



City of  
**Peterborough**

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**To:** Members of the Joint Services Steering Committee

**From:** Ken Doherty, Director of Community Services

**Meeting Date:** June 8, 2017

**Subject:** Report CSSSJSSC17-006  
Creation of an Age-friendly Peterborough Advisory Committee

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## **Purpose**

A report to endorse the creation of the Age-friendly Peterborough Advisory Committee (AFPAC) as a standing committee of City Council that will report to the Joint Services Steering Committee.

## **Recommendations**

That the Joint Services Steering Committee endorse the recommendations outlined in Report CSSSJSSC16-006 dated June 8, 2017, of the Director of Community Services, as follows:

- a) That as of June 26, 2017, an eleven member AFPAC be created to:
  - i. Be an Advisory Committee of Council reporting to the Joint Services Steering Committee;
  - ii. Include one Member of City Council and one Member of County Council; and
  - iii. Be given the authority to establish sub-committees as necessary.
  
- b) That the AFPAC be included in the Consolidated Municipal Services Management Agreement, between the City and County and that this be reflected by a letter between the parties;

- c) That the following candidates be appointed Members of the first AFPAC for a term of June 26, 2017 to March 1, 2019 and that a Member from both City Council and County Council be appointed as soon as possible for the same time period:
- Danielle Belair
  - Dawn Berry-Merriam
  - Alan Cavell
  - Kerri Davies
  - Ann MacLeod
  - Mark Skinner
- d) That City and County Councils be encouraged to adopt the Terms of Reference for the Age-Friendly Peterborough Advisory Committee as outlined in Appendix A and to proceed with approval of appointments accordingly.

## Budget and Financial Implications

There are no budget or financial implications arising from this report. There may be some minor operating funds required to support the AFPAC during the transition period from the Peterborough Council on Aging. These costs can be accommodated within the Community Development Program operating budget. City of Peterborough will supply administrative staff resources for running the AFPAC.

## Background

According to the 2016 Census data, 22.3% of people living in the City of Peterborough and 23.5% in the County of Peterborough are over 65 years of age. This is up from 19.99% and 20.28% respectively in 2011. The Provincial average in 2016 is 16.7%. These percentages are projected to grow to 26% in the City and 30% in the County by 2041. This demographic shift is being experienced across Canada and around the world as the “Baby Boomers” (those born between 1946 and 1964) age, so does the proportion of people in older age brackets.

There is growing attention at all levels of government toward this demographic shift and the potential impacts on programs and services. There are both challenges and opportunities with this shift. Some of the opportunities include:

- Increase local spending on things such as tourism, fitness, arts, culture, heritage, etc.
- Experience in the workforce
- Mentoring options for younger generation
- Growth in volunteerism
- Preservation of historic knowledge, stories and culture heritage.
- Participation in philanthropic activities
- Informal caregiving roles
- Start-up businesses and entrepreneurship

An aging population could experience growth in some of the following challenges:

- Demands on health care services
- Increased demand for dementia care
- Transit needs
- Need for formal and in-formal care-givers and care-giver supports
- More housing options
- Accessibility needs in more locations
- Elder abuse and fraud
- Emergency response and preparedness
- Low income and vulnerable seniors
- Need for community and home-based services
- Accessing information to navigate various service sectors

There is a role for local municipalities, organizations, institutions, business and individual residents to address some of the challenges and to develop strategies that take advantage of the opportunities that may result from an aging population. Many actions have already taken place or are in the planning stages. The Peterborough Council on Aging is a local organization that formed to help facilitate dialogue and action among these various sectors with the goal of improving the quality of life for seniors in our community.

### **Transformation of the Peterborough Council on Aging**

The Peterborough Council on Aging (PCOA) started as the Peterborough Seniors Planning Table in 2008 as an informal group of local agencies that provide services to seniors. The group formed in response to the growing need for coordinated efforts to serve the expanding seniors population. The group delivered a Seniors Summit in 2009 and 2011 to improve public awareness of local programs and services related to aging. Improved communications and networking among the members also resulted.

