Agenda – Executive Policy Committee – July 13, 2011

REPORTS

Item No. 1 Mayor's Seniors Advisory Committee – Third Report Summer 2010

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 2, 2011, the Executive Policy Committee referred the recommendations from the Mayor's Seniors Advisory Committee to the Winnipeg Public Service for report back in 120 days.

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

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The Mayor's Seniors Advisory Committee submitted its Third Report, Summer 2010, for consideration of the Executive Policy Committee.



THIRD REPORT

TO

HIS WORSHIP MAYOR SAM KATZ

BY

THE MAYOR'S SENIORS ADVISORY COMMITTEE

Summer 2010

I . OVERVIEW

The members of the Mayor's Senior Advisory Committee have committed to working with the Mayor and within their various organizations to make the City of Winnipeg "age-friendly". Although this concept includes all ages, the focus of our work has been to highlight the work done for seniors at the municipal level to date, and to make recommendations on further improvements.

In the ongoing work and preparation of this report, the committee has become aware of the numerous ways in which the City has entered into partnerships with others. We are continuing to look at successful partnership activities in Manitoba and elsewhere to learn what has worked. Today we know that the City has partnered with:

- Older Victim Services with Age & Opportunity Inc and the City of Winnipeg Police
- Police Academy: Older Adults Division with Manitoba Association of Senior Centres and the City of Winnipeg Police
- Transportation Options Network for Seniors and Winnipeg Transit

to name just a few.

Committee Activities since the last report (November 2009)

The Committee is pleased to have had the opportunity to meet with City staff on two occasions. First, the Co-Chairs were invited to be at an Executive Policy Committee to provide a short summary of our work. Secondly, the committee met twice with staff involved with Speak Up Winnipeg and the Planning Document preparation and process. We look forward to the community input process, and anticipate a plan with vision and opportunity.

In addition to the above presentations, the Committee had representations from the following:

Transportation Options Network for Seniors (TONS)
Winnipeg Regional Health Authority (WRHA)
General Council of Winnipeg Community Centres (GCWCC)
Housing Models in Winnipeg (Acorn Development - Not for profit, 55 Plus Condos)

As well as making a presentation to Executive Policy Committee, the co-chairs and/or members on behalf of this committee, attended events such as:

Seniors & Elders Day Planning Committee
On the Road to Awareness Conference March 18/19
2010 Housing Expo – April 16
27th Annual Research Symposium: Centre on Aging – May 3
Fred Douglas Foundation Awards Dinner – May 12
Age Friendly Communities Research Forum 2010 – June 21

Our recommendations for summer 2010

Recommendation #1 - That the City of Winnipeg enhance advertisements for the Senior of the Year Award to ensure higher participation of youth (schools, recreation centres, and other youth serving organizations).

Recommendation #2 - That Winnipeg Transit Bus Tutorial program become a regular part of the Transit System's mandate and be expanded to include the use of the new Light Rail Transit (LRT) when it begins.

Recommendation #3 – That the City of Winnipeg together with members of Senior Serving Organizations develop an enhanced charter service focusing on affordability, availability, and accessibility.

Recommendation #4 - That the City of Winnipeg encourage partnerships with Senior Serving Organizations that provide programming for older adults/seniors to ensure more efficient use of space within city owned buildings.

Recommendation #5 - That the City of Winnipeg - Community Services Department be encouraged to continue partnership design and funding provisions to effectively meet the needs of older adults at the community level.

Recommendation #6 - That the City of Winnipeg and the GCWCC Board encourage partnerships with senior serving organizations to promote programming for older adults/seniors at community centres.

Recommendation #7 - That the City of Winnipeg and the GCWCC Board develop guidelines for better collaboration among and with community centres with a focus on volunteering, programming, and funding.

Recommendation #8 - That the City of Winnipeg provide promotional support, that is consistent with other cities in Canada, for the Snow Angels outreach program, which encourages Winnipeggers to assist older adults in need with snow removal.

Recommendation #9 - That the City of Winnipeg Public Works Department improve the existing Snow and Ice Control Policy to include centres where programs for Seniors are delivered to ensure accessibility by all.

Recommendation #10 - That the City of Winnipeg continue to participate in intergovernmental discussions on how to improve affordable housing options for those in need.

Recommendation #11 - That a plan be put in place to develop an integrated advertising, display, and convention promotion strategy to provide relevant information about the City and its services and programs. All departments would collaborate and cooperate in one display setting, featuring many of the excellent seniors-related programs and supports which the city has to offer.

Recommendation #12 - That the City of Winnipeg designate resources for providing information, support, programming and guidance to those over the age of 55.

II. RECOMMENDATIONS

The committee was pleased to review the 2010 Public Service response to the November 2009 report to the Mayor.

Taking that information into account, following are additional recommendations which have been developed from our work over the time of our appointment, and more specifically since our last report to the Mayor.

a. Senior of the Year Awards

In September, the committee was proud to present candidates for the Mayor's Awards in four categories: Arts & Literature; Humanitarian; Community Leadership and Special recognition for philanthropy. Work has been ongoing to be able to present another group of nominees in the Fall.

