



To: Parks, Recreation and Cultural Services Committee
From: Kate Sparrow
 Director, Recreation & Cultural Services
Re: Older Adults Service Plan

Date: October 10, 2007
File: 11-7000-07/2007-Vol 01

Staff Recommendation

1. That staff be directed to:
 - a. seek feedback on the DRAFT Older Adults Service Plan (Attachment 1) from key stakeholders; and
 - b. report back to Council through the Parks, Recreation & Cultural Services Committee.

2. That the Richmond Older Adults Service Plan Steering Committee be thanked for their effort in developing the DRAFT Older Adults Service Plan.

Kate Sparrow
 Director, Recreation & Cultural Services
 (4129)

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Policy Planning	Y <input type="checkbox"/> N <input type="checkbox"/>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

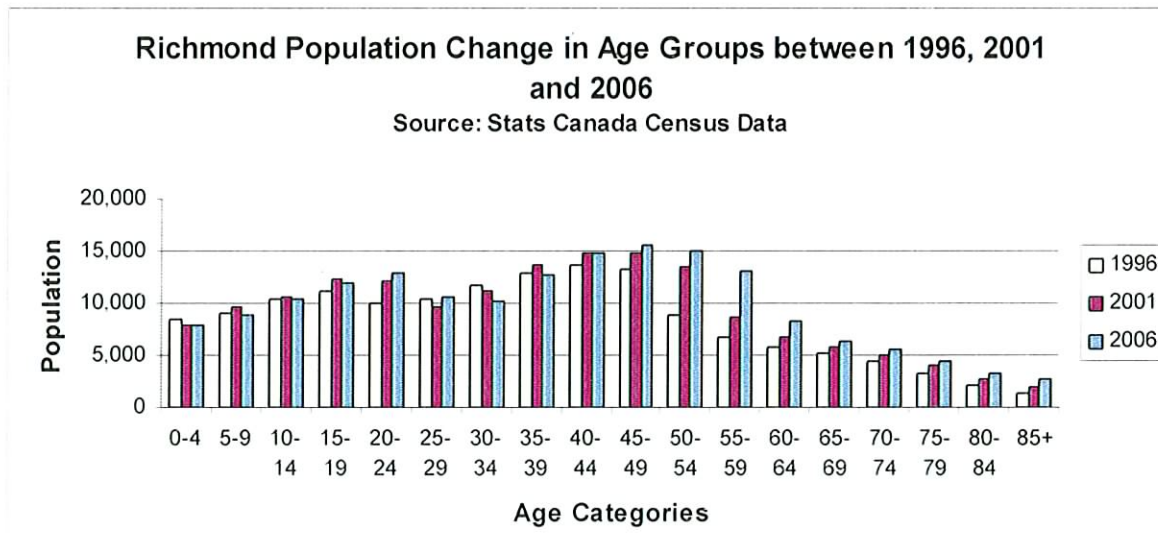
The PRCS Master Plan promotes a service-based approach (as opposed to the traditional facility-based approach) which focuses on identifying program and service priorities based on research, planning and system-wide policies. A service-based approach requires a solid understanding of community demographics and their targeted needs. The Master Plan identified four primary target markets: Children, Youth, Older Adults and Diverse Cultural Groups. In addition to these key markets, the PRCS Master Plan also identified a number of service areas¹, and recommended 'service plans' be developed for each. Given the significance of the 'older adult' population, development of an Older Adults Service Plan was considered a priority.

A draft Older Adults Service Plan has been prepared and staff are seeking direction to obtain feedback on the draft Plan from stakeholders.

Analysis

Background

The City of Richmond has changed a great deal over recent years, and one of the significant changes is the rapid aging of the population. Older adults (those people over 55 years old) are the fastest growing age group - a quarter of Richmond's population is now aged 55 and over (43,600 people)². This is a 26% increase over 2001 (when there were 34,700 people over 55), and a 52% increase over 1996 (when there were 28,800 people over 55). The table below shows the numbers of Richmond residents broken into age groups. The trend towards an aging population is clearly evident.



¹ Volunteerism, Older Adults Services, Youth Services, Sports, Active Living & Wellness, Arts, Heritage, Environment & Nature, Special Events and Festivals, Community & Neighbourhood Building, Community Recreation, and Childcare.

² Source: 2006 Census.

The initial step in the process of developing an Older Adult Service Plan was to establish a Steering Committee to guide its development. The Steering Committee has stakeholder representatives from a range of community agencies involved in service delivery to older adults, as well as City staff representatives. The Committee worked collaboratively on the following tasks:

- Assisted and confirmed background research related to trends and best practices.
- Participated in the development of the vision, objectives and strategic directions.
- Developed desired outcomes and success indicators.
- Provided validation of the 'current reality'.
- Assisted in identifying the gaps in current service delivery.

The Steering Committee has reviewed the DRAFT Older Adults Service Plan (Attachment 1) and has recommended that it is timely for the document to be received by Council, prior to further stakeholder involvement.

The changing face of the older adult sector is having an impact on municipalities across Canada in terms of delivery of services. The City must consider many factors when planning for the delivery of parks, recreation and cultural services in the future:

- The need to provide a diverse range of services for an expanding older adult population (there will be more older adults and an increasingly diverse older adult population that need to be served in the future – ranging from active baby-boomers to frail seniors).
- The 'baby-boomer' generation is starting to retire and has unique needs and interests, a larger than ever disposable income and likely the longest retirement period in history.
- People are aging in place – they stay at home despite disabilities, which has implications for providing services to them in the community.
- Ethnic and cultural diversity needs must be considered to ensure equal opportunity and access to services.
- Present day older adults are very skilled, aware and active in their communities.
- A greater variety of opportunities are required to meet the needs of this very diverse group.

As the population ages and the number of older adults increases, coordination of services in all areas of the community will be required to balance needs and expectations with available resources.

The Older Adults Service Plan vision is *“Richmond: to be a community where older adults live healthily and actively in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of older adults.”*

The Service Plan recommends ten strategic directions:

1. **Being better informed** - Ensure that communication with older adults is timely, effective and appropriately delivered and received so that older adults are well informed and aware of the programs and services available to them.
2. **Providing relevant and appropriate services** - Deliver city-wide programs and services that are relevant and appropriate to older adults' abilities, needs and wants.
3. **Promoting cultural inclusion and harmony** - Promote, celebrate and enjoy the diversity of the community through PRCS's programs, services and activities.
4. **Building a sense of belonging** - Ensure that there is a city-wide focus and understanding of older adult needs and wants, and that older adults feel a strong sense of belonging and citizenship in their community.
5. **Providing affordable access to programs** - Create a pricing structure for parks, recreational and cultural services and programs that is collectively accessible and priced for all users.
6. **Increasing volunteerism** - Build a staff and volunteer resource base that supports older adults programs and services. Ensure older adults are welcomed and involved in Richmond's strong volunteer culture.
7. **Coordinating city-wide delivery of service through partnerships** - Deliver coordinated city-wide programs and services to older adults in partnerships with community and stakeholders, such as Minoru Seniors Society, Vancouver Coastal Health, Community Associations, Richmond Sports Council, and Richmond Addictions Services.
8. **Ensuring easy physical access and providing comfortable places** - Reduce and eliminate barriers for older adults to access and use PRCS facilities, parks, and community spaces. Provide dedicated space within PRCS facilities for older adults.
9. **Involving older adults through consultation** - Involve older adults in policy, procedure or facility and outdoor space changes that will affect them.
10. **Monitoring and evaluating the Service Plan** - To monitor the progress made by City staff and various community partners in accomplishing this Implementation Plan.

A draft Implementation Plan has been developed, with a series of actions and associated expected outcomes outlined under each of the ten strategic directions. The intention is that implementation is guided by a *phased* availability of financial and staffing resources.

It is proposed that implementation of the Service Plan would be the responsibility of the City, its partners and a range of other community organizations. It is only through partnership that the Service Plan's vision can be fully realised. The intention is that the actions outlined in the Plan become *part of all our everyday business*, rather than being one-off initiatives. It is important to note that many of the proposed actions are already being undertaken to some degree (by the City and/or by other organizations) but need to be further developed. While the City has currently been identified as the 'lead' for many actions given its coordinating role, in reality most of the actions require a partnership of agencies to be involved. This Plan ensures that all older adult service providers are working towards achieving the same objectives.

Next Steps

While the Steering Committee represents a broad range of organisations who are knowledgeable and involved in service delivery to older adults, it is recommended that the document be taken

back to the organisations represented in the Steering Committee, and out to additional key stakeholders for feedback. Stakeholders would include the wide array of partners and community organisations that the PRCS Department works with. Although not an exhaustive list, stakeholders include the eight Community Associations, Minoru Seniors Society, Volunteer Richmond Information Services, Richmond Seniors Advisory Committee, Richmond Arenas Community Association, Richmond Aquatic Services Board, Richmond Art Gallery Association, Richmond Sports Council, Richmond Nature Park Society, Richmond Historical & Museum Society, Britannia Heritage Shipyard Society, Gateway Theatre Society, London Heritage Farm Society, and Steveston Historical Society.

The focus of this exercise would be to:

- Obtain 'buy-in' on achieving the common vision as stated in the Plan.
- Confirm the proposed strategic directions.
- Obtain feedback and buy-in on the actions outlined in the draft Implementation Plan.
- Obtain feedback on the timing and phasing of the Implementation Plan.
- Build capacity, through increasing knowledge and awareness among City and community agency staff, about how the rapid aging of the population has implications for PRCS operations and service delivery.

A stakeholder consultation plan will be developed, but will likely take the form of an evening workshop at City Hall to explain the draft strategy. Feedback will be sought during the workshop, as well as at discussions at Board meetings and through on-line feedback tools such as Survey Monkey. The consultation will be completed by early 2008.

The Steering Committee has advised that it will continue to work together to assist in the stakeholder consultation, and to work with staff to bring a final Older Adults Service Plan to Council for their approval in early 2008.

Financial Impact

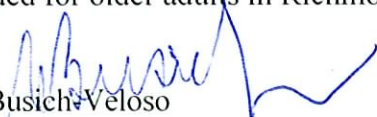
Staffing costs and minor costs associated with the workshop (refreshments, etc) to seek feedback on the Older Adults Service Plan. These costs are budgeted for in the PRCS operating budget.

Conclusion

The PRCS Master Plan identified older adults as a key service area, and committed to developing an Older Adults Service Plan. The 'baby boomers' health and lifestyle expectations combine to make this an important target population, and with Richmond's older adults now representing a quarter of the population, the need to understand their service requirements is greater than ever.

This Service Plan aims to ensure effective, meaningful and appropriate parks, recreation and cultural programs, services and opportunities are provided for older adults in Richmond.

