Agenda – Executive Policy Committee – February 3, 2010

REPORTS

Item No. 6 Mayor's Seniors Advisory Committee Report
eFile CR-5

The Mayor's Seniors Advisory Committee submits its report dated November 16, 2009, for consideration of the Executive Policy Committee.



SECOND REPORT

TO

HIS WORSHIP MAYOR SAM KATZ

BY

THE MAYOR'S SENIORS ADVISORY COMMITTEE

NOVEMBER 16, 2009

Seniors Advisory Committee

Report to Mayor Sam Katz



Front Row:
Dr. Mary Pankiw, Margaret Murray-Haddad,
Tony Antonio, Co-Chair Connie Newman

Back Row:
Vivian Stunden, Helen Quinn, Margaret Barbour,
Co-Chair Bill Hickerson, Clement Perreault,
Peggy Prendergast, Councillor Grant Nordman

Missing: Roy Johnson, Jane Kilpatrick

Mission Statement

The Senior Advisory Committee accepts the Age Friendly City concept, as defined by the World Health Organization, to be:

> "In an age-friendly community, policies, services and structures related to the physical and social environment are designed to support and enable older people to 'age actively' – that is, to live in security, enjoy good health and continue to participate fully in society."

Public and commercial settings and services are made accessible to accommodate varying levels of ability. Age-friendly service providers, public officials, community leaders, faith leaders and business people:

- Recognize the great diversity among older persons,
- Promote their inclusion and contribution in all areas of community life,
- Respect their decisions and lifestyle choices,
- Anticipate and respond flexibly to age-related needs and preferences.

Mandate: To provide advice and recommendations to the Mayor on municipal issues such as transportation, safety, accessibility, and recreational and social programming. Our focus themes:

Recreational and Social Programming,
Transportation,
Accessibility,
Neighborhood Safety,
Housing.

The Year in Review

The Winnipeg Seniors Advisory Committee was formed in October 2007, composed of twelve volunteer citizens, Council representative Grant Nordman; Senior Committee Clerk, Marc Pittet; and Policy Analyst EPC Secretariat, Sara MacArthur.

Two openings on our committee were filled.

After Ms. MacArthur left employment with the City, her position on the committee was filled by Denys Volkov, Executive Assistant to the Mayor.

The first Mayor's Senior of the Year Awards presentation was held on October 19, 2009. Certificates were presented to four outstanding seniors, who were nominated through an intergenerational process.

Will De Wildt: Arts and Literature

Eleanor Barrett: Humanitarian

Nick Janzen: Community Leadership

William Woodford: special recognition for philanthropy

The Co-Chairs attended meetings throughout this past year, including

- Executive Policy Committee Meeting,
- Citizens Synergy Committee
- Seniors & Elders Day.

Committee members attended:

- Safe Communities Leadership Table - Tony Antonio
- Extreme Heat Workshop – Vivian Stunden
- City of Winnipeg Housing Consultations – Peggy Pendergast

An ongoing communication has been set up with Constable Garnie McIntyre, Community Police, who receives information from committee members on email safety alerts.

Our webpage provides an information resource on our committee and its work.

Presentations made to our committee included:

1) Constable Garnie McIntyre, Community Relations Unit, Winnipeg Police Service ***"Public Safety"***
2) Patty Chiappetta, Senior Secretariat Manitoba ***"Age Friendly Cities"***

3) Kevin Nixon, Coordinator Active Transportation ***"Active Transportation"***
4) Michelle Richard, Ian Hall, Becky Raddatz, ***"Our Winnipeg Initiative- Speak Up Winnipeg"***
5) Melanie Swenarchuk, Contact Centre Manager, ***311***

Our recommendations for 2009:

Recreational and Social Programming

Recommendation 1: That the Community Services Department continue the Leisure Guide improvements.

Recommendation 2: That the Library Services Branch expand computer training and other senior-friendly programs, with emphasis on easy access to registration and scheduling.

Recommendation 3: That the Library Services Branch promote and advertise their resources for older adults to Seniors Serving Organizations, as listed in Appendix Two.

