

CITY OF RICHMOND
Recreation and Sport Strategy
(2019–2024)



OCTOBER 2021

PROGRESS UPDATE



Contents

Executive Summary	3
Introduction	5
About the Strategy	7
Strategic Focus Areas.....	7
Impact of COVID-19	9
Health and Safety Restrictions.....	9
Role of Recreation and Sport	9
Rising to the Challenge.....	10
Restoring Services.....	14
Early Learnings from the Pandemic	15
Focus Area 1: Awareness and Understanding	17
Why is this important?.....	17
Highlights and Achievements.....	17
Focus Area 2: Engaged Community	23
Why is this important?.....	23
Highlights and Achievements.....	23
Focus Area 3: Physical Literacy and Sport for Life	29
Why is this important?.....	29
Highlights and Achievements.....	29
Focus Area 4: Active People and Vibrant Places	33
Why is this important?.....	33
Highlights and Achievements.....	33
Focus Area 5: Connectedness to Nature	47
Why is this important?.....	47
Highlights and Achievements.....	47
Focus Area: 6 Community Capacity-Building	51
Why is this important?.....	51
Highlights and Achievements.....	51
Focus Area 7: Technology and Innovation	55
Why is this important?.....	55
Highlights and Achievements.....	55
Conclusion	59
Appendix A: Progress on All Priority Actions	61



Executive Summary

The Recreation and Sport Strategy (2019-2024) – Progress Update presents progress highlights and accomplishments achieved by the mid-point of this five year plan. The Recreation and Sport Strategy (2019-2024) guides the work of the Community Services Division, especially the Recreation Services Department, with the aim to increase reach and impact of recreation and sport benefits to all residents in Richmond. The City of Richmond collaborates with Community Associations and Societies, and other partners and key stakeholders to deliver a broad range of recreation and sport opportunities. Through community facilities, arenas, aquatic facilities, fitness and sport facilities, arts, culture and heritage opportunities, and in outdoor spaces, parks and schools, a myriad of options meet the physical activity, wellness and sport needs of Richmond residents.

In order to meet the Strategy's vision—**that 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**—seven focus areas of action were identified:

1. Increasing awareness and understanding of the opportunities and benefits of participation in recreation and sport.
2. Ensuring that recreation and sport opportunities are accessible, inclusive and support the engagement of all residents.
3. Promoting physical literacy to ensure residents have the skills, competence, confidence and motivation to move for a lifetime.
4. Encouraging active people through connections with vibrant natural and built environments.
5. Connected Richmond residents with opportunities to enjoy nature.
6. Building community capacity through collaborations, partnerships and volunteerism.
7. Leveraging technology to connect and inspire participation in recreation and sport.

While the COVID-19 pandemic posed unprecedented challenges, innovative responses allowed the City and its partners and stakeholders to adjust to new and different ways of engaging the community in physical activity and maintaining social connection with one another. Pandemic or not, the achievements outlined in the forthcoming document capture just a fraction of the ongoing work that is accomplished year after year in increasing participation in recreation and sport opportunities in Richmond and supporting community members in achieving their physical activity targets. The cumulative contributions of the City, Community Associations and Societies, and other partners and stakeholders in Richmond make it ever more likely that each resident will find the way that works for them to be active for life.



Introduction

The Community Services Division offers residents of all ages and abilities access to recreation and sport programs and services and special events through community centres, arenas, aquatic facilities, fitness and sport facilities and in outdoor spaces, parks and schools. Both indoor and outdoor opportunities are available to increase physical activity and overall wellness, and enhance community connectedness. The Division works to understand and address barriers and promote participation of people with disabilities, individuals and families in financial need, and Richmond's diverse cultural groups. In addition, creating welcoming environments for those who are new to the community and offering multiple gateways to participate in recreation that includes arts, heritage, culture and sports are priorities.

The Recreation and Sport Services Department embraces a relationship-based approach, working with a range of community organizations, non-profit organizations, recreation and sport organizations, and individuals to provide programs and services. The City's Community Associations and Societies assist with understanding the needs of individual neighbourhoods, as in the case of community centres, or in specific service areas such as arenas or fitness and wellness, and provide direct connections to community members and deliver programs and services to the public. The Recreation and Sport Services Department also works closely with athletic organizations through the Richmond Sports Council on a wide range of initiatives and projects. These relationships add value to people's experiences and provide a multitude of opportunities for people to become engaged in their community.

The renewed vision for recreation and sport in Richmond was developed through a collaborative and holistic approach involving engagement with community residents, partners, stakeholders and staff. The resulting future-oriented and aspirational vision 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.

Key benefits of participating in recreation and sport are well-documented and include:

- Enhancing mental and physical well-being;
- Enhancing social well-being;
- Helping to build strong families and communities;
- Helping people connect with nature;
- Providing economic benefits by investing in recreation;
- Achieving sport excellence for individuals and communities; and
- Creating safe and supportive environments through social development, community



The Recreation and Sport Strategy, along with the Community Wellness Strategy and other City strategies, provide a solid foundation that guides the Recreation and Sport Services Department’s focus on the long-term outcomes of increasing community participation and physical activity, even through the unprecedented pandemic.

Given the long-term nature of the Strategy and the breadth of strategic initiatives that help move the needle on increasing physical activity and participation levels, this document provides a snapshot of progress on selected achievements in each strategic focus area. Throughout the progress update, key themes have emerged from actions undertaken in the first two and a half years of Strategy implementation, including:

- Connecting people to opportunities and each other,
- Helping to cultivate lifelong participation in recreation and sport,
- Expanding beyond the ‘brick and mortar’ walls of facilities, and
- Better understanding the diverse interests and needs that make each individual in our community unique.

Over time, with sustained and collective effort on the Strategy’s seven focus areas, it is anticipated that progress will be made on identified long-term outcomes, including the overall outcome of increased participation in recreation and sport, and ultimately, an increase in the number of Richmond residents meeting physical activity targets.



About the Strategy

On January 14, 2019, Richmond City Council adopted the Recreation and Sport Strategy (2019-2024) (the “Strategy”) to guide the planning and delivery of recreation and sport opportunities in the City over the following five years. The City of Richmond, together with its partners and key stakeholders, continue to build on the strong foundation already present in Richmond to encourage citizens of every age to enjoy the benefits of an active and involved lifestyle.

The Strategy emphasizes a holistic approach to recreation, including planning for a variety of opportunities from connecting with Richmond’s beautiful natural environment to regular participation in formal and informal sports and recreation. It also embraces the Sport for Life philosophy and the Long-Term Athlete Development model by prioritizing opportunities to develop sport excellence, physical literacy and positive life-long sport participation for all citizens.

Strategic Focus Areas

In the Richmond Recreation and Sport Strategy (2019-2024), seven (7) strategic focus areas and fifty-seven (57) recommended key actions were adopted to address the current and future needs related to recreation and sport in Richmond.

1. **Awareness and Understanding:** Richmond residents understand the opportunities and benefits of participation in recreation and sport.
2. **Engaged Community:** Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.
3. **Physical Literacy and Sport for Life:** Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.
4. **Active People and Vibrant Places:** Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.
5. **Connectedness to Nature:** Richmond residents enjoy opportunities to connect with nature.
6. **Community Capacity-Building:** Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.
7. **Technology and Innovation:** Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.

It is anticipated that by taking action in the strategic focus areas, Richmond’s community will see improvements in the intended long-term outcomes of the Recreation and Sport Strategy, which are to:

1. Increase participation of all residents in recreation and sport; and
2. Increase the number of Richmond residents who achieve physical activity targets.

Did you know?

It is recommended that adults and seniors accumulate at least **150 minutes per week** of physical activity that increases your heart rate. For children and youth, it’s best to get 60 minutes of heart pumping physical activity daily. But any amount of time that you move more and sit less is good for your health!





Impact of COVID-19

Health and Safety Restrictions

On March 11, 2020, the World Health Organization (WHO) declared a global pandemic due to the COVID-19 coronavirus. The federal government subsequently closed its southern border to all but essential travel, and on March 17, 2020 the provincial government declared COVID-19 a public health emergency, with the City of Richmond temporarily closing all City facilities that day. Public health orders were issued that limited group sizes, required physical and social distancing, and directed many non-essential businesses to close for a time. As facilities re-opened in a carefully phased approach, measures have included communicable disease planning, face mask requirements, limiting group sizes in programs, limiting the types of programs that could be offered, and altering procedures to minimize in-person contact. The pandemic, and the health and safety restrictions imposed to mitigate this threat, has required everyone in the community to redefine their everyday lives and experiences, including how they participate in recreation and sport.



Role of Recreation and Sport

The important role that recreation and sport plays in the lives of community members has become crystalized as the COVID-19 pandemic continues. Parks, outdoor spaces and the broad range of programs and services that support physical, mental, social and emotional wellness have been vitally important through the pandemic and were sorely missed by many who relied on these in-person opportunities to connect with others and to be physically active. Physical activity and exercise can be effective for addressing symptoms of depression and anxiety, and can provide short and long-term benefits for mood, sleep, and

#RichmondHasHeart is a social media campaign prompting the community, residents and businesses to stay connected by sharing uplifting news, cheering on our front line and essential workers, getting creative in staying connected but apart, and gathering the good news.

physical health. Recreation and sport opportunities also offer sites to build a sense of community and social connection, which was a challenge through the social distancing requirements and other health and safety measures.

However, there is also the opportunity for recreation and sport to leverage the public's shift towards staying local and re-engaging community members in their own neighbourhoods and communities. According to the Canadian Parks and Recreation Association, interest and demand for parks, recreation and community sport intensified during the pandemic, particularly through the lockdown periods. The pandemic has reinforced the essential role of recreation and sport for individual and community health and well-being.

Rising to the Challenge

OUTDOOR SPACES



As early public health messaging emphasized the importance of ‘fewer faces, bigger spaces,’ the City’s parks, trails, and open spaces were promoted as safer spaces to enable community members to socialize within one’s ‘bubble’ and promote physical, emotional and mental health and wellbeing. Playgrounds reopened at the beginning of June 2020 and spray parks in mid-July. A one-way path was implemented at Garry Point Park through the summer to assist the public in maintaining safe physical distancing while enjoying one of Richmond’s most popular sites for a scenic walk. Outdoor spaces that had not typically been programmed became sites for outdoor fitness and dance classes, which continued well into the Fall of 2020. Furthermore, summer programs were adapted to take place outdoors as much as possible, which provided children with frequent opportunities to connect with nature while ensuring the health and safety of participants. These program adjustments have continued into 2021 as the pandemic continues.

SHIFT TO VIRTUAL PROGRAMMING

Programs shifted to online delivery methods to provide continued opportunities for Richmond community members to maintain social connection and to continue—or to begin—participating. Multiple approaches were used to engage the public and successes and learnings from this time have allowed the City and its Community Associations and Societies to add virtual programming to its ongoing repertoire.

The online hub, Richmond Connects, was created to support community members by providing a ‘one-stop shop’ of links to a wide variety of online recreational opportunities for physical activity, sport, arts, culture and heritage, in addition to wellness resources and creative stay-at-home challenges for citizens of every age to enjoy the benefits of being active and connected to their community. To provide technology troubleshooting assistance, ‘how to’ guides were posted on Richmond Connects, and the Registration Call Centre provided support by phone.

SUPPORTING SENIORS

Richmond’s community centres and the Minoru Centre for Active Living typically deliver a wide range of programming that meet the physical, mental, emotional and social health and wellness needs of seniors across the City. At the onset of the pandemic, in-person services for seniors across the City shifted to online and remote programming, and participants who were registered in programs were provided with online resources to continue their physical activity practice at home.

Since May 2020, almost **2000 virtual programs** have been offered by Richmond community centres engaging over 20,000 participants in a variety of recreational and physical activity opportunities.



A variety of online fitness classes for all levels was provided via Zoom to encourage seniors to maintain physical activity. Other virtual programming focused on helping seniors maintain social connection, such as: Gentlemen in Conversation; Beyond the Books Club; and Coffee & Tea Chat. Support was provided to help seniors build capacity in using technology that would enable



Through funding from the Temporary Emergency Fund offered through the Child Care Operating Funding Program, **119 child care spaces** in City of Richmond recreation facilities were allotted to children of essential workers through Summer 2020.

their participation, and Seniors Coordinators also connected with community members through wellness phone calls and a monthly newsletter that featured at home, self-led activities to keep them engaged, entertained and mentally stimulated.