Lucy Tompkins
PRCS Planner II
(4611)


Eva Busich-Veloso
Coordinator Seniors Services
(8458)



CITY OF RICHMOND
PARKS, RECREATION & CULTURAL SERVICES
OLDER ADULTS SERVICE PLAN
2008 – 2012

“Engaging and Valuing Older Adults”

Draft



September 2007

“There is nothing more notable in Socrates that he found time when he was an old man to learn music and dancing, and thought it was a waste time well spent.”

- Michel de Montague

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APPENDIX 1

Commonly Used Definitions

APPENDIX 2

Responses from Richmond's Older Adults, Community Stakeholders & City Staff

APPENDIX 3

55+ / Older Adults – Citywide Services

ACKNOWLEDGEMENTS

Richmond Older Adults Service Plan Steering Committee

Ross Adamson, South Arm Community Association
Jim Lamond, Richmond Sports Council
Henry Beh, Richmond Chinese Community Society
Jacob Braun, Minoru Seniors Society
Ann Dauphinee, Vancouver Coastal Health
Harry Ghandan, Thompson Community Association
Margie Hardy, staff Steveston Community Association
Susan Match, Richmond Addictions Services
Bill Sorenson, Richmond Seniors Advisory Committee
Gord Barstow, Parks, City of Richmond
Lesley Sherlock, Policy Planning, City of Richmond
Christine Corris-Wingfield, Seniors Services, City of Richmond
Heather Muter, Seniors Services, City of Richmond
Stella Au, Seniors Coordinator, South Arm, City of Richmond

Other Contributors - City of Richmond

Cathryn Volkering Carlile, General Manager, Parks, Recreation & Cultural Services
Kate Sparrow, Director of Recreation and Cultural Services
Dave Semple, Director of Parks and Public Works Operations
Vern Jacques, Manager, Projects and Programs
Carolyn Brandly, Senior Wellness Coordinator
Serena Lusk, PRCS Planner II
Steve Baker, Area Coordinator

Researched and written by:

Lucy Tompkins, PRCS Planner II
Eva Busich-Veloso, Coordinator Seniors Services

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Lucy Tompkins, PRCS Planner II
Eva Busich-Veloso, Coordinator Seniors Services

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EXECUTIVE SUMMARY

The City of Richmond has changed a great deal over recent years. The population has increased significantly and now stands at around 185,000. The ethnic mix of the population makes the City a vibrant and culturally diverse place to be. One of the changes the City is seeing is a substantial increase in the 'Older Adult' population – those over 55 years old.

Research has shown that older adults are a highly diverse group with a variety of interests. Older adults have varied needs, abilities, cultural backgrounds and incomes. They span a wide range of ages, with some older adults very active within the community, while others are somewhat inactive and frail.

The Parks, Recreation and Cultural Services (PRCS) Master Plan 2005 – 2015 identified 'older adults' as a key service area. The 'baby boomers' health and lifestyle expectations combine to make this an important target population and the Master Plan committed to developing an Older Adults Service Plan. This document is the outcome of that commitment.

In 2006, an 'Older Adults Service Plan Steering Committee' was formed, representing a spectrum of stakeholders including older adults, community associations, non-profit agencies and City staff, to provide input into developing this plan.

This Service Plan aims to ensure that effective, meaningful and appropriate Parks, Recreation and Cultural Services (PRCS) programs and opportunities are provided for older adults in Richmond.

The following vision has been developed to create an environment that encourages opportunities for Richmond's older adults to live healthy and active lives:

"Richmond to be a community where older adults live healthy and active lives in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of older adults."

The Service Plan embraces three key principles to shape the delivery of services to older adults:

- *Encourage inclusion that ensures accessibility, and intercultural and intergenerational interactions.*
- *Coordinate services that collaborate with partners, volunteers and older adults.*
- *Create comfortable environments that are welcoming, safe, responsive and empowering.*

The Service Plan:

- Addresses service and program requirements of this growing segment of the population, and aims to plan for and allocate resources specifically for older adults,
- Identifies strengths and challenges of existing older adults' programs and services,
- Sets objectives and actions for planning and development of older adults' services for the next five years, and
- Monitors progress of its implementation and expected outcomes.

To successfully implement the Service Plan, monitoring (with potential adjustments and modifications) will be required.

The following strategic directions have been identified:

- Being well informed.
- Providing relevant and appropriate services.
- Promoting cultural inclusion and harmony.
- Building a sense of belonging.
- Providing affordable access to programs.
- Increasing volunteerism.
- Coordinating city-wide delivery of service through partnerships.
- Ensuring easy physical access and providing comfortable places.
- Involving older adults through consultation.
- Monitoring and evaluating the Service Plan.

Parks, recreation and cultural services for older adults are an important element of the City's commitment to lifelong active living. Through involvement in PRCS programs and services, older adults can continue to feel that they are an important part of community life. Staying actively involved in their community can enable residents to remain living in their homes and neighbourhoods as they grow older. This Service Plan supports a beneficial and meaningful way for older adults to enjoy their lives, and provides the possibilities, promise and value of aging in their community.

The challenge in the provision of older adults service delivery for the next five years and beyond is how to meet the ever increasing demand and diverse needs of the future older adults so they can:

- Have independence in daily living, and increase their overall well-being and health.
- Have an active lifestyle choice that supports the inherent values of older adults.
- Be involved in the community and build on their strengths while maximizing their potential.

The outcome of this Plan will make Richmond a community where *'engaging and valuing older adults'* is a paramount value to developing personal health and active living.



1 INTRODUCTION

The City of Richmond has changed a great deal over recent years. The population has increased significantly and now stands at 185,400. The ethnic mix of the population makes the City a vibrant and culturally diverse place to be. One of the changes the City is seeing is an increase in the 'Older Adult' population¹ – those over 55 years old. In just over twenty years, older adults will make up nearly one quarter of Richmond's entire population, compared to approximately 15% at the present time.

According to Statistics Canada, Richmond residents have the highest life expectancy in Canada, living an average of 83.4 years; almost four years longer than the national average of 79.5. Richmond residents also have the lowest smoking and obesity rates in the country.

The older adult community in Richmond is diverse, with varied needs and interests. A range of parks, recreation and cultural programs and opportunities are required to meet these varying needs. Some older adults are very active and healthy. Others are frail and require special programs and services to be located in facilities that have specialized trained staff.

This Service Plan aims to ensure that relevant, accessible, meaningful and appropriate parks, recreation and cultural programs and opportunities are provided for older adults in Richmond.

[Margin Note: Appendix 1 provides a list of commonly used definitions used in this report.]

1.1 Policy Context

Each of the three levels of government in Canada is responsible for different programs and services for older adults. The Federal government has responsibility for the Canada Pension Plan and Old Age Security. The BC Provincial government is responsible for health, transportation, and income assistance. Local government provides community facilities and supports many recreation and social programs.

The City of Richmond recognizes the important role older adults have played in the growth and development of this City. Older adults continue to be a valued part of the Richmond community providing wisdom, historical perspective and a deep pool of committed and skilled workers and volunteers. Older adults, like other age groups, want to maintain a full and active role in society.

The City and their community partners (i.e. community organizations, Minoru Seniors Society, Vancouver Coastal Health, etc.) together offer a variety of recreational, cultural, educational, and social opportunities for those over the age of 55 to be involved in the community and stay active. It is the City's overall aim for all older adults to have equitable access to recreational and cultural opportunities, to maintain and improve health and active living, and to be knowledgeable about services and resources. To accomplish this, the City and its partners provide opportunities for older adults to participate in a variety of programs, social events, health and wellness programs and cultural activities.

¹The term Older Adult is recognized and used across Canada and will be used in this Service Plan.

1.2 Why Develop a PRCS Older Adult Service Plan?

The six guiding principles endorsed by Richmond City Council in the Parks, Recreation and Cultural Service Master Plan 2005 – 2015 (the 'PRCS Master Plan') are to:

- Ensure the City's ability to meet community needs
- Ensure that customer service is enhanced
- Ensure financial sustainability
- Set a policy framework for decision making
- Value and encourage community involvement
- Value effective partnerships.

Services to older adults are one component of the City of Richmond's overall PRCS service delivery system. This Service Plan focuses on how the City can help create a community where older adults can live healthy and active lives.

The Service Plan examines how Richmond's older adults are currently served by PRCS, the trends that are affecting tomorrow's older adults and makes recommendations for the next five years. The development of this Service Plan has involved extensive discussion with older adults, interested community stakeholders and City staff.

The Service Plan:

- Develops a vision, guiding principles and actions as the basis for decision-making.
- Establishes delivery service standards to involve and support older adults.
- Provides an Implementation Plan that establishes the goals, desired outcomes and actions for delivery of older adult services for 2008-2012.

The goals of the Service Plan are to:

- Have a comprehensive service plan that assists older adults to age-in-place through providing parks, recreation and cultural programs and services that promote active living and life-long learning experiences.
- Celebrate, recognize and support older adults as valued community members and their contribution to the delivery of services and community building.
- Partner with community organizations to ensure that services to older adults are coordinated.

It is important to note that while this Service Plan is aimed at adults 55+, it has not been developed with the idea of providing services targeted to younger 'older adults' (i.e. those in the 55 to 65 age group). It may be that many younger older adults choose to participate in, or benefit from, the actions that arise out of this Plan, but there is recognition that this group would not like to be typecast as 'seniors'.

1.3 Who was Involved in Developing the Service Plan?

This plan has been developed by the City in partnership with the Older Adults Service Plan Steering Committee.² The committee represents City and community organizations (e.g. Minoru Seniors Society, Community Associations, Vancouver Coastal Health, Richmond Chinese Community Society, Richmond Addictions Services, and Richmond Sports Council) that have expertise in the delivery of services to older adults. The committee will continue to be involved in the implementation of the plan.

1.4 Who will Implement the Service Plan?

Implementation of the Plan will be the responsibility of the City, its partners and a range of other community organizations. It is only through partnership that this Service Plan's vision will be realized and Richmond will be a "community where older adults live healthy and active lives in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages life-long learning and values the contribution of older adults".



² Membership of the Committee is given in the Acknowledgments section at the front of this document.

2 BACKGROUND

2.1 The Value of Active Living

Active living, as defined by the World Health Organization, is *“a way of life where physical, social, mental, emotional and spiritual activities are valued and are integrated into daily living.”*

Physical activity is generally associated with positive outcomes, such as:

- Improved physical health
- Support to disease prevention, control or management
- Improved mental health
- Enhanced emotional and social well-being
- Increased autonomy and independence.

