City of Richmond

2015–2020 Youth Service Plan: Where Youth Thrive

2019 Update

Richmond

Introduction

The City of Richmond's 2015–2020 Youth Service Plan was developed to address the service needs for youth 13 to 24 years and acts as a road map for the City, Community Associations and Societies, and youth serving organizations to support and respond to the demands and aspirations of youth in Richmond. The Plan aims to create an environment that generates opportunities for Richmond's youth to have a safe and healthy journey into adulthood. The Youth Service Plan was the result of collecting best-practice information from other jurisdictions in Canada, related research, and extensive community consultations with youth, Community Associations and Societies, and youth serving organizations.

The 2015–2020 Youth Service Plan consists of three goals and nine themes with 54 associated actions. Each theme is linked to the Search Institute's 40 Developmental Assets, a framework that the City of Richmond has adopted for working with youth. Developmental Assets are positive supports and strengths that young people need to succeed (see Appendix A on page 19). The actions suggested under each theme aim to address the needs that were identified by youth and stakeholders during the development of the Youth Service Plan (see Appendix B on page 23). Since the 2015–2020 Youth Service Plan was adopted, there has been significant progress in addressing the short term (0–2 years), medium term (2–3 years), long term (4–5 years) and ongoing actions.

This 2019 Update showcases the progress made towards the actions in the 2015–2020 Youth Service Plan. The City, Community Associations and Societies, and youth serving organizations continue to collaborate to better meet the needs of youth in Richmond. These vital partnerships have resulted in numerous benefits for the community and supports the vision of the 2015–2020 Youth Service Plan *"for Richmond to be the best place in North America to raise children and youth."*

Next year's update report will present highlights from the final year of the 2015–2020 Youth Service Plan and will inform City Council and the community about the City's progress with advancing the identified actions within the five-year plan.

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Who is responsible for implementation?

Many individuals and groups, in particular the City, Community Associations and Societies, and youth serving organizations, contribute towards achieving the actions set out in the Youth Service Plan. The following defines their roles:

City of Richmond

The City has maintained an ongoing commitment to support the unique needs of youth through resource allocation and the design of services, programs, and spaces. Working closely with Community Associations and Societies, the following City staff positions are dedicated to working with Richmond youth:

- **Program Lead, Youth (formerly known as Youth Services Coordinator):** Acts as a resource to City staff, Community Associations and Societies, youth serving organizations, and the public on youth matters in Richmond. The position develops and manages policies and strategies that meet the needs of youth and young adults, 13 to 24 years, and collaborates with others on initiatives, activities, and events that achieve the actions set out in the Youth Service Plan.

- **Youth Outreach Workers:** Develop and implement programs and opportunities to meet the individual needs and interests of youth in Richmond. The two Youth Outreach Workers connect youth to their community through recreational, cultural, and social activities.
- **Youth Outreach Worker, Media Arts Specialist and Media Arts Programmer:** Build relationships with youth through the Richmond Youth Media Program and lead activities in the Media Lab at the Richmond Cultural Centre that help youth build media arts skills.

It is important to note that there are many other City staff that deliver valuable services to youth, however, they are not specifically identified as youth workers. These staff work in City facilities throughout Richmond (e.g. Arenas and Aquatics).

Community Associations and Societies

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

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

The following Community Association and Society staff are dedicated to working with youth:

- **Youth Development Coordinators:** Develop recreation programs and services for youth within community centres. Additionally, they lead activities, programs, and events as well as 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 or Society.
- **Youth Development Leaders:** Lead and supervise preteen and youth recreation programs at community centres under the direction of the Youth Development Coordinator.
- **Volunteer Coordinators:** Recruit, coordinate, supervise, support, and evaluate volunteers for Community Association and Society programs, services, and events.
- **Community Development Coordinators:** Develop and implement events and outreach opportunities for the community often supervising and coordinating youth volunteers.

It is important to note that there are many other Community Association and Society staff that deliver valuable services to youth, however, they are not specifically identified as youth workers. These staff work in City facilities throughout Richmond (e.g. Fitness Centre staff).

Youth Serving Organizations

Youth serving organizations include those organizations that work with Richmond youth.

Organizations include the Richmond School District, Vancouver Coastal Health, Connections Community Services, Richmond Addiction Services Society, Touchstone Family Association, Chimo Community Services, the Ministry of Children and Family Development, RCMP, Richmond Public Library, Community Sport Organizations, and many others.