Recommendation 4: That information regarding the needs of Seniors Serving Organizations for daytime use of Community Centres be filtered to Community Centres' Boards of Directors by the designated area Community Resource Coordinators through the guidance of the GCWCC.

Transportation

Recommendation 5: That the City of Winnipeg provide ongoing financial support to Winnipeg Transit to enhance their travel training program

Recommendation 6: That Winnipeg Transit be supported to develop an awareness program around low rise buses, bus etiquette and new technology (including navigo and 311) as it pertains to older adults.

Recommendation 7: That Winnipeg Transit promote the use of charter buses during non-peak hours by Senior Serving Organizations.

Recommendation 8: 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 Two.

Recommendation 9: That Winnipeg Transit look at Canada Day as a feasible promotional event to encourage senior ridership and showcase its easy access in conjunction with July 1st.

Recommendation 10: That the Public Works Department adjust the timed pedestrian crossings on major roadways (Portage Avenue, Main Street, Henderson Highway,

Pembina Highway, and Broadway Avenue) to ensure mobility challenged individuals have adequate time to cross the roadway safely – consider countdown walk signals.

Recommendation 11: That the Public Works Department enhance the safety of all on major roadways (i.e. Portage Avenue, Main Street, Henderson Highway, Pembina Highway, and Broadway Avenue) which have overhead lighted crosswalks (signals) with wider painted safety corridor lines on the roadway.

Recommendation 12: That the Public Works Department develop an appropriate strategy for snow removal and ice clearing at identified Senior Serving Facilities and Seniors Housing.

Recommendation 13: That Active Transportation continue to be a priority for the City.

Accessibility

Recommendation 14: That the City of Winnipeg study the current bus service being offered in South Transcona, and look at options for better service delivery during off-peak hours.

Neighborhood Safety

Recommendation 15: That the City of Winnipeg and Senior Serving Organizations enhance collaboration on community, street and home safety issues to promote awareness of Winnipeg's Age Friendly commitment.

Housing

Recommendation 16: That the Plan Winnipeg and City Planning Department pay particular attention to the needs of a growing 55+ population, many of whom will be living alone, on one fixed income.

Recommendation 17: That the Planning, Property and Development Department develop a strategy to ensure the housing needs of Seniors be considered with respect to accessibility to basic consumer needs and transportation when designating land in new and developed areas (where schools/community centres have closed).

Recommendation 18: That the City of Winnipeg encourages the Province of Manitoba to develop a plan for affordable, accessible housing in the City of Winnipeg.

1) Recreation and Social Programming

A) The Leisure Guide

The Leisure Guide is produced by the City of Winnipeg's Recreation Department and offers important information regarding its programs. Older adults recognize there is a social and health benefit to each of these programs.

The Global Age Friendly Cities Project notes: "Printed information – including official forms, television captions and text on visual displays – has large lettering and the main ideas are shown by clear headings and bold-face type".

We are pleased that the recommendation in last years' report: *"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"* has been implemented in the 'older adults section' in the recent issues of the Leisure Guide. We commend the authors for these changes.

Recommendation 1: That the Community Services Department continue the Leisure Guide improvements.

B) Winnipeg Library Services

The Library Services Branch offers a number of excellent options to enable seniors, particularly isolated or disabled seniors to access many of the programs through their Homebound Program. The services provided by the library address many of the positive essential features of Age Friendly Cities.

Recommendation 2: That the Library Services Branch expand their computer training and other senior-friendly programs, with emphasis on easy access to registration and scheduling.

Recommendation 3: That the Library Services Branch promote and advertise their resources for older adults to Seniors Serving Organizations, as listed in Appendix Two.

C) Community Centre Programming

Affordable daytime use of Community Centres for senior activity programming is needed for seniors. There is a general consensus among 55+ seniors serving organizations that many Community Centres are underutilized during the day.

Community Centres' Board of Directors is encouraged to have ongoing communication with Senior Serving Organizations in their area.

Executive Committees of Community Centres are empowered (Article 9.2 of the Standardized C.C. Constitution - as defined by the GCWCC) to commence any new form of activity or sport considered desirable by the Membership or in like manner discontinue any form of activity or sport being conducted under the auspices of the Centre.

