



CITY OF RICHMOND

2023 Community Needs Assessment Report

Acknowledgement

The City of Richmond would like to acknowledge and thank the many local residents who took the time to provide their invaluable feedback to the *2023 Community Needs Assessment*. Without the support of Richmond residents, this study would not have been possible. The City would also like to thank the many community organizations and community partners for their contributions and support in promoting this study.





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Executive Summary

In order to achieve its vision to be the most appealing, livable, and well- managed community in Canada, the City of Richmond strives to provide outstanding facilities and programs that support the recreational, social, educational, artistic, and cultural needs of Richmond residents.

The *2023 Community Needs Assessment*, sought to gather Richmond residents' feedback on services and programs delivered by the Parks, Recreation and Culture Division and its many community partners, in order to understand and respond to the community's experiences, values and needs. By listening and learning from Richmond residents, the City can continue to effectively manage and deliver services and programs that respond to the current and future needs of all those who live, work and play in Richmond.

Vision

Richmond inspires individuals and communities to be active, caring, connected, healthy and thriving for a lifetime by being a leader in the planning and delivery of parks, recreation and sport, and arts, culture and heritage opportunities.



About the 2023 Community Needs Assessment

Introduction

The *2023 Community Needs Assessment (Needs Assessment)* represents the fourth time the City of Richmond's Parks, Recreation and Culture Division has undertaken a Needs Assessment. The Division conducted previous Needs Assessments in 2001, 2009, and 2015. Given demographic and cityscape changes since 2015, a new Needs Assessment was undertaken to understand how program, service, and facility offerings are meeting the current needs of Richmond residents, and to shed light on unmet needs, and gaps in services to inform the Division's planning efforts. While the *Needs Assessment* was undertaken by the Parks, Recreation and Culture Division, feedback on the Richmond Public Library (Library) programs and services was also gathered and shared with the Richmond Public Library to support future library collections, services and program planning. The focus of this report are the highlights and results specific to the Parks, Recreation and Culture Division.

Needs Assessment Goals

The overarching goal of the *2023 Community Needs Assessment* was to collect up-to-date information from a diverse and representative sample of Richmond residents about the following:

- **Focus Area 1:** Use of City Programs and Services, and Perceptions of Quality, Inclusion, and Accessibility
- **Focus Area 2:** Awareness and Relevance of Programs and Services
- **Focus Area 3:** Community Impacts and Contributions of Programs and Services

Needs Assessment Engagement Approach

The *2023 Needs Assessment* kicked off with an extensive digital and print media communication campaign, with engagement taking place between February 16 and April 7, 2023. Richmond residents were invited to provide their feedback on the following program and service areas: (i) Arts, Culture, and Heritage; (ii) Library; (iii) Parks; and (iv) Recreation and Sport.

For each of these program and service areas, Richmond residents could provide feedback on all three Focus Areas: **Focus Area 1:** Use of City Programs and Services, and Perceptions of Quality, Inclusion, and Accessibility; **Focus Area 2:** Awareness and Relevance of Programs and Services; and **Focus Area 3:** Community Impacts and Contributions of Programs and Services.

Feedback was gathered primarily through a community survey, while focus groups were used to capture additional voices. The survey was administered by telephone, and available online through the City's Let's Talk Richmond community engagement platform. The survey and focus groups were available in English,

Mandarin, and Cantonese, and sought the voices of those who are often more difficult to reach. The survey results have been weighted to demographically and geographically represent Richmond residents.

The insights shared by the community through the *2023 Community Needs Assessment* are invaluable to understanding community need, optimizing future planning and addressing potential gaps. In the end, over 1,500 residents provided their feedback through the online survey, the phone survey, or through the eight different focus groups.

Summary of Findings

Overall, the *Needs Assessment* provided an opportunity to listen to Richmond residents, and learn about the ways they experience and use the City's community programs, services and amenities. The findings highlight that overall usage levels are high and residents make excellent use of the Division's facilities, programs and services. Of those surveyed, 99% of Richmond residents use programs and services at least once a year, with 84% of residents using services at least once per week.



Focus Area 1: Use of City Programs and Services, and Perceptions of Quality, Inclusion, and Accessibility

Most Used Services

Through the *Needs Assessment*, Richmond residents shared that the services they most commonly use include Fitness Centres, Community Centres, Aquatic Centres, casual physical activities (e.g. swimming and skating) at or in City facilities, and special events and festivals.

The feedback provided from the *Needs Assessment* is important for highlighting what is well-used, but also valuable for shining a light on potential opportunities, such as better understanding the needs of the less-frequent users of programs and services.

Items Impacting Participation

Of residents indicating that they do not use services, more than half said this is because of lack of personal time—the most commonly cited reason for not utilizing services and programs. Other reasons include only being able to use a Community Centre membership at a predetermined location, and capacity of popular programs offered at prime times.

