

City of Richmond

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

Progress Report for 2020



Introduction

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

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

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

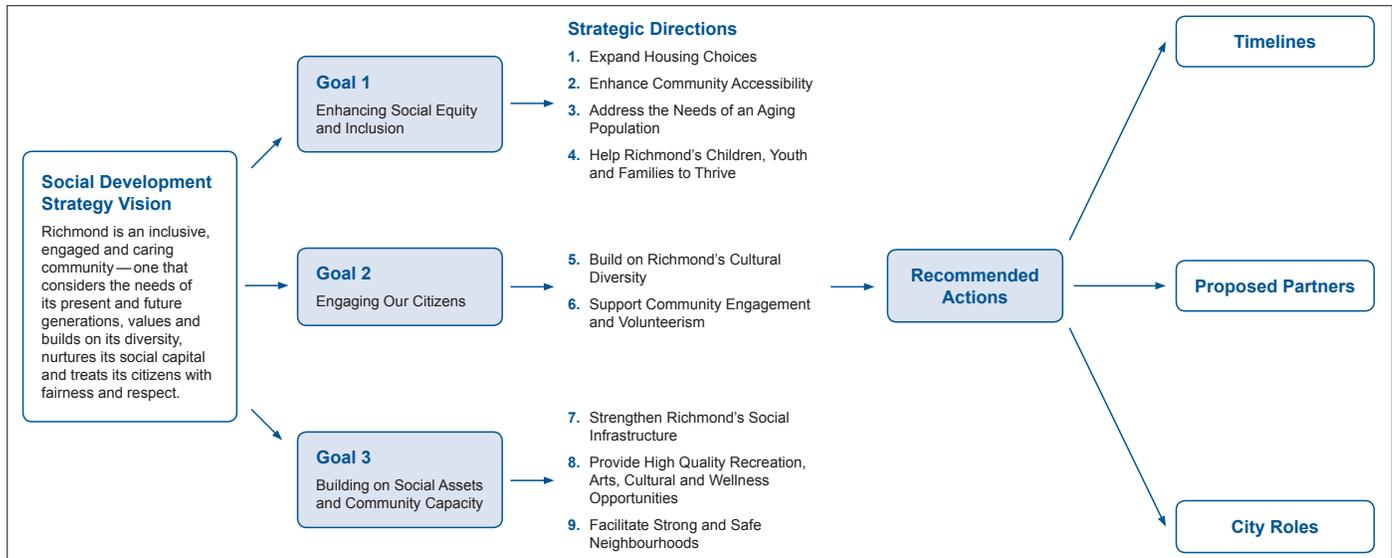
The Strategy was prepared following extensive engagement with the community and consists of a vision, three major goals, nine strategic directions, and 53 recommended actions. The actions are divided into short term (0–3 years), medium term (4–6 years), long term (7–10 years), and ongoing timelines.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

Table of Contents

Introduction.....	1
About the Strategy	2
Guiding Principles	2
Implementation Priorities.....	3
Social Development Strategy Progress for 2020.....	4
Implications of the COVID-19 Pandemic on Social Development	4
Progress Snapshot for 2020	5
Social Development Strategy Progress in 2020	7
Goal 1: Enhancing Social Equity and Inclusion..	7
Strategic Direction 1: Expand Housing Choices.....	7
Strategic Direction 2: Enhance Community Accessibility	8
Strategic Direction 3: Address the Needs of an Aging Population	9
Strategic Direction 4: Help Richmond’s Children, Youth and Families to Thrive	10
Goal 2: Engaging Our Citizens	12
Strategic Direction 5: Build on Richmond’s Cultural Diversity.....	12
Strategic Direction 6: Support Community Engagement and Volunteerism	13
Goal 3: Building on Social Assets and Community Capacity	14
Strategic Direction 7: Strengthen Richmond’s Social Infrastructure	14
Strategic Direction 8: Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities.....	16
Strategic Direction 9: Facilitate Strong and Safe Neighbourhoods	17
Next Steps	18
Conclusion	18
Appendix A: Social Development Strategy 2013–2022 Goals, Strategic Directions and Actions.....	19

About the Strategy

Social Development Strategy Framework



Guiding Principles

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

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

Implementation Priorities

When the Social Development Strategy was adopted, it recognized that, while all of the recommended actions were important, five key areas emerged as priorities:

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

Achievements are detailed in previous progress reports and are available on the City's website. These reports include:

- a progress report in Fall 2017, reporting on highlights from 2014, 2015 and 2016;
- a progress report in Spring 2019, reporting on highlights from 2017 and 2018; and
- a progress report in Spring 2020, reporting on highlights from 2019.

This report provides highlights the City and community have achieved in advancing the goals, directions and actions of the Social Development Strategy in 2020.



Social Development Strategy Progress for 2020

Implications of the COVID-19 Pandemic on Social Development

The outbreak of the COVID-19 pandemic in BC and the provincial government's subsequent declaration of a state of emergency on March 18, 2020 affected individuals throughout the province, with vulnerable populations experiencing the most severe impacts. As the pandemic began to reach the region and impact residents and businesses in Richmond, the safety and wellbeing of the community was a significant priority for the City. Immediate action was taken to enable the coordination and agility necessary to mobilize supports and resources to those who needed it most.

