City of Richmond

Report to Committee

To:	Parks, Recreation and Cultural Services Committee	Date:	April 14, 2008
From:	Vern Jacques Acting Director, Recreation & Cultural Services	File:	11-7000-07/2008-Vol 01
Re:	**Older Adults Service Plan – Active and Healthy Aging for Those 55+**		

Staff Recommendation

That the "**Older Adults Service Plan – Active and Healthy Aging for Those 55+**" (as amended through stakeholder consultation) be endorsed.

Vern Jacques
Acting Director, Recreation & Cultural Services
(604-276-4129)

Att. 2

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CONCURRENCE OF GENERAL MANAGER
REVIEWED BY TAG   YES ☑   NO ☐
REVIEWED BY CAO   YES ☑   NO ☐

Staff Report

Origin

On November 13, 2007, Council directed *"that staff:*

- *seek feedback on the DRAFT Older Adults Service Plan from key stakeholders; and*
- *report back to Council through the Parks, Recreation & Cultural Services Committee"*.

The purpose of this report is to provide the results of the consultation carried out (Attachment 1) and to seek Council endorsement of the final version of the strategy (as amended through stakeholder consultation), entitled **"PRCS Older Adults Service Plan – Active and Healthy Aging for Those 55+"** (Attachment 2).

Analysis

The process of developing the Older Adults Service Plan was a collaborative effort between the City and several community partners who have expertise in the delivery of services to older adults. An Older Adults Service Plan Steering Committee was set up to guide the Plan's development. Committee representation included City staff, Minoru Seniors Society, Richmond Seniors Advisory Committee, South Arm Community Association, Thompson Community Association, Steveston Community Society, Vancouver Coastal Health, Richmond Chinese Community Society, Richmond Sports Council, and Richmond Addictions Services.

Implementation of the plan will be the joint responsibility of the City, its partners and a range of other community organisations. It is only through partnership that the Plan's vision will be realised, and Richmond will become 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"*.

For this reason, broader consultation with stakeholder groups was considered key, and was conducted in late 2007 and early 2008. The focus of this exercise was to:

- Obtain commitment to achieving the common vision as stated in the Plan.
- Confirm the proposed strategic directions.
- Obtain feedback and commitment to 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 member of the Older Adults Steering Committee (Jacob Braun from Minoru Seniors Society) made a presentation in November 2007 to the Richmond Communities Committee (which has representation from all eight of Richmond's Community Associations). At this meeting, Board representatives were asked (along with their City Staff Coordinator) to take the draft plan back to their respective Boards for consultation. In addition to consultation with Community

Associations[1], staff consulted with a further 19 community organisations[2]. Responses from 17 community organizations were received. Attachment 1 gives a summary of the consultation questions and responses.

The following are highlights from the consultation:

- Thirteen of the fourteen groups that responded to a question on whether they supported the strategy as a whole, answered that they supported it (with 8 strongly supporting it).
- Many of the comments received related to clarifications or elaborations that were asked for by the community organizations, especially in terms of implementation. Some organizations misunderstood the document to be purely about new programs and services. However, the Plan provides a framework (and a common direction and common language) for much of what is currently being done, while also filling some of the 'service gaps'. This means that much of the implementation will be achieved from existing resources (i.e. through tailoring existing programs, rather than new programs). However, there will be some new initiatives or projects that are needed to 'fill the gaps' and to reflect the reality of older adults becoming a significantly larger proportion of the community.
- Six organizations endorsed the strategy, while five did not (the remainder advised endorsement was not applicable given that the full Board was not being consulted). Comments related to not endorsing were: needing more time before endorsement, that it was not felt necessary to endorse at this stage, that there was no endorsement but strong favourable opinions of support, or that a formal resolution to adopt would be brought forward at the next Board meeting.
- More organisations liked the term "older adults" than disliked it (six liked it versus four that did not). Some indicated a preference for the term 'seniors'.
- One group did not support the concept of having an Older Adult Service Plan at all, and stated that they felt that it was patronising (as they saw the strategy as 'segregating older adults' and not seeing them as fully active and a part of society as a whole).
- The suggested title 'An Aging Well Strategy' was disliked by the majority of organisations consulted (eight indicated they disliked it, with only five liking it). A variety of new titles were suggested, many of them suggesting that 'active' and 'healthy' should be included in the title. Therefore, the title has been changed to "Active and Healthy Aging for Those 55+".

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[1] City Centre Community Association, South Arm Community Association, Hamilton Community Association, Steveston Community Society, Thompson Community Association, West Richmond Community Association, and Sea Island Community Association.
[2] Richmond Aquatic Services Board, Britannia Heritage Shipyard Society Advisory Committee, Minoru Senior's Society, Richmond Seniors Advisory Committee, Vancouver Coastal Health, Richmond Addiction Services, Richmond Fitness & Wellness Association, Richmond Nature Park Society, Richmond Arenas Community Association, Richmond Art Gallery Association, Richmond Museum Society, London Farm Historical Society, Steveston Historical Society, Richmond Sports Council, Richmond Committee on Disabilities, Richmond Intercultural Advisory Committee, Richmond Community Services Advisory Committee, Richmond Chinese Community Society, Volunteer Richmond Information Services.

Clarifications and elaborations have been made in the final strategy document (Appendix 2) as appropriate, to reflect the comments received back from the organizations consulted. Appendix 1 outlines the changes made according to each response.

