

City of Richmond

# 2015–2020 Youth Service Plan: Where Youth Thrive

## 2017 Update

Community Services Division







## Introduction

The City of Richmond has a long history of responding to the needs and aspirations of youth and the 2015-2020 Youth Service Plan acts as a road map to build on that history of responsiveness.

The development of the 2015-2020 Youth Service Plan, relied heavily on consultation with youth, staff and key stakeholders, and took into consideration research on current youth trends and best practices. As a result, the Youth Service Plan has proven to be an invaluable resource in guiding the development programs and services for young people.

The City's Community Services Division plays the lead role in implementing the Youth Service Plan and works collaboratively with the City's Community Associations and other youth serving organizations to ensure that young people have a safe and healthy journey into adulthood. Through this collaborative and coordinated effort, youth have benefitted through increased opportunities to participate in programs and services that meet their needs; help them find their passions; and meaningfully connect them to their community. By utilizing the Youth Service Plan framework, youth staff are given the tools that can help build safe and trusting relationships with young people to guide them through these experiences and increase the likelihood of positive outcomes for Richmond youth.

This report lists the goals, themes and actions from the Youth Service Plan and details the corresponding achievements and progress made in 2017.

### Guiding Principles for Implementation

The following guiding principles will aid in decision-making and prioritization for implementation of the actions identified in the 2015-2020 Youth Service Plan:

- The actions address a recognized need and are compatible with the City Vision, Council Term Goals and the Corporate Plan.
- The actions contribute to the City's various Social Development Strategies.
- The actions provide opportunities for leveraged funding and/or strategic partnerships.
- There is a strong likelihood of success in providing opportunities for youth by pursuing the actions.
- There are existing resources to pursue the actions or the need for adequate resources will be assessed on a cost-benefit basis and allocated accordingly.
- The actions build on and enhance the social capital of youth, contribute to social infrastructure, develop assets and promote community engagement.

## The Youth Service Plan

The Youth Service Plan is organized around a vision with three key goals and nine themes. Each theme is linked to the external and internal developmental assets that it aims to build within youth. The 40 Developmental Assets are qualities adolescents need to make wise decisions, choose healthy paths and transition positively into adulthood (see Appendix A). Actions are also suggested under each theme which aim to address the needs that were identified by youth and stakeholders during the development of the Youth Service Plan (see Appendix B).

The Youth Service Plan vision is:

*“For Richmond to be the best place in North America to raise children and youth.”* The goals and themes of the Youth Service Plan are:

## Who is responsible for implementation?

Many individuals and groups contribute to achieving the actions set out in the Youth Service Plan. The following information defines their roles:

### Community Associations

The City of Richmond works collaboratively with Community Associations who deliver programs and services at eight community centres in the city. Community Associations are led by volunteer boards comprised of committed community members.



### **Richmond Community Associations**

- City Centre Community Association
- East Richmond Community Association
- Hamilton Community Association
- Sea Island Community Association
- South Arm Community Association
- Steveston Community Association
- Thompson Community Association
- West Richmond Community Association

### **Youth Serving Organizations**

Youth serving organizations include those organizations that work with Richmond youth. They include the Richmond Youth Service Agency, Richmond Addiction Services, Touchstone Family Association, Chimo, Vancouver Coastal Health, the Richmond School District, the Ministry of Children and Family Development, RCMP, Richmond Public Library, community sports teams such as the Kajaks Track and Field Club and many others.

### **Youth Staff**

The following staff are considered the City of Richmond's "Youth Staff" or "Youth Team". It is important to note that there are many other staff that deliver valuable services to youth, but they are not specifically identified as youth workers. These staff work in Arts, Arenas, Aquatics, Heritage, Fitness, Parks, Volunteer Services and at the Richmond Oval.

### **Youth Services Coordinator**

The Youth Services Coordinator is employed by the City of Richmond and acts as a resource to City staff and Community Partners on youth matters, including working with other City departments for planning and facility development that meets the needs of youth in Richmond. The Youth Services Coordinator develops and manages policies and strategies that meet the needs of youth and young adults 13-24 years and collaborates with others on initiatives, activities and events that achieve the actions set out in the Youth Service Plan.

### **Youth Services – Youth Outreach Workers**

As part of the REACH Program (formerly known as the Roving Leader Program), Youth Outreach Workers build one on one mentor relationships with youth who are identified as being low in assets. These staff also develop programs and opportunities to meet the individual needs and interests of youth. The Youth Outreach Workers connect youth positively with their community through social, recreational and cultural activities. The Youth Outreach Workers are City staff and are supervised by the Youth Services Coordinator.

### **Youth Development Coordinators**

Youth Development Coordinators develop programs and services for youth within their community centres. Additionally, they lead activities, programs and events and supervise Youth Development Leaders. Youth Development Coordinators are supervised by City staff within their facility however, each Youth Development Coordinator is employed by a Community Association.

### **Youth Development Leaders**

Youth Development Leaders are program staff within community centres. They lead and supervise preteen and youth programs under the direction of the Youth Development Coordinator and are also employed by a Community Association.

### **Arts Specialized – Youth Outreach Workers**

These Youth Outreach Workers are located in the Media Lab at the Richmond Cultural Centre. They build relationships with youth through the Richmond Youth Media Program and lead activities in the Media Lab that help youth build media arts skills. They are contracted by the City and supervised by City staff.



Save Hood Fan Must  
Always Be Turned  
On When Using  
Stove Over

VANS  
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## GOAL 1

# Building Youth Assets Through Engagement & Partnerships

## Theme 1: Youth Asset Development

Asset development is a key element underpinning the Youth Service Plan.

