



live

connect

grow

# Parks, Recreation and Cultural Services Communiqué

Volume 1 • December 2005

*City of Richmond's vision is "To be the most appealing, livable and well-managed community in Canada."*

## Community Vision and Values

Developing a common vision and values for all those involved in planning for and/or providing parks, recreation and cultural services in Richmond is important so that all contributors can work towards a common goal.

Community values articulate what is important to the community; and the important fundamental principles and beliefs.

The vision articulates a common understanding of what the desired future is. This is important for making basic direction, goals and activities.

The shared community vision is: *"Richmond! Striving for a connected, healthy city where we cooperate to create and enjoy a dynamic and sustainable quality of life."*

The following values are the foundation for this shared vision:

### *Healthy Lifestyles*

We encourage individuals to live an active, healthy lifestyle and together build healthy, social, physical and economic communities.

### *Diversity*

We appreciate and celebrate all forms of diversity.

### *Choice*

We strive to provide accessible, affordable, equal opportunities that respond to diverse needs of our community.

### *Community Engagement*

We believe that the community has a meaningful role in civic affairs. Through collaborative planning and learning, we share responsibility for achieving a common vision.

### *Volunteerism*

We believe that volunteers make a valuable contribution to a healthy community. Volunteerism creates a sense of community ownership and pride, cultivates community leadership and helps build our community capacity.

### *Safety and Security*

We believe that people feel safe and secure when we have well-planned, strong, connected neighbourhoods and a sense of caring and belonging.

### *Environment*

We are committed to responsible stewardship of the natural environment (including protecting community amenities), stewardship of our cultural heritage and maintaining the urban/rural balance of our island setting.

### *Sustainability*

We believe that integrating the management of environmental, economic, social and cultural elements ensures that all resources of the City are respected, preserved, enjoyed and utilized in a sustainable manner, for both current and future generations.

## Introduction

Welcome readers to our first PRCS Communiqué! The purpose of this newsletter is to provide you, our partners with an update on highlights in Parks, Recreation and Cultural Services as well as key initiatives that the City is involved in that may affect our Division. Look for updates on the Master Plan, City Major Projects, Divisional Projects, Research and Trends as well as special features in each Communiqué. Contributors to the Well-being Outcomes will also be recognized in each volume.

Please refer to the box at the bottom of this page for contact information or to provide us with feedback. Watch for Volume 2 of the PRCS Communiqué to be distributed in February 2006.

If you would like more information about the content in this volume, please ask your Coordinator. If you would like to suggest highlights for future volumes, please contact Kim Somerville @ 604.276.4062 or email: [ksomerville@richmond.ca](mailto:ksomerville@richmond.ca).

  
**RICHMOND**  
*Better in Every Way*

## Master Plan Update

Parks, Recreation and Cultural Services went out for feedback on the Draft Parks, Recreation and Cultural Services Master Plan and Minoru Park Vision in November 2005. Workshops and meetings were held with various community partners as well as the Community Working Group to receive feedback on the draft plan. The general public was also encouraged to provide feedback by completing a survey at one of the four public open houses held at Richmond City Hall and Aberdeen Mall or by filling out an online survey on the City website. Feedback on the Master Plan and Minoru Park Vision was received from more than 160 individuals, in addition to feedback from those who attended the meetings and workshops. A summary of the results of the public consultation process is currently being compiled and will be available early in the new year.



### Research/Trends

To ensure that programs and services reflect the needs and expectations of citizens, we must better understand and anticipate Richmond's needs and the trends that influence quality of life.

In each volume of the Communiqué, we will provide you with market information to assist you with your planning and decision-making.

The City of Richmond is committed to working with the community to develop and nurture a volunteer management strategy to ensure meaningful and varied opportunities, and to strengthen the volunteer opportunities in the community.

The following summary provides many of the findings of the 2000 National Survey of Giving, Volunteering and Participating conducted by StatsCan. A 2004 study has been conducted; however, results will not be available until early 2006.

#### Who Volunteers

##### *Age & Gender:*

Canadians aged 35 – 54 were the most likely to volunteer, while those over 65 years were the least likely. However, those volunteers aged over 65 contributed an average of 269 volunteer hours annually versus 156 hours for those aged 35 – 54.

