



**To:** Planning Committee

**Date:** February 4, 2025

**From:** Kim Somerville  
Director, Community Social Development

**File:** 07-3400-01/2025-Vol 01

**Re:** **Seniors Strategy Highlights Report 2023–2024**

**Staff Recommendations**

1. That the Seniors Strategy Highlights Report 2023–2024 as outlined in the staff report titled, “Seniors Strategy Highlights Report 2023–2024”, dated February 4, 2025, from the Director, Community Social Development, be received for information; and
2. That the Seniors Strategy Highlights Report 2023–2024 be posted on the City website and distributed to key partners, local Members of Parliament, and local Members of the Legislative Assembly, including the Minister of Health, the Minister of Social Development and Poverty Reduction and the Minister of Municipal Affairs.

Kim Somerville  
Director, Community Social Development  
(604-247-4671)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Parks	<input checked="" type="checkbox"/>	
RCMP Administration	<input checked="" type="checkbox"/>	
Recreation & Sport Services	<input checked="" type="checkbox"/>	
Richmond Public Library	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
<b>SENIOR STAFF REPORT REVIEW</b>	<b>INITIALS:</b> 	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

Since its adoption in 2022, the City of Richmond Seniors Strategy 2022–2032 (Seniors Strategy) has guided the City’s approach to improving the well-being and quality of life for seniors in the community. The purpose of this 10-year plan is to address the diverse needs of Richmond's aging population and focus on enhancing seniors’ social inclusion, mobility and accessibility. The Seniors Strategy is built around five strategic directions, each encompassing specific actions: creating age-friendly communities, fostering dementia-friendly initiatives, reducing barriers to participation, empowering seniors through training and enhancing intergenerational programming.

The purpose of this report is to provide a high-level summary of the accomplishments and endeavours the City, in partnership with the community, has achieved in 2023 and 2024.

This report supports Council’s Strategic Plan 2022–2026 Focus Area #1 Proactive in Stakeholder and Civic Engagement:

*1.1 Continue fostering effective and strategic relationships with other levels of government and Indigenous communities.*

*1.3 Increase the reach of communication and engagement efforts to connect with Richmond’s diverse community.*

This report supports Council’s Strategic Plan 2022–2026 Focus Area #6 A Vibrant, Resilient and Active Community:

*6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.*

*6.3 Foster intercultural harmony, community belonging, and social connections.*

This report also supports Seniors Strategy Strategic Direction 5: Planning for a Growing Population of Seniors:

*5.6 Report out every two years on the progress and achievements related to the Seniors Strategy to City Council, stakeholders and the public.*

### Analysis

Richmond’s senior population is experiencing rapid growth, with nearly 40 per cent of residents expected to be 55 years or older by 2036, making seniors the fastest growing demographic in the City. This significant demographic shift underscores the pressing need for proactive planning to ensure that infrastructure, programs and services in Richmond are equipped to meet the complex and diverse needs of its aging population. The increasing number of seniors brings opportunities for community enrichment, as seniors contribute valuable experience and perspectives to civic life and planning for programs and services to best meet their needs. However, an aging population also presents challenges, such as addressing mobility issues, social isolation, health needs and accessibility barriers.

The Seniors Strategy provides a comprehensive framework to capitalize on opportunities and foster a city that prioritizes safety, inclusion and the engagement of its seniors. Grounded in principles of collaboration and innovation, the Seniors Strategy emphasizes the creation of environments that enable seniors to age with dignity while maintaining their independence and active participation in community life. It builds on Richmond's strong foundation of age-friendly policies and initiatives, aligning these efforts with future needs to ensure the city remains a leader in supporting its senior population. The Seniors Strategy supports the creation of accessible and supportive neighbourhoods, along with programs and services that foster social connections, improve health and enhance overall well-being. This forward-looking approach positions Richmond as a model for how municipalities can adapt to the realities of a rapidly aging society, while fostering a sense of belonging and intergenerational harmony.

Significant progress has been made during the first two years of implementing the Seniors Strategy, spanning 2023 and 2024. Through close collaboration with community partners, the City and Community Associations and Societies have initiated various programs designed to meet the diverse and evolving needs of seniors. Notable highlights during this period include:

- The City, in partnership with South Arm, East Richmond and Hamilton Community Associations, facilitated three Engaging Seniors in Age-Friendly Planning projects in the Broadmoor, Cambie/East Richmond and Hamilton neighbourhoods. These initiatives strengthened social connections among seniors, raised awareness of community resources and provided valuable input to inform future neighbourhood improvements. Supported by the BC Healthy Communities Age-Friendly Communities grant program and the federal New Horizons for Seniors Program grant, these projects advanced the City's efforts to create age-friendly neighbourhoods that enable seniors to age in place and stay actively engaged.
- The City and Community Associations and Societies have actively advanced dementia-friendly initiatives to support individuals living with dementia and their caregivers. Programs such as Coffee and Chat for Cantonese speakers and Minds in Motion offered accessible environments combining social activities and low-impact exercise for those with early-stage memory loss. The Richmond Public Library enhanced accessibility with the Marlena Book Collection, designed specifically for individuals living with dementia and sensory kits are available at all library locations. Community workshops and events, including dementia awareness sessions and art exhibitions, further fostered understanding and inclusivity in the community. To strengthen support for residents affected by dementia, the City partnered with the Alzheimer Society of BC to deliver dementia-friendly training for City and Community Associations and Societies' staff that work with seniors. This training provided practical strategies for improving interactions with individuals living with dementia and raised awareness about creating inclusive spaces that meet their needs.