Through the COVID-19 pandemic closures in Spring 2020, the Minoru Seniors Society continued to provide a pick-up meal service that was available to all in the community, but 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.

The suspension of in-person seniors programs has continued for the duration of the pandemic, as this age group has been most susceptible to serious negative health outcomes should the virus be contracted. Unintended consequences of social distancing restrictions have particularly affected isolated seniors and seniors who do not have the means to participate remotely. A number of initiatives sought to connect with vulnerable seniors and reinforce the message that Richmond cares and each isolated senior is a valued member of the community.

CHILD CARE PROGRAMS

Richmond’s recreation facilities offer a range of licensed child care programs, including out of school care, preschool and summer day camp programs, which fulfill important roles both for participants and their parents. For children and youth, the range of child care programs and summer day camps provide new, active, interesting and educational experiences, connect children and youth to the community, provide an opportunity to build their social skills, and reinforce a sense of belonging. For working parents, child care programs enable their ability to work, earn an income and contribute to the economy. Ensuring that high quality, safe and affordable child care programs and opportunities were available to support working parents helped to alleviate one stressor for families.

As the school year began in September 2020, licensed preschool and out of school care programs in Richmond recreation facilities continued to offer a vital service to parents. Additional health and safety measures in child care programs have included measures such as enhanced ratios of staff to children, reduced group sizes, and restrictions on parents and visitors in programs, among others. However, an adjustment that has unexpectedly contributed the most to fostering increased physical activity has been the increased time outdoors and enhanced outdoor learning.

As preschool, out of school care and day camp programs prioritize outdoor time, there have been more opportunities for unstructured active play, active travel initiatives such as walking to and from schools and activities when possible, and time exploring the natural park environments surrounding the facilities.



RECREATION AND SPORT RESOURCES DURING THE PANDEMIC

During the COVID-19 pandemic, in addition to regular use of recreation and sport facilities in accordance with public health guidelines, recreation and sport facilities and infrastructure were also used to facilitate pandemic response needs.

Space was provided at the Minoru Centre for Active Living for Vancouver Coastal Health (VCH) during Summer 2020 to provide the required immunizations to students in the target grades of Kindergarten, Grade 6 and Grade 9 for the 2020/2021 school year. Immunizing students with waning immunity to vaccine-preventable diseases was identified as a high priority for VCH in this time of COVID-19. The space at Minoru Centre allowed for the delivery of immunizations while allowing for physical distancing.

VCH reported that by late September 2020, they had immunized approximately 900 students of the anticipated 5000 students of the 2020/2021 school year who required immunization updates. This was a significant achievement through the summer and access to City facilities and support from staff played a significant role in assisting VCH with this success.

The City of Richmond's volunteer management system, I Can Help, was used to recruit and place volunteers in meaningful and engaging opportunities that arose in response to the pandemic, such as a new shopping program for isolated seniors, assistants for the Emergency EOC program, as well as the need for Spanish speaking volunteers to assist with the temporary foreign workers program. All of these opportunities were filled through the I Can Help system.

Since August 2020, the City has provided the Richmond Food Bank with use of the north parking lot at Hugh Boyd Community Park for a drive-through or walk-in food distribution program. This 'express' food hub operates every Monday (except on statutory holidays) from 3:30 to 5:00 p.m. This has enabled community members to access the Food Bank's services within their own neighbourhood.



Finally, Cambie Community Centre provided support for COVID-19 vaccination clinics from March through August 2021, as the East Richmond Community Hall hosted clinics in the early days of the vaccination campaign, and later provided a range of support to Vancouver Coastal Health such as input on engaging with the local community and communications assistance. Pop-up vaccination clinics have also been hosted at Minoru Centre for Active Living to provide a local option for those living in the City Centre neighbourhood who may not have transportation options to access the main vaccination clinic sites in north and east Richmond.

Restoring Services

Following the closure of City facilities in March 2020 in response to the COVID-19 pandemic, recreation and sport services were restored across the City in a carefully phased approach with strict adherence to health and safety guidelines as outlined in the Restoring Richmond Plan. Outdoor facilities and programs were introduced first including: sports fields; pitch and putt golf; outdoor fitness, sports and summer camps; and outdoor swimming pools. The Richmond Pitch and Putt was the first City of Richmond facility to be opened to the public in May 2020. Sports fields, outdoor summer programs and outdoor swimming pools were re-opened throughout Summer 2020.



In Fall 2020, indoor drop-in programs shifted to registered visits that required patrons to sign up ahead of time for a time-limited visit for swimming or a fitness centre. The pandemic has not made it easy for fitness participants to maintain participation in in-person programming. Provincial Health Orders issued in November 2020 placed a temporary halt on indoor group fitness programs as it became clear that the COVID-19 coronavirus could spread indoors with high-intensity exercise. With greater physical distancing measures, time buffers between classes, increased ventilation, and modifications to reduce exercise intensity, many indoor group fitness programs resumed in December 2020, only to be prohibited again at the end of March 2021 as a circuit-breaker measure.

As the third wave waned, participation guidelines were again updated as the provincial government announced its Restart BC plan in May 2021. Program protocols and safety guidelines for each program area continue to be revised in alignment with Provincial Health Orders, Worksafe BC, the British Columbia Parks

and Recreation Association, ViaSport and other relevant authorities. Staff have responded nimbly to the constantly evolving waves of the COVID-19 pandemic to provide the safest possible environment for community members to continue health promoting physical activity.

Early Learnings from the Pandemic

The COVID-19 pandemic has posed new challenges and opportunities. In the face of these difficult times, the City’s Recreation and Sport Services staff have adapted throughout the uncertain and ever evolving situation to continue making it possible for Richmond community members to stay connected with one another and to participate in programs and services that improve their physical and mental health and well-being. Some early learnings that staff will continue to monitor include the following:

SUCCESS OF VIRTUAL PROGRAMS

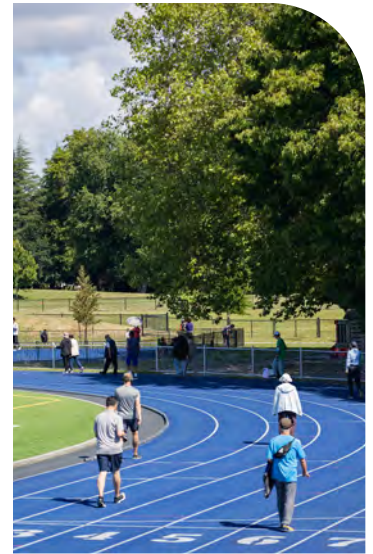
Virtual programs have not only helped maintain connection with existing patrons through the pandemic restrictions, but they have also reached new community members who may be isolated, or who were not able to attend in-person programs for health or other reasons. Online physical activity and recreational opportunities will likely become a mainstay in future programming.

INCREASED INTEREST IN OUTDOOR PROGRAMMING

There appears to have been a shift in parental acceptance of outdoor programming and activities regardless of weather, and indeed, a market for a greater variety of outdoor-based recreation and sport programs and opportunities. This shift may be leveraged to advance strategic actions that support increased active transportation, environmental connection and stewardship, and neighbourhood focused place-making.

NEED TO MONITOR IMPACTS

The long-term impact of the pandemic on the non-profit Community Associations and Societies that work with the City to deliver recreation and sport programs and services is unknown at this point, and the City will continue to be proactive in collaborating with stakeholders to ensure the continued delivery of accessible, high quality recreation and sport services.





Seniors Week

activate!
wellness fair 55+

activate!
Dale
Lorel Engler

activate!
wellness fair 55+

activate!
SARV

activate!
Kay
Lorel Engler

activate!
Ask me

activate!
wellness fair 55+

Thank you to our donors

activate!
wellness fair 55+

Movement 3 (2021)	Multiservice 1 (2021)	Movement 2 (2021)	Movement 4 (2021)	Movement 5 (2021)
10:00-11:00 AM Health & Safety Workshop #21001	10:00-11:00 AM Health & Safety Workshop #21002	11:00-12:00 PM Health & Safety Workshop #21003	12:00-1:00 PM Health & Safety Workshop #21004	1:00-2:00 PM Health & Safety Workshop #21005
2:00-3:00 PM Health & Safety Workshop #21006	3:00-4:00 PM Health & Safety Workshop #21007	4:00-5:00 PM Health & Safety Workshop #21008	5:00-6:00 PM Health & Safety Workshop #21009	6:00-7:00 PM Health & Safety Workshop #21010

Focus Area 1: Awareness and Understanding

Richmond residents understand the opportunities and benefits of participation in recreation and sport.

 *Focus Area 1 Awareness and Understanding contains 3 of 57 strategic actions.*

Why is this important?

Increasing awareness and understanding of the opportunities and benefits of participation in recreation and sport is important for several reasons. The ultimate goal of the collective actions in the Recreation and Sport Strategy is to prompt behaviour change and create conditions that make it easier for everyone to be more physically active and engaged in community life over the long term. A key ingredient for behaviour change is to ensure the audience knows why a change is desirable, and how they can take action. Additionally, through the community engagement process that informed the development of the Strategy, stakeholders consistently prioritized a focus on opportunities and benefits of recreation and sport and the use of multiple ways of communicating with those who live, work, and play in Richmond. Diversifying communication methods and messages facilitates a broader reach, particularly as there is more reliance on digital and social media.

According to the My Health My Community report¹, Richmond was below the Metro Vancouver average for physical activity with only 37 per cent of residents achieving 150 minutes of activity per week. The Metro Vancouver average was 44 per cent. Also, 49 per cent of residents in Richmond spent more than two hours per day in front of their computers and mobile devices. Raising awareness and building understanding around the benefits of physical activity and the many opportunities available help to motivate Richmond residents to get active.

Through strategy actions that aim to address barriers and support participation the following outcomes are anticipated:

- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Communications initiatives and resources for community members, partners and City staff.
- ↑ Understanding and awareness of physical literacy.
- ↑ Understanding and awareness of recreation and sport opportunities and benefits



¹ The most recent data is available from the My Health My Community (MHMC) survey conducted in 2014. The 2020 MHMC survey was postponed due to COVID-19.



The following provides a snapshot of successes and progress highlights:

COMMUNITY BETTER CHALLENGE

As a certified Global Active City and partner in the international Active Well-being Initiative, the City embraces the adage that ‘an ounce of prevention is worth a pound of cure’, and it actively promotes ParticipACTION’s Community Better Challenge, a nation-wide initiative that rallies communities to sit less and move more. The goal is to engage families, friends, neighbours and community members to get active and track all physical activity through the month of June. ParticipACTION’s mobile app and online platform provided participants an easy method to track their physical activity as well as view evidence-based messaging about the benefits of physical activity. People could also sign up for free programs and sessions offered online and in-person across Richmond, including Family Yoga, Boomer Boot Camp, Nordic Pole Walking, personal training and Dance Fit. Individuals, groups, and facilities worked together to log minutes of physical activity throughout the month-long challenge. The campaign also leveraged communication and messaging from multiple sources to promote opportunities and benefits of participating.

2019— Richmond placed 11th in BC with over 4,000,000 minutes of physical activity logged by participants.

2020— Not offered due to COVID-19

2021— Richmond placed 6th in BC with over 9,000,000 minutes of physical activity logged by participants.



STEVESTON OUTDOOR GET ACTIVE STATIONS

In 2021, in addition to the over 100 events and programs that were offered throughout the month of June across the city, the Steveston Community Centre created outdoor ‘Get Active Stations’ by posting physical activity prompts to encourage community members to make time for a spontaneous activity break

as they walk through the area. The messaging didn't just tell people to 'get active', but also provided photos demonstrating specific body weight exercises, which gave the public immediate strategies on how to change their behaviour, for example, by stopping and doing '10 alternating high knees' or '10 jumping jacks'.

"[I] took neighbour's dog for a walk including the area around Steveston Community Centre. I was delighted to find trees with signs saying 'do five lunges' 'do 10 squats' etc. What a wonderful idea. It would be wonderful if you could keep such signs up all the time... Good work Richmond!"
(Resident comment, June 2021)

PRESCHOOL HEALTH AND FITNESS SERIES

This collaborative and intergenerational initiative between City Centre Community Centre's Fitness and Licensed Preschool program areas created awareness around the benefits of a healthy and active lifestyle. Between April and June 2021, a range of physical activities were offered within City Centre's preschool programs, including yoga, dance, and stretching, all delivered by certified fitness instructors. Online fitness opportunities were also promoted to families to participate together at home. Monthly newsletters included healthy meal recipes, information specific to physical wellbeing, and healthy lifestyle ideas for families to engage in together. Activities culminated in June with the Community Better Challenge, encouraging families to track their participation.

