



RICHMOND
Island City, by Nature

2004 – 2010 Richmond Intercultural Strategic Plan and Work Program

Prepared by:
Richmond Intercultural Advisory Committee

With the support of:
Larry Axelrod, Ph.D., Project Consultant
The Neutral Zone Coaching and Consulting Services
and City of Richmond

October 2004



City of RICHMOND

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MALCOLM BRODIE
MAYOR

October 22, 2004

Dear Community Stakeholders:

Re: 2004 - 2010 Richmond Intercultural Strategic Plan and Work Program.

On behalf of the Richmond City Council, I am pleased to enclose a copy of the "2004 – 2010 Richmond Intercultural Strategic Plan and Work Program", prepared by the Richmond Intercultural Advisory Committee (RIAC) and approved by Council.

RIAC has developed a unique and far-reaching Strategic Plan and Work Program based on community consultations. The Intercultural Vision is for Richmond to become the "most welcoming, inclusive and harmonious community in Canada". If the Vision is to be achieved, the participation of many community stakeholders is necessary to implement the Strategy.

Please review the Intercultural Strategic Plan and consider how you may participate.

To contact RIAC, or for further information, please contact Lesley Sherlock, Social Planner, Policy Planning Department, City of Richmond (ph. 604-276-4220; fax 604-276-4052; email lsherlock@richmond.ca).

Yours truly,

Malcolm D. Brodie
Mayor

pc Richmond City Councillors
Richmond Intercultural Advisory Committee

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Acknowledgements

Richmond Intercultural Advisory Committee (RIAC), 2004 Membership

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RIAC would like to thank the Richmond residents and organizations who participated in the Public and Stakeholder Consultations and Focus Groups for their contributions to the development of this Strategic Plan and Work Program.

The 2004 – 2010 Richmond Intercultural Strategic Plan and Work Program was completed with assistance from Larry Axelrod, Project Consultant, Neutral Zone Coaching and Consulting Services, and City Staff.

For further information regarding RIAC and the Strategic Plan and Work Program, please contact Lesley Sherlock, Social Planner, City of Richmond (ph. 604-276-4220, fax 604-276-4052, e-mail lsherlock@richmond.ca).

For additional copies of this document, please visit the City of Richmond website at www.richmond.ca.

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Introduction

RIAC Mandate

The Richmond Intercultural Advisory Committee (RIAC) was established by the Richmond City Council in February 2002 to assist the City in working toward its Corporate Vision of making Richmond the "most appealing, liveable, and well-managed city in Canada."

The mandate of the RIAC, as outlined in its terms of reference, is to "enhance intercultural harmony and strengthen intercultural co-operation in Richmond." The RIAC will achieve this mandate through several interrelated functions including providing information, options and recommendations to City Council and community stakeholders regarding intercultural issues and opportunities, and responding to intercultural issues referred to it by Council.

The purpose of this initiative is to develop an Intercultural Strategic Vision and Work Program to support the City and the Richmond community in making Richmond more appealing, liveable, and well-managed.

The RIAC recognizes that the successful achievement of the Intercultural Vision necessitates the City working in partnership, especially in a facilitative role, with the numerous stakeholders that make up the Richmond community. The Intercultural Strategy cannot be successfully implemented without the participation and involvement of the many diverse cultural groups and other stakeholders in Richmond.

Stakeholders include federal and provincial governments, institutions, agencies, educational organizations, the private sector, communities, associations, the media, religious and cultural groups, and the general public.

Summary of Process

To prepare the Intercultural Strategic Plan, an initial directive to this Committee from Council was to "hold public consultations to discuss with the community, a vision, ideas, opportunities, issues and partnerships that need to be addressed to enhance intercultural harmony." This consultation process involved three phases:

- Phase 1 involved conducting a Stakeholder Consultation held in October 2002.
- Phase 2 involved a Public Consultation held in February 2003.
- Phase 3 involved the implementation of focus group sessions with residents of Richmond conducted during October and November 2003.

In addition, the RIAC conducted, in conjunction with its Project Consultant, its own focus group in July 2003 and held a full-day strategic planning session in November 2003 to support the development of the Intercultural Strategic Plan and Work Program described in this report.