Several programs and services rapidly transitioned to online formats to provide as much continuity of service as possible through necessary facility closures and while maintaining physical distancing requirements.¹ For example, the Richmond Connects online hub (www.richmond.ca/connect) was created to help community members stay connected and active through virtual wellness, fitness, arts and stay-at-home challenges for citizens of every age. The Richmond Olympic Oval launched "OvalFit at Home" in an effort to keep Richmond residents and Oval members active and healthy during the pandemic. A number of annual events were also offered online to provide opportunities to connect through arts, cultural, recreation and community celebrations.

Throughout this rapidly changing and uncertain time, residents and business owners required access to up-to-date and accurate information about the pandemic and implications for the programs and services they rely on. City Council endorsed the City of Richmond Plan for the Restoration of Programs and Services Affected by the COVID-19 Pandemic (the Restoring Richmond Plan), which outlined a series of coordinated actions along a phased continuum that would allow for restoration of programs and services while adhering to strict safety plan protocols, as guided by WorkSafeBC and the Provincial Health Services Authority. The City also launched a dedicated section on the City website (www.richmond.ca/COVID-19) to update the community on news and the status of programs, facilities, and services impacted by the pandemic. Information included:

- News releases related to the COVID-19 pandemic, including announcements;

- Video statements by the Mayor;
- The Restoring Richmond Plan and related information, such as COVID-19 Safety Plans and mask requirements; and
- Additional links to internal and external resources such as critical information regarding child care for essential service workers and access to essential services, supports and shelter for those experiencing homelessness.

The community rallied together, and in partnership with several community partners, the City launched a series of initiatives to connect the community and support those in need. Highlights include:

- The City, BC Housing and Turning Point Recovery Society partnered to open the Emergency Response Centre in the former Minoru Place Activity Centre in May 2020. The purpose of the facility is to provide up to 45 beds for Richmond residents experiencing homelessness who may be at risk of the COVID-19 virus transmission.
- The Richmond Has Heart campaign was launched to unite the community and show support for essential workers while maintaining physical distance.
- Through the City's volunteer program and I Can Help system, volunteers were paired with new opportunities that arose out of the COVID-19 pandemic.
- The Meals to Go program at the Seniors Centre at Minoru Centre for Active Living provided healthy and affordable meal options, including entrees, soup and limited baked goods at a safe and familiar location.

The COVID-19 pandemic has profoundly affected the daily lives of Richmond residents, and certain populations in particular. This includes children, youth, families, seniors, and isolated and otherwise vulnerable populations. It has impacted employment, social and recreational activities, access to programs and services, and notably, mental health. The impact of the pandemic on the social sector in Richmond has been significant. Ongoing research and monitoring of the short and longer term implications of the pandemic on residents and businesses in Richmond will continue and will be critical to the planning and provision of social development services for the foreseeable future.

¹ Physical distancing refers to the provincially mandated requirement to maintain two metres of space between individuals whenever possible.

Progress Snapshot for 2020

Strategic Direction	Indicator(s)	2019	2020 ²
1. Expand Housing Choices	Number of Low-end Market Rental (LEMR) Units Secured with Housing Agreements	179	47
	New Cash-in-Lieu Contributions to the Affordable Housing Reserve Fund	\$2,761,173	\$565,749
2. Enhance Community Accessibility	Number of Individuals Receiving Subsidy for the Recreation Fee Subsidy Program (RFSP) ³	1,367	1,880
	Number of new and retrofit Accessible Pedestrian Features added to Traffic Signals and Special Crosswalks	11 (new)	8 (new)
	Number of Positions in the City's Customized Employment Program for People with Disabilities	19	16
3. Address the Needs of an Aging Population	Number of Participants in 55+ Recreation and Sport Registered Programs	14,129	5,878
	Number of 55+ Fitness, Sports, Aquatics and Games Room Passes Scanned at Community Centres	613,161	116,354
	Number of 55+ Wellness Clinic Participants	6,445	778
4. Help Richmond's Children, Youth and Families to Thrive	Number of Operational Licensed Child Care Spaces in Purpose Built City-Owned Child Care Facilities	307	368
	Number of Operational Licensed Child Care Spaces in Community Centres	868	863 ⁴
	Number of Youth Week Participants	1,257	3,955 ⁵
5. Build on Richmond's Cultural Diversity	Number of Diversity Symposium Participants	174	318 ⁶
	Attendance at City Festivals that Showcased Richmond's Cultural Diversity ⁷	86,000	20,000
6. Support Community Engagement and Volunteerism	Number of Hours of Volunteer Service Contributed Through the <i>I Can Help</i> Volunteer Database	81,883	17,123
	Number of People Engaged on LetsTalkRichmond.ca on the City of Richmond Website	2,293	1,803

2 In 2020, programs and services were offered in-person until mid-March when facilities closed in response to the COVID-19 pandemic. As part of the Restoring Richmond Plan, programs and services were restored when possible with reduced capacities and/or in new virtual formats in accordance with Public Health Orders and Work Site Safety Plan protocols.

3 The RFSP is administered from September 1 to August 31 annually.

4 Due to COVID-19, 20 spaces at Sea Island Community Centre were not operational in 2020; however, 15 new spaces opened at Hamilton Community Centre.

5 Youth Week activities were held in-person in 2019 and were held on social media in 2020.

6 The Diversity Symposium was held in-person in 2019 and was held virtually in 2020.

7 2019 figures include Cherry Blossom Festival, World Festival, and Doors Open Richmond, held in-person. 2020 figures include Doors Open Richmond, held virtually in 2020.