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. The City, in collaboration with various Community Associations and Societies, works to ensure a common understanding of the 40 Developmental Assets Framework in youth programming. Through this understanding, youth are aware of how their participation influences their asset development and the community is more aware of the principles of developmental asset-building and its role in collectively increasing the assets of Richmond youth.

40 Developmental Assets

The City and Community Associations and Societies use the 40 Developmental Assets as a framework for working with youth. Asset development is accomplished by building relationships with youth that are grounded in mentoring, role modelling, and engagement; creating meaningful experiences for youth and adults; and working with other youth serving organizations to support all youth.

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. Internal Assets are assets that youth can work on independently and External Assets focus on positive experiences that young people receive from the people and institutions in their lives.

Highlighted Achievements

Developmental Relationships
New research from the Search Institute has identified that a key component to developing assets and helping young people transition positively into adulthood is Developmental Relationships. Relationships between youth and adults are considered to be developmental when adults: Express Care; Challenge Growth; Provide Support; Share Power; and Expand Possibilities. This new information has been shared with staff and is now included in presentations on the 40 Developmental Assets to raise awareness about this research and approach.

Youth Services Street Team
The Youth Services Street Team is a youth-focused social marketing project that is designed to bring awareness of the 40 Developmental Assets to the community. Staff recruit, train, and support volunteers (15 to 18 years) to participate in the project throughout the summer. In 2019, 16 Street Team youth volunteers promoted the 40 Developmental Assets philosophy and positive youth culture through games and age-appropriate marketing tools at seven community events.

40 Developmental Assets Training
In 2019, 40 Developmental Assets training was expanded to include workshops to educate youth in the community. Staff presented to 40 students in two classes at McNeill Secondary School in December. This new outreach approach to 40 Developmental Asset training garnered positive feedback and provided youth with foundational knowledge of asset building.

Theme 2: Youth Engagement, Leadership and Empowerment

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

Objective: The City values Richmond youth as contributing members of 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 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.

Highlighted Achievements

Capstone Mentorship
A Capstone project, also known as a culminating project or experience, is a school project that allows students in Grades 11 and 12 to demonstrate their learning using an area of interest as the basis for the project. Ideally, this is an area that students feel passionate about and anticipate they will be pursing after graduation. In 2019, staff worked with two students who expressed interest in working with children and youth in recreation programs at their local community centre. The opportunity provided the students valuable experience in a supported environment as well as exposure to a potential career in recreation.

City Centre Mentorship Program
In collaboration with the Richmond School District, City Centre Community Association offers Homework Club programs at City Centre area schools providing assistance to preteens with homework assignments through the mentorship and support of youth volunteers. The Homework Club program was recently reviewed and adapted to become a focussed leadership program, Leadership Exploration, whereby youth gain valuable leadership skills while encouraging preteens to learn more about a healthy and balanced lifestyle. In 2019, 73 youth volunteers were mentored by staff to deliver the Leadership Exploration program to 87 preteens at Richmond elementary schools.

Community Centre Youth Councils
Staff continue to provide leadership skill development opportunities for youth in Richmond. In 2019, 139 youth participated in weekly Community Centre Youth Councils at City facilities across the community. Youth Council members are empowered to have a voice to influence decisions that affect them and to contribute to improving programs and services at their respective community centre. Examples of Youth Council projects in 2019 include: the planning and implementation of the inaugural South Arm Youth Conference, which provided sessions for youth on mental health, vape awareness, and entrepreneurship; and the planning and direct delivery of mentorship programs for children 9-12 years.

Environmental Stewardship
The City of Richmond's Green Ambassadors are a dedicated group of high school students who participate in monthly symposiums to learn about environmental sustainability and apply what they

learned as volunteers at City events and activities. These energetic and environmentally conscious youth also manage green initiatives at their schools. In 2019, 250 youth volunteered 3,619 hours in the Green Ambassador program at 20 special events across Richmond. Youth volunteers gained valuable teamwork and leadership skills while learning more about environmental sustainability.

Job Readiness in Aquatics

The City's Aquatics Services continue to offer a variety of volunteer opportunities for youth to gain valuable job readiness skills for future employment. In 2019, there were 29 volunteers who contributed 813 hours to Aquatics programs and services in roles such as Assistant Water Safety Instructor, Special Event Assistant, and Shadow Lifeguard. Most of the individuals hired as Aquatics staff were volunteers, highlighting the importance of leadership training for young people to acquire the skills needed for the job market.

