



# City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** January 28, 2021  
**From:** Kim Somerville **File:** 07-3400-01/2021-Vol 01  
 Director, Community Social Development  
**Re:** **Seniors Strategy Guiding Principles**

### Staff Recommendation

1. That the Guiding Principles detailed in the staff report titled “Seniors Strategy Guiding Principles,” dated January 28, 2021, from the Director, Community Social Development, be endorsed and used to inform the strategic directions and actions of the draft Seniors Strategy.

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

REPORT CONCURRENCE		
<b>ROUTED To:</b>  Recreation Services	<b>CONCURRENCE</b>  <input checked="" type="checkbox"/>	<b>CONCURRENCE OF GENERAL MANAGER</b>  
<b>SENIOR STAFF REPORT REVIEW</b>	<b>INITIALS:</b> 	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

In 2008, City Council endorsed the 2008–2012 Older Adults Service Plan, which provided a framework for addressing the service and program delivery needs of a growing seniors population in Richmond. In 2015, City Council endorsed the 2015–2020 Seniors Service Plan, which builds on the previous Older Adults Service Plan with a vision for Richmond to be a nurturing, connected community that promotes healthy and active aging. City Council also endorsed the 2015–2020 Age-Friendly Assessment and Action Plan in 2015, which complements the existing Seniors Service Plan with a vision for Richmond to be the best place to age, at all stages, for all residents.

In response to both plans nearing the end of their life cycles, City Council approved the development of a new 10-year Seniors Strategy in the 2020 Operating Budget. This new Seniors Strategy will advance the progress made on both the 2015–2020 Seniors Service Plan and the 2015–2020 Age-Friendly Assessment and Action Plan, and incorporate the foundational elements of both plans. The development of a Seniors Strategy will be based on learnings from previous achievements and today's community context, research and best practices, and community engagement findings. The Strategy will include a strategic framework with actions and timelines that will guide those who work with seniors in Richmond.

The development of the Strategy will be completed under the direction of a project team and with input from the Seniors Strategy Stakeholder Advisory Committee. The development of the Strategy will be divided into four phases:

1. Phase One: Stakeholder Advisory Committee formation, background research and development of Guiding Principles (in progress);
2. Phase Two: Key stakeholder engagement and development of draft strategic actions;
3. Phase Three: Public engagement; and
4. Phase Four: Finalize Seniors Strategy.

The purpose of this report is to seek Council's approval of the draft Guiding Principles that will help shape the development of a draft Seniors Strategy.

This report supports City Council's Strategic Plan 2018–2022 Strategic Focus Area #4 An Active and Thriving Richmond:

*An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.*

This report supports City Council's Strategic Plan 2018–2022 Strategic Focus Area #8 An Engaged and Informed Community:

*Ensure that the citizenry of Richmond is well-informed and engaged about City business and decision-making.*

This report also supports the Social Development Strategy 2013–2022 Strategic Direction #3 Address the Needs of an Aging Population:

*Action 7: Implement, monitor and update the Older Adults Service Plan placing priority attention on:*

*7.1 Pursuing approaches that involve planning with, not for, the older adult population.*

*Action 9: Support aging in place initiatives and the ongoing development of Richmond as an age-friendly community through actions such as:*

*9.2 Developing a comprehensive Aging in Place Strategy for Richmond, utilizing best practice research and an assessment of current and future community needs.*

*9.5 Striving to ensure that City land use plans, policies and developments support aging in place (e.g. through diverse housing forms, accessible outdoor public spaces and built environments, public realm features which encourage physical activity and social connections).*

## **Analysis**

The draft Guiding Principles were developed in collaboration with the Seniors Strategy Stakeholder Advisory Committee, which consists of a broad range of stakeholders from the public and not-for-profit organizations that serve seniors including:

- City of Richmond
- Community Association and Society staff
- Richmond Seniors Advisory Committee
- Vancouver Coastal Health
- Richmond Public Library
- Richmond Cares, Richmond Gives
- SUCCESS
- Richmond Multicultural Community Services
- Richmond Centre for Disability
- Richmond Addiction Services Society

Other community organizations that work with seniors in the community will be involved through the key stakeholder engagement process.

### Guiding Principles

The following draft Guiding Principles are proposed to help guide the project and inform the development of a draft Seniors Strategy for Richmond.

1. Complement City and seniors-serving organizations' strategies, plans, and practices that address the needs of the 55+ years population to keep seniors active, healthy, feeling safe, and connected to their communities.
2. Develop actions that are culturally appropriate, promote accessibility and inclusion, and reflect the unique diversity of seniors aged 55+ years.
3. Promote and facilitate active engagement of a diverse cross-section of seniors aged 55+ years and seniors-serving organizations in the design, implementation and evaluation of the Seniors Strategy, allowing for ongoing and accessible opportunities for feedback.
4. Ensure ongoing, collaborative cross-sector partnerships in the creation, implementation, evaluation, and accountability of the Seniors Strategy.
5. Develop actions that are based on research and best practices, realistic and achievable, and measurable in the context of available resources and are responsive to current and future needs and demographic trends.

The draft Guiding Principles are intended to inform the draft Seniors Strategy and guide both the project team and Stakeholder Advisory Committee when making decisions or considering actions within the Strategy.

### Next Steps

Staff are working towards presenting a draft Seniors Strategy and community engagement plan to City Council in the fourth quarter of 2021 for Council's consideration prior to seeking public input. Subsequently, the final draft of the Seniors Strategy, including the results of the public engagement process, will be presented to City Council for its consideration in the first quarter of 2022.

### **Financial Impact**

None.

### **Conclusion**

The Guiding Principles proposed in this report will set a strong foundation to help guide the project team and the Stakeholder Advisory Committee in creating the draft Seniors Strategy. The Guiding Principles will also support the development and design of draft strategic actions in the new Strategy. Building on and advancing the progress made on the previous plans for seniors in Richmond including the 2015–2020 Seniors Service Plan and the 2015–2020 Age-Friendly Assessment and Action Plan, the new Strategy will help to guide those working with seniors and

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further the City's commitment to ensuring seniors stay healthy, active, and connected to their communities.

A handwritten signature in black ink that reads "Debbie Hertha". The signature is written in a cursive, flowing style.

Debbie Hertha  
Program Lead, Seniors  
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