- The RCMP conducted several workshops and events to enhance community awareness and safety for seniors. These sessions covered topics such as crime prevention and pedestrian safety. To ensure accessibility, the workshops were offered at various locations, including seniors' residences, places of worship and community centres, further empowering seniors with the knowledge and tools to protect themselves and stay safe in their communities.
- The City and Community Associations and Societies supported several programs designed to foster social connections and reduce barriers for seniors at risk of isolation. Initiatives such as Wellness Wednesdays and Seniors Monthly Socials provided engaging activities, meals and free transportation to ensure accessibility. Other programs, including Getting There: Bridging the Transportation Gap for Seniors and collaborative intercultural dinners, further enhanced inclusivity by addressing mobility and cultural needs.
- To support the implementation, monitoring and evaluation of the Seniors Strategy, a Seniors Strategy Working Group was established in 2023. Comprising representatives from 12 Richmond-based seniors serving organizations as well as representatives from Community Associations and Societies, and the Richmond Seniors Advisory Committee, this group provides support and advice with regard to the implementation of priority actions within the Strategy while identifying emerging trends and priorities.
- In 2023 and 2024, several transportation initiatives enhanced the accessibility of Richmond's built environment for public transportation users, pedestrians and drivers. These initiatives, which play an important role in supporting seniors to age in place, included:
  - Upgrades to enhance the accessibility of 46 bus stops;
  - 20 new bus shelters;
  - 230 Audible Pedestrian Signals installed at 30 intersections, which included verbal wayfinding, audible tones and braille features; and
  - 67 LED street name signs installed, which enhance the overall visibility and legibility of street names.
- The City and Community Associations and Societies implemented a range of intergenerational programs that fostered connections between seniors, youth and children while bridging the digital divide. Initiatives, like Smart Phones, Tablets and Laptops – Learn from a Youth and Technology through the Times, paired seniors with youth volunteers to develop digital skills and foster meaningful relationships. Supported by grants such as the federal New Horizons for Seniors Program, these programs expanded to include art, music and culinary activities, encouraging shared learning and dialogue across three generations. By creating opportunities for collaboration and mutual understanding, these programs strengthened social bonds and empowered seniors to stay engaged in an increasingly digital world.

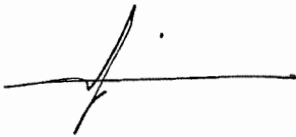
The Seniors Strategy Highlights Report (Attachment 1) outlines additional achievements under the Strategy's five strategic directions, showcasing progress in creating an age-friendly and inclusive community. A comprehensive list of Seniors Strategy actions and the current status of each is provided in Attachment 2. Upon Council approval, the Seniors Strategy Highlights Report 2023–2024 will be posted on the City website and be distributed to key partners, local Members of Parliament, and local Members of the Legislative Assembly, including the Minister of Health, the Minister of Social Development and Poverty Reduction and the Minister of Municipal Affairs.

**Financial Impact**

None.

**Conclusion**

The Seniors Strategy reflects the City's ongoing commitment to creating an age-friendly community where seniors are supported to age with dignity, independence and to remain connected to their communities. The Seniors Strategy Highlights Report 2023–2024 outlines the City, Community Associations and Societies, and other key partners' progress in advancing actions outlined in the Strategy over the past two years.



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- Att. 1: Seniors Strategy Highlights Report 2023–2024
- 2: Seniors Strategy 2022–2032: Status of Actions as of December 31, 2024





City of Richmond  
**Seniors Strategy Highlights  
Report 2023–2024**

PLN – 37







# Introduction

The City of Richmond's Seniors Strategy 2022–2032 (Seniors Strategy) establishes a comprehensive framework to address the evolving needs and opportunities to support Richmond's growing senior population. Seniors are the fastest-growing demographic in the city, and by 2036, nearly 40% of Richmond's residents are expected to be 55 years or older. This demographic trend emphasizes the importance of planning to ensure seniors live well and remain independent and actively engaged in their communities.

The Seniors Strategy builds on Richmond's strong foundation of age-friendly policies, programs and services. The Strategy provides a collaborative, action-oriented approach designed to respond to the complex and diverse needs of seniors. Guided by extensive community engagement and input, the Strategy incorporates best practices and innovative solutions to address emerging challenges and create opportunities for seniors to thrive. Central to this effort is the Strategy's vision that "seniors living in Richmond are safe, respected, healthy and engaged in their communities."

The Strategy is structured around five strategic directions that reflect key priorities for the Strategy's 10-year timeframe. These directions were informed by a comprehensive analysis of community needs, best practices, and feedback from seniors and other interested and affected groups and individuals. The five strategic directions are:

1. Age-friendly neighbourhoods that support seniors to age in place.
2. Diverse, accessible and inclusive programs and services for seniors at all stages.
3. Communication and awareness of programs and services available for seniors.
4. Education and understanding about healthy aging.
5. Planning for a growing population of seniors.

These five strategic directions are supported by 29 specific actions designed to address a range of priorities. The Strategy's implementation relies on annual work plans to ensure flexibility and responsiveness to the changing needs of Richmond's senior population.

This highlights report provides an update on the progress made during 2023 and 2024 in implementing the Seniors Strategy and showcases initiatives and programs led by various City departments and community partners under each of the five strategic directions. For each direction, the report highlights specific actions taken, illustrating the collective effort to build a community where seniors can age with dignity and support. By working together, Richmond continues to demonstrate its commitment to creating a sustainable, inclusive and supportive environment for seniors.

The Seniors Strategy Highlights Report 2023-2024 provides a roadmap for continued progress, illustrating how Richmond is adapting to meet the needs of its aging population and fostering a community where seniors are empowered to live fulfilling and connected lives.





## Strategic Direction 1: Age-Friendly Neighbourhoods that Support Seniors to Age in Place

Age-friendly communities play an important role in building community, keeping people healthy, well connected, resilient and able to participate fully in their neighbourhoods. In practical terms, an age-friendly community adapts its structures and services to be accessible to and inclusive of seniors with varying needs and capacities. In addition to the necessary physical infrastructure, a community's social infrastructure must also ensure accessibility, inclusivity and safety for seniors with varying needs. Age-friendly neighbourhoods reduce social isolation and loneliness, and ensure all seniors regardless of abilities, live in environments that enable them to actively enjoy a high quality of life.

