



Seniors' Centre Revitalization

Squamish Recreation Services  
Committee of the Whole - April 11, 2017



# Recreation Services Overview

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# Project Background

## Seniors' Centre opened in 2009

- *Amenity contribution*

## Operated by Recreation Services

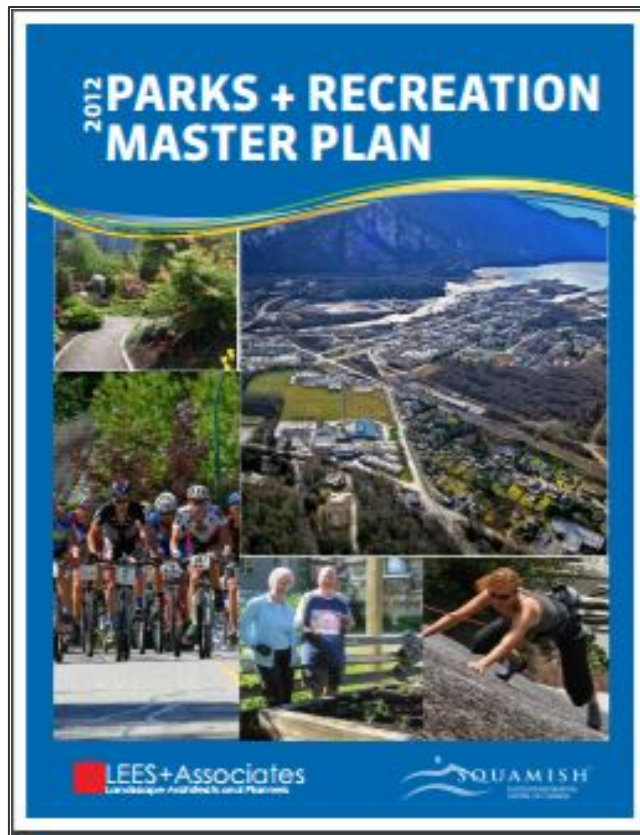
- *Monday to Friday 8:30 am- 4:30 pm*
- *Opened in the evening, as required, for all-ages programming and rentals*

## Squamish Seniors' Centre Society

- *Fundraise, support & promote volunteerism, advise staff on programming at the Centre*

# Project Background

## Park and Recreation Master Plan 2012

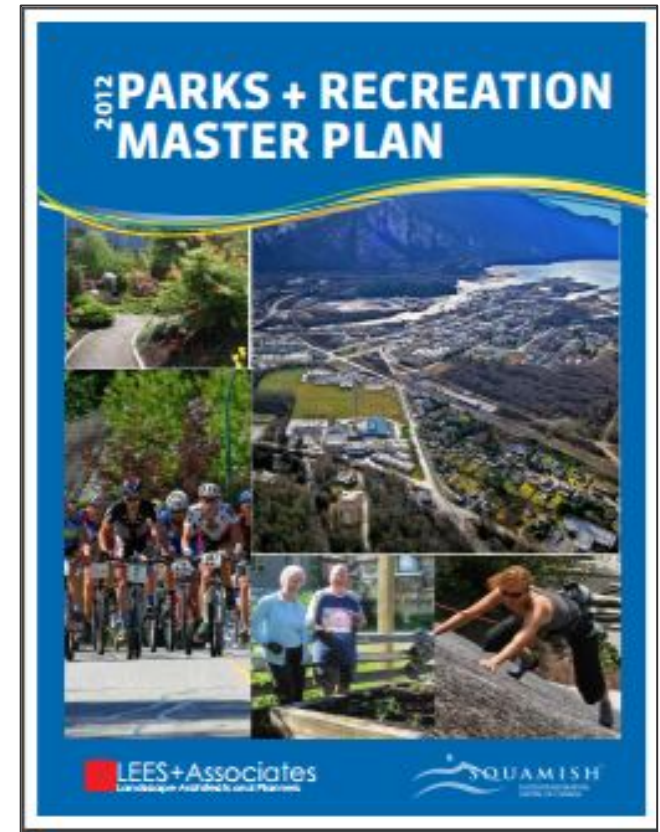


“... an attractive and highly functional activity centre which is **not yet performing to its full potential**. Its effectiveness is challenged by low visibility, difficult-to-find parking and, above all, by a private feel to the facility. The Centre is in a context that **‘reads’ like a gated community with access restricted to immediate residents only**”.