Richmond Art Gallery Youth Arts Program

The Richmond Art Gallery launched a new youth arts program with Emily Carr University that provided opportunities for hands-on and interactive sessions with local and international artists, art gallery professionals, and Emily Carr University instructors. Topics such as creating professional portfolios and exploring post-secondary options in the fine arts engaged over 40 students 12 to 16 years.

Richmond Olympic Oval Youth Leadership

Implemented in 2019, the Richmond Olympic Oval's Volunteer Program is home to the Youth Leadership Initiative. Developed to foster professional and personal growth in Richmond's youth, the initiative provides participants the opportunity to take a larger leadership role in their volunteer involvement at the Oval. In 2019, youth from across the community excelled in planning events geared towards engaging Oval volunteers. Presented with the mentorship, support, and scope to lead projects, this initiative provides youth with the opportunity to gain valuable leadership and project management experience while giving back to the community.

U-ROC Awards

Each year as part of Youth Week (May 1–7) the City hosts the U-ROC (Richmond Outstanding Community) Awards to celebrate youth who are recognized for their mentorship, leadership and teamwork and adult asset champions, who mentor, support and make a difference in the lives of youth. U-ROC Award nominees receive recognition for a variety of important reasons, some of these include: youth who have made significant contributions through volunteering; young people who have overcome significant barriers toward their personal success; and adults who have made a special effort to support and mentor young people in Richmond. In 2019, there were 129 award nominees: 31 youth representing 9 youth groups; 36 adult Asset Champions; and 62 Outstanding Youth.

Youth Entrepreneurs Leadership Launchpad

In 2019, the City supported the Young Entrepreneurship Leadership Launchpad (YELL) program by organizing a business tour for 20 high school students as a means to help develop the next generation of entrepreneurs and business leaders. These students visited local businesses to hear first-hand from the President and CEO of each company about the challenges and opportunities of starting and growing a business. YELL is a registered Canadian charity, founded by three local entrepreneurs, for high school students interested in developing leadership, business, and entrepreneurship skills.

Youth on Council Appointed Advisory Committees

The City continues to provide the opportunity for youth 18 to 24 years to serve on Council Appointed Advisory Committees. In 2019, three youth were appointed to three different Advisory Committees: Child Care Development Advisory Committee; Richmond Intercultural Advisory Committee; and Public Art Advisory Committee. This youth engagement initiative provides youth with exposure to civic life and the ability to develop leadership and employment skills, which will help to serve them in the future.

Theme 3: Collaboration with Community Partners

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

Objective: Relationships with community partners increase the City's 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 and Community Associations and Societies have to offer.

Highlighted Achievements

Collaborative Programs

Throughout 2019, staff collaborated with other youth serving organizations to produce new programming. Highlights include partnerships with Foundry BC (Youth Forum), the Richmond School District (PAINT program for LGTBQ2S+ students), S.U.C.C.E.S.S. (Entrepreneurship Presentation) and Richmond Addiction Services Society (Vape Awareness Presentation). These collaborations support and facilitate regular communication between youth serving organizations with the goal to share information and knowledge, coordinate activities, and to better meet the needs of young people in Richmond.

Foundry Richmond

As a stakeholder and partner of the Richmond Foundry Project, the City of Richmond continues to support the establishment of a Foundry youth-hub for the community which will provide a one-stop-shop for young people to access mental health and substance use support, primary care, peer support, and social

services. The City participates on Foundry Richmond's Leadership Advisory Council (LAC), a planning and working group to provide advice and support to the project leads, Vancouver Coastal Health and Richmond Addiction Services Society. A temporary location for Foundry Richmond has been secured at 8100 Granville Avenue with an anticipated soft opening in Summer 2020.

In addition, the Foundry Youth Advocates (FYA) youth advisory council was established in 2019 to provide a youth voice to Foundry Richmond. Consisting of 14 youth, the FYA provides a youth perspective to the LAC, assisted with Foundry Richmond hiring procedures, and created social media content that promoted the Foundry while building awareness of youth mental health.

