

City of Richmond

Age-Friendly Broadmoor Neighbourhood Group Final Report

Community Social Development





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INTRODUCTION

The City of Richmond is committed to placing priority on age-friendly initiatives, as outlined in the *City of Richmond Seniors Strategy (2022–2032)*. The vision for this collaborative strategy is “that seniors living in Richmond are safe, respected, healthy and engaged in their communities.” The Strategy identifies five strategic directions which clarify areas of focus and includes actions that build on previous and ongoing work to achieve the desired outcomes.

Strategic Direction 1, “Age-friendly neighbourhoods that support seniors to age in place,” recognizes the important role that age-friendly neighbourhoods play in building community, keeping people healthy, well-connected and able to participate in their neighbourhoods throughout their aging journey. The Age-Friendly Neighbourhood Group project is designed to achieve this by engaging seniors in age-friendly planning at the neighbourhood level and applying the World Health Organization’s eight domains of an Age-Friendly City¹ to identify areas of strength and areas for potential improvement. In

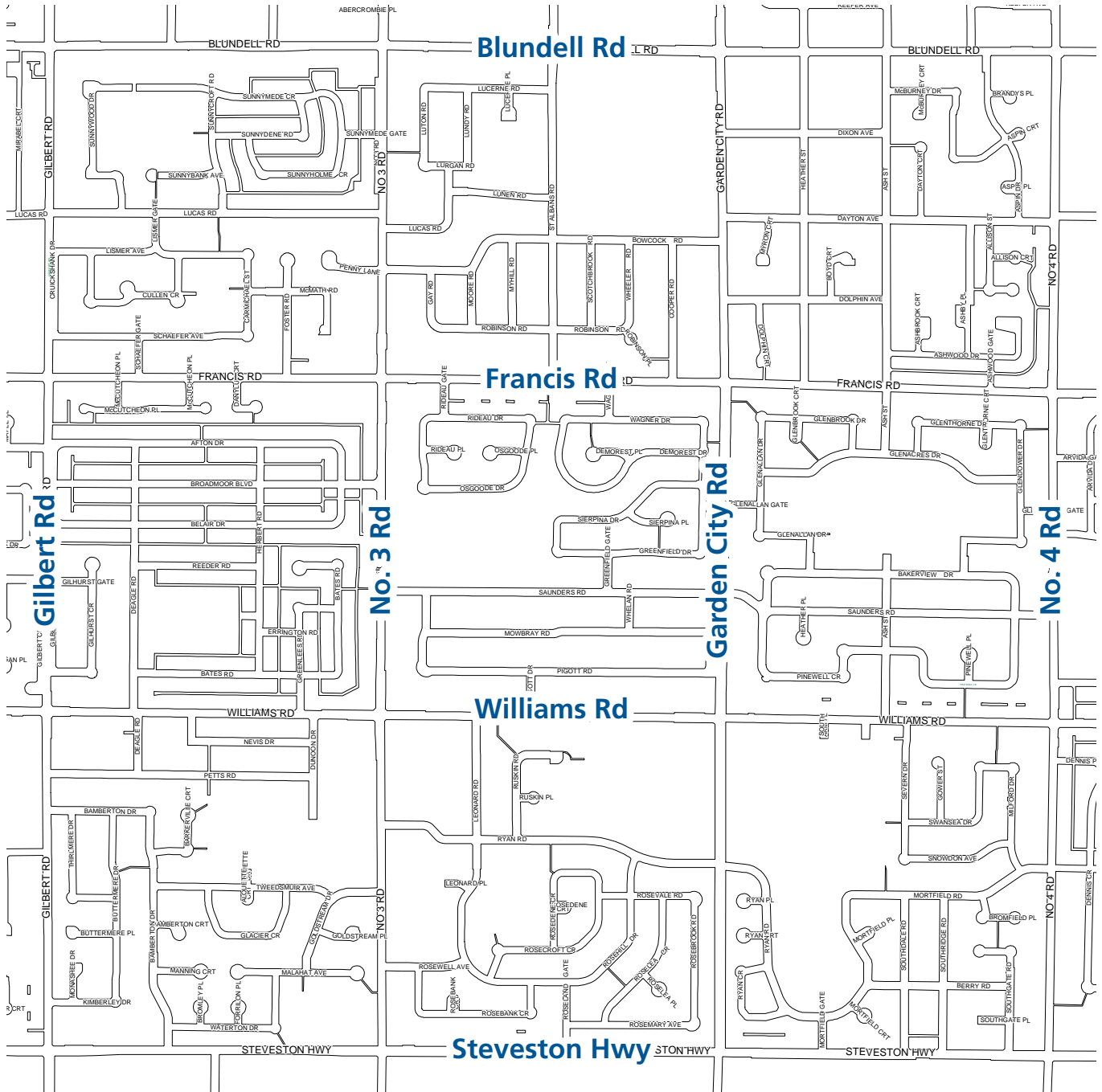
addition, participants learn about existing programs and services available to support seniors and connect socially with other seniors in their community. The City’s aim is to facilitate a Neighbourhood Group in each neighbourhood in Richmond.