This *Needs Assessment* also revealed that there is lower frequency of use among lower income households, as well as those who are not primary English or Mandarin speakers. Findings showed that youth and young adults (ages 16 to 24 years) use community services and programs less than other age groups.

In order to understand the ways participation is being impacted, additional consultation with the segments of the population that have lower usage levels will be important. There are also opportunities to explore innovative ways of increasing awareness, and enhancing options, flexibility and access to facilities and programs for these lower frequency use groups.

Welcoming and Inclusive Programs, Services and Facilities

In terms of inclusivity, a large majority of residents say they feel welcomed at City programs, services, and facilities, and that programs enhance social connections. However, a small proportion of residents reported experiencing difficulty with participation due to a disability. Opportunities to reinforce program, service, and facility inclusion and accessibility could include expanding the provision of accessible places, exploring potential ways to increase capacity for high-demand programs, and working to further support participation of lower income households.

Focus Area 2: Awareness and Relevance of Programs and Services

Awareness of Programs, Services and Facilities

Awareness of programs is critical in ensuring Richmond residents discover, stay involved, and attend Parks, Recreation and Culture programs, services and facilities. Richmond residents reported using both printed and digital sources to access information about programs, events, and activities. More than two-thirds (68%) of respondents indicated they use the City's website, and substantial proportions access English language newspapers and program brochures for information. At the same time, residents indicated they would like to have information “come at them” more, rather than having to seek it out.

In order to continue making access to information clear and easy for Richmond residents, it will be important to continue to strengthen digital marketing and social media presence, and to expand print media. As well, it would be of benefit

to develop an evaluation mechanism to track the effectiveness of digital and print media campaigns. Additionally, undertaking a review and evaluation of the Division's marketing and communication activities, with an eye to improving coordination and cross-promotion within the Division could also be of benefit.

Services that Meet Household Needs

Strong community feedback, approximately 75% of respondents, expressed that the programs and services they participated in within the last year met their households' needs. However, the *Needs Assessment* revealed that there are significant differences in needs among groups. For instance, recent immigrants have shown a desire for more opportunities to engage with new people and learn about the community, adults under 55 years of age wish programs would better align with their needs, and parents of young children want programs for children and themselves to align in time and location. Generally, Richmond residents expressed a desire for more variety in and quality of arts programming. Further consultation to better understand the program needs of groups such as recent immigrants, adults under 55 years of age, and families with young children, and further investigation on needs for arts programs, exhibits, and performances would be of benefit.

Focus Area 3: Community Impacts and Contributions of Programs and Services

Health and Well-being Provided by Programs, Services and Facilities

A substantial number of Richmond residents reported that programs, services, and facilities improved their household members' health or physical activity, and skills and abilities. Many also reported learning something new through programs.

The majority of Richmond residents also felt that programs, services and facilities enhance the community's well-being, particularly with providing opportunities for older people to stay connected, and children and youth to socialize. Residents believe that there is significant impact and value in the programs and services being offered, and yet many also expressed the need and desire for more opportunities to connect with neighbours, and other community members. Feeling a greater sense of belonging and further strengthening community well-being are important to Richmond residents. Communication and marketing can more clearly share and promote the personal and community benefits of participating in programs and services, and how participation helps to connect with others and develop a sense of belonging in the community. Given that community centres are seen as centres of community life, they could be venues for meaningful community gatherings across demographics and cultures.

Conclusion

Overall, through the *2023 Community Needs Assessment*, Richmond residents have confirmed that the City's programs, services, and facilities contribute to creating a vibrant and connected community. Richmond residents have high levels of participation, and residents believe that both individuals and the community benefit substantially from the City's offerings.

The *Needs Assessment* also revealed opportunities for further engagement and actions to increase the impact and reach in serving all community residents, including groups that are currently lower frequency users. The findings and opportunities provide direction to support the Parks, Recreation and Culture Division in planning for services, programs, facilities, and strategies to fulfill community needs. A focus on fostering social connections and well-being is important to sustain and grow the vibrant and culturally rich city that Richmond residents are proud to call home.



City of Richmond Parks, Recreation and Culture Division

The City of Richmond Parks, Recreation and Culture Division plans responsive programs and services to meet the needs of City residents and stakeholders as the population, environment and cityscape change over time. The Parks, Recreation and Culture Division is multi-disciplinary and offers a diverse range of programs and services through three main departments: Parks Services, Recreation Services, and Arts, Culture and Heritage Services.

Parks Services

Park Services is responsible for all stages of park and open space development as well as providing outdoor programs and maintenance of the parks and open space system. Additions and renewals to the Parks and Open Space System are delivered by the Planning, Design and Construction section.

The Parks Programs section works with a range of community partners to create experiences, educational programs, and events, and plays a central role in managing urban wildlife. The Parks Operations section maintains the quality of the City's spaces from parks and trails, grounds of facilities, to the beautification of streets and boulevards.

