



City of
Peterborough

To: Members of the General Committee

From: Ken Doherty, Director of Community Services

Meeting Date: March 26, 2018

Subject: Report CSRS18-006
Whitlaw Mariners Seniors Club and the Seniors Active Living Centres Act

Purpose

A report to inform of the provincial **Seniors Active Living Centres Act 2017**, and a request from the Whitlaw Mariners Seniors Club for the City to support its application for funding through the Act.

Recommendation

That Council approve the recommendation outlined in Report CSRS18-006 dated March 26, 2018, of the Director of Community Services, as follows:

That the Whitlaw Mariners application to the Ministry of Senior Affairs, for funding through the **Active Living Centres Act 2017, S.O. 2017** be supported by the City, through a commitment to provide ongoing municipal funding to the Whitlaw Mariners Seniors Club, in an amount equal to 20% of their net annual operating costs, beginning in 2019.

Budget and Financial Implications

If the recommendation of this report is approved, the City would be committing to ongoing annual funding to the Whitlaw Mariners Seniors Club beginning in 2019, in an amount equal to 20% of the Club's annual operating expenses. The amount will fluctuate from year to year. The municipal commitment is a condition of eligibility under the **Active Living Centres Act 2017, S.O. 2017**. The estimated amount for 2019 is

approximately \$9,200, which will be included as an expense in the Recreation Division's operating budget, beginning in 2019.

Background

Seniors Active Living Centres Act 2017

The number of seniors in Ontario is growing. Today there are over two million seniors in Ontario and this number is expected to double in the next 25 years. For the first time, there are now more Ontarians over the age of 65 than there are children under the age of 15. In 2013, the Government of Ontario released its Action Plan for Seniors, and in 2017 established Canada's first stand-alone Ministry of Seniors Affairs to further enable its vision to make Ontario the best place to grow up and grow old in North America.

The Ministry of Senior Affairs is committed to promoting the development of age-friendly communities and programs that acknowledge the contribution of seniors and keeps seniors active, healthy and engaged. Age-friendly communities are those that have programs and resources in place for seniors to lead healthy, active independent and engaged lives and continue to learn, contribute and be safe.

In October of 2017, the **Seniors Active Living Centres Act 2017, S.O. 2017** was proclaimed, replacing the former Elderly Persons Centre Act R.S.O. 1990. The province of Ontario annually funded 263 centres through the **Elderly Persons Centres Act**, in the amount of \$11.5 million. The existing funding approvals will continue under the **Seniors Active Living Centres Act**.

As a result of the 2017 Ontario Budget, the government announced its desire to expand up to 40 new centres through an additional \$8 million investment in maintenance and operating grants over the next three years. Centres wishing to access an operating grant must apply to the Province for funding. A condition of provincial funding is to secure a financial commitment from the Municipality within which the programs are offered, in an amount equal to 20 per cent of the net annual cost to the approved operator of maintaining and operating the approved program.

Senior Recreation Centres in the City of Peterborough

There are three recreation centres operating within the City of Peterborough, with programs and services dedicated specifically to seniors. Those centres are Activity Haven, Maple Ridge Recreation Centre, and the Whitlaw Mariners Seniors Club, operating within the McDonnell St. Activity Centre.

Activity Haven and Maple Ridge Recreation Centre are among the 263 centres in the province who previously received funding through the **Elderly Persons Centres Act**, and continue to receive funding under the **Seniors Active Living Centres Act**. The City provides annual funding to both centres. The City's approved 2018 operating

budget includes allocations of \$70,493 to Activity Haven, and \$43,850 to Mapleridge Recreation Centre.

All three centres depend heavily on volunteers to meet their operational needs.

Whitlaw Mariners Seniors Club - Funding Request

The Whitlaw Mariners Seniors Club has expressed to City Staff its desire to apply to the province for funding through the **Seniors Active Living Centres Act**. City Staff have confirmed with the Province that the Ministry of Senior Affairs would consider all programs currently offered by the Whitlaw Mariners Senior Club to be new programs, as they were not previously funded through the **Elderly Persons Centres Act**.

The Whitlaw Mariners operate at the McDonnel Street Activity Centre, through a partnership agreement with the Peterborough Lawn Bowling Club (PLBC). Whitlaw Mariners provided City Staff with the annual financial statement for the McDonnel Street Activity Centre, dated August 31, 2017. Under the terms of their agreement dated July 5, 2012, the assets and liabilities of the Centre are owned proportionately by the partners as follows: PLBC – 60%, Whitlaw Mariners Seniors Club – 40%. In addition, the revenue and expenses of the Centre are allocated to the partners on the same basis each year.