Connecting in a Digital Era

COMMUNITY SERVICES E-NEWSLETTER

Since July, 2018, the Community Services e-Newsletter has featured monthly updates on special events, seasonal programming, registration reminders, volunteer opportunities and other timely news to keep Richmond residents connected to the many opportunities to get involved in the community. Since that time, almost 1000 subscribers have signed on to receive direct information on more than 130 opportunities annually. During the pandemic the e-Newsletter contained updates on Provincial Health Orders and the many safe opportunities that still existed across Community Services to stay active and connected.

SOCIAL MEDIA

In addition to the City of Richmond's social media channels on Facebook, Twitter, Instagram and YouTube, community recreation and sport facilities across the City employ social media platforms to boost community connection and engagement. The almost 40 different social media accounts that tailor content for specific audiences, including fitness, youth, preschool and child care parents, and general facility news, provide an immediate and engaging way to provide timely and relevant information. As more people rely on smart phones for an integrated communication experience and to learn about events and opportunities, the City and its Community Associations and Societies have leveraged these digital tools to promote community engagement and opportunities to participate.

In 2020, to inspire and encourage beginners to join virtual fitness classes, short fitness tutorials focused on fitness tips or a short exercise demonstration were posted to Instagram using captions to provide instructional information



For a listing of social media accounts affiliated with the City of Richmond, visit: www.richmond.ca/newsevents/affiliated

and adding a photo of the PAR-Q questionnaire, a physical activity readiness screening tool that prompts participants to consider their health and safety even when doing physical activity at home. The Instagram tutorials used the common hashtag of #stayfitrichmond and #richmondconnects to enable viewers to find other relevant resources.

Community Outreach

FREE COMMUNITY EVENTS

Free community events are typically offered every season at the City’s recreation and sport facilities to build a sense of community and foster social connection among neighbours. Sponsored by the Community Associations and Societies, these range from Family Day activities, to free events throughout the summer including free concerts in the park and movie nights, as well as children’s drop-in programs at local parks, and annual celebrations such as Halloween fireworks. Celebrations such as Pride Week, Seniors Week, and Youth Week and the U-ROC Awards are also important for both raising awareness and creating inclusive spaces that recognize community members.

Information tables and resource booths at these events promote awareness and connection to ongoing opportunities. Some outreach events are also offered in locations where there is an opportunity to build stronger connections with more vulnerable community members. Knowing the importance of such events, community recreation facilities leveraged online platforms to continue to engage community members, despite the need to stay apart. Online special events included storytimes, workshops, social gatherings, seasonal arts & crafts, family fitness, digital scavenger hunts and family sing-alongs. Online events were easily accessible to the community and most were offered free of charge. The events provided an outlet for families to safely interact with others, play together while trying something new, and enabled the community to stay connected with their neighbours and local recreation facility.



LIBRARY CHAMPIONS

The Richmond Public Library (RPL) participates in the Library Champions Project with NewtoBC, in which recent immigrants receive training about library services and programs as well as other community resources including recreation and sport opportunities in Richmond, in order to help other newcomers navigate and access resources, and participate more fully in the community. Forty (40) newcomers living in Richmond participated in the Library Champions project in 2020 (online as of March 2020), who reached out to 1,067 newcomers that year. To date, RPL has supported over 199 Library Champions, who have collectively reached over 11,065 newcomers connecting them to an array of opportunities to participate in community life.

Raising Awareness about Physical Activity

Family support has been shown to be positively associated with children’s physical activity levels.² Educational materials that target raising awareness among parents about physical literacy and the benefits of physical activity have included the creation of materials that focus on the benefits of outdoor play and promoting the 5-2-1-0 Play Boxes. Brochures, rack cards, and posters, available in both English and Chinese, were widely distributed throughout City facilities, and by the Division of Family of Practice and other community partners. Additionally, each program season, a new full-page ad featured in the Program Guide helps parents understand what physical literacy is, and promotes the importance of physical activity and developing fundamental movements and skills. Each ad focuses on one of 25 Fundamental Movement Skills, for example, jumping, kicking, or rotating, and showcases programs that can help participants build that skill.

Physical literacy
fundamental skills for an active life in Richmond

What is Physical Literacy?
It's when kids have developed the skills, confidence and love of movement to be physically active for life.

Physical Literacy Life Cycle

- Begins when parents encourage movement in infancy ...
- ... develops throughout life ...
- ... and can be a gift shared between generations.

Benefits of being physically active

- 7-8% higher annual earnings
- Reduced risk of heart disease, stroke, cancer and diabetes
- 40% higher test scores
- Increased self-esteem and happiness

How is Physical Literacy developed?
Gradually through a variety of structured and unstructured activities with the nature of these activities changing as kids grow in age and ability.

- 0-3 years**
Encourage early movement
- 3-5 years**
Expand on play, and keep it fun
- 5-8 years**
Increase the focus on fundamental movement skills
- 8-12 years**
Introduce more complex skills as kids are ready

www.richmond.ca/physicalliteracy

Look for the Physical Literacy logo next to the programs in this guide that cover a minimum of one of the promoted 25 Fundamental Movement Skills and includes a warm up activity with Physical Literacy elements.

Come Play!

Discover a world of play at your local neighbourhood parks...

Dance along the colourful sunflowers and lily pads to find a brand new Live 5-2-1-0 Playbox* near you!

- Minoru Park** – Weave between the trees, run as fast as you can and explore the many paths.
- Brighthouse Elementary School** – Tip toe through the community garden, climb up to the sky and launch balls down the hill.
- Lang Neighbourhood Park** – Tuck into the urban oasis, play hide and seek and let your inner artist shine.

Be sure to visit when the rain falls as a new world of play will emerge. Jump from shape to shape, wind your way through the waves and let your imagination fly.

***Live 5-2-1-0 Playboxes!**

Unlock the box. Unleash the fun.

For free access to outdoor play and sports equipment, request the free code and open the box to a surprise of fun balls, games, racquets and more!

For more information, visit: www.richmond.ca/playbox

Richmond... active, caring, connected, healthy and thriving.


BRITISH COLUMBIA, Vancouver Coastal Health, BC Alliance For Healthy Living, RICHMOND REGIONAL DISTRICT NO. 31, CITY CENTRE, erca, THOMPSON, Richmond

2 <https://www.participaction.com/en-ca/resources/children-and-youth-report-card>



Focus Area 2: Engaged Community

Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.

 *Focus Area 2 Engaged Community contains 14 of 57 strategic actions.*

Why is this important?

Participating in recreation and sport provides a number of benefits to one’s physical, social, mental and emotional health. However, those are only gained when one is able to participate. Barriers to participation may be related to external circumstances (such as cost or transportation), impacting circumstances (such as availability of programming, competing priorities, or social environments within a recreation and sport context), or internal circumstances (such as familiarity, confidence and prior experiences with recreation or sport). Multiple barriers may be experienced simultaneously that create a complex situation that does not make participation easy for some.

By developing a better understanding of the range of barriers and how they are experienced by community members, it is possible to begin intentionally working to address them in order to make lifelong participation a reality for more people. Providing opportunities to build confidence and basic skills, to become familiar with the range of activities that might appeal to different preferences, to have fun and build social connections through recreation and sport are keys to engaging a broader range of community members to ‘move more, sit less’ – however they envision doing so for themselves.

Through strategy actions that aim to address barriers and support participation the following outcomes are anticipated:

- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations
- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development
- Richmond has a coordinated, accessible, effective & efficient sport delivery system using the Long-Term Athlete Development Model



Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↓ Barriers to access and participation.
- ↑ Opportunities to sample programs.
- ↑ Recreation and sport program opportunities.
- ↑ Resident participation and engagement.

The following provides a snapshot of successes and progress highlights:

ADDRESSING FINANCIAL BARRIERS TO PARTICIPATION

KidSport Richmond

KidSport Richmond provides grants to Richmond children and youth to help them take part in organized sports that are affiliated with Sport BC. KidSport is administered by community volunteers and grants are given to Richmond families based on financial need to support the costs of sport registration fees. Each year, the City provides financial support through the annual Parks, Recreation and Community Events Grant funding.

2019— Over \$120,000 was disbursed through 324 grants, with the City providing \$23,000.

2020— Over \$78,000 was disbursed through 187 grants, with the City providing \$19,000.

2021— Over \$53,500 was disbursed through 115 grants, with the City (to July) providing \$24,000.

Recreation Fee Subsidy Program

On August 31, 2019, the City's revised Recreation Fee Subsidy Program (RFSP) completed its first year of implementation (September 4, 2018–August 31, 2019). The RFSP provides Richmond residents of all ages who are facing financial hardship opportunities to participate in most parks, recreation and cultural programs offered by the City and Community Associations and Societies. The revised RFSP expanded program eligibility and, for the first time, provided support to adults and seniors. Despite the pandemic, there is continued participation in the RFSP, both in registered programs and use of the Active Pass for drop-in/registered visits. A key success of the revised program is the number of adult and senior participants in the RFSP, who were not eligible for the previous program; in the 2019-2020 program year, 1,272 adults and seniors were supported through the RFSP.



Recreation Fee Subsidy Program

Apply now

The Recreation Fee Subsidy Program (RFSP) helps people of all ages living in Richmond who are in financial hardship. Apply for financial support to participate in many registered and drop-in parks, recreation and cultural programs offered by the City of Richmond and its Community Associations and Societies.

For those who qualify, the RFSP will provide:

- Free admission to many drop-in programs and services; and
- A 90% discount on most registered programs:
 - Up to a maximum of \$300 per year in subsidy for children and youth (18 years and under), and
 - Up to a maximum of \$100 per year in subsidy for adults and seniors (19+ years).

To download an application form, visit www.richmond.ca/subsidy.

For more information, visit www.richmond.ca/subsidy, email subsidy@richmond.ca or phone 604-247-4909.

Submit your application today.



	RFSP Participants	Program Registrations	Active Pass Uses
2018/19	1,367 individuals (883 were adults and seniors)	1,139	28,255
2019/20*	1,880 individuals (1,272 were adults and seniors)	971	25,728
2020/21 (to June 30, 2021)	1,241 individuals** (829 were adults and seniors)	703	18,604

* In 2019/2020, facilities were temporarily closed due to COVID-19.

** In 2020/21, data does not reflect a full year of program use, and a decrease in RFSP participants is likely due to limited programming opportunities and other circumstances related to the ongoing pandemic.

BETTER UNDERSTANDING GENDER EQUITY IN RECREATION AND SPORT PARTICIPATION

G.O. Day

G.O. Day is an annual, day-long expo where a selected group of Grade 8 and 9 girls are provided the opportunity to participate in both educational and activity workshops in a day long conference setting. This is a joint initiative of the City of Richmond, Vancouver Coastal Health and Richmond School District. Participants identified that participating with friends, building confidence and having more affordable opportunities were three things that could help them participate in physical activity more. To support continued participation after the event, community centres across Richmond offer G.O. Day Clubs and many other affordable activities to help provide ongoing social and skill development opportunities. Since the event began in 2006 over 1100 youth girls have participated in G.O. Day.

2019— 68 participants.

2020— 70 participants (this in-person event was held right before the facility closures due to COVID-19).

2021— Event was cancelled due to COVID-19.

Women-only Swim at Watermania

On Saturday evenings from 8:30 to 10:00 p.m. at Watermania, the Women-only Swim provides a positive and inclusive space for women of all ages to participate in swimming. While this program began in response to an identified community need to provide an option for swimming in Richmond for women with faith-based considerations, it was recognized that a women-only swim time would also meet the needs of a broader group of women. An all-female lifeguard staff team was scheduled for this swim session, and all windows were covered for the duration. Boys under 7 years old were also welcome at this swim to accommodate child care responsibilities. As well, Watermania's wide range of aquatic amenities, as well as its proximity to the highway and bus routes, and ample parking facilitates access for women of all ages and abilities to participate. The program was not offered due to limited pool times during the pandemic, but is expected to resume in Fall 2021.





