



City of  
**Peterborough**

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

**From:** **Sandra Clancy**  
**Chief Administrative Officer and Acting Commissioner of**  
**Community Services**

**Meeting Date:** **September 12, 2019**

**Subject:** **Report CSSSJSSC19-006**  
**Age-friendly Peterborough Advisory Committee Update**

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## **Purpose**

A report to provide an update to the Joint Services Steering Committee on the activities, progress, and plans of the Age-friendly Peterborough Advisory Committee.

## **Recommendation**

That Joint Services Steering Committee endorse the recommendation outlined in Report CSSSJSSC19-006 dated September 12, 2019, of the CAO and Acting Commissioner of Community Services, as follows:

That Report CSSSJSSC19-006 and a presentation on the Age-friendly Peterborough Advisory Committee by Chris Kawalec, Community Development Program Manager and Jayne Culbert, Age-friendly Coordinator be received for information.

## **Budget and Financial Implications**

There are no budget or financial implications resulting from the endorsement of recommendations in Report CSSSJSSC19-006. Some of the initiatives listed in this report may require additional funding or staffing and will only be considered if additional funds or staff resources are available.

## **Background**

The Age-friendly Peterborough Advisory Committee (AFPAC) was created on July 31, 2017 through Report CSSS17-006 with the mandate of implementing the Age-friendly Peterborough Community Action Plan. AFPAC replaced the Peterborough Council on Aging which replaced the Peterborough Seniors Planning Table in 2015.

AFPAC has four working groups responsible for implementing The Age-friendly Peterborough Community Action Plan (the Plan) that was adopted on February 27, 2017 through Report CSSS17-001 and subsequently adopted by the County of Peterborough, all 8 Townships, Curve Lake First Nation, and Hiawatha First Nation. The Plan contains over 140 recommendations and actions that aim to address issues faced by older adults while celebrating and benefiting from their community involvement.

The working groups, which are explained in more detail later in this Report, include:

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

These working groups are comprised of volunteers, organizations, businesses, institutions and local governments who contribute their time, expertise, and resources to implementing the Plan. They meet on a monthly basis to advance the priorities in the Plan.

The governance structure of AFPAC is attached in Appendix A.

## **Staff Support**

City Council approved hiring an Age-friendly Coordinator in the 2018 Budget to implement the Plan and support AFPAC. The position was filled by Jayne Culbert in June 2019. Complications and setbacks during the hiring process caused numerous delays in the recruitment.

Support from other City areas to implement the Plan has been strong and meaningful and includes staff from Transportation, Housing, Accessibility, and Recreation.

Many local organizations and institutions are members on the working groups, and they commit staff resources to support AFPAC. These members include:

- Activity Haven
- Alzheimer Society
- Community Care Peterborough
- Elder Abuse Ontario

- Fleming College
- Greater Peterborough Chamber of Commerce
- Kawartha Centre
- Kawartha Participation Project
- Older Women's Network
- Peterborough Family Health Team
- Peterborough Housing Corporation
- Peterborough Lawn Bowling Club
- Peterborough Public Health
- Peterborough Regional Health Centre
- Trent University/Fleming School of Nursing
- Trent Centre for Aging and Society
- United Way of Peterborough and District
- VON

## Funding

In late 2017, the United Way of Peterborough and District (UWPD) approached the City with a funding opportunity to support seniors. A family bequeath of approximately \$375,000 was offered to address seniors' issues in the greater Peterborough area. AFPAC has worked closely with the UWPD to identify priorities and implement approved projects. The following projects, which are described in more detail below, have been approved by the UWPD for funding:

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|--|----------|
| • Age-friendly Business Program*                   | \$10,000 |
| • Walkability Assessment Program*                  | \$5,000  |
| • Age-friendly Peterborough Report (Video Project) | \$40,000 |
| • Recreation, Leisure and Facilities Study         | \$80,000 |
| • Health and Housing Navigation Study (Phase 1)*   | \$31,100 |
| • Age-friendly Coordinator Salary                  | \$30,000 |

\* Projects to be started in 2019

The support for the Coordinator's salary is being made in 3 annual payments of \$10,000. To date, a total of \$196,100 has been approved by the UWPD to support AFPAC.

Other government funding opportunities were available in 2019, including the Seniors Community Grant Program (Provincial) and the New Horizons for Seniors Grant Program (Federal). Since AFPAC is receiving funding from the UWPD it was decided not to compete for these grants. Instead, funding and support was offered through the Community Development Program Operating Budget to leverage these grant sources for partner organizations. Four of these include:

1. **Otonabee Court, Keene.** Applying for \$25,000 to upgrade their exercise room and improve physical activity and socialization of community seniors. \$5,000 was offered in leveraging funds by Community Development Program.
2. **Bridgenorth Library, Bridgenorth.** Applying for \$16,000 to develop an intergenerational program that will help foster connections between seniors and youth in the community. \$3,000 was offered in leveraging funds by Community Development Program.
3. **Kawartha Participation Project, Peterborough.** Applying for \$25,000 to renovate their community room at 77 Towerhill Road to offer improved access and programming for seniors and people with disabilities. AFPAC provided a letter of support.
4. **Peterborough Rowing Club Masters** applied for \$25,000 to upgrade their equipment and facilities to accommodate senior needs and to prepare the clubhouse for hosting the Ontario 55+ Summer Games where 1,000 seniors will compete in rowing events. AFPAC provided a letter of support.

