



City of Richmond

Report to Committee

To: Parks, Recreation & Cultural Services Committee *To Parks, Rec & Culture -*
Date: April 12, 2007 *Apr 24, 2007*

From: Kate Sparrow
 Director, Recreation & Cultural Services **File:** 03-1087-01

Re: **UBCM Senior Housing and Support Initiative Grant**

Staff Recommendation

1. That Richmond City Council support the Union of BC Municipalities grant application submitted by the West Richmond Community Association for a "Surfing Seniors Outreach Program"; and,
2. That the resolution of Council supporting the West Richmond grant application be sent to the Union of BC Municipalities.

fileable per KA

Kate Sparrow
 Director, Recreation & Cultural Services
 (4129)

Attach. 1

FOR ORIGINATING DEPARTMENT USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
<i>[Signature]</i>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

In 2004 the Ministry of Community Services established a one-time grant to assist local governments in preparing for an aging population. The Union of BC Municipalities Seniors Housing and Support Initiative was to administer the two million dollar grant.

In 2006, UBCM Seniors Housing and Support Initiatives provided funding for sixteen *Seniors in Communities* pilot projects. A second call for projects was announced in December 2006.

In February 2007 the West Richmond Community Association applied for the Union of BC Municipalities Senior Housing and Support Initiative Grant to provide outreach computer programs for seniors. The name of the West Richmond project is "Surfing Seniors Outreach Program".

In March 2007 the Union of BC Municipalities responded with a letter to the Mayor and Councillors approving the project in principle. The West Richmond Community Association submitted the second application with a note that a resolution from Council was to follow (Attachment 1).

This report is requesting a resolution from Council in support of the "Surfing Seniors Outreach Program" and that a letter with Council resolution be sent to the Union of BC Municipalities on behalf of West Richmond Community Association.

Analysis

In February 2006 the West Richmond Community Association established the Surfing Seniors program with a Provincial Horizons grant. The program consisted of basic computer classes for over 100 seniors, an introduction to Internet classes, digital photography and word processing.

As this program was very successful the West Richmond Community Association felt that offering the same types of programs on an out reach basis would assist more seniors in the community.

A pilot out reach program, assisting seniors with health or transportation difficulties to learn computer skills, was developed with Vancouver Coastal Health at Lions Park. West Richmond began to look for additional funding sources to expand the outreach service.

In February 2007, the Association applied for the Union of BC Municipalities grant to bring the program to the west Richmond area.

The Guiding Principles for the Union of BC Municipalities Seniors Housing and Support Initiative pilot project funding are:

- Community Driven – Communities need to develop their own solutions based on their own priorities.
- Catalyst for Action – Pilot projects will act as a catalyst, enabling local governments and their community partners to work toward enhancing and improving services for seniors within the community.
- Focus on Key Priorities – Projects need to focus on key priorities with focused outcomes.
- Flexible – Actions will differ for each community.
- Coordinated – Activities of different levels of government and community partners need to be coordinated to avoid duplication.
- Sustainable Results – Pilot projects will support activities that can be shown that over time will contribute to improving the lives of seniors.

The goal of the Surfing Seniors Outreach Program is to “empower seniors to learn relevant computer skills in a group environment, at their residence or other safe senior meeting areas”.

The Outcomes for this Project are:

- To decrease isolation of the growing number of seniors who lack mobility
- Empower seniors to access health information
- Provide quality education to low-income seniors
- Bring technology classes into the seniors’ residences to reach the most at-risk individuals
- Provide knowledge to lessen the risk of computer related crime
- Provide access to ‘brain gym’ and other resources to promote healthy mental activities to decrease the onset of dementia
- Provide seniors with access to a host of information, goods and services from which they would otherwise be isolated.

Participating Partners include:

- City of Richmond – staff support, providing direction, facility space at West Richmond Community Centre, advertising and IT support.
- West Richmond Community Association – Coordinating the project including staff and volunteers, providing additional funding, equipment and marketing.
- Vancouver Coastal Health – staff support, outreach locations and promotion.
- Other Senior Gathering Places – including Strata’s, churches, low income housing.

