

Parks, Recreation and Cultural Services Master Plan 2004 Update

The City of Richmond's Vision is to be the most appealing, livable, and well-managed community in Canada.

Meeting Community Needs and Enhancing Customer Service

As we move into the final phase of the Master Plan process, the Community Working Group requested staff to bring forward four discussion papers. Two papers were prepared to focus the CWG's discussion regarding "Addressing Community Needs and Enhancing Customer Service."

The first paper framed the responsibilities of municipal government in PRCS. From the discussion emerged an understanding that PRCS has a responsibility to provide the broadest range of opportunities available, ensure public assets are well-managed and continually assess whether community needs are being met.

The second discussion paper proposed a framework to determine and address community need. The proposed Framework identified:

1. What are the community values
2. Where do we want to be
3. Who is the consumer
4. What is needed to achieve quality of life
5. Where will the City invest its resources

The key to the framework is to ensure that the consumer is considered when determining need. (see diagram below) Once a need has been identified, a consistent process must be in place to address the need.

Staff and the Community Working Group (January workshop) tested the proposed process. There was consensus that the proposed framework and process works.

Meeting community needs will require PRCS to define its core business areas in order to attain the vision of creating healthy, connected individuals and a strong, vibrant community.

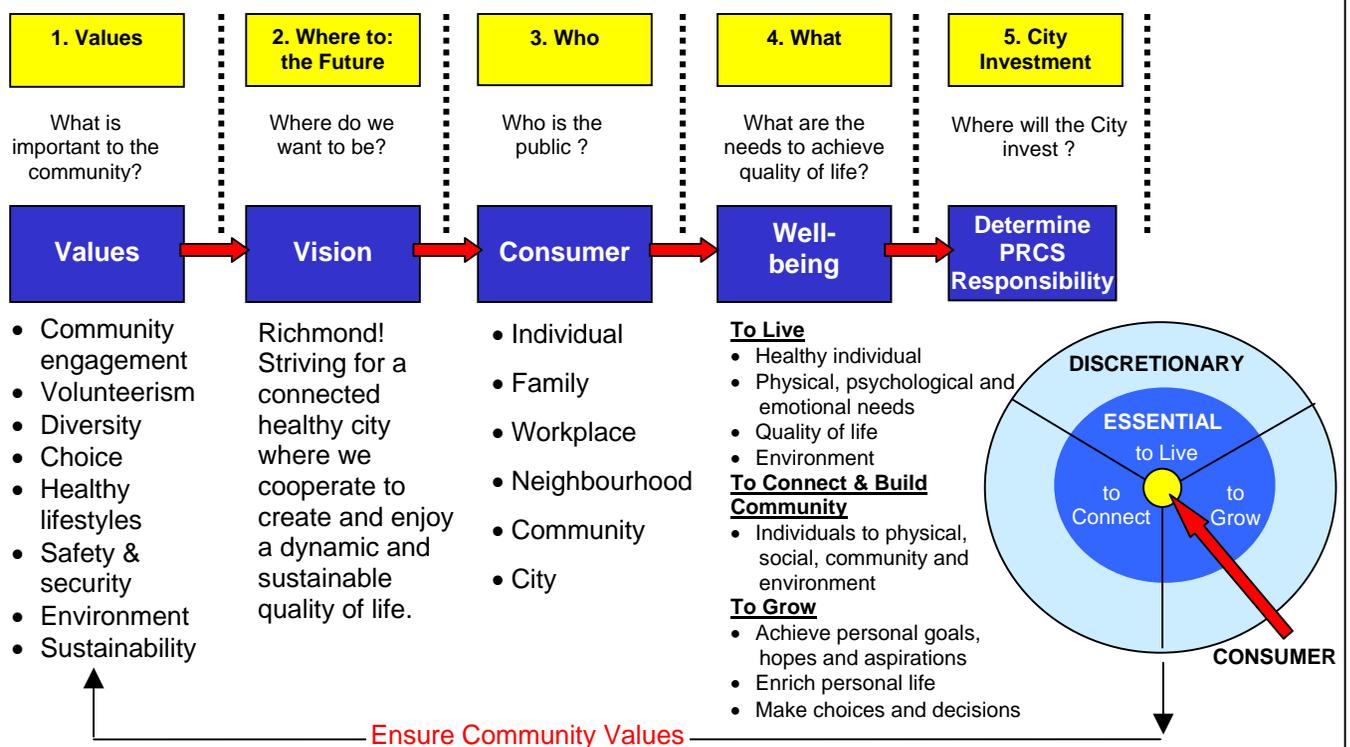
The next discussions will be:

- How does the City encourage community involvement and establish / maintain effective relationships?
- How does the City ensure financial, infrastructure, volunteer and governance sustainability?
- What is the decision-making framework?

The outcomes of these discussions will form the framework for the Master Plan.

Foundation Framework for Determining Community Needs

Shared Responsibility for Healthy Individuals and Community



Diversity Services Workshops

Two staff workshops were held in February to look at how intercultural issues may impact PRCS in the future. The first session, a discussion facilitated by Larry Axelrod, looked at larger intercultural issues we may face in Parks, Recreation and Cultural Services. The second session, "Whole World in One Room," facilitated by Rebecca Chan-Allen, examined the benefits of diversity and different cultural models to challenge assumptions.

Both workshops will help us build capacity in PRCS and ensure we are meeting the needs of all consumers.

Want more information?

The Master Plan process and resulting documentation is available on the City Website at:
http://www.city.richmond.bc.ca/leisure/leisure_master_plan.htm

or contact Denise Tambellini-Abraham at 604-276-4349 or Cathy Volkering-Carlile, General Manager of Parks, Recreation and Cultural Services at 604-276-4068.