Providing a wide array of parks, recreation and cultural programs and services to older adults gives them opportunities to *‘Live, Connect and Grow’*; all desired outcomes of the PRCS Master Plan. The services offered by the PRCS Department to older adults are an important element of the City’s commitment to lifelong active living. Through involvement in parks, recreation and cultural programs and services, older adults can continue to be an integral part of community life. Staying actively involved in their community can help residents to remain living in their homes and neighbourhoods as they grow older, a concept known as *‘aging-in-place’*. This Service Plan supports a beneficial and meaningful way for older citizens to enjoy their lives, and provides for the possibilities, promise and value of aging in their community.

Richmond is an inclusive community that values and celebrates its diversity. PRCS and its partners aim to provide programs and services that are accessible and affordable to older adults. The community has a variety of choices to meet its diverse needs and to equip citizens with the skills to live healthy lifestyles. Participation in leisure and cultural activities and programs offered by PRCS and its partners (both structured and unstructured) allows Richmond’s older adults to continue to develop life skills and to benefit from an active and healthy lifestyle.

Through a variety of means (including the provision of parks, recreation and cultural services, along with other municipal responsibilities such as encouraging alternate housing solutions, transportation alternatives, and social planning initiatives) the City of Richmond plays a crucial role in assisting its older adults to choose to age-in-place.



2.2 To Live

'To live' (or *age-in-place*) not only promotes independence in daily living for older adults, but also increases their overall well-being and health and gives them a sense of belonging to their community. The concept refers to older adults being able to remain living safely in their own community and enjoying the familiar social, cultural and spiritual interactions that enrich their lives. It encompasses an individual's identity and sense of self within the larger community. A caring community ensures a variety of wellness opportunities for older adults.

'To live' in a community is a lifestyle that supports older adults' inherent values:

- *Safety and security* by living with reduced risks in the home.
- *Flexibility of life* by adjusting services to meet changing needs.
- *Freedom of choice* through the freedom to choose among options.
- *Equity of entry* through the opportunity of equal access for all older adults.
- *Dignity* by the ability to maintain sense of self worth and self esteem.

By increasing the opportunity to remain in one's community or 'age-in-place', Richmond's older adults can continue to contribute to the social, civic and economic life of the community.

2.3 To Connect

The degree of connection that older adults have to their community is expressed by an increased sense of pride and identity with where they live. As with other residents, older adults can make significant contributions to making Richmond a vibrant, healthy place. Their life-long experiences can be utilized to create a safe, secure, accessible, connected and vibrant community.

Involving older adults as volunteers is an effective means of connecting them to their community, while also increasing capacity in the delivery of parks, recreation and cultural services. Meaningful volunteer opportunities for older adults to be involved in the community can take the form of formal, structured volunteerism, but can also occur through utilizing the wisdom and skill of older adults in informal meaningful ways; such as sharing at an event, giving input into an initiative, sharing a concept, or teaching other older adults what leisure can be like.



Through connecting to their community and to each other, older adults can develop a strong sense of community and belonging that builds on their strengths, maximize their potential and helps them to stay healthy. Involvement in the community can help older adults remain physically and mentally active: through friendship, through being physically active, through the continuation of life-long learning and through utilizing their life experiences. Older adults can act as mentors in their community and can be valued by the community as a knowledge resource. A sense of being valued can help older adults feel positive and in control of their lives and help them to address the challenges of aging (such as deaths of family and friends, moving, retirement, and reduced energy). Maintaining a connection with their community can therefore ensure that older adults are valued by society, raises the status and standard of volunteerism, and helps confront the stereotypes of aging.

'To connect' is an active lifestyle choice that supports older adults' inherent values:

- *Serving and connecting* with the community through volunteering.
- *Participating* in the community through meaningful involvement in a variety of ways.
- *Sense of belonging* by being a valued and integral part of a community.

Providing a diversity of ways 'to connect' older adults to their community complements and builds on the strategies being pursued by the City to champion active living for all ages.

2.4 To Grow

'Aging' is viewed as the process of life completion, harvesting of wisdom and the transmitting of a legacy to future generations, with a goal for older adults to assume their rightful roles as sages, wisdom-keepers and *'elders of the community'*.

The process of revolutionizing aging is already underway and is sure to accelerate with retirement of the 'baby boomers'. This generation has changed one institution after another, and will likely have a profound impact on service learning³ too. Boomers and other older adult age groups are very interested in lifelong learning and retooling for new careers or experiences. In an attempt to attract and retain boomer volunteers, communities need to look at incorporating adult service learning into their programs. In the not so distant future, lifelong learning will be seen as an indispensable ingredient of a quality volunteer experience and the community's quality of life.

As service learning goes through this graying process (part of the 'grey tsunami'), PRCS program opportunities need to be relevant and meaningful for older adults. While younger people are more likely to be interested in learning for learning's sake, older adults tend to take a more practical, problem-solving approach. Older adults want to learn things they can apply now to make their lives better. However, it is not just about older adults wanting to learn themselves. They have a wealth of knowledge and experience that they can pass on as mentors and are therefore on both sides of service-learning delivery (i.e. as both givers and receivers).

It is recognized that recreation is not just about the pool or the gym. It is about being creative, about social opportunities and cultural experiences, and about self growth and learning.

³ 'Service learning' is using community service as an opportunity to learn.

'To grow' is an active lifestyle choice that supports older adults' inherent values:

- *Harvesting of wisdom* through new experiences.
- *Life-long learning* as a basis for personal growth and development.
- *Giving back* and transmitting knowledge and life-long experiences through a mentoring role.

The benefits of lifelong learning are recognized and valued. Communities need to increase opportunities for older adults to develop and deliver learning opportunities, leadership skills and volunteer opportunities to enhance individual as well as community growth and development.

2.5 Older Adults and the Economy

A vibrant older adults' community contributes to the economy, supports extended family, participates in volunteerism, and generally enhances the social health and sustainability of our neighbourhoods. Older adults who are active and involved directly contribute to the economy by purchasing more, voting on economic issues, and influencing sales.

Older adults contribute significantly to the economy, both through participation in the paid workforce, and through volunteering. A recent study of volunteerism in Canada found that the average hours volunteered was highest amongst older adults.⁴ In British Columbia, 44% of older adults aged 55 to 64 volunteered, for an average of 244 hours per year. Interestingly, only 32% of older adults aged 65+ volunteered, although they averaged 247 hours per year.

2.6 Older Adult Population Profile

The 'baby boomer' population is moving into retirement, and this will have a profound impact on the age structure of BC. While the 2006 Census revealed that BC's population grew by 5.3% in the last 5 years, growth was concentrated in the 45 plus age groups. The older working-age population (ages 45-64) increasing 19% over the last five years and seniors (65+) increasing 12%. In 2006, the 45-64 age group represented 28% of the total BC population and the 65+ group represented 28%.⁵

In less than 10 years, there will be significantly more people in BC over 65 years of age than under 15 years of age. The age demographic of BC is shifting over the next 25 years with 100-per-cent plus growth in older adult age groups⁶ predicted to increase as follows:

Older Adult Age Groups	% Increase 2007 - 2032
55 to 59	38%
60 to 64	82%
65 to 69	137%
70 to 74	133%
80+	131%

As in BC, Richmond's older adult population is growing. Older adults (those people over 55 years old) are the fastest growing age group - a quarter of Richmond's population is now aged 55 and

⁴ 2004 Canada Survey of Giving, Volunteerism and Participating (Statistics Canada).

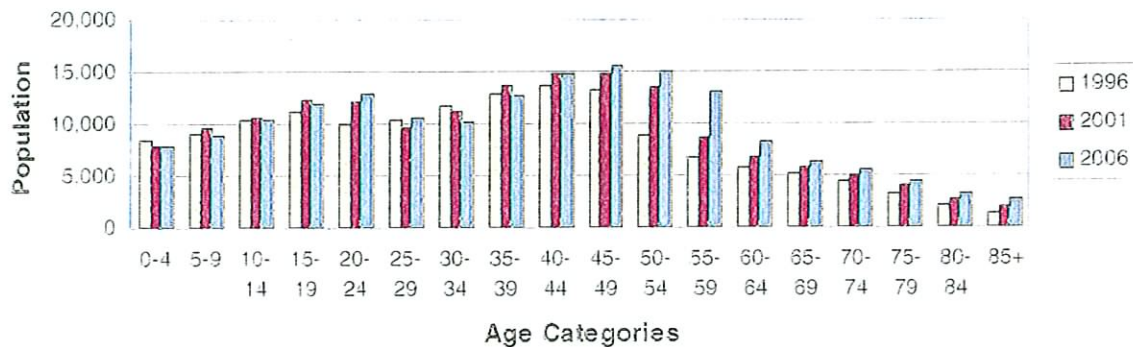
⁵ Source: BC Stats Infoline: Issue 07-29, July 20, 2007

⁶ Source: "B.C. health care's very, very scary future" by Gary Manson February 15, 2007 Globe and Mail

over (43,600 people)⁷. This is a 26% increase over 2001 (when there were 34,700 people over 55), and a 52% increase over 1996 (when there were 28,800 people over 55). The table below shows the numbers of Richmond residents broken into age groups. The trend towards an aging population is clearly evident.

Richmond Population Change in Age Groups between 1996, 2001 and 2006

Source: Stats Canada Census Data



Almost 12% of older adults in Richmond are immigrants. The main languages of the over 65 age group in Richmond (other than English) are: Cantonese, Mandarin and Punjabi.

There is a significant amount of research currently being carried out on the social and health service implications of an aging population, in terms of health care costs and long-term care facility requirements, economic well-being of seniors⁸ and social isolation issues⁹.

2.7 Changing Face of the Older Adult Population

The changing face of the older adult sector is having an impact on municipalities across Canada in terms of delivery of services. The City must consider many factors when planning for the delivery of parks, recreation and cultural services in the future:

- The need to provide a diverse range of services for an expanding older adult population (there will be more older adults and an increasingly diverse older adult population that need to be served in the future – ranging from active baby-boomers to frail seniors).
- The ‘baby-boomer’ generation is starting to retire and has unique needs and interests, a larger than ever disposable income and likely the longest retirement period in history.

⁷ Source: 2006 Census.

⁸ There is a growing gap in BC between the ‘haves’ and the ‘have-nots’ and older adults are no exception. While there may be considerable numbers of baby boomer older adults who have significant disposable incomes, many older adults have lower incomes than other age groups. Female older adults tend to have lower incomes than their male counterparts, and unattached older adult women have considerably lower incomes than unattached older adult men. Some research indicates that unattached older adult women will be the poor of the future.

⁹ The older adult population is particularly vulnerable to social isolation given that about 25% live alone, and many face the reduction in mobility that comes with health problems associated with advancing age. These factors can affect their overall physical and mental health.

