its Community Partners and residents that this vision is being fulfilled. The Social Development Strategy (2013–2022) provides a roadmap to a socially sustainable future and continues to be an invaluable resource for setting City priorities, guiding the allocation of resources, and providing clear direction on how to enhance the quality of life for Richmond residents.



Appendix A: Social Development Strategy 2013–2022

Goals, Strategic Directions and Actions

Goal #1: Enhancing 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) and 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, 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) and 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) and 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, 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 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. ***Short term (0–3 years)***
- 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. ***Short term (0–3 years)***
- 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 on:

- 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. **Short term (0–3 years)**
- 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;
- 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, 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: 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**



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