Recreation and Sport Services

The Recreation and Sport Services department is responsible for providing exceptional recreation, sports and wellness opportunities. Through the mandates of the Community Recreation Services, Aquatics, Arena, and the Sports and Events Services sections, this department ensures that residents of all ages and abilities have access to a wide variety of recreation, wellness and sport facilities, programs, services, events and activities.

Arts, Culture and Heritage Services

The Arts, Culture and Heritage Services Department works in partnership with local organizations, artists and residents to create an environment that ensures arts, culture and heritage play a strong role in place-making, community building, tourism and economic development. The Department manages a number of arts, culture and heritage related programs, services and spaces. It also serves as the liaison for the Gateway Theatre Society, which operates the Gateway Theatre on behalf of the City.





Planning and Projects Services

The Division also includes the Planning and Project Services section, which provides leadership and direction in strategic business planning and policy development in order to guide service provision and operational practices across the Division. This team also supports marketing and communications and the planning and implementation of new community facilities, ensuring alignment with the Parks, Recreation, and Culture Division's goals.

Relationship Based Service Delivery Model

The City has a long-standing commitment to a relationship-based model for delivering parks, recreation, arts, culture and heritage programs and services. The Division works closely with Associations/Societies to provide a range of programs and services that bring people of all ages and abilities together to build healthy, active and vibrant communities.

These volunteer led organizations, in partnership with the City, play an integral role in delivering opportunities for Richmond's rapidly growing and diverse population to promote their health and wellbeing, connect with nature, explore avenues for creative expression, and build social and cultural connections. There are well over 200 volunteers, who commit thousands of hours of volunteer time each year to improving the quality of life for their fellow residents and add vibrancy to the community by enabling volunteerism.



A History of Community Needs Assessments

Richmond’s Community Needs Assessments

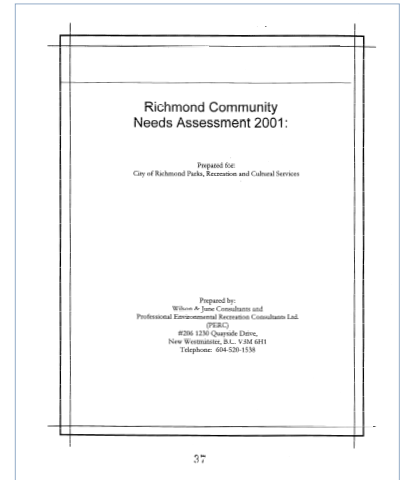
Due to an ever-changing community, the City of Richmond’s Parks, Recreation and Culture Division conducts a needs assessment approximately every five years, with the goal of better understanding current and emerging community needs. The City of Richmond previously conducted needs assessments in 2001, 2009, and 2015. The *2023 Needs Assessment*, like its predecessors, has gathered insights and feedback from Richmond residents and stakeholders on program and service delivery, use and awareness, gaps in service, and potential barriers to participation, in order to inform responsive future planning efforts.

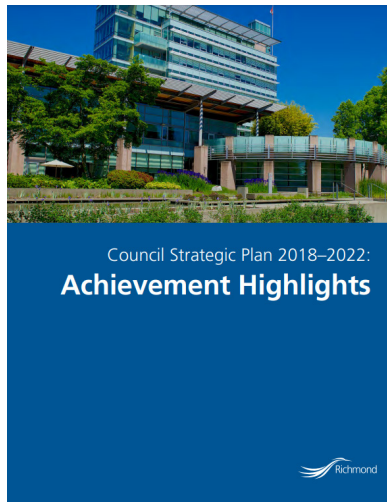
The series of community needs assessments conducted in Richmond, spanning from 2001 to 2015, collectively underscore the City’s commitment to understanding and responding to the evolving needs of Richmond residents. Each assessment has built upon the insights gained from its predecessors, utilizing diverse methodologies—including statistically valid surveys, focus groups, and community engagement—to capture a comprehensive picture of community feedback and program, service and facility utilization. The needs assessments have revealed a consistent appreciation for the City’s parks, recreation, and cultural services and facilities, while also uncovered and highlighting areas for improvement.

As Richmond’s population grows and new trends emerge, these needs assessments help to identify service gaps, and reveal evolving interests in health and wellness initiatives.

Guided by City Strategies

The *2023 Community Needs Assessment* undertaken by the City of Richmond Parks, Recreation and Culture Division is guided by several City strategies and service plans. These City strategies and service plans highlight the importance of understanding community needs to inform program and service delivery decisions.