Recommendation #1 - That the City of Winnipeg enhance advertisements for the Senior of the Year Award to ensure higher participation of youth (schools, recreation centres, and other youth serving organizations).

b. Transportation

The Centre on Aging, University of Manitoba's "Profile of Manitoba's Seniors 2010" was received at our May meeting. The 2007 General Social Survey provided by Statistics Canada indicates that, of people who are providing some assistance to a senior, 81% of that assistance is in the form of transportation. This highlights the need for assisted, affordable and accessible transportation.

Winnipeg Transit, in partnership with the Transportation Options Network for Seniors, (TONS) piloted a very successful Bus Tutorial Pilot Project which should be acknowledged (see appendix A). Acquiring low-step buses is also a demonstration of progressive planning.

Recommendation #2 - That Winnipeg Transit Bus Tutorial program become a regular part of the Transit System's mandate and be expanded to include the use of the new Light Rail Transit (LRT) when it begins.

Recommendation #3 – That the City of Winnipeg together with members of Senior Serving Organizations develop an enhanced charter service focusing on affordability, availability, and accessibility.

c. Community Centres used by Older Adults

The Committee has been watching with interest the evolution of community centres. Our view would be to encourage the use of these centres through more programming, particularly for seniors.

It has become obvious through discussions with City of Winnipeg employees and other organizations that partnerships to deliver and fund programs are becoming increasingly important.

Community centres should be focal points where older adults come together for services and programs that maintain and improve health and quality of life, support personal independence and encourage involvement in community life. The Centres can offer accessible and affordable programs and services for every age group such as: Fitness and Exercise Programs, Leadership Development, Health promotion; Social, Recreational, Cultural and Educational programming, and Volunteer Opportunities.

Recommendation #4 - That the City of Winnipeg encourage partnerships with Senior Serving Organizations that provide programming for older adults/seniors to ensure more efficient use of space within city owned buildings.

Recommendation #5 - That the City of Winnipeg - Community Services Department be encouraged to continue partnership design and funding provisions to effectively meet the needs of older adults at the community level.

Recommendation #6 - That the City of Winnipeg and the GCWCC Board encourage partnerships with senior serving organizations to promote programming for older adults/seniors at community centres.

Recommendation #7 - That the City of Winnipeg and the GCWCC Board develop guidelines for better collaboration among, and with community centres, with a focus on volunteering, programming, and funding.

d. Winter and older adults

Many cities throughout Canada have signed on to the concept of neighborliness, particularly in winter, by promoting snow clearing programs in local neighbourhoods.

The program has been called ‘Snow Angels’ and takes various forms of involvement at the municipal level. In Winnipeg, Charleswood Senior Centre has started such a program. The program could be delivered by volunteers through senior serving organizations. There is no requirement at this time for municipal staff to be involved in program delivery. This program is available and promoted in Calgary, Edmonton, Hamilton, Fort St. John, Red Deer, Coquitlam, Guelph, Windsor, and Richmond.

The committee also recognizes that the City has a Snow and Ice Control Policy with a priority rating for snow clearing at seniors’ residences. Senior Serving Organizations believe the priority rating should be reviewed and expanded to consider where citizens might gather, particularly when getting in and out of vehicles, buses, or Handi-vans.

Recommendation #8 - That the City of Winnipeg provide promotional support, that is consistent with other cities in Canada, for the Snow Angels outreach program, which encourages Winnipeggers to assist older adults in need with snow removal.

Recommendation #9 - That the City of Winnipeg Public Works Department improve the existing Snow and Ice Control Policy to include centres where programs for Seniors are delivered to ensure accessibility by all.

e. HOUSING

According to the Government of Manitoba website which states:

“Creating stronger communities through housing solutions: Under the 8 principles listed, two are cited here:

> “(3) Housing is a shared responsibility. Individuals, communities, the housing industry and all levels of government are responsible for good housing conditions.
>
> (8) Housing supports the effective functioning of the housing market. All levels of government, the private sector and citizens have a shared responsibility to ensure housing market functions effectively.”

This indicates a willingness on the part of the provincial government to participate in partnership activities with the federal government, the City and other stakeholders where improved housing is the primary goal.

The recently announced tax increment financing (TIF) program is aimed at the creation of new housing (including affordable, attainable, and accessible housing).

The Provincial Government announced recently the provision of grants for granny suites. Programs such as this will only increase the need for vision and effectiveness within the various city departments concerned with zoning, building permits and other regulations.

Planning for the accommodation needs of the lower income, and/or single, and older person(s), remains a concern in the City of Winnipeg.

Recommendation #10 - That the City of Winnipeg continue to participate in intergovernmental discussions on how to improve affordable housing options for those in need.

f. Public Expos and Community Events

Over the course of the past several years, it has become obvious to this committee that the city needs a higher profile at community events and public forums which are organized by other agencies and nonprofit groups.