Interest and participation in the group grew with more organizations, institutions and volunteers joining. In 2013 they became the PCOA and developed their first Terms of Reference and formed new committees in an effort to more effectively address the growing demands and issues being brought to the organization. These changes were also made to reflect the PCOA's desire to make tangible gains in the quality of life of seniors in Peterborough. Some of the notable activities that have been undertaken or supported by the PCOA include:

- Annual Seniors Showcase
- Annual Seniors Summit
- Age-friendly Plan development
- Age-friendly Business Strategy development
- "Best Before Date" advertising campaign to combat ageism
- Music for Your Life

In 2016 the PCOA realized that its structure would need to change again to meet both current and anticipated demands. As the project to create an age-friendly plan progressed, it was clear that the PCOA was not prepared nor equipped to lead the implementation of the plan. It was also in a weak position to be an effective resource to the community for a growing volume of age-friendly initiatives.

### **Background on Age-friendly Cities and Communities**

In 2007 the World Health Organization (WHO) developed a framework for cities and communities around the world to create age-friendly plans. The framework provided cities and communities with a mechanism to proactively address the challenges and realize the opportunities that would emerge as the demographic shift toward an aging population emerged. The framework focuses on the following areas:

1. Outdoor spaces and buildings;
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community support and health services

The framework was built on the concept of *active aging*, which is “the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age. It allows people to realize their potential for physical, social and mental well-being through the life course and to participate in society, while providing them with adequate protection, security and care when they need.” (World Health Organization, 2002).

The WHO also established the Global Network for Age-friendly Cities and Communities (the Network) to foster the exchange of experience and mutual learning between cities and communities worldwide. There are currently over 400 member communities in this Network. The Peterborough region was accepted into this Network in spring 2016 in recognition of the work and ongoing planning being done to support our older residents.

### **The Age-friendly Peterborough Community Action Plan**

In 2013 the PCOA supported the development of an age-friendly plan for the City and County of Peterborough and Curve Lake and Hiawatha First Nations using the WHO framework. In 2014, City, County and First Nations Councils formally supported the development of an age-friendly plan. To undertake this work, a 3-year Ontario Trillium Foundation Grant was secured which led to the hiring of a Coordinator on a contract basis.

Extensive research, planning, collaboration and consultation went into the development of the Age-friendly Peterborough Community Action Plan (Age-friendly Plan). The consultation phase of included:

- 1,127 completed surveys
- 269 participants in numerous focus group sessions
- Individual engagement with local organizations that serve seniors
- Individual engagement with staff of local government departments at the City, County, Townships and First Nations.

The Age-friendly Plan was completed in early 2016 and adopted on February 15, 2017 by the County of Peterborough and on March 6, 2017 by the City of Peterborough. As of April 18, 2017 all eight Townships in the County of Peterborough have also adopted the Age-friendly Plan. The Age-friendly Plan will be presented to Curve Lake and Hiawatha First Nations for adoption in the near future.

The Age-friendly Plan has the following four primary 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.

The Age-friendly Plan is an ambitious plan that contains 146 actions. Every action relates to one of the above Goals. Each action is also directly linked to a local organization, institution or government department that will be the primary lead for the implementation of that action. Most importantly, the Age-friendly Plan creates a framework to help address the needs and benefit from the opportunities that will emerge from an aging population.

### **New Advisory Committee being Proposed**

In 2016 the PCOA appointed a Governance Task Force. The purpose of the Task Force was to evaluate various governance models and recommend a preferred structure that would best position the PCOA to implement the Age-friendly Plan and be a resource to the community on age-friendly initiatives. The members of that Task Force included:

- Cathy Berges, Volunteer
- Sarah Cullingham, Municipality of Trent Lakes
- Ken Doherty, City of Peterborough
- Maggie Doherty-Gilbert, Volunteer
- Chris Kawalec, City of Peterborough
- Dawn-Marie LeBlanc, Curve Lake First Nation
- Ann MacLeod, Trent-Fleming School of Nursing

- Councillor Keith Riel, City of Peterborough
- Julie Thompson, Hiawatha First Nation