**Objective:** The 40 Developmental Asset framework provides a shared vision and language to guide practice and decision-making. Community Services, in collaboration with various community partners, works to ensure a common understanding of the 40 Developmental Asset framework in youth programming. Youth are aware of how their participation influences their asset development. The community, as a whole, also has an awareness of the principles of developmental asset-building and its role in collectively increasing the assets of Richmond youth.

More information about the 40 Developmental Assets can be found in Appendix A.

### 40 Developmental Assets

Research shows that the 40 Developmental Assets, developed by the Search Institute of Minnesota, act as essential building blocks for adolescents to make wise decisions, choose positive paths and grow into competent, caring, and responsible adults. These building blocks are made up of assets that are internal and external to the individual youth.

### Youth Services Webpage

Youth Services maintains a dedicated page on the City of Richmond website where information can be found on a variety of programs, services and youth initiatives. In 2017 the webpage was updated to clearly promote the 40 Developmental Assets, to raise awareness about the framework and to educate the community on the benefits of asset development in the lives of youth.

### 40 Developmental Asset Training

Training on the 40 Developmental Assets has been developed by Youth Services and was delivered at a variety of events in 2017 including: The Youth Development Leader Training; City Centre Community Centre All Staff Training; and the City of Richmond Summer Staff and Volunteer Training. Approximately 350 staff and volunteers participated in these training opportunities in 2017.

## Theme 2: Youth Engagement, Leadership and Empowerment

Engaged and empowered youth are the leaders of today and tomorrow.

**Objective:** Community Services values Richmond youth as contributing members of our society and recognizes the importance of youth being involved in the decisions that affect them. Richmond youth are connected to opportunities to provide direct input in decision-making, to collaborate with adults and their peers, and are involved in meaningful volunteer experiences with the City of Richmond and the community. Empowered youth know that they are valued by society and this helps them create positive views of themselves and develop social competencies required to succeed in life.

## Lifesaving Courses

Aquatics Services offers a variety of programs to help youth gain valuable job readiness skills for future employment opportunities. The City of Richmond employs many youth and young adults through Aquatics. Many youth who are interested in becoming aquatics professionals register in Bronze Programs as their first step. The number of registrants for Bronze Programs in 2017 included: Lifesaving Camp: 73; Bronze Star: 156; Bronze Medallion: 241; and Bronze Cross: 140.



## Youth Arts Mentorship

The Richmond Art Gallery received a \$15,250 BC Arts Council Youth Engagement Grant to fund the Gallery's Youth Mentorship Program. The goal of the program was to enable youth 14-19 years to build their skills and focus their talents in an intensive 8 month program by working with artists and gallery professionals. By the end of the project, youth created artwork to be exhibited in Beyond the Horizon, an exhibition of landscapes from Richmond Art Gallery's collection. A publication was also produced highlighting the Youth Mentorship Program process with entries by the 10 youth who participated.

## Youth Civic Opportunities

City Centre Community Centre, the City of Richmond and the Richmond Youth Foundation partnered to host a forum for youth to learn about the need for

affordable housing in Richmond and to propose original solutions to combat the issue. These presentations were judged by a selection panel and the winning group presented their ideas to the City of Richmond's Planning and Development and Community Social Development staff. 12 youth participated in the event.

## Snow Angels

Snow Angels are volunteers who provide snow removal assistance to the elderly or other individuals with health or mobility challenges during major winter storms. Snow Angels are able to help clear sidewalks and walkways of Richmond community members. Of the 34 volunteers in 2017, over 65% were youth contributing nearly 25 hours of snow removal services.

## Wellness Strategy

Youth were involved in the development of the City of Richmond's Wellness Strategy. Young people volunteered their time at public engagement sessions, helping City staff reach out to diverse communities through providing translation services. In addition, leadership students from MacNeil Secondary School provided valuable input on what wellness means to them and made suggestions on how the Wellness Strategy can help support youth and their families. Their ideas contributed to the development of the focus areas and action items identified in the strategy.



## Theme 3: Collaboration with Community Partners

The delivery of Youth Services is strengthened through the City's community partnerships.

**Objective:** Relationships with community partners increases capacity and pooled resources and therefore, the success of the Youth Service Plan. The City maintains and expands its network with community partners to provide flexible outreach services and accommodate the diverse needs of youth. Youth are better connected to the wide range of opportunities and services that the City of Richmond has to offer.

### Youth Music Night

Youth Music Night is a collaboration between the Healing Using Music non-profit organization, the Richmond Youth Foundation and City Centre

Community Centre. The event is held seasonally at City Centre and offers youth music artists in the Lower Mainland and Richmond a chance to perform. These free events expand the scope of traditional youth activities by offering increased opportunities for youth artistic expression in community facilities. In 2017, 70 youth participated in two Youth Music Nights.

### Resilient Youth

Supporting Families is a collaborative community initiative to support the well-being of families affected by mental health and/or substance use issues. Resilient Youth is a program offered through Supporting Families for youth who have a family member with a mental health or addictions concern. Vancouver Coastal Health, Richmond Addiction Services and the City of Richmond facilitated this program in 2017 through an *Eat, Talk and Play* model where the youth group opens with a meal for participants, followed by a lesson where they learn resiliency and coping skills, often through fun activities. In 2017, nine youth participated in this program.