It is the objective of Community Centres (Article 3.2 of that same constitution) to communicate with the residents of the designated area so as to determine their needs for recreational and leisure activities, and to insure that they are aware of the activities and programs being offered by the Centre.

The General Council of Winnipeg Community Centres (GCWCC) was originally formed to promote and encourage cooperation and communication among the community centres and city administration, and to provide a central council for the exchange of ideas and consider solutions for common problems.

There is a representative from the Community Services Department of the City of Winnipeg on the GCWCC board. The Community Services Department is currently staffed with Community Resource Coordinators whose roles are intended to strengthen neighbourhoods and respond more effectively to their needs. The idea of a representative from the Seniors' community should be considered for the GCWCC board to ensure programming for older adults/Seniors is considered at all community centres in Winnipeg.

Recommendation 4: That information regarding the needs of Seniors Serving Organizations for daytime use of Community Centres be filtered to Community Centres' Boards of Directors by the designated area Community Resource Coordinators through the guidance of the GCWCC.

2) Transportation

A) Transit Promotion Options

"Senior-Friendly Public Transportation in Winnipeg – Towards a Comprehensive Strategy", 2009 report states – Build confidence in ridership by Seniors:

- By the continued purchase and use of low rise buses,
- By promoting priority seating,
- By enhancing ridership by Seniors thus assisting in the transition from driving.

Senior Serving Organizations may provide support through peer leadership training.

The more the riders know, the more they will ride in comfort, especially during non-peak hours. Thought should be given to using the current advertising on buses in the form of a contest (for riders only). Also, use of the Lifestyles 55+ publication, for promotion of senior ridership programs, should be considered.

Recommendation 5: That the City of Winnipeg provide ongoing financial support to Winnipeg Transit to enhance their travel training program

Recommendation 6: That Winnipeg Transit be supported to develop an awareness program around low rise buses, bus etiquette and new technology (including navigo and 311) as it pertains to older adults.

Recommendation 7: That Winnipeg Transit promote the use of charter buses during non-peak hours by Senior Serving Organizations.

Recommendation 8: 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 Two.

Assiniboine Park/Zoo

Social Participation is listed in the Public Health Agency of Canada's Age Friendly Cities Guide as necessary to the well being, both of the body and mind, of seniors. There is a range of events and activities for seniors of all ages. Intergenerational, educational, outdoor events are the premium activities. A day at Assiniboine Park to celebrate "Canada Day" would encompass all these criteria.

The traveler response to transit information and promotion varies widely, both in extent and duration of ridership gains. Results are influenced by the utility and quality of the transit service product being marketed, by external circumstances and by the type of

promotion. While all types of transit information and promotion activities may help raise awareness of public transportation services, increases in ridership are most likely to occur within specific populations, as the result of targeted programs.
Seniors should be encouraged to utilize the City of Winnipeg Transit service to the Canada Day celebrations at Assiniboine Park. This would promote new ridership for Transit and lessen traffic congestion at the Park.

Reference:
http://www.tac-atc.ca/english/resourcecentre/readingroom/conference/conf2008/docs/j1/dallesandro.pdf

Recommendation 9: That Winnipeg Transit look at Canada Day as a feasible promotional event to encourage senior ridership and showcase its easy access in conjunction with July 1st.

B) Streets and Traffic (Safety)

"Senior-Friendly Public Transportation in Winnipeg – Towards a Comprehensive Strategy", 2009 report states that there is a need for adequate timing and opportunities for street crossings for Seniors. Crossing the street safely and expediently is a serious concern for Seniors travelling to bus stops, grocery stores and medical appointments.

Recommendation 10: That the Public Works Department adjust the timed pedestrian crossings on major roadways (Portage Avenue, Main Street, Henderson Highway, Pembina Highway, and Broadway Avenue) to ensure mobility challenged individuals have adequate time to cross the roadway safely – consider countdown walk signals.



Recommendation 11: That the Public Works Department enhance the safety of all on major roadways (i.e. Portage Avenue, Main Street, Henderson Highway, Pembina Highway, and Broadway Avenue) which have overhead lighted crosswalks (signals) with wider painted safety corridor lines on the roadway.