After considering many options, the Task Force recommended that the PCOA become a formal advisory committee to the City, County and First Nations Councils. For the City and County it was recommended that the advisory committee report to the Joint Services Steering Committee (JSSC). The reasons for recommending this structure included:

- Formalize a relationship with local government to provide support and advice on aging issues when needed.
- Create a desirable organization structure and stability.
- Improve access to municipal staff expertise.
- Reduce formal Membership to a more manageable and effective size.
- Clarify expectations, roles and responsibilities of Members and volunteers
- Clarify fiduciary duties.
- Resolve potential liability issues.
- Some funding security through the Community Development Program.
- Create a coordinated and increased municipal role in addressing issues related to aging.

Other structures were considered including: the formation of an advisory committee that reported only to the City; forming an incorporated not-for-profit corporation; and maintaining the status quo. These options were rejected for reasons that include:

- The committee needed to be accountable and report beyond the City since the scope of the Age-friendly Plan is regional.
- Fundraising to support a new not-for-profit organization could be detrimental to other organizations that serve seniors.
- A new not-for-profit could duplicate efforts already being done.
- Limited time and resources would be consumed in the administration of a new not-for-profit organization.
- The current structure did not allow for effective decision-making.
- Difficult to establish a unified advocacy position.
- Staff resources would be limited.

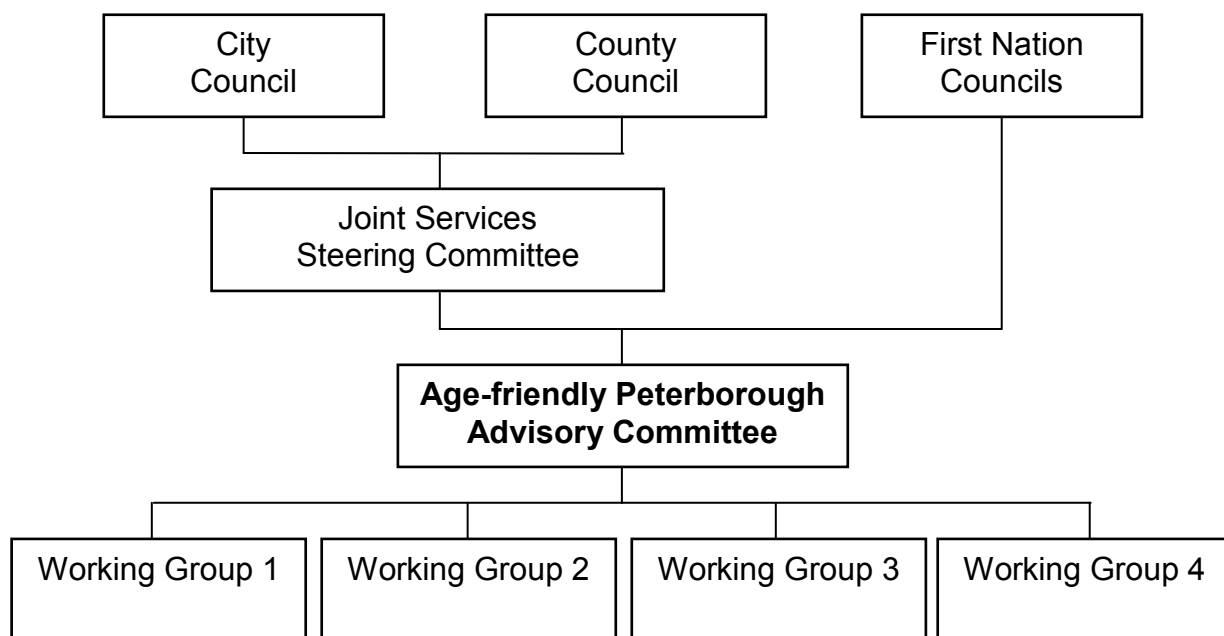
Discussions are progressing with Curve Lake and Hiawatha First Nations; however, formal reporting procedures by the AFPAC to Chief and Councils have not been decided. One option being considered in Curve Lake is for the AFPAC to report to their Health and Family Services Committee who in turn would report to the Chief and Council. These discussions will not impact the reporting process to the JSSC, however, further amendments to the Membership and Terms of Reference may occur as discussions progress with both First Nations.