If the Older Adults Service Plan is endorsed by Council, the next steps will be for staff to continue to work with community partners and agencies to ensure they are familiar with the plan, and to implement the actions outlined. Implementation will be the responsibility of the City, its partners and a range of other community organizations. Many of the actions identified under each of the Strategic Directions in the Plan require a partnership of agencies to be involved, although a 'lead' has been established for each. Monitoring and evaluation of the Older Adults Service Plan is proposed through reporting back annually to the PRCS Committee, and through review with community partners to evaluate progress.
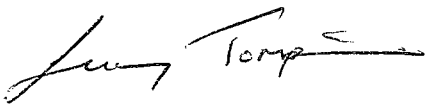
Financial Impact

There is no immediate financial impact associated with endorsing the Older Adults Service Plan. Much of the implementation will be achieved through using existing resources to continue (or tailor) existing programs and services. However, there will be some new initiatives or projects that require funding. These will need to be funded through:

- Reallocation of resources
- Additional Levels (for which requests would be forthcoming for consideration by Council in subsequent years)
- Grants and other external funding sources; and
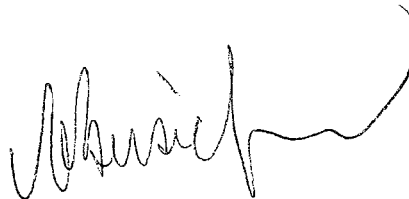- Partner and community organization budgets.

Conclusion

Richmond's rapidly aging population has implications for the operation and service delivery of PRCS program and services. Older adults (those over 55 years old) are increasing in numbers and are becoming a 'primary market'. There are currently 43,600 residents over 55 in Richmond. In thirty years, there will be well over 100,000.

The '*Older Adult Service Plan: Active and Healthy Aging for Those 55+*' aims to ensure that effective, meaningful and appropriate parks, recreation and cultural programs and opportunities are provided for older adults in Richmond.

Lucy Tompkins
PRCS Planner II

Eva Busich-Veloso
Coordinator Seniors Services

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OLDER ADULTS SERVICE PLAN 2008 – 2012.
RESULTS OF STAKEHOLDER FEEDBACK UNDERTAKEN IN EARLY 2008

- Stakeholder consultation was undertaken in January and February 2008.
- PRCS Coordinators consulted with 27 organisations, working in conjunction with Steering Committee members where appropriate.
- 17 consultation responses were received from the following organisations:

City Centre Community Association	Rmd Arenas Community Association	Rmd Chinese Community Society
Steveston Community Society	Rmd Museum Society	Thompson Community Association
West Rmd Community Association	Rmd Committee on Disabilities	Volunteer Rmd Information Services
Sea Island Community Association	Rmd Intercultural Advisory Committee	Hamilton Community Association
Minoru Seniors Society	Rmd Seniors Advisory Committee	East Rmd Community Association

The following questions were asked:

Board / Stakeholder Commitment	
1	On a scale of 1 to 3 (1=strongly support, 2=Somewhat support, 3=Do not support), how strongly did the Board (or other key stakeholders) support the following: • Service Plan as a whole • Vision Statement • Strategic Directions • Implementation Actions • Phasing and Timelines
2	Provide specific feedback or comment from the Board on each of the above.
3	Did the Board or stakeholders raise any specific concerns about implementation (i.e. how the actions will be implemented and who will pay for it?)
4	Was the Aging Well Service Plan endorsed by the Board? Provide wording of Board Resolution.
Service Plan Title and Terminology	
1	Did the Board / Stakeholders like the title of the document – *An Aging Well Service Plan – A Plan for Richmond Residents Over 55*? Were any alternative names suggested?
2	City Councillors were concerned with the term 'older adults'. How did the stakeholders you consulted with feel about this term? Were there any other suggestions?
Additional Comments from Stakeholders	
1	Please provide any additional comments that you feel are relevant (i.e. issues or concerns that were raised by the Board or stakeholders)?

Question 1: On a scale of 1 to 3 (1=strongly support, 2=Somewhat support, 3=Do not support), how strongly did the Board (or other key stakeholders) support the following: Service Plan as a whole; Vision Statement, Strategic Directions, Implementation Actions, Phasing and Timelines?

	Stakeholder Results[1]	Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Older Adults Service Plan.
Service Plan as a whole	13 supported (8 strongly supported). Only one organization did not support.	One organisation did not support the idea of a separate strategy for older adults at all. Thought it patronizing.	• older adults are a key market for PRCS programs and services. Need to target services to an expanding and increasingly diverse older adult population.
Vision Statement	12 supported (5 strongly supported). Only 1 did not support (for reason given above).	• Good vision statement… needs to reflect commitment to lifelong learning more in actual document. • Reference should be made in vision statement to Richmond's cultural diversity. • Hard to disagree with • Strongly supported. • Cannot be seen as anything less than a strong supporter of this strategy. People with disabilities make up a % of this population and therefore any improvements as a whole to assist the older adult will benefit the whole community, not just older adults or persons with disabilities. Throughout the document, there is very limited use of disability language, despite the percentage of older adults that have disabilities / mobility problems. It is noted that it does exist in a couple of locations and that some of the language around access and barrier removal would extend to older adults with disabilities. The limited use of disability language does not go far enough though in ensuring that the needs of this population are considered when planning for older adults with disabilities. • Too long. • Fine. • No need for a vision.	• no change to vision. • 'cultural diversity' is included as the vision refers to 'a cooperative, welcoming and <u>inclusive</u> environment'. Key stated principle is to 'encourage inclusion that ensures accessibility, and inter-cultural and inter-generational interactions. • Document has been revised by the PRCS Diversity Coordinator to insert additional 'disability language'.
Strategic Directions	12 supported (7 strongly supported). Only 1 did not support (for reason given above).	• Strongly support plan but there were a few areas that could be developed further: 2.2 The strong trend that 55+ age group are very actively involved in child rearing of grand children, this is especially true of immigrant 55+. There is also the longstanding trend that the same group and the older range 70+ are providing care to their spouse. This may be a large barrier to your strategy if not adequately addressed. (The older group often falls into your isolated seniors group –	• Section 2.9.1 – text added in concerning older adult's role in caring for grandchildren and spouse, and importance of connecting to community support facilities. • Section 3.2.6 – wording added to

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[1] Excludes all N/A (did not ask or no response).

