

## **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.

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## **Reaching Seniors: Communication Channels**

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

Posters: Within our facilities and within the community

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

Word of Mouth: Personal outreach, relationship marketing

**Emails**: Entire database or segmented

Website: Senior-specific content

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

Digital Guide: Transition to online guide

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

Community Partners: The Club, Neighbourhood Associations, Community Newsletters

**Newspaper:** Discontinued

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## **Engaging Seniors: Process for Program Development**



### Registration Analysis:

Track and analyze registration statistics.



### Feedback Collection:

Gather feedback through surveys, suggestions, and direct interactions.



### **Engagement:**

Engage with seniors to understand their needs and preferences.



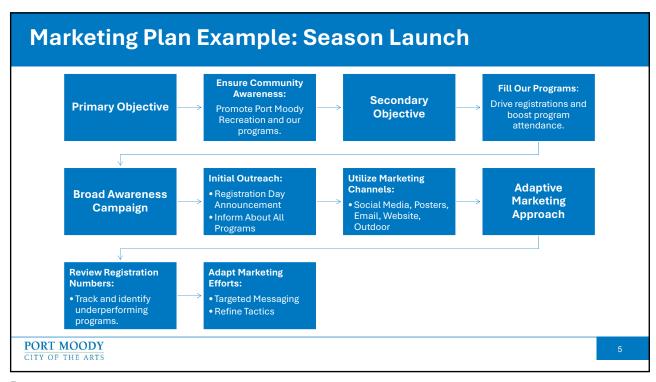
# Program Decision Making:

Develop programs based on data and feedback.

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# **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.
- $\bullet \quad \textbf{Language:} \ Communication \ challenges \ with \ non-English \ speaking \ seniors.$
- 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.

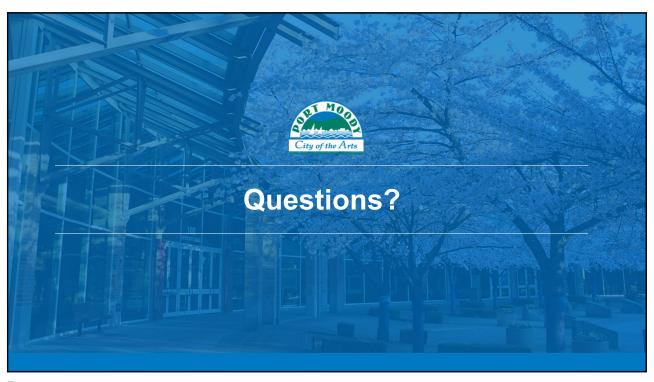
### Summary:

- 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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