- People are aging in place – they stay at home despite disabilities, which has implications for providing services to them in the community.
- Ethnic and cultural diversity needs must be considered to ensure equal opportunity and access to services.
- Present day older adults are very skilled, aware and active in their communities.
- A greater variety of opportunities are required to meet the needs of this very diverse group.

As the population ages and the number of older adults increases, coordination of services in all areas of the community will be required to balance needs and expectations with available resources.

The aging of the 'baby-boomer' generation may alter the economics for pricing of PRCS services. Currently, older adults are offered reduced rates because they are a relatively small percentage of the overall PRCS market, and they consume services in 'non-prime' time. This may well change as the baby-boomers age and become eligible for reduced rates. With the majority of patrons then being subsidized, the economic sustainability of programs and services will need to be assessed. Rather than older adults being a small percentage of the market, they will be the 'primary' market, and will likely trigger a need to redefine 'prime-time' and pricing for older adults.



2.8 Older Adult Trends

The following four trends provide interesting challenges for providing parks, recreation and cultural services to older adults.

2.8.1 Aging Population

The overall aging population is a trend with considerable implications for providing parks, recreation and cultural programs and services to older adults in Richmond. The baby boomer generation, who are becoming the next generation of older adults, will continue to be active and

place a high demand on services. Their preferences, however, will generally shift to less strenuous physical activities as they age, and to cultural activities.

There will be a greater number of older adults participating in recreation and cultural pursuits, which will result in changing demand on facility use. Many baby boomers will want to continue in mainstream facilities, rather than be typecast as 'seniors' and potentially isolated in older adults' centres. In addition, 'aging in place' means living in your community and having access to a continuum of services including for people with disabilities.

2.8.2 Income Gap

Nationally there is a widening income gap between the 'haves' and the 'have-nots' (and an associated gap in disposable income and spending power on recreational and cultural pursuits). This trend is evident in the older adult population too, and may become more so with the aging of wealthy baby boomers, while research has shown that unattached older women will be the 'poor of the future'. In terms of PRCS service delivery, it is important to recognize that there are many older adults who will require some form of subsidized access to services, so while it may no longer be appropriate to subsidize programs based on age (given that some baby boomers will have significant disposable income), pricing and other strategies that aim to directly target those with less income (but do not focus on age) are one way to address this disparity.

2.8.3 Cultural Diversity

There is increasing cultural diversity country-wide and this is particularly evident in Richmond. Services and programs to older adults should be inclusive and culturally responsive. Greater efforts are needed to understand what are the varying requirements and interests of different cultures, and in particular, efforts made to include older adults who are isolated, many of which may be immigrant older adults.



2.8.4 Facility Infrastructure

There is a trend towards the development of multi-use or co-located community facilities, rather than single-use facilities (e.g. arenas, curling rinks, etc.). Recent research by the BC Recreation and Parks Association (BCRPA) states that *“care should be taken before developing stand-alone seniors centres because of changing expectations of the coming generation of older adults. Seniors’ oriented spaces should be grouped with other adult program spaces and include social elements”*.¹⁰

In the future, older adult-specific public facilities are less likely to be built in favour of multi-use facilities that meet the requirements of many demographic groups and interests. An alternative may be to co-locate services that are tailored for an older adult clientele, within a larger multipurpose centre. Emphasis may also shift to allocation of facilities for special needs populations, including older adults. However, accessibility is still a very important consideration, and facilities must be physically accessible to older adults.

There is also a trend towards recreation and cultural facilities having a role which is expanded from the traditional City-only facility, with other community organizations and partners being included such as public health, libraries and community services.



¹⁰ BC Recreation and Park Association (2006) Trends in the Parks, Recreation & Culture Field

3 CURRENT SERVICE & PROGRAM DELIVERY TO OLDER ADULTS

3.1 Inventory of Older Adult Services

PRCS and community partners together offer a variety of recreational, cultural, educational and social opportunities in Richmond for those over the age of 55 years.

Programs and services specifically developed for older adults are offered primarily at, or organized through, Minoru Place Activity Centre. In addition, most community centres in Richmond have dedicated older adults programming, and older adults frequently participate in regular programs too. Many arts, culture and heritage programs have an appeal to older adults, without being specifically targeted to them. Examples of services delivery to older adults is provided below:

- Minoru Place Activity Centre, a facility that caters specifically to older adults.
- Exclusive older adult use in multi-purpose space at designated times at some community centres.
- Specific 'older adult' programs at community centres.
- Older adult participation in regular 'adult' programs at community centres, the Richmond Cultural Centre (Richmond Art Centre, Art Gallery and Museum), arenas and aquatic facilities.
- PRCS discount available to older adults in some adult-priced programs and passes.
- Community Leisure Transportation program that provides a fleet of buses and coordination for many seniors services (and other members of the community requiring assistance to access PRCS facilities and programs).
- Older adult programs provided by government agencies (e.g. Richmond Health) in City-owned facilities.
- Older adult programs provided by not-for-profit community agencies in City-owned facilities.
- Services delivered through community clubs in private facilities and churches.
- Services provided through partnerships with government and community organizations.

Minoru Place Activity Centre

This facility caters specifically to older adults (membership is restricted to adults over 55, although is extended to younger spouses/partners). The centre has a full-service cafeteria, pool room, woodworking shop, computer workstations, multi-purpose rooms and casual seating space for reading, cards or socializing. The facility provides a variety of daytime out-trips to special attractions, events and restaurants. Services and programs at Minoru Place Activity Centre focus on:

- | | |
|---------------------------------|------------------------------|
| • Health and wellness | • Performing and Visual Arts |
| • Outdoor pursuits | • Sports |
| • Intergenerational programming | • Social Activities |
| • Life-long learning | • Special Events |
| • Dance | • Music |
| • Out-trips | • Crafts |

A Seniors Week and Activate Seniors Wellness Fair is held annually during the first week of June, with a wide variety of events and activities for older adults and the wider community.

Community Centres

Richmond's community centres offer programs and services designed and run specifically for older adults. Several community centres have in-house Seniors Program Coordinators. Examples of programs provided at community centres for older adults are listed below:

- Craft afternoons and workshops
- Visual arts workshops
- Exercise and fitness classes
- Outdoor pursuits and sports groups
- Social activities and groups
- Inter-generational social groups
- Dance, literary, music groups
- Language tutoring and clubs
- Games clubs
- Tours and trips
- Health and wellness clinics
- Support groups

Many of these programs are offered in multi-purpose rooms that are designated for specific time periods to be used by older adults for these programs, or in a gymnasium/fitness room. Older adults are also able to participate in general adult programs at community centres, when suitable.

Arts, Culture and Heritage

While arts, culture and heritage programs are not generally specifically designed or targeted at older adults, many have a strong appeal to this group, such as art workshops or museum events. Several user groups at the Art Centre are older adult-oriented, and many older adults volunteer in both the Art Gallery and Museum. Richmond Museum also does some joint-programming with Minoru Place Activity Centre. Some inter-generational programming has also been developed which focuses on the arts, culture and heritage field, and brings together youth and older adults.

Aquatics and Arenas

Although many older adults choose to swim during regular public or 'adults only' swimming, dedicated swimming for older adults is offered at Minoru Aquatic Centre (both 'Senior Swim' times and 'Low Impact Aqua' for Seniors). Price discounts for adults 55+ are offered on all aquatic admissions and passes.

As with aquatics, many older adults skate in Richmond and choose to do so during regular public skating or as part of a team in the Richmond League (for 40+ adults). Price discounts are offered for drop-in admission for adults 55+. Minoru Arenas offer weekly skates for those 55+ during the Fall and Winter.

Parks

Richmond's parks and greenways are used extensively by older adults, with Minoru Park and track especially popular. Richmond Nature Park offered regular out-trips for seniors for nature-based walks around the Lower Mainland.

Pricing and Cost of Delivery

PRCS programs and services for older adults are supported primarily through property tax levy, as are other City programs and services. Along with this base support, user fees are applied to offset

the cost of delivery of some services and programs. At the community centres, this revenue is directed to the community associations, with no revenue provided to the City to offset costs. In other operations, such as arenas, some City operating costs are recovered.

Some park, recreation and cultural drop-in programs are offered free of charge while other specific-activity courses have a fee associated with them. Other pricing models apply a general membership fee that then allow older adults to access programs and services for free or at a discounted rate. PRCS also offers discounted prices to older adults using adult-priced programs.

3.2 Where Are the Gaps between Needs & Expectations in Service Delivery?

The Older Adults Service Plan Steering Committee has identified a range of needs and expectations associated with providing parks, recreation and cultural programs to older adults in Richmond. This section provides a summary of the Steering Committee's comments.

3.2.1 Lack of Services Specifically for Older Adults

There are a limited number of services that target the needs of specific age groups (55+, 65+, etc.), or ethnic groups. Many older adults feel that community centres and other PRCS facilities should provide in-house space and services designated for 'older adult only' use (e.g. a reading room, area for coffee/tea and board games, card room, craft room, computers). Dedicated fitness space should also be available at the older adult centre.

Specialized older adult programs at the community centres (e.g. health-related clinics, nutrition, fitness, etc.) would promote positive lifestyle habits for this group, particularly the boomer generation who are now entering retirement and will likely continue to use their local community centre, rather than access the older adults centre.

More opportunities need to be pursued to make it easier for individuals to engage with each other (i.e. individuals asking others to join them in activities and events). There needs to be greater emphasis placed on outreach to older adults, and that the community needs to be motivated to help engage in outreach.



3.2.2 Standardized Pricing for Older Adults

The lack of a single 'membership' giving access to programs at all City PRCS facilities, or having standard pricing across all facilities, is noticeably limiting participation by older adults. This is particularly a concern when a program is not considered affordable or is not available at the closest facility to their place of residence.

It is desirable to implement a universal fee structure for all PRCS facilities to enable older adults to use any and all facilities equally without having to select or travel long distances.

3.2.3 Need for Coordination of Volunteer Services for Older Adults

Older adults contribute the most hours to voluntary services, even though the percentage of older adults volunteering is not high. There is a general perception that volunteer services, particularly those directed at their age group, are not well managed or coordinated across the city.

A PRCS Volunteer Management Service Plan 2007-2012 was adopted by Council in March 2007 that aims to address these concerns. A new City staff position has also been created (PRCS Volunteer Development Coordinator).

3.2.4 Need for Coordination of Services to Older Adults

The City, its partners and community organizations have not yet established a cohesive partnership program to provide coordinated services to older adults. Richmond does not have an older adult's network that is well established as it is for the youth population, and this is required.