Seniors in isolation is an identified problem in Richmond. Empowering seniors with technology, allows neighbors to connect and grow in knowledge together. Computer education for seniors is currently being offered, however, no affordable outreach services are available for seniors at their residences.

The "Surfing Seniors Outreach Program" is an excellent opportunity for the City to work with a number of organizations to help meet community need. Building on proven relationships with West Richmond Community Association and Vancouver Coastal Health provides a safety net in delivering senior computer services. The success of the program depends on developing relationships with senior related organizations including senior residences, strata's and churches.

There are no other departments in the City of Richmond applying for the Union of BC Municipalities Seniors Housing and Support Initiative. There has been a coordinated approach and support provided for this project by the City's Coordinator for Senior Services

It is unusual for a community group like West Richmond Community Association to submit a joint application to the Union of BC Municipalities on behalf of the City. However, they have shown a commitment to seeing the outreach component of "Surfing Seniors" succeed and require Council support to secure the grant dollars to ensuring that programs are financially accessible.

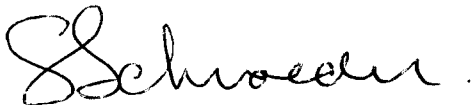
Financial Impact

The Union of BC Municipalities grant will cover all costs related to this program other than City staff time to direct the process. West Richmond Community Association, as the designated service provider, will fund additional costs associated with the program.

Conclusion

Educating seniors with technology will build capacity amongst the fastest growing population in Richmond. Developing the outreach component of the "Surfing Seniors Outreach Program" will reach and mobilize seniors that are not able to attend classes in their community. The project will bring together partnering organizations to meet a community need.

The provincial government, through a grant to Union of BC Municipalities, the City of Richmond and the West Richmond Community Association together can enhance and improve the quality of life for seniors in Richmond.



Scott Schroeder
Area Coordinator – West Richmond
(8410)

SS:ss

GRANT APPLICATION

Seniors Housing and Support Initiative

West Richmond Community Association Surfing Seniors Outreach Program

The Goal of the Project

The West Richmond Community Association is pleased to present this proposal for your review. The goal of the West Richmond Community Association Surfing Seniors Outreach Program is to empower seniors with computer education in a group environment at their residences or other safe seniors' association centres. The outcomes for the key priorities of this program are:

- to decrease isolation of the growing number of seniors who lack mobility
- empower seniors to access health information
- provide quality education to low-income seniors
- bring technology classes into the seniors' residences to reach the most at-risk individuals
- provide knowledge to lessen the risk of computer related crime
- provide access to 'brain gym' and other resources to promote healthy mental activities to decrease the onset of dementia
- and provide seniors with access to a host of information, goods and services from which they would otherwise be isolated.

The project will develop a branch of the Surfing Seniors project initiated by West Richmond Community Association. The existing Surfing Seniors Program currently offers computer classes to seniors at the West Richmond Community Centre. One aspect of the existing Surfing Seniors program was sending an instructor equipped with a rudimentary portable lab consisting of four laptops computers to Lion's Park seniors' residence in Richmond to teach a very basic introductory computer class on a trial basis.

At this point in the program the outreach aspect of the Surfing Seniors Program is at risk of ending. It is very grassroots and due to a lack of funding we are unable to develop this very valuable and well-received service. With funding we would be able to develop an outreach specific program and offer it at low-income seniors' residences. With the proliferation of the internet and the decrease in the cost of computers this powerful communications tool has the potential to empower seniors with the skills to access information which could alleviate stress on seniors services that are currently overtaxed.