Girls Only Day (G.O. Day)

G.O. Day (Girls Only Day) is a day-long expo where a selected group of Grade 9 girls are provided the opportunity to participate in fun physical activities and workshops on healthy living. This initiative is planned and delivered in partnership with Vancouver Coastal Health, Richmond School District, and Community Associations and Societies. The goals of G.O. Day are to remove barriers that may limit Grade 9 girls from being physically active, help participants develop healthy recreational habits, and improve attitudes toward physical activity. In 2019, 68 Grade 9 girls participated in G.O. Day fitness activities including Zumba, K-pop, self defence, Barre Pilates, and hip-hop. In addition, workshops on self-care strategies including healthy sleep habits, healthy snacks, and mindfulness were also offered.

Youth Filmmaking

Members of the Richmond Youth Media Program collaborated with the Richmond Poverty Response Committee and professional filmmaker Glen Andersen to film a 20-minute play titled *Hope Beyond Homelessness*. The play was created and performed by community members with lived experience of homelessness.

Positive Ticket Campaign

In May 2019, Richmond RCMP, the City, and Community Associations and Societies launched an updated Positive Ticket for Youth program. The reinvigorated program provides more opportunities for youth to get involved in recreational activities. Youth are given a ticket when "caught doing something right". Each ticket can be redeemed for one free drop-in activity at a participating community facility of choice thereby aiming to foster active lifestyles and enhance community connections for Richmond youth.

Reducing Barriers to Participation

In an effort to encourage children and youth to stay physically active and socially engaged through the summer, the City offered the $19 Summer Pass, which provided children and youth 5 to 16 years unlimited access to swimming and skating. Over 2,000 passes were sold in 2019 with more than 16,000 visits between June and September. In addition, a number of free family activities were offered at City facilities throughout the summer such as concerts and movie nights with the goal to build community connections.

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 Associations and Societies 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.

Highlighted Achievements

Mega Youth Nights

As an extension of the Friday Night Hangout program for youth, staff in City facilities work together to host Mega Youth Nights, collaborative events bringing together youth from across the community to enjoy activities at one community centre. In 2019, two Mega Youth Nights were offered, one at Cambie Community Centre and another at Steveston Community Centre, providing fun evenings for over 140 youth.

Youth Job Fair

As part of Youth Week 2019, the Richmond Public Library hosted a Youth Job Fair in partnership with Charity Brighouse and S.U.C.C.E.S.S. The Youth Job Fair attracted more than 10 employers and youth career service providers. Over 450 youth were provided with information on a range of job opportunities and employment resources available in the community.

Youth Life Skills Development

In 2019, a variety of programs, which focused on the development of life skills for youth were offered. Programs were delivered to 45 youth on topics including essentials of investing, investment options, credit, and debt. Additionally, 18 youth attended a *Create a Small Business* class to learn tips on how to turn a hobby or idea into a business.

Youth Art Mart

The 6th Annual Youth Art Mart was held in September 2019 as part of Richmond World Festival. The Youth Art Mart provides a unique opportunity for youth 13 to 24 years to create and sell their art in a supportive environment. The event showcased the talented work of 10 youth vendors who sold their one-of-a-kind pieces to the public.

Youth Week

Youth Week, held annually from May 1 to 7, offers multiple opportunities to engage youth throughout the community. In 2019, a wide range of activities during Youth Week were offered to meet the varied interests of Richmond's youth. Events included a workshop on careers in the media arts, the U-ROC Awards, a youth job fair, a youth BBQ, archery tag, and a youth swim at Watermania. During Youth Week 2019, 1,257 youth participated in events throughout Richmond.

Theme 5: Bridging Services for Vulnerable Youth

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

Objective: The City reaches all youth through a variety of programs and services while being particularly vigilant about addressing the specific needs of vulnerable youth. These groups include Indigenous youth, youth with diverse abilities, newcomer/immigrant youth, LGBTQ2S+ 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 the youth themselves. The City ensures that vulnerable youth are connected to resources and opportunities to build assets.

Highlighted Achievements

Get Out Camping Trip

Aimed at youth who face barriers to getting out in nature, "Get Out!" is all about being active, pushing boundaries and reaching for goals and dreams. By unplugging from devices and spending time in a beautiful natural setting, youth connect to each other and to the environment. In 2019, 10 youth from Richmond (out of 90 youth from Metro Vancouver) participated in this cross-municipal program at Sasamat Outdoor Centre in Port Moody. Through engaging and intentional activities such as the high ropes course, nature walks, kayaking and canoeing, youth are taught to "unplug to connect" by having an electronic free weekend in the outdoors.