The City has adopted a 'relationship-based' approach under the Master Plan, with the aim of developing long-term mutually beneficial relationships and partnerships with a wide range of community agencies to benefit and improve service to older adults.



3.2.5 Easy Access for Older Adults to PRCS Facilities

Easy, comfortable access and a welcoming atmosphere to PRCS parks and facilities is of importance to many older adults, particularly those who have a physical disability. Feedback suggests that many PRCS facilities are not designed to meet the needs of older adults.

Improving the layout and design of community facilities would do much to address this concern, as would the appropriate design of furniture (such as high chairs with arm-rests for ease of sitting and getting up, and tables with rounded corners to prevent injury caused by sharp corners). Designated free parking for older adults close to all PRCS facilities would make access easier, particularly during wet, winter days and during the evening hours.

3.2.6 Comfortable City Streets, Parks and Green Spaces

Older adults are nervous about using parks and green spaces after dusk and even during the day time at some locations, due to a fear of being robbed or mugged. There is a need to address safety and security measures for all people using parks, but particularly older adults who often feel more vulnerable.

Access to parks is important, but the provision of well-lit and level paved pathways, public washrooms, water fountains and seating areas, would greatly improve the safety, comfort and general enjoyment of these areas by older adults. Safe street crossings are also needed, along with more public places and gathering places for older adults.

3.2.7 Comfortable and Appealing Programs and Activities

Presently, dedicated programs (indoor, outdoor or drop-in) are not always provided for older adults because of competing programs that cater to other age interests. However, every age group has its own lifestyle and corresponding needs for programming. While it is virtually impossible to accommodate the varying needs of all interests, attempts should be made to provide for and draw out isolated older adults and ensure they are part of the community. The resulting payoff to them and the community will be tremendous. The results will reduce older adult's reliance on other public resources, such as health care and social services assistance.

There is little consistency of programs and activities offered within PRCS facilities. While there are some common programs for older adults, specialized programming for older adults are only provided at some locations. There is a desire by older adults to see some basic programs offered at all facilities, so they do not have to travel so far.

The City needs to work with partners and to provide leadership in advocating, promoting, implementing and addressing older adult needs in all facilities.

4 THE PLAN: CLOSING THE GAP

4.1 Vision & Guiding Principles

In order to create an environment that encourages opportunities for Richmond's older adults to live healthy and active lives, the following vision has been developed.

Richmond to be a community where older adults live healthy and active lives in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of older adults."

The following guiding principles are embraced in the delivery of services to older adults:

- Encourages inclusion that ensures accessibility, and promotes intercultural and intergenerational interaction.
- Coordinates services that collaborate with partners, volunteers and older adults.
- Creates comfortable *environments that are welcoming, safe, responsive and empowering.*

4.2 Strategic Directions

This Service Plan lays out ten key strategic directions to encourage Richmond's older adults to participate in parks, recreation and cultural programs and services:

- Ensuring older adults are well informed
- Providing relevant and appropriate services
- Promoting cultural inclusion and harmony
- Building a sense of belonging
- Providing affordable access to programs
- Increasing volunteerism
- Coordinating city-wide delivery of service through partnerships
- Ensuring easy physical access and providing comfortable places
- Involving older adults through consultation
- Monitoring and evaluating the Service Plan

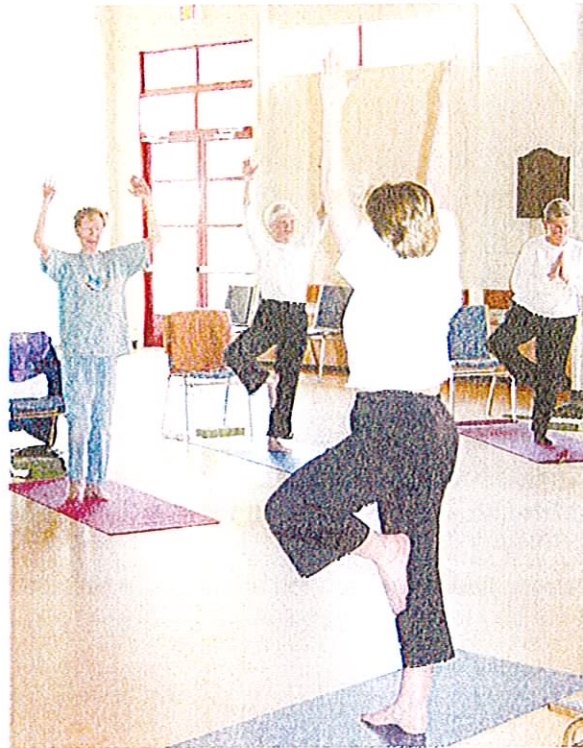
Each strategic direction, and its associated actions, are outlined in Chapter Five.



4.3 Success Indicators

A successful Older Adult Service Plan will result in:

- Older adults are informed about the services available to them.
- New and increasing numbers of older adults taking PRCS programs and services.
- A delivery system that is coordinated, efficient and eliminates duplication.
- Coordination of older adult services with community partners.
- Increased resources for older adults programs and services.
- Older adults feel they are valued members of a community.
- Growth and development of older adult volunteers.
- Community facilities and outdoor spaces having a welcoming atmosphere, are barrier-free and easily accessible to older adults.
- Older adult involvement reflects Richmond's diverse communities and demographics.
- Additional recognition and support for older adults.
- Richmond is seen as a leader for service delivery to older adults
- Other organizations wanting to copy the plan and its strategic directions.



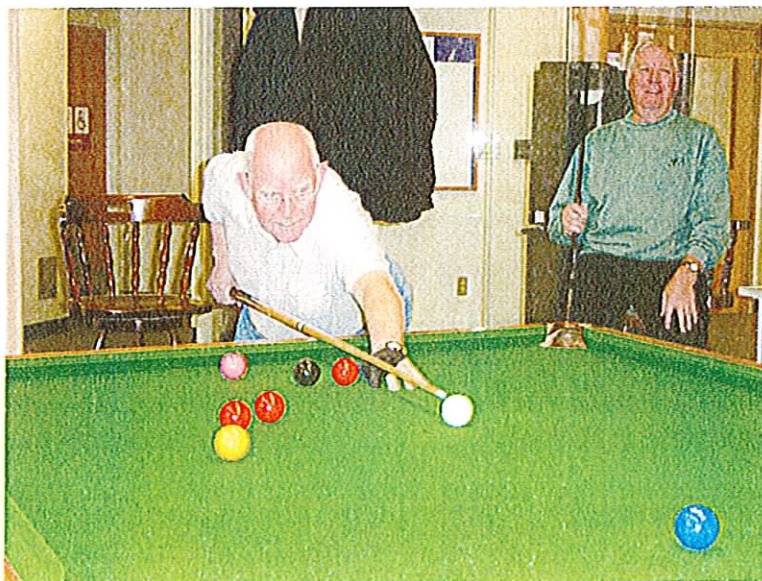
5 IMPLEMENTATION

Implementation of this Service Plan will be guided by a phased availability of financial and staffing resources. For many of the initiatives and actions recommended, new resources are required. As stated in Section 1.4, implementation of the Plan will be the responsibility of both the City, its partners and a range of other community organizations. Many of the actions identified under each of the Strategic Directions require a partnership of agencies to be involved, although a 'lead' has been established for each.

Investment in parks, recreation and cultural services for older adults will result in their having greater vitality and independence. A physically active, involved, socially-connected and fit older adult citizen is able to remain in the community longer, caring for him/herself. Investment in 'active living' for older adults is wise. Investment must also be made to support and train the staff that work with older adults, as they are integral to the success of PRCS programs and services. This support and training is also necessary for volunteers that work with older adults.

Opportunities to seek alternative sources or funds must be investigated. With the increase in older adults in the overall population, there are many resources being allocated for older adults' initiatives at both the Provincial and Federal government levels. Where possible, opportunities to reallocate resources to older adults' services within existing budgets should be reviewed.

The 2007 – 2012 Older Adult Service Plan goals, objectives and implementation actions are presented under each of the ten Strategic Directions.



5.1 Strategic Direction #1 – Ensuring Older Adults are Well informed

Older adults are better informed about the services available to them.

Objective

- Ensure that communication with older adults is timely, effective and appropriately delivered and received so that older adults are well informed and aware of the programs and services available to them.

Older adults need to be well informed about the services available to them. A marketing and communication plan is required that highlights the benefits of active living and life-long learning to older adults. This would enhance the visibility of PRCS programs in the community, as well as promote the benefits of recreation and cultural pursuits to older adults. *To achieve this objective, there needs to be regular consultation and communication with the various community organizations, as well as with older adults themselves.*



STRATEGIC DIRECTION #1: ENSURING OLDER ADULTS ARE WELL INFORMED				
#	Action	Lead	Expected Outcome	Timeframe
1.1	Develop and implement a marketing/communication plan targeted to older adults.	PRCS ¹¹ & community organizations	Increases awareness of programs & services. Increases participation.	Jan 2008
1.2	Conduct an educational campaign that promotes the benefits of 'leisure' & recreation to older adults and promotes a positive older adult image.	PRCS & community organizations	Increase the knowledge & benefits of leisure programs to older adults.	Summer 2008
1.3	Improve communication with older adult support agencies, community and advocacy groups to enhance awareness of PRCS programs and services for older adults.	PRCS	Encourages greater community cooperation in delivering services to older adults. Increases awareness of PRCS programs.	On-going
1.4	Improve facility interior and exterior signage with a design easier to read (e.g. colour, font and text size, etc.) and in different languages.	CoR (PRCS, Facilities Management)	Improves way-finding for older adults. Provides a welcoming environment.	2009 onwards
1.5	Provide translated information to improve awareness of PRCS programs to older adults in Richmond's various cultural communities.	PRCS & community organizations	Improves awareness and increases participation by multicultural communities.	2009 onwards
1.6	Solicit advice from older adults to improve the Parks, Recreation & Culture Guide and other media related to older adults.	PRCS	Involve older adult users in information delivery and their image to the wider community.	2008 onwards
1.7	Investigate alternative communication channels for older adults (e.g. internet, e-mail, local newspaper "City Page", and through health professionals).	PRCS & community organizations	Provides for a variety of ways to communicate to older adults.	2008 onwards
1.8	Host regular older adults' staff and volunteer workshops to share information and provide network opportunities.	PRCS & community organizations	Improve City and older adult information sharing. Opportunities for networking.	On-going

¹¹ led by PRCS Marketing Communications Team.

5.2 Strategic Direction #2 – Providing Relevant & Appropriate Services

City working with community partners and organizations to ensure PRCS services are relevant and appropriate, and assist older adults to age-in-place.