A summary of themes from the Community Consultation Processes is found in **Appendix A**.

Summary of Community Intercultural Issues and Challenges

Richmond's Diverse Multicultural Population

Richmond is one of the most multicultural cities in Canada. The 2001 Census reports that 59% of Richmond residents indicated that they are a 'visible minority,' with 40% of the total population being of Chinese heritage. Fifty-four percent of Richmond residents indicated that they are immigrants to Canada, with over 23,800 newcomers coming to Richmond between 1996 and the first four months of 2001.

Of Richmond's total population, 15% were born in Hong Kong, 10% in the People's Republic of China, 5% in Taiwan and hundreds more have arrived from the Philippines, India, Ukraine, Pakistan, United States, Iran and South Korea since 1996. In terms of language, only 44% of Richmond residents indicated English as their mother tongue.

Over the past six years, Richmond's overall growth rate has slowed while the rate of immigration continues to climb as a percentage of the total population.

This level of diversity and immigration offers Richmond residents a wonderfully eclectic and dynamic multicultural life. Yet, this cultural diversity also presents challenges to promoting and preserving the kind of life and community that Richmond residents' value.

The key intercultural issues and challenges that form the targets of the recommended strategic directions and work program include the following:

Communication Issues

- Various issues related to English as the common language in Richmond, including exclusionary non-English signage that doesn't express 'welcomeness' to persons who don't speak the language, an insufficient level of English language training opportunities, and divisive perceptions sparked by the concept of ESL (English as a second language).
- A lack of meaningful information (i.e., messages prepared in a manner that does not reflect the needs and communication traditions of diverse peoples) that is readily accessible to City residents on a variety of issues such as community and municipal events, and governance and electoral procedures.
- The use of the term 'multicultural' to refer to immigrant or visible minority groups, rather than its intended inclusive meaning, as well as other messages that perpetuate stereotypes, divisiveness and 'otherness' by the Richmond media, City officials and others.

Awareness and Attitude Issues

- A lack of recognition of and appreciation by some for commonly-held values and goals of Richmond residents.
- The assumption by some that newcomers choose to come to Canada as their primary motivation rather than choose to leave their former country which results in unrealistic expectations toward newcomers and prejudicial viewpoints when expectations aren't met.

- Immigrants coming to Richmond for purposes other than permanent residency, such as ‘astronaut’ parents, contributes to prejudicial views toward certain cultural groups.

Administrative and Service Issues

- The perceived current approach to City planning and decision-making that considers cultural diversity as a peripheral issue rather than a core aspect of City life and processes.
- The perception that City procedures use advocacy-based approaches (e.g., public hearings) to decide issues rather than processes that may be more adept at fostering intercultural understanding and achieving shared outcomes.
- Some community services (e.g., some settlement services, ethno-specific cultural activities) are offered on the basis of ethnicity or language, thus unintentionally reinforcing an isolating approach to resident service and community planning.
- The perception that the City has not been a sufficiently positive role model in implementing equitable hiring and service practices and as serving as an ambassador for intercultural respect and harmony.
- A lack of participation by immigrants in the political system and the pursuit of block voting (i.e., pursuing the support of voters along ethnic lines).
- Significant populations of underemployed residents due to Canada not accepting foreign credentials even while Canada Immigration actively recruits skilled immigrants and offers immigration points for those skills and credentials.

Community Conflict Issues

- Some level of geographic separation of the community along ethnic lines.
- Tensions existing within certain cultural groups that can create difficult incidents within those groups as well as contribute to misperceptions of those groups by the general population.
- Incidents of racism and discrimination continue to occur in Richmond.

2004 - 2010 Intercultural Strategic Plan

Vision for Intercultural Life In Richmond

Introduction

To achieve the overall vision of the City, "to be the most appealing, liveable and well-managed community in Canada," Richmond needs to better incorporate a value for and understanding of diversity into all its planning and services. The vision for intercultural life in Richmond should:

Promote:

- Pride in and acceptance of Canadian values and laws.
- Pride in and respect for diverse heritages and traditions.
- Pride in and participation in community life.

Recognize:

- That 'culture' is an integrated pattern of thought, speech, action and behaviour which is passed on from one generation to another, through education and learning.
- That 'culture' evolves, and Richmond's culture is shaped by historic patterns and traditions, current practices and trends, and future planning.