## Actions that Support Strategic Direction 1

- **Action 1.1:** Expand on the development of age-friendly neighbourhoods (e.g. outdoor areas and public buildings, transportation, housing) in Richmond by implementing the framework created from the 2019 Engaging Seniors in Age-Friendly Planning project in all neighbourhoods.
- **Action 1.2:** Identify, remove and prevent barriers for seniors to access open spaces, parks, trails and streets (e.g. crosswalks, benches, lighting, accessible, safe gathering places).
- **Action 1.3:** Build upon current practices (formal and informal) to activate public spaces in a manner that fosters social connections between seniors and others in their neighbourhoods.
- **Action 1.4:** Identify ways to support seniors when transitioning through the continuum of housing available in Richmond (e.g. education and awareness, housing repair, one-on-one support, database listing).
- **Action 1.5:** Build upon existing best practices that reduce social isolation and loneliness, and facilitate opportunities to strengthen social connections, resilience and mutual support between seniors and their neighbours (e.g. Hey Neighbour, Resilient Streets/Neighbourhoods programs).
- **Action 1.6:** Evaluate the implementation of the 2019–2023 Dementia-Friendly Community Action Plan and develop initiatives to further support all Richmond residents living with dementia, their families and caregivers following Action Plan completion.

## Highlights

In 2024, the City facilitated three Engaging Seniors in Age-Friendly Planning projects to foster connections between neighbours, share information and receive input directly from seniors about strengths and areas for improvement with regard to aging in place at a neighbourhood level:

- Funded by a \$15,000 2023 BC Health Communities Age-Friendly Communities grant, an Age-Friendly Broadmoor Neighbourhood Group met during the spring of 2024; and
- Funded by a \$25,000 2023 New Horizons for Seniors Program grant, an Age-Friendly Cambie/East Richmond Neighbourhood Group and an Age-Friendly Hamilton Neighbourhood Group met during the fall of 2024.

These engagement processes fostered stronger social connections among the seniors who participated and raised awareness of available community resources and age-friendly initiatives. Building on this work, the findings from these projects will inform future neighbourhood-level improvements and guide the City's future planning efforts.

Supporting seniors to access the outdoors and gardening was the focus of several programs, events and initiatives throughout 2023 and 2024, including:

- A free outdoor nature-based gardening program at the Seniors Centre at Minoru Centre for Active Living, hosted in collaboration with the Terra Nova Sharing Farm (2023);
- Free outdoor Garden Games and Refreshment programs hosted in Minoru Park and a free Nature Walk and Picnic in the Park, both funded through a \$2,000 TD Park People Grant at the Seniors Centre at Minoru Centre for Active Living (2023);
- The Minoru Gardeners program, which provided senior volunteers with the opportunity to maintain the garden beds at the Seniors Centre at Minoru Centre for Active Living and to make meaningful connections with other volunteers. This program was funded through the City of Richmond Environmental Enhancement Grants with \$843 in funding in 2023 and \$2,500 in funding in 2024;
- Horticulture workshops, hosted at the Seniors Centre at Minoru Centre for Active Living and at Hamilton Community Centre, in partnership with local non-profit, Urban Bounty, increased knowledge of the therapeutic benefits of gardening.
- In 2024, new, raised garden beds were added to existing City community gardens, including two at the Hamilton Community Gardens and four at Minoru Centre for Active Living, which support seniors and wheelchair users to garden;
- The Rediscover Richmond Parks program, offered in partnership between Hamilton Community Centre and the Richmond Nature Park, was supported by a \$5,000 PlanH BC Healthy Communities Grant, that provided seniors with free transportation to nine Richmond parks to participate in a variety of outdoor activities. Over 300 seniors in the community participated in this program over the five month period in 2024; and
- The Seniors Staying Well Online and Outdoors program - one of the programs funded through a \$13,333 New Horizons for Seniors Program grant, included four outdoor wellness walks as well as two outdoor wellness socials at Minoru Centre for Active Living (2023).



Transportation accessibility initiatives play an important role in supporting seniors with mobility impairments to be able to age in place, as well as to maintain their independence and quality of life. In 2023 and 2024, several transportation initiatives enhanced the accessibility of Richmond’s built environment for public transportation users, pedestrians and drivers. These initiatives included:

- Upgrades to enhance the accessibility of 46 bus stops;
- 20 new bus shelters;
- 230 Audible Pedestrian Signals installed at 30 intersections, which included verbal wayfinding, audible tones and braille features; and
- 67 LED street name signs installed, which enhance the overall visibility and legibility of street names.





In 2023 and 2024, a variety of resources, supports and programs were available for people living with dementia in Richmond. These included:

- A free, new eight-week Coffee and Chat program for Cantonese speakers living with dementia, offered by the Alzheimer Society of BC at the Seniors Centre at Minoru Centre for Active Living;
- The Minds in Motion program, facilitated in partnership with the Alzheimer Society of BC, hosted at Cambie Community Centre. This program facilitated low impact exercise, followed by activities, games and social time, and was designed for people living with early-stage memory loss;
- The Marlena Book Collection at Richmond Public Library (RPL), a selection of books written and designed specifically for those living with Alzheimer's disease and dementia as well as sensory kits for in-library use at all RPL locations which support customers with a variety of sensory needs;
- An art exhibit in support of Alzheimer's Awareness Month was hosted at Thompson Community Centre that featured the artwork of seniors from the Better Together program, which offers therapeutic activities for older adults with cognitive impairments; and
- Various workshops, which included a Brain Health and Dementia workshop for Cantonese speakers in January 2024 in partnership with the Alzheimer Society of BC and Minoru Seniors Society, and a holistic health series on the topic of Alzheimer's and dementia at Cambie Community Centre.



The RCMP conducted several workshops and events to enhance community awareness and safety for seniors. These sessions covered topics such as crime prevention and pedestrian safety. To ensure accessibility, the workshops were offered at various locations, including seniors' residences, places of worship and community centres, further empowering seniors with the knowledge and tools to protect themselves and stay safe in their communities.

In 2023, several accessibility enhancements were completed at the Lakes District at Minoru Park and London Farm Park. At the Lakes District, these enhancements included widened pathways, accessible timber bridges and boardwalks, wayfinding signage, lighting and site furnishings. The London Farm Park accessibility improvements included enhancements for individuals with mobility devices and improved access for vehicles to drop off individuals with mobility challenges.