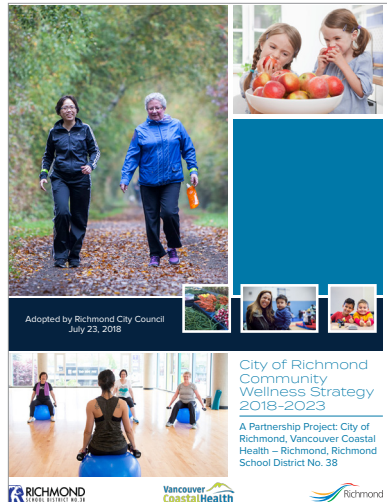
Council Strategic Plan (2022–2026)

The *Council Strategic Plan 2022–2026* identifies the collective priorities and focus areas for Richmond’s City Council for the current term of office. The Council Strategic Plan allows the City to provide effective management and delivery of services in a manner that is responsive and flexible to address the current and future needs of all those who live, work and play in Richmond.

The *2023 Community Needs Assessment* supports *Council’s Strategic Plan 2022–2026* by realizing the following Focus Areas:

- **Focus Area #1: Proactive in Stakeholder and Civic Engagement.** Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond’s interests.
- **Focus Area #6: A Vibrant, Resilient and Active Community:** Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

Read more about the Council Strategic Plan at richmond.ca.



City of Richmond Community Wellness Strategy (2018–2023)

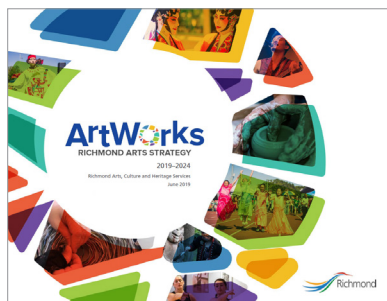
The Community Wellness Strategy was developed by the City of Richmond in partnership with Vancouver Coastal Health and Richmond School District No. 38, and demonstrates a renewed commitment to work together to improve wellness for Richmond residents and increase opportunities, as well as support, for active and healthy lifestyles throughout the city.

Read more about the Wellness Strategy at richmond.ca.

Art Works: Richmond Arts Strategy (2019–2024)

The City of Richmond recognizes that the arts are integral to vibrant cities. The Richmond Arts Strategy was developed through creative community engagement, and identifies the challenges and needs of both the arts community and Richmond as a whole.

Read more about the Richmond Arts Strategy at richmond.ca.



Parks and Open Space Strategy (2022)

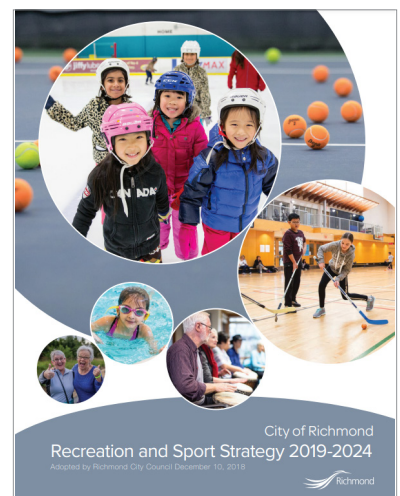
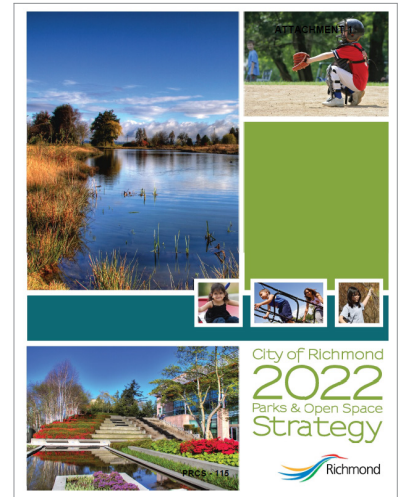
The Parks and Open Space Strategy 2022 is a comprehensive strategic plan that guides the development, programming and renewal of Richmond’s parks, trails and greenways, natural areas, waterfronts and the urban realm.

Read more about the Parks and Open Space Strategy at richmond.ca.

Recreation and Sport Strategy (2019–2024)

The City of Richmond, in collaboration with its partners and key stakeholders, has developed a future-oriented Recreation and Sport Strategy to guide the planning and delivery of recreation and sport opportunities in the City.

Read more about the Recreation and Sport Strategy at richmond.ca.