55+ Women and Physical Literacy Education for Staff

In 2021, the Canadian Parks and Recreation Association (CPRA) hosted a webinar, “Lessons from women 55+ on ageism and the importance of remaining engaged in physical activity, recreation and sport,” which covered topics, such as: physical literacy for 55+ women; barriers typically faced by this demographic; and ageism and other biases in programming recreational opportunities for women, particularly 55 to 80 years of age. Prompted by learnings from this webinar, Recreation and Sport Staff from all levels of the Department were engaged in discussions about the ideas raised in this webinar to begin a preliminary plan of action to better address gender equity considerations in recreation and sport programming for women and girls in Richmond.

CONNECTING WITH SENIORS

Although in-person programs for seniors have been temporarily halted during the pandemic, several initiatives have aimed to maintain connection with vulnerable or isolated seniors. The Minoru Seniors Society received funding of \$6,300 from the Canadian Red Cross Community Support Grant in 2020 to launch an outreach project for Chinese-speaking seniors in response to the COVID-19 pandemic. The project reached 216 Cantonese and Mandarin-speaking seniors through activities and outreach calls. A total of 25 activities were delivered virtually in Cantonese and Mandarin, including chair exercise, music, health and wellness workshops, and coffee and chat sessions. In addition, project staff connected with over 30 Chinese-speaking seniors on a regular basis through outreach phone calls that included information and resources, birthday calls and wellness check-ins.

Over the holidays, Steveston Community Centre rallied the community, including preschool participants, the youth council, senior volunteers, schools, community groups and individuals to create handmade cards with words of support and encouragement to wish seniors a happy holiday season and remind them that they are not alone. Over 250 cards were submitted and delivered to seniors living in Richmond. As well, the Minoru Seniors Society partnered with a variety of sponsors to deliver 100 holiday meals to Richmond Seniors on December 24, 2020. The delivery included a \$25 Save-On-Foods gift certificate, a holiday card made by Richmond Youth, a box of masks, and information about programs and services at the Seniors Centre at Minoru Centre for Active Living.

A FOCUS ON PHYSICAL ACTIVITY THROUGH ARTS, CULTURE AND HERITAGE

StoryWalk® Library Program

Richmond Public Library offers StoryWalks, a fun, educational activity that promotes literacy, learning and outdoor play. A StoryWalk® involves individual pages of a storybook that are mounted on trees. Children follow the narrative by visiting each tree in sequence. Prior to the pandemic, StoryWalks® were offered as a group program throughout the summer as a unique active outdoor reading experience via 15 StoryWalk® Kits with support from the Richmond Fitness and Wellness Association. While the library was unable to facilitate in-person StoryWalks® in 2020, the kits continued to be borrowed from the library by early years educators. The public lending collection grew to 17 different children's books in 2021, enabling families to take a StoryWalk® in their neighbourhoods while being socially distanced. Throughout Summer 2021, the library offered several StoryWalk® programs in local parks, including Minoru Park, McLean Neighbourhood Park and at Cambie Community Centre, once again offering community members an opportunity to connect with library staff and participate in this fun outdoor literacy program.

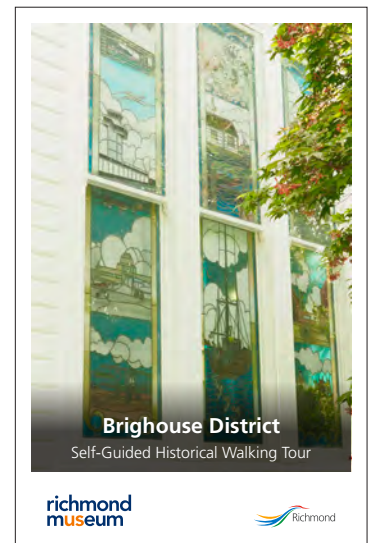


Annual Grand Plié Event

In recognition of International Dance Day in April each year, the Richmond Arts Centre hosts the annual Grand Plié event in which dancers of all experience and ability levels celebrate dance and movement en masse. In 2019, Richmond Arts Centre instructor, Aubrey Walker, led over 70 dancers in an engaging barre class, followed by a special tribute to Morri-Lynn Buchanan, a Richmond dance teacher passionate about inclusion of dancers of all abilities who had taught thousands of children and youth over 30 years. In 2020, a free, online introductory barre class was led by Katherine Somody, a ballet instructor at the Richmond Arts Centre. The Grand Plié video was hosted on YouTube and the Grand Plié Selfie Challenge engaged participants by sharing photos of their participation on social media platforms of their choice, using the hashtag #RichmondConnects. The Grand Plié video remains online on the Richmond Arts Centre's Facebook page, as a way for all to stay engaged with dance from the comfort of home.

Walking and Cycling Resources

Throughout 2020, new walking and cycling resources that feature Richmond's public art and heritage features were created to encourage learning and physical activity in the outdoors. The Cycling Art Tour, a downloadable map hosted on the City's cycling resources webpage, highlights public art pieces that underscore the power and resilience of community, connection, togetherness, home and place. Additionally, walking resources were developed to spark interest in public history and encourage the exploration of local heritage sites, including a family-friendly heritage scavenger hunt of Steveston Village, and self-guided historical walking tours featuring heritage places in Terra Nova and the Brighthouse District.





Focus Area 3: Physical Literacy and Sport for Life

Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.



Focus Area 3 Physical Literacy and Sport for Life contains 12 of 57 actions.

Why is this important?

Fundamental movement skills are the basic physical skills for building competence, confidence and motivation to try physical activities and sports, such as throwing, catching, jumping, kicking and running. Confidence and competence in these basic skills enables people to develop more complex movement skills and can motivate them to enjoy lifelong participation in a range of sports and physical activities. The Long Term Athlete Development Model provides a framework to guide skill development opportunities that support lifelong participation in both competitive and recreational sport or physical activity. In addition to the many opportunities for recreational sport participation, Richmond is recognized for its dedication to sport excellence and for supporting high performance athletic development. The legacy of Richmond's role during the 2010 Winter Olympics has laid the foundation of the City being a leader in providing high performance training facilities and supporting athletes on the performance pathway.

Through Strategy actions that focus on improving fundamental movement skills and the LTAD pathways for participation, the following outcomes are anticipated:

- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations.
- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development.
- Richmond has a coordinated, accessible, effective & efficient sport delivery system using the Long-Term Athlete Development Model.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Fundamental movement skills integrated into community services programs.
- ↑ Long Term Athlete Development (LTAD) Model adopted by sport groups.
- ↑ Physical Literacy initiatives implemented in schools.
- ↑ Children, youth and adults involved in all stages of the LTAD pathway.
- ↑ Involvement of residents in sport excellence.



The following provides a snapshot of successes and progress highlights:

RAISING AWARENESS ABOUT PHYSICAL LITERACY

Hamilton Physical Literacy Pathway

The Physical Literacy Pathway at Hamilton Community Centre was installed in December 2019. This pathway is composed of bright coloured images that encourage the use of six fundamental movement skills as one travels along the pathway, including balancing, hopping, jumping for distance, rotating, landing and walking. The pathway includes the City’s Physical Literacy logo and website link to increase awareness about physical literacy and encourage community members to learn more. It is located inside the community centre along the corridor that is accessed daily by the out of school care, preschool and seniors programs to encourage spontaneous opportunities to develop fundamental movement skills.

Physical Literacy Street Team

The Physical Literacy (PL) Street Team participated in 28 events around Richmond throughout 2019, which saw 7,388 residents (3,238 adult and 4,105 children) engaging with the Physical Literacy Active Zone. The PL Street Team piloted a free 8-week program at Gilmore Elementary School, and presented twice for the Touchstone Family Association at the Richmond Public Library for over 150 new immigrants about resources and opportunities to develop physical literacy in Richmond. As well, in support of the 2019 Community Better Challenge, the PL Street Team hosted six (6) activations in parks across Richmond, connecting with over 300 children and parents and raising awareness about fundamental movement skills.

‘Give it a Try’ Week

In Spring 2019, with “Give it a Try” grant funding from the Government of Canada, the City and Community Associations and Societies offered ten opportunities for 55+ community members to try a range of sports and physical activities, including table tennis, pickleball, curling and lawn bowling. Opportunities to sample various sports can benefit people of all ages as it promotes development of different fundamental movement skills and increases exposure to activities that may motivate individuals to become active for life. Over 100 seniors participated throughout the week.

INSPIRING SPORT EXCELLENCE

Richmond Sports Council Sport Awards

Each spring the Richmond Sports Council, supported by the City of Richmond, holds a banquet to recognize outstanding individual and team achievement in local sport during the previous calendar year. Categories for recognition include a male and female athlete for: High School, Youth, Junior, University/College, Adult, Senior and Youth Teams, and for Athlete with a Disability, Special Olympics Athlete, Adult Team, Coach, Administrator and Officials. It is an opportunity for the sports community to celebrate the successes across all sports in Richmond together. Celebrated in 2019, 20 individuals and two teams were recognized for their 2018 achievements across ten sports. The 2020 and 2021 banquets were postponed due to COVID-19. Recognizing sport achievements of youth and volunteers in Richmond offers an opportunity to inspire community members of all ages to pursue lifelong participation.

Richmond Sports Wall of Fame

The Richmond Sports Wall of Fame was established in 2015 to celebrate the history of sport in Richmond and provide a focal point for the community to recognize the outstanding achievements of Athletes, Masters Athletes, Teams, Coaches, Officials, Builders, Pioneers and Special Achievements. In 2019, eleven inductees were added to the Wall of Fame, including the founders of the historic Dolphin Classic Basketball Tournament. In all, Richmond's Wall of Fame features 63 individuals and teams that have played a significant role in building and raising the profile of Richmond's sports community. The Richmond Sports Wall of Fame and digital kiosk are prominently located in the Richmond Olympic Oval and are free for public viewing.

Sport Hosting

Richmond Sport Hosting is a complimentary service provided by the City of Richmond in order to offer direct assistance to event organizers throughout the entire process, including through the provision of Incentive Grants that provide financial support to help elevate events across Richmond, and facilitate connections between event organizers with local resources, including venues, hotel accommodations, volunteers, and transportation options.

2019— Richmond hosted over 75 events, including local, Provincial, National, and International sporting competitions and events.

2020— The vast majority of events were cancelled or postponed due to the COVID-19 pandemic. Among those events affected were the CARHA Hockey World Cup and the BC 55+ Games. The CARHA Hockey World Cup is the largest adult recreational hockey tournament in the world, typically held every four years with over 140 teams from 15+ countries participating. While the event was postponed from 2020, it is scheduled to be hosted in Richmond at the Richmond Ice Centre in Spring 2022.





Focus Area 4: Active People and Vibrant Places

Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.



Why is this important?

Richmond's population has reached almost 225,000 residents and continues to grow. To keep pace with the increasing diversity in recreation and sport participation levels and preferences, providing a range of opportunities that support community members to choose how, when and where they participate, and ensuring the availability of activities that residents are familiar with or are inspired to try, is vitally important in promoting lifelong physical activity.

The City of Richmond makes significant ongoing investments in facility, amenity and park maintenance and development to ensure there is a broad range of infrastructure throughout all areas of the city that support both structured and unstructured participation in recreation and sport. Safe, well-maintained and welcoming infrastructure, coupled with a rich array of programmed and unprogrammed opportunities in public spaces, are keys to creating built and natural environments that promote and sustain active lifestyles, social connection and a sense of community belonging.

Through Strategy actions that focus on providing a broad range of natural and built environments that facilitate participation and connection, the following outcomes are anticipated:

- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development.
- Richmond has supportive and healthy built and natural environments for recreation and sport.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Welcoming, safe facilities and spaces.
- ↑ Infrastructure improvements.
- ↑ Active transportation.
- ↑ Unstructured recreation and sport opportunities in public parks and open spaces.

The following provides a snapshot of successes and progress highlights:

■ WELCOMING PLACES AND SPACES

Pride in Richmond

Marking Pride Week with inclusive and engaging activities held city-wide, typically during the last week of July through the beginning of August, is just one way that the City shows that Richmond’s recreation and sport facilities are welcoming and inclusive. The 2019 Pride Week celebrations included a Queer Networking Social, Pride Drag Showcase, and a Pride Picnic and Social that brought together members of Richmond’s Lesbian, Gay, Bisexual, Transgender, Queer and Two-Spirit (LGBTQ2S) community and their allies. Typically held in-person, annual Pride Week celebrations in 2020 shifted to a series of online activities and experiences that embodied a commitment to making Richmond a more welcoming and inclusive city, including a Drag Queen Story Time, online dance parties, a Pride window display decorating challenge at facilities, and informative workshops for the public. In 2021, a combination of in-person and virtual activities were offered, including poetry and art workshops, story times, outdoor music performances and a special online presentation by Brock McGillis, the first male professional hockey player to openly come out as gay. Following are Pride Week highlights from 2019 to 2021.