Recommendation 12: That the Public Works Department develop an appropriate strategy for snow removal and ice clearing at identified Senior Serving Facilities and Seniors Housing.

C) Active Transportation

The Seniors Advisory Committee recognizes that the City recently has made active transportation a priority. The committee commends the city planners for the initiatives that have been undertaken in developing pathways designed for non-motorized transportation (trails for walking, jogging, cycling, in-line skating etc.) Commuter cyclists and/or recreational cycling groups or individuals may wish to make recommendations for future development.

Recommendation 13: That Active Transportation continue to be a priority for the City.

3) Accessibility

The World Health Organization's Global Age Friendly Cities Project highlights the need to ensure "All areas are well-serviced with adequate, well-connected transport routes within the city (including outer areas)…"

The Special Senate Committee on Aging: final report: Canada's Aging Population: Seizing the Opportunity notes "Research has demonstrated that urban seniors are much more likely to experience social exclusion, possibly because rural seniors may benefit more from neighbourly and peer support in terms of transportation to and from family events and community activities.

The T.O.N.S (Transportation Options Network for Seniors) Report – Senior-Friendly Public Transportation in Winnipeg: Towards a Comprehensive Strategy advised, "It has been demonstrated that public transportation is necessary in helping seniors to meet both the essential and social needs of life. They also note, "Alternatives have been identified which present options…".

How do we ensure adequate service to a small population in Winnipeg that currently remains isolated in terms of accessibility to transportation?

For example, South Transcona (south of Dugald Road) is an area lacking in adequate bus service. Buses operate on-peak hours only. In off-peak hours, bus riders once were forced to cut across the Symington yards to access a bus on Pandora. Several years ago, CN closed off access to the rail yards for safety reasons. Currently riders lack any bus service during the day and older adults remain socially isolated unless family or friends are able to transport them to social activities or needed health services during off-peak hours.

A study of accessibility to transportation could lead to possible options for improved service and the City would demonstrate its commitment to promoting the concept of Age

Friendly Cities. Older adults in South Transcona would benefit from any action being taken to address their health and social needs.

Recommendation 14: That the City of Winnipeg study the current bus service being offered in South Transcona, and look at options for better service delivery during off-peak hours.

> Note: South Transcona is the land bounded by Dugald Road to the north, Murdock Road, St Boniface Road and Bates Avenue.

4) Neigbourhood Safety

The Special Senate Committee on Aging's report Canada's Aging Population: Seizing the Opportunity notes that "promoting active aging requires collaboration between individuals, the voluntary sector, the private sector, and the various levels of government".

The World Health Organization's Global Age Friendly Cities Project report outlines features that are important for ensuring the safety and well-being of older persons in an Age-Friendly Community. Among their recommendations are:

- Supportive neighbourhoods
- Public information and appropriate training
- Safety from abuse and criminal victimization
- Accessible home safety designs and products
- Hazard free streets and buildings
- Services to assist with household chores and maintenance

In Winnipeg we have many government departments and non-governmental agencies providing supportive safety information to a broad range of our city's population (Police, Fire & Paramedics, Neighborhood Watch, as well as Citizens for Crime Awareness). Winnipeg also has many non-governmental organizations (NGO's) that collaboratively provide a wide range of home safety and security information important to the whole community.

We know that the General Council of Winnipeg Community Centres exists to facilitate a strong and more sustainable model in the City of Winnipeg. It provides support to the volunteers in such areas as leadership development, administrative support and programming development.

The distribution of Neighbourhood Safety information is piecemeal. Each City Department or NGO reaches out to their own constituency. Information is not always received by the broader public. Under the Mayor's leadership, the City could:

- Reach the broader community
- Provide community awareness and community solidarity in improving community, street and home safety for our citizens.
- Provide visibility to the city's Age-Friendly Community commitment.
- Encourage the broader use of Community Centres and intergenerational partnerships.

Recommendation 15: That the City of Winnipeg and Senior Serving Organizations enhance collaboration on community, street and home safety issues to promote awareness of Winnipeg's Age Friendly commitment.

5) Housing for Seniors

Housing remains as a high priority on our list of concerns. The main responsibility for housing lies with the provincial and, in some part, the federal governments.

