



City of
Peterborough

To: Members of the Joint Services Steering Committee

From: Ken Doherty, Director of Community Services

Meeting Date: February 9, 2017

**Subject: Report CSSSJSSC17-003
Age-friendly Peterborough Community Action Plan**

Purpose

A report to recommend that the Joint Services Steering Committee (JSSC) endorse the Age-friendly Peterborough Community Action Plan.

Recommendations

That the JSSC approve the recommendations outlined in Report CSSSJSSC17-003 dated February 9, 2017 of the Director of Community Services, as follows:

- a) That a presentation on the Age Friendly Plan by Sarah Cullingham and Chris Kawalec be received for information
- b) That the Age-friendly Peterborough Community Action Plan be endorsed.

Budget and Financial Implications

There will be financial implications with the endorsement of the Age-friendly Peterborough Community Action Plan, which will be reflected in future decision-making and associated capital and operating budgets, subject to City and County Council approvals.

Background

Council received Report C55514-003 on March 10, 2014 approving the development of an Age-friendly Plan for Peterborough City, County and Curve Lake and Hiawatha First Nation. Following a framework developed by the World Health Organization and used by communities around the world the Peterborough Council on Aging (formerly the Seniors Planning Table) led the development of the Age-friendly Peterborough Community Action Plan.

The objective of the Age-friendly Peterborough Plan (the Plan), attached as Appendix A, is to support healthy and active aging; promote intergenerational connections; foster an appreciation of the aging process; and enhance physical, social, and health-related infrastructure.

The Plan articulates a vision for Peterborough as a thriving region that is inclusive, respectful, and accessible to people of all ages and abilities.

The Plan identifies four goals, each with associated strategic directions, and proposed activities, to be pursued with partners in the City and County of Peterborough and Curve Lake and Hiawatha First Nation. The Plan is intended to be undertaken as a collaborative and community-supported endeavour, with implementation stewarded by the Peterborough Council on Aging (PCOA).

About the Peterborough Council on Aging

The PCOA is a community-based collaborative working to improve the health, safety and wellbeing of older adults in the Peterborough region. The group formed in 2009 as the Seniors Planning Table, and began as a small collection of local organizations wanting to increase awareness of issues facing people as they age. The PCOA has since grown into a broad-based collaborative of senior-serving organizations and older adult volunteers. Other notable activities led by the PCOA, include the annual Seniors' Summit held at Trent University, and Seniors' Showcase held at the Peterborough Sport and Wellness Centre.

About the Plan Development

A subcommittee of the PCOA, the Age-friendly Peterborough (AFP) committee, oversaw the development of the Plan. The AFP committee is comprised of older adult volunteers, representatives from the City and County of Peterborough, local First Nations, senior-serving organizations, as well as researchers and academics. See Appendix B for a list of committee members.

The Plan development has been led through the Social Services Division by a full-time Coordinator, and supported by several part-time research assistants and administrative staff. The Municipality of Trent Lakes provided administrative oversight for project

funding, which was obtained through an Ontario Trillium Foundation grant and supported through additional funds from the Social Services Division.

The Age-friendly Peterborough planning process was launched in the fall of 2014, and began with background research and relationship development with partner organizations across the region. Between February and November 2015, a broad-based community consultation process was completed to gather input from residents and stakeholders. Feedback was captured through a community survey and in focus groups with older adults, informal caregivers, and service providers. In total, 1,127 responses were received to the survey and 269 participants took part in focus groups. See Appendix C for a Consultation Snapshot.

In July 2016, based on the results of the consultation process and background research, the AFP committee published the Age-friendly Peterborough 2016 Baseline Report. The Baseline Report identifies general features of an age-friendly community alongside local strengths and challenges to supporting healthy and active aging. The report also highlights relevant plans, policies, and initiatives influencing the Peterborough region.

Over late summer and early fall of 2016 Age-friendly planning staff met with representatives from over 40 partner organizations to discuss and plan activities that could address the challenges and build on the strengths identified in the Baseline Report.

The Age-friendly Peterborough Community Action Plan is the result of over two years of collective effort that included input from residents, service provider organizations, researchers, and Municipal and First Nations staff.

About the Plan

The Age-friendly Peterborough Community Action Plan is structured around four goals:

1. Older adults' basic needs are met.
2. Older adults are able to get around the community.
3. Older adults are supported to build and maintain relationships.
4. Older adults have the opportunity to learn, grow, and contribute.

For each goal, a series of strategic directions are articulated, together with list of proposed activities to be undertaken by the PCOA, Municipal, First Nation, and/or community partners. A lead partner and general timeline for each activity is also identified to ensure accountability as the Plan is implemented.