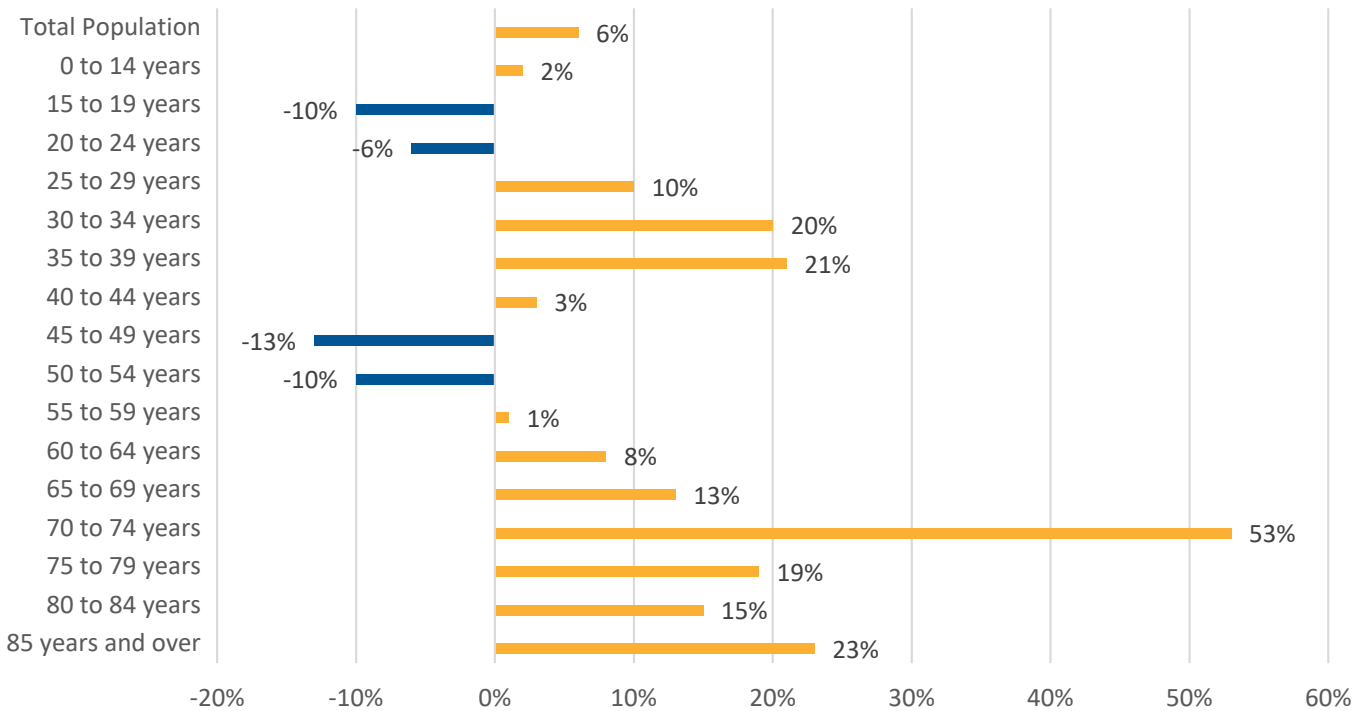
The Richmond Context

Richmond’s context is a key component in successfully undertaking the *Needs Assessment* uncovering findings, and ensuring accurate and relevant recommendations.

A Growing Population

Richmond is a growing community. Based on Statistics Canada data, the City of Richmond’s population increased by 6% between 2016 and 2021 (see Figure 1). Compared to 2016, in 2021 there was a 53% increase in 70- to 74-year-olds, and a 16% decrease in 15- to 24-year-olds. Other older population segments grew substantially as well, including adults aged 25–39 years.

Figure 1: Population Change by Age Segment 2016–2021



Changing Demographics

Richmond is a changing community. In just ten years, from 2011 to 2021, the number of recent immigrants in Richmond increase by 81%. The number of non-permanent residents, which includes people with work or study permits, or who have claimed refugee status, has increased by 33%. Between 2011 and 2021, the frequencies of Mandarin and Cantonese as primary languages spoken at home also increased over 5 years by 13% and 5% respectively. In just the 5 years between 2016 and 2021, visible minorities have increased by over 17,000 people, or 11.5%. See Figure 2 for additional comparisons between the 2016 and 2021 City of Richmond Census data.

Figure 2: Demographics of Richmond

Variable	2016		2021		Relative Difference	
	N	%	N	%	N	%
Total Population	198,315		209,945		11,630	
Location						
City Centre	54,110	27%	62,760	30%	8,650	3%
East Richmond	27,055	14%	29,464	14%	2,409	0%
South Arm	36,785	19%	37,226	18%	441	-1%
Steveston	27,495	14%	28,006	13%	511	-1%
Thompson	23,015	12%	22,480	11%	(535)	-1%
West Richmond	23,855	12%	23,935	11%	80	-1%
Hamilton	5,190	3%	5,255	3%	65	0%
Sea Island	810	0%	820	0%	10	0%
Age						
0 to 14 years	27,240	14%	27,881	13%	641	0%
15 to 19 years	11,530	6%	10,360	5%	(1,170)	-1%
20 to 24 years	13,795	7%	12,990	6%	(805)	-1%
25 to 29 years	13,855	7%	15,286	7%	1,431	0%
30 to 34 years	12,730	6%	15,291	7%	2,561	1%
35 to 39 years	11,635	6%	14,120	7%	2,485	1%
40 to 44 years	12,305	6%	12,670	6%	365	0%
45 to 49 years	15,020	8%	13,085	6%	(1,935)	-1%
50 to 54 years	16,560	8%	14,925	7%	(1,635)	-1%
55 to 59 years	15,825	8%	16,061	8%	236	0%
60 to 64 years	14,155	7%	15,325	7%	1,170	0%
65 to 69 years	12,050	6%	13,670	7%	1,620	0%
70 to 74 years	7,530	4%	11,510	5%	3,980	2%
75 to 79 years	5,735	3%	6,840	3%	1,105	0%
80 to 84 years	4,265	2%	4,870	2%	605	0%
85 years and over	4,070	2%	5,020	2%	950	0%
Visible Minority						
Visible minority	150,015	76%	167,275	80%	17,260	4%
Not a visible minority	46,650	24%	40,865	20%	(5,785)	-4%
Language Spoken at Home						
English	90,045	46%	96,280	46%	6,235	0%
French	340	0%	345	0%	5	0%
Mandarin	32,660	17%	36,985	18%	4,325	1%
Yue (Cantonese)	34,795	18%	36,485	17%	1,690	0%
Other or multiple languages	39,415	20%	38,955	19%	(460)	-1%



