



Seniors Service Plan Active and Healthy Living 2015–2020



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EXECUTIVE SUMMARY

In 2008, the City of Richmond developed the 2008-2012 Older Adults Service Plan to address service needs of the important and growing demographic of those 55+. The Service Plan aimed to ensure that effective, meaningful and appropriate services, programs, and opportunities were provided for seniors in Richmond. Objectives and actions for planning, development, and monitoring of seniors services over the course of five years were established. Many of the objectives and actions were achieved and the Service Plan provided an important framework from which to meet the needs of seniors in Richmond.

This updated 2015–2020 Seniors Service Plan¹ has been developed by building on the achievements of the previous Service Plan, collecting best-practice information from other jurisdictions in Canada, exploring related research, and conducting extensive community consultations with seniors, key stakeholders, and **community partners**.²

The community consultation took place from May to September 2014 and in order to paint a valid picture of the needs of seniors, a mix of data collections/strategies were used. These included:

- A representative survey of 378 seniors from the city. Responses from seniors were obtained through community centres, local service providers and the “Let’s Talk Richmond” website.
- Fourteen focus groups engaging 161 individuals from a range of stakeholder groups, including seniors and service providers.
- In-depth interviews with 23 key informants, including seniors representing vulnerable target groups, seniors service providers in the city and key City personnel.
- Community mapping at 10 locations around the city.

The vision of the 2015–2020 Seniors Service Plan is for the City of Richmond to be a nurturing, connected community that promotes healthy and active aging. This vision will be best realized by maintaining a focus on inclusion that ensures accessibility, and promotes intercultural and intergenerational interaction while coordinating services that collaborate with partners, volunteers, and seniors. Creating comfortable environments that are welcoming, safe, responsive and empowering will allow seniors the most positive environment to age in place.

¹ For the purpose of this Service Plan and future programs and services, the 55+ demographic will be referred to as seniors rather than older adults.

² Words in **bold italic** are defined in Appendix A: Glossary.

One of the most recurrent topics identified through the consultation process was a recognition of the significant and growing **diversity** of the seniors population in Richmond. Respondents also noted the positive impact of many health promotion initiatives, including the range of active living offerings, wellness clinics, free or low cost meal provision for those in need, and the success of the Community Garden programs. Challenges that were identified included increasing difficulty in addressing the complex needs of frail and vulnerable seniors, those seniors living independently in their communities, as well as effectively supporting newcomer and visible minority older people.

Recognizing both the achievements realized and the opportunities ahead, this Service Plan serves as the blueprint for the next six years to meet the service and program needs of the diverse seniors population of Richmond. The framework of the 2015–2020 Seniors Service Plan (see Figure 1 on page 8) consists of five strategic directions (with associated items for action) and is guided by overarching principles and a vision statement. The proposed length of the actions are specified as short, medium, and long-term. Each action includes a description of the role of the City as well as the potential partners, as appropriate. Finally, suggestions for implementation and monitoring are outlined.

The actions identified in this document have been framed at a broad level. A comprehensive implementation and evaluation plan with detailed and specific actions and associated measures of progress will be developed as part of the next phase of the planning process.





1.0 INTRODUCTION

As the population ages, cities are increasingly aware of the necessity to design services and programs appropriate for addressing the unique needs of seniors. Supporting active aging is a key factor in assisting those over the age of 55 to not only live longer, but to age with a better quality of life. Healthy aging is multidimensional; it encompasses the avoidance of disease and disability, the maintenance of physical and cognitive function, and sustained engagement in social and productive activities. Active aging emphasizes the benefits of maintaining an active lifestyle throughout a lifetime, and is comprised of having meaningful work (either paid or in a volunteer role); play (including hobbies and creative expression); relationships and connections with family, friends, and community; giving service to others; maintaining physical and spiritual health; and continued learning through self-discovery and gaining new skills. Seniors regularly seek out services and programs within their city to meet these needs.

Background

In 2008, the City of Richmond developed the 2008–2012 Older Adults Service Plan as a means to provide a framework to recognize the unique service and program delivery needs of an older population. The Service Plan outlined the City's commitment, "...to be a community where seniors live healthily and actively in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of seniors." The 2008–2012 Older Adults Service Plan focused and guided service delivery to ensure that effective, meaningful and appropriate services, programs and activities were provided for seniors in Richmond. Since that time, great strides have been made and many of the original actions of the Plan have since been achieved.

2015–2020 Seniors Service Plan Framework

The updated 2015–2020 Seniors Service Plan will orient the actions and decision-making of the City for coming years. A focused effort on the Service Plan will help ensure that a responsive and effective program and service portfolio meets the evolving needs of Richmond's seniors population. The following vision and guiding principles provide a framework for the work proposed in this 2015–2020 Seniors Service Plan.

Seniors in Richmond have the highest life expectancy in Canada and are living an average of 84.9 years, four years longer than the national average of 81.

Statistics Canada, 2011 Census



Figure 1: 2015–2020 Seniors Service Plan Framework

Direction #1: Communication and Awareness

Objective: Communication with seniors is timely, effective and appropriately delivered and received.

Outcomes:

- Increased awareness and knowledge among seniors and their families (e.g., under informed seniors, caregivers, diverse populations, frail, isolated, etc.) of programs and services available.
- Promotional materials for family focussed events encourage participation of seniors.
- Improved knowledge of health and wellness benefits.

Direction #2: Responsive and Relevant Services

Objective: Programs and services are developed based on best practices, direct consultation, and program evaluation to reflect changing needs and priorities.

Outcomes:

- The needs of underserved segments of the seniors population (e.g., men, hard-to-reach) are met through the offering of a wide range of program and service opportunities.
- Intergenerational understanding among program participants and the community is enhanced.
- Programs and services reflect the diversity of the seniors demographic group (e.g., function, age, ethnicity, etc.).
- A wide range of volunteer opportunities are provided to support seniors to be active, productive members of the community.

Direction #3: Respect, Inclusion and Sense of Belonging

Objective: There is a citywide focus and understanding of seniors' needs and wants. Seniors are celebrated and recognized as valued community members.

Outcomes:

- Seniors' needs are met by a range of culturally appropriate and relevant programming.
- Diverse seniors have a conduit to share their knowledge and skills within the community.
- City buildings have welcoming spaces to support unstructured gatherings.
- Improved access and reduction of barriers for frail and isolated seniors (e.g., transportation to community programs, Fee Subsidy program, etc.).
- Consistent terminology, that is reflective of this segment of the population, is established.
- Seniors are positively portrayed in all City promotional material and communications.
- An informed community that respects the contributions and needs of seniors.