# Project Background

## Park and Recreation Master Plan Recommendations

- Expand program offerings...adult education, arts, and cultural programs...
- Consider a name change
- Retain programming commitment to seniors 9-4
- Open the Centre to full community programming from 4-closing



# Collaboration Agreement

Signed with the **Squamish Seniors' Centre Society**

- *Objective to improve programming and utilization of the Centre by setting up a Project Team with a broad spectrum of members*

# Project Team

- **Mostly older adults (55y+)** with some representation of adults as well
- 13 volunteer community members with **varying interests and perspectives**

Women on Wheels

Lions Club

Hotspot Community Resource Centre

Sea to Sky Community Services

Seniors' Centre Food Services

Community Members

Seniors Hiking Group

Seniors' Centre Volunteers

Sea to Sky Healthy Aging Network and Senior Service Providers

Seniors' Centre Society

Trails Society and Stream Keepers

Whistler Adaptive Sports

Squamish Helping Hands

# Project Objective & Outcomes

Increase **VISITATION** and **UTILIZATION**  
of the Squamish Seniors' Centre

- **DEVELOP** a survey
- **ENGAGE** with community
- **COMMITMENT** to Seniors' (older adult) programming during the day time hours of 9 am - 4 pm
- Make **RECOMMENDATIONS** under **four themes**:
  - Facility/Facility Hours
  - Food Services
  - Marketing & Communication
  - Programming





# Process & Timeline

<b>November 2015</b>	Introduce project to the Squamish Seniors' Centre Society
<b>May 2016</b>	Project launched
<b>June 2016</b>	Project Team created with terms of reference
<b>July – February 2017</b>	5 Project Team meetings
<b>August – October 2016</b>	Community input (surveys, interviews)
<b>November – January 2017</b>	Project Team reviewed community input, created draft recommendations
<b>February 27 2017</b>	Open House presentation of draft recommendations
<b>March 2017</b>	Project Team finalized recommendations



# IAP2 Values

## Core Values for the Practice of Public Participation

- Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- Public participation includes the promise that the public's contribution will influence the decision.
- Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- Public participation seeks input from participants in designing how they participate.
- Public participation provides participants with the information they need to participate in a meaningful way.
- Public participation communicates to participants how their input affected the decision.

# Community Engagement

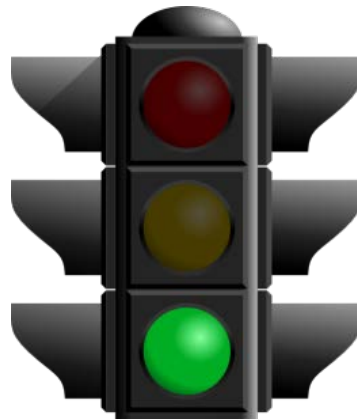
13	Project Team members
6	Project Team meetings
338	Paper surveys distributed to neighbouring residences
437	Seniors' Centre Revitalization Project surveys completed
2,168	Individual survey comments received, sorted, and themed by the project team
71	Percentage of respondents 50 years +
17	Community group interviews conducted
17	Community group questionnaires distributed
214	Seniors' Centre Society surveys completed
6	Meetings held with the Seniors' Centre Society Board
1	Open house



By the **NUMBERS**

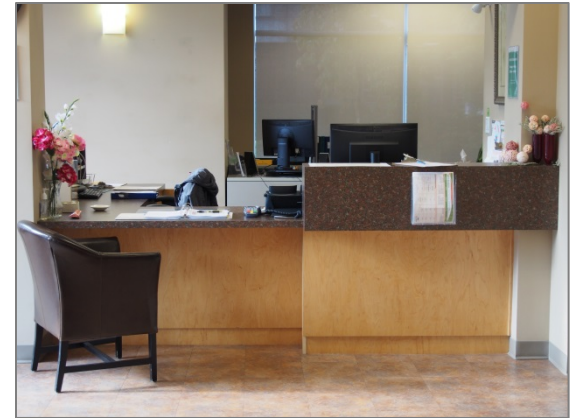


# Project Team Final Recommendations & Staff Actions



**FACILITY**

**Update** the look and the décor of the interior of the facility to create an active and vibrant feel that is both welcoming and comfortable. Improve the flow of social spaces where users can engage/socialize in both small and large numbers, as well as spaces that are suitable to reading or working on one's own.



**Address** alternative transportation options to the centre.



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Alignment with Parks and Recreation Master plan

- Create opportunities for visual art displays in the centre. Engage community artists and incorporate art into the public spaces
- Review opportunities to activate the space and update the look of facility spaces (i.e. paint, consider new furnishings, music etc.)