To support seniors to access affordable housing and to understand their housing rights, the City and Minoru Seniors Society partnered to host two workshops in 2023: one with Richmond Cares, Richmond Gives and BC Housing, titled Navigating the Housing Dilemma and one with Amici Curiae (AC) Friends of Court about the Residential Tenancy Act dispute resolution process and landlord and tenant rights and responsibilities.

In an effort to reduce social isolation and to facilitate social connections, the East Richmond Community Association expanded its outreach programming for residents at Pinegrove Place, a long-term, complex care facility for seniors. The programs offered included dance workshops, drumming and art, and reached over 20 Pinegrove Place residents.

The Snow Angels Program pairs community volunteers with residents who are unable to clear their City-owned sidewalks and front walks so that these residents are able to leave their homes safely during snow events. During the 2022/2023 winter season, community volunteers assisted 87 seniors and during the 2023/2024 winter season, community volunteers assisted 74 seniors.



## Strategic Direction 2: Diverse, Accessible and Inclusive Programs and Services for Seniors at all Stages

Programs and services for seniors in Richmond are offered through many providers including the City, Community Associations and Societies, community organizations and the private sector. Participation in diverse, high quality programs and services offered in the community fosters social connection and enhances overall health, well-being and quality of life for seniors. Removing barriers and ensuring programs and services are designed to be welcoming and accessible ensures all seniors living in Richmond are able to fully participate regardless of their age, previous experience, physical fitness level and stage in their aging journey. Ensuring a variety of opportunities are available for meaningful and purposeful engagement, celebration, learning, and personal growth and development allows seniors to stay socially engaged, physically and mentally active, and healthier in the community for as long as possible.



## Actions that Support Strategic Direction 2

- **Action 2.1:** Expand upon activities and events that celebrate the cultural diversity of seniors in Richmond and provide opportunities to learn about and connect with others of varying backgrounds and ethnic origins (e.g. City Arts, Cultural and Heritage programs, Highway to Heaven Bus Tour, holiday celebrations).
- **Action 2.2:** Research and explore best practices, and further engage with participants to better understand and serve the diverse needs and interests of the large seniors age group (e.g. the definition and use of the word “senior” and a greater focus on a needs-based vs. age-based approach to programming).
- **Action 2.3:** Identify, remove and prevent barriers for seniors to enable them to participate fully in programs and services that support healthy aging (e.g. physical and cognitive limitations, income, transportation, language, culture, technology access and use).
- **Action 2.4:** Explore new approaches to program design to engage seniors participation at all levels (e.g. introductory/beginner, intermediate and advanced/competitive/mastery).
- **Action 2.5:** Promote meaningful volunteer and paid opportunities for seniors to share their experiential wisdom and skills through community-based programs and services that facilitate personal growth and development (e.g. intergenerational opportunities, instructor-led groups, tour guides, project facilitators, etc.).
- **Action 2.6:** Support seniors as they move through various life stages through the creation of educational opportunities that address a range of healthy aging topics (e.g. loss of driver’s license, retirement, caregiving).

## Highlights

In 2023, the City received a provincial Facility Excellence Award from the BC Recreation and Parks Association for Minoru Centre for Active Living. The award recognizes outstanding facility design that demonstrates innovation in addressing community needs and spaces that are accessible to all patrons. The Seniors Centre at Minoru Centre for Active Living, is a fully accessible space for seniors 55 years and older that includes wide hallways with handrails, multipurpose and specialty program rooms equipped with listening assist loops, and parking and charging locations for mobility scooters. The Seniors Centre offers various community spaces, including a community living space designed to encourage social connection amongst diverse groups of seniors.



The Recreation Fee Subsidy Program (RFSP), offered by the City and Community Associations and Societies, supports residents experiencing financial hardship to access a wide range of recreation, cultural and parks programs. Over one third (36%) of Richmond residents enrolled in the program are seniors. From the 2022/2023 program year to the 2023/2024 program year, the number of seniors enrolled in the RFSP increased from 1,040 to 1,422 individuals. During the 2022/2023 program year, seniors participated in almost 300 subsidized registered programs, and used their RFSP Active Pass for drop-in visits over 61,000 times. During the 2023/2024 program year, seniors participated in almost 500 subsidized registered programs, and used their RFSP Active Pass for drop-in visits almost 75,000 times.

During Seniors Week in 2023 and 2024, various events and activities celebrating seniors were hosted throughout the community. Many activities and workshops, such as improv, dance, laughter yoga and tai chi were offered at City facilities. The 2023 BC Seniors Week Opening Event, hosted at Gateway Theatre, featured seniors celebrating seniors in the performing arts with over 150 seniors performing and 244 event attendees. In 2024, the Seniors Week opening event, hosted at the Richmond Olympic Oval, was themed 'Active Aging.' In total, over 700 seniors participated in the opening event as well as in the workshops and activities offered during the week.

Minoru Seniors Society received a City of Richmond Neighbourhood Celebration grant funding for \$2,000 in 2023 and \$1,346 in 2024 to host an event called Intercultural Connections with the goal to empower seniors to feel comfortable participating in diverse cultural holidays and festivals. The 2023 event was specifically for seniors and highlighted Latin American culture. The 2024 event, while primarily attended by seniors, was open to other age groups, and highlighted Hawaiian, Irish, Filipino and Indian cultures. These events supported participants from diverse backgrounds to gather, socialize and build connections.