Embrace:

- The concept of 'Interculturalism,' a culturally interactive and vibrant process, as the next step for Canadian multiculturalism.

Richmond's Intercultural Vision

***"For Richmond to be the most
welcoming, inclusive and harmonious community in Canada"***

Guiding Principles for Action

In pursuing this intercultural vision, the following principles are to guide all City and stakeholders' planning, decision-making and service delivery:

- Inclusion: Participation by all sectors of the community is to be invited and encouraged.
- Co-operation: Partnerships are to foster co-operation, rather than competition.
- Collaboration: The interests (e.g., needs, goals, concerns) of all stakeholders are to be considered in decision-making processes.
- Dynamism: Flexibility and adaptability is required to stay alert to emerging needs, issues and opportunities, and being open to new ideas and approaches.
- Integration: Cultural diversity is to be recognized as a core aspect of Richmond life, and the principles of multiculturalism and the vision of interculturalism applied.
- Equity: Strategic initiatives are to be implemented in a manner that is fair to all groups, communities and individuals in need.

City And Stakeholder Intercultural Roles

- It is acknowledged that achieving improved intercultural harmony requires full stakeholder participation and that neither the City nor any one stakeholder can achieve it alone.
- The City's role:
 - emphasizes leadership and facilitation,
 - involves using existing City resources, including staff time, and
 - is to be accomplished within existing budget levels, unless otherwise approved by Council.
- Stakeholders' roles include:
 - participation,
 - mutual support,
 - funding, and
 - resource sharing.

Strategic Components

To implement this Strategic Plan, intercultural stakeholders can be guided by the following strategic components:

- Coordination
- Partnerships
- Research
- Information
- Education & Training
- Promotion
- Project Management
- Planning

Strategic Directions

To achieve the Vision set forth in this Plan, the RIAC recommends that the following strategic directions be established and pursued over the next six years by the City and other stakeholders.

1. Address language barriers that interfere with building a connected and welcoming community, while also encouraging the use of heritage languages.
2. Address the perception and reality of racism and discrimination in the community. Dispel misconceptions related to culture that maintain stereotypes and foster prejudice.
3. Ensure that information about the community in general, and specific City and community activities, is available for newcomers and residents. Present the information in a manner that appreciates the needs, communication skills and traditions of different cultural groups.
4. Address participation gaps observed in Provincial, Federal, City and stakeholder events and electoral processes to facilitate immigrant involvement.
5. Develop opportunities for community members to participate in positive and educational intercultural experiences.
6. Ensure that City and stakeholder administrative, employment and service practices are a role model of inclusiveness and equity.
7. Ensure that City and stakeholder systems, policies and planning processes are aligned with the Intercultural Vision recommended in this Plan and use 'best practice' methods to make decisions and prevent cross-cultural misunderstanding and antipathy.
8. Advocate for community intercultural needs with other levels of government and external agencies.
9. Continue support for newcomers through current City and stakeholder programs and partnerships.
10. Identify programs and partnerships that support the development and integration of Richmond's immigrant youth population, while respecting family and cultural traditions.

Key Overarching Strategic Recommendations

- a) Invite stakeholders to share and find ways to make resources available (e.g., stakeholder staff, volunteers, facilities, equipment, funding) to implement the Strategic Plan and Work Program.

Note: The City will support the implementation of this Strategic Plan and Work Program through its existing contributions, which include providing:

- organizational support for RIAC,
 - staff liaison services to RIAC,
 - space for RIAC meetings, public forums and other RIAC sponsored events, and
 - support offered through various City departments, programs and resources (e.g., communications, recreation programming, community facilities).
- b) Encourage the provision of training for all City and stakeholder staff, particularly staff who interact with the community as part of their role, on attitudes, practices and communication skills that are central to achieving the Intercultural Vision and adhering to the principles set out in this plan.

Strategic Initiatives

In addition, for each strategic direction, specific initiatives are suggested that should be considered for development and implementation by the City and stakeholders in conjunction with the RIAC.

Strategic Direction #1

Address language barriers that interfere with building a connected and welcoming community, while also encouraging the use of heritage languages.

