

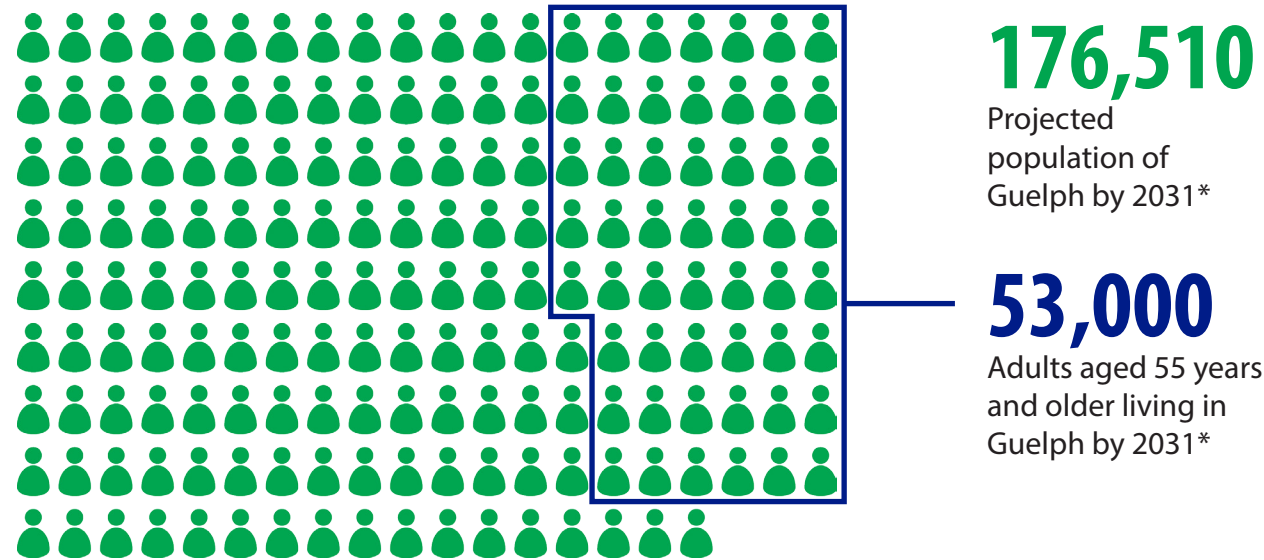
# Older Adult Strategy Progress Report: Years 1 and 2

June 2017



# Guelph will soon have more older adults than it ever has before.

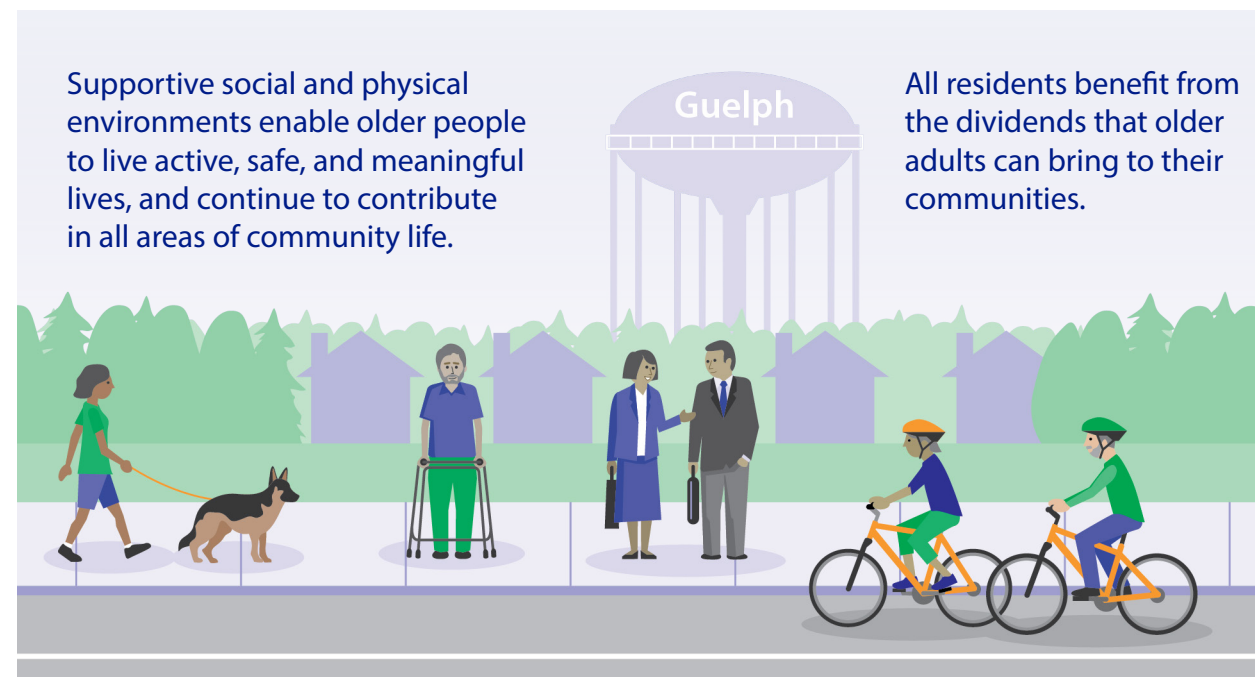
It is projected that by 2031, Guelph will have almost 53,000 adults aged 55 years and older representing 30% of all residents. That's close to 23,000 more older adults than in 2011!