Strategic Direction	Indicator(s)	2019	2020 ²
7. Strengthen Richmond's Social Infrastructure	Value of Health, Social and Safety Grants	\$614,590	\$593,133
	Value of Child Care Grants	\$79,907 ⁸	\$54,000
	Value of Parks, Recreation, and Community Event Grants	\$110,616	\$107,828
	Value of Arts & Culture Grants	\$114,524	\$116,815
8. Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities	Participation in Recreation ⁹	2,451,020	1,175,864
	Attendance at City Festivals ¹⁰	228,000	57,500
	Participation in Arts Education Programs ¹¹	100,425	23,800
	Number of New Public Art Installations (Permanent and Temporary)	29	35
	Number of Pop-up Library Interactions with Community Members	6,337	42,000 ¹²
9. Facilitate Strong and Safe Neighbourhoods	Total Kilometres of Bike Routes	78	79.4
	Number of Community Policing Volunteers	239	197



⁸ Two intakes of the City of Richmond Child Care Grants took place in 2019 due to a carry over of unallocated funds from 2018.

⁹ 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 at all City sites.

¹⁰ 2019 figures include Children's Arts Festival, Cherry Blossom Festival, Doors Open Richmond, Salmon Festival, Maritime Festival, Farm Fest, World Festival, and the Public Works Open House, held in-person. 2020 figures include the Children's Arts Festival, held in-person, and Doors Open Richmond, Salmon Festival, and Maritime Festival, held virtually.

¹¹ Includes participation in registered arts programs; dance, music, performing and visual arts for all ages.

¹² In-person pop up library and outreach visits were placed on pause throughout the COVID-19 pandemic. Visits in 2020 reflect virtual participation in 880 online programs between March and December.

Social Development Strategy Progress in 2020

Goal 1: Enhancing Social Equity and Inclusion

Strategic Direction 1: Expand Housing Choices

Housing is a fundamental human need. Affordable and accessible housing is essential to ensure that current and future residents can live, work, play and thrive in Richmond. Ideally, all residents will be able to live in homes that meet their basic needs and are within their financial means.

The City remains committed to increasing housing choices for low and moderate-income households in Richmond. In 2020, the City continued to explore opportunities to utilize City-owned land and funding to increase the supply of affordable housing in Richmond. City funding is also leveraged through grants and funding available through the provincial government.



Highlighted Achievements

- In 2020, the City partnered with BC Housing to plan for the Bridgeport Supportive Housing development, a temporary 40-unit building for Richmond residents experiencing homelessness. The project is scheduled to open in 2022.
- The City secured 47 Low End Market Rental (LEMR) units in new developments, including 31 family-friendly two and three bedroom units.
- Staff continued to work closely with property managers of occupied LEMR units to ensure that LEMR units are rented to low to moderate income households, and that property managers are following all LEMR program requirements.
- The City continued planning for the Pathways affordable housing project, in partnership with BC Housing. The proposed project will provide 80 affordable housing units with rental rates to accommodate both low-income and moderate-income households.
- Funds from the Affordable Housing Reserve Fund continue to be used to support affordable housing in Richmond. In 2020, \$250,000 from the Affordable Housing Reserve was committed to support the Bridgeport Supportive Housing development.
- The City, in partnership with BC Housing and Turning Point Recovery Society, supported the opening of the temporary Emergency Response Centre (ERC). Operated by Turning Point Recovery Society, Richmond's ERC provides up to 45 shelter spaces and basic supports for people living on the street. The primary purpose of the ERC is to enable individuals experiencing homelessness to secure accommodation during the COVID-19 pandemic.
- Collaboration continued with a range of stakeholders to explore opportunities to leverage existing resources and increase the supply of affordable housing in Richmond. This included meetings with non-profit groups, representatives from the faith community, and staff from BC Housing. The City also continued to meet with BC Housing, Canada Mortgage and Housing Corporation, and other funding agencies to advocate for increased affordable housing funding in Richmond.

Strategic Direction 2: Enhance Community Accessibility

Enhancing accessibility and reducing barriers for participation in community life is fundamental to creating inclusive communities. Accessibility refers both to physical factors (such as the design or modification to the built environment) and to non-physical factors (such as financial barriers or limiting attitudes and beliefs).

Richmond has been recognized as a regional and national leader in its approach to building an inclusive and accessible community. This is made possible through community partners including community associations and societies to ensure that facilities, programs, and services are accessible, have low or no-barriers to participation and are designed for the needs of all individuals, regardless of ability.

Highlighted Achievements

- The Recreation Fee Subsidy Program completed year two of the revised program on August 31, 2020. 1,879 residents of all ages participated in the 2019–2020 program, a 37% increase in participation over the previous year.
- The City received a UBCM Grant to develop an Action Plan to Reduce and Prevent Poverty in Richmond. This collaborative initiative is aimed at improving access to services and increasing social inclusion for low-income households within select areas of the city.
- The aquatic portion of the Minoru Centre for Active Living opened in September 2020. The universal design of the facility, with input from Richmond Centre for Disability and the Rick Hansen Foundation during the design phase, promotes equitable use and supports participation by people of all ages and abilities. Highlights of this 110,000 ft² fully accessible state of the art facility include:
 - Two lap pools with innovative bench height raised sides that enable pool entry with little or no assistance;
 - 20 universal shower rooms, all fully accessible;
 - Six bodies of water, all with accessibility features; and
 - Additional accessible parking.
- The City launched Richmond Connects, an online hub for community members to stay connected, active and supported during the pandemic. The hub's recreational opportunities include virtual activities that cover physical activity, sports, arts, culture and heritage, in addition to wellness resources for all ages.

