REPORTS

Item No. 8 Age-Friendly Winnipeg Action Plan

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and recommended to Council:

1. That this report be received as information.

DECISION MAKING HISTORY:

Moved by Councillor Lukes,

That the recommendation of the Winnipeg Public Service be concurred in and forwarded to Council.

Carried

COUNCIL DECISION:

On March 26, 2026, Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That a further extension of time of 30 days be granted for the Winnipeg Public Service to report back on the following:

    A. An updated Age-Friendly Winnipeg Action Plan that builds on the 2014 plan;

    B. An older Persons Strategic Framework based on the United Nations Principles for Older Persons and the AFC framework, that illustrates each City department's area of responsibility for implementation, and establishes a comprehensive and cohesive approach for the City of Winnipeg's ongoing efforts to support its aging population.

    C. That the Human Rights Committee of Council, and its sub-committees on access and inclusion, be responsible for conducting engagement and consultation, in collaboration with relevant stakeholders.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

David Grant submitted a communication in opposition to the matter.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 17, 2026, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

David Grant submitted a communication in opposition to the matter.

DECISION MAKING HISTORY (continued):

COUNCIL DECISION:

On December 18, 2025, Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That an extension of time of up to 90 days be granted for the Winnipeg Public Service to report back on the following:

    A. An updated Age-Friendly Winnipeg Action Plan that builds on the 2014 plan;

    B. An Older Persons Strategic Framework based on the United Nations Principles for Older Persons and the AFC framework, that illustrates each City department's area of responsibility for implementation, and establishes a comprehensive and cohesive approach for the City of Winnipeg's ongoing efforts to support its aging population.

2. That the Proper Offices of the City be authorized to do all things necessary to implement the intent of the foregoing.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On December 9, 2025, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service with the following amendment:

- Delete the words "180 days" and replace with "90 days"

and submitted the matter to Council.

COUNCIL DECISION:

On May 22, 2025, Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the Public Service be directed to report back within 180 days with the following:

    A. An updated Age-Friendly Winnipeg Action Plan that builds on the 2014 plan;

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

B. An Older Persons Strategic Framework based on the United Nations Principles for Older Persons and the AFC framework, that illustrates each City department's area of responsibility for implementation, and establishes a comprehensive and cohesive approach for the City of Winnipeg's ongoing efforts to support its aging population.

2. That the Human Rights Committee of Council, and its sub-committees on access and inclusion, be responsible for conducting engagement and consultation, in collaboration with relevant stakeholders.

3. That the Proper Officers of the City be authorized to do all things necessary to fulfill the intent of the foregoing.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 13, 2025, the Executive Policy Committee concurred in the Council Motion of May 2, 2025, and submitted the matter to Council.

COUNCIL DECISION:

On May 2, 2025, Council ruled automatic referral of the following motion to the Executive Policy Committee:

Moved by Councillor Lukes,
Seconded by Councillor Rollins,

WHEREAS the United Nations Principles for Older Persons call for the promotion of dignity, respect and full participation for older persons, recognizing the growing demographic of seniors in our society;

AND WHEREAS the World Health Organization (WHO) Age-friendly Cities (AFC) framework is considered the international standard for guiding municipalities on how to become more inclusive and supportive of older persons, and applies an aging lens across all facets of a city;

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

AND WHEREAS 17 per cent of the City's population was 65 years of age or older as of the 2021 census, and that figure was set to increase and remain at or around 20 per cent, necessitating more work on age friendliness to ensure older persons have access to adequate living conditions, emergency services, and opportunities to participate fully in all aspects of life within our city;

AND WHEREAS renewing the Age-Friendly Winnipeg initiative plays a critical role in advancing the rights and well-being of older Winnipeggers, addressing challenges and promoting a more inclusive and supportive environment;

AND WHEREAS the 2014 Age-Friendly Winnipeg Action Plan outlined a path forward for Winnipeg;

AND WHEREAS it is imperative that an update to the Plan incorporates a local focus on the promotion of dignity, respect, and equal access for all older persons, ensuring it aligns with both the United Nations principles and our community's values;

THEREFORE BE IT RESOLVED:

1. That the Public Service be directed to report back within 180 days with the following:

    A. An updated Age-Friendly Winnipeg Action Plan that builds on the 2014 plan;

    B. An Older Persons Strategic Framework based on the United Nations Principles for Older Persons and the AFC framework, that illustrates each City department's area of responsibility for implementation, and establishes a comprehensive and cohesive approach for the City of Winnipeg's ongoing efforts to support its aging population.

