



# City of Richmond

## Report to Committee

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**To:** Parks, Recreation and Cultural Services Committee      **Date:** April 5, 2019  
**From:** Elizabeth Ayers, Director, Recreation and Sport Services      **File:** 11-7000-01/2019-Vol 01  
**Re:** **Update on Community Recreation Programs and Services 2018**

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### Staff Recommendation

That the staff report titled "Update on Community Recreation Programs and Services 2018," dated April 5, 2019, from the Director, Recreation and Sport Services be received for information.

Elizabeth Ayers  
Director, Recreation and Sport Services  
(604-247-4669)

<b>REPORT CONCURRENCE</b>	
<b>CONCURRENCE OF GENERAL MANAGER</b> 	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b> 
<b>APPROVED BY CAO</b> 	

## Staff Report

### Origin

This report provides Council with an update on Community Recreation programs and services and how staff and community partners are responding to the trends and needs in the community. It also illustrates the impact of programs and services through participants' testimonials. Community Recreation programs and services align with a number of strategies and service plans adopted by Council, including:

- Community Wellness Strategy 2018-2023;
- Recreation and Sport Strategy 2019-2024;
- Youth Service Plan: Where Youth Thrive 2015-2020; and
- Volunteer Management Strategy 2018-2021.

The benefits and outcomes of participation – a healthier, vibrant and connected community, are reflected daily by the residents using these programs and services. In particular, these outcomes support the visions of the following strategies:

The Recreation and Sport Strategy 2019-2024 vision:

*Richmond is a leader in the planning and delivery of recreation and sport opportunities, inspiring individuals and communities to be active, connected and healthy for a lifetime.*

The Community Wellness Strategy 2018-2023 vision:

*Richmond...active, caring, connected, healthy and thriving.*

Ultimately, the delivery of community recreation programs and services support the City's vision to be:

*The most appealing, liveable, and well-managed community in Canada.*

### Trends and Community Needs

Community Recreation offers residents, of all ages and abilities, access to recreation and sport programs and services, and special events through community facilities, outdoor spaces, parks and schools. The Department works to eliminate barriers and provide opportunities for people with disabilities, individuals and families in financial need, and Richmond's diverse cultural groups. Both indoor and outdoor opportunities are available to increase physical activity and overall wellness.

While a diverse range of program and services are offered to encourage residents to enjoy the benefits of being active and connected to their community, staff are particularly mindful of addressing the following needs and opportunities:

- Changing demographics, including a growing population and increasing number of older adults;
- Physical inactivity across all age categories;
- Nature deficit;
- Healthy eating; and
- Community Connectedness.

In order to provide quality programs and services, staff are also investing in the recruitment, development and retention of both volunteers and program staff to ensure that the resources are in place to meet community demands.

### Facility Use

In 2018, Community Recreation Services, in conjunction with the respective associations and societies (“the Associations”), offered programs throughout Richmond.

Programs were offered in 73 facilities including:

- Community centres;
- Community halls such as East Richmond Community Hall;
- City park sites;
- Housing complexes;
- Schools and their adjacent park sites; and
- Specialized facilities such as the Steveston Martial Arts Centre.

Day camps and other programs also used City facilities and parks, such as Watermania or the West Richmond Pitch and Putt, for out trips during their weekly programming.

### Registered Programs

Registered programs are typically in one of the following categories:

- Programs running once a week for a series of weeks;
- Licensed preschool and out of school care programs which run daily after school and all day during school breaks;
- Day camps running during the summer and school break periods; and
- One day workshops and out trips.

The tables on the following page show the number of people registered in 2017 and 2018, categorized by age, at the 73 facilities outlined above.

Table 1: 2018 Registration Numbers by Age Groups

	Preschool Age	Children	Youth	Adult	Senior	Total
<b>Cambie</b>	2,386	3,930	133	654	1,968	9,071
<b>City Centre</b>	3,367	2,944	497	983	2,058	9,849
<b>Hamilton</b>	829	3,139	28	89	246	4,331
<b>Sea Island</b>	397	594	79	96	12	1,178
<b>South Arm</b>	2,244	6,106	601	1,573	2,172	12,696
<b>Steveston</b>	5,135	3,942	335	1,485	1,899	12,796
<b>Thompson</b>	3,243	4,525	434	1,320	984	10,506
<b>West Richmond</b>	2,727	5,278	757	834	1,024	10,620
<b>Total</b>	20,328	30,458	2,864	7,034	10,363	71,047