	Stakeholder Results[1]	Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Older Adults Service Plan.
		importance of connecting with Caregivers support groups, Adult day centres long term care facilities). Where you could have access to those seniors who are visiting and or caring for frailer seniors utilizing the health/social services.3.2.6 The feeling of safety is a LARGE factor for many seniors participating, this could also be explored better especially in reference to your outdoor recreation spaces. Maybe even providing paid security for specific hours around dusk and early mornings in the winter. It seems to be a big indicator of seniors buying into gated communities. Higher buy in for those who offer paid security guards on patrol of outdoor spaces. • Strategic Direction 10: Monitoring should be carried out by an independent body (not PRCS), a body aware of cultural need. • Understood and no additions. • Strategic Directions are good. • Strategic direction #1.4, - this is very important for older adults and people with visual impairments. Suggestion that improved signage in parks and trails should also be considered to improve the visual accessibility, not just interior and exterior facility signage. Strategic direction #8.2, ensure that these potential parking spots are in addition to existing stalls already designated to individuals who have a handicapped-parking placard. They would like to ensure that it is an increase in the % of stalls available and not a re-allocation or designation. Suggest change wording of strategic direction #9.3 to read: Involve older adults and persons with disabilities in revisions to this Service Plan, and in developing or changing PRCS public policy and service delivery that directly affects them. • Agreement with Strategic Directions. • Need to address the needs of "older adults" and the "older, Older Adults" differently. • Strongly supported. • Fine. • Feel that their Community Association is presenting doing a lot in terms of the strategic directions. Some of the direction can be applied while we are doing others presently. They felt that Parks and the physical areas they will be addressing is good. • It seems there's a lot of consultation and the statements are "motherhood and apple pie", can't really disagree with them. The directions seem clear and sensible.	emphasise importance of safety concerns. • Strategic Direction 10 (Monitoring). Change 'Lead' to "PRCS and community agencies". Steering Committee to be re-convened for review. . • Strategic Direction 1.4 – Addition of improved signage in parks and trails, and interior and exterior facility signage. • Strategic Direction 8.2. Wording changed to indicate this is not a re-allocation of existing spaces for handicapped parking, but are in addition to existing stalls. • Strategic Direction 9.3. addition of 'and persons with disabilities'.
Implement-ation	10 supported (6 strongly	• We support. • These are vague, difficult to determine what is actually going to happen to meet	• Intention is not to be prescriptive (i.e. to tell partners exactly what will

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	Stakeholder Results[1]	Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Older Adults Service Plan.
Actions	supported). Only 1 did not support (for reason given above).	each objective. • These are too vague, plan needed to show how different cultural communities will be engaged. • That it gets acted upon. • Could the City supply best practice recommendations for external/community agencies in how they could implement some of the directions and initiatives in the strategy? Would there be opportunities to train organization staff and volunteers to allow organizations to better assist with service delivery to older adults? Unsure of how the implementation of the strategy might impact organizations in the community. For example, strategic direction #7.6 states that PRCS will Investigate partnership opportunities with private sector agencies to promote and improve older adults services. • They would like to know the success indicators. Emphasis on Intergenerational programs. • Strongly supported. • Fine • The Society relies on city staff to provide information and direction during the implementation phase	be done and when), but rather for the Service Plan to provide overall direction, high levels actions and expected outcomes. Partners and community groups then have leeway to determine specific actions and initiatives to reach the stated 'expected outcomes'. • Text has been added to state that the Seniors Coordinators Team (comprising both City staff and Community Association staff who work with seniors) can provide advice and guidance on initiatives to implement the Service Plan. • Two actions relate directly to training: Action 2.3 (train staff and volunteers to develop skills and expertise in delivering PRCS programs to older adults) and Action 3.2 (Provide training for staff and volunteers to create awareness and understanding of PRCS needs of older adults in all our cultural communities). • Success indicators are given in Section 4.3, and each action has an *Expected Outcome* identified against it. Action 2.2 (Expand Intergenerational Programming) focuses on these programs.
Phasing and Timelines	8 supported (5 strongly supported). Only 1 did not support (for reason given above).	• Some timelines are too distant. • Could not get a sense of exactly when things will happen with this timeline, too vague. • May be too optimistic with 2010 and other projects ahead.	• Service Plan is a five-year plan, and the timelines provided recognise that it is not realistic to implement all actions at once, but to stage their implementation as resources allow. • Many of the initiatives are on-going (as much of this Service Plan is about

38

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	Stakeholder Results[1]	Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Older Adults Service Plan.
			'putting a framework' around much of what is already being done), which is why a specific timeline cannot be identified against many actions.
Other		• Need to indicate census figures in the document with ethnic breakdown of the community. • Did not support the idea of a separate strategy for older adults at all, thought it patronizing. • Would like to see a strong seniors volunteer program. • In the Commonly Used Definitions, would like to see the definition of Accessible changed to read 'Able to physically, financially and attitudinally access and participate in a wide choice of quality programs and services'. There are also no visual images that represent disabilities in any way. No wheelchairs, walkers or scooters appear in any of the images that were chosen; yet photos showcasing cultural diversity are well represented. • Would like to see this as a living document rather then one that just sits on a shelf. Would appreciate reports back on the progress during the implementation process. • Hate the name "aging well" came mainly from our older adult board members. Older adult works well and is widely used. • Uncertain as to how the strategy applied to them as an organization. • They really did not like the name of the strategy and were very vocal in having 'Aging' taken out of it. • The members feel they have provided enough information through having a Board member on the Older Adults Steering Committee and their participation in the process. The Board feels now is time to get on with the work required to accomplish the objectives.	• Commentary on language and immigration from census have been added to Section 2.6. Data on ethnic origin and visible minorities is not available from Statistics Canada until April 2008. • Seven Actions are identified under Strategic Direction 6 (Increasing Volunteerism) to ensure a strong seniors volunteer program. • Definition for 'Accessible' has been changed. • Visual images representing disabilities have been added. • Annual reporting is proposed in the Service Plan (Action 10.2) • Various suggestions were given for a name, and a new name has been given (PRCS Older Adult Service Plan – Active and Healthy Aging for Those 55+).