- To further access to arts and media programs:
 - The Richmond Youth Media program (RYMP) provided free, online, referral-based programs and services to youth during the pandemic to learn skills in creating digital art, including animation.
 - The Art Truck, operated by the Richmond Arts Centre in partnership with the Richmond Art Gallery and Richmond School District presented a series of visual and performing art classes to children of parents working in essential services in May 2020.
- The City received an Edible Trees Grant of \$3,500 through Tree Canada to plant fruit bearing species in Paulik Park. The vision is to establish an extension of the existing forest canopy, include native, edible berry-producing species and to have the berries available to anyone in the community.
- In 2020, the City's robust community garden program was expanded to include two new sites operated by the Richmond Food Security Society: Cook Community Gardens, with 40 individual plots, a garden shed, and a gathering area; and Riverport Community Gardens, with 18 individual plots and a garden shed. These two new locations serve key areas in the city and provide food security and increase access to outdoor activities to Richmond residents.
- The Richmond Public Library partnered with the Richmond Food Bank and Church on Five to reach participants of community meal and food bank programs, resulting in 108 community connections made.



Strategic Direction 3: Address the Needs of an Aging Population

Richmond has a vibrant, healthy and engaged older adult population. The City of Richmond and community associations and societies offer a variety of recreational, wellness, cultural, social and educational programming for seniors. These are guided through many plans, policies, partnerships, services and structures that support seniors and their ability to age in place. This includes ensuring there are sufficient housing options, services and facilities available throughout various neighbourhoods.

As our population ages, social priorities and needs can change too due to health issues, mobility challenges and a shrinking social network, all of which may contribute to loneliness and social isolation. However, a vibrant and diverse older adult community contributes to the economy, supports extended families, participates in volunteerism and generally enhances the social health and sustainability of neighbourhoods.

Highlighted Achievements

- A variety of initiatives were established in 2020 to support seniors throughout the pandemic. Some highlights of these initiatives included:
 - Richmond Cares, Richmond Gives, one of 24 designated COVID-19 response hubs in BC, informed seniors of support services available to them, including: virtual friendly visits, grocery shopping and delivery, frozen meal delivery, prescription pick-up and delivery, peer counselling and caregiver support.
 - A monthly Seniors Community Newsletter and a new 55+ Richmond Connects online hub, established through a collaboration between Seniors Coordinators at facilities across the city. These initiatives provided social connections and accurate, timely access to information about available programs and services.
 - The Minoru Seniors Society continued to provide pick-up meal service that was available to all in the community, and particularly valuable and necessary for isolated seniors. The Meals to Go program provided healthy and affordable meal options, including entrees, soup and limited baked goods at a safe and familiar location.
 - Over 4,000 wellness telephone check-ins were completed with seniors, providing wellness tips and resources. Furthermore, the City has applied for grant

funding from the Red Cross for the expansion of wellness-based outreach during COVID-19 to target isolated Cantonese and Mandarin speaking seniors through online and telephone-based programming.

- Seniors Week is an opportunity for the City to recognize the contributions of the growing and diverse population of seniors in Richmond. The 2020 theme was *'Move, Groove and Improve'* featuring a range of activities that focused on music and movement to promote social connection, health and wellbeing. Activities were held virtually, with technical assistance offered by the Richmond Public Library.
- Minoru Seniors Society and Gaia Community Wellness Society worked together to cross-promote wellness-based programs to non-English speaking seniors. This relationship increased awareness about seniors wellness programming to a broader, more diverse base of seniors in the community.
- Minoru Centre for Active Living launched its program advisory committee with representation from all facility partners, including the Minoru Seniors Society, to ensure seniors' voices are heard in overall facility program planning.



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

A positive start to life and a nurturing environment are critical factors for the health and wellbeing of our community. It is important to provide opportunities to be physically active, experience nature, enjoy learning and form positive relationships with others in appealing, safe and accessible settings. The City, other levels of government, community partners and organizations, and individual residents play a key role in helping Richmond’s children, youth and families to thrive.

Children and youth are an integral part of Canadian society and should be involved in planning neighbourhoods, amenities and services that help to ensure Richmond remains a place where diverse families can flourish. Investing in child and youth development includes facilitating the development of child care facilities and services, and delivering programming and supports for youth and their families.

Highlighted Achievements

- The River Run Early Care and Learning Centre, located in the Northview Estates development and operated by Atira Women’s Resource Society, opened in September 2020, providing up to 77 new spaces of licensed child care.
- Council approved the allocation of \$54,000 in Child Care Grants to seven non-profit organizations who deliver or support licensed child care in Richmond. The 2020 Child Care Grant Program included changes based on a Grant Recipient Survey that was administered in 2019, including the implementation of a Grant Information Session and updated supplemental forms to enhance ease of use for applicants.
- In 2020, the City supported operators in securing funding, through the Childcare BC New Spaces Grant provided by the Provincial Government, for three future City-owned facilities. Funding will provide furnishing and equipment for the delivery of high quality child care programs in the future Hummingbird Childcare Centre, and Sprouts and Seedlings Early Childhood Development Hubs.
- The City’s Child Care Development Reserve received \$1,100,180 in developer amenity contributions in 2020. These funds will be used to assist the creation of new child care spaces in Richmond and support the operations of child care within the city.