\* Greater Golden Horseshoe Growth Forecasts to 2104, Technical Report, November 2012

## Guelph is working to be an age-friendly community.

Everyone in age-friendly cities and communities benefits.



## Guelph's Older Adult Strategy

The City of Guelph has developed an Older Adult Strategy (OAS). Here's what you need to know.

### Goal

Guelph is a great place to live and age well.

### Vision

Guelph is an age-friendly community that:

- Values and supports older adults
- Optimizes opportunity for choice, independence, and quality of life
- Celebrates diversity
- Includes everyone, reducing inequities (is fair and just)

### Age Friendly Guelph Highlights

**2012** City of Guelph undertook development of an OAS using the World Health Organization age-friendly city framework.

City Council approved the vision, guiding values and principles of the OAS.

**2015** City of Guelph receives the World Health Organization age-friendly cities designation.

Work began on implementing the 65 recommendations in the OAS.

Age Friendly Guelph Leadership Team (AFGLT) created

**2016** AFGLT hosted Age-friendly Business Symposium.

AFGLT hosted an Artful Aging Exhibition featuring local artists and presenters exploring the domains of an age-friendly community.

### The Age Friendly Guelph Leadership Team (AFGLT)

The AFGLT is comprised of up to 15 members representing older adults, volunteer organizations serving older adults, agencies serving older adults, business and City of Guelph staff.



The team is responsible for the stewardship of the Older Adult Strategy Framework in Guelph, and to:



Lead, uphold and advocate for the achievement of the vision and goal of the OAS.



Prioritize, plan, oversee, communicate, and evaluate the implementation of the recommendations.



Support the work by enabling collaboration, effective communications, and evidence-based knowledge-exchange.

We are currently two years into a ten year action plan.

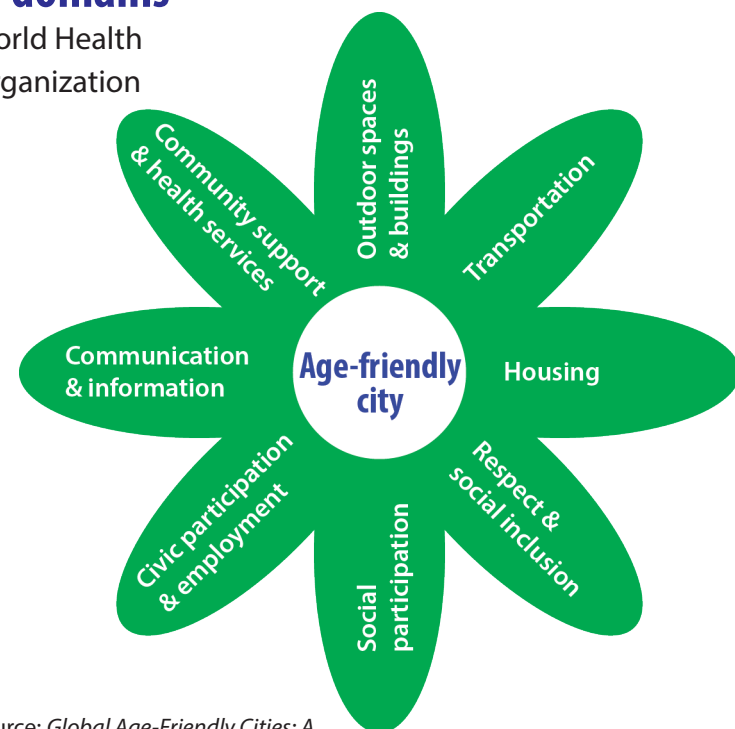


## Progress Report: Year 1 and 2

The OAS includes 64 recommendations, including 6 foundational, and 58 that relate to the 8 domains of the World Health Organization age-friendly cities framework.

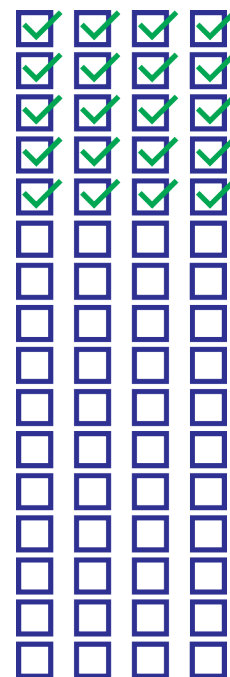
### 8 domains

World Health Organization



20 of 64

recommendations have been acted on so far



Source: *Global Age-Friendly Cities: A Guide*. World Health Organization, 2007.

Here is an update of what has been done to date in each domain.



## Outdoor Spaces and Buildings

### Goal

Buildings and outdoor spaces in Guelph will be safe, accessible, and appropriate for older adults.