Strategies in Goal 1 'Older adults basic needs are met' are directed at improving the diversity of our housing supply and increasing housing options for older adults, providing supports to age in-place, improving health and community services, and providing enhanced supports to vulnerable older adults. Proposed activities in this goal area include supporting the development of new housing options for older adults (such

as co-housing), researching the feasibility of developing a local homeshare program, and expanding the County case worker outreach program to provide enhanced supports for low-income residents who are approaching the age of 65.

Strategies in Goal 2 'Older adults are able to get around the community' are directed at developing and enhancing rural transportation options, supporting public transit improvements in the City of Peterborough, ensuring safe and well-maintained road and active transportation infrastructure, providing adequate and accessible parking, and supporting complete community design. Proposed activities in this goal area include researching the feasibility of developing a community ride share program, developing a transit education program for older adult riders, supporting policies and procedures to enhance snow clearing on roads and sidewalks, and supporting the co-location of health and social services in integrated community hubs.

Strategies in Goal 3 'Older adults are supported to build and maintain relationships' are directed at providing vibrant downtown commercial areas, ensuring access to age-friendly parks and community facilities, improving outreach to isolated older adults, enhancing intergenerational programming, supporting businesses to become more age-friendly, and showcasing diverse images of aging and older adulthood. Proposed activities in this goal area include supporting the development of Community Improvement Plans that provide incentives for accessibility upgrades, supporting the installation of new age-friendly features in parks, and developing guidelines and tools for businesses on age-friendly practices and processes.

Strategies in Goal 4 'Older adults have the opportunity to learn, grow, and contribute' are directed at ensuring accessibility of public meetings and events, supporting volunteerism and diverse employment opportunities for older adults, promoting transparent and participatory decision-making processes, improving access to information and life-long learning opportunities, and enhancing social and recreational opportunities. Proposed activities in this goal area include developing an inventory of accessible meeting rooms available for public events, continuing to deliver the annual seniors' summit and seniors' showcase events, and supporting ongoing coordination and strategic planning for older adult programming at seniors' activity centres.

Why the Plan is needed

Our communities are aging. In 2015, for the first time in Canada the number of people over the age of 65 accounted for a larger share of the population than children under 14 years of age. In Peterborough, individuals over the age of 65 account for approximately 20% of our regional population.

Population forecasts suggest that the percentage of people aged 65 and over will grow to just over 30% of the population of Peterborough County, and to approximately 26% of the population of the City of Peterborough by 2041. In this time, the number of individuals aged 90 years and over will also increase substantially. In the County of Peterborough, this demographic is projected to grow from 320 individuals in 2011 to

2,190 individuals in 2041. In the City, the number of people aged 90 years and over is projected to grow from 1,010 individuals in 2011 to 2,260 individuals by 2041.

The demographic shifts projected over the next 25 years make this a crucial time to ensure that we have appropriate services, programs, policies, and infrastructure in place to support our residents as they age. The Plan provides the framework for municipalities, local organizations, and volunteers to have aging issues factored into decisions being made in the community.

The World Health Organization suggests that age-friendly communities are one of the most effective policy responses to support an aging population. Accessible physical environments, robust social networks, and responsive community services can all help to support an aging population.

Age-friendly communities can deliver a significant return on investment by providing infrastructure, services and programs that enable older adults to remain productive and engaged members of their communities.

In economic terms, older adults represent a highly-skilled and growing segment of the workforce, with studies out of the United States showing that individuals over 50 years of age represent the fastest growing group of business owners. Older adults also exert substantial purchasing power as consumers, and bring significant tourism dollars to communities in which they travel.

In social terms, older adults have been shown to disproportionately participate in philanthropic and charitable activities, make up a significant portion of the volunteer-force, and play essential care roles in their families.

Planning for an age-friendly community today will ensure that we can benefit from new opportunities for economic and social development, and make efficient and effective investments in our social and physical infrastructure.

Summary

The City of Peterborough, Municipality of Trent Lakes, County of Peterborough, Trent University and numerous local organizations have demonstrated leadership in the development of the Peterborough Council on Aging and the Age-friendly Peterborough Community Action Plan.

Positioned as a regional, collaborative, and community-supported Plan, the Age-friendly Peterborough Plan articulates a vision for a thriving, accessible, and inclusive region and sets goals, strategic directions, and proposed activities to achieve it. The City of Peterborough will be a critical partner in supporting the implementation of this Plan and the realization of this collective vision for our community.

Submitted by,

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Attachments:
Appendix A – Age-friendly Peterborough Community Action Plan
Appendix B – Age-friendly Peterborough Committee Members
Appendix C – Age-friendly Peterborough Consultation Snapshot