- In 2020, the City received a \$25,000 UBCM Community Child Care Planning Grant to begin expanding on the strategies and actions in the 2017–2022 Child Care Needs Assessment and Strategy. This project included:
 - A review of existing policies and strategies related to child care;
 - Engaging with child care operators in Richmond on child care priorities for the next 10 years; and
 - Identifying child care space creation targets and actions to meet those targets over the next 10 years.
- The Child Care Planning Project resulted in the development of the 2021–2031 Richmond Child Care Action Plan. The 10 year strategic action plan will provide direction on planning for child care in Richmond, including child care space creation targets and actions to facilitate them.
- In March 2020, an Emergency Child Care Team was established with representatives from the City, Richmond School District, Vancouver Coastal Health Child Care Facilities Licensing and Richmond Child Care Resource & Referral. Working together, the team collected data and shared knowledge and information relating to the provision of child care during the COVID-19 pandemic. This task force was instrumental in ensuring that essential workers in Richmond had access to information about available licensed child care spaces.
- In May 2020, the annual Child Care Symposium celebrating Child Care Month, shifted to an online format in order to continue to provide professional development and recognition to Early Childhood Educators and child care providers in Richmond during the COVID-19 pandemic.



- DARE: The Drug Abuse Resistance Education (DARE) program promotes responsible decision-making, drug prevention and communication skills, which serve to help youth confront challenges and make responsible choices. In response to COVID-19, the DARE program was facilitated virtually for the final term of the school year. In September 2020, the DARE program was recognized with the Community Safety and Crime Prevention Award for Youth Leadership, from the Minister of Public Safety & Solicitor General.



- Youth Week 2020 featured 12 virtual activities for Richmond youth hosted by the City and community associations and societies. Activities ranged from an online dance party, photo/video challenges, to a Youth Podcast recorded in collaboration with Richmond Addiction Services Society. The simultaneous introduction of the new @CityofRichmondYouth Instagram account contributed to higher than anticipated participation rates.
- The Richmond Media Lab's youth program, helped organize Careers in Media Arts (CIMA), an annual event that connects youth to professionals working in different areas of media arts. The event was presented online for the first time and featured a professional animator (Karen Poon), musician (Joseph Gallant from Dot Mp3) and graphic designer (Mustaali Raj).
- The City and Tourism Richmond worked together to develop a free family-friendly heritage scavenger hunt of Steveston Village. This self-directed activity provided an opportunity for residents of all ages to explore Steveston's outdoor heritage features while maintaining physical and social distancing.

- Following completion of the City's public bike-share pilot program in 2020, the City donated approximately 100 surplus U-bicycles to Richmond Cares, Richmond Gives for distribution to low income families in Richmond.
- The Inspire Curiosity Library Card Campaign, a partner program with Richmond School District, ran through 2019 to January 2020. The campaign provided a letter and application form to students with information about how to obtain a free library card. The campaign reached almost 3,300 students in grades one and four, and over 530 new library cards were created.
- In-person library programs for children and youth moved to an online format, providing families access to library events while maintaining health and safety. For example, 95 Family Storytimes were hosted on Facebook and had over 20,000 views.
- Library-led programs for youth throughout 2020 included a Teen Signage Club, a Teen Ambassadors program, book clubs and tours designed to introduce library and print/digital resources to youth.



Goal 2: Engaging Our Citizens

Strategic Direction 5: Build on Richmond's Cultural Diversity

Richmond is one of the most diverse cities in Canada with residents from over 150 different ethnic and cultural backgrounds. Richmond's diversity goes beyond race and culture, and also encompasses age, sex, sexual orientation, gender identity and expression, income, and ability, among other dimensions. Greater diversity—in terms of skills, backgrounds, and experiences—contributes to increased community vibrancy, creativity, and economic growth.

To facilitate a socially healthy and inclusive community, it is important for the City to be able to appropriately respond to all its residents. As Richmond's population continues to evolve, so does its needs. The City strives to ensure that programs and facilities are accessible for everyone, and is proud to celebrate Richmond's rich cultural and individual diversity with the spirit of inclusion.

Highlighted Achievements

- The 6th annual Diversity Symposium was held virtually in 2020 and had a significant increase in participation. This free, week-long conference is a forum for dialogue, collaboration and collective action. Featured topics included anti-racism, mental health, decolonizing practices, nonviolent communication, and more.
- City Council issued a formal statement against racism and violence related to the COVID-19 pandemic. The statement reiterated Richmond's shared values of diversity, inclusion and respect, and that racial and discriminatory responses and actions have no place in Richmond.
- In recognition of Black History Month in February, the Richmond Cultural Centre presented an exhibition featuring artist Chrystal Johnson's exploration of the concepts of identity and vulnerability through sculpture. The exhibit titled 'Are We,' reflects the never-ending question of existence using soapstone, which is both strong and fragile, as an ideal representation of the human condition.
- The Richmond Art Gallery presented the exhibition 'Labour's Trace', from February through August, 2020. The exhibition, celebrating Black and Indigenous cultural identities and histories with works by artists Karin Jones and Amy Malbeuf, was visited by 2,000 people with COVID-19 safety protocols in place.
- The work of Musqueam artist Manuel Strain, entitled, *Self Portrait with Mended Flesh*, was presented at Aberdeen Canada Line Station in 2020, and celebrated the two-spirited artist's relationship with his Grandmother.
- As part of the City's virtual Pride Week celebration, a series of online activities and experiences were offered in 2020: online screenings of films representing six LGBTQ2S+ artists; digital artist talks and a series of informative workshops; a drag queen storytime; online dance parties; and a window display decorating challenge, including a string of rainbow light hearts illuminated on the north tower of City Hall.
- In 2020, the virtual Doors Open Richmond focused on showcasing the cultural diversity of Richmond. A diverse representation of faith-based organizations, new businesses and organizations participated, sharing behind-the-scenes stories of cultural activities and stories with over 22,000 viewers.
- The Richmond Maritime Festival celebrated Richmond's maritime heritage virtually with the support of a \$65,000 grant from the Department of Canadian Heritage. Hosted by the Richmond Arts Coalition and the Britannia Shipyards National Historic Site Society, the festival featured pre-recorded performances, workshops, and storytelling, delivered by a diverse mix of local artists.
- The Richmond Public Library provided programs and activities for community members to learn about the many diverse cultures within Richmond. Highlights from 2020 included:
 - A free documentary film event about the contemporary Muslim observance of Ramadan, presented by the Richmond-based initiative, Islamic Art British Columbia, in association with Envoy Films and in partnership with the Richmond Media Lab.
 - Indigenous-themed storytimes and adult focused film screenings in honour of National Indigenous Peoples Day on June 21 and Orange Shirt Day on September 30.