Men and women have very similar volunteer participation rates at 25% and 28% respectively.

##### *Education:*

Generally speaking, those Canadians with a post-secondary education are more likely to volunteer and to contribute more hours.

##### *Income:*

On average, Canadian households with incomes of \$100,000 or more were most likely to volunteer. However, those with lower household incomes tended, on average, to volunteer more hours.

### Why Volunteer?

Most Canadians volunteer because they believe in the cause of the agency where they are volunteering and they can use their skills and experiences. Motivation to volunteer changes with age, with those aged 15 – 24 mainly volunteering to improve job opportunities and explore their strengths, while those aged 65 and older were more likely to volunteer to fulfill religious obligations.



### Barriers to Volunteering

The greatest barrier to volunteering for Canadians is, not surprisingly, no extra time with 69% indicating this is the number one reason for not making the commitment. The second greatest reason indicated was unwillingness to make a year-round commitment. Other barriers varied with age and income, including older adults and those with lower household incomes citing poor health as a barrier to volunteering.

For information on trends in Volunteering, visit Volunteer Canada's website at [www.volunteer.ca](http://www.volunteer.ca).



# Volunteer Strategy Update

A key recommendation from the Parks, Recreation and Cultural Services Master Plan is to support the development of a comprehensive volunteer strategy and increase the City of Richmond's investment in volunteer management.

The City of Richmond has contracted Volunteer Richmond to facilitate and manage the process of developing a comprehensive volunteer strategy. A key to the success of this process is enabling staff and community volunteers to work creatively together to create the strategy.

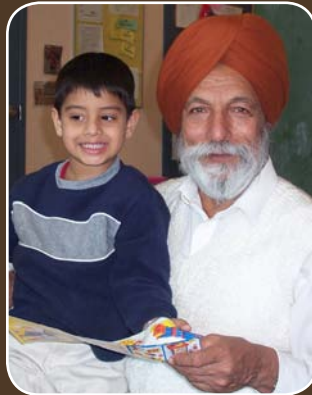
The Volunteer Management Steering Committee composed of both staff and volunteers will guide and manage the process of creating a comprehensive volunteer strategy. This is an unprecedented opportunity to re-energize, rethink and enhance how volunteers of parks, recreation and cultural programs and services are recruited, managed, involved and recognized.

The Volunteer Management Steering Committee will assist Volunteer Richmond in developing recommendations for the Volunteer Strategy.



## Desired outcomes:

- Have a comprehensive volunteer program that includes an up-to-date database, an interactive website and meets the interests and needs of volunteers for support, training and recognition.
- Celebrate, recognize and support the fundamental role that volunteers play in the delivery of services and community building.
- Have meaningful and socially relevant volunteer opportunities that are appropriate for all age groups.
- Understand our community's diversity and the implications for our volunteers programs



## Volunteer Management Goals and Objectives:

1. Adapt volunteer programs to fit overall parks, recreation and cultural services framework
2. Create a program that can accommodate and involve volunteers more effectively, efficiently and creatively than is currently being done, in turn creating the positive experience had by volunteers
3. Increase the effectiveness of recruitment efforts by establishing a coordinated process
4. Create and enhance a volunteer management program that can better meet the interests and needs of volunteers for support, training and recognition
5. Create a continuum of service for Richmond residents as they move through the parks, recreation and cultural services system
6. Coordinate and improve screening processes for all volunteers, resulting in enhanced safety for volunteers and all clients served



## Timeline

- September '05 - Steering Committee recruited
- September '05 - First Steering Committee meeting
- October '05 - Best practice work (completed)
- November '05 - Success indicators (determined)
- January '06 - Current assessment
- February '06 - Development of strategies
- March '06 - Draft Plan
- March '06 - Final Plan to Council



For questions about this project, please contact Heather Fleming at [heatherfleming@shaw.ca](mailto:heatherfleming@shaw.ca) or call 778.229.1807