Just Like You Media Project

The City's Richmond Media Lab partnered with City Centre Community Association, with funding provided by Trans Care BC, to develop Remixing Gender, a project that engaged transgender, gender diverse, and queer youth through media arts training to enable them to create media to express their stories. Through this project, 20 youth created the *Just Like You* magazine that reflects the experiences of living as a LGBTQ2S+ youth in Richmond.

Richmond Public Library (RPL)

Focusing on lowering vulnerability levels and increasing the well-being of all children, youth and families in Richmond, one of RPL's strategic priorities is to ensure that every child has a library card. In 2019, the first year of RPL's three-year Inspire Curiosity campaign, the library reached over 2,700 Richmond students and close to 900 new library cards were issued. In 2019, 85 dedicated youth volunteered in library programs such as the Teen Ambassador Club, Reading Buddies, and Read to A Dog, that help youth develop their critical and strategic thinking, social, leadership and presentation skills. Programs designed specifically for youth include Newcomer Conversation Circles, Student Maker Expos, Sign Language Club and Screen Writing. These workshops encourage youth to connect with peers outside their school

environments thereby reducing social isolation. The annual Summer Reading Club also continued to be extremely popular in 2019 with over 4,400 children and youth participating.

Richmond Youth Media Program (RYMP)

In RYMP, youth participants learn skills in creating digital art, including animation, video editing, and coding. Youth also help to organize annual events like Careers in Media Arts during Youth Week, the Rainbow Stairs during Pride Week, the Youth Art Mart during the Richmond World Festival, RYMP FM during Culture Days, and the Richmond Remembers live video simulcast for Remembrance Day. In 2019, RYMP programming was supported by 35 youth service providers and professional media artists. This free, referral-based, program for youth ages 13 to 24 had 30 members spend more than 2,800 hours in the Media Lab and at community outreach events in 2019.

Supporting Families Initiative

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 through interactive activities focussing on learning resiliency and coping skills. In 2019, six youth participated in three eight-week sessions.

Youth Clothing Shop

Annually, staff collect donations of youth friendly, gently used items and set up a mock retail Youth Clothing Shop at a community centre where youth "shop" for free clothes, shoes, and accessories. Developed as a result of the financial need identified by youth and an effort to be sustainable, this event has been offered annually for the past eight years. In 2019, approximately 60 youth participated in the Youth Clothing Shop event hosted at City Centre Community Centre.

Youth Integration Programs

Youth Integration Programs are suitable for youth with cognitive delays and/or social impairments and focuses on reducing stress and building self-esteem. In 2019, Youth Integration Programs at Cambie and Steveston Community Centres supported 21 individuals by helping them identify and achieve individual goals, connecting them to other resources, and creating social opportunities in the community. Volunteers were a key component of the program with over 240 hours logged in 2019.

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. Reco gnizing that safety goes beyond physical safety, efforts will be made to ensure that youth have access to spaces where they have more autonomy and independence within facilities.
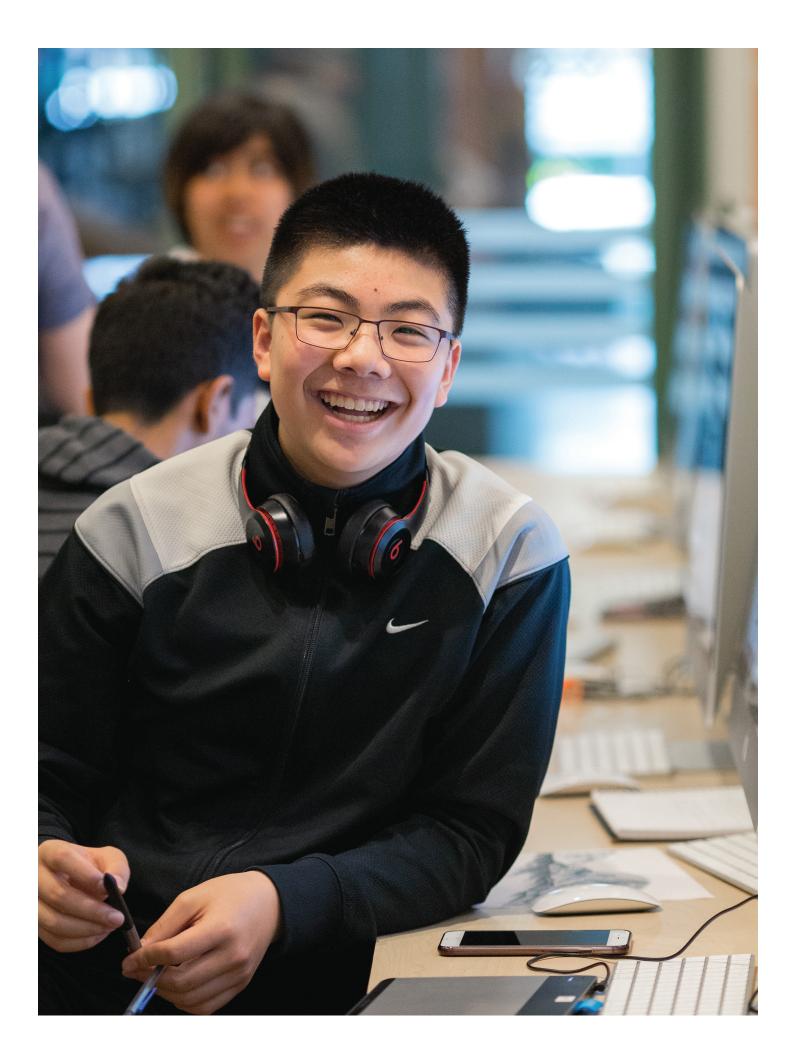
Highlighted Achievements