Table 2: 2017 Registration Numbers by Age Groups

	Preschool Age	Children	Youth	Adult	Senior	Total
<b>Cambie</b>	2,497	3,853	133	527	1,641	8,651
<b>City Centre</b>	3,072	3,212	382	1,266	2,217	10,149
<b>Hamilton</b>	984	3,147	21	99	250	4,501
<b>Sea Island</b>	401	588	3	99	5	1,096
<b>South Arm</b>	2,584	5,367	595	1,003	1,196	10,745
<b>Steveston</b>	4,865	3,922	388	1,665	1,720	12,560
<b>Thompson</b>	3,442	4,383	431	1,285	1,087	10,628
<b>West Richmond</b>	2,817	5,062	653	887	730	10,149
<b>Total</b>	20,662	29,534	2,606	6,831	8,846	68,479

Program participation grew by nearly four per cent overall in 2018. Across most age groups, participation values varied slightly from 2017 to 2018, with the exception of the seniors population, where participation grew by 17 per cent. This result is consistent with the growing population and particularly in the seniors age cohort.

Some of the innovative ways that staff are responding to the trends and needs in terms of registered program delivery include:

- Increased number of seniors programs offered, including offering programs in the evening for working seniors;
- Increased focus by preschools on nature and outdoor programming;

- Programs that addressed physical inactivity for children in unique ways such as programs that assist children with homework, but also included a significant physical activity component;
- Opportunities for parents and caregivers to make connections are provided while they wait for children in programs; and
- Healthy eating options in programs that include food offerings (such as snacks at Out of School Care programs and youth events).

### Pass and Drop-in Attendance

In 2018, participants of all ages had the opportunity to purchase passes that allowed them to drop-in to a variety of sports, fitness, open gym activities and youth activities at a reasonable cost. These opportunities encourage residents to participate regularly in physical activity to meet the recommended daily activity levels.

Table 3 shows the pass attendance at each Community Centre for 2017 and 2018.

Table 3: 2017 and 2018 Richmond Community Centres' Pass Attendance

Community Centres	Individual Pass Holders		Pass Attendance	
	<u>2018</u>	<u>2017</u>	<u>2018</u>	<u>2017</u>
Cambie	1,444	1,279	36,380	34,942
City Centre	3,493	2,935	86,684	75,691
Hamilton	720	708	23,948	22,488
Sea Island	N/A	N/A	N/A	N/A
South Arm	4,327	3,517	143,600	110,047
Steveston	2,155	1,968	58,770	58,837
Thompson	4,068	4,218	147,619	152,718
West Richmond	1,696	1,673	49,398	44,788
<b>Total</b>	<b>17,903</b>	<b>16,298</b>	<b>545,399</b>	<b>499,511</b>

Similarly, Table 4 on the following page shows the drop-in attendance at each community centre in 2017 and 2018.

Table 4: 2017 and 2018 Richmond Community Centres' Drop-in Attendance

<b>Community Centres</b>	<b>Drop-in Attendance 2018</b>	<b>Drop-in Attendance 2017</b>
Cambie	12,363	12,159
City Centre	16,767	18,197
Hamilton	4,075	3,946
Sea Island	N/A	N/A
South Arm	29,037	19,486
Steveston	15,911	16,961
Thompson	18,414	19,814
West Richmond	8,296	9,253
<b>Total</b>	<b>104,863</b>	<b>99,816</b>

In total, there were over 650,000 individual visits to recreation activities in 2018 which is an increase of 8.5 per cent. The growth in participation was particularly evident in City Centre where the majority of the City's population growth is occurring, as well as in South Arm where the fitness area was recently expanded and upgraded. This indicates that residents are attracted to new, state of the art facilities and that continued investment in infrastructure helps increase participation.

Volunteers

There are over 150 board and committee members who volunteered and contributed to management and operation of the eight Associations. Volunteers made a substantial contribution to the success of programs and services in community centres, and they played a large role in the success of recreation opportunities. "Program volunteers" assisted with instructional programs, special events and day camps. Many of these volunteers gained valuable experience in preparation for future education or careers, while others shared skills learned over a lifetime. The table below and on the following page shows the number of volunteer hours and volunteers categorized by community centres. It is noted that volunteers may have contributed more hours and numbers than reported in Table 5; this information is compiled from the volunteer management system.

Table 5: 2017 and 2018 Volunteers and Volunteer Hours in Community Centres

<b>Community Centres</b>	<b>Number of Volunteers</b>		<b>Number of Volunteers Hours</b>	
	<b><u>2018</u></b>	<b><u>2017</u></b>	<b><u>2018</u></b>	<b><u>2017</u></b>
Cambie	105	132	3,489	5,409
City Centre	415	393	9,606	10,612
Hamilton	33	17	1,156	1,711
Sea Island	5	47	26	47

Table 5: 2017 and 2018 Volunteers and Volunteer Hours in Community Centres (continued)

Community Centres	Number of Volunteers		Number of Volunteers Hours	
	2018	2017	2018	2017
South Arm	76	109	5,943	6,658
Steveston	214	220	2,230	2,594
Thompson	142	174	5,109	5,697
West Richmond	124	186	2,008	3,005
<b>Total</b>	<b>1,114</b>	<b>1,278</b>	<b>29,568</b>	<b>35,733</b>

Not only are volunteers an integral to the success of community recreation programs and services, but they also assist in keeping these programs and services affordable. As noted in the Volunteer Management Strategy, recruiting and maintaining qualified volunteers requires constant attention. The decrease in number of volunteers and volunteer hours is consistent with trends in volunteering where people have less time to give. As a result, staff are working to create meaningful opportunities to ensure volunteers are benefitting from their time. Staff are also working closely with School District 38 to align volunteer opportunities with educational requirements.