Direction #4: Coordinated Service Delivery

Objective: The City works with partners including **Community Associations** and **community organizations** to ensure services to seniors are coordinated citywide.

Outcomes:

- Improved collaboration, information sharing, and transparency among partners to bring a coordinated and collaborative response to service delivery to seniors in Richmond.
- Service delivery is enhanced through standardized referral processes and defined parameters on service boundaries.

Direction #5: Targeted Training and Professional Development

Objective: City staff, volunteers, and community partners are aware of the most current, evidence-based information related to seniors programs and services.

Outcomes:

- Roles and responsibilities in the delivery of services for staff and community partners are clear and defined.
- An informed, knowledgeable staff, volunteer, and community partner team to serve seniors.
- A coordinated seamless, consistent approach of service delivery at all civic facilities.
- Staff and community hold positive perceptions of seniors, reducing stereotypes and ageism.

Vision and Guiding Principles

The vision of the City of Richmond is:

“For the City of Richmond to be the most appealing, livable, and well-managed community in Canada.”

In order to create an environment that encourages opportunities for Richmond’s seniors population to live healthy and active lives, the following vision has been created to help direct this Service Plan:

“Richmond is a nurturing, connected community that promotes healthy and active aging.”

Along with both vision statements, the following guiding principles will be embraced in the delivery of services and programs to seniors:

- Maintaining a focus of respect and inclusion that ensures accessibility, and promotes intercultural and intergenerational interaction.
- Coordinating services that collaborate with partners, volunteers and seniors.
- Creating comfortable environments that are welcoming, safe, responsive and empowering.



Link to the Official Community Plan and the Social Development Strategy

Over the years, a number of founding strategies have shaped the work of the City and helped to align service and program areas under common objectives. The City of Richmond's Official Community Plan and City of Richmond Social Development Strategy are two founding documents that are critical to consider in developing the priorities, and actions of the 2015–2020 Seniors Service Plan.

Official Community Plan 2012–2041

The City of Richmond's Official Community Plan 2012–2041 (OCP) provides a framework for long-term future community planning within a city. The OCP recognizes the unique needs of seniors through policies, many of which are relevant to this Service Plan update. This includes efforts to:

- Continue to target 'hard to reach' populations (e.g., new immigrants, socially isolated individuals), people with disabilities, seniors and youth (especially low-asset youth).
- Promote opportunities for active lifestyles for aging populations and programs that allow seniors to 'age in place'.
- Respect and capitalize on the knowledge, skills and abilities of Richmond's seniors by providing them with opportunities to continue to make meaningful contributions to the community through volunteer activities and advice.
- Adopt "seniors planning for seniors" approach to the planning and delivery of seniors programs and services.

City of Richmond Social Development Strategy (2013–2022)

The City of Richmond's Social Development Strategy (2013–2022) includes a direction that the 2008–2012 Older Adults Service Plan be updated, placing priority attention on:

- Pursuing approaches that involve planning with, not for, the seniors population.
- Expanding the volunteer base to serve the seniors population, as well as providing meaningful volunteer opportunities for seniors.
- Ensuring seniors and their families and caregivers are aware of available recreation, leisure, wellness and health promotion opportunities in the community.
- Expanding recreation, leisure and wellness services and programs to frail and isolated seniors allowing them to remain in their own homes for as long as possible.





- Reviewing the pricing structure for City programs for seniors to ensure it remains equitable and sustainable, while also being affordable for those with limited incomes.
- Exploring partnerships with service providers, strata councils and housing providers to bring wellness outreach programs into buildings with a high concentration of seniors.
- Connecting non-English speaking seniors with appropriate recreation and wellness services and programs (e.g., through the use of multilingual volunteers, translation services and partnerships with community groups).
- Developing a communication strategy to increase the awareness of the young-old (55–65 years) regarding health, wellness, the aging process, legislation, programs and benefits available to seniors.

Other City of Richmond Strategies and Plans that relate to the 2015–2020 Seniors Service Plan are the:

- Parks and Open Space Strategy, 2012–2022
- Richmond Arts Strategy, 2012–2017
- Parks, Recreation and Cultural Services Volunteer Management Strategy, 2007–2012
- Richmond Affordable Housing Strategy, 2007
- Age Friendly Community Plan
- Richmond Intercultural Strategic Plan and Work Program, 2012–2015
- Richmond Community Wellness Strategy, 2010–2015
- Richmond Sport for Life Strategy, 2010–2015
- Museum and Heritage Strategy, 2007



2.0 CREATING THE 2015–2020 SENIORS SERVICE PLAN

Implementation of the Seniors Service Plan falls within the mandate of the Community Social Development Department of the Community Services Division—a multi-disciplinary division, established in 2009 to address social, recreation, arts, heritage and parks opportunities and challenges facing Richmond in forthcoming years.

The Community Social Development Department focuses on working cooperatively with other agencies in the development of networks, programs and processes to promote social interaction and cultural enrichment. It focuses on responding to the needs of vulnerable populations, respecting social diversity, and ensuring the City puts priority on nurturing and enhancing the community's social capital.

The Division structure better enables the City to address the opportunities and challenges facing Richmond in forthcoming years. Within this structure, the scope of seniors programs, services and initiatives implemented through the 2015–2020 Seniors Service Plan spans beyond a parks, recreation and culture focus to encompass a more cohesive and holistic response to the wellbeing of seniors; thus creating an environment that encourages opportunities for Richmond's seniors to live connected, healthy and active lives.



The update process began with a review of the related literature. This was completed in order to provide an overview of current research and best practices as they relate to selected topics in City services and programs for seniors. A jurisdictional review was then conducted to provide a snapshot of planning and delivery of services in similar jurisdictions, both locally and nationally. From the information compiled in both reviews, a foundation-setting strategy and community engagement strategy was developed.

During the course of developing the 2015–2020 Seniors Service Plan, the City of Richmond was concurrently developing the Age-Friendly Assessment and Action Plan. The community consultation process for the 2015–2020 Seniors Service Plan was completed in collaboration with the Age Friendly Assessment and Action Plan, as many of the same stakeholders, members of the seniors' population and City staff were consulted for both projects. In addition, a joint Older Adult Service Plan Update/Age Friendly Assessment and Action Plan Steering Committee was formed. The Committee represented a spectrum of stakeholders including seniors, Community Associations, non-profit agencies and City staff, who worked to provide input into the development of both documents. Although both plans were developed in a collaborative process, each has a distinct focus and purpose in serving Richmond's seniors population.