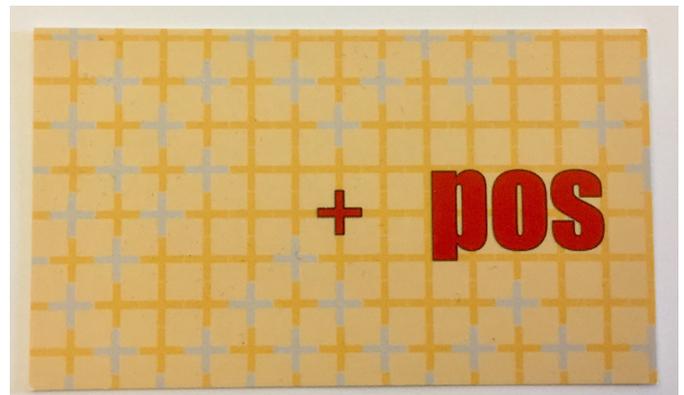
## The Richmond Youth Dance Company

In 2017, 25 dancers were enrolled in the Richmond Youth Dance Company at the Richmond Arts Centre. In December, these youth shared their love of dance with seniors in Richmond by creating a wonderful performance which they shared at three different seniors residences followed by a meet and greet to interact and answer questions that the residents had. Through these performances, the dancers brought joy to over 150 seniors in Richmond.



## +POS Tickets

The City of Richmond, RCMP and Richmond Arenas Community Association have partnered to deliver the Positive Ticket Program. Through this initiative, adults can catch youth doing positive things and issue them a ticket which gains them one free admission to swim, skate and pitch and putt. This interaction provides a powerful gateway to developing positive relationships between police, adults and youth and often has a profound effect on those involved. In 2017, 2,025 Positive Tickets were distributed to youth serving organizations so that professionals working with youth across the city could hand out these tickets to young people and build positive connections.



## GOAL 2

## Expanding Opportunities for Youth

### Theme 4: Youth Program Development and Delivery

Youth benefit from developing and participating in a wide range of social, cultural and recreational programs.

**Objective:** Youth are aware and have equitable access to a number of diverse recreational, social, volunteer and cultural opportunities that are responsive to their specific needs and interests, and build on their Developmental Assets. Deliberate planning with Community Partners and youth around a core grouping of programs results in a broad range of programs and services that accommodate a variety of needs and interests.

#### The Olympic Oval

The 2012 Olympic Oval Sport Camp review showed there was an opportunity to increase female participation in sport. Based on research on sport participation by girls, including the likelihood they would continue to participate in their teen years, the Olympic Oval introduced girls-only camps. GO! Girls in Motion Camp for 9-12 years featured the following: a female camp leader (providing a female role model); emphasis on movement rather than sport; inclusion of physical activities such as yoga and dance; emphasis on sports historically popular with girls such as synchronized swimming, rhythmic gymnastics and cheerleading; and an atmosphere that encouraged positivity towards the group and self. In 2017, there were 164 participants in girls only programs at the Oval.

#### West Richmond Community Association

The Youth Service Plan identifies the need to include youth in program planning to ensure the development of appropriate opportunities to combat inactivity. In 2017, two youth participated on the Program Committee of the West Richmond Community Association Board to help ensure that the programs that were developed met the needs and interests of youth.

#### Richmond Arenas

The City of Richmond provides subsidized ice time to child and youth serving organizations to ensure that youth have the opportunity to participate in ice sports and reach their highest level of sport achievement. Providing subsidized ice time allows these organizations to keep their registration costs manageable for families, allowing youth increased opportunities to participate. The following organizations are supported by the City of Richmond Arenas Association:

- Richmond Minor Hockey
- Seafair Hockey
- Richmond Ravens Female Hockey
- Richmond Ringette
- Connaught Skating Club



## Swim and Skate Pass

The \$19 Summer Swim and Skate pass offered young people ages 5-16 years unlimited swimming and skating at four local pools and the Richmond Ice Centre from the end of June to the beginning of September. Teens 13-16 years were also able to use the fitness centre at Watermania. This new Summer Pass offered excellent value and was a fun way for young people to keep physically active and socially engaged over the summer. Over 400 Summer Swim and Skate passes were sold in 2017

## Theme 5: Bridging Services for Vulnerable Youth

Vulnerable youth have unique needs and can thrive with access to appropriate programs and services.

**Objective:** Community Services reaches all youth through a variety of programs and services while being particularly vigilant about addressing the very specific needs of vulnerable youth. These groups might include Aboriginal youth, youth with disabilities or special needs, newcomer/immigrant youth, LGBTQ youth, youth from low-income families and youth in conflict with the law. Serving diverse youth, and vulnerable youth in particular, requires targeted approaches and strong relationships with a variety of community partners and with youth themselves. Community Services ensures that vulnerable youth are connected to resources and opportunities to build assets.

### City Grant Programs

In 2017, 19 organizations who deliver youth related programs and services in Richmond were supported by the City of Richmond's Grant Programs. Each year the City of Richmond accepts applications for grants in the following streams:

- Health, Social and Safety
- Parks, Recreation, and Community Events

- Child Care
- Arts and Culture

The grants awarded for youth initiatives totalled \$468,396. Through these funds, organizations are able to increase their services or develop new programs that meet the needs of the community.

### Expanding LGBTQ+ Youth Opportunities

For four years the AllWays program has provided an opportunity for youth to participate in a program where they can discuss gender and identity and meet likeminded peers in a drop in environment. In 2017, AllWays expanded to add an additional opportunity: GLITTER, an LGBTQ+-focused leadership group whose mandate is to mentor, create recreation initiatives, events and opportunities in the community. In 2017, ten youth participated in GLITTER and AllWays had a total of 160 participant visits, up from 140 participant visits in 2016.