Suggested Specific Initiatives

- a) Consider establishing a City bylaw that would require all public stores and businesses to have some basic level of signage in English.

Strategic Direction #2

Address the perception and reality of racism and discrimination in the community.

Dispel misconceptions related to culture that maintain stereotypes and foster prejudice.

Suggested Specific Initiatives

- a) Facilitate the development of an intercultural intervention resource package and subsequent training, within City and stakeholder structures, to respond to intercultural conflicts and incidents.
- b) Participate in the establishment of media watch mechanisms with stakeholders to monitor the local media, City and community communication and work to redress misperceptions created by inaccurate or insensitive references.

- c) Encourage the City, stakeholders, property owners and individuals to remove racist graffiti in a timely manner (e.g., City bylaw).

Strategic Direction #3

Ensure that information about the community in general, and specific City and community activities, is available for newcomers and residents. Present the information in a manner that appreciates the needs and communication skills and traditions of different cultural groups.

Suggested Specific Initiatives

- a) Explore the development of an interactive information website network linking the City's and other stakeholders' websites, that would present information to the public on intercultural life in Richmond. The website could:
- present a complete calendar of City, stakeholder and other community events,
 - offer profiles of different community groups and individual residents,
 - provide updates on issues being considered by City Council and stakeholders, and
 - provide an online dialogue forum to enable more interaction among the City, stakeholders and the community.
- b) Advise on the publication of a monthly or bi-monthly intercultural newsletter prepared by stakeholders from the information developed for the website and distributed as an insert with the local community newspapers, as well as through other resources such as businesses and community centres.

Strategic Direction #4

Address participation gaps observed in Provincial, Federal, City and stakeholder events and electoral processes to facilitate immigrant involvement.

Suggested Specific Initiatives

- a) Analyze available research and information regarding barriers faced by different cultural groups, from their own background and experience concerning participation in governance, elections, and volunteerism in Richmond, and make recommendations.
- b) Assist in the development of awareness materials and information campaigns, specifically designed for different populations, that address barriers to and build efficacy for participating in the rights and responsibilities afforded to residents of Richmond.
- c) Support stakeholder activities that foster civic participation (e.g., Richmond-based research on electoral participation, tours of civic facilities including City Hall & community centres, study circles).

Strategic Direction #5

Develop opportunities for community members to participate in positive and educational intercultural experiences.

Suggested Specific Initiatives

- a) Facilitate the development and co-ordination of intercultural events that:
 - focus on the concepts of learning about, participation in, and celebration of Richmond’s diverse multicultural community,
 - emphasize the concepts of unity, contribution and togetherness, rather than the concept of "otherness", and
 - facilitate opportunities for active learning about the traditions of different cultures rather than the passive observation of cultural activities (e.g., food, dance, music, art).
- b) Research and develop opportunities for community-based dialogues or forums:
 - about current issues that face the community as a whole, and
 - that build intercultural interaction and awareness regarding shared values and goals as residents of Richmond.
- c) Advise regarding the integration of intercultural initiatives with Richmond’s 125th Birthday and with preparations for the 2010 Winter Olympics.
- d) Explore the feasibility of establishing an “Intercultural Place” within Richmond for ethnocultural and intercultural groups that would provide:
 - (i) office space for:
 - planning
 - coordination
 - project management
 - partnership
 - education
 - research and information
 - promotion
 - (ii) a meeting place for intercultural:
 - celebrations
 - lectures and forums
 - education and training
 - demonstrations
 - displays (e.g. arts, culture)

Strategic Direction #6

Ensure that City and stakeholder administrative, employment and service practices are a role model of inclusiveness and equity.

Suggested Specific Initiatives

- a) Review policies and procedures to ensure that principles of inclusiveness and equity are addressed, in addition to full compliance with human rights law.
- b) Develop outreach mechanisms to encourage individuals from Richmond populations with little or no current representation in City government and stakeholder organizations to apply for available employment opportunities, and consider running for elected positions.

- c) Research the potential of developing an ‘apprenticeship’ type program for the City and stakeholders, including the business and intercultural sectors, to improve employment opportunities for immigrants with foreign training and credentials.