Youth Outdoor Barbecue

The Thompson Community Centre Youth Council, with support from staff, hosted an outdoor barbecue for youth in Summer 2019. This event included free food, bubble soccer, a skateboarding demo, and outdoor games including volleyball, badminton, giant Jenga, and giant checkers. Over 60 youth participated in this free event, showcasing the outdoor spaces where youth can safely engage with their community.

Support for All Youth

For the past six years, the AllWays and GLITTER (Gay, Lesbian, Intersex, Trans, Two-Spirit, Everyone in Richmond) programs have been providing a safe drop-in space to discuss gender and identity as well as meet like-minded peers. In July 2019, an additional supportive program launched in East Richmond: PAINT (People for Acceptance and Inclusion, Not just Tolerance). The PAINT program was established in collaboration with East Richmond Community Association to support youth who identify as LGTBQ2S+ and their allies in East Richmond. As one of PAINT's first initiatives, six youth worked with staff to host a Pride Week event that included painting Cambie Community Centre outdoor basketball court's three point lines in rainbow colours to acknowledge and celebrate the LGTBQ2S+ community. Additionally, 30 students from across Richmond participated in a Rainbow Social at Cambie Community Centre organized by PAINT, in collaboration with the Richmond School District.

Theme 7: Moving Towards Standards

High quality and consistent youth services deliver results.

Objective: The City 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. The City 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

Highlighted Achievements

All Youth Matter: Inclusion Training

In 2019, 19 staff attended the All Youth Matter: Inclusion training hosted by Via Sport. In consultation with 250 youth in BC, this training was developed to help sport and community organizations ensure their experiences are safe, welcoming, and inclusive to all youth, especially those who are underserved. Through participation in All Youth Matter: Inclusion training, staff developed: empathy and understanding for youth from underserved populations; the ability to identify personal bias and intervene to stop discrimination; and tools and techniques to reduce barriers and foster inclusion.

Summer Leader and Volunteer Training

Over 250 youth and young adults participated in a training session for staff and volunteers who lead summer programs. Participants were educated in a wide range of activities including leadership, program planning, and managing challenging behaviors. This training prepares leaders for delivering summer and seasonal programs and the concepts learned, such as leadership and communication, are applicable in future careers. Past participants have gone on to a variety of careers and have mentioned the positive impacts the work experience in seasonal and summer programs has had in their present careers.

Youth Service Program and Service Delivery Model

In May 2019, the City launched its refreshed Youth Services program and service delivery model with a focus on four key areas to strengthen connections with all Richmond youth: Engagement; Partnerships; Programs and Events; and Training and Education. This updated model aims to serve more youth, increase asset-building opportunities in youth, and better meet the needs of a wide range of young people 13 to 24 years in Richmond. Working closely with Community Associations and Societies, and other youth serving organizations, programs and services for youth continue to achieve outcomes consistent with the City's Youth Service Plan and the Search Institute's 40 Developmental Assets Framework. In 2019, programs and services included new opportunities for experiencing nature, learning new skills (e.g. mindfulness), and civic engagement.