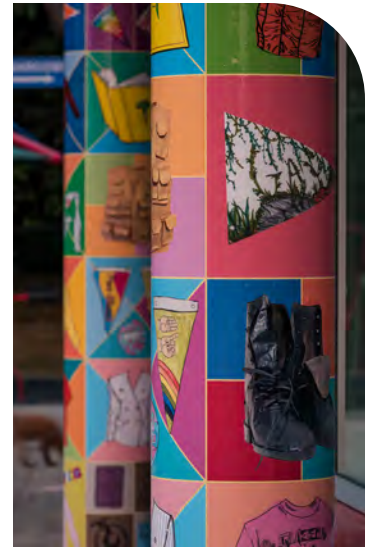


Pride Webinar Series—In 2019, City Centre Community Association hosted a Pride Webinar Series designed to educate participants on inclusive practices and language, and included the topics: Creating Inclusive Pride Events; A History of Pride; and LGBTQ2S+ Identities. Facilitated by Cicely Belle Blain, the series had over 200 participants.

Drag Queen Storytime—Drag Queen Storytime was a partnership between the Richmond Public Library and Hamilton Community Association that featured drag performer Bryan Bone, a.k.a. Miss Gina Tonic, reading children’s stories that taught lessons of diversity, self love and an appreciation of others. Daycamp participants watched the event in-person in Hamilton Park and over 20 participants watched virtually via Zoom in this 2020 event.

Striding Towards Equality with Brock McGillis—In 2021, the City and Community Associations and Societies hosted via Zoom, Striding Towards Equality, a free, one hour presentation by Brock McGillis, a former Ontario Hockey League member and professional hockey player who shared about his coming out journey and current advocacy for LGBTQ2S+ rights. Brock’s presentation covered themes of self-empowerment, inclusivity, mental health and non-conformity, and emphasized the importance of everyday practices such as being mindful of the language we use and treating everyone with respect.

Signs of Pride Public Art Project—Unveiled during Pride Week 2021, youth artists and professional artists Sam McWilliams, Paige Gratland, and Phranc, supported by youth development staff, created decorative wraps that were installed on the outer pillars of the West Richmond Community Centre. Each wrap contains youth created images that communicate pro-gay and anti-racism messages to highlight that the community centre is a safe space all year round.



Signs of Pride, Ashe Buenafe, Chloe Brownlee, Jade Dy, Sofia Yu, V, Leichelle Young, Sam McWilliams, Paige Gratland and Phranc, 2021

Youth Leading the Way in City Centre

City Centre Community Centre’s focus on cultivating youth leadership has mobilized a large group of engaged and caring youth who are empowered to take action on issues that matter to them. In 2020 alone, in a year marked by the pandemic, City Centre’s youth leadership groups had 149 members with over 4,200 volunteer hours. The three existing groups—plus two new ones that launched entirely in a virtual space—conducted recruitment processes online and quickly started up weekly Zoom meetings to lead virtual events throughout the pandemic. Youth team members learn and develop leadership, teamwork, and project planning skills while also getting to know other youth in the community. The common thread that weaves through these youth-led initiatives is the vision that recreation and sport sites, and our community as a whole, can be more inclusive spaces regardless of age, gender, race, ethnicity or sexual orientation—and that youth have a lead role in making it happen.



Beta U—Beta U focuses on topics of business, entrepreneurship, and resource development where volunteers turn business ideas into real-life ventures. Events include the Beta U Case Competition from February 2020 in which 16 competitors were tasked with developing a business idea or initiative to address a social problem, in this case physical inactivity in youth.

C-Change—C-Change is a group that engages youth passionate about social justice to take their ideas into action by spreading awareness and initiating conversations. The group facilitated an On the Table conversation in November 2020, part of a province-wide initiative where hosts facilitate opportunities for participants to speak freely about issues of importance to them and explore ways to address these issues. C-Change’s topic of choice focused on racial inequality and mental health, and engaged 75 youth participants via Zoom.

Fearless—Fearless is a group targeted towards young women to empower them to take on leadership opportunities. This group has hosted a number of impactful events through the pandemic including the Not An Object, Property, or Exotic (NOPE) digital event that highlighted the harmful effects of fetishization of Asian women in media, which garnered 341 Likes, 27 comments, 146 shares, 1550 reached, and 2097 impressions, and Start with YOUTH: Intersectional Feminism Workshop which engaged 40 participants.

Intergen—The Intergen youth leadership team was launched in February 2021, and is a unique collaboration led by the Youth Coordinator and Seniors Coordinator with the mission to combat ageism and building a healthy community to make City of Richmond a truly age-friendly city. The goal is to bridge the gap between youth and older adults and promote healthy ageing through intergenerational engagement, connection, and education.

We’re Here!—The City Centre Community Association was awarded a City of Richmond Parks, Recreation and Community Events grant to create the We’re Here Youth Leadership Team, which is focused on creating community initiatives around diversity and inclusion. Weekly, youth met youth development staff virtually to develop leadership skills and to plan community events around diversity, inclusion, and acceptance.



RECREATION AND SPORT INFRASTRUCTURE

Minoru Centre for Active Living

Envisioned as a “Centre for Excellence in Active Living and Wellness,” the Minoru Centre for Active Living is Richmond’s newest recreation facility, representing the City’s largest investment in recreation and sport infrastructure since the Richmond Olympic Oval. This premier 110,000 square foot multi-purpose complex was designed to be iconic and innovative, while also prioritizing sustainability and universal accessibility. The facility houses aquatic and fitness services, seniors’ services and amenities to support the upgraded sports fields in Minoru Park, and opened in phases through 2019 and 2020.



Seniors Centre and Event Centre—March 11, 2019 marked the opening of Minoru Centre for Active Living’s Seniors Centre and Event Centre. This new age-friendly, sustainable and accessible Seniors Centre offers a wide variety of programs and services for participants 55+. By the end of 2019, Senior’s memberships had increased by over 77% and the daily cafeteria revenue increased by 43% in the short time the facility had been opened. In-person programming for seniors have been on hold since March 2020, but initiatives to maintain connection with the 55+ community have been ongoing throughout the pandemic. The cafeteria has also been open throughout to provide affordable hot meals to community members. The Events Centre includes eight (8) team change rooms, public washrooms and a multipurpose space to support sports, tournaments and community events.



Fitness Centre—Minoru Centre for Active Living’s spacious 8,500 square foot fitness centre kicked off the New Year by opening on January 1, 2020. This state-of-the-art amenity features a full complement of cardio, strength and stretching equipment with an added focus on functional training that promotes active aging, performance and fun. For group fitness classes, the centre also has a large 1,900 square foot fitness studio with an expansive view of the outdoor track. A wide range of group fitness and yoga classes are offered, including programming that promotes active aging, managing chronic conditions, as well as high intensity workouts.

Aquatic Centre—In the midst of the pandemic, the Minoru Centre for Active Living’s aquatic facilities opened for the first time to the public on September 21, 2020. Since that time, Minoru Centre serves the fitness and aquatic needs of over 30,000 patrons on a monthly basis, playing an important role in enabling the community to be physically active. The Aquatic Centre boasts six bodies of water and is suitable for all ages and abilities, including a 7,000 square foot leisure pool featuring a Mega Drop Bucket, a rapid flowing River Channel, a slide and an Errant Rain Cloud shower. Two 25 metre pools with 14 lanes provide a variety of opportunities for recreational and lane swimming, as well as aquafit classes, while an over water climbing wall, drop slide and diving board also provide a myriad of options for water lovers of all ages. The lap pools feature innovative bench-height raised sides that enable pool entry with little or no assistance. Other accessibility features include 20 universal and fully accessible shower rooms, and additional accessible parking.



Investment in Ice Sports

Minoru Arenas Upgrades—During Summer 2019, both the Minoru Stadium and Silver ice plants were upgraded to a low charge ammonia system. The new system is much safer for staff, public and the community as it now holds more than three times less ammonia compared with the previous system. In 2021, the Silver rink received new boards, benches and perimeter flooring, while the Stadium rink had four change room refurbishments including the installation of an accessible shower and washroom. The spectator seating in the Stadium rink was also upgraded with standing-height counters around the rink concourse with enhanced features for hosting, including improvements to lighting, ventilation, flooring and sound.

Ammonia Safety—In 2019, City staff participated in a number of safety initiatives after the tragic events in Fernie, BC. Arenas and Facility Services staff, Richmond Fire and staff from the Richmond Olympic Oval participated in an extensive safety training workshop on implementing emergency response plans, shut down procedures, evacuations, and public and community safety. As well, staff participated in a ‘live-fire’ training exercise that simulated an ammonia leak. Staff from a number of City departments, as well as Richmond Fire, RCMP, the Richmond Olympic Oval and outside contractors gained valuable experience and are better prepared in case of an emergency event.

Richmond Ice Centre—The Richmond Ice Centre was purchased by the City in 2019. The City has worked closely with the Richmond Arenas Community Association to identify priority areas for infrastructure upgrades and enhancements. Completed projects include landscaping improvements in 2019, ice plant upgrades with increased energy efficiencies, and an extensive facility assessment with associated design and construction planning. Additional facility improvements are in the planning and implementation phase..



Richmond Ice Centre Community Mural—Part of the City’s Community Mural Program, the Richmond Ice Centre Community Mural was completed in 2021 by artist Andrew Tavukciyan. An abstract representation of ice and floor activities and equipment, including sticks, pucks, skates, helmets, padding, nets and other elements, the goal for the mural’s composition was to capture the dynamic nature of the activities that happen inside the Richmond Ice Centre. The colour palette references some of the teams and clubs that call the Centre home.

Richmond Curling Club—In July of 2021, ownership of the Richmond Curling Club facility transferred to the City of Richmond, and work is currently underway to replace the ice plant, along with other infrastructure investments to ensure the facility is in good operating condition. The Richmond Curling Club features eight sheets of ice and offers opportunities for participation at any stage in the Long-term Athlete Development pathway, including leagues for children through to seniors, as well as school programs and Learn to Curl. The City will continue to work with the Richmond Winter Club to deliver curling programs and services to the public and this new relationship will ensure the long-term sustainability of the sport in Richmond.

Major Facilities Priority Projects

The 2016–2026 Major Facilities Priority Projects have continued to progress through the design-development process from 2019 to 2021. Recreation and sport facilities undergoing development or renewal include:

Bowling Green Community Activity Centre—With the approval of the program for a 4,900 square foot replacement for the Lawn Bowling Clubhouse, the project has completed the detailed design phase with construction anticipated to begin in late 2021. It is anticipated that the new, larger clubhouse will serve as an event hosting space for community events and Provincial and National level competitions.

Concept Drawing, O4Architecture, 2020



City Centre Community Centre North—A new community centre to be located at the north end of No. 3 Road, is a developer amenity contribution that will provide recreation and sport services to the rapidly growing, newly developed Capstan neighbourhood in Richmond. The two-storey, 33,000 square foot facility will include a large gymnasium for sports and community events, an indoor activity track, studios and spaces for arts and creative pursuits, a children’s exploratorium, as well as a variety of multipurpose spaces and community gathering areas. The facility program has been approved and the project is now in the detailed design phase.

Steveston Community Centre and Branch Library Replacement—Following approval of the program for 60,350 square feet for the Steveston Community Centre and Branch Library replacement and confirmation of the best site and building format for the facility, an inclusive public engagement process was held in February 2021. A three-day design charrette and public feedback opportunity to inform the development of the concept design for the new facility was completed. The recent approval of the concept design has moved the project forward to the detailed design phase with construction of the facility anticipated to be complete in late 2025 or early 2026.