The annual municipal contribution would be 20% of the Whitlaw Mariners Seniors Club's 40% share of the annual operating revenue and expenses. Based on the August 31, 2017 financial statement for the McDonnel Street Activity Centre, the municipal commitment would be \$9,238. Staff recommends that such a commitment be made, in keeping with the municipal support provided to the other two senior recreation centres operating within the City.

Rationale for Supporting Three Senior Recreation Centres

The Background report of the City's Vision 2025 Document identifies population projections for the City of Peterborough for 2011, 2021, 2031, and 2041. The projections are based on the Ontario Places to Grow Targets and Calculations produced by Hemson Consulting Ltd. The City's population that is 55+ years of age was at 33.2% (26,145) in 2011. It is projected to increase to 35.3% (31,960) by 2021, to 36.8% (37,850) by 2031, and 36.2% (41,685) by 2041.

The demand for senior recreation and leisure services is going to steadily increase over the next two decades.

In January 2016, City Staff invited representatives from all three senior recreation centres to begin to meet regularly, on a quarterly basis. The purpose of bringing these parties together was to improve communication, discuss opportunities to coordinate scheduling and programming, minimize duplication, share best practices, strategize on how to market better to the target age group, and plan for the future. The Peterborough Sport and Wellness Centre (PSWC) also participates, as it provides programming

suitable for the target demographic. Over time, representatives from the YMCA and Trent University Athletics Centre have joined the group.

Much of the group's focus beginning in 2017 was on reviewing general patterns for the older adult, impacting how recreation and leisure services will need to be delivered over the next decade. Examples include:

- Trends indicate that tomorrow's older adults want to mix with younger adults & participate in activities based on their ability rather than age. That will have implications for 'older adult-specific' programming and facilities.
- Most will not want to be labeled as a 'senior', and will avoid current types of programming associated with an older generation of senior adults.
- Programs & facilities to support physical health and mental wellbeing will be popular & the Baby Boomer generation will be willing to pay for these opportunities, because of their importance to them.
- This new generation of older adults will be more willing to pay for a program, course or organized activity than to volunteer to organize and offer it.
- Membership commitments will become increasingly less popular with this group. That will have significant implications for membership-based operational models.
- With their full day time schedules and increased mobility, Baby Boomers will increasingly demand prime time at facilities, rather than the traditional weekday daytime periods.
- An increasing proportion of the new generation of older adults tends to enjoy activities that are more individual and small group in nature rather than traditional large group events. This will have implications for fitness programming, & many other large group-oriented & team activities.
- The expectations of older adults re: volunteering is changing, increasingly influenced by the values, perspectives and experiences of the Baby Boomer generation.
- Interest in multi-facility complexes, which could include an older adult wing or component - primarily for middle-aged and older seniors who seek a less busy and more secure environment.

The Age Friendly Peterborough Advisory Committee (AFPAC) was successful in securing an \$80,000 grant through the United Way to hire a consultant to conduct a study of the trends, and to develop a 10-year programming and facility strategy to properly address the recreation and leisure needs of the older adult. The Learning and Contributing Working Group of the AFPAC will facilitate the project via a task force consisting of representatives from the Senior Recreation Centres, the Peterborough Sport & Wellness Centre, the City's Recreation and Social Services Divisions, the YMCA, and Trent Athletics Centre, and the Municipal Access to Recreation Group.

The study area will include the City of Peterborough, as well as the eight townships, and First Nations in the County.

The process of conducting the study, developing a long term strategy, and then implementing it will take time. In order to continue providing existing services, the Whitlaw Mariners find themselves in a position where the need to apply for provincial funding as early as possible. Staff recommends that Council supports their request for funding.

Summary

In October of 2017, the **Seniors Active Living Centres Act 2017, S.O. 2017** was proclaimed, replacing the former **Elderly Persons Centre Act R.S.O. 1990**. The Ontario government announced its intention to expand up to 40 new centres through an additional \$8 million investment in maintenance and operating grants over the next three years. The Whitlaw Mariners Seniors Club has expressed its desire to apply to the province for funding through the **Seniors Active Living Centres Act**. Conditions of approval for provincial funding include a requirement for the Municipality to make an ongoing financial commitment, in an amount equal to 20 % of the net annual cost to the approved operator of maintaining and operating the approved program. City Staff recommend that such a commitment be made, in keeping with the municipal support provided to the other two senior recreation centres operating within the City.

Submitted by,

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