The purpose of the Age-Friendly Assessment and Action Plan is to provide an assessment of current Age-Friendly features in the City and to outline a framework that addresses priority areas moving forward. While Richmond has many age-friendly attributes, the City is seeking to increase the number and scope of these features, as well as to further develop age-friendly policies and programs.

The 2015–2020 Seniors Service Plan represents a comprehensive, evidence based update of the 2008–2012 Older Adults Service Plan and sets the goals and actions for planning and development of services and programs for seniors in Richmond for the next six years. The Service Plan is consistent with the City of Richmond's strategic priorities and builds on the innovative approaches and best practice delivery of the 2008–2012 Older Adults Service Plan.



3.0 KEY OPPORTUNITIES

The 2015–2020 Seniors Service Plan communicates a continued commitment to Richmond’s seniors population. Over the next six years, emerging opportunities and challenges will require the City and its partners to work in new and creative ways. While input was received from Richmond’s seniors, key stakeholder groups, and City staff, the data collection process confirmed that many of the existing directions of the 2008–2012 Older Adults Service Plan are still valid. It also flagged the need for a renewal of these directions to keep focused on the key priorities that matter most for addressing the needs of the seniors population. Key opportunities as determined in the data collection process:

- Targeted efforts around both services and programs and promotion and communication for particular groups.
- The City is perceived as having a key role in awareness-raising and disseminating information about community supports and health services for seniors.
- There is a need to increase dedicated resources for responding to the needs of seniors.
- A number of the Service Plan goals will need to be implemented in partnership with Community Associations and other partners (e.g., Vancouver Coastal Health, non-profit agencies).
- There is a high demand for intergenerational programming.
- There is a need for more targeted social opportunities for seniors, including intercultural events where seniors from diverse backgrounds can meet and mix.
- Seniors aged 65–74 need some extra support around physical wellness as their rating of their physical health as “excellent” or “good” was quite low.
- Civic engagement of seniors emerged as a need across more than one strategic direction.
- The sense of belonging that older residents feel to the community of Richmond can be harnessed and promoted by the City. There is a need to provide more recognition of seniors and foster ongoing volunteer opportunities. Doing so could address seniors need for more civic engagement.
- A prevalence of demand for services and programs targeted at the younger seniors (for those who are retired or semi-retired) emerged as a need.



4.0 SERVICE PLAN DIRECTION

The following tables summarize and outline five primary directions, which have been refined and updated to reflect achievements to-date and the changing needs of Richmond seniors.

Each direction includes items for action and associated timelines for completion, which are characterized as short-term (0–2 years), medium-term (3–4 years), long-term (5+ years), and those which are ongoing. Responsibilities for implementation are outlined according to City role and key partners.

The actions identified in this document have been framed at a broad level. A robust and comprehensive implementation plan, with detailed and specific actions will be developed as part of the next phase of the planning process.



Direction #1: Communication and Awareness

Objective:

Communication with seniors is timely, effective and appropriately delivered and received.

Outcomes:

- Increased awareness and knowledge among seniors and their families (e.g., under informed seniors, caregivers, diverse populations, frail, isolated, etc.) of programs and services available.
- Promotional materials for family focussed events encourage participation of seniors.
- Improved knowledge of health and wellness benefits.

Actions	Responsibilities	Timeline
1.1) Develop and implement a promotion and communication plan	<p>City Role: Engage and empower community</p> <p>Proposed Partners: Organizations serving diverse populations</p>	Short-term
1.2) Translate appropriate City materials	<p>City Role: Collaborate and establish partnerships</p> <p>Proposed Partners: Ethnocultural community partners</p>	Short-term
1.3) Develop and implement a <i>benefits-based engagement campaign</i>	<p>City Role: Engage and empower community</p> <p>Proposed Partners: Community Associations</p>	Medium-term



Direction #2: Responsive and Relevant Services

According to the 2011 Statistics Canada census, those 55-64 years old are the largest cohort of seniors in Richmond and account for more than half of the older population.

Objective:

Programs and services are developed based on best practices, direct consultation, and program evaluation to reflect changing needs and priorities.

Outcomes:

- The needs of underserved segments of the seniors population (e.g., men, hard-to-reach) are met through the offering of a wide range of program and service opportunities.
- Intergenerational understanding among program participants and the community is enhanced.
- Programs and services reflect the diversity of the seniors demographic group (e.g., function, age, ethnicity, etc.).
- A wide range of volunteer opportunities are provided to support seniors to be active, productive members of the community.



Action	Responsibilities	Timeline
2.1) Increase the proportion of arts, culture and heritage programs	City Role: Deliver programs and services Proposed Partners: Arts, Culture and Heritage community partners, Community Associations	Medium-term
2.2) Review and assess the proportion of outreach programming for seniors	City Role: Deliver programs and services Proposed Partners: Community Associations	Short-term
2.3) Develop and implement a tailored consultation approach to gather feedback from underserved seniors	City Role: Engage and empower community Proposed Partners: Community Associations	Short-term
2.4) Expand intergenerational programming	City Role: Deliver programs and services Proposed Partners: Community Associations	Short-term
2.5) Form a committee to establish a functional segmentation approach in service delivery	City Role: Undertake planning, research and/or policy development Proposed Partners: Community Associations	Medium-term
2.6) Create a welcoming environment for seniors at family and community events	City Role: Engage and empower community Proposed Partners: Community Associations	Medium-term



Action	Responsibilities	Timeline
<p>2.7) Continue to implement and expand civic engagement opportunities to orient seniors to City operations</p>	<p>City Role: Engage and empower community</p>	<p>Long-term</p>
<p>2.8) Expand the scope and range of volunteer opportunities creating more long-term volunteer options</p>	<p>City Role: Undertake planning, research and/or policy development</p> <p>Proposed Partners: Community Associations</p>	<p>Medium-term</p>

Direction #3: Respect, Inclusion and Sense of Belonging

Objective:

There is a citywide focus and understanding of seniors' needs and wants. Seniors are celebrated and recognized as valued community members.