Outdoor Sport Facilities and Amenities Policy

On April 12, 2021, Council adopted the Outdoor Sport Facilities and Amenities Policy and an accompanying administrative procedure. The updated policy and procedure ensures that the City of Richmond’s existing sport fields and amenities will be used effectively and efficiently for the betterment of all Richmond outdoor field and sport amenity participants. The policy includes clear expectations for users to make sure outdoor sports facilities and amenities are managed with the goal of maintaining a fair and sustainable allocation of facilities. This policy replaces the previous *Policy 8500 Park Playing Fields – Allocation*.



Richmond Olympic Oval

While the Recreation and Sport Strategy (2019–2024) – Progress Update primarily focuses on achievements related to the City of Richmond and its Community Associations and Societies, it is important to recognize the role that the Richmond Olympic Oval plays in meeting the recreation and sport needs of those who live, work and play in Richmond. As a legacy of the 2010 Winter Olympics, the Oval is a centre of excellence for sports, health and physical activity, and has become a premier training and competition hosting facility for high performance sport. The Oval provides training facilities and services for athletes ranging from local community through to, and including, those preparing for the Olympic and Paralympic Games. These athletes represent a large number of sports including, but not limited to, figure skating, softball, volleyball, sport climbing, wheelchair rugby, wheelchair basketball, ice hockey, table tennis and athletics. Some highlights since 2019 include:

- In 2019, the Oval hosted 63 events including numerous Provincial and National level competitions that resulted in over 6000 hotel room nights.
- The Oval is highly recognized for accessibility and the delivery of quality experiences for all athletes and competitors. Since the completion of rink upgrades for accessible ice hockey, the Oval hosted the Para Ice Hockey Provincials in Spring

2019, the ParaTough Challenge in November 2019 and the Canada vs USA Para Ice Hockey Showcase in February 2020. As part of the Oval's 10 year celebration the public was invited to get on the ice and experience Para ice hockey.

- In July 2020, the Oval's new climbing wall opened to the public. The wall features a 17-metre lead wall with a 40-degree overhang, bouldering wall, and Metro Vancouver's only 15-metre speed wall. The Oval's wall is the only wall in Metro Vancouver that includes all three Olympic climbing disciplines (Lead, Speed and Bouldering). The wall is used extensively by the community and served as a key training facility for Canadian National Team athletes in preparation for Tokyo 2020.
- The Oval continues to be a center for the sport of speed skating, working closely with the Richmond Rockets for delivery of grassroots short track community programming and with Speed Skating Canada and the British Columbia Speed Skating Association for high performance programming and competition hosting.
- In addition to numerous national team training camps hosted at the Oval since 2019, the Oval was utilized as the primary daily training environment for 30 athletes who competed at the Tokyo 2020 Olympics.



UNSTRUCTURED RECREATION AND SPORT

Completion of Active Communities Grant

In 2019, the Active Communities Grant initiatives concluded, which focused on the City Centre Neighbourhood. The first phase of the project was dedicated to planning and discovery via key informant interviews that shed light on barriers and challenges that exist for City Centre residents as they relate to physical activity, as well as walk-about tours of the neighbourhood to gather information on the natural and built environment. As a result of this research, three key initiatives were developed to increase active unstructured outdoor play in the City Centre core and brought together partners to strategically achieve this. These initiatives included the installation of three outdoor Live 5-2-1-0 Playboxes, stylized way finding through commissioned art from a local artist, and an information-based marketing and awareness campaign. These initiatives were completed in partnership with the Richmond School District 38, City Centre Community Association, Richmond Fitness and Wellness Association, and Vancouver Coastal Health.



Capstan Neighbourhood Park

Capstan Neighbourhood Park is the central green space of this new neighbourhood in the Capstan Village area of City Centre. The future Capstan Station will be built along No.3 Road and this park will function as the green space and urban plaza adjacent to this future Canada Line Station. Ultimately, the park will be 2.1 acres in size and includes a children's playground with climbing and sliding features, interactive water-play elements including a fountain and a nature-inspired channel, natural elements to inspire children's nature play, open lawn areas, tree and shrub plantings, an urban plaza and seating throughout the park. A playful public art work by Dan Bergeron entitled *We Three* is an interactive sculpture comprised of three wave-shaped forms that invites users to climb, straddle, slide and play within the space it carves out. The forms connect the user to the landscape of the ocean and low water table that Richmond sits upon. This park provides the rapidly growing, newly developed community to enjoy unstructured recreation opportunities close to home.



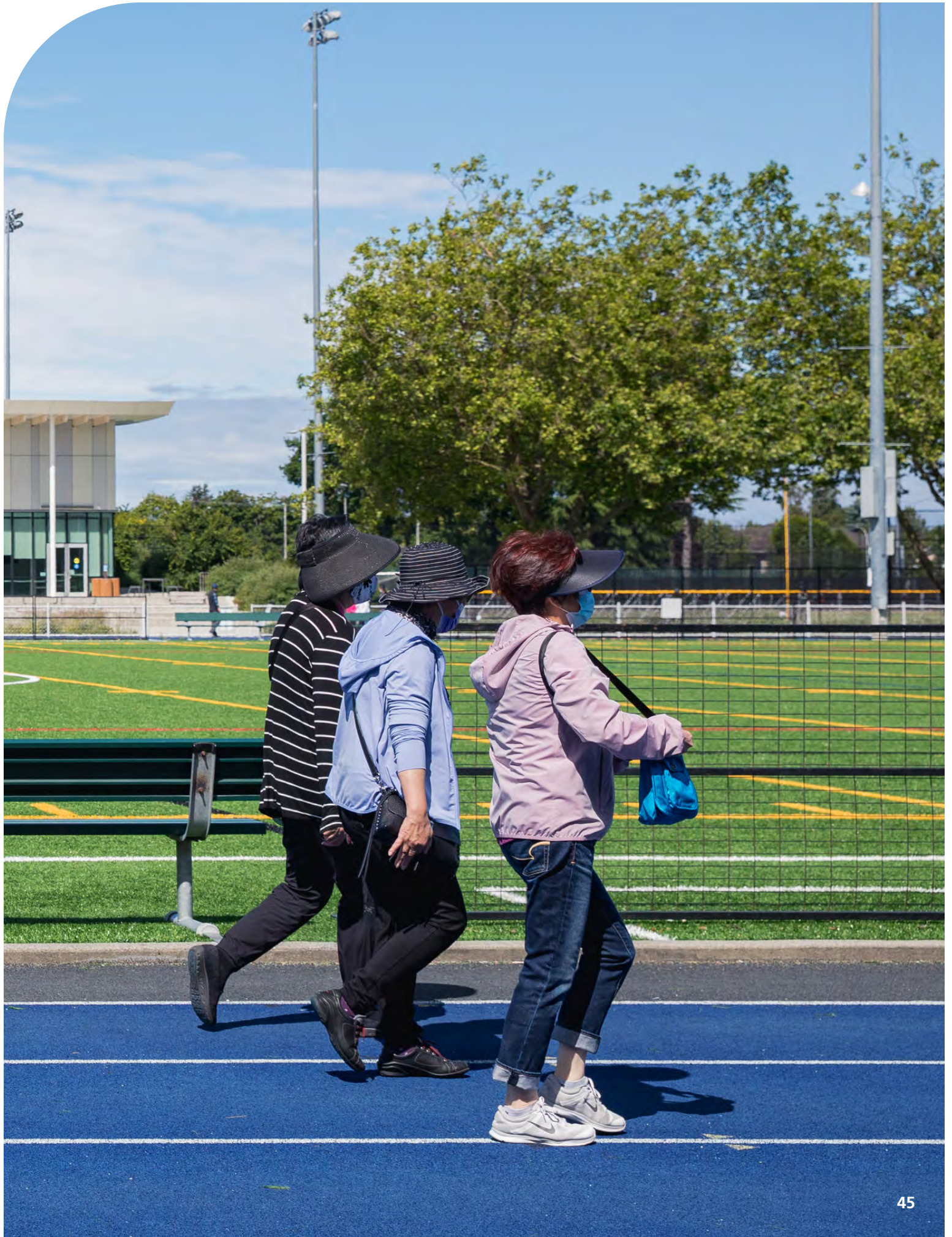
We Three, Dan Bergeron, 2018



Snapshot of Parks Projects (2019—2021)

Richmond has a wealth of parks, trails, playgrounds and greenspaces across the city that enhance opportunities for unstructured recreation and sport. Parks enable residents to improve their physical, mental and emotional health, encourage social livability, and connect with nature.

- **Aberdeen Neighbourhood Park** installation of shelter for yoga or tai chi practice. (2021)
- Continued enhancement at **Garden City Lands**, including installation of benches along perimeter path. (2021)
- Playground renewal at **Odlin Neighbourhood Park** and **Kilgour Neighbourhood School Park**. (2021)
- New features in **Alexandra Neighbourhood Park** including an all ages playground, table tennis, basketball court and off-leash dog park. (2021)
- New social gathering area on the east side of **King George Community Park**. (2021)
- Playground renewal at **Talmey Neighbourhood School Park** and **Garnet Tot Lot**. (2021)
- **Railway Bike Skills Park** with features designed for beginner and intermediate mountain and BMX bike riders. (2021)
- Resurfacing of the tennis courts at **Thompson/Burnett Community Park** (2021).
- Retrofit and resurfacing of the basketball courts at **South Arm Community Park** (2021).
- New community garden site at **Cook Neighbourhood Park** with additional plots under construction. (2020-21)
- **Lang Park** redevelopment including an overhead shelter, table tennis tables and splash pad. (2020-2021)
- New community garden site at **Riverport Waterfront**. (2020)
- Outdoor pickleball courts installed at **South Arm Community Park**. (2020)
- Redevelopment and resurfacing of the sport courts at **Hugh Boyd Community Park** including the installation of 6 new pickleball courts. (2020)
- Redevelopment and enhancement of **London/Steveston Neighbourhood Park**. (2019-21)
- Replacement and upgrades to the multi-use artificial turf sports field at **Hugh Boyd Community Park** (2019), **Minoru Oval** (2020), and **Richmond Secondary School** (2021).
- **Capstan Neighbourhood Park** development including a playground, greenspace and walking paths. (2019)
- Playground renewal at **Palmer Garden City Park** and **Richmond Nature Park**. (2019)
- Resurfacing of **Minoru Running Track**. (2019)
- Synthetic surface replacement at the **Minoru Lawn Bowling Green**. (2019)
- Tennis court renewals at **King George Community Park** and **Minoru Park**. (2019)





Focus Area 5:

Connectedness to Nature

Richmond residents enjoy opportunities to connect with nature.



Why is this important?

According to ParticipACTION, recent research shows that every hour spent outdoors is associated with higher physical activity and less sedentary time in both boys and girls, and the benefits of outdoor play include improved cognitive health and social skills. The Canadian Mental Health Association also touts the positive effects of being in green spaces, such as forests, gardens and parks, including significant reductions in cortisol (stress hormone) levels, and increased endorphin levels and dopamine production, which may promote feelings of happiness.

Creating supportive environments that encourage outdoor activity is an important facet of increasing physical activity, including addressing real or perceived concerns about safety and providing education to help build confidence in outdoor pursuits. Richmond has a wealth of parks, trails and natural areas that allow community members to connect with nature, including 133 parks that total about 1,950 acres serving the wellness and recreation needs of a diverse, growing community, and more than 70 kilometres of trails to support walking, rolling, cycling and other forms of active transportation to many of Richmond's park and waterfront destinations.

Through Strategy actions that focus on connecting Richmond residents with nature the following outcomes are anticipated:

- Richmond has supportive and healthy built and natural environments for recreation and sport.
- Accessible opportunities exist for all residents to participate in recreation and sport according to their stage of development.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Awareness of benefits of being in nature.
- ↑ Nature play opportunities.
- ↑ Nature education options.
- ↑ Residents connected to nature.

The following provides a snapshot of successes and progress highlights:

RICHMOND NATURE PARK BOARDWALK AND PLAYGROUND RENEWAL

At the Richmond Nature Park, the boardwalk was renewed and the playground expanded. The new boardwalk is approximately 310 meters in length, was widened to eight feet and includes additional staging areas with benches. The new boardwalk meets all codes for accessibility featuring an enhanced non-slip surfacing. The boardwalk was also built to support programs and events at the park and includes electricity to facilitate public events and comfortable seating where visitors can sit and visit or enjoy viewing stations to watch birds. It has space for a community piano in summer and room to add several activity areas that could accommodate tents or awnings. These renewed park features provide increased opportunities for the community to explore the unique naturalized areas of the Richmond Nature Park and connect with nature. The expanded play area at the Richmond Nature Park was designed with natural materials and organic forms that encourage creative play; features include a climbing bird nest, duck sculptures, log tunnel, wobbly bridge and additional tree planting. The expanded playground at the Nature Park is inviting for all ages and readily links to the natural surroundings of the park.



