



1

## Senior Engagement in Port Moody Recreation

### Recreation Engagement Overview

- **National Average:** Canadian studies and surveys suggest that approximately 20% to 25% of seniors participate in recreational programs.
- **Port Moody Population:** Approximately 33,500
- **Seniors 60+:** About 7,040 (21% of the population)
- **Port Moody Recreation Participation:** 2,085 seniors aged 60+ participated in registered or drop-in programs in 2023.
- **Engagement Rate:** 30%, which is higher than the national average of 20-25%, indicating strong participation.

2

## Reaching Seniors: Communication Channels

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**Social Media:** Focus on Facebook (posts, groups, ads)

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**Posters:** Within our facilities and within the community

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**Handouts:** In programs, at the front desk, library, city hall, Kyle centre

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**Word of Mouth:** Personal outreach, relationship marketing

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**Emails:** Entire database or segmented

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**Website:** Senior-specific content

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**Advertising:** Pattison Billboard, Newport Digital Sign, Overpass Banner, Galleria TV Slides

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**Digital Guide:** Transition to online guide

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**Direct Mailers:** Distribution to every household in Port Moody

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**Community Partners:** The Club, Neighbourhood Associations, Community Newsletters

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**Newspaper:** Discontinued

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3

## Engaging Seniors: Process for Program Development

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**Registration Analysis:**  
Track and analyze registration statistics.

**2**

**Feedback Collection:**  
Gather feedback through surveys, suggestions, and direct interactions.

**3**

**Engagement:**  
Engage with seniors to understand their needs and preferences.

**4**

**Program Decision Making:**  
Develop programs based on data and feedback.

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4



5

## Engagement Challenges for Seniors

### Addressing Barriers in a Small City

**Challenges:**

- **Technology Barriers:** Difficulty reaching seniors who are not familiar with digital tools and platforms.
- **Language:** Communication challenges with non-English speaking seniors.
- **Social Isolation:** Engaging seniors who are isolated and have limited social connections.
- **Reluctance to Change:** Resistance from seniors who are hesitant to try new activities or programs.
- **Cultural Sensitivities:** Addressing diverse cultural backgrounds and preferences.
- **Financial Barriers:** Seniors who face economic challenges and may not afford certain programs.

**Context:**

- **Small City Constraints:** As a small city, we have limited resources, time, and budget.
- **Recreation Department Role:** Our mission is to provide recreation options to all ages and demographics within Port Moody.
- **Resource Limitations:** We face challenges in reaching niche markets, such as isolated seniors or those with specific language needs, due to our constraints.

**Summary:**

- **Balancing Act:** We strive to address these challenges within our means, focusing on broad-based strategies and community partnerships.
- **Future Focus:** Seeking creative solutions and collaborative approaches to enhance engagement across all senior demographics.

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6