### Staff Mental Health Education

During the Youth Development Leader (YDL) training in 2017, counsellors from Touchstone Family Association delivered a workshop on stress and anxiety, providing staff with tools and resources to help youth experiencing these concerns. At the second YDL Training a psychologist from Anxiety BC presented to staff on tools and resources for anxiety including the MindShift App that can be promoted to help users relax, develop more helpful ways of thinking and identify active steps that will help them take charge of their anxiety.

### Youth Clothing Shop

Each year staff from the youth team partner to deliver a free Youth Clothing Shop. Youth staff gather donations of youth friendly, gently used clothing and set up a retail store atmosphere at a community centre where youth can "shop" for free clothes. Developed out of the financial need identified by youth and an effort to be sustainable, this event has been offered once or twice a year over the past seven years at various locations including Thompson

Community Centre, South Arm Community Centre and City Centre Community Centre. In 2017, approximately 70 youth participated in two Youth Clothing Shop events compared to 33 youth during one clothing shop event in 2016.

### The Richmond Youth Media Program

The Richmond Youth Media Program (RYMP) members continued to learn marketable skills and participate in mentorship and volunteer opportunities. A total of 40 program members, 208 guests and 19 adults (including practicum students, youth workers and professional artists) spent a total of 4,218 hours in the Media Lab and at community outreach events in 2017. The program runs in partnership with Richmond Addiction Services who, in 2017, secured a \$5,000 Vancouver Coastal Health grant to fund a new 'Artepreneurs' project to help RYMP members create a business model and website to offer their Media Arts services to the general public.



## Theme 6: Safe and Social Spaces for Youth

Indoor and outdoor youth spaces foster their development and independence.

**Objective:** All youth have access to indoor and outdoor spaces in the community where they can take ownership, be responsible, feel welcome,

socialize, obtain information and receive services. Youth friendly spaces are designed and operated in a way that promotes social gathering and safety. Recognizing that safety goes beyond physical safety, efforts are made to ensure that youth have access to spaces where they have more autonomy and independence within facilities.

### Youth Friendly Spaces

In 2017, a guest speaker from the City of Burnaby was invited to present to the Youth Services team on their experience creating youth friendly spaces. Subsequently, City of Richmond and Community Association staff brainstormed on how to best incorporate those ideas and develop their own for implementation in Richmond facilities. As a result, some of the enhancements made in community centres include:

- Displaying youth art in the facility;
- Encouraging youth only times to foster youth's ownership of the space;
- Ordering new furniture to increase the comfort of youth spaces; and
- Improving access to games, arts and crafts in the facility so that youth feel welcome and encouraged to engage in activities in the facilities.



## Indoor and Outdoor Youth Events

As part of BC Youth Week, Richmond youth staff hosted a variety of indoor and outdoor events for youth. In 2017 some of these events included: The Outdoor Youth Fit Fest at Thompson Community Centre; a Job Fair at Brighthouse Library; Bubble Soccer at West Richmond Community Centre; a 3-on-3 Basketball Tournament at South Arm Community Centre; an outdoor concert in the Steveston neighbourhood; and a Youth Swim at Watermania. An estimated 1,200 youth participated in Richmond activities during Youth Week 2017, this is a significant increase compared to the approximately 1,000 youth in 2016.

### Youth Week

Each year from May 1–7 the City of Richmond participates in BC Youth Week, a provincial initiative where municipalities recognize and celebrate young people in their communities. The City of Richmond and Community Associations celebrate Youth Week through seven days of events and activities geared toward youth. Staff coordinate a wide array of activities during Youth Week to meet the varied interests of Richmond's youth. Through this targeted approach to youth programming, young people feel celebrated, valued and connected to their community.



**7 DAYS, 12 FREE EVENTS, HOURS OF FUN!**

#### 1. ANDANTÉ CAFÉ

Take in the talents of Richmond's youth at this showcase of singers, musicians, poets, performers and comedians in a relaxed café setting.

**Monday, May 1 | 6:00-8:00 p.m.**  
**City Centre Community Centre**  
 Info: Contact Usman at umushtaq@richmond.ca or 604-204-8571 or visit City Centre Community Centre at 5900 Minoru Boulevard.

#### 2. YOUTH WEEK FEAST-IVAL!

Come for free food and fun games, try to win prizes and browse the booths for extra info and freebies at this thank you to youth for their active involvement in the community.

**Tuesday, May 2 | 12:30-1:30 p.m.**  
**Cambie Community Centre**  
 Info: Contact Nancy at nfrappier@richmond.ca or 604-238-8379 or visit Cambie Community Centre at 12800 Cambie Road.

#### 3. YOUTH FIT FEST: TAKE IT OUTSIDE

Connect, grow, breathe, move. Check out and drop in to a free yoga, self-defence class, skateboard lesson and more during this outdoor, active session. Waiver required.

**Tuesday May 2 | 3:00-4:30 p.m.**  
**Thompson Community Centre**  
 Info: Contact Chantelle at cingram@richmond.ca or 604-238-8432 or visit Thompson Community Centre at 5151 Granville Avenue.

#### 4. SCIENCE & TECHNOLOGY EXPO

Be part of this amazing science experience with hands-on activities and engaging workshops presented by science and technology professionals.

**Wednesday, May 3 | 3:30-5:30 p.m.**  
**Richmond Public Library**  
 Info: Contact Maggie at maggie.lukban@yourlibrary.ca or 604-231-6413 or visit Richmond Public Library – Brighthouse Branch at 100-7700 Minoru Gate.

#### 5. GRAB N' GO CLOTHING SHOP

Get ready for a new-to-you wardrobe at this unique and free shopping spree that includes clothes, shoes, accessories and more. All items are gently used with lots of different styles and sizes to choose from for all genders. Ages 13-24 years welcome.