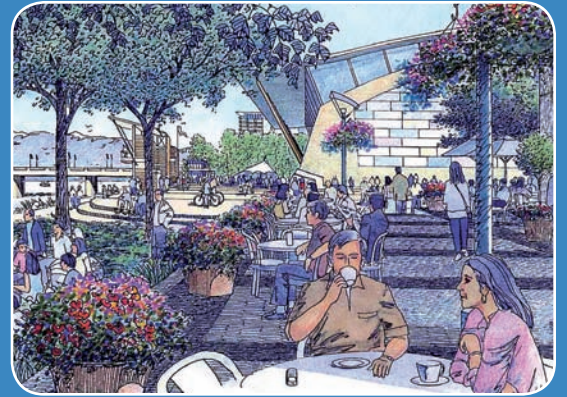
## City Major Projects

### Richmond Oval

The Richmond Oval will be home for speed skating in the 2010 Olympic Winter Games. Post-Games it will become an international centre of excellence for sports and wellness. Oval construction is now underway with site densification and compaction activities scheduled to continue throughout the Winter and early Spring. Actual building construction will begin in May 2006 with completion scheduled for the Summer of 2008.

The building will allow for multiple configurations. However, in typical use, the Oval's main activity floor will have three primary activity areas offering ice, hardwood, and indoor turf playing surfaces. This will offer a full range of training and competitive opportunities for both summer and winter sports, ranging from developmental and recreational to elite level sport. A handful of national teams are expected to make the Oval their home base. However, no final determination of the primary sport uses has been made at this time. A complete range of sports medicine and wellness services and activity areas, including a major fitness centre, will also be housed in the Oval, along with retail and food services. The Oval will be available for major events and other community uses.

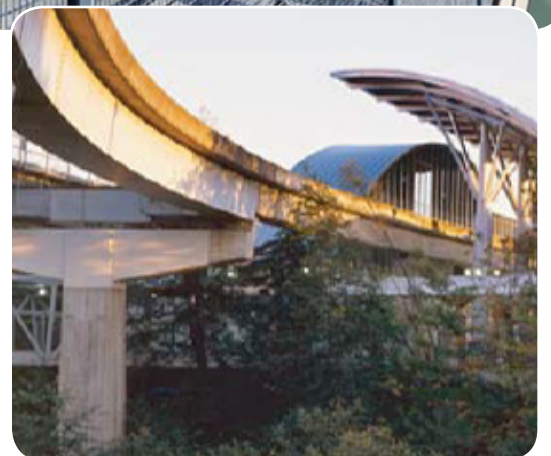
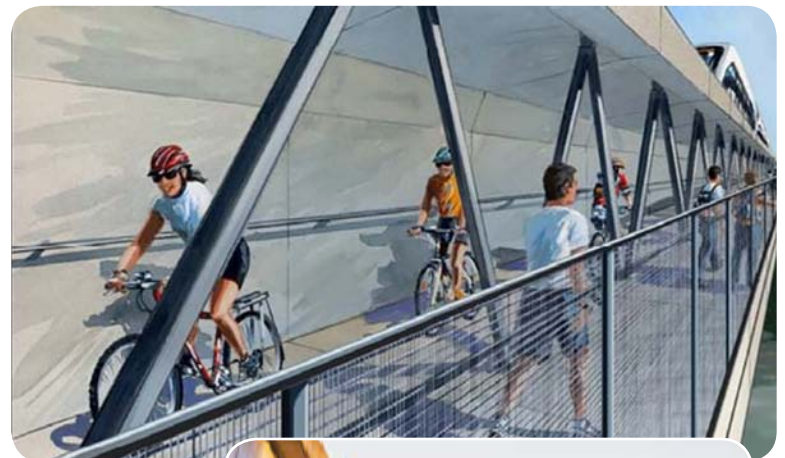
The Oval will also be the centrepiece of a new urban neighbourhood on 32 acres of City-owned property along the banks of the Fraser River featuring a mix of residential, commercial and public amenity development. The new Oval neighbourhood will be an international destination and meeting place offering diverse indoor and outdoor recreational activities, shopping and services. Look for additional public consultation on the project in the Spring of 2006. Please visit the City website at [www.richmond.ca](http://www.richmond.ca) for more information.



### Canada Line

The Canada Line (formerly known as RAV) is now under construction with a projected opening date in 2009. The line will run from downtown Vancouver to downtown Richmond with a spur line to Vancouver International Airport. The line will be elevated in Richmond and will primarily run along No. 3 Road to a terminus at Saba Road. There will be four stations on Lulu Island and another three on the airport spur line on Sea Island. A major park-and-ride facility will be built in the Bridgeport area near River Rock Casino.