### **AFPAC Activities**

AFPAC's four working groups incorporated the strategic directions from the Plan into their work plans and have identified priority actions. Each project has integrated community support and engagement. AFPAC also bolsters initiatives from other organizations who serve seniors. Task forces are established by the working groups to concentrate on a specific project.

### **Basic Needs Working Group**

The goal of the Basic Needs Working Group is to complete actions so that older adult basic needs, such as housing, health care, and income, are met. The strategic directions of this working group are:

- a diverse housing supply;
- appropriate housing choices;
- supports to age in place;
- health care on time and in place;
- diverse community support programs; and
- enhanced support services for vulnerable older adults.

The working group has contributed to:

- the CoHealth app lead by the Peterborough Family Health Team;
- researched best practice seniors housing models;
- provided representation on the Housing and Homelessness Steering Committee;
- supported the expansion of the City's Homemakers Program; and

- are promoting the 211-hotline.

This working group is starting a Health and Housing Navigation Study with the objective to develop resources to help residents, caregivers, and practitioners find the health and housing services they need as they, or the people they support, age. AFPAC will second 2 staff from Peterborough Public Health to conduct research and provide data analysis. The project will develop an inventory of supports and services available to age-in-place in their current home or to transition to more supportive housing. Phase one is divided into three components; an aging-in-place service directory, a directory of housing options suitable for an aging population who requires support to maintain their health, and a profile of the current and future aging population in the greater Peterborough area. Phase two will incorporate the data collected to forecast future service and housing needs, identify gaps and recommend housing options. 211 will manage the database.

### **Staying Mobile Working Group**

The goal of the Staying Mobile Working Group is to ensure older adults can get around the community. Their strategic directions include:

- rural transportation options;
- improved public transit;
- roads with safety features that support the needs of older adults;
- a connected active transportation network;
- adequate accessible parking; and
- complete community design.

Three project priorities for this working group are the Community Transportation Project, Walkability Assessment Program, and Transit Education Strategy.

The Township of Selwyn received a Province of Ontario Community Transportation grant for \$1.488 million over 4 years starting in 2019. AFPAC, the Social Services Division, and Transportation Division are supporting this project. The objective is to create a transportation service between Curve Lake, Selwyn and the City of Peterborough. The project also includes a feasibility study that will evaluate options for delivering transportation service across the County.

The objective of the Walkability Assessment Program is to have healthy communities that provide safe, accessible and enjoyable places for everyone to walk, bike and be active as part of their daily routine. A Walkability Assessment provides municipalities with design recommendations on how facilities including parks, sidewalks, and neighbourhood planning can be more age-friendly. Planning for walking happens at many different levels, ranging from master plans, community improvement plans, and official plans to regional and provincial plans and policies. Conducting a Walkability

Assessment can enhance the planning process as it highlights neighbourhood strengths and assets while challenges and concerns can be addressed.

Two pilot Walkability Assessments were conducted in 2017; one in Apsley on Burleigh Street, and one in the City of Peterborough on Hunter Street East. Municipal staff, agency staff, and local seniors participated and contributed to the two pilots that recommended actions for community infrastructure improvements. The assessment aimed to add value to existing municipal initiatives such as active transportation, road safety, accessibility, economic development and age-friendly communities. The working group is currently developing a strategy for implementing this program.

A Transit Training Program will be developed to educate and inform older adults about accessible features of local transit and other transportation services in the region. The Program could include a Transit Training video and bus tours to demonstrate the ease of using community transit. This Program will be developed in partnership with Peterborough Transit and Community Care Peterborough.

### **Building Relationships Working Group**

The role of the Building Relationship Working Group is to initiate projects that ensure older adults feel they are supported to build and maintain relationships. The strategic directions of this working group include:

- vibrant downtown commercial areas;
- age-friendly parks and community facilities;
- outreach to isolated older adults;
- intergenerational programming;
- diverse representations of aging; and
- age-friendly businesses.

The working group has supported community projects, such as Alzheimer Society Peterborough Minds in Motion program, 2019 ReFrame Film Festival, Trent University Bodies in Translation digital storytelling workshop, and an Intergenerational Story Telling project.

In 2016, AFPAC received a Provincial grant of \$50,000 to develop an Age-friendly Business Program. AFPAC partnered with the Alzheimer Society to develop this Program as they had just completed their Living Well with Dementia Program which trained businesses to assist customers with dementia. The Age-friendly Business Program will be piloted in Millbrook in partnership with the Millbrook Chamber of Commerce, BIA, Community Care, Alzheimer Society, Nexicom and other local businesses.