Outcomes:

- Seniors' needs are met by a range of culturally appropriate and relevant programming.
- Diverse seniors have a conduit to share their knowledge and skills within the community.
- City buildings have welcoming spaces to support unstructured gatherings.
- Improved access and reduction of barriers for frail and isolated seniors (e.g., transportation to community programs, Fee Subsidy program, etc.).
- Consistent terminology, that is reflective of this segment of the population, is established.
- Seniors are positively portrayed in all City promotional material and communications
- An informed community that respects the contributions and needs of seniors.

According to the 2011 National Household Survey (NHS) almost 60% of Richmond residents were immigrants compared to 28% in BC.

Action	Responsibilities	Timeline
3.1) Maintain and improve a program planning and service delivery process with a lens on diversity	<p>City Role: Deliver programs and services</p> <p>Proposed Partners: Community Associations</p>	Medium-term
3.2) Continue to partner with programs (e.g., Community Actions Ambassadors) to serve as a bridge between seniors and information, resources, services and programs	<p>City Role: Engage and empower community; Deliver programs and services</p> <p>Proposed Partners Ethno-cultural Community Partners</p>	Ongoing

Action	Responsibilities	Timeline
3.3) Explore and respond to opportunities to increase dedicated space available for seniors to socialize and gather in City buildings	<p>City Role: Provide land, space, or funding</p> <p>Proposed Partners: Ethno-cultural Community Partners and Community Associations</p>	Ongoing
3.4) Work with Community Associations to expand outreach to vulnerable populations	<p>City Role: Engage and empower community; Deliver programs and services</p> <p>Proposed Partners: Community Associations</p>	Long-term
3.5) Incorporate the needs of low-income seniors in subsidy and pricing to enhance access to programs	<p>City Role: Undertake planning, research and/or policy development</p> <p>Proposed Partners: Community Associations</p>	Short-term
3.6) Create consistency in terminology to address seniors across the City	<p>City Role: Undertake planning, research and/or policy development</p>	Short-term
3.7) Incorporate images that are representative of the diversity of seniors and portray a positive image of aging in all promotional and communication materials	<p>City Role: Engage and empower community</p> <p>Proposed Partners: Community Associations</p>	Medium-term
3.8) Launch an educational campaign to combat stereotypes and ageist attitudes	<p>City Role: Engage and empower community</p>	Medium-term

Direction #4: Coordinated Service Delivery

Objective:

The City works with partners including Community Associations and community organizations to ensure services to seniors are coordinated citywide.

Outcomes:

- Improved collaboration, information sharing, and transparency among partners to bring a coordinated and collaborative response to service delivery.
- Service delivery is enhanced through standardized referral processes and defined parameters on service boundaries.

Seniors in Richmond had one of the highest rates of self-reported good functional health (73%) in the Lower Mainland.

2011 United Way Seniors Vulnerability Report: Community Profiles

Action	Responsibilities	Timeline
4.1) Develop a Communication Plan for the dissemination and adoption of the Seniors Service Plan Citywide	<p>City Role: Undertake planning, research and/or policy development</p> <p>Proposed Partners: Community partners</p>	Short-term
4.2) Work with health care Community Partners on the development of a <i>scope of practice</i> for seniors service providers in the City	<p>City Role: Undertake planning, research and/or policy development; Collaborate and establish partnerships</p> <p>Proposed Partners: Community partners</p>	Long-term

A vibrant seniors community contributes to the economy, supports extended families, and makes Richmond a nurturing, connected community that promotes healthy and active aging.

Action	Responsibilities	Timeline
<p>4.3) Develop a network among key stakeholders, community partners, and the City that focuses and advances a systems view of service delivery</p>	<p>City Role: Undertake planning, research and/or policy development; Engage and empower community; Collaborate and establish partnerships</p> <p>Proposed Partners: Health Care and other relevant community partners</p>	Medium-term
<p>4.4) Make pertinent research data and information available to Community partners upon request</p>	<p>City Role: Undertake planning, research and/or policy development; Collaborate and establish partnerships</p>	Short-term



Direction #5: Targeted Training and Professional Development

Objective:

City staff, volunteers, and community partners are aware of the most current, evidence-based information related to seniors programs and services.

Outcomes:

- Roles and responsibilities in the delivery of services for staff and community partners are clear and defined.
- An informed, knowledgeable staff, volunteer, and community partner team to serve seniors.
- A coordinated seamless, consistent approach of service delivery at all civic facilities.
- Staff and community hold positive perceptions of seniors, reducing stereotypes and ageism.

According to the 2011 Statistics Canada census, 53,650 residents of Richmond were 55 years or older.

Action	Responsibilities	Timeline
5.1) Develop a scope of practice for the Senior Services Team staff	<p>City Role: Undertake planning, research and/or policy development</p> <p>Proposed Partners: Community Associations</p>	Medium-term
5.2) Offer information sessions to community partners on the service needs of seniors	<p>City Role: Collaborate and establish partnerships</p> <p>Proposed Partners: Community Associations</p>	Medium-term

Action	Responsibilities	Timeline
<p>5.3) Implement professional development training to staff, volunteers, and partners on the needs of seniors</p>	<p>City Role: Undertake planning, research and/or policy development</p> <p>Proposed Partners: Community Associations</p>	Ongoing
<p>5.4) Provide educational opportunities to staff, volunteers, and partners to dispel myths and stereotypes of seniors and aging</p>	<p>City Role: Undertake planning, research and/or policy development</p> <p>Proposed Partners: Community Associations</p>	Short-term and ongoing

5.0 IMPLEMENTATION AND MONITORING

Implementation of this 6-year Seniors Service Plan will be guided by a phased availability of financial and staffing resources. Timelines provided recognize that it is not realistic to implement all actions at once, but to stage their implementation as resources allow. Implementation of this Service Plan will be the responsibility of the City in partnership with Richmond's Community Associations as well as a range of other community organizations and partners. It is only through engaging with and maximizing the expertise and leadership of all partners to better serve seniors needs that this Service Plan's vision will be realized. Key staff and other respective roles in addressing the Service Plan are as follows:

- The Coordinator, Seniors Services position, located within the Community Social Development Department is a Citywide position which provides expert advice, strategic direction, information and support related to aging and seniors issues to Community Associations, agencies and staff.
- The Seniors Wellness Coordinator located within the Community Social





Development Department provides wellness related initiatives for seniors, supports monthly Wellness clinics across Richmond and acts as a resource to individuals, groups and caregivers.

- Seniors Coordinators located throughout the city at community centres, and employed by Community Associations and are ultimately accountable to those organizations, are responsible for the development and implementation of comprehensive programs for seniors 55+, for a designated geographic area, in a recreational setting.