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. The City actively seeks input from youth and the community in the development and delivery

of marketing to ensure that a wide range of youth is 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.

Highlighted Achievements

Beta U Marketing

As one of City Centre Community Centre's youth leadership teams, Beta U works to plan and create community service projects and initiatives. With a focus on business, entrepreneurship, and resource development, youth turn business ideas into real-life ventures. In 2019, 18 youth participated in sessions on event promotion, how to market to youth, and working with marketing policies. The staff who facilitate Beta U also gained valuable insight from the youth participants that were quickly utilized to enhance marketing and promotional strategies for youth programming at City Centre Community Centre.

Erase Bullying Campaign

The annual ERASE (Expect, Respect, and a Safe Education) anti-bullying campaign, also known as Pink Shirt Day, runs in collaboration with the Richmond School District. The campaign increased awareness and education in efforts to reduce the prevalence of bullying amongst children and youth. In 2019, the City worked closely with the School District to promote the event through a poster campaign created by students, social media, media releases, and in-house promotions and activities at all City facilities. In addition, Richmond Fire-Rescue personnel on duty at all Richmond Fire Halls wore pink epaulettes to show their support of ERASE Bullying.

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: The City and Community Associations and Societies 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. The City reports back to community organizations and citizens on the progress of the Youth Service Plan implementation and ensures consistency and accountability in reporting mechanisms.
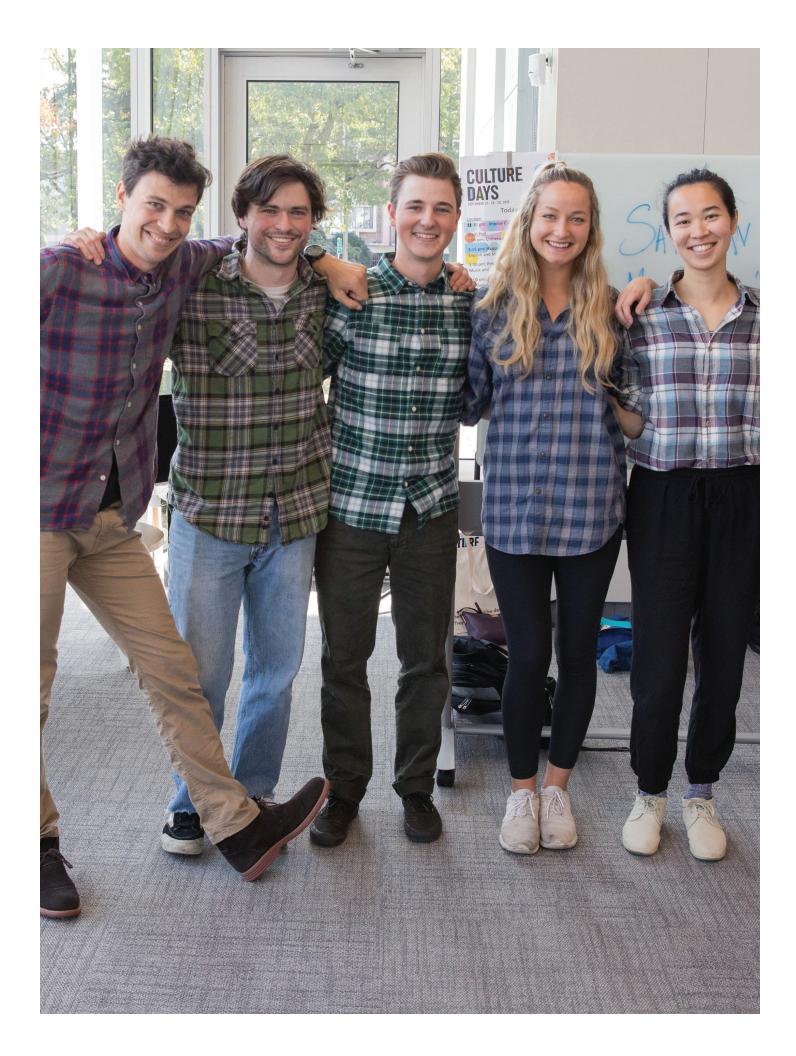
Highlighted Achievements

Youth Facility Pass

The Youth Facility Pass provides youth access to a variety of youth friendly spaces, activities, clubs, and recreation, either for free or at a subsidized price at Richmond community centres. The Youth Facility Pass tracks youth participation and highlights trends that staff can analyze to better plan for the future. In 2019, 1,722 Youth Facility Passes were used 10,298 times at community centres across Richmond highlighting steady growth in youth participation, a 17 per cent increase from 2018.

