

Planning for the Senior Surge: Age Friendly Design

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A Perfect Storm

- Release of 2006 Census
- Changing Face of the Older Adults Population
- Increasing Staff Awareness
- Public Input and Feedback
- Council Interest
- Future Financial Sustainability
- Triple Bottom Line Sustainability



Older Adult Plans

- Richmond and Mississauga's Plans Contain 2 Elements:
 - Service Plan / Strategy Framework
 - Action Plan Framework



Purpose of Richmond's Older Adults Service Plan

Commitment in PRCS Master Plan to develop a service plan to guide delivery of services and programs to older adults.

- Primarily external focus (Collaborative / partnership approach)
- Initially intended as basis for Agreements
- Essentially a framework for what we are already doing, while 'closing some gaps'.



Richmond's Vision for Older Adults

Richmond to be a community where older adults live healthily and actively in a cooperative, welcoming and inclusive environment, which:

- promotes engagement
- encourages life long learning
- values the contribution of others.



Richmond's Plan: Active & Healthy Living in Richmond

1. Ensuring Older Adults are Well Informed
2. Providing Relevant & Appropriate Services
3. Promoting Cultural Inclusion & Harmony
4. Building a Sense of Belonging
5. Providing Affordable Access to Programs
6. Increasing Volunteerism
7. Coordinating City-Wide Delivery through Partnerships
8. Ensuring easy Physical Access & Comfortable Places
9. Involved Older Adults through Consultation
10. Monitoring & Evaluation of the Service Plan



Purpose of Mississauga's Older Adult Plan

- A corporate guide for making strategic investments of time, effort and money to address the implications of population aging on municipal programs and infrastructure.
 - A Corporate-wide Effort
 - External Focus on Partner Coordination
 - Internal Focus on Awareness Raising & Priority Setting



Mississauga's Vision for Older Adults

“As an Age-Friendly City, older adults in Mississauga will lead purposeful and active lives, will live in their community with dignity, integrity and independence, and will experience a diverse range of lifestyle opportunities to pursue their personal interests.



Mississauga's Commitment to Action and Results

- 66 specific actions were endorsed by Council
 - Organization and Management
 - Subsidies
 - Planning Policy, Procedures and Guidelines
 - Collaborations and Partnerships
 - Marketing and Communications
 - Programming and Service Delivery



Immediate Impacts on Residents

- Phasing Out of Age-based User Fees
 - Mississauga is introducing an access policy and has direction to phase out discounts for seniors
 - Richmond's PRCS Pricing Policy
- Expanded Health and Wellness Programming
 - Richmond's 'Decreasing Barriers: Increasing Wellness' Initiative
 - Mississauga is accessing partnership \$'s from the Health Integration Network



Immediate Impacts on Residents

- Age Friendly Urban Form
 - Concept of “Older Adult Nodes” is being considered in the Official Plan review process
- Promoting Cultural Inclusion
 - Seniors Services Translation Pilot Project
- Increasing Volunteerism
 - Volunteer Management Strategy



Planning Challenges

- Implementation (\$ and responsibilities)
- Timeline for consultation
- Age and segment definitions
- Maintaining a sense of urgency



Conclusions

- Older adult plans lay a foundation for an age friendly community
- Planning interests are surprisingly similar
- Older adults are an increasingly heterogeneous market
- Partnerships and collaborations are critical to success