**Wednesday, May 3 | 4:00-5:00 p.m.**  
**South Arm Community Centre**  
 Donated items are still being accepted at South Arm Community Centre until Thursday, April 27 at 5:00 p.m.  
 Info: Contact Krista at kgermyn@richmond.ca or 604-516-9538 or visit South Arm Community Centre at 8880 Williams Road.

#### 6. YOUTH JOB FAIR

Bring a résumé and come prepared for an informal interview with community employers looking for youth to join their team.

**Thursday, May 4 | 3:00-5:00 p.m.**  
**Richmond Public Library**  
 Info: Contact Maggie at maggie.lukban@yourlibrary.ca or 604-231-6413 or visit Richmond Public Library – Brighthouse Branch at 100-7700 Minoru Gate.

#### 7. BUBBLE SOCCER

Join this action-packed, modified version of 5-on-5 soccer enclosed in a personal, plastic bubble that is safe, fun and hilarious! Register in person or online, barcode: 1970438. Waiver required.

**Thursday, May 4 | 3:30-5:30 p.m.**  
**West Richmond Community Centre**  
 Info: Contact Brendan at bwalker@richmond.ca or 604-238-8416 or visit West Richmond Community Centre at 9180 No. 1 Road.

#### 8. BASKETBALL TOURNAMENT

Come register a team and play in this all youth 3 on 3 youth tournament or come cheer on your favourite team! Register your team through South Arm Community Centre

**Friday, May 5 | 3:30-6:00 p.m.**  
**South Arm Community Centre**  
 Info: Contact Neela at ngottenbos@richmond.ca or 604-238-8066 or visit South Arm Community Centre at 8880 Williams Road.

#### 9. SHIPS TO SHORE KING OF THE SEA!

Join us for an outdoor concert on the Ships to Shore King of the Sea main stage.

**Friday, May 5 | 4:00-9:00 p.m.**  
**Garry Point Park**  
 Info: Contact Andrew at achornohus@richmond.ca or 604-238-8019 or visit www.shipstoshore.ca.

#### 10. CAREERS IN MEDIA ARTS

Find out more about a career in this specialty area by attending workshops and having discussions with professionals currently working in graphic design, animation and video game production. Register in person or online. Animation barcode: 2022488 Graphic Design barcode: 2022588, Video Game Production barcode: 2022538.

**Saturday, May 6 | noon-4:00 p.m.**  
**Richmond Cultural Centre**  
 Info: Contact Lauren at Lburrowsbackhouse@richmond.ca or 604-247-8303 or visit Richmond Cultural Centre at 7700 Minoru Gate.

#### 11. YOUTH LEADERSHIP WORKSHOP

Come listen to speakers and join in discussions focused on education and leadership and how to translate these learnings into future success. This workshop is hosted by the Steveston Youth Council and includes snacks and refreshments.

**Saturday, May 6 | 5:00-8:00 p.m.**  
**Richmond Cultural Centre**  
 Info: Contact Andrew at achornohus@richmond.ca or 604-238-8019 or visit Steveston Community Centre at 4111 Moncton Street.

#### 12. YOUTH SWIM

Swim, dive and flop to sick beats during this "free for teens" time. Compete for prizes in the "best dive" and other competitions.

**Sunday, May 7 | 3:00-5:00 p.m.**  
**Watermania**  
 Info: Contact Debbie at djones@richmond.ca or 604-448-5360 or visit Watermania at 14300 Entertainment Boulevard.



FOR ALL DETAILS, VISIT  
[WWW.RICHMOND.CA/YOUTHWEEK](http://WWW.RICHMOND.CA/YOUTHWEEK)





## GOAL 3

## Improving the Quality of Youth Services

### Theme 7: Moving Towards Standards

High quality and consistent youth services deliver results.

**Objective:** Community Services fosters consistency in the delivery of services to youth across all City facilities and programs. Youth benefit from having programs delivered with consistent city-wide messages. Community Services attracts and retains high performing employees as the City is recognized as a desirable place to work with fair compensation. Standardized training provides employees with professional skills required to be successful in their work and enhances their ability and capacity to deliver high-quality youth services.

#### Youth Survey

In 2017, Youth Services developed a survey for youth to provide feedback on their experiences in programs at community centres. 42 youth from across Richmond participated in the survey which was available online and in person. This initiative provided an exciting opportunity for staff to gather valuable information from youth that can be used to improve programs and services. When youth were asked to rate staff on a scale from “Definitely Not” to “Definitely Yes” in the areas of: helpful, knowledgeable, approachable and fun, 100% of youth stated “Somewhat, Yes or Definitely Yes” for each of those areas with the majority of youth responding “Definitely Yes”.

#### Summer Leader and Volunteer Training

City Wide Training is a professional development opportunity that provides Summer Leaders and volunteers an opportunity to get together and

participate in educational and engaging workshops regarding topics that are related to Summer Day Camp Programs. Many Summer Leaders and volunteers are youth, and City Wide Training is an opportunity for them to develop their leadership skills and to learn the tools required to provide a safe, positive and inclusive experiences for summer program participants. In 2017, approximately 275 Summer Leaders and volunteers from across Richmond attended the City Wide Training.

#### Inter-Municipal Youth Coordinators Committee

In 2017, the first Inter-Municipal Youth Coordinators Committee was developed with the inaugural meeting held at Richmond City Hall. This committee consists of Youth Service Coordinators from municipalities across the Lower Mainland and offers an opportunity for participants to discuss best practices, challenges and success in working with youth. The creation of this committee will create greater connection amongst municipalities in supporting youth in their communities.