Strategic Direction 6: Support Community Engagement and Volunteerism

The City recognizes both volunteering and community engagement as foundational elements of a healthy and strong community. Volunteers and engaged citizens provide the City with important voices in the community through participation on advisory committees and providing input in various ways to planning projects and community initiatives. Through meaningful engagement opportunities, Richmond residents help shape the decisions that are important to them. This results in improvements to accessibility and a greater understanding of community needs and interests.

Volunteers also play a critical role in providing services directly to community members and supporting initiatives led by the City and other organizations, enhancing the City's capacity to deliver effective programs. Volunteer opportunities allow interested individuals to be of service to the community and their neighbours and also provide valuable life and learning experiences, a sense of purpose, and improved mental and physical health.

Highlighted Achievements

- In 2020, City Council welcomed a youth representative to the Public Art Advisory Committee to better include youth perspectives in community based City planning processes. There is currently a youth representative on the Richmond Intercultural Advisory Committee as well.
- During the 2019–2020 snow season, 21 volunteers in Richmond spent over 63 hours shovelling snow off sidewalks and driveways to support those who were unable to clear snow, through the Snow Angels Program.
- The Good Neighbour Campaign, launched in Winter 2019–2020 alongside the Snow Angel Program, encouraged residents to connect with their neighbours to reduce the number of people that were isolated or cut-off from the community during a heavy snow event.
- The City's volunteer management system continued to recruit and place volunteers in meaningful and

engaging opportunities throughout 2020. New valuable opportunities arose in response to the pandemic, such as a new shopping program for isolated seniors, assistants for the Emergency Operations Centre (EOC) program as well as the need for Spanish speaking volunteers to assist with the temporary foreign workers program.

- Volunteers through South Arm Community Centre and Richmond Public Library helped seniors learn to use their tablets, computers and smartphones through a Tech Buddies program. Over 50 “tech help” appointments were hosted at the community centre while adhering to COVID-19 safety protocols.
- In early 2020, prior to the impact of the COVID-19 pandemic, volunteers from the Minoru Seniors Society hosted tours of the new Minoru Centre for Active Living facility. These tours welcomed seniors to the new space and helped to foster a shared sense of ownership prior to the facility closure due to Public Health Orders.
- Through the Partners for Beautification Program, over 200 volunteers adopted parks, trails, gardens, streets, bird habitats and other areas in Richmond in 2020. These volunteers committed over 4,000 hours to help keep Richmond clean and to promote sustainability practices in their neighborhoods.



Goal 3: Building on Social Assets and Community Capacity

Strategic Direction 7: Strengthen Richmond’s Social Infrastructure

Social infrastructure refers to the various assets that accommodate and support social services and social development in the community. These include physical buildings as well as social capital and the provision of services. The social infrastructure of a municipality is often delivered in partnership with non-profit organizations that have dedicated facilities and specialized expertise. The City of Richmond’s role in strengthening social infrastructure is one of developing partnerships and funding opportunities, facilitation and advocacy.

The City collaborates with a variety of non-profit agencies and other public partners to deliver services in the community. These collaborations take many forms including staff support, grant programs and planning and service delivery partnerships. Many of the agencies the City works with are represented on the Richmond Community Services Advisory Committee, an advisory body to City Council on social, health, and community matters.

Highlighted Achievements

- The City previously secured two Early Childhood Development Hubs (ECD Hubs) which are now under construction in the City Centre area. The Sprouts and Seedlings ECD Hubs will feature at least three types of licensed child care and will be co-located with other family strengthening and support services.
- In October 2020, Council adopted the Non-Profit Organization Replacement and Accommodation Policy to ensure that replacement space will be provided to non-profit organizations leasing space in buildings subject to demolition to make way for new development. This policy will play a key role in ensuring access to vital services and programs as the City grows.
- The City of Richmond continued to support, through participation on a Leadership Advisory Council, the establishment of a Foundry youth-hub, which provides a one-stop-shop for young people to access mental health and substance use support, primary care, peer support and social services. Foundry Richmond had a soft-launch of services at their interim location at 8100 Granville Avenue in July 2020. Services for youth aged 12 to 24 years include: a sexual health clinic, drop-in counselling, peer support, and access to mental health and substance use supports.