Methodology

Mixed Methods Research

The *Community Needs Assessment* utilized a mixed-methods methodology. The *Needs Assessment* included a literature review of relevant documents, policies, administrative data, and existing best practices and trends in parks, sport and recreation, arts, culture, heritage, and libraries. The *Needs Assessment* also captured quantitative and qualitative data in the form of feedback from Richmond residents. This feedback was gathered through a survey and focus groups.

Data Gathering: Survey and Focus Groups

The *Needs Assessment* aimed to gather feedback from a wide range of Richmond residents through a broad and inclusive communications and engagement process. The *Needs Assessment* was communicated and promoted in a number of ways: a project webpage, a news release, advertisements in English, Cantonese and Mandarin-language newspapers, multi-language posters, promotion in the Community Services e-newsletter, social media posts, community centre reader board postings, digital bus shelter advertisements, and outreach through community groups and partners.

Statistics Canada 2021 census data was used to inform and develop a survey approach that would be a weighted, representative sample of Richmond's population. Representative, weighted survey results help ensure the view of hard-to-reach demographic groups are still being considered at an equal proportion to the population in the final data, and consider factors such as geography, age, and years in Canada.

Data collection took place in the form of a survey from February 16 to March 13, 2023. The survey was both telephone-based, and available online through the City Let's Talk Richmond survey platform.

In addition to surveys, eight in-person focus groups took place in-person between April 25 and 27, 2023, and engaged a total of 52 Richmond residents. Focus groups aimed to connect with "harder to reach" groups and to ensure that diverse voices were represented. In particular, focus groups targeted recent immigrants, adults aged 55+ years, and adults aged 18 to 54 years. The surveys and focus groups were available in English, Mandarin, and Cantonese.

In total, over 1,500 Richmond residents provided closed- and open-ended responses and feedback.

Quantitative and Qualitative Analyses

The representative survey data was analyzed using both qualitative and quantitative methods. Closed-ended questions allowed for quantitative data analysis, which revealed significant differences across demographic groups. Data gathered from the open-ended survey responses and in-depth focus groups allowed for the qualitative analysis of themes and trends. Findings shared in this report consider both the quantitative findings and qualitative themes, and have been condensed for this report.



Key Findings and Opportunities

The overarching goal of this *2023 Community Needs Assessment* was to collect up-to-date information from a diverse and representative sample of City residents about the following:

- **Focus Area 1:** Use of City Programs and Services, and Perceptions of Quality, Inclusion, and Accessibility
- **Focus Area 2:** Awareness and Relevance of Programs and Services
- **Focus Area 3:** Community Impacts and Contributions of Programs and Services

Key findings, consideration and opportunities are shared for each of the Needs Assessment Focus Areas below.

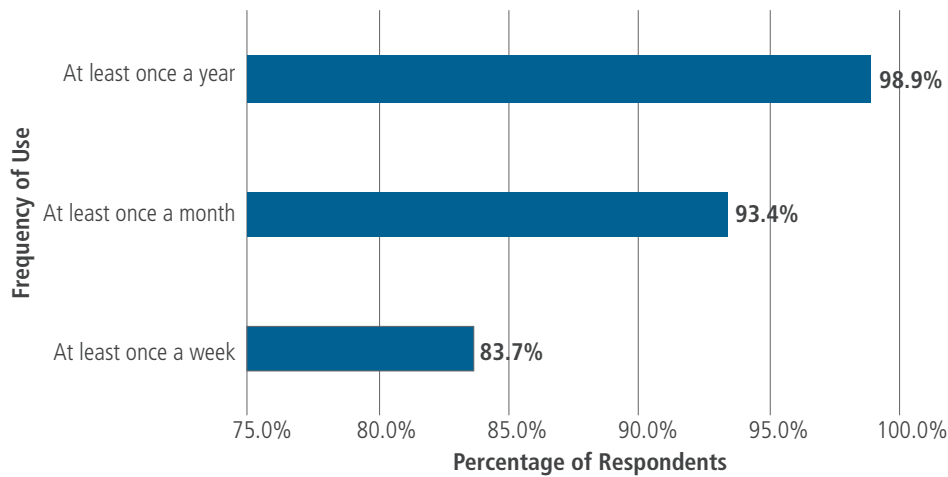


Focus Area 1: Use of City Programs and Services, and Perceptions of Quality, Inclusion, and Accessibility

Current Strengths

Across departments, there is very high use of City Services programs and services, with nearly 99% of survey respondents using services at least on a yearly basis, and 84% on a weekly basis.