### Theme 8: Marketing and Communication

Awareness of programs, services and facilities encourages youth participation.

**Objective:** Youth and the community are aware of programs, services and facilities available in Richmond. Community Services actively seeks input from youth and the community in the development and delivery of marketing to ensure that a wide range of youth are reached. Providing youth with timely, accurate and easy-to-understand information about community events and opportunities will give them a gateway to making informed choices.

## Social Media Training

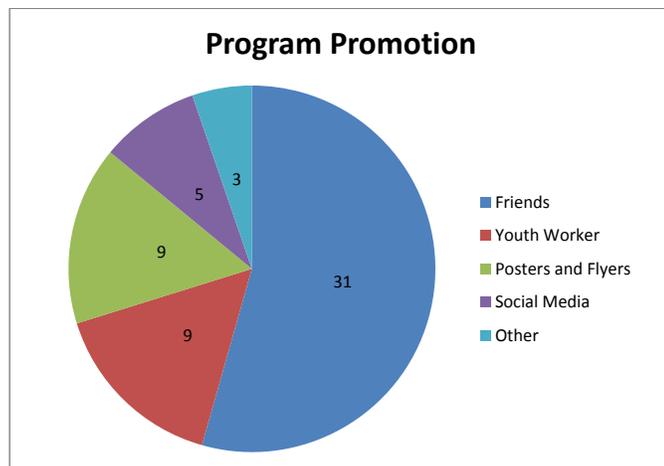
In 2017, youth from the Richmond Youth Media Program led a training session for the Youth Team on the use of Instagram. Youth staff were able to glean valuable information on how to better reach young people and most effectively use this social media platform.

## Youth Friendly Promotion

In 2017, youth were polled through the Youth Survey regarding how they were most likely to find out about programs and services. When 42 youth were asked as an open ended question, "How do you usually find out about programs/activities/events that happen in your community?" they responded as follows (including examples of descriptions in the youth's words):

- Friends
- Youth Worker
- Posters and Flyers: "walls of the community centre", "walls of the school", "catalogue and flyer"
- Social Media: "group chat", "website", "icanhelprichmond.ca"
- Other: "school leadership", "parent"

Gathering this information gives youth staff the tools to intentionally promote programs in ways that will be well received by youth and increase the likelihood of their participation in activities.



## Theme 9: Tracking the Progress and Reporting to Community

Monitoring and evaluation enable continued learning, ensure success and are key to delivering effective, efficient and responsive services.

**Objective:** Community Services and Community Associations monitor and evaluate the progress on implementing the actions of the 2015-2020 Youth Service Plan. Qualitative and quantitative indicators are used to measure success in achieving desired outcomes and provide useful information for program development, resource allocation and decision making. Community Services reports back to community organizations and citizens on the progress of the Youth Service Plan implementation and ensures consistency and accountability in reporting mechanisms.

## Youth Service Plan Progress Reports

The Youth Service Plan Progress Reports provide a snapshot of the year's annual highlights and also helps City staff and Community Partners monitor the progress of the actions outlined in the 2015-2020 Youth Service Plan. In 2017, the first of these reports was shared with City Council, disseminated to Community Partners and then posted to the City's website for the community to review.

## Building Awareness

Youth Services has created many opportunities to raise awareness about the Youth Service Plan and the progress of its actions. In 2017, processes were developed to ensure new youth staff were oriented to the Youth Service Plan. Achievements from the 2015-2016 Progress Report was also shared during a variety of youth team training opportunities and workshops. Additionally, presentations were made to youth serving organizations on the Youth Service Plan and the progress made on the actions within the plan.



## Next Steps

The 2015-2020 Youth Service Plan: Where Youth Thrive continues to be a valuable tool to guide the development and delivery of City of Richmond and Community Partner youth programs and services. As we head into the fourth year of the plan's implementation some upcoming initiatives and activities for 2018 include:

- Presentations on asset development by City staff to internal and external partners;
- Revitalization of the Positive Ticket Program;
- An intentional focus on providing programs and services for youth up to 24 years;
- The 20th anniversary of the U-ROC Awards (youth and youth supporter recognition ceremony);
- Rebranding of the City of Richmond's Youth Outreach Program;
- The ongoing development of youth-friendly promotional and advertising materials; and
- A targeted approach to encouraging youth civic involvement.

Staff will continue to monitor and report out on the achievements of the Youth Service Plan on an annual basis through future updates detailing the progress made on ongoing, medium-term and long-term actions. For more information about the 2015-2020 Youth Service Plan, please visit [www.richmond.ca/youth](http://www.richmond.ca/youth).

## Conclusion

The 2015–2020 Youth Service Plan: 2017 Update demonstrates the commitment of the City of Richmond, Community Associations and other youth serving organizations to help young people thrive. Many innovative programs and opportunities were initiated in 2017 which provided youth with new experiences and staff with the knowledge and skill to best support youth. Some of these highlights included:

- Youth Music Nights;
- New mentorship opportunities for youth;
- The development of a Youth Survey to be used in City of Richmond Programs;
- The creation of an Inter-Municipal Youth Coordinator Committee; and
- A variety of training opportunities for youth staff

Moving forward, the City, Community Associations and youth serving organizations will continue to work collaboratively in an ongoing effort to further the vision, *"For Richmond to be the best place in North America to raise children and youth."*



# Appendix A | Search Institute's 40 Developmental Assets

Why do some kids grow up with ease, while others struggle? Why do some kids get involved in dangerous activities, while others spend their time contributing to society? The Search Institute has identified 40 concrete qualities—developmental assets—that have a tremendous influence on

youth's lives and choices. Research shows that the 40 Developmental Assets help youth make wise decisions, choose positive paths, and grow up competent, caring and responsible. (See: <http://search-institute.org>)