The City of Winnipeg could address the areas over which it does have jurisdiction. This includes:

- Issuing building permits,
- Zoning of new communities and rezoning of older neighborhoods,
- Enforcing design codes and universal design standards

The Committee has modeled its examination of various other topics with the principles outlined in the World Health Organization Global Age-Friendly Cities documents. Based on their review of Housing, (Pages 30-36) we will be looking at these areas:

i) Affordability
ii) Essential services
iii) Universal design
iv) Modifications to current housing stock
v) Maintenance costs and appropriate level of service
vi) Accessibility to other needed services
vii) Opportunity for connections to community and family
viii) Options in living space, community, ownership
ix) Living environment, including safety and security

Of immediate concern is the number and rate of rental units which are being converted to condominiums. This has put an enormous strain on the low and middle income residents. Consistently the cost to remain in their home has been increased by $300 per month, creating significant hardship on a pension of just over $1000 per month.

Recommendation 16: That the Plan Winnipeg and City Planning Department pay particular attention to the needs of a growing 55+ population, many of whom will be living alone, on one fixed income.

Recommendation 17: That the Planning, Property and Development Department develop a strategy to ensure the housing needs of Seniors be considered with respect to accessibility to basic consumer needs and transportation when designating land in new and developed areas (where schools/community centres have closed).

Recommendation 18: That the City of Winnipeg encourages the Province of Manitoba to develop a plan for affordable, accessible housing in the City of Winnipeg.

The Seniors Advisory Committee is looking forward to continuing its learning process and has several areas of concern which it would like to pursue. These include:

- Be involved with Plan Winnipeg,
- Continue to gather information from other cities on how they promote programming opportunities for Seniors,
- Continue to monitor the need for affordable, safe, accessible housing in our City,
- Continue to gather information on our priorities: Recreation and Social Programming, Transportation, Accessibility, Neighbourhood Safety and Housing,
- Be aware of the Census 2006 demographic data in ongoing discussions,
- Oversee the nomination of the 2nd annual Senior of the Year Award.

Conclusion

The committee is pleased with the very favourable reception to last year's report. We are encouraged by the positive feedback from the Mayor, Councillors and staff. We will continue to work hard to bring forward areas of concern for the improvement and benefit of all citizens of Winnipeg.

The committee would like to express our appreciation to the Mayor and commend him for his commitment to improving the City by announcing that the City will join with the Province in the Age Friendly Manitoba Initiative.

As of November 8, 2009

Printed Resources provided to our committee included:

APPENDIX ONE

- "Senior-Friendly Public Transportation in Winnipeg – Towards a Comprehensive Strategy", T.O.N.S. 2009
- "Age Friendly Cities: A Guide", World Health Organization, 2007
- "Canada's Aging Population: Seizing the Opportunity"
  Special Senate Committee on Aging – Final Report
- "Healthy Aging in Canada: A New vision, A Vital Investment from Evidence to Action", September 2006
- "Healthy Aging in Canada: A New vision, A Vital Investment – A Discussion Brief Prepared for the Federal, Provincial and Territorial Committee of Officials (Seniors)"
- Seniors' Contributions to Manitoba: 2009 Update, August 2009
- "Leisure Guide", Fall 2009
- Library Services, September/October 2009
- "Support Services to Seniors" (WRHA), 2007
- "Mobility Options for the Aging Population of Manitoba: an action plan for regional solutions – executive summary", 2007
- Table on Aging Population 2001-2012 (attached)
- Feedback document from Department Heads
- Census 2006
- "A Best Practices Guide for the Prevention of Falls Among Seniors"