Some minor construction is now underway and major activity will commence in early 2006. A traffic management study is near completion, which will provide measures to help mitigate construction-related disruption. The City is currently conducting the No. 3 Road Corridor Streetscape Study to determine the best way to integrate the rapid transit line into the community. An open house was held in the Fall and another open house will be held early in 2006. RAVCO and the City have also instituted a number of stakeholder groups to provide advice on various aspects of the project. Additional information on the Canada Line is available through the City website or at [www.canadaline.com](http://www.canadaline.com)



## Garden City Lands

In March 2005, the City signed a Memorandum of Understanding with the Department of Fisheries and Oceans, the Musqueam Indian Band and Canada Lands Company on the transfer of the 55-hectare/136.5 acre Garden City Lands also known as the DFO site. A final purchase agreement is nearing the completion and the City recently granted authorization for Canada Lands to apply to have the property excluded from the Agricultural Land Reserve.

The property will be divided between the City, Musqueam and CLC. The City of Richmond will retain ownership of more than half the property and will have approval authority over any future development on the site. A full public consultation process will be conducted to develop a land use plan for the property. While it is expected that the Musqueam and CLC portion of the property will see development for commercial and residential use, a significant portion of the property is to remain as parkland and for public-use buildings, potentially including a trade and exhibition centre.



## Divisional Highlights Update

### Field Strategy

The 2005 Draft Parks, Recreation & Cultural Services Master Plan recommended that staff work with the field sport community to develop the field sports strategy. This has involved consultation with Richmond's 29 field sport associations and identifies the City of Richmond's role in field sport delivery to include three key areas:



1. To provide outdoor sports facilities such as sports fields, ball diamonds, and athletic facilities, for the use of outdoor field sport participants;
2. To collaborate with outdoor field sports groups to facilitate the growth and development of a variety of affordable sport activity choices for people of all ages in the community; and
3. To maintain and manage the use of School District and City owned school and park outdoor sport facilities

The draft vision for field sport in Richmond is: to create an environment where "everyone can play."

At Parks, Recreation and Cultural Services Committee on November 29, 2005, a number of staff recommendations regarding the Richmond Soccer Alliance Field Sport Proposal and Artificial Turf Installations were approved. For more details, on what was approved at this Committee Meeting, please visit:

[www.richmond.ca/cityhall/council/agendas/gp.htm](http://www.richmond.ca/cityhall/council/agendas/gp.htm)

### Recreation and Culture Guide

Production of the Spring 2006 Recreation and Culture Guide is currently underway. The Spring Guide will be distributed to Safeways, Save-on Foods and Community Facilities on February 7th. Online and Touch Tone Registration for Spring Programs will begin on Tuesday, February 7th at 12:01am followed by Call Centre and In-Person Registration during operating hours.

Planning for Summer 2006 programs will begin in early February with Summer Registration scheduled for the end of April. For more details about Summer 2006, contact your Facility Programmer.

### Brighthouse (Main) Library Branch Renovations

Renovations began in April 2005, and are in their final stages as of December 2005. The renovations will enable the public to enjoy an additional 3,500 square feet of space, including a brand new Language Learning Lab, a new Computer Centre, cozy reading lounges, Group Study Space, an improved silent study area, seminar rooms and a second program room. Self-service options and easier browsing for popular books in a variety of subjects will also be included as well as an increase to study carrel space and data ports for laptop computer use.



### Gift Shop Opening

Richmond's newest cultural gem was recently opened at the Richmond Cultural Centre. LuluArts: Shop in the City is a retail showcase for exceptional artists' work from across Canada. Ceramics, paintings, music, jewellery, glass and other art is housed in this newly renovated space. In the short time that it has been opened, LuluArts has already welcomed dozens of shoppers who have successfully found that perfect something.



### Lubzinski Donation

Equipment from Marine Products Company is in the process of being moved and stored at Britannia Heritage Shipyard. Work is scheduled to be complete by the end of January 2006.

Jacob and Joseph Lubzinski began making mahogany Pilot Steering Wheels in 1951, which were suitable for all types of boats, from commercial to pleasure, and from fish boats to luxury liners. The two brothers have generously donated the production machinery, equipment and remaining stock to the City of Richmond where it will eventually be on display with the possibility that the machinery can be set up again to produce wheels.