Objective

- Deliver city-wide programs and services that are relevant and appropriate to older adults' abilities, needs and wants.

The City, its partners and other service providers need to clearly understand the needs of older adults, in order to allocate resources and provide appropriate programs and services.



STRATEGIC DIRECTION #2: PROVIDING RELEVANT AND APPROPRIATE SERVICES				
#	Action	Lead	Expected Outcome	Timeframe
2.1	Ensure that PRCS programs & services provide a range of opportunities for all older adults, from 'young and active' older adults to those that are elderly and frail. Tailor existing programs or develop new programs as required (<i>to be based on information from Community Needs Assessment – to be conducted Fall 2007</i>)	PRCS & community organizations	Recognition of varying needs of different segments within the older adult demographic. The provision of wide range of programs & services that 'fit' with the needs of Richmond's older adults.	On-going
2.2	Expand inter-generational programming.	PRCS & community organizations	Older adults are mentors to children & youth. Older adults as caregivers to children are offered PRCS services.	On-going
2.3	Train staff and volunteers to develop skills and expertise in delivering PRCS programs and services to older adults. [<i>to be partly implemented through the PRCS Volunteer Management Strategy</i>]	PRCS & Volunteer Richmond	Staff & volunteers have appropriate skills sets to meet the service needs of older adults. Improved customer service to older adults.	2008 onwards
2.4	Modify operational practices and service delivery based on research-based trend information.	PRCS & community organizations	Maintains a relevant delivery system that responds to trends in the older adult demographic (i.e. is responsive to the needs of baby boomers as they retire in increasing numbers).	On-going



5.3 Strategic Direction #3 - Promoting Cultural Inclusion & Harmony

Older adults are more readily accepting of persons of other cultures and backgrounds.

Objective

- Promote, celebrate and enjoy the diversity of the community through PRCS's programs, services and activities.

Richmond is a multicultural community, and the intention is to promote, celebrate and enjoy the diversity of the community through PRCS's ongoing programs, services and activities. There is a need for training and resources for staff and volunteers to ensure sensitivity to cultural diversity aspects in programming. PRCS will investigate ways to ensure older adults from different cultures participate in programs and services.

A dedicated community team made up of City and community organizations will be established to guide the delivery of coordinated multicultural-based services to older adults.



STRATEGIC DIRECTION #3: PROMOTING CULTURAL INCLUSION AND HARMONY

#	Action	Lead	Expected Outcome	Timeframe
3.1	Assess and understand the needs of older adults in the provision of PRCS programs and services <u>in all our cultural communities</u> (especially those older adults in hard-to-reach communities that have historically experienced barriers to participation).	PRCS	Builds understanding, trust & cooperation between the City & all sectors of the community. Ensures culturally-appropriate and relevant programming.	On-going. 2008 <i>Community Needs Assessment</i>
3.2	Provide training for staff & volunteers (along with appropriate resources) to create awareness and understanding of the PRCS needs of older adults in all our cultural communities. <i>[to be partly implemented through the PRCS Volunteer Management Strategy]</i>	PRCS & community organizations	Staff & volunteers have the skills to provide culturally appropriate services and programs.	2008 onwards
3.3	Investigate ways to encourage older adults from historically hard-to-reach cultural groups to participate in programs and utilize services. <i>(links with Actions 1.1 and 1.5.)</i> .	PRCS & community organizations	Increased participation from all sections of the community. Ensures an inclusive community-wide approach to communicating with all citizens.	<i>PRCS is currently developing a Cultural Diversity Marketing Plan</i>
3.4	Create a 'networking team' of City, partners and community organizations to advise on promotional strategies, program development, & service delivery to older adults from hard-to-reach communities.	PRCS & community organizations	Improves coordination in the delivery of community-wide services to older adults.	2009 onwards



5.4 Strategic Direction #4 – Building a Sense of Belonging

Older adults experience an increased sense of belonging in the community.

Objective

- Ensure that there is a city-wide focus and understanding of older adult needs and wants, and that older adults feel a strong sense of belonging and citizenship in their community.

A sense of community belonging is important to older adults. The needs of older adults are to be evaluated to better understand how they can feel welcomed and valued at PRCS facilities and when participating in programs. This assessment will also focus on determining how their life skills and experiences can help encourage them to participate in PRCS programs and services, and in becoming part of Richmond's strong volunteer culture. *PRCS is conducting a city-wide Community Needs Assessment in 2008.*



STRATEGIC DIRECTION #4: BUILDING A SENSE OF BELONGING

#	Action	Lead	Expected Outcome	Timeframe
4.1	Assess and understand the service delivery needs of older adults (e.g. that older adult programs are offered at times appropriate for them, etc) [<i>links to Action 2.1</i>]	PRCS & community organizations	Older adults feel a sense of belonging and feel welcomed and valued at PRCS facilities, and that programming takes account of their time & lifestyle demands.	<i>To be included in 2008 Community Needs Assessment</i>
4.2	Develop a consistent language to describe and identify older adult 'age groups'. Assess whether the 55-65 age group should be included in an Older Adults Service Plan in subsequent revisions.	PRCS & community organizations	Helps to combat 'ageism'. Recognition of desire of baby boomers to not be typecast as 'seniors'. Ensures that this demographic remains an integral part of the community and accesses PRCS services.	2009/10 onwards
4.3	Establish programs that take advantage of older adult life skills.	PRCS & community organizations	Older adults are mentors to the younger generation. Service-learning opportunities are provided for older adults.	On-going
4.4	Promote 'peer-teaching-peers' for program instruction.	PRCS & community organizations	Promotes self-reliance and allows older adults to help each other.	On-going
4.5	Identify community parks, places and spaces that may require change or modification to better meet the activity or leisure needs of older adults.	PRCS	Provides for community places that welcome and embrace older adults.	On-going

5.5 Strategic Direction #5 – Providing Affordable Access to Programs

There is uniform pricing and universal access to programs and/or memberships across PRCS facilities for older adults.

Objective

- Create a pricing structure for parks, recreational and cultural services and programs that is collectively accessible and priced for all users.

The need for affordable programs has been of ongoing concern to Richmond’s older adults. PRCS is currently developing a Pricing Policy. There is currently no city-wide pricing structure for PRCS programs and the intent is to develop a set of guidelines to fairly and consistently apply prices to programs and services. The policy will assess the costs of providing programs and services and will develop a framework for how they will be priced through addressing the following key issues:

- Determining public versus private benefit.
- Designing a fee structure that is fair, equitable and accessible.
- Obtaining appropriate cost recovery to ensure financial sustainability.
- Outlining what programs and services should be subsidized.
- Setting fees at an appropriate level and complementing these fees with an effective safety net.
- Ensuring consistency – same price for similar service, program, space or place.



STRATEGIC DIRECTION #5: PROVIDING AFFORDABLE ACCESS TO PROGRAMS

#	Action	Lead	Expected Outcome	Timeframe
5.1	City to work with partners & community organizations that provide services to older adults in developing a PRCS Pricing Policy which addresses the needs of older adults.	PRCS & community organizations	Pricing Policy takes account of older adults' needs. Recognizes baby boomer retirement may alter economics of pricing PRCS services & redefine 'prime-time'.	2008
5.2	Ensure involvement of low-income older adults, those with disabilities, and those who are marginalized or isolated, in developing the PRCS Pricing policy.	PRCS	Reduces financial barriers to accessing PRCS programs & services by older adults who face barriers to participation.	2008
5.3	Consider expanding the fee subsidy program to assist low-income older adults to participate in PRCS programs (the program is currently for families).	PRCS	Increased participation by low-income older adults in PRCS programs and services.	2009/10
5.4	Review budget allocation for older adults' services & programs on annual basis to ensure needs of the increasing older adults' population are met.	PRCS	Provides for long term sustainability of PRCS services to older adults.	On-going
5.5	Investigate innovative options that would reduce barriers to access (i.e. financial implications of 'smart card' or subsidies).	PRCS	Reduces financial barriers to accessing PRCS programs & services by older adults who face barriers to participation.	2010
5.6	Investigate methods to directly target older adults who are on social assistance or who are 'working poor', to increase their awareness & participation in PRCS programs & activities.	PRCS & community organizations	Raises awareness and participation by those older adults who may not normally use PRCS programs & services.	On-going
5.7	Establish an Older Adults Network.	PRCS & community organizations	Increased support for, and communication between, older adults.	2010

5.6 Strategic Direction #6 - Increasing Volunteerism

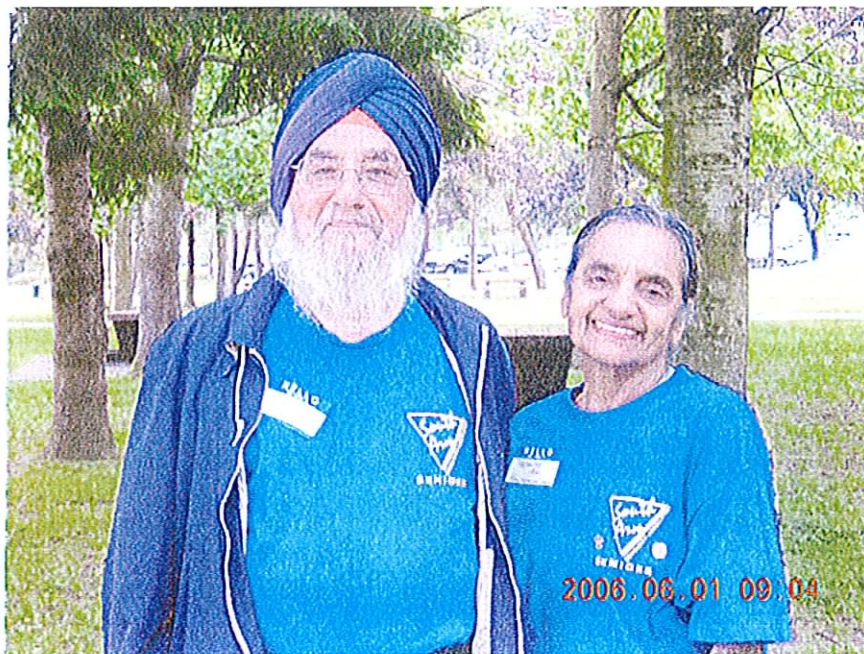
Volunteer services for older adults are coordinated City-wide and meet the needs of older adults.¹²

Objective

- Build a staff and volunteer resource base that supports older adults programs and services. Ensure older adults are welcomed and involved in Richmond's strong volunteer culture.

Older adults are already a major component of PRCS's volunteer services that support city-wide programs, as well as specific services to older adults. To ensure that PRCS maximizes this volunteer resource, improved standards and guidelines are needed in a variety of areas, including recruitment and training, volunteer tracking and recognition, and dedicated financial resources.