Strategic Direction #7

Ensure that City and stakeholder systems, policies and planning processes are aligned with the Intercultural Vision recommended in this plan and use ‘best practice’ methods to make decisions and prevent cross-cultural misunderstanding and antipathy.

Suggested Specific Initiatives

- a) Encourage including a reference to the Intercultural Vision and principles recommended in this plan in the Terms of Reference of other City and stakeholder committees, task groups and the like.
- b) Foster the continued development and implementation of alternative decision-making methods (e.g., consensus-building and community facilitation processes) to help understand and resolve controversial issues in Richmond, and implement these methods in addition to public consultation based on an advocacy model (e.g., public hearings).

Strategic Direction #8

Advocate for community intercultural needs with other levels of government and external agencies.

Suggested Specific Initiative

Encourage City Council and stakeholder discussions on intercultural issues relevant to the community and draft resolutions to be sent to the authorities responsible. Examples of issues include funding levels and distribution methods for settlement services and English language training, licensing processes for foreign-trained professionals, recruitment campaigns and immigration practices used by Canada Immigration and Citizenship.

Strategic Direction #9

Continue support for newcomers through current City and stakeholder programs and partnerships.

Suggested Specific Initiative

Welcome newcomers to Richmond through stakeholder partnerships (e.g., hosting an annual event, brochure, letter of welcome).

Strategic Direction #10

Identify programs and partnerships that support the development and integration of Richmond's immigrant youth population, while respecting family and cultural traditions.

Suggested Specific Initiatives

- a) Foster stakeholder programs that focus on identifying and supporting disenfranchised youth that may be struggling with adapting to life in Richmond.
- b) Work with the School District and stakeholders to support the continued development of programs that eliminate culturally based bullying and discrimination from the schools and community, and offer more opportunities for intercultural learning and experiences.
- c) When and where necessary, encourage the development of recreation facilities for youth to congregate, integrate and participate in recreational activities.

Proposed 2004 - 2010 Work Program

To implement the Intercultural Strategic Plan the following 2004 – 2010 Work Program is proposed.

1. City Council, assisted by RIAC in consultation with stakeholders, will establish annual intercultural priorities and yearly work programs.
2. The RIAC will coordinate and facilitate the implementation of approved work programs.
3. The purpose of the following management matrix is to guide the implementation of the Strategic Plan. This matrix outlines the suggested actions to be undertaken by RIAC and the City, and identifies stakeholders for each strategic direction and specific initiative. Additional partners will be identified over time.
4. To implement the 2004 - 2010 Work Program, RIAC will:
 - Assist the Richmond community to build its capacity (e.g., awareness, consensus and commitment) for intercultural harmony.
 - Provide information, options and recommendations to the City and other stakeholders.
 - Recommend annual priorities and initiatives to the City and other stakeholders.
 - Develop achievable work programs including, as applicable:
 - Identifying existing resources,
 - Establishing partnerships,
 - Applying for funding from diverse sources, and
 - If additional stakeholder resources are required, seeking approval through their annual budget review processes.
5. In 2004/05, the RIAC will:
 - Distribute the 2004 - 2010 Richmond Intercultural Strategic Plan and Work Program widely.
 - Meet with a wide range of stakeholders to build awareness, consensus and commitment for stakeholders participation in implementing the Plan and Work Program.
 - Encourage a wide range of stakeholders to participate.
 - Recommend short, medium and long-term goals to stakeholders.
 - Identify priority initiatives for RIAC to pursue in 2004/05.
6. The 2004 - 2010 Work Program will be amended as necessary.
7. The RIAC will report progress to Council annually, or as necessary.