Question 2: Did the Board or stakeholders raise any specific concerns about implementation (i.e. how the actions will be implemented and who will pay for it?)

Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Service Plan.
• Only that the implementation plan is vague.	Addressed above.
• How this strategy will be implemented is not made clear enough, this is all too vague. Difficult to implement when there is no clear reference to the present conditions of the existing parks, whether all or just some are suitable for this age group. It would be helpful to know the percentage of seniors currently using city facilities and compare that with the senior population as a whole. Having this information and information on the barriers seniors are facing in accessing services will make implementation easier. More effort will need to be made in any implementation plans to involve seniors from all cultural groups, efforts that acknowledge different cultural traditions and attitudes to senior services design and implementation. Need to involve all cultural groups in implementation...a plan needs to be made to show how this will happen. Need to learn and acknowledge and learn from best practice for delivery of services to seniors carried out by other cultural groups.	• Action 8.1 is to 'undertake accessibility and safety audits on existing facilities, parks and trails...'. • Community Needs Assessment (to be undertaken Spring/Summer 2008) will provide data on % of seniors using city facilities. • Strategic Direction 3 has four actions related to 'Promoting cultural inclusion and harmony'.
• It should all be incorporated from within existing services and budgets Could see the need to reach out to isolated seniors....would rather do that through existing services, for example - seek to tell people's stories about why they are here....a different approach to oral histories to get them involved and feeling valuable. Don't have a program to get them occupied, occupy them with existing programs. Need to find ways to bridge the lack of understanding seniors within the whole community and put efforts into fostering respect and valuing their vast life experiences. This is a sensitive topic! Don't insult us! Having a strategy is patronizing! This group could not see themselves participating in something directly for seniors.	• The Service Plan provides a framework (and a common language and common direction) for what we are already doing, while also filling some of the gaps. This means that much will be done from existing resources (i.e. through tailoring existing programs, rather than new programs). • Action 4.3 (Establish programs that take advantage of older adult life skills) has outcome of older adults mentoring the younger generation.
• The question was raised regarding what is it going to actually cost the Association. Finances are limited but they are willing to contribute what they can afford to support this initiative.	See comment above.
• The comment was made that the report get acted upon. No discussion about who should pay for what.	No change to document.
• There is some fear that if partnerships extend to funding from corporate entities, that would have a serious impact on non-profits who also apply for limited funding available.	This is not expected to impact corporate funding for agencies.
• They recognize that they are already providing many senior services with the support of the City. They recognize that they may need to focus more on seniors as the demographics change. They recognize and appreciate that the City contributes expertise and support through CFC, Eva and Coordinator.	No change to document.
• No specific concerns.	No change to document.
• No, as the strategy will have very little impact on arena operations and how the Association	No change to document.

Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Service Plan.
operates.	
• Since the society is not involved in any part of the Britannia site operations, they are not clear on what the City is expecting of them and are concerned about their lack of financial resources for an initiative outside of their mandate.	The Service Plan provides a framework (and a common language and common direction) for what we are already doing, while also filling some of the gaps. This means that much will be done from existing resources (i.e. through tailoring existing initiatives, rather than requiring additional financial resources).
• How much it is going to cost them over and above what they presently contribute to our current seniors program.	Existing resources will address many of the required actions. However, there will be some new initiatives or projects that are needed to 'fill the gaps', and additional funding (or a reallocation of resources) will be needed over the five years of the Plan
• Feel implementation costs should be covered by the City as Associations are doing their part in the partnership by applying direct funding to Seniors programs and Coordinator wages at their respective locations. Strategy should be for people who qualify for Canada Pension Plan versus age. Mixed reaction to term Seniors or Older adult. No suggestions	No change to document. Implementation of plan will be the responsibility of the city, its partners and a range of other community organisations. The Service Plan addresses all older adults, not just low income residents.
• The Board expects city staff to set direction and align the programming at the centre with the Strategy	No change to document.

Question 3: Was the Aging Well Service Plan <u>endorsed</u> by the Board? Provide wording of Board Resolution.

Stakeholder Results	Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Service Plan.
6 organisations endorsed / adopted Service Plan	• The Society feels that this report is a great start to help the older adults fit into the community and be active at the same time. Many felt that we were doing great things already and would want to continue and build on these great programs and services offered to seniors. • Motion- To endorse the older adults strategy as presented. • Resolution "That Thompson Community Association endorse the strategic directions set out in what is called the Aging well Strategy".	No change to document.
5 organisations did not endorse / adopt Service Plan	• Not at this stage as the committee felt they needed more time to think through and read the document. The Chair has however indicated his support. • Refers to 'not yet'. This was not the formal Board meeting and therefore no resolution was made. Chair has advised that a formal resolution will be brought up for adoption by the Board at their February meeting. • They did not feel that it was necessary to adopt the strategy in the minutes, but they strongly support it. If this is necessary to document in the minutes, it can be brought up at their next board meeting' • There was no endorsement but strong favourable opinions of support.	No change to document.
6 indicated it was not applicable.	• Consultation was conducted with individual(s) and did not go to Board. • Did not ask question of Board (they would want more time and information before they make a decision).	No change to document.

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Question 4: Did the Board / Stakeholders like the title of the document – *An Aging Well Service Plan – A Plan for Richmond Residents Over 55?* Were any alternative names suggested?