Annually, the City will develop and update an implementation plan highlighting priorities for work to be done over the year that relate to each Service Plan direction. The implementation plan will primarily serve as an internal resource, however the Seniors Services Team, comprised of City and Community Association dedicated staff for seniors services and programming, will provide advice and guidance to community groups on initiatives to implement the Service Plan. As well, given the natural connection between the 2015–2020 Seniors Service Plan and the Age-Friendly Action Plan, a strong and permanent linkage of these two documents will be established.

Opportunities to seek alternative sources of funds will also be investigated. With the increase in seniors in the overall population, there are many resources being allocated for seniors initiatives at both the Provincial and Federal government levels.

Evaluation and Monitoring

To measure outcomes and monitor work progress an evaluation plan will be developed. The Senior Services Team will meet on an ongoing basis to review and realign actions and will produce annual reports highlighting progress made towards the Service Plan directions and achievements realized.

Every two years an information communique summarizing the progress and achievements realized will be produced and disseminated to the public and community organizations serving seniors.

CONCLUDING COMMENTS

The 2015–2020 Seniors Service Plan builds on and advances the momentum achieved through the 2008–2012 Older Adults Service Plan. The Service Plan articulates a framework that provides opportunities to foster positive outcomes in the community and support Richmond’s vision “to be the most appealing, livable and well-managed community in Canada.”

The challenge and opportunity for the next six years and beyond is how to meet the needs of the significant and growing diversity of the seniors population in Richmond. Supporting active aging is a key factor in assisting seniors to live longer and to age with a better quality of life. Through involvement in programs and services, seniors will continue to feel that they are an important part of community life. The Service Plan identifies beneficial and meaningful opportunities to enhance seniors quality of life and promotes the possibilities, promise and value of aging in the community. The Service Plan will continue to move Richmond towards becoming a nurturing, connected community that promotes healthy and active aging. By collaborating and working together we can make a difference in the lives of seniors.



APPENDIX A: GLOSSARY

Acculturation: Acculturation is a process in which members of one cultural group adopt the beliefs and behaviors of another group.

Assistive technology: is defined as “Any equipment or system that helps people who have difficulties, due to age or disability, in carrying out everyday activities. Assistive technology aims to provide its users with the ability to control their environment more effectively partly by physical manipulation.”¹

Benefits-based engagement campaign: A promotional campaign designed to highlight the positive outcomes and benefits which can be realized through participating in services and programs.

Community Action Ambassadors: trained senior volunteers who offer peer-to-peer support to isolated seniors from all cultures, connecting them to community services and educating them about healthy aging, including mental health issues and the use of alcohol and drugs.

Community Association: Non-profit community organizations with which the City operates community facilities. The City provides the facilities and core staffing, while the partners plan and fund programs and services. The Association’s mandate is to reflect the needs of the residents of the neighbourhood area and provide recreational opportunities to meet those needs.

Community organization: Non-profit agency providing programs and services for seniors in Richmond.

Community partners: The City and their community partners (i.e. community associations, Minoru Seniors Society, Vancouver Coastal Health, etc.) together offer a variety of recreational, cultural, educational, and social opportunities for those over the age of 55 to be involved in the community and stay active.

Diversity: The unique characteristics that people possess that distinguish them as individuals and that identify them as belonging to a group or groups. Notions of diversity include age, culture, ethnicity, class, gender, religion, sexual orientation or disability and other.

Functional segmentation: Functional segmentation is a way to differentiate seniors with different needs, abilities, and experiences that moves away from chronological segmentation.

Chronological segmentation classifies seniors based on how many years that they have been alive rather than how they are aging. One of the ways to create a more representative way to segment groups of seniors is to use the measure of functional age. Functional aging is used to make a distinction of how people are able to function regardless of chronological age. One’s functional age is dependent on one’s socio-economic location, life story, and perceptions and representations of one’s own abilities.

¹ Barlow, J., & Venables, T. (2004). Will technological innovation create the true lifetime home?. *Housing Studies*, 19(5), 795-810. doi:10.1080/0267303042000249215.

Geolocation technology: Geolocation technology such as ASKIT or MAPPED can empower users by providing a higher degree of independence and ultimately improved quality of life. This technology can also increase mobility, social connectedness, and help users navigate transportation systems in the most efficient and cost effective way possible. Cities can benefit from encouraging users to interact with their communities in a more accessible way while improving the use of public transit.²

Grey resources: Those resources that fall outside the scope of academic scientific literature (e.g., professional bodies or organizations, websites, news feeds, etc.).

LGBTQ: Lesbian, Gay, Bisexual, Transgender, Two-spirit, Queer and Questioning.

Scope of practice: describes the procedures, actions, and processes that an individual is permitted to undertake in keeping with the terms of their professional role.

Structural lag: Refers to the time delay between the changes in the needs of a specific population and the associated political and societal change needed to address these changes. This lag has meant that seniors have less opportunities for meaningful social roles than their younger counterparts. Urban settings are thought to be best positioned to provide effective symbiotic programs that use the skills and expertise of seniors while simultaneously increasing their activity levels, social connectedness, and need for meaningful engagement.³

2 Boulos, M., Anastasiou, A., Bekiaris, E., & Panou, M. (2011). Geo-enabled technologies for independent living: Examples from four European projects. *Technology & Disability*, 23(1), 7-17. doi:10.3233/TAD-2011-0300.

3 Fried, L.P., Carlson, M.C., Frick, K.D., Glass, T.A., McGill, S., Rebok, G.W., Seeman, T., Tielsch, J., Wasik, B., & Zeger, S. (2004). A social model for health promotion for an aging population: Initial evidence on the Experience Corps Model. *Journal of Urban Health*, 81(1), 64-78.

APPENDIX B: 55+/SENIORS— CITYWIDE SERVICES

Citywide Health/Wellness Programs— Wellness Clinics & Holistic Health Services

Health monitoring, holistic health options and information/education sessions are offered at the following locations:

Steveston Community Centre	604-238-8098
South Arm Community Centre	604-238-8070
East Richmond Community Hall	604-233-8399
Minoru Place Activity Centre	604-238-8450
Beth Tikvah – Kehila Society of Richmond	604-271-1973
Thompson Community Centre	604-238-8429
Hamilton Community Centre	604-718-8055
West Richmond Community Centre	604-238-8405
City Centre Community Centre	604-204-8588

Information and Referral Services

Richmond Cares, Richmond Gives provides this free service to assist seniors to find the resources and information they need, either by phone or in person (by appointment). This program is offered in collaboration with Vancouver Coastal Health/Richmond Health Services and in partnership with the City of Richmond, Seniors Services.