The AFPAC would have four working groups that coincide with the four Goals identified in the Age-friendly Plan. The working groups will be:

1. Meeting Basic Needs
2. Staying Mobile
3. Building Relationships
4. Learning & Contributing

Diagram 1 illustrated to proposed structure of the Age-friendly Peterborough Advisory Committee.

**Diagram 1:** Proposed Reporting Structure for the Age-friendly Peterborough Advisory Committee



The PCOA endorsed the new governance structure their meeting on March 13, 2017. A Draft Terms of Reference for the AFPAC is found in Appendix A.

### Benefits to Local Governments

Adopting the Age-friendly Plan was a positive step in recognizing the importance and growing needs of the aging population. Forming an advisory committee devoted to aging issues shows further leadership and commitment to improving the quality of life of residents as they age. Many of the benefits identified by the Governance Task Force of the PCOA also apply as benefits to the City, County and First Nations. One of the critical benefits to forming an advisory committee is the access that Councils and municipal staff will have to a group of experts in the field of aging and services to

seniors. As age-friendly principles and practices become part of everyday functions and programs, the growing number of older adults in our community will benefit.

### Staff Support

The AFPAC would receive staff support through the Community Development Program, however, the Age-friendly Plan is linked to many divisions and departments in the City, County, and Townships. Various staff would become involved and contribute to the work of the AFPAC pending the availability of time and resources. Divisions and departments that have actions in the Age-friendly Plan include:

- Accessibility
- Arts, Culture and Heritage
- EMS
- Fire Services
- Housing
- Planning
- Police
- Public Works
- Recreation
- Social Services
- Transportation

### Proposed AFPAC Members

It is being proposed that the AFPAC will have eleven members. To form the first AFPCA the six candidates listed in Chart 1 are being proposed as Members to fill non-elected seats, other than the First Nations Community Seat. The recommended Members have a strong history with the PCOA and to local organizations that serve seniors in the City and County of Peterborough.

#### Chart 1: AFPAC Seats and Proposed Members

<b>Seats</b>	<b>Status</b>
City Councillor	Vacant
County Councillor	Vacant
Curve Lake Councillor	Vacant
Hiawatha Councillor	Vacant
City Community Seat	<b>Ann MacLeod</b>
County Community Seat	<b>Kerri Davies</b>
First Nations Community Seat	Vacant
Meeting Basic Needs Working Group Chair	<b>Alan Cavell</b>
Staying Mobile Working Group Chair	<b>Danielle Belair</b>
Building Relationships Working Group Chair	<b>Dawn Berry-Merriam</b>
Learning & Contributing Working Group Chair	<b>Mark Skinner</b>

It is being recommended that these Members have a term from June 26, 2017 to March 1, 2018. Committee appointments normally end on November 30 of each year, however, the municipal election in 2018 pushes the end date of appointments to the beginning for March.



The PCOA endorsed the appointment of the 6 proposed Members for the first AFPAC at their meeting on May 8, 2017.

## Summary

Statistics clearly indicate that the City and County of Peterborough are experiencing a demographic shift with an increasing proportion of the population moving to the older age brackets. This shift is more pronounced in the County compared to the City. Local governments, organizations, and institutions need to prepare for the impacts of this shift. The Peterborough Council on Aging led the creation of an Age-friendly Peterborough Community Action Plan which was adopted by City, County and all Township Councils in early 2017. The Age-friendly Plan is a framework to help address the needs and benefit from the opportunities of an aging population.

To facilitate the implementation of the Age-friendly Plan it is being recommended that the PCOA transform into a formal advisory committee (Age-friendly Peterborough Advisory Committee) that reports to the Joint Services Steering Committee. By forming this advisory committee the City would be creating a coordinated municipal mechanism for addressing the issues facing an aging population with the goal of improving the quality of life of seniors in the community.

Submitted by,

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Attachments:

Appendix A: Draft Age-friendly Peterborough Advisory Committee Terms of Reference