Many programs offered in 2023 and 2024 created opportunities for social connection, particularly for seniors who may face barriers to participation and who may be at risk of social isolation. Some of these program highlights include:

- Wellness Wednesdays, a program for seniors that facilitated weekly activities such as soap making and painting throughout 2023 and 2024, and that encouraged social connection amongst participants. Wellness Wednesdays was funded by a New Horizons for Seniors Program grant in 2023 and by \$5,000 from Lafarge and \$3,000 from Hamilton Community Association in 2024. As part of this program, all participants were provided with free transportation to and from Hamilton Community Centre and a hot meal.
- A Seniors Monthly Socials initiative, funded as part of an \$18,200 New Horizons for Seniors Program grant, offered bilingual workshops, lunch, art activities, entertainment and free transportation to and from the socials, which were hosted at South Arm Community Centre. The program engaged over 400 seniors during a span of seven months in 2024.
- Getting There: Bridging the Transportation Gap for Seniors program provided free bi-weekly dinners, programming and transportation with the goal of introducing socially isolated seniors to regular, ongoing participation in activities at the Seniors Centre at Minoru Centre for Active Living. The program was offered by Minoru Seniors Society in partnership with Richmond Mental Health Consumer and Friends Society, and was funded as part of a \$14,028 Vancouver Coastal Health's One-Time-Only Health Promotion Project Grant. In 2024, the program resulted in 276 visits to the Seniors Centre by isolated seniors and will be continued through Q1 2025.
- Two free intercultural dinners and six free monthly social lunches, with transportation provided, were hosted for seniors in collaboration with the City, Minoru Seniors Society (MSS); Richmond Multicultural Community Services (RMCS), and Richmond Cares, Richmond Gives (RCRG) in 2024. These meal programs were funded through a \$15,665 collaborative grant from the United Way BC's Social Meals Enhancement Grant program to connect vulnerable seniors with each other in a social environment over a nutritious meal. Over 100 seniors have participated in the program, and additional lunches and dinners with transportation will be provided with the funding in 2025.



In 2023 and 2024, several local initiatives focused on addressing transportation barriers that seniors in the community may experience, these initiatives included:

- Two Accessing Transit workshops hosted by TransLink at the Seniors Centre at Minoru Centre for Active Living, one conducted in English, the other conducted in Mandarin (2023);
- The Shopping Bus, a Monday to Thursday transportation service for seniors to access local businesses as well as the Seniors Centre at Minoru Centre for Active Living. In 2023, the Shopping Bus made 92 trips with a total of 1,156 riders. In 2024, the Shopping Bus made 93 trips with a total of 1,253 riders;
- A free, accessible shuttle service to Richmond signature events, such as the Steveston Salmon Festival;
- The addition of four accessible parking spaces at Minoru Centre for Active Living in 2024; and
- Richmond Public Library's (RPL) Home Services Delivery for customers who are disabled, elderly and homebound. In 2023, RPL served over 40 customers through this model, delivering close to 4,500 items and in 2024, RPL served 35 customers through this program, delivering approximately 3,100 items.

In 2023 and 2024, several Richmond facilities offered programs to engage seniors of all experience levels and ages. Some of these programs included:

- Fitness programming at West Richmond Community Centre including Silver Cycle for those over 55 years, Gold Cycle for those over 75 years and Ladies Who Lift for those over 60 years.
- A range of recreation and arts programs at the Seniors Centre at Minoru Centre for Active Living for different experience levels; for example, ukulele classes at the beginner and intermediate levels, and line dancing classes at the new beginner, beginner, intermediate and advanced levels.
- In collaboration with the Richmond BC Pickleball Association, community centres across the city worked together to develop and provide instructional programs for a range of pickleball skill levels, including developing consistent lesson plans for each level. In addition, tournaments were offered at the South Arm, Thompson, and West Richmond Community Centres for community participation.



In 2024, Richmond Public Library piloted a new service called the Community Connect Box, a resource designed to connect seniors with each other and with library staff. The Community Connect Box aims to connect seniors to the library's services and resources by delivering these boxes, with accompanying librarian visits, to care homes across Richmond.

To support seniors as they move through various life stages, Richmond Public Library, the Seniors Centre at Minoru Centre for Active Living, and various community centres offered a range of workshops throughout 2023 and 2024 that explored topics important to seniors and caregivers. Topics included: downsizing, wills and estate planning, financial literacy, advance care planning (English and Cantonese), heat related illnesses (English and Cantonese), managing chronic conditions, elder abuse prevention, navigating road safety, and how to access the Richmond Primary Care Network's Medical Services Plan (MSP) covered health care services.







### Strategic Direction 3: Communication and Awareness of Programs and Services Available for Seniors

Seniors, their families and caregivers, and those who provide services to seniors are not always aware of the wide variety of programs, services and supports available in Richmond. Having access to the right information at the right time helps everyone stay informed and better navigate the supports seniors require to remain healthy and safe at home. Utilizing existing connections and networks between seniors and service providers to increase the understanding of the benefits of social participation and ensure seniors have access and the skills to stay connected in an increasingly digital world are critical components to aging well and remaining socially connected and engaged.

### Actions that Support Strategic Direction 3

- **Action 3.1:** Explore and implement new, accessible and barrier-free communication methods to promote programs and services available to seniors of all ages, stages and abilities (e.g. 55+ Citywide Program Guide).
- **Action 3.2:** Identify new opportunities for seniors to access a comprehensive listing of programs, services and supports available to seniors in Richmond in one location.
- **Action 3.3:** Increase awareness in the community about the range and continuum of health-related programs and services available in Richmond to support healthy aging in place for seniors (e.g. mental health, falls prevention, wellness, Adult Day Care).
- **Action 3.4:** Utilize existing connections between seniors, health professionals and community organizations to raise awareness of the benefits of participation of seniors in programs and services in the community (e.g. social prescribing programs).
- **Action 3.5:** Increase seniors' access to technology through accessible initiatives and opportunities to ensure they are informed and aware of online information and resources to support them as they age (e.g. technology lending programs, one-on-one tech support).
- **Action 3.6:** Evaluate the accessibility of City communication methods and platforms to improve ways to connect with and support potentially isolated seniors, their families and caregivers during public health or weather emergencies (e.g. pandemics, extreme weather events).

### Highlights

By offering information in both digital and paper formats, seniors of all ages, stages and abilities are able to learn about programs and services for seniors in Richmond. Examples include the 55+ Citywide Program Guide, information on out trips and events, and the shopping bus schedule.

Throughout 2023 and 2024, the Richmond Division of Family Practice bi-weekly E-newsletter promoted programs and services for seniors, including Foot Care Clinics, BC Seniors Week, the City's 55+ Citywide Program Guide and Minoru Summer Concerts. This newsletter is distributed to Richmond Division of Family Practice members and office staff, who may then share any relevant information with their patients who are seniors.