Recommendation #11 - That a plan be put in place to develop an integrated advertising, display, and convention promotion strategy to provide relevant information about the City and its services and programs. All departments would collaborate and cooperate in one display setting, featuring many of the excellent seniors-related programs and supports which the city has to offer.

g. Recognition of the Impact of the Growing Senior Population

The members of this Committee would like to thank the Mayor for his respect and favorable treatment of our work for recognition of issues concerning seniors. We would like to make one further recommendation.

Recommendation #12 - That the City of Winnipeg designate resources for providing information, support, programming and guidance to those over the age of 55.

Final Comments

a. Motorized Mobility Aids

The Committee would like to thank staff for providing updated information on motorized wheelchairs and scooters. With the announcement of the city's financial commitment to bike and walking paths, the concern was raised about the accessibility of these paths for motorized wheelchairs and scooters. The information provided from the Winnipeg Public Service was that motorized mobility aids are permitted to use multi-use pathways as the MB Highway Traffic Act treats users of motorized mobility aids as pedestrians (maximum speed 15 km/hr).

b. World Elder Abuse Awareness Day (WEAAD) – June 15

The Committee members would like to take this opportunity to thank the Mayor and his staff for honoring the designation of World Elder Abuse Awareness Day.

c. Internet Alerts and Safety Warnings

Following a presentation by a representative of the Winnipeg Police Services to this Council, it was agreed that members should alert the Winnipeg Police Community Relations of any internet warnings or safety alerts being circulated among the senior community. This practice is continuing, with positive results.

d. Mayor's Senior Advisory Committee Website page

The Committee's website attached to the Mayor's website has been updated to reflect the past reports to the Mayor November 2008 and November 2009.

e. Recognition of Social Capital (Volunteerism)

In one of the presentations (TONS) to our committee, the above phrase was used. As our population ages, reliance on family, volunteers and organizations will continue playing a larger role. Governments of all levels will need to recognize the value of social capital and how much impact it has on services required by seniors.

The members of this committee appreciate the opportunity to do what we consider to be very important work. We have been gratified with the results accomplished since our appointment. We submit this third report as a product of work done since November of 2009, and look forward to any feedback.

July 2010

Appendix A

Transportation Options Network (TONS) Pilot Project with Winnipeg Transit

DRAFT - July 2010

- TONS Coordinator worked with Transit Travel Training Coordinator Jonathon Borland to highlight four areas of Winnipeg that currently have low bus ridership.
- The project outcome would be to illustrate an increase in senior ridership that would prompt Winnipeg Transit to allocate budget dollars to hire a full time travel trainer.
- Four areas were selected by Winnipeg Transit as areas of the city with low senior ridership and thus designated as bus tutorial locations:
    - St. Boniface
    - River East
    - Fort Rouge
    - North End

The following dates were selected for the bus tutorials to take place:

- Tuesday May 4 – Good Neighbours Active Living Centre
- Tuesday May 11 – Transcona Seniors Centre
- Tuesday May 18 – Notre Dame Community Centre
- Tuesday May 25 – Gwen Sector Community Centre
- Tuesday June 1 – Boni Vital Senior Resource Council
- Tuesday June 8 – 64 Nassau
- Tuesday June 15 – Fort Rouge Leisure Centre
- Tuesday June 22 – Brooklands Community Centre
- Tuesday June 29 – 1050 Leila – Seven Oaks Resource Council

** Wednesday July 14 – Youville Centre
This tutorial was organized after the pilot project was complete because of the high demand for the presentation in the area.

Tutorials were conducted by Jonathon Borland who is the Community Outreach staff at Winnipeg Transit and lasted approximately 2 hours. Jonathan presented information on transit, including how to plan a ride, where to catch the bus, where to sit on the bus, how to access information on transit and how to travel with a mobility device. Participants were then given the opportunity to ride the bus to help reinforce the knowledge and have Jonathon on hand to answer specific questions.

Upon completing the tutorial participants were given a one month bus pass to encourage ridership. Participants were also encouraged to act as travel ambassadors in the community for other older adults to encourage bus ridership.

Participants filled out a survey prior to the tutorial to gauge their level of transit knowledge.

A follow up survey has been sent to participants to gather their feedback. A summary will be provided upon completion. The follow up pre and post survey area highlighted as part of the appendix.

There were 331 participants in total. 224 senior bus passes and 36 adult bus passes were given out. Some participants declined receiving the bus pass because they had handi-van pass which grants them access to regular transit.

Registration for each tutorial had to be set at 37 in order for all participants to have a seat and accommodate any mobility devices. In all but one tutorial, registration had to be cut off to accommodate the number of people wanting to participate. A second tutorial was offered in St. Vital and supported by the Boni Vital Senior Resource Council because demand was so high. This tutorial was also supported and promoted by the Youville Centre who provided all participants with a backpack and healthy living CD.

This Pilot project far exceeded the expectations of both TONS and Winnipeg Transit. As a result of the overwhelming response, Winnipeg Transit has allocated dollars in their budget to hire a transit travel trainer to provide this service in the community.

The bus tutorials also obtained another unexpected outcome which was the partnerships formed with the individual senior centres which hosted the tutorials. Three of the nine centres have requested TONS to come back and conduct presentations on Transitioning from Driving.

As of July 18, 2010