Proposed 2004 - 2010 Work Program

Richmond Intercultural Advisory Committee

Strategic Areas and Specific Initiatives	Stakeholders*									
	Proposed RIAC Actions**	Possible City Actions***	School Board	RCMP, Fire & Rescue	Other levels of gov.	NGOs	Local, Ethnic Media	Business	Commun. Assocs.	Religious/ Ethnocult. Groups
Strategic Direction #1 – Address Language Barriers										
a. Consider establishing a City Bylaw requiring basic level of signage in English	Provide advice	Consider establishing bylaw		✓		✓		✓		✓
Strategic Direction #2 - Address racism & misconceptions										
a. Facilitate the development of an intercultural intervention resource package and training	Assist in preparing resource package and training program	Assist	✓	✓	✓	✓	✓	✓	✓	✓
b. Participate in the establishment of media watch mechanisms	Develop model (e.g., RIAC Sub-cte.)	Assist	✓	✓	✓	✓	✓	✓	✓	✓
c. Encourage the removal of racist graffiti in timely manner	Provide advice	Review bylaw	✓	✓			✓	✓	✓	✓
Strategic Direction #3 - Make Community Information Available										
a. Explore the development of an interactive information website	Explore, coordinate, contribute articles	Consider supporting the network	✓	✓	✓	✓	✓	✓	✓	✓
b. Advise on the publication of an intercultural newsletter	Advise re: development, content, publication	Contribute resources as available	✓	✓	✓	✓	✓	✓	✓	✓
Strategic Direction #4 - Address Participation Gaps in Events & Electoral Processes										
a. Analyze available research & information about barriers to participation in the electoral process and make recommendations	Advise re: devp't. of research program	Contribute resources as available	✓	✓	✓	✓	✓	✓	✓	✓
b. Assist in the development of awareness materials and information campaign for different populations re: rights and responsibilities	Assist in preparation of materials	Contribute resources as available	✓	✓	✓	✓	✓		✓	✓
c. Support stakeholder activities that foster civic participation (e.g., Richmond-based research, tours of civic facilities, study circles)	Work with stakeholders to support activities	Assist	✓	✓	✓	✓	✓	✓	✓	✓

* ✓ Means stakeholder involvement will be sought, including providing resources (e.g., support, volunteer/staff time, ideas, facilities, funding, programs).

** RIAC's role will be to facilitate, coordinate, promote, etc. as the case may be.

*** Resources that the City may contribute are limited and may include staff time, materials, funding, meeting space, subject to Council approval.

Proposed 2004 - 2010 Work Program

Richmond Intercultural Advisory Committee

Strategic Areas and Specific Initiatives	Stakeholders*									
	Proposed RIAC Actions**	Possible City Actions***	School Board	RCMP, Fire & Rescue	Other levels of govt.	NGOs	Local, Ethnic Media	Business	Commun. Assocs.	Religious/ Ethnocult. Groups
Strategic Direction #5 - Develop Opportunities for Intercultural Experiences										
a. Facilitate the development & coordination of intercultural events emphasizing participation, unity, & active learning	Advise re: event development and coordination	Assist	✓	✓	✓	✓	✓	✓	✓	✓
b. Research & develop opportunities for community dialogues or forums	Work with stakeholders to implement	Contribute resources as available	✓	✓	✓	✓	✓	✓	✓	✓
c. Advise re: Integrating intercultural initiatives with Richmond's 125 th Birthday and 2010 Winter Olympics	Provide advice, participate in planning	Support RIACs participation	✓		✓	✓		✓	✓	✓
d. Explore feasibility of establishing an "Intercultural Place"	Explore feasibility and partnerships	Consider ways to accommodate	✓		✓	✓		✓	✓	✓
Strategic Direction #6 - City & Stakeholder Administrative, Employment and Service Inclusiveness										
a. Review policies and procedures	Conduct review	Assist		✓	✓				✓	
b. Develop outreach mechanisms to encourage members of under-represented groups to apply for stakeholder jobs and run for elected positions	Explore ways to achieve initiative	Assist		✓	✓	✓	✓		✓	✓
c. Research apprenticeship type programs for under-employed immigrants	Explore ways to achieve initiative	Assist	✓		✓	✓	✓	✓	✓	✓
Strategic Direction #7 - City & Stakeholders' Decision-Making Processes										
a. Encourage reference to Intercultural Vision and principles in City and stakeholders' Terms of Reference	Encourage integration	Assist	✓	✓		✓	✓	✓	✓	✓
b. Facilitate the continued development of alternative decision-making models	Oversee project and present recommendations	Assist	✓	✓	✓	✓	✓		✓	✓

