



June 23rd 2009



## Why we conduct a Community Needs Assessment.



- Directed by PRCS Master-Plan 2005-2015.
- Solid understanding of community demographics and their specific needs.
- Informed decision making and allocation of resources.
- Updated and reliable information on which to effectively plan and deliver programs and services.
- To ensure that the broadest possible range of programs and opportunities appeals across all cultures, age groups and neighbourhoods.

## Objectives



- Assess awareness of participation levels and satisfaction with PRCS services and programs.
- Identify unmet needs and determine gaps.
- Identify barriers to participation (especially harder-to-reach segments).
- Develop recommendations and strategies for addressing the barriers and gaps.

## Phone Survey



- 1,328 randomly selected Richmond residents
- 34% conducted in language other than English
- 5 languages (English, Cantonese, Mandarin, Punjabi, Tagalog)
- Response Rate – 9.81% (16,920 dialled)

# Focus Groups

20 Focus Groups in Six Languages, (English, Punjabi, Mandarin, Cantonese, Arabic and Spanish) with approximately 200 participants on the topics below:



- Parks Use and Barriers
- Facility Use and Barriers
- Program Use and Barriers
- Refugee Issues
- Diversity (people with disabilities)
- Youth (13-16 and 17-18 yrs)
- Baby Boomers (55-64 yrs)
- Old Older Adults (75+ yrs)
- Communications & Media
- Arts & Cultural
- Community Health & Connectedness
- Major Parks, Neighbourhood Parks & Trails



## What did we find out?

## There is much to celebrate....



- City of Richmond does an exceptional job of providing parks, recreational and cultural services
- Vast majority of respondents feel that the City currently provides enough and adequate:
  - Parks, playgrounds and trails (83%)
  - Recreational and cultural facilities (81%)
  - Recreational, cultural and instructional programs / drop-ins (84%).
- Overall activity levels are high and respondents make excellent use of City facilities
- Little indication of significant barriers

## Parks



- Parks and trail usage high
- Majority of respondents choose *neighbourhood parks* for most of their outdoor activities
- Fewer actual or perceived barriers to use of outdoor spaces, when compared to indoor
  - 22% reporting barriers for walking / running in public park or on trail
  - 9% reporting barrier to playing at a playground.
  - Main barriers are distance, accessibility and comfort level.
  - Concern about dogs in parks and trails was fifth most commonly mentioned barrier.

# Park-Related Recommendations

- Foster neighbourhood parks
- Showcase major parks
- Address dog off-leash issues
- Evaluate transportation options to/from Richmond Nature Park and increase awareness
- Address trail connections and wayfinding



# Indoor Facilities



- Use of indoor facilities lower than informal outdoor use.
- High use of some facilities:
  - Libraries (82%)
  - Community Centres (60%)
  - Swimming Pools (56%)
  - Arenas (38%)
- Lower use of others:
  - Museums and Heritage Sites (39%)
  - Arts Centre/Art Gallery (36%)
  - Gateway Theatre (18%)

# Indoor Facility-Related Recommendations



- Showcase arts at community centres
- Address confusion around who operates community centres
- Create opportunities to showcase unique offerings in community centres
- Re-evaluate length versus public swim ratio
- Address perception of aquatic facility cleanliness
- Develop a marketing plan for Richmond Art Gallery and Richmond Art Centre
  - Review branding/signage/naming
- Raise awareness of Gateway Theatre
  - Culturally relevant programming
  - Evaluate pricing and issues around paid parking

## Programs



- Participation in programs and services:
  - Drop-in swimming, skating (47%)
  - Over 2 in 5 (43%) attended a public special event in past 2 years
  - Fitness, wellness and health programs (38%)
  - Sports programs (29%)
  - Nature / outdoor program (24%)
  - Performing arts – (21%)
  - Instructional program (21%)
  - Heritage programs – (19%)
  - Visual arts – (18%)

## Program-Related Recommendations

- Programs offered at a wider range of times
- More short term and drop in programs
- More programming that creates opportunities for socializing and community building.



## Cultural and Recreation Programming - Barriers

- Lack of time to participate
- Lack of awareness
- Language not as much of a barrier as expected (but may have ‘opted out’ of participation in public services, and seek services in own language community)

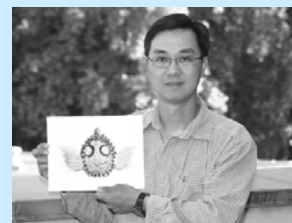


## Ethnicity/Cultural Diversity



- A significant difference in participation between the two most populous ethnic groups (Chinese and Caucasians). Chinese are:
  - more likely to report a barrier to use (for every activity/program).
  - less likely to use parks / trails (except ‘playing at playground’)
  - less likely to attend outdoor community event in park (awareness key)
  - less likely to visit museums & heritage sites (25% versus 56%)
  - less likely to report facilities as being adequate (77% versus 82%)
  - are less likely to report programs as being adequate (78% versus 88%)
- Chinese respondents use libraries, pools and the Senior Centre the same as Caucasians
- South Asians have high level of participation in outdoor physical activity

## Ethnicity/Cultural Diversity-Related Recommendations



- Additional need for culturally-relevant programming
- Continue to work with partners to reduce barriers
- Consider increasing communication in other languages, particularly Chinese and Punjabi
- Continue to identify culturally specific issues
- Consider staff wearing name tags that include languages spoken
- Continue to educate newcomers about services
- Highlight volunteer opportunities (including exploring non-English speaking opportunities)



## Information



- High website use, which is somewhat atypical when compared to other municipalities.
  - Guide (61%)
  - Website (58%)
  - Local newspapers (59%)
- 10% used website in 2001 study



## Information Recommendations



- Information, both offline and online, should be available in several languages of choice
- Ensure that full and accurate information is available on-line
- Evaluate the trends in use of the printed PRCS Guide.
- Address signage and information for the facilities within the Cultural Centre and Minoru Place Activity Centre

# Additional Recommendations

- Youth engagement to focus on referral and mentoring
- Simplify fee subsidy application process
- Address perceptions around pool cleanliness
- Evaluate service levels in Hamilton
- Volunteering
  - Clear on time commitment
  - Educate new immigrants on benefits of volunteering



## Questions?