Volunteers offer a wide variety of information on topics of concern to seniors including: such as housing, government pensions, BC Medical Plan, Fair PharmaCare, Shelter Aid for Elderly Renters.

For more information, call 604-279-7020 or email at info@volunteerrichmond.ca.

Seniors Peer Counselling

Senior Peer Counselling (SPC) is a province-wide program developed based on the belief that when seniors are experiencing worry, frustration and loss they prefer to talk to other seniors who may have similar life experiences.

This one-on-one service is offered at no charge to Richmond seniors. A referral is not required for this service. Please call or leave a message at 604-279-7034 or visit www.volunteerrichmond.ca.

Richmond Seniors Directory

Richmond has a wide range of services and programs to help seniors lead healthy and independent lives. The Richmond Seniors Directory has information about health services and other programs and services available to seniors living in Richmond.

Previously the directory was produced through a partnership between Richmond Cares, Richmond Gives and The Richmond Review. Moving forward the directory will be produced in partnership between Richmond Cares, Richmond Gives and the Richmond News.

Community Leisure Transportation

Supported by the Minoru Seniors Society and City of Richmond, the Community Leisure Transportation program reduces transportation barriers to allow Richmond residents opportunities to participate in the programs and services offered by the Community Services Division and other partners. For more information call 604-238-8456.

APPENDIX C: CREATING THE 2015–2020 SENIORS SERVICE PLAN THE PROCESS

In order to embark on an update of the 2008–2012 Older Adults Service Plan, a Steering Committee was formed. The Committee represented a spectrum of stakeholders including seniors, Community Associations, non-profit agencies and City staff, who worked to provide input into updating this plan.

The update process began with a review of related grey and academic literature. This was completed in order to provide an overview of current research and best practices as they relate to selected topics in city services and programs for seniors. A jurisdictional review was then conducted to provide a snapshot of planning and delivery of services in similar jurisdictions both locally and nationally. From the information compiled in both reviews a foundation-setting strategy and qualitative and quantitative data collection strategy was developed. The work of these strategies included:

- **Conducting a representative survey** of 378 subjects aged 55+ from Richmond. A convenience sample was developed through community centres, local service providers and the “Let’s Talk Richmond” website.
- **Facilitating fourteen focus groups** which engaged 161 individuals from a range of stakeholder groups, (including seniors and service providers).
- **Carrying out in-depth interviews** with 23 key informants, including four seniors (who represented vulnerable target groups), seniors service providers in the city, and key City personnel.
- **Reviewing City strategic policies and documents.**
- **Reviewing characteristics, demographic profiles, social and emerging trends** of Richmond’s local population.
- **Assessing achievements realized in the past five years** from the implementation of the current Service Plan, which included evaluative data compiled by the City.
- **Reviewing secondary data** including administrative level program and service data including current program and service inventories.

A.1.1 Analysis

During the qualitative analysis, data was thematically coded both according to which strategic direction it belonged. As is common with qualitative analysis, frequencies are not given but comment was provided on the emphasis on the themes in the data. Quantitative data was then analyzed to generate descriptive statistics from the sample, including frequencies for each item in the survey and cross-tabulations with the main demographic variables tracked through the survey. This included age, gender, ethnicity and City of Richmond Planning Area.

All of the information was collated, analyzed and reported in three comprehensive background documents (available upon request). The following information summarizes the key trends which were identified in each stage of the Service Plan update process.

A.1.2 Key trends found in the review of the related literature

A review of related academic literature was completed to provide an overview of the current research and best practices as they relate to selected topics in City services and programs for seniors. General Internet searches were performed to identify additional or **grey resources**. Website reviews were also used in order to access additional resources and references not easily available from traditional database searches. Of particular interest were municipal bodies, organizations, universities and research groups engaged in emergent or ongoing research or practice related to City services and programs for seniors.

Some of the most significant trends and gaps noted in the review included:

- A movement away from chronological segmentation and towards functional segmentation as a way to differentiate seniors who have different, needs, abilities and experiences.
- A recognition of how socioeconomic status can impact functional mobility and disability rates among seniors.
- A concerning note that homelessness in the seniors population is on the rise.
- A notable gap in service and in a significant volume of literature that exists for the older Lesbian, Gay, Bisexual, Transgender, Two-spirit, Queer and Questioning (**LGBTQ**) community and urban-dwelling Aboriginal/ First Nations seniors.
- A recommendation to use the International Classification of Functioning Disability and Health model⁴ as a basis for programming and service delivery for those seniors with functional impairments and disability.
- A recognition of how physical, intellectual, and social wellness in seniors is impacted by **structural lag**.

4 Rejeski, W., Ip, E., Marsh, A., Miller, M., & Farmer, D. (2008). Measuring disability in Seniors: The International Classification System of Functioning, Disability and Health (ICF) framework. *Geriatrics & Gerontology International*, 8(1), 48-54. doi:10.1111/j.1447-0594.2008.00446.x.

- A prevalence of demand for education on a variety of topics for those who are retired or semi-retired. Many cities have already started to shift programming and funding to meet this demand.
- A notable shift in **assistive technology**; **geolocation technology** was found to be one of the most rapidly growing assistive technology fields currently in use with seniors.

A.1.3 Key trends reported by interviewees during data collection

Key informant interviewees were asked to summarize the important trends regarding seniors in Richmond. The main overarching trends that interviewees identified were:

- The recognition that seniors (55+) are a rapidly growing demographic group in Richmond, and that this group can be further sub-divided into a range of different cohorts, either by age, functionality or specific target group (e.g., those with mental illness or living in poverty). The challenge is how to respond to the differing needs of each of these cohorts, including the best strategy for the City to take in segmenting seniors customers.
- Many service providers noted the increasingly complex needs of the frail and vulnerable clients. They reported that because clients are living longer, their needs increase making them more vulnerable to mental and physical health difficulties. This situation makes service delivery more complex and makes drawing service boundaries a challenge. Helping those with complex needs to access City programs and services requires outreach and perhaps individualized support.
- The difficulty assisting seniors to access and negotiate services that they require within the context of increasingly complex needs and already overburdened services (e.g., respite and day care services, mental health services, etc.).
- The challenge of supporting the integration of newcomer and visible minority seniors through service provision so that they do not become isolated due to obstacles such as language barriers and, in some cases, lack of family or social support.