2. That the Human Rights Committee of Council, and its sub-committees on access and inclusion, be responsible for conducting engagement and consultation, in collaboration with relevant stakeholders.

3. That the Proper Officers of the City be authorized to do all things necessary to fulfill the intent of the foregoing.

ADMINISTRATIVE REPORT

Title: Age-Friendly Winnipeg Action Plan 2014 - 2026

Critical Path: Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
C. Brens	J. Dunford	T. Graham	J. Dunford

EXECUTIVE SUMMARY

On September 27, 2012, Council supported the concept of an age-friendly Winnipeg. Council directed the Public Service to create a working group to make City programs and services more age-friendly. The age-friendly working group created an action plan that was completed in 2014. It was not formally supported by Council.

On May 22, 2025, Council directed the Public Service to report back in 180 days on:

- an updated Age-Friendly Winnipeg Action Plan that builds on the 2014 plan; and
- an Older Persons Strategic Framework, that:
  - identifies each City department's responsibilities, and
  - establishes a comprehensive and cohesive approach to support Winnipeg's aging population.

More time was later provided by Council to report back. This report provides:

- a status update of the 2014 Age-Friendly Winnipeg Action Plan;
- a high-level Older Persons Strategic Framework;
- a way to develop an updated Age-Friendly Action Plan; and
- how these two documents will work together.

RECOMMENDATIONS

That this report be received as information.

REASON FOR THE REPORT

On May 22, 2025, Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the Public Service be directed to report back within 180 days with the following:

   A. An updated Age-Friendly Winnipeg Action Plan that builds on the 2014 plan;

B. An Older Persons Strategic Framework based on the United Nations Principles for Older Persons and the Age-Friendly Cities Framework, that illustrates each City department's area of responsibility for implementation and establishes a comprehensive and cohesive approach for the City of Winnipeg's ongoing efforts to support its aging population.

Subsequent extensions of time were provided by Council on December 18, 2025, and March 26, 2026.

IMPLICATIONS OF THE RECOMMENDATIONS

There are no implications associated with receiving this report as information.

HISTORY / DISCUSSION

In 2012, the City of Winnipeg participated in the World Health Organization's (WHO) Age-Friendly Cities initiative, which is a global movement connecting municipalities committed to fostering communities where people can age safely, actively, and with dignity. The WHO framework provides guidance across eight domains of community life: community and health care; transportation; housing; social participation; outdoor spaces and buildings; respect and inclusion; civic participation and employment; and communication and information.

Participation in this initiative led to the development of the 2014 Age-Friendly Winnipeg Action Plan. Organized around the WHO domains, the plan established priorities to improve accessibility, inclusion, and quality of life for older adults across City programs and services. While not formally endorsed by Council, age-friendly considerations are integrated across major areas of City work, including public works and transportation, City planning and housing, community services, and transit.

This means that improvements, whether in sidewalk design, snow clearing policies, accessible transit, or recreation programming, are being considered from the outset to support residents of all ages and abilities. This approach reflects a broader shift where Winnipeg is becoming an age-friendly city not only through individual initiatives, but through long-term, system-wide change grounded in universal design and inclusive service delivery.

This work remains timely. While Winnipeg's median age remained relatively stable at 39 years between 2008 and 2024, the proportion of residents aged 65 and older increased from 13.8 percent to 16.4 percent, an increase from approximately 90,500 to an estimated 138,700 residents. This demographic shift underscores the importance of ensuring that City policies, programs, services, and infrastructure continue to respond effectively to the needs of older adults.

Council has directed the Public Service to develop an updated Age-Friendly Winnipeg Action Plan building on the 2014 plan, and to establish an Older Persons Strategic Framework based on the United Nations Principles for Older Persons and the World Health Organization's Age-Friendly Cities framework.

Review and Status Update of 2014 Age-Friendly Winnipeg Action Plan

A review of the 2014 Age-Friendly Winnipeg Action Plan was undertaken in the preparation of this report. Since 2014, the City of Winnipeg has shifted from standalone initiatives to a more integrated, cross-departmental approach to age-friendly planning, aligning efforts across public works, transit, community services, and health partnerships. This evolution has supported the integration of accessibility into infrastructure and transit, strengthened partnerships with the Winnipeg Regional Health Authority and community organizations, and advanced approaches to housing, social inclusion, and engagement. City departments were asked to report on actions for which they were responsible and to identify progress using standardized status categories. A detailed status update is provided in Appendix A.