Measurable Outcomes

The key priorities we will use to measure success are:

- Number of participants
- A positive trend in the increase of participants over the course of the pilot project
- The number of residences and other seniors' services associations that use our services
- Quantitative and qualitative feedback from students



- Qualitative feedback from managers and recreation liaisons at participating seniors' residences and associations

Proposed Activities

To achieve these goals the West Richmond Community Association Surfing Seniors Outreach Program would:

- Create seniors sensitive curriculum that focuses on empowering seniors to meet their communication needs.
- Develop a marketable product for the West Richmond Community Association Surfing Seniors Outreach Program including:
 - Enough computers to increase the number of students and decrease cost of training per student
 - Necessary peripherals to meet the educational needs of the students such as a digital project, digital cameras, computer networking hardware such as wireless routers, handouts and other teaching materials
 - Consistent and thorough training for instructors
 - A recognizable and professional looking brand for the West Richmond Community Association Surfing Seniors Outreach Program
- Develop a rigorous screening and training program for volunteer tutors
- Provide wages for an administrator to oversee the program
- Provide classes to low-income seniors either free of charge or at a reasonable fee (cost recovery for instructor)
- Develop and employ a marketing plan that includes forging partnerships with other community locations that cater to the needs of older adults

Proposed Timeline

1st Trimester

April 1st – June 30th

- Establish Contact with Potential Partners
- Assess teaching needs and begin gathering resources
- Develop seniors sensitive teaching materials
- Research and Purchase capital assets
- Configure computers
- Develop promotional and marketing materials
- Develop curriculum and teaching with partnership
- Screening and training program for volunteer proctors
- Begin recruiting volunteer proctors
- Assess need for and viability of one-on-one tutoring and computer support employing volunteer tutors
- Begin delivering classes by June 1st

2nd Trimester

July 1st – September 30th

- Begin teaching classes in residences
- Refine teaching materials
- Continue to recruit volunteers
- Assess need for and potentially hire additional instructors
- Continue to research and assess new markets
- Begin program assessment with students
- Purchase any remaining capital assets
- Begin to develop one-on-one tutoring and computer support initiative
- Screening and training program for volunteer one-on-one tutors
- Begin recruiting volunteer one-on-one tutors
- Develop website for marketing and to provide class materials and reliable health information

3rd Trimester

October 1st – December 31st

- Continue teaching classes and developing courses
- Continue to refine teaching materials
- Follow-up assessment with partnering residences and associations
- Develop sustainability plan
 - finalize budget
 - assess cost recovery strategy
 - establish contact with potential sponsors
- Perform a needs assessment and potentially develop a marketable product for other associations to run the program out of different centres
- Refine and update program website
- Write final Report

Potential Partners

The pilot outreach project of the Surfing Seniors program is with Vancouver Coastal Health Authority at Lion's Manor Seniors' Residence. Through our contact at Lion's Manor we could provide our service to other residences working with Vancouver Coastal Health Authority. Our relationship with Lion's Manor has enticed the interest of similar residences; notably:

- Pinegrove Place
- Fraserwood
- Courtyard Gardens
- Rosewood Manor
- Anavet

We would also like to create partnerships with centres that already draw in seniors at which we could offer classes in alternative safe environments. Two such centres with which the West Richmond Community Association has work with in the past are:



- St. Joseph's Catholic Church
- St. Anne's Anglican Church

Anticipated Costs

Budget Information for Seniors Housing and Support Initiative Grant Application

	In-Kind/Cost Recovery	From Seniors Housing and Support Initiative Grant	Total
1) Administrative Costs			
Insurance, banking fees, web site hosting	500	240	740
2) Fees for Service			
Administrator Wages @ \$18/hr, average 10hr/wk for 28 weeks	800	4240	5040
Instructor wages @ \$15/hr average 25hr/wk for 28 weeks	1200	9300	10500
3) Materials and Supplies			
Photocopying			
Computer Cases			
Facility Improvements	1120	0	1120
4) Marketing and Promotion			
Advertising			
Printing pamphlets, posters, and promotional goods			
Graphic Design			
Web Site Design	970	1940	2910
5) Utilities			
Heating			
Electricity			
Telephone	880	0	880
6) Rent			
Office space for administrator	990	0	990
7) Capital Costs			
Computers			
Peripherals			



Software Licences

0

5920 5920

TOTAL:

6460

21640 28100

** Council Resolution to follow within the month.