2011 Public Service Response to the Mayor's Seniors Advisory Committee Third Report Recommendations

a. Senior of the Year Awards

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

The Public Service will look at ways to enhance advertising to broaden the reach of the Mayor's call for nominations from youth and youth-serving organizations, including the use of 20 Library Branches as potential distribution sites for Senior of the Year Award material.

b. Transportation

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.

Winnipeg Transit currently provides travel training to seniors groups and to persons with disabilities. One part-time staff person delivers the program on an appointment basis. Winnipeg Transit would consider expanding its tutorial program to include Light Rail Transit (LRT) training should an LRT system be implemented by the City of Winnipeg in the future.

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

Winnipeg Transit currently provides a charter rate of $85 per bus hour for non-recurring charter services for seniors groups between 09:00 and 15:00 on weekdays (compared to the regular charter rate of $115 per bus hour). For all such charter services, low-floor buses are used. Given existing resources, it is difficult to expand the existing mandate for seniors' charters.

c. Community Centres used by Older Adults

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.

Community Development and Recreation Services

The Community Services Department, in cooperation with the Province of Manitoba, is planning an Age Friendly orientation in the fall for City staff working with seniors' organizations. The orientation will provide staff information on engaging seniors to be part of the decision making on programs and initiatives offered by the City of Winnipeg. Once the orientation is complete, consultations will be held throughout the City to develop action plans for geographic areas for City of Winnipeg implementation.

Library Services

The Library Services Division works with a wide variety of organizations as part of its mandate to be responsive to the community and library users. As part of that effort, the Library partners with a number of senior serving organizations to provide quality, informational-based programs and literacy-based initiatives throughout its branches. For example, the Library works closely with Creative Retirement Manitoba to offer continual travelogue programs, In Motion Winnipeg for health and fitness seminars, and the Community Legal Education Association, and a number of other organizations. All programs outlined in the Library's newsletter, @ the Library, and on its website are highlighted with an Age Friendly icon.

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.

Community Development and Recreation Services

The Community Services Department continues to identify senior citizens' needs through the Neighbourhood Integrated Service Teams (NISTs) in geographic areas throughout the city of Winnipeg and partners with seniors' organizations to address them. Community Action Plans will be developed in the fall and will include programs and projects for a geographic area, project leads, timelines and resources required. Implementation will be the responsibility of all the stakeholders.

Library Services

All programs offered by the library are free of charge to all library users, including seniors. Anyone attending a library program has the opportunity to suggest additional topics and sessions. In addition, the library offers a range of services for seniors including:

Homebound Library Service for individuals who are unable to visit a Winnipeg Public Library location due to illness, infirmity or disability and have no one to access the Library on their behalf. The service relies on volunteers to deliver books to registered, homebound readers.

Mobile Library Service for Seniors where the Library provides monthly mobile library visits to 18 seniors' living facilities in Winnipeg, bringing large type, regular type, magazines and audio books in fiction and nonfiction to these residences for browsing and checking out.

Institutional Deposits of material to institutions such as nursing homes and residences to borrow from large deposits of books for up to four months at a time. These deposits are selected by library staff with pickup and delivery by the institution.

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.

The Community Services Department and GCWCC recently completed a program inventory for community centres to determine the range of programs offered to the citizens of Winnipeg. The information was presented to community centres, encouraging them to review their membership's recreational needs. The review identified the programs offered to children, youth, adults and seniors. The information discussed included a list of seniors' organizations to contact for partnership opportunities and to determine gaps in service delivery and program need. GCWCC has hired a program coordinator to assist community centres with program planning for their membership, including seniors. The Community Services Department supports the program coordinator in the delivery of programs.

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.

The Universal Funding Formula (UFF) is approved by Council every five years. The Community Services Department and GCWCC are reviewing the UFF provided for Community Centre maintenance, with the intent to include a program component in the formula. A report will be coming forward for Council consideration in late 2011.

d. Winter and Older Adults

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.

The Public Works Department concurs with the Committee that some form of Snow Angels program would be beneficial to an increasing number of our citizens, particularly when the changing demographics of our population is considered. In Winnipeg, a Snow Angel program should be focused on those snow removal activities that are now currently undertaken by the City of Winnipeg. This would include private sidewalk clearing, the removal of windrows on front streets to provide access from the street to a private sidewalk and the removal of windrows from back lane ploughing operations.