## EXTERNAL ASSETS



### Support

- 1. Family support** - Family life provides high levels of love and support
- 2. Positive family communication** - Young person and their parent(s)/guardian(s) communicate positively, and young person is willing to seek advice and counsel from parent(s)/guardian(s)
- 3. Other adult relationships** - Young person receives support from three or more non-parent adults
- 4. Caring neighbourhood** - Young person experiences caring neighbours
- 5. Caring school climate** - School provides a caring, encouraging environment
- 6. Parent involvement in schooling** - Parent(s)/guardian(s) are actively involved in helping young person success in school



### Empowerment

- 7. Community values youth** - Young person perceives that adults in the community value youth
- 8. Youth as resources** - Young people are given useful roles in the community
- 9. Service to others** - Young person serves in the community one hour or more per week
- 10. Safety** - Young person feels safe at home, school, and in the neighbourhood



### Boundaries & Expectations

- 11. Family boundaries** - Family has clear rules and consequences and monitors the young person's whereabouts
- 12. School boundaries** - School provides clear rules and consequences
- 13. Neighbourhood boundaries** - Neighbours take responsibility for monitoring young people's behaviour

- 14. Adult role models** - Parent(s)/guardian(s) and other adults model positive, responsible behaviour
- 15. Positive peer influence** - Young person's best friends model responsible behaviour
- 16. High expectations** - Parent(s)/guardian(s) encourage the young person to do well



## Constructive Use of Time

- 17. Creative activities** - Young person spends three or more hours per week in lessons or practice in music, theater or other arts
- 18. Youth programs** - Young person spends three or more hours per week in sports, clubs, organizations at school and/or in the community
- 19. Religious community** - Young person spends one or more hours per week in activities in a religious institution
- 20. Time at home** - Young person is out with friends “with nothing special to do” two or fewer nights per week

## INTERNAL ASSETS



### Commitment to Learning

- 21. Achievement motivation** - Young person is motivated to do well in school
- 22. School engagement** - Young person is actively engaged in learning
- 23. Homework** - Young person reports doing at least one hour of homework every school day
- 24. Bonding to school** - Young person cares about their school
- 25. Reading for pleasure** - Young person reads for pleasure three or more hours per week



### Positive Values

- 26. Caring** - Young person places high value on helping other people
- 27. Equality and social justice** - Young person places high value on promoting equality and reducing hunger and poverty
- 28. Integrity** - Young person acts on convictions and stands up for their beliefs
- 29. Honesty** - Young person “tells the truth even when it is not easy”
- 30. Responsibility** - Young person accepts and takes personal responsibility
- 31. Restraint** - Young person believes it is important not to be sexually active or to use alcohol or other drugs



## Social Competencies

- 32. Planning and decision making** - Young person knows how to plan ahead and make choices
- 33. Interpersonal competence** - Young person has empathy, sensitivity, and friendship skills
- 34. Cultural competence** - Young person has knowledge of and comfort with people of different cultural/racial/ethnic backgrounds
- 35. Resistance skills** - Young person can resist negative peer pressure and dangerous situations
- 36. Peaceful conflict resolution** - Young person seeks to resolve conflict non-violently



## Positive Identity

- 37. Personal power** - Young person feels they have control over “things that happen to me”
- 38. Self-esteem** - Young person reports having high self-esteem
- 39. Sense of purpose** - Young person reports that “my life has a purpose”
- 40. Positive view of personal future** - Young person is optimistic about their personal future



# Appendix B | Youth Service Plan: Actions



## Building Youth Assets Through Engagement & Partnerships

### THEME 1: YOUTH ASSET DEVELOPMENT

#	ACTION	TIMELINE
1.1	Incorporate the Developmental Asset language and philosophy in City and Community Association youth marketing and communication tools.	Ongoing
1.2	Develop and implement a campaign that serves to educate parents, youth and the community at large on the Developmental Assets and their benefits.	Short Term
1.3	Develop and implement training opportunities for City staff, Community Associations and Community Organizations to enhance common understanding of Developmental Asset principles.	Medium Term
1.4	Expand the Youth Services Street Team to advance Developmental Asset education and awareness in the community.	Medium Term
1.5	Establish an asset-based leadership group with key representatives from the City's community partners.	Medium Term
1.6	Create asset development training, and coordinate and advance asset development within Community Services and other youth serving agencies.	Medium Term

### THEME 2: YOUTH ENGAGEMENT, LEADERSHIP AND EMPOWERMENT

#	ACTION	TIMELINE
2.1	Enhance existing programs and services and create new opportunities for mentorship (such as youth peer leadership, intergenerational activities).	Ongoing
2.2	Increase the number of (and access to) meaningful youth volunteer opportunities in civic and community based programs and activities (such as youth representation on boards, committees, and Council-appointed groups).	Short Term
2.3	Provide leadership skills development programs that are specifically designed for youth.	Ongoing
2.4	Develop a systematic approach to engage youth in planning programs, services and facilities that are of interest and benefit to them (such as programs and services, parks and open spaces).	Medium Term
2.5	Educate youth on how their input will be used and inform young people about the outcomes of their involvement in the planning process.	Ongoing
2.6	Acknowledge diverse youth through the U-ROC Awards, volunteer recognition, and develop new and innovative methods of youth recognition.	Ongoing