Stakeholder Results	Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Service Plan.
31% (5 organisations) liked the title.	• good title...alternative title could be *Aging Well In Richmond Strategy.* • Felt '*The Living Well Strategy - for ages 55+*' was more positive.	• There is strong opposition for the 'Aging Well Strategy' title. • Healthy should be captured in title. • Various suggestions were given for a name, and a new name has been selected (*PRCS Older Adult Service Plan – Active and Healthy Aging for Those 55+*).
50% (8 organisations) disliked the title.	• Title should differentiate between 65+ and 55+ ...55-65 may be referred to as 'mature adults'. • '*Living life to the fullest: a strategy for healthy and active lifestyle in Richmond for the 55 plus*'. • '*Richmond Seniors Strategy*' or '*Richmond Golden Age Strategy*'. • Suggested '*Getting Going at 55*'. • Older adults preferred. • '*Masters Strategy*' or '*Masters Activity Strategy*'. • The new name Aging Well was strongly opposed would rather have the Older Adults Strategy. • Members are split in opinion on this issue. The older people feel the word "seniors" should be used. Most think Aging Well is not a good title, they didn't elaborate. • Aging Well terminology that implies something that PRCS cannot deliver. • If it's a Seniors Strategy then call it that, or Older Adults, but not Aging Well. • Like the term Senior and felt it should be for those who qualify for pension	
19% (3 organisations) gave no opinion.	• An alternate suggestion for the title would be '*A Healthy Aging Strategy for Older Adults*'. Ultimately, felt this strategy was about keeping people active, connected and healthy. 'Healthy' in particular should be captured in the title.	

Question 5: City Councillors were concerned with the term 'older adults'. How did the stakeholders you consulted with feel about this term?		
Stakeholder Results	**Stakeholder Comments.**	**How the feedback has been incorporated or is already addressed in Service Plan.**
77% (13 organisations) either liked the term or gave no opinion.	• Active Seniors or Senior Adults • No preference with the terms Seniors, Masters, Older Adults. Needs to be a separation in the names/title of the older adult age group. 55 and up is a huge age range and we really should have a variety of names or categories to help define them, and then ultimately their specific needs. • People ages 55+ do not see themselves as "Older" individuals. The day of the "senior" has moved on, there is a need to create a term that is more positive and attractive so that people in that age group can identify with it. • Aging Well is liked better than 'older adults', but had a lengthy discussion on the age 55+. The majority felt that people do not liked to be labelled older adults / seniors at 55.	• Additional text has been added into Section 2.7 describing and defining the various groupings within the 55+ age group, along with their programs needs. • Action 4.2 is to "Develop a consistent language to describe and identify older adult 'age groups'. Assess whether the 55 to 65 age group should be included in subsequent revisions to the Service Plan.
23% (4 organisations) disliked the term.	• Like the term Seniors • No comments	

44

2347436

Question 6: Please provide any additional comments that you feel are relevant (i.e. issues or concerns that were raised by the Board or stakeholders)?

Stakeholder Comments.	How the feedback has been incorporated or is already addressed in Service Plan.
• Even though your vision statement embraces the lifelong learning I didn't think the strategy really addressed this aspect to the extent that I thought it would/could. Is the italics part in the intro area going to factor into the plan more or is it just awareness of areas needing to be addressed? Equipping your facilities to accommodate special needs and disabilities is HUGE and I am glad to see it included, even the community van you have can not accommodate all walkers let along wheel chairs. I am very impressed with your interest and plan in this area. I realize that this strategy is coming down under Parks, Recreation and Cultural Services and I am therefore not sure about linking health services support into it but as the title suggests "Aging Well" in the community I think it needs more research and discussion around this in simple yet very supportive ways. Under the Increasing Volunteerism it could maybe include community partnerships to support that. The main issue that comes to mind as a barrier that I know the city is already working on is barrier to transportation. I was hoping to see something in this strategy that would have a goal to share resources that would help reduce the barrier. I.e. sharing transportation vehicles to minimize costs of covering risk management like insurance for volunteer drivers, maintenance of the fleet etc. Transportation is a huge issue for the elderly especially w/c equipped safe vehicles. I do not think that Handi Dart and similar services is managing the need (in a way that actually meets the community need) currently and I don't think they will be able to catch up and meet the need as the population ages and places more demand on the system. That is why I think the city of Richmond could really take a look at this area, Richmond is making so many innovative steps in the area of supporting aging in place, it seems like this is a natural piece to the puzzle. There are many community partners that could work together to support this. A percentage of the time the fleet could be used for health appointments, social services, cultural and recreational.	• Italics part in Section 3 is partly awareness raising of issues, but the majority are addressed in Section 5 (Implementation). • The Health Dept is a key partner with PRCS, and the two organisations work closely together on many initiatives. Strategic Direction 7 has eight actions around "Coordinating City-wide Delivery of Services through Partnerships". • Transportation – It is recognised that this is key, and several actions in Strategic Direction 8 relate to this: Action 8.3 "Locate new PRCS facilities close and with easy access to multiple transportation choices (transit, cycling, wheelchair/scooter and walking)" and Action 8.4 "Work with appropriate transportation agencies to provide better transportation opportunities to City programs and opportunities".
• not enough Asian-Canadians on the committee that oversaw the development of this document...only two when 60 percent of the community are of Asian decent. The strategy needs to written in a style that is easier for Seniors themselves to read and understand...too much jargon and repetition. Document need to acknowledge all the volunteers in the community from all cultural groups who work to provide services for seniors.	While an attempt has been made to remove 'jargon and repetition', it has to be remembered that older adults themselves are not the primary audience, but rather the 'service providers'.
• Challenge for individual board members to understand the details of the documents and what staff were looking for in the way of feedback for the draft document.	No change to document.
• "We are still active and part of society as a whole not segregated off." Questioned if someone in their 40s wrote the document.	No change to document.
• The board felt that there is plenty of support for seniors programs from the board. More recently, the board had approved an increase in the number of hours for their Seniors Coordinator. The Senior's Coordinator is offering a variety of programs for the older adult group. Her Health & Wellness event is a sellout each year. As well,	No change to document.

programs are well attended.