The City of Winnipeg would support a program similarly to what is done in Edmonton and Calgary. The programs are administered by volunteers through community leagues or centres, senior centres, schools and religious/spiritual centres. Each city supports the program through the provision of marketing information and program details through the city web site and 311. The City of Edmonton has a recognition program through which residents can nominate a Snow

Angel and an event is held and sponsored by the City. This is something that Winnipeg could consider should a Snow Angels program be established.

The Public Works Department will work with the Community Services Department and the Mayor's Seniors Advisory Committee to provide guidance to volunteers in establishing a Snow Angels program.

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.

The Public Works Department recognizes the importance of providing snow clearing services to promote safe accessibility for an aging population. The current policy for Snow & Ice Control mandates that timely attention be provided to sidewalks that provide access to senior complexes that are located on Priority 3 streets. This portion of the policy could be easily amended to include the sidewalks at centres where programs for seniors are typically delivered particularly if they are also located on Priority 3 streets. Based on a previous revision to the Snow and Ice Policy, the annual cost of a further enhancement to the Policy to include sidewalks at centres offering programs for seniors is estimated to be approximately $200,000.

e. Housing

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

The City of Winnipeg supports the Province's efforts to provide affordable and accessible housing in Winnipeg. Several initiatives have been implemented or are under negotiation that will enhance efforts and strengthen partnerships between the City and the Province of Manitoba.

1. The City has partnered with the Province to provide a tax-based Downtown Development Grant for the creation of new housing (including affordable, attainable, and accessible housing) within the Downtown, and this program has been very successful to date. The original Program By-law was adopted by Council on June 1, 2010, and approved a total of $20 million to encourage residential development in Winnipeg's downtown. Under this program, a total of 741 housing units have been conditionally approved or are under consideration, and 469 of this total (63%) are defined as affordable.

   The original program has committed or notionally committed the maximum funding allowable under the by-law, and the program has recently been extended to provide an additional $20 million in tax-based incentives ($10 million from municipal taxes and $10 million from provincial education taxes). Through this additional commitment, new affordable units will be added to Winnipeg's downtown.

2. The City has employed a number of generations of tax-related financial incentive programs to encourage multiple family housing and increased residential development. The 'second generation' of programs included the Neighbourhood Multiple Family / Mixed-Use Building

Grant Program (NMFMUBGP) which offered up to 10 years of incremental municipal taxes for eligible projects in eligible areas outside the Downtown. Approximately $16.7M in funding has been conditionally approved for these projects.

Since the expiration of the NMFMUBGP in May, 2010, the Public Service has been given the authority to pursue negotiations with the Province for the development of a joint program external to the Downtown. These negotiations are on-going. Assuming that a joint program is negotiated similar in concept to the framework established in the DTRDGP, these incentives would contribute to the development of additional rental units in Winnipeg.

3. The City has undertaken development of a new 25-year municipal development plan called OurWinnipeg, and this plan identifies a specific direction as follows:

   Establish partnerships with the private, not-for-profit and government sectors to provide affordable housing throughout the city, with a particular focus on locations near a variety of transportation options.

   This direction statement and others will be used as policy direction for housing development throughout Winnipeg.

4. The City's Housing Programs are overseen by the Winnipeg Housing Steering Committee, and on March 23, 2011 the mandate of this Committee changed by Council decision. This revision indicates a strong interest in developing affordable housing throughout the city, and will encourage policy development and implementation of a "complete community" approach to housing development. Changes in mandate include the following statements:

   That the Winnipeg Housing Steering Committee be delegated the authority to work with the Federal and Provincial governments, and representatives of the private and non-profit sectors, to develop the policy framework for a tri-level affordable housing strategy (the "Strategy") for Winnipeg, which Strategy and any funding related thereto shall be subject to Council approval.

   That the Winnipeg Housing Steering Committee be delegated the authority to examine best practices in the provision of affordable housing and make recommendations to the Executive Policy Committee regarding the applicability of such best practices to the City of Winnipeg.

5.

f. <u>Public Expos and Community Events</u>

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.

In discussions with the Seniors Advisory Committee last fall, the Corporate Support Services Department committed to posting a webpage on the City of Winnipeg's website as a central point for information. The site provides a consolidated list of programs, services and resources

for seniors and persons with disabilities. It also provides easy access to information on related Committees and City Policies. The web page is now "live" on the City's website, http://winnipeg.ca/interhom/accessibility/ .

g. Recognition of the Impact of the Growing Senior Population

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

311, the City of Winnipeg's "One Stop Shop", is the designated point of contact for providing information and support to all citizens, including those over the age of 55.