In fall 2023, the City received a BC Healthy Communities Age-Friendly Communities grant to facilitate an Age-Friendly Neighbourhood Group in the Broadmoor neighbourhood in spring 2024. This was the second Neighbourhood Group to take place, with the first group facilitated in the Seafair neighbourhood in 2019.

The intent of this report is to share the outcomes of the Age-Friendly Broadmoor Neighbourhood Group project, its implementation process, outcomes and suggested next steps.

¹ [Age-friendly domains](#) include outdoor spaces and buildings; transportation, including traffic safety; social well-being and participation; respect, social inclusion and cultural safety; community engagement and employment; communications and information; community support, and health and wellness services.

Broadmoor Neighbourhood





NEIGHBOURHOOD GROUP PROCESS

The Age-Friendly Broadmoor Neighbourhood Group was comprised of 13 seniors aged 55+ living in the Broadmoor neighbourhood. Where possible, efforts were made to ensure there was diversity amongst participants related to age, gender, culture, socio-economic status and ability. Approximately two-thirds of participants identified as female and the remainder identified as male. Ages ranged from 55 to 75 years or older.

The mandate of the Neighbourhood Group was to engage in collaborative dialogue to explore and identify age-friendly elements (or potential areas for age-friendly improvements) in the Broadmoor neighbourhood, raise awareness of available age-friendly resources and services in the area, and foster connections among seniors. The Neighbourhood Group met five times at South Arm Community

Centre from April to June 2024. Meetings were two and a half hours in length. The format for each meeting was organized around a social activity/icebreaker, educational opportunity, discussion period and an opportunity for informal conversation over refreshments.

A facilitated walking and bus tour of the Broadmoor neighbourhood provided an opportunity to further explore and discuss age-friendly elements in the neighbourhood. Guest speakers were invited to present on age-friendly topics related to the group's interests and included representatives from Richmond Cares, Richmond Gives (RCRG); South Arm Community Association; and the City of Richmond's Transportation Department. Participants also received a tour of the Seniors Centre at Minoru Centre for Active Living.



WHAT WE HEARD

Participants discussed the eight domains of an Age-Friendly City in relation to identified features and services available in the Broadmoor neighbourhood. This included outdoor spaces and buildings, transportation, housing, social well-being and participation, respect and social inclusion, community engagement and employment, communication and information, and community support and health services. While all eight domains of an Age-Friendly City were discussed, the depth of conversation varied based on participants' interests and lived experiences in the Broadmoor neighbourhood. The group engaged most extensively with topics related to outdoor spaces and public buildings, as well as social well-being and participation. An overview of each domain of Age-Friendly Cities and participant feedback in relation to their experiences in the Broadmoor neighbourhood is summarized below. The domains are presented in an order that reflects the depth of discussion during the Neighbourhood Group sessions.