### THEME 3: COLLABORATION WITH COMMUNITY PARTNERS

#	ACTION	TIMELINE
3.1	Build new relationships and foster existing relationships with community partners.	Ongoing
3.2	Support and facilitate regular communication between partners to share information and knowledge, coordinate activities and discuss youth needs and issues.	Ongoing
3.3	Develop and regularly maintain an inventory of youth-serving organizations in Richmond to more efficiently communicate youth related information and resources.	Medium Term
3.4	Organize a Richmond Youth Forum to bring together youth and youth stakeholders, provide education and information and improve interagency communication.	Medium Term



## Expanding Opportunities for Youth

### THEME 4: YOUTH PROGRAM DEVELOPMENT AND DELIVERY

#	ACTION	TIMELINE
4.1	Enhance communication city-wide about the importance of regular physical activity on youth health and wellness.	Ongoing
4.2	Involve youth in program planning to ensure development of appropriate opportunities to combat inactivity.	Ongoing
4.3	Improve accessibility of Community Services programs and services, facilities and spaces.	Ongoing
4.4	Identify opportunities to provide more low cost, no cost programs and services to youth.	Ongoing
4.5	Provide youth with a full range of opportunities to participate in sport and physical activity and ensure they are aware of these opportunities.	Ongoing
4.6	Support the Richmond sport community to develop youth to reach their highest level of sport achievement.	Ongoing
4.7	Identify transportation needs to access youth programs and services, particularly in outlying areas of Richmond.	Ongoing
4.8	Identify opportunities for relevant programming targeting specific age groups of youth.	Medium Term
4.9	Enhance youth life skills and build career training into programs and services for youth.	Ongoing

## THEME 5: BRIDGING SERVICES FOR VULNERABLE YOUTH

#	ACTION	TIMELINE
5.1	Identify barriers to existing programs, services and opportunities for vulnerable youth, focusing on particular target groups.	Short Term
5.2	Improve access to and information about existing City programs, services and opportunities for vulnerable youth.	Medium Term
5.3	Enhance programs and services for vulnerable youth.	Medium Term
5.4	Enhance the Roving Leader Program and if applicable, develop additional approaches to provide more flexible outreach services.	Short Term
5.5	Develop ways to better reach parents of vulnerable youth.	Ongoing
5.6	Create more opportunities for (and increase access to) opportunities and activities for young people with disabilities.	Ongoing
5.7	Develop additional opportunities for low-income youth by improving access to programs and services and by connecting them to existing low cost/no cost programs and services (such as Recreation Fee Subsidy Program).	Ongoing
5.8	Enhance opportunities for vulnerable youth within the Richmond Youth Media Program.	Ongoing
5.9	Create and support welcoming and inclusive community events, programs and services to allow youth (particularly immigrant youth) to celebrate their cultural identities and feel connected to their community.	Ongoing
5.10	Support ELL youth in building their confidence in speaking English.	Ongoing
5.11	Provide opportunities for staff to increase their education and awareness to best support the needs of youth who are experiencing mental health challenges.	Medium Term
5.12	Participate annually in anti-bullying week, leverage opportunities and create ongoing awareness and education throughout the year.	Ongoing

## THEME 6: SAFE AND SOCIAL PLACES FOR YOUTH

#	ACTION	TIMELINE
6.1	Involve diverse youth in the ongoing development, design and operation of youth spaces to address their needs and gather their input.	Ongoing
6.2	Examine community needs in connection to increased youth-specific space in Richmond.	Long Term
6.3	Enhance existing youth-friendly spaces to better accommodate the needs of youth.	Ongoing
6.4	Provide new and innovative youth programming in the Richmond Cultural Centre Media Lab through the Richmond Youth Media Program (RYMP).	Ongoing
6.5	Utilize multifunctional, youth-friendly outdoor spaces for programs and services.	Medium Term



## Improving the Quality of Youth Services

### THEME 7: MOVING TOWARDS STANDARDS

#	ACTION	TIMELINE
7.1	Create and implement city-wide youth service criteria and program standards.	Ongoing
7.2	Continue to enhance Performance Evaluation Systems that are aligned to service standards and support staff development.	Ongoing
7.3	Develop and implement a standardized orientation and training program for staff that enhances skills and positively contributes to youth programs and services.	Medium Term
7.4	Create a standardized data collection method for Community Services youth programs and services.	Short Term

### THEME 8: MARKETING AND COMMUNICATION

#	ACTION	TIMELINE
8.1	Develop a dynamic, age appropriate Youth Marketing Plan designed specifically to appeal to youth that is contemporary and delivered for a tech-savvy audience.	Short Term
8.2	Provide opportunities for youth to be proactively and creatively engaged in the development and delivery of marketing materials.	Ongoing
8.3	Identify and engage Youth Promotion Ambassadors who will conduct “word of mouth” and “Face-to-Face” promotion of youth events, programming and services.	Medium Term
8.4	Utilize the Media Lab to develop videos and/or use Media Arts in marketing and communication.	Ongoing

### THEME 9: TRACKING THE PROGRESS AND REPORTING TO COMMUNITY

#	ACTION	TIMELINE
9.1	Develop target and baseline indicators using the outcome-based evaluation framework to monitor the progress of the Youth Service Plan and evaluate the outcomes.	Short Term
9.2	Annually monitor and report on accomplishments from the YouthService Plan.	Ongoing
9.3	Develop a Youth Service Plan reporting tool to periodically communicate progress of implementation and achievements to the public.	Short Term
9.4	Create a marketing and education plan to introduce and educate City and Community Association staff and community partners on the 2015-2020 Youth Service Plan.	Short Term





## City of Richmond

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

Telephone: 604-276-4000

[www.richmond.ca](http://www.richmond.ca)