APPENDIX TWO

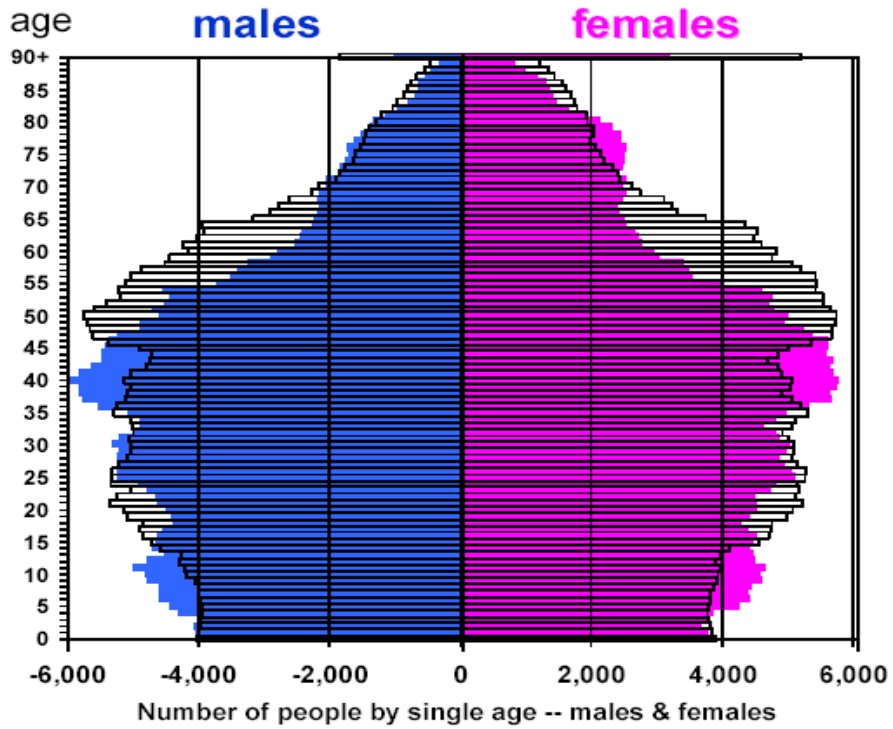
Seniors Serving Organizations in the City of Winnipeg

- Bleak House
- Brooklands Pioneer Senior Citizens Club
- Charleswood Senior Centre
- Club Eclipse
- Creative Retirement Manitoba
- Crescentwood Community Club
- Dufferin Seniors Club
- Elmwood East Kildonan Retired Citizens Association
- Golden Rule Seniors Club
- Good Neighbours Senior Centre
- Gwen Secter Creative Living Centre
- North Centennial Senior Centre
- Robert A. Steen Community Club
- St. James Assiniboia Senior Centre
- Transcona Senior Centre
- Age & Opportunity Centre (main office)
- St Vital Seniors Center
- Smith Street Centre
- Stradbrook Seniors Centre
- West End Seniors Centre
- Norwin 55+ Active Living Centre
- Rady JCC 55+ Programming (Rose & Max Rady Jewish Community Centre)
- Boni-Vital Council for Seniors
- Broadway Seniors Resource Council
- Downtown Seniors Resource Council of Winnipeg
- Fort Garry Seniors Resource Council
- Keewatin/Inkster Neighbourhood Resource Council for Seniors
- South Winnipeg Seniors Resource Council
- Middlechurch Home of Winnipeg, Community Services for Seniors Council
- Point Douglas Seniors Coalition
- River East Council for Seniors
- Seven Oaks Seniors Links, Inc.
- Transcona Council for Seniors
- Manitoba Society for Seniors
- Manitoba Society of Multi-Purpose Senior Centres
- FAFM – la Fédération des âimés franco-manitobains inc.

As of October 25, 2009

Winnipeg's Aging Population
10 year shift, 2001 to 2011

APPENDIX THREE



2001 in color.

2011 in white bars.

The population shifts upwards in age.

Source: Conference Board of Canada, Winnipeg Long Term Population Projection Report, April 2002

8

The Impact of Aging…

•1 in 7 Canadians is an older adult

•The ageing of the baby-boom generation is the most important demographic development confronting Canada over the next 20 years

•The baby-boom generation starts turning 65 in 2011

•Between 2006 and 2026 the number of older adults is projected to increase from 4.3 million to 8 million (13.2% - 21.2%)

•The number individuals aged 65 – 74 will almost double from 2.3 million to approximately 4.5 million

•The share of these "young older-adults" will increase from 7% - 11.9% from 2006-2026

• The number of Canadians aged 85+ will nearly double from 500,000 in 2006 – 900,000 in 2026

•- Statistics Canada: "A Portrait of Seniors" February, 2007