Outdoor Spaces and Public Buildings

Age-friendly outdoor spaces and buildings refer to spaces that are safe, accessible and positively impact seniors' mobility, independence, quality of life and ability to age in place. Examples include design and maintenance of sidewalks and curbs, street intersections and crosswalks, green spaces, street lighting, regulation of traffic flow, accessibility and safety of buildings, pedestrian walkways and sidewalks.

Neighbourhood Group participants identified several strengths related to outdoor spaces and public buildings in the Broadmoor neighbourhood. South Arm Park serves as a popular space for recreational and social activities for residents of all ages. Features like benches and greenery throughout the neighbourhood promote accessibility and beautification, while recent upgrades around the neighbourhood have improved pedestrian walkability and community connectivity. Multi-use pathways further support accessible and safe co-existence

of pedestrians and bicycles, with cyclist calming measures, such as speed-reduction signage, pavement markings and separated paths near South Arm Dog Park, improving safety for cyclists, pedestrians and pets.

Participants also noted areas for improvement in the neighbourhood, including some uneven surfaces on existing multi-use pathways and gaps in the cycling network, resulting in cyclists moving onto sidewalks. This was highlighted as a barrier to safe and accessible cycling and walking, for pedestrians on the sidewalks.

Regarding pedestrian infrastructure, participants raised concerns in certain areas of the neighbourhood related to crosswalk accessibility, uneven pathways, narrow sidewalks and some curb designs in relation to mobility aids for walking. The group was informed that maintenance-related concerns can be reported to the City to be addressed.

Feedback related to pedestrian infrastructure, cycling safety and crosswalk accessibility in the Broadmoor neighbourhood was shared with relevant City departments. In response to concerns about uneven pathways, the City's Public Works Service Centre has addressed specific maintenance issues that were identified.

Concerns related to crosswalk accessibility, narrow sidewalks and curb design were referred to the City's Transportation Department. This feedback has been acknowledged and will be assessed. Staff noted that design standards have evolved over time and noted that the City's current engineering design specifications for new infrastructure include wider sidewalks and enhanced accessibility features. While all new sidewalks are constructed to meet these updated standards, opportunities to upgrade older infrastructure are pursued through capital programs and maintenance and redevelopment processes. The group received a presentation from the City's Transportation Department, which provided an

overview of the City's transportation network, including information on walking, cycling, and transit, as well as accessibility features that support safe and inclusive mobility for all users. This commitment is reflected in the City of Richmond Official Community Plan (OCP), which outlines objectives, policies and a phased strategy for developing a comprehensive cycling network, including planned improvements in the Broadmoor neighbourhood.

Social Well-being and Participation

Age-friendly social well-being and participation opportunities are affordable and accessible to allow seniors to avoid isolation, connect to their community, and enjoy good health and longevity. Examples include inclusive programs and services, affordability of services, convenience of location and times of programs and services, and a variety of programs and services offered.

Neighbourhood Group participants highlighted several strengths in the Broadmoor neighbourhood, including the accessibility and variety of programs offered at South Arm Community Centre, Minoru Centre for Active Living, and other community facilities in Richmond. South Arm Community Centre's central location enhances access for Broadmoor residents and city-wide services provided by Richmond Cares, Richmond Gives were noted as comprehensive in supporting seniors to age in place. Additionally, the Richmond Fee Subsidy Program was acknowledged for helping low-income seniors to access recreation programs. The pickleball courts at South Arm Community Centre were also identified as an asset that is well-used by seniors in the neighbourhood.

While the City's program registration system works well for many, a few of the participants noted that seniors find the evening timing and online system difficult to navigate and prefer to register for programs in-person. Some participants also expressed interest in receiving a senior's discount in registered programs

advertised as for ages 18+, which do not qualify for a senior's discount as programs advertised for ages 55+ do, indicating that costs can be a barrier for some seniors.