The goal of the Project is to inspire and educate the business community about age-friendly practices and philosophy and recognize businesses who implement those practices. An Age-friendly Business Guide has been designed to provide insight into the

older adult market and to provide practical, no-cost, and low-cost tips to assist businesses in reaching and engaging the growing market of older adults. Once implemented, businesses will conduct a self-assessment using a checklist to highlight where they are age-friendly and identify areas of improvement. Businesses will be offered a customer-service workshop that trains staff on the importance of having an age-friendly business, how to engage older adult customers, how to help those with dementia and other health issues, how to identify elder abuse, how to better communicate with older adults, how to make their physical environment safer and more comfortable, and how to support older adult workers. Seniors will be engaged in the program to provide insight and to assist with assessments and training. AFPAC will publicly recognize businesses who participate in the Program and take steps to become more age-friendly.

The Peterborough Age-friendly Business Program has been recognized as a best practice in other communities and organizations. Chris Kawalec, Community Development Program Manager and Terry Guiel, Executive Director of the DBIA presented this Program through a webinar to the Ontario Business Improvement Area Association in April 2019.

According to the Government of Canada Report on the Social Isolation of Seniors, “social isolation affects the psychological and cognitive health of seniors. It is associated with higher levels of depression and suicide. Social isolation is considered a risk factor for elder abuse including financial abuse and may increase fear of crime and theft, thus making seniors even less likely to participate in social activities”. The Building Relationship Working Group has prioritized the development of an Isolation Strategy to address the needs of local seniors. With the help of Trent/Fleming nursing students, the working group will create an inventory of programs that combat isolation, social opportunities for seniors in the community, identify gaps, and research best practices on how other communities have approached social isolation. This work will inform AFPAC on its role to address isolation.

### **Learning and Contributing Working Group**

The goal of the Learning and Contributing Working Group is for older adults to have the opportunity to learn, grow, and contribute as they age. The working group’s strategic directions include:

- accessible public meetings and events;
- support for volunteerism;
- diverse and flexible employment opportunities;
- transparent and participatory decision-making;
- access to information;
- life-long learning opportunities and
- diverse social and recreation opportunities.

This working group has prioritized the following projects: Recreation, Leisure, and Facility Study; Age-friendly Peterborough Report TV show; the Seniors Showcase; Summit on Aging and a Communication Strategy.

The objective of the Recreation, Leisure, and Facility Study is to develop a strategy that increases the participation of seniors in recreation and leisure activities and identify facility and infrastructure needed. The project has a focus on addressing the needs and challenges facing the three local senior activity centres: Activity Haven, Mapleridge, and McDonnell Street. AFPAC aims to attract more seniors to centres and activities in order to increase physical activity and decrease social isolation. A task force comprised of staff from City of Peterborough, Curve Lake First Nation, United Way, Township of Selwyn, and Activity Haven worked with a consultant to undertake the study. An extensive consultation and outreach process were part of this project. Over 1,200 people provided information and feedback through focus groups, surveys, and interviews. The report and recommendations will inform AFPAC next steps.

The purpose of the Age-friendly Peterborough Report is to develop videos that educate older adults about issues they are facing. Four videos have been created on the topics of housing, transportation, arts, and dementia. Once complete, the videos will be broadcasted on YourTV and posted online through a YouTube channel.

AFPAC is developing a strategy for communication internally between working group members, City, County, Townships, First Nations, and externally to communicate to the public, partners and funders. The strategy will include knowledge sharing, strengthening and building relationships, promoting the Age-friendly Peterborough brand, event organization and promotion, recruiting and orienting volunteers, and acknowledging funders.

The Greater Peterborough Chamber of Commerce partnered with AFPAC to organize the 7th annual Seniors Showcase held on June 19, 2019 at the Sport and Wellness Centre. Over 725 people attended the event where they learned about programs and services available for seniors, picked up resources and met with service providers at the trade show. Educational workshops were scheduled through the day.

This working group also leads the Summit on Aging, which is a one-day conference dedicated to aging issues. There will not be a Summit in 2019, however, planning has started for a 2020 event.

## Summary

The Age-friendly Peterborough Community Action Plan has identified a clear path forward to enhance programs, services, and infrastructure for older adults in the greater Peterborough area. The Plan, which is organized around four goals, identifies a series of strategic directions and proposed activities. AFPAC has prioritized and is currently managing ten of those projects. With support from partners and community volunteers,



AFPAC is working to ensure that older adults' basic needs are met; that they can get around the community; are supported to build and maintain relationships; and have the opportunity, to learn, grow, and contribute.

As projects continue to evolve and include a greater number of community organizations and volunteers, AFPAC is increasing its advisory capacity and role. The Plan and many initiatives have been recognized as a provincial best practice. Current successes can be attributed to the leadership of AFPAC, volunteers on working groups, local organizations, staff, and support from funders.

Submitted by,

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Attachments:  
Appendix A – Age-friendly Peterborough Advisory Committee Governance Structure