Richmond seniors have the opportunity to learn about and to access technology at various locations throughout the city including the Richmond Public Library (RPL), the Seniors Centre at Minoru Centre for Active Living and various community centres. At the RPL, librarians offer one-on-one sessions for seniors to learn about the library's digital resources such as eBooks and movies. In 2023, Minoru Seniors Society collaborated with the library to offer Tech Buddies, a program that provides free technology support for seniors, on site at the Seniors Centre at Minoru Centre for Active Living. The Seniors Centre at Minoru Centre for Active Living also offered Intro to iPads Level 1 and 2 courses to support seniors to become more socially connected and technologically savvy by learning and practicing how to browse the internet, send emails and video chat. In 2024, South Arm Community Association, in partnership with S.U.C.C.E.S.S., offered an eight-week tech education program for over 40 Cantonese and Mandarin-speaking new immigrants, which combined both in-person and online learning.

Hosted by the City of Richmond and RPL in collaboration with community organizations, the Community Services Pop Ups, which launched in December 2022, are free, monthly drop-in sessions held at Brighthouse library with representatives from approximately 15 community organizations each hosting their own table. In 2023, 984 community members attended these sessions and in 2024, 941 community members attended. These events provide the opportunity for Richmond residents, including seniors, to connect with community-based supports and services, such as assistance with navigating health and benefit systems, information about how to access affordable housing and recreation, and application support for government assistance. Developed and implemented through grant funding from the Union of British Columbia Municipalities (UBCM) Poverty Reduction Planning and Action program, the Pop Ups continue to provide an opportunity for seniors to connect with organizations that offer a wide-range of supports.

With funding from a \$4,000 and \$700 ParticipACTION Community Challenge grant in 2023 and 2024 respectively, Minoru Seniors Society partnered with S.U.C.C.E.S.S. to deliver a Building Connections through Physical Activity for Newcomers 55+ program. Four groups of 12 newcomers enjoyed a field trip to Minoru Centre for Active Living. Participants were provided with transportation to and from the centre, a guided aquatic tour and swim, lunch, a facility tour by the Seniors Wellness Coordinator, and a specialized seniors fitness class.





## Strategic Direction 4: Education and Understanding about Healthy Aging

Awareness and information sharing initiatives about healthy aging can potentially change how a community thinks, feels and acts towards its seniors population and help to dispel any negative myths and stereotypes. By broadening a community's understanding of aging and the issues that impact seniors, seniors are treated in a more respectful manner and better supported to fully participate as contributing members of society. All of which positively impact the health and well-being of seniors. Additionally, providing ongoing, accessible opportunities for seniors to provide feedback on strategies and initiatives that impact them builds trust and ensures programs and services are developed in collaboration with seniors.

### Actions that Support Strategic Direction 4

- **Action 4.1:** Create a series of educational campaigns and activities on a wide variety of topics to inform the public, staff and volunteers about healthy aging.
- **Action 4.2:** Expand on creative initiatives to reduce ageism and negative stereotypes around aging (e.g. City's annual Positive Aging Campaign).
- **Action 4.3:** Facilitate ongoing dialogue and engagement opportunities with seniors through accessible platforms and communication methods to seek feedback on issues and opportunities related to healthy aging.
- **Action 4.4:** Develop training for staff and volunteers working with seniors on trends and best practices related to supporting healthy aging.
- **Action 4.5:** Explore a variety of opportunities to develop and maintain meaningful connections and increase knowledge exchange between seniors and younger populations (e.g. City Centre's Intergen Youth Leadership Team, Youth/Seniors Week collaborations).

### Highlights

The City, Richmond Multicultural Community Services Society, Minoru Seniors Society and City Centre Community Association received a \$92,000 Canadian Heritage project grant in August 2022 to implement ABC: Aspire | Build | Celebrate, a community and socially engaged artist project to foster awareness, learning and action on topics of anti-racism, discrimination and intersectionality for seniors and youth. As part of this project, an artist team from Presentation House Theatre and Vancouver Asian Canadian Theatre engaged 15 youth and 15 seniors through 20 workshops and gatherings, developing their skills in storytelling, improvisation, art making and acting. The project culminated in two public performances called Mosaic Firefly: Richmond Edition which were presented as part of the 2023 Culture Days and the 2023 City of Richmond Diversity Symposium.

In 2023 and 2024, Community Associations and Societies throughout Richmond community centres, as well as the Minoru Seniors Society at the Seniors Centre at Minoru Centre for Active Living, continued to host Wellness Clinics, which offer free in-person services as well as information on a wide range of programs and supports specifically for those 55+ years who live in Richmond. Various community organizations, healthcare practitioners and volunteers provide these services to Richmond community members. In 2023, a total of 4,770 services, such as blood pressure and blood glucose checks, were offered at Wellness Clinics across the community, and in 2024, 5,822 services were offered.

Throughout 2023 and 2024, various intergenerational programs in Richmond provided seniors with the opportunity to learn about technology from youth facilitators and volunteers, and to develop meaningful connections.

- The program, Smart Phones, Tablets and Laptops – Learn from a Youth, at South Arm Community Centre provided seniors with the opportunity to receive tech support from McRoberts School student volunteers. These youth volunteers, supported by the centre’s Seniors Coordinator, provided guidance and information to seniors on how to navigate their tech devices.
- The Learn from a Youth program at West Richmond Community Centre offered intergenerational workshops where seniors learned how to use smartphones and tablets with practice tablets which were donated by The Richmond Rotary Club in the fall of 2023.
- The Technology through the Times program offered at the Seniors Centre at Minoru Centre for Active Living partnered seniors with youth volunteers. Funded as part of a \$25,000 New Horizons Grant, this program focused on teaching participants on how to use digital devices and create digital projects during the summer of 2024.

In 2023, the biennial Activate! Positive Aging Fair – 55+ returned for the first time since 2019. Originally launched in 2003, over 500 people attended the fair at the Seniors Centre at Minoru Centre for Active Living, which featured over 40 vendor booths, five workshops in English and Cantonese, free blood pressure clinics by retired nurses, and a keynote speaker on positive aging.