Figure 3: Respondent Use of City Programs and Services

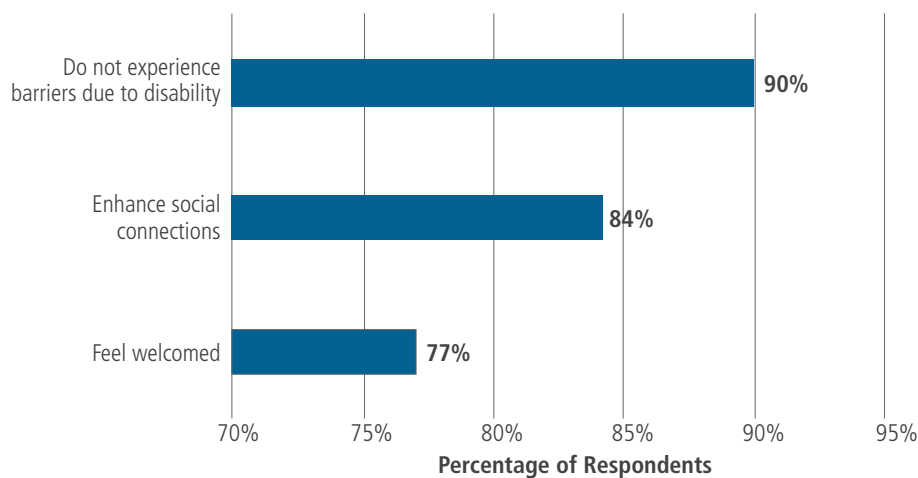


The most commonly used services include Fitness Centres, Community Centres, and Aquatic Centres; casual physical activities (e.g. swimming and skating) at or in City facilities; and special events and festivals.

High proportions of respondents perceive that City programs and services are inclusive and accessible:

- More than three-quarters (77%) of respondents indicated that they feel welcomed at City programs, services and facilities.
- 84% of respondents said that City programs and spaces enhance social connections between residents.
- 90% of respondents indicated that they do not experience barriers to participation in facilities or programs due to a disability.

Figure 4: Respondent Perceptions of Inclusion and Accessibility





Considerations

Program and service usage is associated with age and household income:

- Those aged 35–44 years use programs and services the most.
- Most services are used less by 16–24-year-olds compared to other age groups.
- Residents who are primary English or Mandarin speakers use programs and services more than those who are primary speakers of other languages.
- Overall, households earning less than \$50,000 use programs and services less than other income groups.

Although there were few barriers to participation reported, one-in-ten (10%) respondents experienced difficulty with participation due to a disability. Lack of personal time is the most common reason for not using City programs and services (53%). Other limitations noted were only being able to use membership at a predetermined location, and limited capacity for popular programs at prime times.

Opportunities

Based on these findings, there are opportunities to grow overall frequency of program and service use, and to engage with less frequent users as follows:

- Investigate innovative ways to support community health and well-being outcomes through programs promoting physical activity and social connection.
- Consult with population segments with lower usage levels—including 16–24 year-olds, lower income households, and those who are not primary English or Mandarin speakers—to assess how City services might be more available or relevant from their perspectives.

These findings present opportunities to reinforce program, service and facility inclusion and accessibility in a number of ways:

- Explore options to improve access for those with accessibility challenges.
- Continue to review, maintain, and invest in Parks, Recreation and Culture infrastructure to expand provision of accessible spaces and places.
- Review membership rules and policies, explore options that support the removal of barriers, enhance access to facilities and programs, and improve flexibility.
- Examine delivery options and explore potential ways to increase capacity for high-demand, popular programs.
- Review the Recreation Fee Subsidy Program to ensure it is meeting program objectives, while exploring ways to increase program awareness.



Focus Area 2: Awareness and Relevance of Programs and Services

Current Strengths

Regarding awareness of offerings, residents use both printed and digital sources to access information about Community Services programs, events, and activities:

- More than two-thirds (68%) of respondents use the City's website.
- 41% of respondents access local English language newspapers for information.
- 35% of respondents use facility specific program brochures for information.
- Speaking to the relevance of the City's program offerings, three-quarters (75%) of respondents indicated that the programs in which they participated over the past year met their households' needs.