*Considerations: Budget*

- Engage BC Transit to locate bus stops closer to centre
- Install additional bike racks outside centre including a bike maintenance station. Ensure bike racks are in appropriate locations to provide easy access

*Considerations: District of Squamish Active Transportation Plan*

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Alignment with Parks and Recreation Master plan

- Update current parking plan (Parking 101 Brochure) and optimize the use of dedicated parking spaces and educate users on parking space availability
- Create clear directional signage for parking
- Work with Strata to ensure dedicated parking spaces are being used by centre visitors only
- Educate users via posters and promotional displays
- Label a designated number of parking spaces (in front of the centre) 'limited mobility'
- Provide training to staff so that they are comfortable addressing parking enforcement issues

*Considerations: Currently there is no space in and around the facility to add additional dedicated parking spaces*





## Project Team RECOMMENDATIONS

### FACILITY

**Improve** signage for way finding purposes to direct users to the centre. Signage should include an improved image of and branding for the centre.



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Alignment with Parks and Recreation Master plan

- As per recommendation
- Consider location of current signage

*Considerations: Must align with the District Branding and Marketing Action Plan as well as the way finding project, Confirmation of the centre's name and branding must be confirmed, Budget*

**FOOD SERVICES**

**Work** with the food service provider to engage customers on a regular basis to identify preferred menu choices. Continue to offer diverse menu choices which should include a variety of healthy options as well as options for those on restricted diets. Healthy Choices should be easily identified on the menu.



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Alignment with Parks and Recreation Master plan

- Continue to invite and engage with the Food Service Provider during Seniors' Centre Society and Recreation Services Collaboration Meetings
- Incorporate food services into Recreation Services Marketing and Communications materials
- Expand the hours of the food services provider to reflect expansion of the centre's hours
- Incorporate food services into social programming (see Programming)

*Considerations: Food Services Contract, Marketing and Communications Budget*

**MARKETING & COMMUNICATIONS**

**Develop** and implement a comprehensive and targeted marketing and communications plan that will address the most requested means of advertising to reach the broader community across age groups. Consider partnering with other groups, businesses, organizations, and neighbouring residents to broaden the marketing reach. Improving the image and the branding of the centre should be included in this plan.



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Alignment with Parks and Recreation Master plan

- Focus Marketing on centre programming and opportunities (including activities, arts and social programs)
- Market the Get Active Card and the Squamish Seniors' Centre Society membership

*Considerations: Budget*



**MARKETING & COMMUNICATIONS**

**Explore** the development of a sponsorship program e.g. for room naming and ensure that the rooms at the centre are part of the District of Squamish rental pool. Invite Senior service providers to utilize spaces either by renting or through exchange for services.



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Alignment with Parks and Recreation Master plan

- Invite Senior Service Providers to rent space during quieter hours. e.g. Physiotherapy consultations, Counselling Services etc.
- The District of Squamish Sponsorship and Marketing Policy/Strategy will include the centre

*Considerations: Have the District of Squamish Sponsorship and Marketing Policy/Strategy include the centre.*



## Project Team RECOMMENDATIONS

### PROGRAMMING

**Expand** program offerings to ensure diversity in subject matter. Offer programs which focus on: visual and performing arts (music, cooking, dance, arts), health and wellness (physical and mental), social opportunities and events, education, intergenerational connections.



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### Alignment with Parks and Recreation Master plan

- Engage in a partnership with the Squamish Arts Council to explore opportunities for seniors and adults
- Pilot 4 new art/culture based programs engaging with the Squamish Arts Council and current Contract Instructors
- Pilot two new intergenerational programs (including hosting a neighbourhood meal night for families where people can come to meet the centre's users and explore the centre)
- Partner with Quest University to offer 'speaker series' led by Quest University students
- Engage the full spectrum of arts groups, recreation organizations, educational institutions, cultural and heritage groups within the District (e.g. Squamish Nation, Quest University, Squamish CAN, Hotspot, Squamish Public Library). Also consider approaching private business to explore program opportunities (e.g. Sea to Sky Gondola)
- Engage Vancouver Coastal Health to explore the need for targeted health and wellness programs
- Pilot an increased number of out trips/excursions for Seniors'
- Pilot a variety of new programs that are diverse in nature including active, outdoor based programs- 2 xper season

*Considerations: Budget, Out trips are subject to budget approval for a Recreation Services Bus*



**PROGRAMMING**

**Host** social events for seniors' and the broader community where food and alcohol (on occasion) are offered.



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Alignment with Parks and Recreation Master plan

- Partner with the Squamish Seniors' Centre Society (SSCS) to offer 4 social events per year where food and alcohol are served and the liquor licence and liability insurance are obtained by the SSCS
- For 2017 the Squamish Seniors' Centre Society can pilot up to 12 social events to determine a plan for 2018

*Considerations:*

*From Squamish Seniors' Centre Society (SSCS) and Rec Services (RS) Collaboration Meeting in January 2017*

- *2017 Board (Social Committee) to meet with RS staff to determine which events the SSCS would like to host in 2017.*
- *For 2017, the District will reimburse the SSCS for the following costs associated with 4 special events: special event liquor licence, room rental, insurance. If the SSCS wishes to host in excess of 4 special events, the cost for the above expenses for the added events will be covered for 2017 only.*
- *SSCS will meet with RS staff to have a special event plan in place for 2017 by the end of February 2017.*
- *In 2018, the SSCS will seek a community enhancement grant for the full funds for seniors' social events costs with staff supporting their request (any additional costs over the already budgeted 4 events). As this is an increase in service, it will need to be discussed by Council.*

**PROGRAMMING**

**Integrate** diverse cultural perspectives into programming and offer programs that appeal to a broad range of cultural backgrounds in our community.