Feedback	Response
• The RCD expressed significant concern that they were not involved in the process of developing this strategy. While they understand that there are a number of strategies being developed, this strategy in particular has many synergies with the work that the RCD do and would have expected to have been involved in the planning process. The RCD also noted that there does not appear to be anyone with a disability or representing organizations that serve people with a disability specifically represented on the committee.	Appreciate that RCD should have been approached to have representation on the Steering Committee. Feedback received now has been included where appropriate.
• Limited resources at Sea Island to contribute as much as other facilities. Would like to see this strategy implemented and not just sit on the side of someone's desk and collect dust.	No change to document.
• Asked about success indicators to measure Mentioned there is a huge discrepancy between Older adults (55-65) and older, older adults (65+). Lots of discussion regarding the age of an older adult. Concern about a fees subsidy for seniors that they may not access because of pride.	• Success indicators are given in Section 4.3, and each action has an *Expected Outcome* identified against it. • Pricing issues to be addressed in upcoming Pricing Policy.
• General opinion was that this is a nice City initiative but that it is not particularly applicable or important to the Society.	No change to document.
• 1. Ensure that there is consistency in what everyone calls this strategy. 2. Come up with an age range as presently an older adult in some areas is 55 and others 50. It is important to have consistency city wide. 3. They want to ensure that pricing for programs and services will be addressed. And wanted to stress the importance of a consistent pricing policy City Wide. They feel that there should not be discounts for older adults. 4. They disagreed that 50 or 55 should be the age within this strategy. They felt that it should be 65 years of age. There suggestion was to have different age groupings within this age group 55+, 65+,75+ 5. Is there going to be any discussions to address discounted pricing for the older adults. The board felt that there should not be any discounts until someone reaches the age where people can not afford to pay the full price. The many of the baby boomers are financially set where as the 65+ age group may need the discounts.	1. Name has been changed 2. This Service Plan uses 55+ 3. To be addressed in upcoming Pricing Policy. 4. Action 4.2 is to "Develop a consistent language to describe and identify older adult age groups, and to assess whether 55 to 65 age group should be included in subsequent revisions to the Plan".
• They are also concerned with discounting seniors at 55+. They do not feel that this policy can be sustainable with the number of seniors that are coming age in the near future. They feel discounts should be based on income.	To be addressed in upcoming Pricing Policy.
• Happy that there is focus and a plan developed for Seniors as we will be overwhelmed with need to provide Seniors in our aging community. There will be challenge with funding as with youth programs. Thus we will need to partner with other organizations i.e. Health to provide wellness, fitness, prevent isolation, nutrition training, etc etc	No change to document.

Parks, Recreation & Cultural Services Older Adult Service Plan

Active and Healthy Aging for Those 55+   2008-2012

RICHMOND
Better in Every Way

*"There is nothing more notable in Socrates than
he found time, when he was an old man, to learn
music and dancing, and thought it was time well spent."*

- Michel de Montague (1533 - 1592)

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
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TABLE OF CONTENTS

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 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 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,

- 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.** 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.

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

- **Promoting cultural inclusion and harmony.** Promote, celebrate and enjoy the diversity of the community through PRCS's programs, services and activities.

- **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.

- **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.

- **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.

- **Coordinating City-wide delivery of service through partnerships.** City working with partners and community organizations to ensure services to older adults are coordinated.

- **Ensuring easy physical access and providing comfortable places.** Reduce and eliminate barriers for older adults and those with disabilities to access and use PRCS facilities, parks, and community spaces. Provide dedicated space within PRCS facilities for older adults.

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

- **Monitoring and evaluating the Service Plan.** Monitor the progress made by City staff and various community partners in accomplishing this Implementation 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.

1.0 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' population[1] - those over 55 years old. Older adults currently represent 25% of Richmond's population (compared to 20% ten years ago). There are 43,600 residents over 55 living in Richmond today. In thirty years, there will be well over 100,000 (representing 45% of the population).

Appendix 1 provides a list of commonly used definitions used in this report.

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, have disabilities or health conditions that 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.

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.

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

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.

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 healthily and actively in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages life-long learning and values the contribution of older adults".

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

2.0 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.
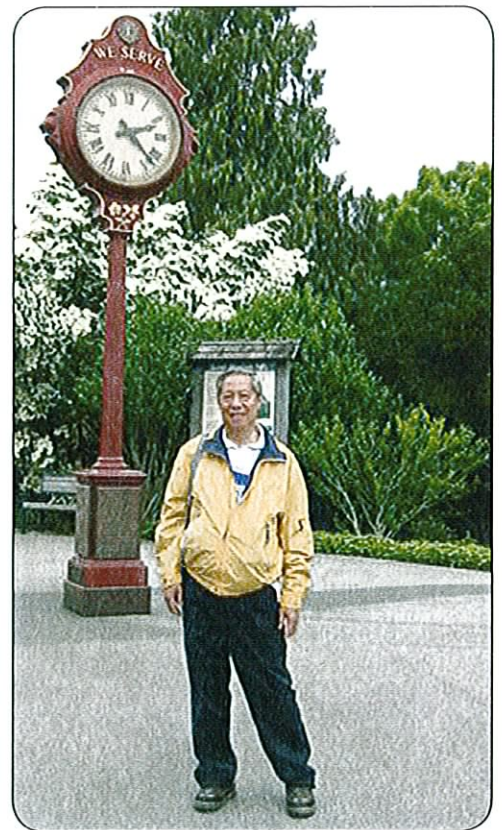
2.2 To Live

'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 learning[3] 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

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

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.