A.1.4 The Local Demographic Profile

Table 1.4 City of Richmond Age Cohorts

Age	Population	Male	Female
55 to 64 years	27,625	13,235	14,390
65 to 74 years	14,210	6,735	7,475
75 to 84 years	8,635	3,940	4,695
85 years plus	3,180	1,125	2,055
Total	53,650	25,035	28,615

According to the 2011 Statistics Canada census, 53,650 residents of Richmond were 55 years or older. This represents 28% of the total population. Women make up a larger portion of the seniors population overall (53%). Those 55 to 64 years old are the largest cohort of seniors in Richmond and account for more than half of the older population (Table 1.4).

Overall life expectancy in Richmond is the highest in Canada at 84.9 years.⁵ Projection reports estimate that there will be a 195% increase in seniors living in Richmond by 2036 with a 127% projected increase in residents 80 years and older.⁶ However, seniors in Richmond are not a homogenous group. The following sections provide information regarding the different geographical distribution by age cohorts, numbers of those living alone, and other social and emerging trends facing older residents in Richmond.

A.1.5 Demographics notes in area plans

The seniors population in Richmond reside in all parts of the city. When examined by City planning areas,⁷ the largest concentration of older residents (almost a quarter of the older population) live in the City Centre. Steveston, Broadmoor, and Blundell make up a further 39% of older residents with the remaining 37% disbursed throughout the rest of the city. The areas with the lowest numbers of seniors are Gilmore (n=190 or less than 1%), Sea Island (n=165 or less than 1%), and Fraserlands (n=60 or less than 1%).

5 Statistics Canada, 2011 Census of Population, Age(1310 and Sex (3) for the Publication of Canada, Topic Based Tabulations, Statistics Canada Catalogue Number 98-311-XCB2011018. Retrieved from: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/tbt-tt/index-eng.cfm>.

6 Population Projections (2013). BC Stats. Province of British Columbia. Retrieved from <http://www.bcstats.gov.bc.ca/StatisticsBySubject/Demography/PopulationProjections.aspx>.

7 Statistics Canada, 2011 Census.

A.1.6 Cultural Diversity

The population of seniors in Richmond is a culturally diverse, growing group. According to the 2011 National Household Survey (NHS) almost 60% of Richmond residents were immigrants (those born outside of Canada). This compares to approximately 28% in the overall British Columbia population. China and Hong Kong were the most common countries of birth for Richmond's immigrant residents. Overall, visible minorities make up approximately 70% of the population in Richmond with the largest groups identifying as Chinese or South Asian.⁸

There were 1390 senior immigrants who settled in Richmond between 2000–2010 (13% of Metro Vancouver numbers and 11% of BC respectively).⁹ For new immigrants, the **acculturation** process is a multidimensional one that includes physical, psychological, financial, spiritual, social, and family adjustments. This process can be very stressful for immigrant elders because they typically have fewer resources (e.g., income and education) to assist them in adapting to their new life situation.¹⁰

Many seniors immigrants in Richmond also face significant language barriers. Within Metro Vancouver municipalities, Richmond has the highest proportion of seniors who could not speak English (24.4%). Those who speak English as a second language most frequently reported their mother tongue to be Mandarin, Chinese, and Cantonese.¹¹

8 Statistics Canada. Ottawa: Statistics Canada. National Household Survey. 2012. Available from: <http://www.statcan.gc.ca/survey-enquete/household-menages/5178-eng.htm>.

9 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). Seniors in the Lower Mainland: A Snapshot of Facts and Trends.

10 Mui, A. C., & Kang, S. (2006). Acculturation Stress and Depression among Asian Immigrant Elders. *Social Work*, 51(3), 243-255.

11 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). Seniors in the Lower Mainland: A Snapshot of Facts and Trends.

A.1.7 Socioeconomics and Housing

Socioeconomic status is typically defined by income, education and occupation.¹² Low socioeconomic status among Richmond seniors is a growing problem. The United Way reported that in 2006 19% of males and 24% of females 65+ living in Richmond were considered to be of low income status. A quarter of all seniors in Richmond live below the poverty line and 8.5% of Richmond seniors (the largest percentage in Metro-Vancouver) receive the maximum Government Income Supplement.

Housing types for those 55+ also vary. The most common kind of housing for seniors in Richmond is single detached houses without a secondary suite (45%), followed by low rise apartments. Although many seniors in Richmond may own their homes, there is still a significant proportion who rent. Rent in Richmond has increased by 5% since 2006 making non-market a necessity for many seniors. Richmond also has the fourth highest number of seniors non-market housing units in the Lower Mainland (1,036).¹³

There are 18.7% of seniors residents living alone citywide in Richmond. This number is much lower than other census tracts in the Lower Mainland, where in many instances 40% or more of seniors live alone. Of significant note is that the number of seniors living alone decreased between 2000 and 2010 (in 2000 21% lived alone).

12 Grundy, E., & Holt, G. (2001). The socioeconomic status of Seniors: How should we measure it in studies of health inequalities? *Journal of Epidemiology and Community Health*, 55(12), 895-904.

13 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). *Seniors in the Lower Mainland: A Snapshot of Facts and Trends*.

A.1.8 Other important trends in Richmond's demographic information

Some other important consideration about seniors in Richmond are:

- Seniors in Richmond have the highest life expectancy in Canada and are living an average of 84.9 years, almost four years longer than the national average of 81.
- In research conducted by the United Way, seniors in Richmond had the one of highest rates of self-reported good functional health (73%) in the Lower Mainland.¹⁴
- 50% of seniors 65+ in Richmond reported having activity limitations.
- In 2011, seniors in Richmond reported one of the lowest rates of a sense of community belonging in the Lower Mainland at 67.1%.¹⁵
- The number of seniors who have a regular medical doctor has been steadily declining since 2003.¹⁶
- There is a high number (41%) of seniors living with arthritis (a significant factor for chronic pain and reduced function) in Richmond when compared to the rest of the Lower Mainland.¹⁷

14 2011 United Way Seniors Vulnerability Report: Community Profiles. United Way of the Lower Mainland.

15 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). *Seniors in the Lower Mainland: A Snapshot of Facts and Trends*.

16 2011 United Way Seniors Vulnerability Report: Community Profiles. United Way of the Lower Mainland.