Terra Nova Rural Park  
October 2005

### Cultural Diversity Coordinator

Alan Hill joined the Parks, Recreation and Cultural Services team as the Cultural Diversity Coordinator. In this role, Alan will work with our culturally diverse populations to: increase awareness of and access to parks, recreation and cultural programs and services, build networks within different communities, plan and facilitate workshops, and develop training programs for staff on cultural sensitivity and how to reduce barriers to participation. Please welcome Alan!

### Parks, Recreation and Cultural Services Research Planner

Serena Lusk joined the Division in September as a Research Planner. In her role, Serena will conduct planning studies, facilitate training sessions and provide leadership to staff in the development of long-term planning for Parks, Recreation and Cultural Services. Serena will also be collecting and analyzing statistical data to educate staff and PRCS partners about societal and demographic trends and market opportunities that have an impact on the parks, recreation and cultural services sector. Please welcome Serena!

### Youth Week 2006

The City's role with Youth Week 2006 will be to promote activities that celebrate the contributions of our youth. The intention is to encourage other agencies, schools and potential stakeholders to find their own ways to get involved with Youth Week 2006. Thus building a capacity within our networks to increase the profile of youth.



The City's role in connecting people, places and organizations will serve to strengthen and connect youth in the city, both in the short and long term.

Two media relations staff will be hired to develop and implement a promotions and outreach strategy to assist with Youth Week 2006. A graphics person will also be hired on contract to design contemporary artwork that can effectively connect with a youth audience.

## Contributors to the Well-Being Outcomes

In each issue of the Communiqué, we will highlight staff and our community partners who have contributed to the Well-Being Outcomes.

This first article focuses on the meaningful involvement of volunteers in the delivery of parks, recreation and cultural services.

### Seniors Information and Referral Services

In partnership with Volunteer Richmond, this city-wide initiative connects seniors in the community with resources that are available to them. Staffed by trained volunteers, Senior Information and Referral Services provides a vital link between seniors and service access, which is extremely important in contributing to the quality of life of older adults in the community. Services include assistance with pension applications, housing, income tax assistance, Pharmacare, and counselling services. Seniors Information and Referral Services are available at the Richmond Caring Place, West Richmond Community Centre and coming soon to South Arm Community Centre.

### Job well done Minoru Place Activity Centre staff!



### *Meeting the Well-being Outcomes: LIVE. CONNECT. GROW*

Three outcomes themes are essential to the lives of all Richmond residents. They reflect the fact that different aspects of living contribute to individual well-being and community quality of life.

The three themes – **LIVE.CONNECT.GROW** are key components of the Well-Being Framework. They create common purpose for organizations and individuals who are part of the parks, recreation and cultural services system and quality of life services in Richmond.

To LIVE focuses on the basic physical, mental and spiritual “being” needs of individuals and families who want to live healthy, happy lives.

To CONNECT addresses the needs an individual or family has to fit with their physical environment, with the people around them and with their community.

To GROW addresses the needs an individual or family has to use discretionary time for fun and enjoyment and to enhance their skills beyond the basic levels.

### Seniors Information and Referral Services met the following LIVE.CONNECT.GROW Outcomes:

#### *To Live*

1. The community has a variety of choices to meet diverse needs and equip citizens with the skills to live healthy lifestyles.

#### *To Connect*

1. Strong, healthy community organizations have increased capacity to contribute to the delivery of parks, recreation and cultural services. Volunteers and community groups are valued. There are more opportunities for volunteers and community groups to be involved and to contribute in meaningful ways.
2. The City and the community work together to meet community needs.

#### *To Grow*

1. There are increased opportunities for residents to develop leadership skills.
2. Volunteer opportunities are available to enhance individual and group growth and development.

Seniors Information and Referral Services is an example of how the City will work with others to ensure Richmond residents have equitable access to a broad range of quality of life programs, activities and services.

Minoru Place Activity Centre staff are committed to building community capacity and leadership skills through a variety of volunteer opportunities, like this new service for seniors.

Parks, Recreation and Cultural Services recognizes that volunteers are one of the primary contributors to building a strong sustainable community.