Considerations

Respondents provided a number of recommendations and considerations. Below are the most common considerations heard through the *2023 Community Needs Assessment*:

- Respondents indicated they would like to have more readily accessible information, specifically, information that "comes at them" rather than needing to be sought out.
- Overall, respondents would like to see more high quality arts programs, exhibits, and performances.

Additionally, the *Needs Assessment* revealed that there were some differences in needs based on age and other demographic characteristics:

- Recent immigrants are seeking more opportunities than other groups for meeting new people, engaging with neighbours, and learning about the community.
- Adults under 55 years of age report feeling somewhat "left out," and are seeking expanded program opportunities that better align with their needs and availability.
- Parents with young children would like to see children's activities offered at the same time and location as their adult activities.

Opportunities

These findings present opportunities to reinforce awareness and relevance of programs and services in a number of ways, including:

- Explore ways to enhance social media and digital marketing campaigns, and leverage print media to strengthen communication efforts.
- Evaluate City Divisional and departmental marketing and communication activities to improve coordination and cross-promotion for greater outreach.
- Review and improve evaluation mechanisms to track effectiveness of communication and marketing initiatives.



- Undertake additional consultation to better understand program needs of groups including recent immigrants, adults under 55 years of age, families with young children, and households earning less than \$50,000 a year.
- Further investigate opportunities for more variety and higher quality arts programs, exhibits, and performances.

Focus Area 3: Community Impacts and Contributions of Programs and Services

Current Strengths

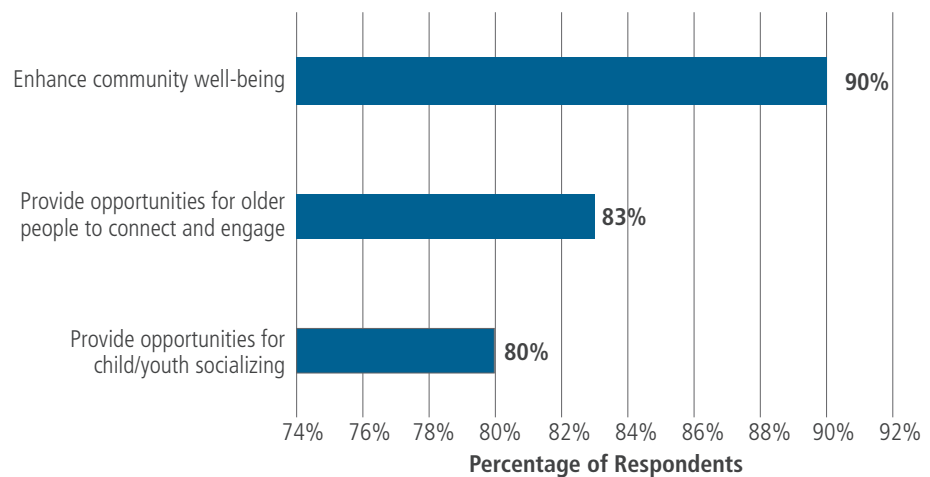
Respondents identified benefits of Community Services programs, services, and facilities in the following areas:

- Improved health or increased physical activity (76%).
- Improved skills and abilities (38%).
- Learned something new (30%).

High proportions of respondents reported that programs, services, and facilities provide important benefits across the broader community:

- 90% of respondents indicated that Parks, Recreation and Culture programs and spaces enhance the community's well-being.
- 83% of respondents said that programs and spaces provide opportunities for older people to stay connected and engaged.
- 80% of respondents said that programs and spaces provide opportunities for children and youth to socialize.

Figure 5: Respondent Perceptions of Program and Service Community Impacts



Considerations

While respondents affirmed the overall community-level value of programs, services, and facilities, there is an opportunity for the Division to do more to build awareness of the contributions of its programs, services and facilities, and benefits to the community.



Opportunities

These findings present opportunities to further impact community well-being as follows:

- In communication and marketing efforts, inject a renewed focus on promoting the personal and community benefits of participating in programs and services.
- In particular, focus on the well-being benefits of connecting with others, forging meaningful friendships, and developing a sense of belonging in the community.



Conclusion

Overall, the *2023 Community Needs Assessment* revealed that Richmond residents feel that the City's programs, services, and facilities effectively contribute to a vibrant and connected community. The *Needs Assessment* findings demonstrated that there are high levels of participation, and that residents believe that individually, and as a community, they benefit substantially from the City's offerings.

The *Needs Assessment* also revealed several opportunities for further engagement and actions to increase the impact and reach of the City in serving all community residents, including groups that are currently lower frequency users. The recommendations made from the Study provide direction to support future planning for services, programs, facilities, and strategies to fulfill community needs into the future. A focus on fostering social connections and well-being is important to sustain and grow the vibrant and culturally rich city that Richmond residents are proud to call home.







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