17 2011 United Way Seniors Vulnerability Report: Community Profiles. United Way of the Lower Mainland.

APPENDIX D: PROGRESS & ACHIEVEMENTS SUMMARY

2008–2012 Older Adults Service Plan

Working together with the Minoru Seniors Society, Community Associations and other Community Partners progress was made towards realizing the vision of the Older Adults Service Plan, 2008–2012:

Richmond to be a community where seniors live healthy and active lives in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of seniors.

Strategic Direction #1: Ensuring Seniors are Well Informed

- ✓ Special events and official recognition celebrating seniors:
 - United Nations International Day of Older Persons/National Seniors Day in October.
 - Annual Positive Aging Photo Campaign featuring Richmond residents 55+.
 - Seniors Week (first week of June) citywide programs and events.
 - Activate Wellness Fair.
- ✓ Developed marketing tools targeting older people:
 - Focus on Wellness Newsletter was created by Senior Services to increase awareness of the many diverse health and wellness opportunities for seniors city-wide.
 - City increased translated promotional documents targeting Chinese and Punjabi.
 - Restructured 55+ section of Parks, Recreation and Culture Guide to make navigating more user-friendly.
 - City of Richmond website alterations to based on feedback from seniors.
 - Richmond News promotional insert for Minoru Seniors Society programs/services.
- ✓ Increased referrals and information dissemination related to programs and services for seniors between Community Associations and Vancouver Coastal Health.

Strategic Direction #2: Providing Relevant and Appropriate Services

- ✓ Increased and purposeful Intergenerational programming with partner agencies (SD 38, City Centre Community Centre, Arts Centre, Minoru Seniors Society).
- ✓ Seniors Services, Minoru Seniors Society and Community Associations have increased adaptive exercise programming to serve seniors with physical limitations.
- ✓ The Wellness Connections Program, an outreach to frail and isolated seniors service, evolved from a Union of BC Municipalities (UBCM) funded pilot project. In partnership with Vancouver Coastal Health (VCH) Richmond Health, this service received a BC Recreation and Parks Association (BCRPA) program Excellence Award in 2009, and was featured in a national publication by the Active Living Coalition for Seniors.
- ✓ Seniors Services has recognized the varying needs of the young and active seniors, an emerging market niche. Specialized programs, events, and workshops are slowly replacing more traditional pursuits to meet the needs of Baby Boomers.
- ✓ Partnership with Simon Fraser University and Kiwanis Senior Citizens Housing Society to ensure adequate use of social amenity space in the City of Richmond Kiwanis Tower Development.

Strategic Direction #3: Promoting Cultural Inclusion and Harmony

- ✓ An increase in participation from seniors of South Asian and Chinese descent in programs such as Chinese Senior Circle, Wellness Connections and through various volunteer opportunities.
- ✓ Community Action Ambassadors supporting seniors with language skills to reach out to others in their first language at Wellness Clinics, facility tours and specialized services.
- ✓ The Wellness Connections Program has been offered in Chinese as well as English.
- ✓ Seniors Services and Community Associations worked with internal and external partner specialists to assist and bridge cultural understanding.

Strategic Direction #4: Building a Sense of Belonging

- ✓ Increased community gardening opportunities promoting self-reliance and enabling seniors to connect with youth and the community in East Richmond, City Centre and Terra Nova.
- ✓ Increased opportunities for peer to peer education, for example the Acting Out Troupe and Tech Lab at Minoru Place Activity Centre.
- ✓ West Richmond Outdoor Fitness and Wellness Circuit. The first seniors fitness circuit in Richmond designed for seniors to provide a free option to improve flexibility, balance, strength and endurance.
- ✓ Increased dedicated space and allocated resources for seniors at community centres.

Strategic Direction #5: Providing Affordable Access to Programs

- ✓ Standardized pricing for programs and services at Community Centres based on industry standards developed by a Citywide Fees and Charges Committee.
- ✓ Wellness Clinics provide a combination of free and very low cost services.
- ✓ Access to low-cost/no-cost information and educational workshops.
- ✓ Fee subsidy established by Community Associations on demand.
- ✓ Tax Clinic for low-income offered citywide.

Strategic Direction #6: Increasing Volunteerism

- ✓ A coordinated Citywide volunteer management system with an up-to-date database of opportunities and a method to track hours.
- ✓ Facilitated hundreds of City and community partners meaningful volunteer opportunities focusing attracting younger seniors and new immigrants to Richmond.
- ✓ Utilization of the Community Action Ambassadors program of Volunteer Richmond Information Services was very instrumental at targeting seniors to assist with implementation of programs and translation at events.
- ✓ Dedicated volunteer management staff at numerous community facilities.

Strategic Direction #7: Coordinating Citywide Delivery of Services through Partnerships

- ✓ Seniors Services worked closely with community partners, Associations/ Societies, and agencies combining resources and expertise to provide programs and services.
- ✓ The City increased health promotion, inclusion, and diversity events/ programs with community partners.
- ✓ City of Richmond depiction in Age-friendly community videos produced by the Ministry of Health, Healthy Living Secretariat.
- ✓ Increased Community Associations partnerships in delivery of specialty programs for seniors with specific needs (e.g., Steadyfeet fitness program, Vancouver Coastal Health).
- ✓ Coordinated approach of education and information sessions delivered by community partners (e.g., Minds in Motion, Alzheimer's Society).

Strategic Direction #8: Easy Physical Access and Providing Comfortable Places

- ✓ City of Richmond hazard reporting system has allowed seniors and the general public in Richmond to report unsafe areas to make sure the city is safe and accessible.
- ✓ Improved comfort, accessibility and aesthetics of seniors spaces at community centres.
- ✓ Enhanced Community Leisure Transportation program with additional accessible buses available to community organizations.
- ✓ Provision of education for transit riders including HandyDart and Translink.
- ✓ Community facilities were assessed by the Rick Hansen Foundation's Planat accessibility ranking process.

Strategic Direction #9: Involving Seniors through Consultation

- ✓ City and Community Associations engaged seniors to contribute to policies, programs and services through Planning Committees including Boards.
- ✓ City conducted an Older Adult Needs Assessment as part of the overall Community Needs Assessment in 2009.

Strategic Direction #10: Monitoring & Evaluating the Service Plan

- ✓ Utilized data collection for annual reporting of progress by the City and Community Associations.
- ✓ City and Community Associations annual staff work plans reflecting the priorities of the Plan implementation.



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