Proposed 2004 - 2010 Work Program

Richmond Intercultural Advisory Committee

Strategic Areas and Specific Initiatives	Stakeholders*									
	Proposed RIAC Actions**	Possible City Actions***	School Board	RCMP, Fire & Rescue	Other levels of govt.	NGOs	Local, Ethnic Media	Business	Commun. Assocs.	Religious/ Ethnocult. Groups
Strategic Direction #8 - Advocate for Community Intercultural Needs										
a. Encourage discussion & draft resolutions pertaining to immigrant selection, settlement and integration.	Draft resolutions	Review resolutions	✓	✓	✓	✓		✓	✓	✓
Strategic Direction #9 - Continue Support for Newcomers										
a. Welcome newcomers to Richmond through stakeholder partnerships (e.g., hosting an annual event, brochure, letter of welcome)	Encourage, advise	Assist	✓	✓	✓	✓	✓	✓	✓	✓
Strategic Direction #10 - Programs for Integrating Youth										
a. Foster stakeholder programs that help disenfranchised youth	Review programs, prepare recommendations	Assist	✓	✓	✓	✓		✓	✓	✓
b. Support the development of stakeholder anti-bullying and intercultural programs	Work with School District and other stakeholders	Assist	✓	✓	✓	✓		✓	✓	✓
c. When and where necessary, encourage the development of stakeholder recreation facilities for youth	Consult with stakeholders to determine need	Assist	✓		✓	✓		✓	✓	✓
Key Overarching Recommendations										
a. Invite stakeholders to share and find ways to make resources available to implement the Strategic Plan and Work Program	Discuss with stakeholders	Current City contributions	✓	✓	✓	✓		✓	✓	✓
b. Encourage the training of all City and stakeholder staff on appropriate intercultural attitudes, practices and communication skills	Assist in developing objectives, seek funding	Work towards this objective	✓	✓	✓	✓			✓	✓

Appendix A

Themes from Community Consultation Processes

Stakeholder Consultation - 17 October 2002

At the stakeholder consultation, a total of 26 organizations presented to the RIAC. Concerns were presented on a range of issues related to intercultural harmony and communication including:

- Language barriers and signage that impair communication across cultures.
- Barriers that reduce awareness and acceptance across cultures.
- Ongoing acts of racism and discrimination in Richmond.
- A lack of community involvement and understanding by many Richmond residents regarding government policies and procedures and the electoral process.
- A lack of adequate funding for, and access to, settlement, counselling and language training services for immigrant populations.
- Intergeneration and safety issues affecting youth and families including violence and cultural bullying, drug use, culture shock, cultural disconnection between youth and parents.

From these concerns the RIAC determined that it would focus on addressing issues of:

- Community involvement
- Cultural barriers
- Youth

Public Consultation - 20 February 2003

At this public consultation meeting held during Multicultural Week, twelve members of the public responded to the opportunity to speak about intercultural harmony and strategies pertaining to the three priority topics identified from the Stakeholder Consultation.

A common theme throughout the presentations was the need of the City to use its resources (e.g., financial, space, areas of influence) and capacity for partnerships more effectively in the effort to improve community involvement, address cultural barriers and support youth.

Focus Group Consultations — 30 September - 16 October 2003

The purpose of this consultation process was to provide residents of Richmond an opportunity to discuss their views and experiences related to intercultural life in Richmond in a small group, discussion-oriented, format.

In all, five adult focus groups were conducted, involving 48 participants, and four youth sessions, involving over 100 participants, representing a good cross-section of the Richmond population.

During the focus groups, participants discussed intercultural experiences they have had as residents of Richmond, perceptions of intercultural issues affecting life in Richmond, views regarding the role that the City should play in shaping intercultural community life, and ideas on how intercultural life could be enhanced in Richmond. Key themes raised during these discussions included:

- References to intercultural tensions arising from language barriers and signage.
- Lack of structured opportunities for residents to develop intercultural awareness and acceptance.
- A lack of accessible information regarding government processes and community services.

Interestingly, adult participants tended to support the notion of focusing efforts on youth, whereas youth participants indicated they already have a more advanced acceptance of diversity and efforts should focus on adults.

Consultation Process Summary

In summary, an extensive array of input was received from the three consultation processes. This input serves as the basis for the observations, vision and strategic directions proposed in this report.

Prepared by: Larry Axelrod
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January 2004



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