In 2023 and 2024, in celebration of the annual National Seniors Day and International Day of Older Persons on October 1, seniors attended celebratory and inclusive activities at various community facilities in Richmond, including socials, pickleball tournaments and an intergenerational art workshop. As part of these celebrations, the City of Richmond’s annual positive aging campaign highlighted positive images and stories of Richmond seniors in an effort to reduce ageism in the community.

In June 2024, the City, in partnership with the Alzheimer Society of BC, facilitated an Introduction to Dementia-Friendly Communities staff training session for City and Community Association and Society staff that work with seniors. Attendees learned about dementia basics, dispelled common myths, and explored practical communication strategies to improve interactions with members of the public affected by dementia.



In 2024, the Seniors Centre at Minoru Centre for Active Living was awarded a New Horizons for Seniors Program grant for \$25,000 to fund intergenerational programs focusing on four streams: art, music, technology and culinary arts. These programs brought children, youth and seniors together, and each session focused on learning a new skill together, fostering dialogue on the past and present, and developing a relationship between the three generations. During these programs, seniors had an opportunity to share their experiences and skills with the children and youth participants.

In 2023 and 2024, various workshops were offered at community centres and online in English and Cantonese, covering topics including fall prevention, thriving and surviving cancer, chronic health conditions and pain, active living with diabetes and mindful eating.





## Strategic Direction 5: Planning for a Growing Population of Seniors

Successfully implementing actions outlined in the Seniors Strategy and other seniors-related initiatives is reliant on continuing relationships and collaboration with community partners, ensuring there are dedicated and appropriate resources available, and ongoing information sharing to stay current on issues that impact seniors in the community. There is a particular need to be aware of trends and best practices to successfully serve, support and plan for the growing and wide demographic of seniors that spans over 50 years from age 55 years to 105+ years. The City is committed to reporting out on the progress and achievements made on the Seniors Strategy's actions and identifying new opportunities to better support active, healthy and connected seniors in Richmond.



### Actions that Support Strategic Direction 5

- **Action 5.1:** Research, monitor and evaluate municipal, provincial, federal and global trends and best practices related to addressing the impacts and opportunities of a growing demographic of seniors in order to plan and act accordingly.
- **Action 5.2:** Create a working group to support the implementation, monitoring and evaluation of the Seniors Strategy.
- **Action 5.3:** Collaborate with other Lower Mainland municipalities and provincial groups to keep up to date on research, trends and best practices related to supporting healthy aging in Richmond.
- **Action 5.4:** Analyze the community-wide delivery system of seniors-related programs and services in Richmond to reduce gaps, identify opportunities and ensure the best use of community resources.
- **Action 5.5:** Dedicate appropriate staff resources to adequately plan for and meet the needs of an increasingly growing population of seniors in Richmond.
- **Action 5.6:** Report out every two years on the progress and achievements related to the Seniors Strategy to City Council, stakeholders and the public.

### Highlights

In 2023, a Seniors Strategy Working Group was established to support the implementation, monitoring and evaluation of the Seniors Strategy. This Working Group is comprised of representatives from 12 different organizations that support seniors in Richmond. This group met throughout 2023 and 2024 to discuss emerging trends and best practices related to seniors service delivery and to contribute to various short-term priority initiatives.





In 2023 and 2024, the City engaged with seniors services providers in Richmond to better understand, anticipate and prepare to meet the evolving needs of seniors in Richmond over the next 10 years. This “asset mapping” initiative was designed to analyze the community-wide delivery system of seniors-related programs and services to reduce gaps, identify opportunities and ensure the best use of community resources within five key domains: communication, technology and language; food security; home supports; social and activity programs; and transportation. The input received will guide continued engagement activities and collaborative actions of focus for the City and its partners throughout 2025.

The Parks, Recreation and Culture 2023 Community Needs Assessment was undertaken to understand how program, service and facility offerings are meeting the current needs of Richmond residents and to inform the Division’s planning efforts. The Needs Assessment collected feedback from a diverse and representative sample of Richmond residents through a survey of the Richmond community. Focus groups were also used to capture additional voices, including those of adults aged 55+ years. To reduce barriers to participation, the survey and focus groups were available in English, Mandarin and Cantonese, and focus group participants were provided with taxi vouchers and parking passes.



## Conclusion

The progress outlined in this report reflects the City and community partners' shared commitment to addressing the evolving needs of the seniors population. The highlighted achievements in 2023 and 2024 demonstrate the collective effort of several City departments, community organizations and seniors in Richmond.

As the Council-adopted Seniors Strategy continues to guide efforts in the community over the coming years, the City remains dedicated to evaluating the Strategy's progress, identifying emerging needs and adapting plans to ensure seniors are supported. The updates provided in this report highlight both the strides made over the past two years and the foundation laid for future work.

Looking ahead, the City and its partners will continue to focus on implementing the actions outlined in the Strategy, guided by its vision that "seniors living in Richmond are safe, respected, healthy and engaged in their communities." By maintaining an emphasis on collaboration, innovation and responsiveness, Richmond is well-positioned to foster a community where seniors not only live but thrive.







## City of Richmond

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### Seniors Strategy 2022–2032: Status of Actions as of December 31, 2024

The following table provides an update on the status of all actions within the Seniors Strategy as of December 31, 2024. Each action is categorized under its corresponding strategic direction, detailing timelines and the current status. The anticipated timeline for delivering on each action is classified as short-term (0–3 years), medium-term (4–6 years), long-term (7–10 years) or ongoing (reflecting continuous implementation throughout the Strategy’s timeframe). The status classifications provide an overview of progress. A status of “in progress” indicates that initial work has begun and the action is actively being developed or implemented. In some cases, short-term actions have been completed and are noted with a status of “ongoing”, reflecting sustained work and continued delivery related to the action. A status of “not yet initiated” applies to actions that will be scheduled for later implementation within their designated timelines.