'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

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

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 groups[6] 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 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

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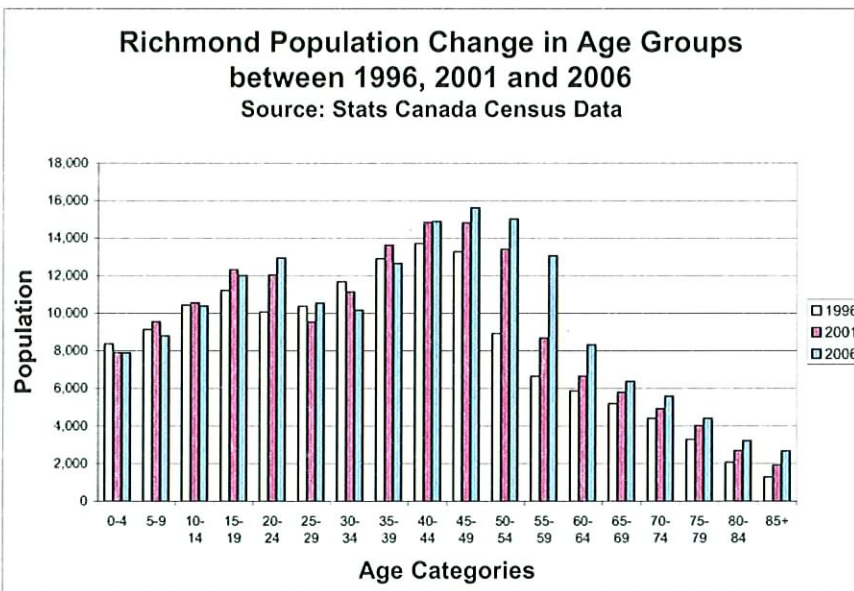
5   Source: BC Stats Infoline: Issue 07-29, July 20, 2007.

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

7   Source: 2006 Census.

Almost 12% of older adults in Richmond are immigrants[8]. Almost 60% (25,000 residents) of older adults in Richmond have a mother tongue other than English or French. The main languages of the over 65 age group in Richmond (other than English) are: Cantonese, Mandarin and Punjabi. 34% (14,660) of older adults speak Chinese (Cantonese, Mandarin and Taiwanese) as their mother tongue (with 84% of these people not being able to speak English).

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 seniors[9] and social isolation issues[10].

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 and seniors with disabilities).

- 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.

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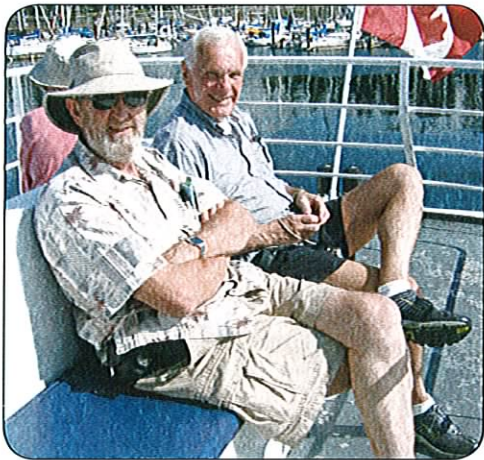
8   While information on immigration and languages have been released by Statistics Canada from the 2006 Census, data on ethnic origin and visible minorities will not be released until April 2008.

9   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.

10 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.

- 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 Groups

Adults over 55 years represent a wide range of abilities and attitudes. Functional levels are more important than chronological age when planning wellness and recreational activities. Ethnic and cultural diversity within older adult age segments is also a key factor in program provision. Table 1 provides a description of the general characteristics of the various older adult age groups, along with commentary on the program implications for each.

Table 1 - Program Implications for Older Adult Age Groups

Older Adult Age Groups	BC % Increase 2007-2032	Generalized Characteristics	Program Implications
55 to 59 Young Old	38%	• working adults, early retirees, starting to caregive for parents, while looking after teens • generally healthy and pursing self-health management • knowledgeable about needs, informed consumers • financially stable • want control and involvement in planning and implementation • competing priorities (work, life, caregiving, roles) • had more opportunities to choose and participate in leisure over lifetime • advanced retirement planning, especially for men, appears to be the key element in regards to retirement planning	• one off and short term • active, non-traditional (yoga, pilates) • social and learning opportunities • choice of activity and timing (evenings) • open to explore alternative wellness options • expect knowledgeable instructors and quality environments/equipment • retirement exploration/planning leisure education

Older Adult Age Groups	BC % Increase 2007-2032	Generalized Characteristics	Program Implications
60 to 64	82%	• retired or retiring, working part time or volunteering • healthy, beginning to experience some declines in strength and stamina • knowledgeable about needs, informed consumers • interested in learning how to protect against decline in their own health • may have limitations due to chronic conditions	• adaptive programs (e.g. Better Backs & Balance) • flexible schedules • variety & outrips • learning component • need some introductory level services with leisure education and counseling • 3rd age specific instructors
65 to 75 Middle Old	137%	• as above • newly retired • caregiver role for children diminishing, increasing spousal and friend role • declining social and family connections • more tied to cultural roots, less flexible to adapt • engages in some physical activity and can perform activities of daily living, but may have functional limitations • may have medical conditions or chronic conditions	• opportunities for social connection • seniors centers, club membership, groups • well paced health promotion • flexible scheduling • culturally appropriate programming • need some introductory level services with leisure education and counseling • 3rd age specific instructors and programs • caregiver respite and shared leisure programs • translated program information
75 to 84	133%	• experiencing general age related decline – physical, sensory changes • variable cognitive decline • decreasing social connections, and opportunities • more diverse than other groups • engage in limited physical activity • may have medical conditions or movement limitations and increased likelihood of chronic conditions • elder women 'tribes' experiencing leisure together	• intergenerational opportunities to teach and understand youth • more traditional leisure pursuits like bridge, bingo, seasonal events • exercise to improve strength, range of motion, balance and coordination • caregiver respite and shared leisure programs • supported entry options for 1:1 or groups
85+ Oldest Old	131%	• frail elderly often experience physical or mental disabilities that may interfere with the ability to independently perform activities of daily living • experience of loneliness found to increase with age, leveling at age 90 • decreased mobility and increased use of public or group transportation	• movement that helps maintain or improve physical function for basic self-care • opportunities for social connection • more traditional leisure pursuits • supportive environments and programs with skilled staff/care including food • increased transportation

Developmental Goals in Later Adulthood
Middle-Age Adult - *Generativity versus Stagnation.* Seeks satisfaction through productivity in career, family, and civic interests.
Older Adult - *Integrity versus Despair.* Reviews life accomplishments, deals with loss and preparation for death.