CONNECTING PRESCHOOLERS WITH NATURE

Connecting children at an early age to the outdoors can help foster a lifelong appreciation and stewardship of the natural world. Richmond’s community facilities continue to offer programs for 3 to 5 year olds that connect young residents to Richmond’s natural environment.

Terra Nova Nature School offers educational programs for children and families using an emergent and place-based curriculum in an outdoor setting, including a nature-based licensed preschool and the Beyond 4 Walls seasonal program. Based in Terra Nova Rural Park and the Edwardian Cottage, the 63-acre rural park provides a stimulating outdoor experience for children.

Little Explorers, based at Cambie Community Centre, and **Steveston Explorers**, based at Steveston Community Centre, are licensed preschool programs largely delivered in an outdoor setting where children learn through sensory play and an enriched emergent curriculum. The programs draw on the surrounding community parks, building the preschoolers’ sense of place and connection to their neighbourhoods.

The **Out and About** preschool program is located at West Richmond Community Centre and the adjacent Richmond Pitch and Putt Golf course. During the fall and winter shutdown of the golf course, children venture from the community centre into the natural areas of the golf course to explore and work on a variety of projects outdoors.



HELPING RESIDENTS TO GET OUTDOORS

City of Richmond GeoTour

Geocaching is an outdoor treasure hunting game that uses a smartphone or GPS device. The City of Richmond GeoTour encourages all ages to explore Richmond on foot or by bike to look for 50 hidden geocaches (treasure boxes) in parks, on trails, and at community facilities. Participants navigate to a specific set of GPS coordinates to find the hidden geocache container, all the while, discovering Richmond’s unique natural and cultural heritage. In 2019, 660 geocachers from 20 different countries took part in the program.

Learn to Camp Partnership

The City of Richmond partnered with Parks Canada and MEC to run a Learn to Camp Program aimed at families with little or no camping experience. The overnight program was run at Woodward’s Landing Girl Guide Camp in July 2019. 130 participants registered for the program where they learned basic skills that enable them to enjoy camping safely and confidently.

Birdwatching ExplorePACKS

Launched in August 2021, the Birdwatching ExplorePACK is a bird watching starter kit, perfect for a fun and educational way to spend time outdoors and appreciate nature. Each explore pack comes equipped with a pair of Vortex binoculars, a lens cloth, a field guide, a pocket guide and two maps. Richmond Public Library received funding from Birds Canada, Wild Bird Unlimited, and Environment and Climate Change Canada, to provide 10 Birdwatching ExplorePACKS for borrowing by the public.





Focus Area: 6 Community Capacity-Building

Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.



Focus Area 6 Community Capacity-Building contains 7 of 57 strategic actions.

Why is this important?

In Richmond, recreation and sport services and programs are delivered collaboratively with the City and Community Associations and Societies, and through over 50 community sport clubs. These relationships add value to people's experiences and provide a multitude of opportunities for Richmond residents to become engaged in community recreation opportunities, as participants, instructors, coaches, referees, administrators and volunteers. Supporting the capacity of these organizations is of utmost importance to maintain a sustainable and robust service delivery system that provides a wide range of physical activity and sport opportunities that meet the needs of beginner recreationalists to competitive high performance athletes, throughout their life course.

Through Strategy actions that focus on building capacity through collaboration, partnerships and volunteerism, the following outcomes are anticipated:

- Capacity building supports meet the needs of an effective recreation and sport delivery system.
- Richmond has a coordinated, accessible, effective & efficient sport delivery system using the Long-Term Athlete Development Model.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Sport organization capacity to provide excellent opportunities.
- ↑ Young athletes who lead and teach recreation and sport programs.
- ↑ Early years providers that promote physical literacy.
- ↑ Champions for recreation and sport are established and recognized by the community.

The following provides a snapshot of successes and progress highlights:

Grant Summary

- 2019**— \$110,616 was awarded to 12 non-profit organizations.
- 2020**— \$107,828 was awarded to 12 non-profit organizations.
- 2021**— \$107,828 was awarded to 9 non-profit organizations (note: no cost of living increase was available due to the COVID-19 pandemic).

PARKS, RECREATION AND COMMUNITY EVENTS GRANTS

The annual Parks, Recreation and Community Events Grant program assists non-profit community organizations in the delivery of programs and services that support the health, wellbeing, and community connection of Richmond residents. The financial support provided by the City to these non-profit community organizations facilitates opportunities for collaboration and volunteerism that directly contribute to increasing participation in recreation and sport in Richmond.



NON-PROFIT ORGANIZATION WELLNESS CHECKS

In Spring 2021, the City conducted organizational Wellness Checks with 26 Community Associations and Societies that work closely with the Community Services Division to provide an array of parks, recreation and cultural programs and services to the community. The purpose was to gain a better understanding of the overall organizational health of these non-profit organizations in light of the challenges posed by the COVID-19 pandemic, in terms of finances, governance and the continued ability to provide services to the community.

Through the Wellness Check, organizations identified that they were concerned about reduced revenues and increased expenses as programs were reinstated. The pandemic made it difficult for organizations to offer consistent employment given the uncertainty of shifting health orders and restrictions, and many identified that without the Canadian Employment Wage Subsidy (CEWS), they would have large deficits. Understandably, some organizations are concerned about how the pandemic will impact re-hiring and retention of staff, coaches and volunteers.

Overall, organizations weathered the pandemic by adapting their programs and services, and with assistance from emergency funding sources. The full impacts of COVID-19 are still unknown. Staff will continue to monitor and support organizations as required, and conduct a follow up Wellness Check in 2022.

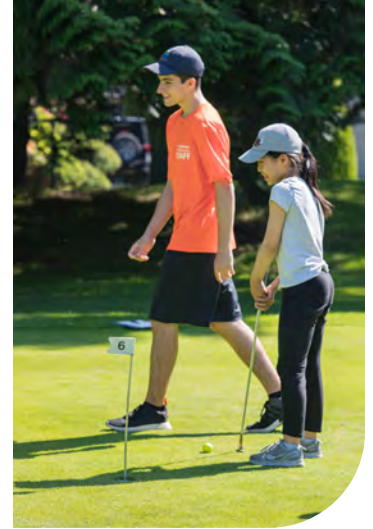
DEVELOPING TOMORROW'S LEADERS

Youth Community Leaders Program

To help youth learn about recreation, build important skills, and become more prepared to work in recreation, the Youth Community Leaders Program offered by South Arm Community Centre offers sessions on topics such as: identifying the needs of the community; developing recreation programs for all ages; and instructing recreation programs. The program incorporates hands on skill development, such as mock interviews and resume writing. Participants also became certified in High Five and First Aid.

Summer Training

Each year, approximately 250 youth and young adults participate in training sessions for staff and volunteers who lead summer programs. Staff are educated in a wide range of topics including leadership, program planning, and managing challenging behaviors. This training not only prepares staff for summer programs; the concepts learned, such as leadership and communication, are applicable in future careers. Past participants have gone on to a variety of careers, including the recreation and sport sector, and have mentioned the positive impacts the work experience in summer programs has had in their present careers. A portion of the Parks, Recreation and Community Events Grant provided by the City towards summer program coordination is used to support this training.



Recruitment and Retention Committee

Recruitment and retention of a skilled staff team is vital in providing excellent programs and services, but is increasingly challenging in the recreation and sport sector. In 2019, the Recruitment and Retention Committee, made up of representatives from the City and Community Association and Society Boards, was formed to proactively and collaboratively address identified concerns in recruiting and retaining skilled and experienced program staff and instructors. To date, the committee has implemented several initiatives focused on staff recruitment, including:

- Promotion of Richmond's Community Associations and Societies and program staff positions at both in-person and virtual job fairs.
- Creation and distribution of employment promotional materials through print and video, with funding contributed by the Community Associations and Societies.
- Creation of the Association Careers webpage on the City's website to collect all community recreation job postings in one location.
- Standardized application process for prospective employees.



Focus Area 7: Technology and Innovation

Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.

 *Focus Area 7 Technology and Innovation contains 6 of 57 strategic actions.*

Why is this important?

The increase in society's dependence on technology is a double-edged sword. While increasing screen-time contributes to more sedentary behaviour, technology can also play a role in connecting people to information and opportunities to be physically active as more people rely on smartphones for many aspects of life. Digital communication options such as social media and direct email can be used to promote opportunities and increase convenience when they facilitate action, such as a direct link to a registration portal. Apps also have the potential to offer interactive and engaging opportunities to learn about the benefits of physical activity, and to actually participate and build healthy habits.

Through strategy actions that leverage technology and innovation to promote and support participation the following outcomes are anticipated:

- Existing and new technology connects Richmond residents to recreation and sport.
- The benefits of physical literacy, recreation and sport are recognized and supported by the public and organizations.

Highlights and Achievements

The priority initiatives in this Focus Area aim to:

- ↑ Technology and innovation supports recreation and sport.
- ↑ Apps enhance recreation and sport participation.
- ↑ Multi-lingual videos introduce residents to opportunities.

The following provides a snapshot of successes and progress highlights:

NEW REGISTRATION SOFTWARE

The City's new program registration and facility booking software launched in November 2019. The new system has enabled the City to leverage technology to enhance customer service and convenience in a number of ways:

- Online “how to” video clips were created and posted on the City's registration webpage so that customers had access to resources 24 hours a day to assist with trouble-shooting account set-up and how to register.
- As the COVID-19 pandemic evolved, the new software platform enabled customers to go online for self-service to pre-register for facility visits.
- Recreation Fee Subsidy Program (RFSP) clients also had the ability to register online for applicable registered visit and program opportunities.
- RFSP clients could also view online the amount of subsidy allocated to them and the amount of subsidy remaining. In contrast, RFSP clients previously needed to call Community Services each time they wished to complete a registration or cancellation with subsidy or if they needed to know the amount of subsidy that they had remaining.



**New Parks,
Recreation and
Culture registration
system coming
November 6, 2019!**

For more information, visit
www.richmond.ca/new



VIRTUAL PROGRAMMING DURING THE PANDEMIC

Richmond Connects Hub

The Richmond Connects platform was created shortly after facilities closed to house a ‘one-stop shop’ for online activities and resources available for all ages and interests throughout the pandemic. Online programming includes a full suite of live stream fitness classes that lead participants through a workout in the safety of their own home, as well as music lessons, preschool programs, workshops and webinars, conversation groups, and film screenings delivered through Zoom. Across the Community Services Division, staff sought out new ways to deliver programs and services online, by streaming classes and workshops that traditionally would be offered in-person, connecting through social media, creating blogs and videos to facilitate engagement over time, and finding ways to facilitate interaction remotely.

Excellence in Virtual Fitness

To maintain quality programming, Richmond’s delivery of virtual fitness classes prioritized participant health and safety even though instructors and participants were remote. Interactive live-streamed sessions, rather than static pre-recorded videos, enhanced participant safety as the fitness instructor could see all participants on-screen and provide specific feedback to participants on form or posture, respond to questions about the exercises, and offer alternate movements to tailor the experience for varying skill levels or health situations.. Responsive and immediate professional feedback during exercise is a marker of quality, safety and excellence that carries through Richmond’s fitness programming whether in-person or via live-streaming. In June 2021, the City of Richmond was invited by the BC Recreation and Parks Association to present to colleagues across the province on the best practices developed in delivering safe and engaging virtual fitness programming.



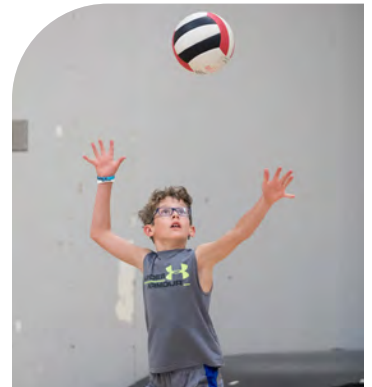


Conclusion

The Recreation and Sport Strategy (2019-2024) set the vision for Richmond to be a leader in the planning and delivery of recreation opportunities and to inspire residents to be active, connected and healthy for a lifetime. The Strategy provides a roadmap for focused action by the City and its partners and stakeholders that build on the foundation of high-quality recreation and sport services, programs, places and spaces available throughout the community. Ultimately, as progress in the seven focus areas is achieved, the long term outcomes that are expected over time include increased participation in recreation and sport opportunities, and an increase in the number of residents who achieve their physical activity targets.

