



2015 Community Services Community Needs Assessment

Why it was needed

- Regular reviews are recommended in PRCS Master Plan (2005 to 2015)
- Previous assessment was completed in 2009
 - Exceptional job of providing facilities, programs, and services
 - High levels of satisfaction
- Since 2009, we shifted from Parks, Recreation and Cultural Services to the Community Services Division, including Arts, Heritage, and Social Development
- Growth across the City
 - 2009 population was approx. 190,000, 2015 was approx. 207,000
 - City Centre growth rate 5%
- Population shifts
 - Increase in proportion of those aged 55+, 25% of population expected by 2041
 - Increased immigration
- 2015 Community Needs Assessment required to determine performance and needs

Purpose

- Research study to systematically collect information from residents
 - Participation levels
 - Meeting community needs
 - Benefits of using programs/services
 - Challenges in accessing programs/services



Methodology

- Primary Data
 - Proportionally representative telephone survey
 - 815 respondents
 - Proportionally representative of population in eight Parks, Recreation and Cultural Service Areas
 - Offered in English, Cantonese, and Mandarin
 - Convenience sample
 - 257 Online (through LetsTalkRichmond.ca) and hardcopy surveys
 - Focus Groups and interviews
 - Community stakeholders, youth, immigrants, and parents

Methodology



- Secondary Data
 - Review of administrative data, literature review, document review

Sample Population



- Ages 18 to 85
- 47% Male, 53 % Female
- 51% households with children living at home
- 10% adult only households
- 61% not born in Canada
- 51% of Chinese descent

Findings: Participation

- 97% of respondents reported visiting a facility or park within the previous year
 - Parks and Trails (82%)
 - Libraries (80%)
 - Community Centres (62%)
 - Arts Facilities (54%)
 - Aquatic Facilities (52%)



Findings: Participation

- Use does not decrease with age
 - 90% of those aged 75 to 84 Years old use facilities
- 84% took a class, attended a special event, or used drop-in programming



Findings: Meeting needs

- Overall, we are meeting community needs
 - On a scale of 1-5, we scored >3

Program	Average (scale from 1 to 5)
Special events and festivals in Richmond	3.94
Casual physical activities	4.02
Fitness facilities at community centre or Watermania	3.95
Swimming or skating lessons	4.00
Sports such as volleyball, youth basketball	4.00
Fitness, wellness, or health programs	3.81
Heritage programs or drop-ins such as exhibitions, talks	3.56
Nature or outdoor programs or drop-ins	3.67
Performing arts program such as dance classes, musical, theatre	3.75
Instructional programs such as computer classes, photography, first aid	4.01
Visual arts or crafts program such as drawing and painting, weaving	3.61
Use a dog park	3.97
Camps (summer, spring break, winter)	4.04
Licensed pre-school or out of school-care	4.07

Findings: Where do residents look for information about activities in their community?

2015

- 51% City of Richmond website
- 22% Local newspaper
- 20% The Parks, Recreation, and Culture Guide
- 17% Internet
- 11% Staff at facilities
- 10% ask a friend or relative

2009

- 58% City of Richmond website
- 58% Local newspaper
- 61% The Parks, Recreation, and Culture Guide
- 54% Staff at a facility
- 55% Ask a friend or relative

Findings: Perceived benefits to participation

- Improve health or get in shape
- Meet new people/socialize
- Opportunity to do something
- Enjoyable, doing something of interest
- Learn something new/improve skills or abilities
- Get involved in community
- Improve sense of well-being
- Spend time together with family and friends
- Increase understanding of other people

Findings: Childcare

- Childcare interviews
 - High satisfaction with current childcare programming
 - Important service for parents
 - Socializing
 - Parental support
 - Learning
 - Location preference close to residence



Findings: Perceived barriers to participation

- Overall Population
 - 35% not enough time
 - 14% don't know what is offered
 - 11% personal health or age issues
 - 10% fees are too high
- Focus Group Results
 - Youth and seniors identified transportation challenges as a barrier to participation
 - Youth and immigrants provided suggestions of alternative methods of communication

Findings: Overview

- What we are doing well
 - Facilities are well-utilized
 - High levels of participation in programs
 - City is meeting the needs of the community
- Areas to focus on
 - Improving our communications
 - Understanding the needs of hard to reach populations
 - Understanding childcare needs

Future actions for consideration

- Communications
 - Increase use of technology
 - Explore alternative communication tools
 - Utilize connections from community service providers
- Programming and Services
 - Create more neighborhood or satellite programming
 - Consider more drop-in or no-commitment opportunities
 - Evaluate Community Services Fee-Subsidy program
- Further Research
 - Childcare needs study in 2016
 - Hard-to-reach populations study



Richmond