2.9 Older Adult Trends

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

2.9.1 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.

Richmond has a culturally diverse population containing groups for whom care giving for children is a strong trend. Caregiving for a spouse is also a role many seniors 70+ may face. Some seniors have a dual caregiving role for both children and spouse at the same time. This highlights the opportunity and the challenge to consider multiple services collocated to address a continuum of needs. For example childcare services might be housed beside an adult day center connected to a community center providing support for the caregiver.

2.9.2 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.

2.9.3 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.

2.9.4 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"*.[11]

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 all 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.

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

3.0 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 (including wheelchair accessible 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
- Outdoor pursuits
- Intergenerational programming
- Life-long learning
- Dance
- Out-trips
- Performing and Visual Arts
- Sports
- Social Activities
- Special Events
- Music
- 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 access for older adults also results in increasing access for persons with disabilities, people with children in strollers, and others who are less mobile.

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. This is a key issue for older adults (as evidenced by the popularity with older adults of 'gated communities', especially those that have security patrols of outdoor spaces).

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.

4.0 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 healthily and actively 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 and those with disabilities,
- 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.

5.0 IMPLEMENTATION

Implementation of this 5-year Service Plan will be guided by a phased availability of financial and staffing resources and the timelines provided recognize that it is not realistic to implement all actions at once, but to stage their implementation as resources allow.

The intention is not to be too prescriptive on how this plan will be implemented (i.e. to tell staff and partners exactly what will be done and when), but rather to provide overall direction (with high levels actions and expected outcomes) so that staff, partners and community groups have leeway to determine specific actions and initiatives to reach the 'expected outcomes'.

This strategy provides a framework (and a common language and common direction) for much of what is currently being done, while also filling some 'service gaps'. This means that much of the implementation will be achieved from existing resources (i.e. through tailoring existing programs, rather than new programs). However, there will be some new initiatives or projects that are needed to 'fill the gaps' and to reflect the reality of older adults becoming a significantly larger proportion of the community. Additional funding (or a reallocation of resources) will be needed over the five years of the Plan for these new initiatives. The PRCS Seniors Coordinators Team (comprising both City staff and Community Association staff who work with seniors) can provide advice and guidance to community groups on initiatives to implement the Strategy.

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. Broad 'success indicators' are provided in Section 4.3 of this document, and each specific action outlined under each Strategic Direction in Section 5 has an 'expected outcome' identified against it.

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.
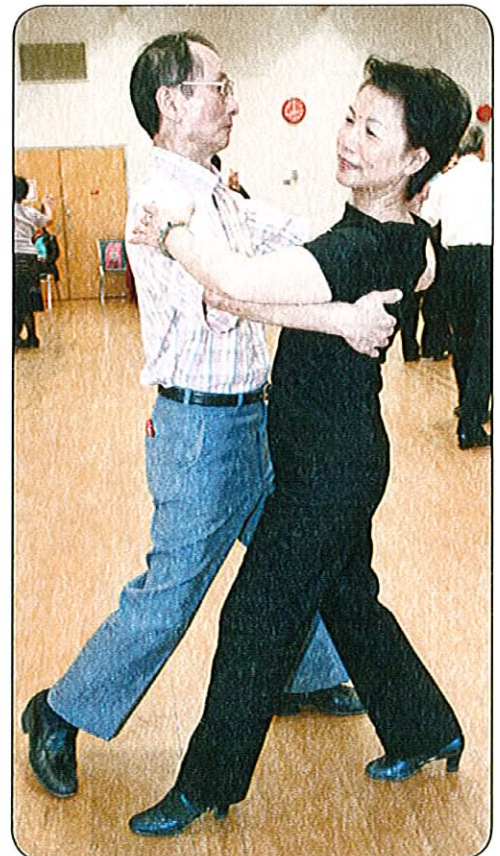
Opportunities to seek alternative sources or funds must be investigated. With the increase in older adults in the overall population, there are many resources being allocated for older adults' initiatives at both the Provincial and Federal government levels. Where possible, opportunities to reallocate 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* & 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 signage in parks and trails, and 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 and those with visual impairments. 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

* led by PRCS Marketing Communications Team.

5.2 Strategic Direction #2 – Providing Relevant and 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, frail, or with disabilities. Tailor existing programs or develop new programs as required *(to be based on information from Community Needs Assessment – to be conducted Fall 2007)*.	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 *(to be partly implemented through the PRCS Volunteer Management Strategy)*.	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 in all our cultural communities (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 Community Needs Assessment*
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 *(to be partly implemented through the PRCS Volunteer Management Strategy).*	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 *(links with Actions 1.1 and 1.5).*	PRCS & community organizations	Increased participation from all sections of the community. Ensures an inclusive community-wide approach to communicating with all citizens.	*PRCS is currently developing a Cultural Diversity Marketing Plan*
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) (links to Action 2.1).	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.	*To be included in 2008 Community Needs Assessment*
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.

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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: Coordinating 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 and those with disabilities 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 including those with disabilities 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 including those with disabilities, 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 and Providing Comforable 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. *This is not a reallocation of existing spaces for handicapped parking, but would be additional spaces for older adults (could be for over 70s).*	PRCS and other CoR depts.	Improves access for older adults (and older adults 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 bylaws 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 Consultation

#	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 (including persons with disabilities) 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 and 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 and community agencies	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 – City-Wide Services

APPENDIX 1

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 physically, financially and attitudinally 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, trials, 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 of 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 in 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.

APPENDIX 2

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 pf 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 City-wide 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

APPENDIX 3

55+/Older Adults – City-Wide 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 ....Minoru Place..9:00 – 11:30 am

4th Thursday of the Month.......................Thompson Community Centre ....9:00 – 11:30 am

City-Wide Senior Services – City-Wide 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.