#### Association Staff

Associations provided a wide range of employment opportunities in 2018. The opportunities ranged from full-time positions (such as Fitness or Seniors Co-ordinators), to Seasonal positions (such as program instructors teaching a set of classes for a few hours a week), to day camp and childcare staff. Program staff are supervised by the respective City staff at each location.

To ensure the best quality instruction, the nationally recognized “High 5” training program was instituted in Richmond in 2018. This program is specifically designed to assist program instructors in leading children’s programs.

The number of staff employed in 2018 is shown in Table 6 below and on the following page.

Table 6: 2018 Employment of Association Staff

Community Centres	Number of Employed Association Staff
Cambie	115
City Centre	174
Hamilton	77
Sea Island	15
South Arm	242

Table 6: 2018 Employment of Association Staff (continued)

<b>Community Centres</b>	<b>Number of Employed Association Staff</b>
Steveston	158
Thompson	190
West Richmond	162
<b>Total</b>	<b>1,133</b>

### Community Connectedness

While all Community Recreation programs and services play a significant role in building community connectedness, a number of specific programs, initiatives and events were implemented in 2018 with this outcome in mind. These included:

- Programs that provided safe spaces for LGBTQ2S youth;
- Integration of children and youth with special needs into recreation and childcare programs;
- Places for residents (including persons experiencing homelessness) to meet their neighbours;
- Outreach programs in selected multi-family residential housing locations that reached children and youth who might otherwise not participate in recreation programs;
- Activities recognizing Aboriginal Day including First Nations cultural demonstrations and education regarding Aboriginal history;
- The Resilient Streets project which provided opportunities for neighbours to meet each other and organize their own events right on their streets and in their housing complexes;
- Special events offered by community centres, ranging from regional events such as Steveston Salmon Festival, to neighbourhood events such as the South Arm Community Block Party; and
- Children's programs offered in neighbourhood parks during the summer, which provided opportunities for adults and children to connect with neighbours before and after the programs were offered.



### Program Impact–Participant Stories

Participants and volunteers often share how participation positively benefits themselves and their community:

- From a community member after an evening musical event organized by a community centre:

*“I wanted to send you both a big thank you for planning such a great community event. It truly was a night I will never forget, [it] provided such a great community gathering where I connected with new and old friends.”*

- From an individual who participated in a number of South Arm Community Association programs over a number of years and became a volunteer and staff member:

*“I am part of the South Arm Family and they are part of mine!”*

- From a youth who has taken part in activities at a community centre:

*“[The Centre] has had [a] really big impact on my life. The people that work here have helped me achieve some really amazing goals, and I do not know where I would be without them.”*

- From a resident, who volunteers with his wife and daughter:

*“This event brings the neighborhood together with different nationalities and generations. We enjoy this event so much from participating in different workshops like willow lantern making, weaving technique, basket platter making, moon cake making to learning about the legends of the full moon. The feature procession has over a hundred participants with lion dancing performance along Minoru Blvd and No. 3 Road. This year the procession moved to Minoru Park with the best atmosphere and safe environment for everyone. We will look forward to joining this event every year.”*

### 2019 Outlook

Staff will continue to look for innovative and creative ways to meet the needs of Richmond’s growing and diverse community. Specific initiatives for 2019 to address identified needs include:

- Program development in the Bridgeport area to increase community connectedness;
- Continued integration of physical literacy into programs and special events;
- Training for staff in inclusion strategies for identified populations such as LGBT2S and indigenous persons;
- Refinement of fitness opportunities to keep pace with industry trends;

- Development of a recruitment and retention strategy (with the Associations) to ensure a supply of qualified staff to deliver programs; and
- Taking advantage of grant opportunities to expand the reach of services without increasing expenditures.

**Financial Impact**

None

**Conclusion**

In 2018, Community Recreation Services, in collaboration with the Associations, served thousands of Richmond residents through the provision of quality Community Recreation programs and services. Participation in these programs is helping to build healthy, active, and connected individuals and communities. This work directly supports Richmond's vision to be the most appealing, livable and well managed community in Canada.



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