- The City and Vancouver Coastal Health continued to work collaboratively on a variety of initiatives:
 - Throughout the COVID-19 pandemic, the City and Vancouver Coastal Health engaged in regular briefings to provide daily updates to senior staff and City Council and had ongoing communication regarding the safe delivery of City services.
 - A COVID-19 testing centre was developed in Richmond providing increased local access to testing services.
 - During Summer 2020, the City provided Vancouver Coastal Health with space at the Minoru Centre for Active Living for immunizations for the 2020/2021 school year.
 - The City supported planning for the new Richmond Hospital, implementing community wellness programs, and serving the social services needs of the community.



- The City collaborated with Richmond School District to provide enriching arts and heritage education opportunities to children of essential workers attending school in-person. This included visual and performing arts activities, e-newsletters sharing resources for teaching staff and remote school kit rentals.
- Two workshops were hosted in partnership with the Richmond Arts Coalition and the Community Arts Council of Richmond: The Art of Grant Writing, presented by the City and Board Fundamentals, presented by Vantage Point.
- In February 2020, the City held a workshop with the heritage societies in Steveston to explore opportunities for further collaboration and to review various relationship models used by non-profit organizations that operate heritage sites across Canada.
- Partnership opportunities between various City community facilities and library branches were

expanded to focus on community engagement and social development initiatives, including:

- A free lending library stocked with books was added to Paulik Park, made possible by a generous donation from a local resident.
- A “Pen Pal” letter exchange program, between seniors and youth facilitated through the seniors centre at the Minoru Centre for Active Living. This program helped to reduce social isolation for participants during the pandemic and fostered intergenerational social connectedness.
- A Low Vision Book Club, in partnership with Steveston Community Centre, where participants discussed reading the same book in a range of accessible formats including large print, DAISY discs and digital audio.
- A new library book dispenser was installed in the Seniors Centre at Minoru Centre for Active Living. The dispenser can hold up to 175 items.



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

Active involvement in recreation, arts, cultural and wellness opportunities helps Richmond residents lead healthier lives and be better connected in their communities. Through recreation and sport, residents have fun, become physically active and engage in lifelong learning. In addition, engagement in recreational, arts, culture and wellness activities has been found to enhance group social interaction and shape civic actions later in life.

The City of Richmond's delivery of recreation, arts, cultural and wellness opportunities is guided by aligned strategies and plans that respond to Richmond's diverse and changing community needs.

Highlighted Achievements

- In February 2020, Council approved a total of \$107,828 in Parks, Recreation and Community Events Grants that were awarded to 12 non-profit organizations supporting community operations, programs and events that benefit Richmond residents.
- In 2020, KidSport, a not-for-profit society that provides funding for children and youth from low income families to support sport participation, allocated \$79,500 to 171 young athletes in Richmond. The City provided a \$19,000 grant to KidSport through the 2020 Parks, Recreation, and Community Events Grant program.



- Responding to demand for the fastest growing sport in North America and in support of the new Richmond Pickleball Association, nine pickleball courts were constructed in 2020; three courts located at South Arm Park and six at Hugh Boyd Park.
- New and expanded recreation amenities were added to London-Steveston Park in 2020, including a new and expanded playground and a half-court basketball court, building on the 640 metre long trail loop, completed in 2019.
- A Cycling Art Tour was created in 2020 as a way for residents of all ages to get outdoors and discover art in the community. The artworks comprising the tour underscore the power and resilience of community, connection, togetherness, home and place.
- The City hosted a summer intensive workshop in 2020 for youth that involved sessions (primarily online) with artist and instructor, Emily Neufeld, and guest artists on art projects that explored their local natural environment. The experience culminated in the creation of a panoramic image of a Richmond landscape by each student that was made into a stand-alone lantern, and installed at Minoru Park as part of the Culture Days celebrations.
- Focused efforts to facilitate food security in 2020 included:
 - The Food Hub program, in partnership with the Richmond Food Security Society, which saw 4,000 pounds of donated food re-purposed into 500 ready-made weekly meals for at-risk community members from May to December.
 - In response to COVID-19, funding was provided to Kwantlen St. Farmers Market to extend their market season through to December in a new location at Brighthouse Pavilion.
 - Two new agreements between the City and Kwantlen Polytechnic University, enabled components of the Richmond Farm School and the Department of Sustainable Agriculture and Food Systems' degree program to operate on City-owned land.
 - An agreement with The Sharing Farm Society, enabled produce to be grown on City-owned land for the benefit of the Society, the Richmond Food Bank and other charitable food distribution organizations in Richmond.

Strategic Direction 9: Facilitate Strong and Safe Neighbourhoods

Strong and safe neighbourhoods connect people to their neighbours, foster a sense of inclusion and belonging, and support a more enriched quality of life for Richmond residents. Enhancing the overall safety of our public spaces encourages active living and supports economic vitality.

This year, the COVID-19 pandemic highlighted just how important strong and connected neighbourhoods are to community and social resilience. The City led and partnered with a variety of organizations in 2020 on new and continued initiatives that focused on facilitating strong, safe neighbourhoods. Individual community members also played a critical role in creating opportunities for community members to connect safely, following COVID-19 protocols, to ensure neighbours could remain socially connected while needing to remain physically apart.