Youth Service Plan Progress Report

The Youth Service Plan Progress Report provides a snapshot of annual highlights and also assists the City, Community Associations and Societies, and youth serving organizations in monitoring the progress of actions outlined in the 2015–2020 Youth Service Plan. This report is shared with City Council, disseminated to Community Associations and Societies, and youth serving organizations, and posted to the City's website for the community to review.

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 Association and Society youth programs and services.

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, short term, medium term, and long term actions. Next year's update report will present highlights from the final year of the 2015-2020 Youth Service Plan and will inform City Council and the community about the final status of the identified actions within the five-year plan. Staff are currently planning a renewal of the Youth Service Plan with the intention of creating a ten-year plan in 2021. For more information about the 2015-2020 Youth Service Plan, please visit richmond.ca/youth.

Conclusion

The 2015–2020 Youth Service Plan: 2019 Update demonstrates the commitment of the City of Richmond, Community Associations and Societies, along with other youth serving organizations, to help youth thrive. The Plan also acts as an important framework and guide for those who work with youth in Richmond. The work completed in 2019 demonstrates the City and Community Associations' and Societies' commitment to ensure effective, meaningful and appropriate services, programs, and opportunities are provided to youth. By working together, the City, Community Associations and Societies, and youth serving organizations will continue to strive 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
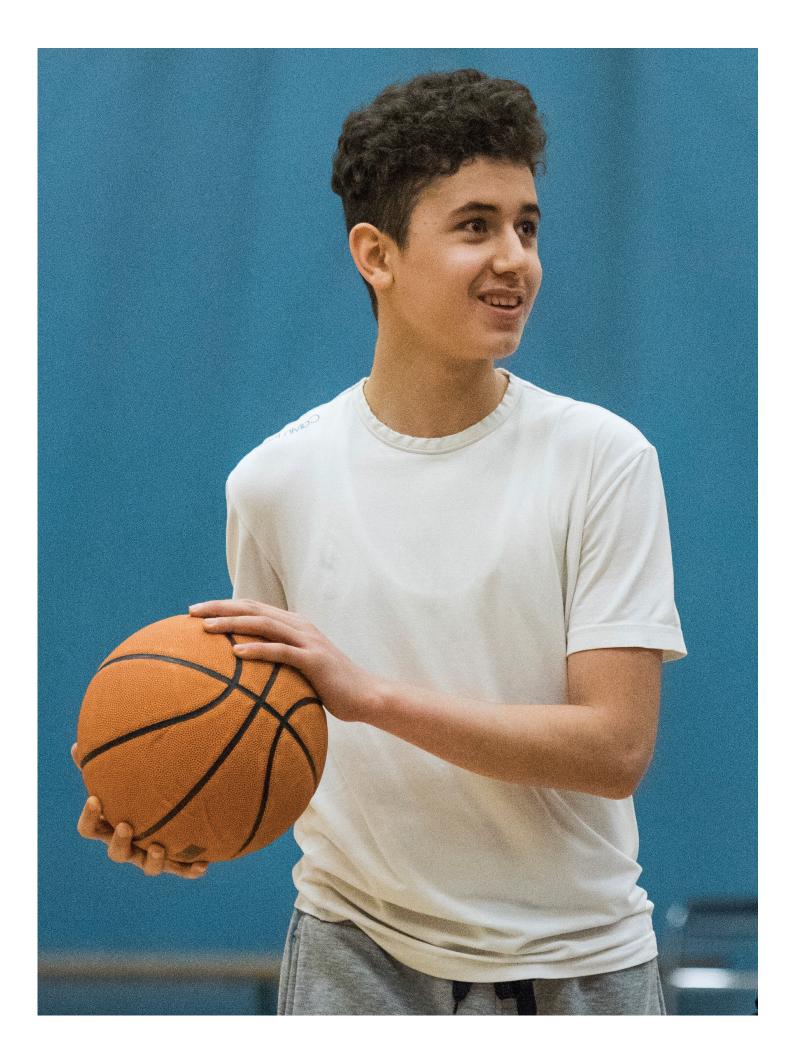
Social Competencies

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

GOAL 1 — **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

GOAL 2

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

GOAL 3 — 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.	Ongoing
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 Youth Service 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