Action	Timeline	Status
<b>Strategic Direction 1: Age-friendly neighbourhoods that support seniors to age in place</b>		
1.1 Expand on the development of age-friendly neighbourhoods (e.g. outdoor areas and public buildings, transportation, housing) in Richmond by implementing the framework created from the 2019 Engaging Seniors in Age-Friendly Planning project in all neighbourhoods.	Ongoing	Ongoing
1.2 Identify, remove and prevent barriers for seniors to access open spaces, parks, trails and streets (e.g. crosswalks, benches, lighting, accessible, safe gathering places).	Short-term	Ongoing
1.3 Build upon current practices (formal and informal) to activate public spaces in a manner that fosters social connections between seniors and others in their neighbourhoods.	Medium-term	Not yet initiated
1.4 Identify ways to support seniors when transitioning through the continuum of housing available in Richmond (e.g. education and awareness, housing repair, one-on-one support, database listing).	Short-term	Ongoing
1.5 Build upon existing best practices that reduce social isolation and loneliness, and facilitate opportunities to strengthen social connections, resilience and mutual support between seniors and their neighbours (e.g. Hey Neighbour, Resilient Streets/ Neighbourhoods programs).	Ongoing	Ongoing

Action	Timeline	Status
1.6 Evaluate the implementation of the 2019–2023 Dementia-Friendly Community Action Plan and develop initiatives to further support all Richmond residents living with dementia, their families and caregivers following Action Plan completion.	Medium-term	In progress
<b>Strategic Direction 2: Diverse, accessible and inclusive programs and services for seniors at all ages</b>		
2.1 Expand upon activities and events that celebrate the cultural diversity of seniors in Richmond and provide opportunities to learn about and connect with others of varying backgrounds and ethnic origins (e.g. City Arts, Cultural and Heritage programs, Highway to Heaven Bus Tour, holiday celebrations).	Short-term	Ongoing
2.2 Research and explore best practices and further engage with participants to better understand and serve the diverse needs and interests of the large seniors age group (e.g. the definition and use of the word “senior” and using a needs-based vs. age-based approach to programming).	Ongoing	Ongoing
2.3 Identify, remove and prevent barriers for seniors to enable them to participate fully in programs and services that support healthy aging (e.g. physical and cognitive limitations, income, transportation, language, culture, technology access and use).	Ongoing	Ongoing
2.4 Explore new approaches to program design to engage seniors participation at all levels (e.g. introductory/beginner/intermediate and advanced/competitive/mastery).	Medium-term	In progress
2.5 Promote meaningful volunteer and paid opportunities for seniors to share their experiential wisdom and skills through community-based programs and services that facilitate personal growth and development (e.g. intergenerational opportunities, instructor-led groups, tour guides, project facilitators, etc.).	Ongoing	Ongoing
2.6 Support seniors as they move through various life stages through the creation of educational opportunities that address a range of healthy aging topics (e.g. loss of driver’s license, retirement, caregiving).	Medium-term	In progress
<b>Strategic Direction 3: Communication and awareness of programs and services available for seniors</b>		
3.1 Explore and implement new, accessible and barrier-free communication methods to promote programs and services available to seniors of all ages, stages and abilities (e.g. 55+ Citywide Program Guide).	Short-term	In progress

Action	Timeline	Status
3.2 Identify new opportunities for seniors to access a comprehensive listing of programs, services and supports available to seniors in Richmond in one location.	Long-term	Not yet initiated
3.3 Increase awareness in the community about the range and continuum of health-related programs and services available in Richmond to support healthy aging in place for seniors (e.g. mental health, falls prevention, wellness, Adult Day Care).	Medium-term	Not yet initiated
3.4 Utilize existing connections between seniors, health professionals and community organizations to raise awareness of the benefits of participation of seniors in programs and services in the community (e.g. social prescribing programs).	Medium-term	In progress
3.5 Increase seniors access to technology through accessible initiatives and opportunities to ensure they are informed and aware of online information and resources to support them as they age (e.g. technology lending programs, one-on-one tech support).	Short-term	Ongoing
3.6 Evaluate the accessibility of City communication methods and platforms to improve ways to connect with and support potentially isolated seniors, their families and caregivers during public health or weather emergencies (e.g. pandemics, extreme weather events).	Long-term	Not yet initiated
<b>Strategic Direction 4: Education and understanding about healthy aging</b>		
4.1 Create a series of educational campaigns and activities on a wide variety of topics to inform the public, staff and volunteers about healthy aging.	Medium-term	Not yet initiated
4.2 Expand on creative initiatives to reduce ageism and negative stereotypes around aging (e.g. City's annual Positive Aging Campaign).	Short-term	Ongoing
4.3 Facilitate ongoing dialogue and engagement opportunities with seniors through accessible platforms and communication methods to seek feedback on issues and opportunities related to healthy aging.	Ongoing	Ongoing
4.4 Develop training for staff and volunteers working with seniors on trends and best practices related to supporting healthy aging.	Medium-term	In progress



Action	Timeline	Status
4.5 Explore a variety of opportunities to develop and maintain meaningful connections and increase knowledge exchange between seniors and younger populations (e.g. City Centre's Intergen Youth Leadership Team, Youth/Seniors Week collaborations).	Ongoing	Ongoing
<b>Strategic Direction 5: Planning for a growing population of seniors</b>		
5.1 Research, monitor and evaluate municipal, provincial, federal and global trends and best practices related to addressing the impacts and opportunities of a growing demographic of seniors in order to plan and act accordingly.	Ongoing	Ongoing
5.2 Create a working group to support the implementation, monitoring and evaluation of the Seniors Strategy.	Short-term	Complete
5.3 Collaborate with other Lower Mainland municipalities and provincial groups to keep up to date on research, trends and best practices related to supporting healthy aging in Richmond.	Ongoing	Ongoing
5.4 Analyze the community-wide delivery system of seniors-related programs and services in Richmond to reduce gaps, identify opportunities and ensure the best use of community resources.	Short-term	In progress
5.5 Dedicate appropriate staff resources to adequately plan for and meet the needs of an increasingly growing population of seniors in Richmond.	Ongoing	Ongoing
5.6 Report out every two years on the progress and achievements related to the Seniors Strategy to City Council, stakeholders and the public.	Ongoing	Ongoing