The recently adopted PRCS Volunteer Management Service Plan (2007-2012) recognizes the value of volunteerism by Richmond's older adults and outlines a series of actions to increase volunteering from this group. A new PRCS Volunteer Development Coordinator position has also been created recently.



¹² In March 2007, Council adopted the 'PRCS Volunteer Management Service Plan – Building the Volunteer Spirit! 2007-2012'. The actions under Goal #6 of the PRCS Older Adults Service Plan will be addresses during implementation of the PRCS Volunteer Management Service Plan.

STRATEGIC DIRECTION #6: INCREASING VOLUNTEERISM

#	Action	Lead	Expected Outcome	Timeframe
6.1	Develop standards for city-wide volunteer programs (e.g. recruitment procedures, staff and volunteer training needs, reference checks, volunteer job descriptions, recognition, support resources, etc.).	PRCS, VRIS and community organizations	Provides a stream-lined and standardized volunteer management system which is appealing and welcoming to older adults.	2008/09
6.2	Develop an information package and volunteer recruitment and management strategies (along with a promotional campaign) to recruit older adults for PRCS volunteer opportunities. Ensure that opportunities are also available for "informal volunteering" (e.g. sharing at an event, 'mentoring' other older adults on the benefits of leisure, etc.)	PRCS, VRIS and community organizations	Increased volunteering by older adults due to increased awareness and appeal of volunteering for PRCS and its partners.	2009
6.3	Investigate ways to attract and engage baby boomers as PRCS volunteers.	PRCS, VRIS and community organizations	Increased interest of baby boomers in volunteering for PRCS services and programs (and boards).	On-going
6.4	Provide financial resources to support the volunteer development and recognition program.	PRCS, VRIS and community organizations	Ensures long term sustainability of older adult volunteer services.	On-going
6.5	Explore ways to share older adult volunteers with other community agencies.	PRCS, VRIS and community organizations	Increases the range of opportunities for older adult volunteers to participate in the community.	On-going
6.6	Explore incentives, such as exchange of volunteer service hours for reduced rates in other programs (e.g. services, passes, etc.).	PRCS, VRIS and community organizations	Increases interest by, and respect for, older adult volunteers.	2008
6.7	Implement a tracking system that records volunteer resources and hours provided.	PRCS, VRIS and community organizations	Creation of a volunteer database for management and recognition of volunteers.	2008

5.7 Strategic Direction #7 - Coordinating City-Wide Delivery of Services Through Partnerships

City working with partners and community organizations to ensure services to older adults are coordinated.

Objective

- Deliver coordinated city-wide programs and services to older adults.

Throughout the process of implementing this Plan, many opportunities will arise as a result of improved partnerships and relationship building. Along with PRCS, there are a number of community organizations involved in the delivery of services and programs to older adults.

The City will work with community partners to ensure services are coordinated city-wide. Coordination may include: information sharing, avoiding duplication in the delivery of programs and services, customer services initiatives, financial and non-financial supports, technology, and training.



STRATEGIC DIRECTION #7: COORINDATING CITY-WIDE DELIVERY OF SERVICES THROUGH PARTNERSHIPS

#	Action	Lead	Expected Outcome	Timeframe
7.1	Develop a Communication Plan for how this Older Adults Service Plan is disseminated and adopted city-wide (e.g. to partners & community organizations involved in service delivery to Richmond's older adults).	PRCS and community agencies	Conveys to the community at large the goals and purpose of the plan and what success will look like. Responsibility for its implementation is shared.	2008
7.2	Partner with other agencies to offer specialty programs (e.g. health clinics within PRCS facilities)	PRCS and community agencies	Partnership in delivery of services to older adults with specific needs.	On-going
7.3	Develop new, and improve existing, partnerships to deliver enriched and expanded services and programs for older adults.	PRCS and community agencies	Combining resources and expertise improves & expands services to older adults.	On-going
7.4	Seek financial and non-financial support from appropriate provincial & federal agencies for older adults' parks, recreation and cultural initiatives. Co-ordinate applications city-wide for federal / provincial grants.	PRCS and community agencies	Provides for cost sharing of services to older adults by all levels of governments.	On-going
7.5	Integrate training opportunities where possible with partners and community organizations to increase knowledge about older adults' issues.	PRCS and community agencies	Ensures that staff & volunteer training is consistent city-wide and benefits from resource-sharing.	On-going
7.6	Investigate partnership opportunities with private sector agencies to promote and improve older adults' services.	PRCS and community agencies	Provides for alternative funding resources for older adults programs.	2008 onwards
7.7	Share information about older adults trends and service-delivery needs with partners and community organizations.	PRCS and community agencies	Benefits of information sharing with partners. Improves overall delivery of service to older adults.	On-going
7.8	Work with community partners to produce local information about services to older adults in the City. Develop an 'older adults network' in the community with partners.	Community partners	Increased awareness of services available to older adults.	Summer 2008

5.8 Strategic Direction #8 – Ensuring Easy Physical Access & Providing Comfortable Places

Improved access and design of PRCS facilities allowing older adults to use them easily and comfortably.

Objective

- Reduce and eliminate barriers for older adults to access and use PRCS facilities, parks, and community spaces.
- Provide dedicated space within PRCS facilities for older adults.

Improving accessibility through appropriate design of community facilities, parks and community spaces would allow older adults to use them more easily and comfortably. There is a need for space within PRCS facilities to be dedicated for older adult use: a place they feel is 'their own' and can feel comfortable and welcomed within.

There is also a need for accessibility and safety audits, based on input from older adults, on existing facilities, parks and trails. The aim is to develop barrier-free standards which are friendly to older adults, including people with disabilities. In addition, *the feasibility of establishing designated parking spots nearer to civic facility entrances and other physical improvements (i.e. benches, drinking fountains and shade spots) to create a more welcoming atmosphere for all members of the community, with a particular emphasis on older adults, will be assessed.*



STRATEGIC DIRECTION #8: ENSURING EASY PHYSICAL ACCESS & PROVIDING COMFORTABLE PLACES				
#	Action	Lead	Expected Outcome	Timeframe
8.1	Undertake accessibility & safety audits on existing facilities, parks and trails. Where feasible, modify existing and build new facilities, parks & trails to ensure barrier-free access & safety.	PRCS and CoR Facilities Management	Improves appeal and ease of access by older adults to all PRCS facilities & spaces.	2009
8.2	Investigate designating parking spots for older adults closer to civic facilities.	PRCS and other CoR depts.	Improves access for people with disabilities to use City facilities and spaces.	On-going
8.3	Locate new PRCS facilities close and with easy access to multiple transportation choices (transit, cycling, wheel chair/scooter & walking).	PRCS	Connects transportation choices and the delivery of services to older adults.	On-going
8.4	Work with appropriate transportation agencies to provide better transportation opportunities to City programs & services.	PRCS and CoR Transport Dept.	Improves the planning of transportation and location of older adult services.	On-going
8.5	Work with other city departments (i.e. legal, risk management, finance, properties etc.) to resolve concerns around liability, insurance, permits and related facility access issues.	PRCS and other CoR depts.	Reduces harm and risk to older adults and liability issues for the City in the provision of services.	On-going
8.6	Provide dedicated space (e.g. senior lounge) within PRCS facilities for older adults. Ensure that older adults are involved in space allocation process and planning.	PRCS	Ensures that older adults have their 'own space' within PRCS facilities, where they feel welcomed and comfortable.	On-going
8.7	Provide a welcoming atmosphere in all facilities providing services and programs to older adults	PRCS and community agencies	Acknowledges older adults are valued in the service delivery system.	On-going
8.8	Include amenities friendly to older adults (including washrooms, benches, shade spots, etc.) in capital development projects.	PRCS and community agencies	Ensures that facilities and spaces are planned with older adult users in mind.	On-going

The Older Adults Steering Committee also raised an additional issue: The need to liaise with the City's Building Department to consider incorporating barrier-free standards which are older adult-friendly into by-laws and building codes (e.g. adaptable housing standards for people with disabilities). This will be referred to the City's Seniors Advisory Committee for their consideration.

5.9 Strategic Direction #9 – Involving Older Adults Through Consultation
Provide opportunities for older adults to provide input into future older adult service delivery strategies, policies, procedures and budget priorities.

Objective

- Involve older adults in policy, procedure or facility and outdoor space changes that will affect them.

PRCS will provide opportunities for older adults to provide input into future programs, services, procedures and budget priorities. Opportunities will be created for Richmond's older adults to participate in public consultation and participation processes to ensure that their facility and program needs are sustained or enhanced. *PRCS is currently developing a "Public Participation Toolkit: Community Involvement in Developing Public Policy, Services & Programs", which will outline many of these opportunities.*



STRATEGIC DIRECTION #9: INVOLVING OLDER ADULTS THROUGH CONSULTION

#	Action	Lead	Expected Outcome	Timeframe
9.1	Provide the opportunity for Richmond older adults to provide input into future capital budgets through the Community Initiated Capital Process.	PRCS	Ensures that facilities and spaces are planned with older adult users in mind.	On-going
9.2	Conduct an Older Adults Needs Assessment.	PRCS and community organizations	Clear picture of community needs of older adults to better target resources & improve services.	part of 2008 Community Needs Assessment
9.3	Involve older adults in revisions to this Service Plan, and in developing or changing PRCS public policy and service delivery that directly affects them.	PRCS	Involves older adults in developing PRCS public policy and service delivery that directly affects them.	On-going
9.4	Involve older adults in the development of other PRCS Service Plans (e.g. heritage, active living & wellness, community recreation, etc).	PRCS	Ensures that older adults concerns are addressed in developing PRCS service plan delivery.	On-going

5.10 Strategic Direction #10 – Monitoring & Evaluating the Service Plan
To monitor, evaluate and report back on implementation of the Service Plan.

Objective

- To monitor the progress made by City staff and various community partners in accomplishing this Implementation Plan.

PRCS will monitor and evaluate the effectiveness of this Service Plan. Feedback will be included in staff's annual report to the Parks, Recreation and Cultural Services Committee on the status of the Master Plan implementation.



