Agenda – Executive Policy Committee – May 20, 2009

REPORTS

Item No. 2 Mayor's Seniors Advisory Committee – Recommendations
eFile CR-5

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

1. That the Winnipeg Public Service's response to the Mayor's Seniors Advisory Committee Recommendations, as outlined in their report of November 17th, 2008, be received as information.

2. That a Transit travel training program valued at $50,000/yr be referred to the 2010 budget process.

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 19, 2009, the Executive Policy Committee granted an extension of time of 60 days for the Public Service to report back on the recommendations from the Mayor's Seniors Advisory Committee.

On January 21, 2009, the Executive Policy Committee referred the recommendations from the Mayor's Seniors Advisory Committee to the Winnipeg Public Service for report back in 60 days.

On January 21, 2009, the Mayor's Seniors Advisory Committee submits its report dated November 17, 2008, for consideration of the Executive Policy Committee.

RE: Mayor's Seniors Advisory Committee - Recommendations

AUTHORIZATION

Author	Department Heads	CFO	CAO
Kathy Knudsen, Strategic & Information Systems Services	Clive Wightman, Director of Community Services Dave Wardrop, Director of Winnipeg Transit	Michael Ruta	Glen Laubenstein

FOR SUBMISSION TO: Executive Policy Committee

REPORT DATE: May 12, 2009

RECOMMENDATION(S):

1. That the Winnipeg Public Service's response to the Mayor's Seniors Advisory Committee Recommendations, as outlined in their report of November 17th, 2008, be received as information.

2. That a Transit travel training program valued at $50,000/yr be referred to the 2010 budget process.

Report Summary

Key Issues:

Transit:

- Currently, Dial-A-Ride-Transit (DART) is advertised on the Winnipeg Transit website and pocket timetables for each of the DART routes are available at local libraries and other locations and are mailed to individuals upon request.

- Winnipeg Transit plans to expand its awareness of DART through several media channels including bus benches, posters and a television awareness advertisement will be created for the real estate channel on MTS TV.

- A Transit travel training program could be provided on a contract basis for $50,000/yr. This item will be referred to the 2010 budget process.

Community Services:

- The Community Services Department is planning the following actions in response to the recommendations provided by the Seniors Advisory Committee:
    - Will conduct a focused seniors marketing campaign for recreation and leisure programming opportunities
    - Will explore expansion of web links and the targeting of various seniors groups
    - Will modify sections of the Leisure Guide to ensure that it is easier for older adults to find and register for Leisure activities
    - Will distribute the @ the Library publication to various seniors' organizations as outlined in Appendix Three
    - Will promote adult Library programming via listserv; and, link Library program information from the Seniors Advisory Committee website.

Implications of the Recommendation(s):

General Implications

( ) None

( ) For the organization overall and/or for other departments

(X) For the community and/or organizations external to the City

( ) Involves a multi-year contract

Comment(s): This report proposes enhancing various marketing initiatives to build awareness of Transit and Recreation & Social Programming Services available for seniors.

Policy Implications

(X) No

( ) Yes

Comment(s):

Regulatory Implications

(X) None

( ) Eliminates or reduces regulatory impact

( ) Proposes regulatory impact

Comment(s):

Environmental Implications

(X) No

( ) Yes

Comment(s):

Human Resources Implications

(X) No

( ) Yes

Comment(s):

Financial Implications

( ) Within approved current and/or capital budget

(X) Current and/or capital budget adjustment required

Comment(s): The cost of a travel training program is anticipated to be approximately $50,000/year with an inflationary increase of 2% in subsequent years. Currently, there is no budget in the Transit Department for this service.

There are no financial implications from a Community Services Department perspective as all associated costs will be absorbed within the Department's existing tax-supported budget.

Report

REASON FOR THE REPORT:

At it's meeting of January 21st, 2009, the Executive Policy Committee referred the recommendations from the Mayor's Seniors Advisory Committee to the Winnipeg Public Service for report back.