Feedback about the barriers to online program registration was shared with relevant City departments, who were aware of these concerns and already implementing various pilot solutions. This includes enhancing Call Centre support during registration periods and providing technology education and support specific to program registration to enhance seniors' comfort with using their technology and the online registration system. Feedback related to registered program pricing for individuals aged 55+ participating in programs open to participants aged 18+ was shared with relevant City departments for future consideration.

Transportation

Age-friendly transportation planning aims to create inclusive, safe, well-designed transportation networks in proximity to support services and social connections. Examples include visibility of street signs and numbers, lighting at intersections, accessible parking, safety and frequency of public transportation, accessible parking spots and permits, and drop-off and pick-up areas.

Neighbourhood Group participants identified positive aspects of transportation, including accessible public

transit with frequent bus service that encourages the use of public transit within the Broadmoor neighbourhood.

However, participants mentioned some challenges in private property areas in the neighbourhood, such as car congestion and limited pedestrian visibility in a shopping mall parking lot. These conditions impacted pedestrian perceptions of safety and comfort, especially in drop-off and pick-up zones at private medical facilities. Additionally, public transit options provided by TransLink for east-west travel through Broadmoor and Richmond were mentioned as limited and impacting the convenience and likelihood of using public transit. The group further expressed a desire for more sheltered waiting areas at bus stops to enhance safety and comfort while waiting, particularly during inclement weather.

Participant feedback related to sheltered waiting areas at bus stops was acknowledged by staff in the City's Transportation Department and the Neighbourhood Group was informed of the City's ongoing program aimed at enhancing bus stops and implementing transit amenities to improve service and accessibility. Feedback related to limited east-west public transit options was also recorded and will inform ongoing discussions with TransLink. Participant concerns related to private property will be shared with the property owner for their awareness and consideration.



Respect Inclusion and Cultural Safety

Age-friendly communities promote respect, social inclusion and cultural safety of seniors, which positively impacts well-being. This helps reduce ageism and stereotypes, fosters positive attitudes towards the aging population and encourages respectful social connections between all ages in the community. Examples include consulting seniors about their needs and interests, recognizing their past and present contributions, integrating seniors from diverse backgrounds and including them in community events and intergenerational activities.

In the Broadmoor neighbourhood, many Neighbourhood Group participants reported feeling safe, respected and socially connected. However, some participants noted a lack of personal experience of social connection between diverse cultural groups and expressed a desire for stronger social ties within the community. Participants expressed a desire to bridge cultural differences, promote inclusivity and foster neighbourhood connections through shared activities, cultural celebrations and targeted events that encourage interaction and relationship-building.

Participant feedback about the desire for more culturally inclusive programs was shared with relevant City departments to help inform future program and event planning. While a range of cultural programs and events already take place in the Broadmoor neighbourhood and throughout the city, participants' input reinforces the importance of continuing to expand on and enhance inclusive opportunities that foster intercultural connection and community belonging.

Community Engagement and Employment

Age-friendly community engagement and employment allows seniors to maintain social connections, develop new skills and contribute to their communities in a meaningful way. This positively impacts their health and reduces age-

related stigma, which in turn leads to seniors that are respected and engaged in their communities. Examples include opportunities to volunteer in the community, participate in local government meetings, find paid work suited to their skills, and access clear information about available opportunities.

In the Broadmoor neighbourhood, several Neighbourhood Group participants reported enjoying volunteering in varying capacities, both within the neighbourhood and beyond. For others, participating in the Neighbourhood Group marked their first volunteer experience since retiring or moving to the area.

Participants identified a desire for more diverse and accessible volunteer opportunities for seniors as well as better awareness and promotion of existing opportunities. While many volunteer opportunities exist for Richmond residents of all ages through the City's I Can Help platform and at local community centres, there was a sense that seniors' diverse skills and experiences are not fully utilized. Participants suggested that it would be helpful to have access to a volunteer registration system for community-based volunteer opportunities, allowing seniors to be matched with roles such as dog walking and yard care.