The status update identifies 49 unique actions that have been advanced across City departments. Of these, 15 have been completed, and 23 are ongoing or have become embedded into regular operations. Six actions were initiated but later discontinued. Several actions were duplicated across departments, reflecting the cross-cutting nature of age-friendly work but also highlighting the need for stronger coordination and accountability. Overall, the review demonstrates that, while the 2014 plan established an important vision and generated meaningful activity, enhanced implementation and governance structure is required.

Development of a Strategic Framework

An updated Age-Friendly Winnipeg Action Plan will refresh and build on the 2014 plan by incorporating lessons learned, current demographic trends, and emerging priorities. An Older Persons Strategic Framework will guide this work by defining the City's long-term goals and commitments. Grounded in the United Nations Principles for Older Persons: independence, participation, care, self-fulfillment, and dignity; and the World Health Organization's Age-Friendly Cities approach; the strategic framework will establish shared values, clarify departmental responsibilities, and strengthen overall coordination.

Together, these two documents serve distinct but complementary roles. The strategic framework will set the overall direction, while the updated action plan will define how that direction will be implemented through specific actions and initiatives. This work will require strong collaboration across City departments.

Appendix B presents a high-level Older Persons Strategic Framework and summarizes the process through which this framework may be expanded. To develop this framework further, City departments that participated in the status update of the 2014 Age-Friendly Winnipeg Action Plan would form a cross-departmental Age-Friendly Working Group to support alignment, establish clear and achievable objectives, and identify associated actions within each department's scope of work.

The City remains committed to ensuring Winnipeg continues to be a city where older adults can live safely, stay connected, and thrive in their communities. The City is anticipating reviewing the engagement of the Human Rights Committee of Council engagement sessions set to conclude in 2026.

FINANCIAL IMPACT

Financial Impact Statement **Date:** April 2, 2026

Project Name:
Age-Friendly Winnipeg Action Plan 2014 - 2026

COMMENTS:
There are no financial implications associated with the recommendations in this report.

Randy Bernard
Randy Bernard, CPA
Manager of Finance & Administration (Campus)
Corporate Finance Department

CONSULTATION

The following departments were consulted for the development of Appendix A:

- Asset and Project Management (APM)
- Community Services (CmS)
- Customer Service and Communications (CSC)
- Housing Accelerator Fund Office (HAF)
- Indigenous Relations Division (IRD)
- Planning, Property and Development (PPD)
- Public Works (PW)
- Water and Waste (WW)

OURWINNIPEG POLICY ALIGNMENT

Goal alignment: Leadership and Good Governance, Economic Prosperity, Health and Well-being, and Social Equity

Policy alignment:

1.7 Equitable Service Access
1.14 Youth Leadership
1.18 Responsive, Representative and Resilient Workforce
1.20 Succession Planning
3.3 Economic Research and Innovation
3.10 Indigenous Economic Development
3.14 Strategic Enterprise Supports
3.15 Community Capacity Development
5.4 Reconciliation with Indigenous Peoples
5.5 Indigenous Lens
5.6 Equitable Service Access
5.7 Community Cohesion

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

Consideration was given as to whether this report connects to the Winnipeg Climate Action Plan(CAP), and it was determined that the CAP is not applicable to this specific report.

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

The information presented in this report aligns with and advances the Winnipeg Poverty Reduction Strategy (2021 – 2031) as follows:

It embodies the following Guiding Principles:

- We will Uphold Human Rights
- We will Honour Relationships and Reconciliation with Indigenous Peoples
- We will Address Systemic Oppression, Trauma and Social Inequity

- We will Promote and Maintain the Welfare of All Residents
- We will Develop Trust and Meaningful Partnerships to find solutions and drive change.

It aligns with the following Goals:

Goal 1: Equity and a Culture of Caring are Demonstrated through Strategy Implementation and Systems Change

Goal 3: Equity is Embedded in all City Employment and Income Opportunities

SUBMITTED BY

Department: Community Development
Division: Office of the Chief Administrative Officer
Prepared by: Chris Brens, Greg MacPherson
Date: April 2, 2026

ATTACHMENTS:

Appendix A – Age-Friendly Winnipeg Action Plan Status Update 2014 – 2026

Appendix B – Older Persons Strategic Framework