HISTORY:

The Winnipeg Seniors Advisory Committee was formed in October 2007, and is composed of twelve volunteer citizens, a Council representative, a Senior Committee Clerk, and a Policy Analyst from the Mayor's Office. The Committee's mandate is to provide advice and recommendations to the Mayor on municipal issues such as transportation, safety, accessibility, and recreational and social programming.

Immediate priority themes of the Seniors Advisory Committee (SAC) are recreational and social programming and transportation. Ad-hoc subcommittees were formed to research issues. As a result, the SAC proposed six recommendations for submission to the Mayor for consideration and response. The recommendations are:

1. *That the DART service be promoted/advertised widely to households in the communities it is now servicing.*

2. *That Winnipeg Transit annually promotes and advertises the Senior Travel Training Program and the Senior Travel Training Program with mobility devices, to the organizations and agencies listed in Appendix Three.*

3. *That City staff use a variety of ways to advertise programs which would reach the maximum number of Seniors.*

4. *That the SAC website be used as a communication link to access all things of interest that the City provides to Seniors.*

5. *That the layout, readability and accessibility of the Leisure Guide be modified so that it is easier for older adults to find and register for activities.*

6. *That the Library Services Branch promote and advertise their resources for older adults to Seniors Serving Organizations, as listed in Appendix Three.*

DISCUSSION:

Transportation:

Recommendation 1: That the DART service be promoted/advertised widely to households in the communities it is now serving.

Winnipeg Transit's DART (Dial-A-Ride-Transit) service is a demand based one that operates in areas of low residential density during off-peak periods. Bus operators carry a cell phone with them when in service and passengers call the bus directly (BUS-DART [287-7433]) to arrange for a pick up.

Currently, DART is advertised on the Winnipeg Transit website (winnipegtransit.com) which contains an explanation of how the service works, the hours of operation, as well as route maps. Pocket timetables for each of the DART routes are available at local libraries and other locations and are mailed to individuals upon request.

Winnipeg Transit plans to expand its awareness of DART through several media channels:

a) Bus bench advertising will be created and placed in the areas of the city where DART operates.

b) Posters advertising DART will be created and posted in seniors and 55+ residences in DART service areas.

c) A television awareness advertisement will be created for the real estate channel on MTS TV.

Recommendation 2: That Winnipeg Transit annually promote and advertise the Senior Travel Training Program and the Senior Travel Training Program with mobility devices to the organizations and agencies listed in Appendix Three (Seniors Serving Organizations in the City of Winnipeg).

Winnipeg Transit's Travel Training Program was created in late 2005 to meet the needs of Winnipeg residents who are unfamiliar with how the transit system in Winnipeg works. The goal of the program was to teach people the skills required to ride public transit safely and with confidence. The program was envisioned to include the following:

a) Mobility Training – involves working with mobility training organizations to teach individuals who travel with mobility devices (such as a wheelchair, scooter, or a child stroller) how to use the accessible features of buses, such

as the kneeling feature, the ramp, and the fold up seating positions

b) Senior Travel Training – involves working with seniors groups in Winnipeg to educate people on all aspects of using transit through a combination of group overview presentations and more detailed one-on-one presentations where the information is tailored to meet an individual's specific needs.

c) Handi-Transit Travel Training – for Handi-Transit registrants who travel with mobility devices on Handi-Transit but want to learn how to use regular transit. This program would also be incorporated into Handi-Transit's registration process so that applicants deemed ineligible for Handi-Transit would have the option of learning how to travel on the regular transit system.

d) Grade 6 Travel Training – to teach public transit commuting and safety skills to grade 6 students in Winnipeg. As most school divisions only provide yellow school bus service for students in K-6, most students begin to use public transit on a regular basis when they enter Grade 7. Teaching these students how to properly use public transit would have long term benefits in developing future riders. If they develop regular and safe public transit habits at an early age, they are more likely to continue to use public transit as they enter high school, post secondary institutions, and the work force.

e) General Travel Training – involves working with any group that is interested in learning more about commuting options, including workplaces to educate staff on how to commute to work by bus, organizations that assist/orient new immigrants settling in Winnipeg, etc.