**Offer** a variety of affordable and/or free programs.

**Develop** a volunteer program with the goal of supporting and encouraging volunteerism at the centre.



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Alignment with Parks and Recreation Master plan

- Partner with the Hot Spot Community Resource and Welcome Centre
- Engage with Totem Hall Recreation and Squamish Nation to explore programming opportunities
- Pilot two new cultural programs working with diverse community groups

*Considerations: Will need to confirm engagement level of partners*

- Expand free and low cost programming opportunities.
- Engage with partners to explore grant opportunities to further subsidize programs
- Include Recreation Access Pass Information in the Marketing and Communications Plan

*Considerations: Budget*

- As per recommendation
- Include the communication of volunteer benefits in the Marketing and Communications Plan
- Host a yearly volunteer recognition event at the centre

*Considerations: Budget*



**ADMINISTRATION**

**Provide** ongoing support to the Squamish Seniors' Centre Society.



**ADMINISTRATION**

Alignment with Parks and Recreation Master plan

**Provide** ongoing support to the Squamish Seniors' Centre Society.

- Review collaboration agreement currently in place with the Squamish Seniors' Centre Society and highlight areas where support would be beneficial
- Work with Society to engage a broader range of representation on the board (from those in the 55+ community) i.e. baby boomers, gender balance, etc.

*Considerations: Will need to confirm the engagement level of the Seniors' Centre Society*

- Create an implementation team to support staff to implement recommendations
- Balance team membership with Project Team members, Seniors' Centre Society Board Members, and Arts Community Members

*Considerations: Will need to confirm the engagement level of implementation team participants*

- With the implementation team, update the vision, mission, and values of the centre to reflect the Project Team's Recommendations

*Considerations: Will need to confirm the engagement level of implementation team participants*



# Project Team Final Recommendations & Staff Actions



**FACILITY**

Alignment with Parks and Recreation Master plan

**Re-name** the centre.

- **Initiate centre name change - Keep 'Senior' in the title :**

Suggestions:

- Downtown Activity Centre for Adults & Seniors
- Downtown Activity Centre
- Downtown Activity Centre for Adults, Seniors, & the Arts

Considerations:

- *Seniors' Centre Society supportive of the name change but would like to keep 'Seniors' in the title of the centre (e.g. Seniors' Activity Centre - Letter February 7th, 2017)*
- *Project Team voted in favour 9 to 1 to change the name of the centre*
- *In the District of Squamish survey the following results were obtained:*
  - > 36% of respondents prefer the name as is
  - > 64% of respondents think that the name of the centre should be updated:
    - >> 51% say to update it **WITHOUT** an age reference
    - >> 13% say to update **WITH** an age reference
- *Out of 27 comments received at the Open House pertaining to the re-naming of the Centre*
  - > 6 respondents prefer the name as is
  - > 21 respondents think that the name of the centre should be updated:
    - >> 12 say to update it **WITHOUT** an age reference
    - >> 9 say to update it **WITH** an age reference
- *By keeping the name 'Seniors' in the title, it will deter some from using the centre.*





**DOWNTOWN ACTIVITY CENTRE**  
*for ADULTS & SENIORS*

## FACILITY HOURS

Alignment with Parks and Recreation Master plan

**Expand the hours** of the facility to be open for programs during evenings and weekends. Retain programming commitment to seniors from 9 a.m. to 4 p.m. Monday through Friday and open the centre during other times with a focus on arts and cultural programming.

- Increase operating hours extending into evening and weekend time slots
- Commit to an adult oriented facility
- Commit to Seniors' programming (55+) M-F 9 a.m. - 4 p.m.
- Commit to arts, cultural, and social programming on evenings and weekends
- Families are welcome. The expectation is that children are supervised and respectful towards other users in the facility
- Create a code of conduct for the facility to encourage respectful and purposeful use of the space. Engage with the Squamish Public Library to seek guidance
- Have staff at the centre engage with users to promote the code of conduct when required
- Install security screens to enable the centre to be open for extended hours with minimal staff hours used

*Considerations: Budget*

# Questions ?