Feedback regarding participants' desire for more volunteer opportunities tailored to seniors' skills was shared with relevant City departments and community partners including RCRG. This will help inform future efforts to expand meaningful, accessible and well-promoted volunteer opportunities for seniors in the Broadmoor neighbourhood and throughout the city.

Communication and Information

Age-friendly communication and information about programs and services is accessible and easy to understand by all seniors with varying needs and abilities, allowing them to stay informed and actively engaged. This includes using clear and varied communication methods, ensuring information is presented in readable formats, improving access to

technology and digital literacy support, and providing a centralized system for accessing information.

Many types of programs and services are available to seniors throughout the city, including in the Broadmoor neighbourhood, through different organizations such as South Arm Community Association; Vancouver Coastal Health (VCH); Richmond Cares, Richmond Gives and S.U.C.C.E.S.S. However, participants expressed challenges in accessing clear and timely information and in knowing where to find programs and services of interest to them. Some participants also noted that print-based program information produced by the City is sometimes published later than online information, making it difficult to take advantage of popular programs that often fill up from online registration. Participants expressed interest in a more centralized and streamlined approach to sharing information to reduce confusion and improve accessibility, while also acknowledging the challenges of coordinating and publishing information across multiple organizations.

Feedback about the timing of print-based program registration information was shared with relevant City departments. In response, steps have been taken to improve access, such as adjusting programming timelines to ensure printed materials are distributed ahead of program registration. The desire for more centralized and timely communication was also noted by City departments and partner organizations. The Seniors Coordinator at South Arm Community Centre will continue to play a key role in supporting seniors by providing assistance and helping ensure they have clear, up-to-date information about programs and services available to Broadmoor seniors.

Community Support and Health and Wellness Services

Age-friendly community support and health and wellness services are accessible and available in a range of options for those with varying health conditions. This allows seniors the opportunity to remain in their communities and maintain their health and independence. Examples include a range of



health services such as home care, nutrition advice, physical activity programs and the availability of adult day programs and residential facilities for people no longer able to live at home.

Neighbourhood Group participants noted that health services in the Broadmoor neighbourhood, including private medical clinics, home care support and wellness programs offered at South Arm Community Centre are available, accessible and play an important role in supporting seniors' health.

Participants identified potential areas for improvement in the neighbourhood, particularly around navigating the healthcare system. Seniors found it difficult to access specialized medical care, such as seeing specialists, which may require travel outside the neighbourhood. They also struggled to find and join support groups that could help them manage their health. Participants also shared difficulties in accessing primary care, reporting long waiting times at urgent care and emergency services. Additionally, medical walk-in clinics were noted to frequently have long waiting times that require seniors to add themselves to an online waiting list to be notified of when they're able to return to see a doctor. Some participants noted challenges for seniors using systems that rely on the use of a smartphone to access care.

Health-related feedback was shared with VCH and Richmond Division of Family Practice, including challenges accessing both primary and specialized medical care, long wait times at walk-in clinics and urgent care centres, and difficulties navigating digital appointment systems that rely on smartphones. These concerns have been acknowledged and will

be considered as part of ongoing service planning to improve access and health equity for seniors in the Broadmoor neighbourhood and beyond.

Housing

Age-friendly housing is considered safe, well-designed and in proximity to support services and social connections. Examples include a continuum of housing options, which provide a range of choices that accommodate changing needs over time by offering different levels of support—from independent living to assisted living and long-term care—allowing seniors to transition as their mobility, health or care needs evolve. Other key factors include accessibility and affordability of housing and proximity of housing to services to ensure seniors can maintain their independence and quality of life.