Initially, the Travel Training Program was run, however, the staff person responsible for it retired in July 2008 and the position was not re-budgeted. Consequently, while there remains some demand for this type of educational training in Winnipeg, it is not currently resourced. A travel training program could be provided on a contract basis for $50,000/yr. This item will be referred to the 2010 budget process.

<u>Recreation and Social Programming:</u>

Community Services Departmental staff met with the co-chairs of the Mayor's Seniors Advisory Committee in early April 2009 to discuss plans to respond to their recommendations as follows:

Recommendation 3: That City staff use a variety of ways to advertise programs which would reach the maximum number of Seniors.

The Community Services Department will:

- Plan a targeted seniors mini-advertising campaign, which will include the following: a brochure, local advertising in community publications, and other geographic targeted print media.

- Work on expanding web links with the variety of organizations as identified in Appendix 3 of the Mayor's Seniors Advisory Committee report.

- Explore the potential of targeting various ethnic seniors groups via ethnic-oriented radio stations, etc.

Recommendation 4: That the SAC website be used as a communication link to access all things of interest that the City provides to Seniors. (Appendix Two)

- As outlined in this recommendation, links to seniors programs on the SAC website have been implemented.

- Further, work on contacting affiliated groups who have websites, and are offering direct web links to senior-related programs, is currently underway.

Recommendation 5: That the layout, readability and accessibility of the Leisure Guide be modified so that it is easier for older adults to find and register for activities.

The Community Services Department will:

- Increase the font size to 10-point and use two columns vs. three, in the Older Active Living, Healthy Living and Special Needs sections of the Leisure Guide.

- Include more program information (i.e., Aquafitness) in the Older Active Living section.

Recommendation 6: That the Library Services Branch promote and advertise their resources for older adults to Seniors Serving Organizations, as listed in Appendix Three.

The Community Services Department will:

- Ensure that the list of seniors' organizations in Appendix Three is added to our mail out list for our bi-monthly program guide - @ the Library.

- Promote its adult programming listserv to seniors through the Mayor's Seniors Advisory Committee and sign up seniors and senior service for this service. This is an email alert when the newsletter is ready with the new slate of programs, and is easy to print off and post.

- Work with the Mayor's Seniors Advisory Committee to have our program information linked from their site.

Financial Impact Statement

Date: May 12, 2009

Project Name:

Mayor's Seniors Advisory Committee - Recommendations

First Year of Program **2010**

	2010	2011	2012	2013	2014
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ 50,000	$ 51,000	$ 52,020	$ 53,060	$ 54,120
Less: Incremental Revenue/Recovery	-	-	-	-	-
Net Cost/(Benefit)	$ 50,000	$ 51,000	$ 52,020	$ 53,060	$ 54,120
Less: Existing Budget Amounts	-	-	-	-	-
Net Budget Adjustment Required	$ 50,000	$ 51,000	$ 52,020	$ 53,060	$ 54,120

Additional Comments: The cost of a travel training program is anticipated to be approximately $50,000/year with an inflationary increase of 2% in subsequent years. Currently, there is no budget in the Transit Department for this service. There are no financial implications from a Community Services Department perspective as all associated costs will be absorbed within the existing tax-supported budget.

original signed by Cindy Fernandes, Carrie Erickson

Manager of Finance & Administration - Community Services
Acting Manager of Finance & Administration - Transit

IN PREPARING THIS REPORT THERE WAS:

Internal Consultation With and Concurrence By:

External Consultation With:

Co-chairs, Mayor's Seniors Advisory Committee

THIS REPORT SUBMITTED BY:

Department: Community Services
Winnipeg Transit
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Strategic & Information Systems Services
File No.