STRATEGIC DIRECTION #10: MONITORING & EVALUATING THE SERVICE PLAN				
#	Action	Lead	Expected Outcome	Timeframe
10.1	Gather information on older adult programs, services and participation levels.	PRCS and community agencies	Measurable data in order to effectively track and monitor programs.	part of 2008 Community Needs Assessment
10.2	Monitor and evaluate progress against each strategic direction & report back to the Parks, Recreation and Cultural Services Committee and Council on an annual basis.	PRCS	Increased awareness of the scope and value of older adult participation in PRCS programs by civic leaders and community residents.	Annually
10.3	Review the Richmond Older Adult Service Plan with community partners to evaluate progress in achieving goals, objections, actions and outcomes.	PRCS and community agencies	Evaluate and update the Older Adults Service Plan as required	On-going



APPENDICES

- Appendix 1: Commonly Used Definitions
- Appendix 2: Survey Responses from Richmond's Older Adults
- Appendix 3: 55+ / Older Adults – Citywide Services

COMMONLY USED DEFINITIONS

Aging/Age-in-place: This describes a person to grow older without having to move. It is not having to move from one's present residence in order to secure necessary support services in response to changing need.

Accessible: Able to access and participate in a wide choice of quality programs and services.

Baby boomer: Someone who was born between 1946 and 1964.

Community: A group of individuals, families or organizations that shares common values, attributes, interests and/or geographic boundaries.

Community Wellness/Well-Being: A broad indicator of quality of life. It is measured through individual and community health, fitness, lifestyle, environment, safety and cultural and social indicators. It defines a policy and service approach to community health and well-being. Building community wellness is an investment in people and society.

Consumer: An individual who is currently or potentially engaged in programs and services, places and spaces, such as parks, trails, special events, swimming and heritage. "Consumer" describes the broadest range of potential opportunities by implying all levels – from the individual to the City. There is no financial connotation.

CoR: City of Richmond

Culture: Includes the arts as well as heritage including exploration of our history as a community or as individuals. It relates to the interaction of society with arts in formal and informal settings.

Cultural Diversity: The presence and participation of many different cultural communities within the general culture of a society, and the explicit recognition that the contribution and participation of all cultural communities have the potential of equal value and benefit to society at large.

Diversity: The unique characteristics that all people possess that distinguish them as individuals and that identify them as belonging to a group or groups. Diversity transcends concepts of culture, ethnicity, class, gender, religion, sexual orientation or disability.

Integrate: Coordination resources, services and programs to address common goals, to reduce duplication and improve efficiency and effectiveness. The result is better service to citizens.

Leadership: Creating an environment and processes that foster innovation and makes something extraordinary happen.

Market: A group of current or potential customers. Market identifies and defines customer segments to target.

Marketing: Marketing refers to all activities associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers. This involves doing market research on customers, analyzing their needs, and then making strategic decisions about product design, pricing, promotion and distribution.

Needs: The gaps between what are defined as essential conditions in the community for adequate quality of life and what actually exists there. These conditions are not absolute; they are relative to the criteria used by whoever is defining the needs.

Older Adult: An individual who is older than 55 years of age.

PRCS: Parks, Recreation & Cultural Services Department of the City of Richmond.

Quality of Life: This describes the overall enjoyment of one's life. It is a healthy balance between work and family life, vocation and recreation and accumulating wealth and maintaining good health.

Service Learning: An individual uses volunteer community service as an opportunity to learn.

Values: What a community believes is and what it stands for. Values provide motivation to keep focused on why and what is done. Values serve as plans for resolving conflict and making decisions.

Vision: Based on values, this describes future. It uses language to convey a sense of how success will look and feel. It should be memorable, evocative and compelling. It is the destination.

RESPONSE FROM RICHMOND'S OLDER ADULTS, COMMUNITY STAKEHOLDERS & CITY STAFF

1. Information and Older Adults

- Undertake a marketing evaluation (by the City) to understand communication needs of older adults (include all older adults in the City and reflect changing demographics).
- Create a services publication of older adults only – include information from other partners – big picture, short, different languages.
- Dedicate a portion of the City Page to focus on older adult services.
- Develop a partner's communication plan including an "older adult's network" in the community.

2. Acceptance of cultures and backgrounds

- Balance specialized and integrated programming to create comfort and awareness of all cultures and backgrounds.
- Build on the strength of existing leadership in the areas where it already exists.
- Create opportunities for celebrating life experiences.
- Develop a communication message for marketing materials to foster inclusiveness.
- Conduct a study to better understand the needs of specific populations of older adults.

3. Sense of belonging

- Conduct a study to better understand programming needs of older adults.
- Implement coordinated programs based on this information.
- Develop consistent language to describe older adults "age-groups" (i.e. by stages of life).
- Develop programs and services to utilize the life skills of older adults.
- Provide opportunities for older adults to be empowered by being involved in creating programs.

4. Community services

- Create bridging programming (education and outreach) to help coordinate services among agencies more effectively.
- Target recreation and cultural bridging programs to individuals where they live.
- Use existing community assets to help engage in outreach (i.e. individuals asking others to join them / participate).
- Research other areas of the province where individuals are aging in place and learn from best practices.

5. Affordable services and programs

- Coordinate services, purpose and vision system-wide for older adults.
- Encourage older adults to participate in delivery of older adults services (i.e. becoming board members).
- Provide tools to boards to help with allowing older adults from different cultures to participate in Board / delivery system (partner with other agencies to provide these tools).
- Work with service providers to standardize pricing / memberships for identified core services.

6. Volunteer services

- Develop standards for City-wide “hiring” for volunteers including training needs, reference checks, etc.
- Develop information package for volunteer opportunities across the City.
- Utilize PRCS Volunteers Service Plan to adopt best practices and adopt for older adults.
- Recognize “informal” volunteers.
- Categorize volunteers as “City-wide”, “local” and “ad-hoc”, but coordinate their services.

7. Coordinated services

- Develop and coordinate an information sharing forum for partners (formal and visible) including common issues and discussions on funding, grants, etc.
- Improve communication among service providers (Senior’s ListServ).
- Work with cultural groups in the City to discuss how best to partner in service delivery.
- Utilize the Richmond Community Service Advisory Committee to assist in coordinating communications with the non-profit sector.
- Develop an expanded database of service providers in the area (include churches, etc.) and make available to all other service providers (while keeping it updated).
- Create a job function in creating and maintaining partnerships.

8. Easy access to facilities

- Investigate research available to obtain information on this topic and share with all staff and partners.
- Encourage development of standards friendly to older adults into bylaws / building codes.
- Locate housing for older adults in proximity to community centres.
- Designate parking spots for older adults closer to civic facilities.
- Prioritize gathering places in capital development. Include amenities friendly to older adults including washrooms, benches, shade spots, etc.
- Create a requirement for amenities friendly to older adults in all Parks, Recreation and Cultural Services existing and future places and spaces.
- Locate new PRCS facilities where there are multiple transportation options.
- Assess existing facilities for accessibility and develop an implementation plan for improvement.

9. Comfortable in parks and greens spaces

- Adopt a consistent signage system across City parks, which include features that make it easy for older adults to read and use.
- Work with Parks Department and partners to produce localized promotional material, which appeals to older adults.
- Identify neighbourhood parks, which require perimeter paths to serve older adults and advocate for their development.
- Link and use of Minoru amenities to Senior's Services.
- Create additional gathering places, which are friendly to all ages in Richmond.
- Encourage older adults to "own" the parks by reporting needed repairs, safety, etc.
- Encourage the continued development and education of the Parks Steward program.

10. Engaging older adults

- Develop guidelines to be implemented Citywide to improve quality of programmed delivery.
- Engage baby boomers to volunteer and offer pre-retirement leisure education and orientation to services / opportunities.
- Develop standards for hiring specialized staff at all facilities.
- Develop adapted programs to serve the specialized needs of older adults population

55+/OLDER ADULTS - CITYWIDE SERVICES

City Wide Health/Wellness Programs

Wellness Clinics & Holistic Health Services

Retired volunteer nurses take your blood pressure, discuss medications and any other health concerns you may have "free of charge". You will find Therapeutic Touch, Reflexology, and Reiki sessions are available for a minimum donation of \$8.00. These sessions stimulate the flow of energy through the body so that healing can take place naturally and the body can relax

1st Wednesday of the Month	Steveston Community Centre	9:00 – 11:00 am
2nd Monday of the Month	Cambie Community Centre	10:00 – 1:30 am
2nd Friday of the Month	South Arm Community Centre	9:00 – 11:00 am
3rd Wednesday of the Month	Miniuro Place	9:00 – 11:30 am
4th Thursday of the Month	Thompson Community Centre	9:00 – 11:30 am

Citywide Senior Services

Citywide Older Adult Events

There are many other opportunities and events within the community. Please refer to the [Recreation and Culture Guide](#) or visit our [Calendar of Events](#) for special event information. Check out ACTIVATE, a wellness fair for older adults during Seniors Week 2007.

Seniors Information & Referral

A free service that provides a vital link between seniors and the services and benefits to which they are eligible. Trained older adult volunteers assist other seniors by helping with the completion of forms and by making referrals to other services and programs available in the community. Information and Referral Counsellors can assist you with:

BC Medical Plan

- Long-Term Care
- Pharmacare and dental care
- Guaranteed Income Supplement
- Old Age Pension

- GAIN
- Canada Pension Plan
- SAFER
- Subsidized and temporary housing
- Bus passes
- Consumer protection
- Legal referrals
- Grocery shopping services
- Tenants' rights
- Seniors adult peer counselling programs and more

This program is a partnership program between Volunteer Richmond Information Services, Richmond Health Services and the City of Richmond, Seniors Services. Office hours are Wednesday, Thursday and Friday at the Caring Place. Please call 604-279-7020 for an appointment.

Information and Referral services are available at Volunteer Richmond, Caring Place, Minoru Place Activity Centre, and West Richmond Community Centre. Visit the [Seniors Information & Referral Services](#) website for more information. Please call Volunteer Richmond at 604-279-7020 to book an appointment, or contact them by email at infoandreferral@volunteerrichmond.ca

Multilingual Seniors Guides

The latest edition of the BC Seniors' Guide: Programs and Benefits for British Columbia's Seniors is available in Punjabi, Chinese and French, as well as English Visit <http://www.cserv.gov.bc.ca/seniors/> to view the guide.

Community Leisure Transportation

Transportation Coordinator: Ruth Eliason

Phone: 604-718-8450

Hours: Monday - Friday 9:00am - 1:00pm

Seniors Peer Counselling

Senior Peer Counselling offers trained senior volunteers who guide and support their peers through difficult times - retirement and relationship concerns and times of anxiety and depression. Free weekly one-on-one counselling sessions are available with no formal referral needed.

This program is a partnership program between Volunteer Richmond Information Services, Richmond Health Services and the City of Richmond, Seniors Services. Please call or leave a message at 604-279-7034 or visit www.volunteerrichmond.ca

Core Shopping Bus

A shopping bus is available each Monday and Thursday. On Mondays the bus will travel to Blundell Centre and Thursdays the bus will travel to Lansdowne. Please call 604-718-8450 for more information and a schedule of pick up and drop off times.