Despite the unprecedented and ongoing COVID-19 pandemic, the need for recreation and sport opportunities has never been more evident especially because of the myriad physical, mental, emotional and social benefits that are derived from participation. While the City and Community Associations and Societies have been able to accomplish a great deal through this time, it is anticipated that the Recreation and Sport Strategy will continue through to 2025 or 2026.

It is also important to note that the accomplishments and highlights featured in this document represent just a fraction of the ongoing work of the City and Community Associations and Societies in promoting physical activity and healthy living, improving accessibility and inclusion in recreation and sport opportunities, raising awareness about physical literacy and sport for life, investing in welcoming, safe and inviting places and spaces in which to recreate, and helping to connect Richmond residents to the community, nature and each other. These comprise the core business of the Recreation and Sport Services Department, and collective efforts in these areas contribute to making Richmond the most appealing, livable and well-managed community in Canada.





Appendix A: Progress on All Priority Actions

1. Awareness and Understanding

Richmond residents understand the opportunities and benefits of participation in recreation and sport.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Develop and implement a communication plan to increase awareness of the benefits and opportunities of recreation and sport for community members, partners and City staff. The plan should link to and leverage national recreation, sport and active living campaigns and activate these campaigns at a local level.	Year 2: Develop, Initiate Year 3: Implement	Delayed due to COVID-19
2	Continue to develop and provide a variety of educational resources for parents to inform them of the value of recreation, physical literacy, physical activity and sport.	Annual	Ongoing
3	Conduct annual scanning of trends, best practices and private recreation opportunities to understand residents’ needs and inform program decisions.	Annual	Ongoing

2. Engaged Community

Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	<p>Increase opportunities for Richmond residents of all ages to sample recreation and sport activities.</p> <p>Look at multiple outlets for providing sampling opportunities (e.g., bring sampling to already existing groups – schools, churches, community centres, malls etc.).</p>	<p>Year 2: Identify opportunities</p> <p>Year 3: Implement</p>	<p>Delayed due to COVID-19</p> <p>Limited opportunity to offer in-person programs</p>
2	<p>Conduct a study on barriers to sport and recreation participation in identified neighbourhoods or communities and take action to reduce barriers accordingly (build on learnings from the City Centre Active Communities Project).</p>	<p>Year 2: Conduct study</p> <p>Years 3-5: Reduce barriers</p>	In progress
3	<p>Work with sport organizations to ensure that individuals with financial hardships are directed to the City of Richmond’s fee subsidy program, Richmond KidSport or Jump Start for assistance.</p>	Ongoing	Ongoing
4	<p>Develop and implement a strategy for increasing women and girls’ participation in recreation and sport. An outcome from this strategy would be an increase in the number of female coaches in Richmond Sport Organizations.</p>	<p>Year 3: Develop Strategy</p> <p>Year 4-5: Implement</p>	In progress
5	<p>Work with local intercultural and immigration organizations to introduce residents to local recreation and sport organizations and opportunities.</p>	<p>Year 2: Confirm methodology</p> <p>Year 2: Implement</p>	<p>Delayed due to COVID-19</p> <p>Limited opportunity to offer in-person programs</p>
6	<p>Collaborate with community partners to ensure children and youth have the opportunity to participate in school sport teams, community sport organizations and recreational leagues.</p>	<p>Year 2: Confirm methodology</p> <p>Year 3: Implement</p>	<p>Delayed due to COVID-19</p> <p>Limited opportunity to offer in-person programs</p>
7	<p>Provide additional supports for children with special needs so that they are integrated into and supported in participating in programs and services.</p>	<p>Year 1: Identify supports</p> <p>Year 2-3: Implement</p>	In progress
8	<p>Celebrate excellence in sport by creating opportunities to meet sports idols.</p> <p>This could include meeting professional and elite teams and athletes in the community.</p>	<p>Year 2: Identify opportunities</p> <p>Year 3: Implement</p>	<p>Delayed due to COVID-19</p> <p>Limited opportunity to offer in-person programs</p>

Key Action/Program/Initiative	Implementation Timeframe	Status
9 Apply Richmond Age-Friendly Assessment and Action Plan 2015 guidelines in planning all recreation and sport programs, services and amenities.	Ongoing	Ongoing
10 Develop, implement and promote a “play” lens to appropriate recreation programs across the Community Services Division. Ensure this takes into account the child’s right to play and partake freely and entirely in “age-appropriate recreational experiences, cultural life, and artistic and leisure activities”, as outlined in the United Nations Convention on the Rights of the Child.	Year 1: Develop Ongoing	Delayed due to COVID-19
11 Expand the City-wide intergenerational “mentoring program” where seniors and youth exchange skills and experiences, and support each other in participating in recreation and sport opportunities.	Year 3	In progress
12 Work with Arts, Culture and Heritage to incorporate activity/movement opportunities, where feasible, within programs.	Year 2	Significant progress
13 Provide opportunities for Provincial Sport Organizations and National Sport Organizations to be involved in local events.	Ongoing	Ongoing
14 Develop a recognition program for athletic achievement for children and youth.	Year 2	Ongoing

3. Physical Literacy and Sport for Life:

Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Continue to integrate fundamental movement skills into all community recreation programs, addressing all ages from early childhood to older adults.	Ongoing	Ongoing
2	Establish a task force or working committee to align the Long Term Athlete Development (LTAD) pathways by coordinating recreation, school, community and Oval programming.	Year 3	Scheduled to begin in Year 3
3	Enhance pathways from recreation to sport and sport to recreation.	Year 3: Confirm methodology Year 4: Implement	Scheduled to begin in Year 3
4	Increase opportunities for Richmond children, youth and adults to participate in all stages of the long-term athlete development model.	Year 2: Identify opportunities Year 3: Implement	In progress
5	Encourage and support sport groups to implement the Long Term Athlete Development (LTAD) model and the quality sport criteria.	Year 3: Determine support Year 4: Implement	Scheduled to begin in Year 3
6	Develop and implement initiatives targeting older adults/seniors participation in sport for life.	Year 2: Develop Year 3: Implement	In progress
7	Work with School District No. 38 to embed physical literacy mentors in elementary schools to support teachers and assist schools to develop a physical literacy curriculum appropriate for a range of ages and levels.	Year 3: Confirm methodology Year 4: Implement	Scheduled to begin in Year 3
8	Work with School District No. 38 to offer workshops on Physical Literacy at elementary school professional days.	Year 3: Plan Year 4: Implement	Scheduled to begin in Year 3
9	Assess, benchmark, identify and implement improvements to enhance Richmond's Fundamental Movement Skills program using the Physical Literacy Environment Assessment.	Year 3: Assess & Benchmark Year 4: Implement	Scheduled to begin in Year 3
10	Build partnerships with senior levels of government to strengthen the Excellence Pathway for athletes and Active for Life participation.	Year 3: Confirm methodology Year 4: Implement	Scheduled to begin in Year 3
11	Investigate the expansion of the 'Richmond Virtual School' Secondary Program for Grade 10-12 athletics in partnership with the Oval and Richmond School District No. 38.	Year 2	Delayed due to COVID-19
12	Continue to support the Gym Works™ program for registered athletes with the Canadian Sport Institute and expand it as new facilities come online.	Ongoing	Ongoing

4. Active People and Vibrant Places:

Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Implement the Active Communities Grant Project focusing on physical activity initiatives in the City Centre neighbourhood, an initiative of the Richmond Community Wellness Strategy 2019-2024.	Year 1: Complete	Completed
2	Review and update Facility and Field Allocation Policies to ensure effective and efficient use of City resources.	Year 2-3	Completed
3	Provide inclusive, safe and welcoming facilities and spaces for recreation and sport programs and services.	Ongoing	Ongoing
4	Include infrastructure (i.e., power, water and covering) that promotes and supports grass roots activity in parks and open spaces.	Ongoing	Ongoing
5	Incorporate unstructured recreation and sport opportunities in public parks and open spaces, i.e., urban design features that can be used for free play, training and parkour.	Ongoing	Ongoing
6	Develop and implement a “roving leader” program to animate and engage the community in physical activity in parks and public spaces.	Year 2: Develop plan Year 3: Implement	In progress Delayed due to COVID-19
7	Expand the “Live 5-2-1-0 Playbox” program to additional parks across the City.	Ongoing	Ongoing
8	Work with grassroots organizations and schools to increase the number of walk-to-school programs.	Year 2: Develop plan Year 3: Implement	Ongoing
9	Develop and implement bike education initiatives or programs for children and youth in each neighbourhood.	Year 3: Develop plan Year 4: Implement	Scheduled to begin in Year 3
10	Investigate opportunities to host multi-sport games that increase community pride, economic development and provide legacy benefits for the community and contribute to the vibrancy of the City (e.g., Youth Olympic Games).	Year 3	Scheduled to begin in Year 3
11	Offer increased opportunities for families to be active together.	Ongoing	Ongoing

5. Connectedness to Nature:

Richmond residents enjoy opportunities to connect with nature.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Develop a public awareness initiative to increase understanding of the importance of nature to recreation and wellness. Include a focus on the role of recreation in aiding people to connect to nature, and the importance of environmental sustainability in parks and recreation (Connected to Focus Area 1 Action 1).	Year 2: Develop Year 3: Implement	Delayed due to COVID-19
2	Increase the number of nature play elements in parks and playgrounds Citywide, in order to grow opportunities for children to play outdoors and interact with nature.	Ongoing	Ongoing
3	Provide an increased number of guided outdoor recreation programs within or outside of Richmond (e.g., hiking, biking and paddling trips).	Year 3: Develop Year 4: Implement	Scheduled to begin in Year 3
4	Provide an increased number of guided nature and conservation science educational options.	Year 3: Develop Year 4: Implement	In progress

6. Community Capacity-Building:

Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.

	Key Action/Program/Initiative	Implementation Timeframe	Status
1	Establish a strategic alliance leadership team that is united by a common vision and acts as an advisory body for recreation and sport.	Year 1	Delayed due to COVID-19
2	Work with Richmond Sports Council to develop and implement club quality standards for clubs, groups, programs and services.	Year 2: Develop Year 3: Implement	Delayed due to COVID-19
3	Conduct an assessment of the supports required to ensure local sport organizations are healthy, vibrant and able to provide excellent opportunities for residents, and address identified priorities.	Year 2: Develop plan Year 3: Implement	In progress
4	Increase opportunities for young athletes with Richmond's local sports clubs to lead and teach sports programs at community centres.	Year 3: Establish methodology Year 4: Implement	Scheduled to begin in Year 3
5	Develop and implement a strategy to build capacity of early years providers to promote and integrate physical literacy into programming.	Year 3: Develop strategy Year 4: Implement	In progress
6	Develop and implement career awareness, preparation and development strategies to attract and educate new leaders.	Ongoing	Ongoing
7	Find and involve champions for recreation and sport. A champion could be an individual, community group or City staff member.	Ongoing	Delayed due to COVID-19

7. Technology and Innovation:

Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.

Key Action/Program/Initiative	Implementation Timeframe	Status
1. Promote new technologies and innovations associated with Recreation at the City of Richmond.	Ongoing	Ongoing
2. Identify opportunities to adapt existing apps designed to increase participation in recreation and sport. Initiate adaptation and co-branding options for the City, as feasible.	Year 2: Research Year 3: Implement	Delayed due to COVID
3. Develop and implement an 'App' for Richmond's walking, running and cycling routes with built-in incentives to measure progress and reward participation.	Year 2: Develop Year 3: Implement	Delayed due to COVID-19
4. Expand or enhance the Richmond App to allow for previewing of classes and programs and enable customization of schedules.	Year 3: Develop Year 4: Implement	Scheduled to begin in Year 3
5. Develop and implement a library of multi-lingual videos to introduce people to recreation programs and services.	Year 4: Develop Year 5: Implement	Scheduled to begin in Year 4
6. Introduce the use of traffic counters for trails, sidewalks and bike routes in order to measure the use of various active transportation routes.	Year 2: Research Year 3-5: Implement	Delayed due to COVID-19



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