Highlighted Achievements

- The Richmond Has Heart campaign was launched to unite the City with residents, businesses and essential workers in Richmond to show support for our community and inspire social connection while maintaining physical distance.
- The streetscapes of Steveston Village were temporarily modified to maintain vibrancy and safety in the area during the pandemic. Modifications included road changes to provide increased space for physical distancing, supplemented by signage, electronic display boards, wayfinding kiosks, and planters.
- An Expedited Temporary Outdoor Patio program and online application process was launched to allow restaurants, cafes and pubs to expand outdoor seating to private property, parking lots or approved space on City sidewalks with respect to patio layout guidelines. This helped businesses maximize space in order to adhere to physical distancing requirements.
- In support of high school graduating classes of 2020 throughout Richmond, eight commemorative signs were installed at picturesque locations in the city to serve as backdrops for fun and safe grad photo opportunities to mark the important milestone.
- Substantial work was completed on the detailed design of a new Community Gathering Area in the east end of King George Park based with consultation from the community. Construction began in 2020 on this space that will include benches, picnic tables, a harvest table and an outdoor deck intended to be activated as a community stage.
- The third phase of redevelopment of Lang Park, in the City Centre area, began in 2020. New amenities planned for the site are designed to encourage community gathering and include a canopy, a book exchange kiosk and table tennis tables.
- Several improvements were made to active transportation networks and road safety systems to encourage active travel and enhance connection between and within neighbourhoods. These include:
 - Creation of the new River Parkway, improving the movement of traffic through the north-end of the City Centre, including protected on-street bike lanes and asphalt walkways.
 - Completion of multi-use pathways and the extension of bikeways on several arterial roads and connecting transit routes.
- Richmond RCMP continued to focus on social wellness through targeted initiatives such as:
 - The Fox 80 Mental Health Car (Fox 80) concluded its first year of operation in 2020. Fox 80 is a collaboration between Richmond RCMP and Vancouver Coastal Health and provides a joint-response to mental health-related calls. The collaboration assists frontline policing units by conducting wellness checks and supporting police calls within the Mental Health Act.
 - In May 2020, the City and Richmond RCMP launched the Community Safety Mobile App, which allows users to stay connected, informed and engaged with the Richmond RCMP from the convenience of a mobile device. The App includes crime prevention resources, criminal activity maps, news releases, emergency alerts, and the ability to report a crime, commend an officer, or file a complaint.

Next Steps

The Building Our Social Future, A Social Development Strategy for Richmond (2013–2022) outlines the focus and strategic directions for addressing the social issues and opportunities that exist within our community. Since it was adopted, significant progress and achievements have been made towards furthering the Strategy’s goals. Annual updates on the Strategy are prepared for City Council, key stakeholders and the public as part of the City’s commitment to monitor the progress that has been made and review any changing needs and areas that may require additional attention. The 2020 progress report will be shared on the City’s website, where updates from previous years can also be found.

Conclusion

The Social Development Strategy (2013–2022) continues to be an effective roadmap to guide the City in achieving its vision to be the most appealing, livable and well-managed community in Canada. The collaborative efforts of the City, community organizations, key stakeholders, and Richmond residents is essential to address the increasingly complex social challenges faced by our growing city and region. The Strategy remains a valuable asset in providing guidance on priorities and allocation of resources in order to best support the community and improve the overall wellbeing of Richmond residents.



Richmond City Hall lit up with Rainbow Hearts in celebration of Pride Week as a part of the #RichmondHasHeart Campaign.

Appendix A: Social Development Strategy 2013–2022

Goals, Strategic Directions and Actions

Goal 1: Enhance Social Equity and Inclusion

Strategic Direction 1: Expand Housing Choices

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

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

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

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

Strategic Direction 2: Enhance Community Accessibility

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

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

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

- 4.1 Exploring program expansion to assist more low income residents (e.g. adults, older adults, and people with disabilities). **Short term (0–3 years)**
- 4.2 Using technological improvements to enhance customer service and program administration. **Short term (0–3 years)**

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

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

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

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

Strategic Direction 3: Address the Needs of an Aging Population

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Goal 2: Engaging Our Citizens

Strategic Direction 5: Build on Richmond’s Cultural Diversity

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

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

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

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

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

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

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

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

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

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

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

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

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

ACTION 22: Collaborate with Community Partners in:

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

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

- 23.1 Participating in the establishment of media watch mechanisms with stakeholders to monitor the local media, City and community communication and work to redress misperceptions created by inaccurate or insensitive references to particular cultural groups. **Short term (0–3 years)**
- 23.2 Developing an intercultural intervention resource package and subsequent training, within City and stakeholder structures, to respond to intercultural conflicts and incidents. **Medium term (4–6 years)**
- 23.3 Collaborating with the business sector and other partners to ensure racist graffiti is removed in a timely manner both from City and non-City properties in Richmond and that any wording on business signage and/or City documentation prominently includes the English language. **Ongoing**

Strategic Direction 6: Support Community Engagement and Volunteerism

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

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

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

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

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

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

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

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

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

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

Goal 3: Building On Social Assets and Community Capacity

Strategic Direction 7: Strengthen Richmond's Social Infrastructure

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

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

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

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

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

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

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

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

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

ACTION 36: Encourage the Richmond School District to:

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

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

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

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

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

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

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

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

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

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

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

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

ACTION 46: Facilitate food security for Richmond residents by:

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

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

Strategic Direction 9: Facilitate Strong and Safe Neighbourhoods

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

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

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

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

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

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

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

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



City of Richmond

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

Telephone: 604-276-4000

www.richmond.ca