Most of the Neighbourhood Group participants indicated that they lived in the Broadmoor neighbourhood for many years and were satisfied and secure with their current housing situation. Participants recognized how affordability pressures and the cost of housing impacts seniors, not only in Broadmoor but across the city and region. According to group participants, potential areas for improvement include exploring a variety of housing types and tenures and increasing neighbourhood density to facilitate the range of housing options that support seniors to age in place.

Concerns related to the affordability and availability of housing options that support aging in place have been shared with the City's Housing Office and will be considered as part of the ongoing development and refinement of new and existing policies.



PARTICIPANT REFLECTIONS AND EXPERIENCES

To assess the effectiveness of the Neighbourhood Group, pre- and post-program surveys were completed by all participants. These surveys provided insights directly from participants, enabling an evaluation of their expectations and experiences before and after the sessions. Participant feedback also helps to inform the City's approach to facilitating future Age-Friendly Neighbourhood Groups in Richmond. According to the survey results, the primary reasons for participating in the Neighbourhood Group were to contribute to positive changes in the neighbourhood, meet neighbours and learn more about programs and services available to support seniors in the Broadmoor neighbourhood.

Comparing responses between the pre- and post-program surveys highlighted the impact of the Age-Friendly Broadmoor Neighbourhood Group and showcased improvements in participants' awareness of age-friendly concepts, their neighbourhood and available programs and services—including how

to access them. Survey results also reflected an increased sense of belonging and greater confidence in advocating for positive change. Notably, familiarity with the age-friendly concept increased dramatically, from 39 per cent (pre-program survey) to 100 per cent (post-program survey). Similarly, awareness of and ability to access programs and services for seniors rose from 61 per cent to 99 per cent. Participants' sense of belonging in their neighbourhood improved from 53 per cent to 84 per cent, while confidence in advocacy for change in their neighbourhood to make it more age-friendly grew from 77 per cent before the sessions to 92 per cent afterwards. Moreover, all participants agreed that their participation in the Neighbourhood Group helped them meet new neighbours and learn about available programs and services to support seniors, with 92 per cent also indicating a better knowledge of their neighbourhood.

NEXT STEPS

While this report summarizes the Neighbourhood Group's feedback, detailed feedback has been shared with all relevant City departments and partner organizations to inform short- and longer-term planning, including updates to the City's Official Community Plan.

Additionally, these insights, alongside results from the pre- and post-program surveys, will help shape future age-friendly initiatives in Richmond. The City will refine the Neighbourhood Group process by incorporating participant feedback related to Neighbourhood Group recruitment, session structure and ensuring each group is meaningful, inclusive and responsive to the needs of local seniors.

As the City continues to expand Age-Friendly Neighbourhood Groups across all neighbourhoods in Richmond, emerging trends will be monitored to support the broader implementation of Richmond's Seniors Strategy, particularly Strategic Direction 1: creating age-friendly neighbourhoods that support aging in place. These efforts align with the Seniors Strategy's broader vision of ensuring that "all seniors living in Richmond are safe, respected, healthy, and engaged in their communities."

CONCLUSION

The City of Richmond recognizes the important role that age-friendly neighbourhoods play in building community and keeping people healthy, well-connected and able to participate in their neighbourhoods.

The Age-Friendly Broadmoor Neighbourhood Group sessions offered valuable insights into the experiences of seniors living in the Broadmoor neighbourhood. Participants highlighted key strengths, including accessible community spaces, diverse programs and services, and a strong transportation network. They appreciated the welcoming environment at South Arm Community Centre, the availability of wellness programs, and the range of recreation opportunities such as pickleball courts and walking paths in local parks. The group also reported feeling safe, respected and socially connected in the neighbourhood.

Participants identified areas for improvement, including maintenance to pedestrian infrastructure in select locations, housing options, access to healthcare and the desire for more streamlined communication about available services. Discussions also revealed the importance of fostering social connections, increasing volunteer opportunities and ensuring that community programs remain affordable and accessible for seniors.



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