### Targets

Guelph will make its buildings and outdoor spaces more age-friendly by:

- improving the location, accessibility and availability of public seating
- improving the availability, location and accessibility of public washrooms
- making crosswalks safer, especially where older adult traffic is high
- making sidewalks safer and more accessible, including consideration of shared safe use, snow removal and appropriate maintenance
- promoting the use of Universal Design Principles in all construction
- promoting the use and expansion of accessible public spaces

### Actions

1. New public washrooms were added to the Guelph Central Station. *Recommendation #10: increase the number of public washrooms throughout the City.*
2. The City of Guelph uses Universal Design Principles that consider usability and respect the dignity of persons with disabilities when designing, renovating and constructing buildings. *Recommendation #13: commit to using the principles of Universal design in the development and re-development of buildings and infrastructure.*
3. A list of City facilities which are accessible and available for meetings and events has been assembled. *Recommendation #15: assemble a list of accessible locations in the City for public meetings and events and encourage their use.*





## Transportation

### Goal

Older adults in Guelph will have access to a range of public, private and community-run transportation services that are accessible, safe and affordable.

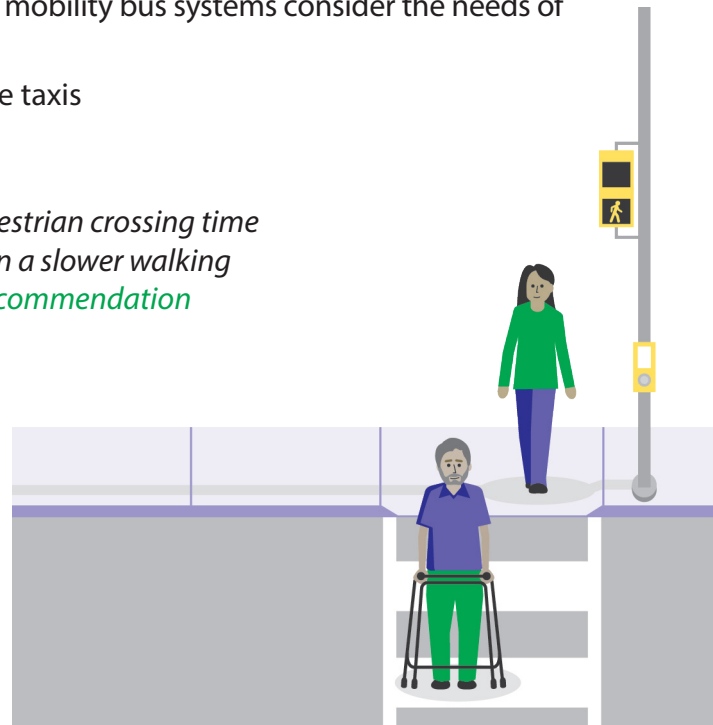
### Targets

Guelph will make its transportation system age-friendly by:

- improving education about how to use the multi-modal transportation system
- ensuring that City, community and mobility bus systems consider the needs of older adults
- increasing the number of accessible taxis

### Actions

1. The City of Guelph standard for pedestrian crossing time at signalized locations is based upon a slower walking speed than most municipalities. *Recommendation #16: lengthen walk signals at key intersections where older adult traffic is high.*
2. Both audible and visual walk-don't walk signals are installed at all new signalized locations. *Recommendation #17: install audible walk signals at key intersections where older adult traffic is high.*



## Housing

### Goal

For older adults in Guelph, housing is available, affordable and supported sufficiently to allow them to choose where they will live as they age.

### Targets

Guelph will:

- ensure alignment between the Guelph Wellington 10-year Housing and Homelessness Plan, Guelph's Affordable Housing Strategy and its Older Adult Strategy

- ensure zoning and planning regulations do not create unintended barriers to development of housing choices for older adults
- expand the supply of affordable housing
- expand the availability, appropriateness and accessibility of supports and incentives to allow older adults to stay in their homes

### Actions

1. The City of Guelph is close to finalizing an Affordable Housing Strategy which recommends that the zoning by-law review consider regulatory and other barriers that might discourage the creation of affordable housing. *Recommendation #33: develop an affordable housing strategy for the City that targets 30% of new residential development as affordable.*
2. AFGLT supported the creation of the Landlord Recruitment, Retention and Home-share Committee to explore alternative models to affordable housing. *Recommendation #31: advocate, facilitate and promote opportunities for more housing options in the City (granny flats, group housing, home sharing, life leases, coops, assisted living, accessory apartments).*
3. AFGLT participated in the WWLHIN strategic planning process, an education session, and supported focus group sessions for seniors titled "Mapping the Future of Local Health Integration Network". *Recommendation #28: Advocate with the province and the LHIN for more funding for in-home supports that will enable older adults to remain in their own homes (health, home care, home maintenance, subsidies).*
4. The City of Guelph supported the drafting of the County's 10-year housing and homelessness plan, was involved in stakeholder focus group sessions, and continued to communicate and engage with the County as the City worked through its Affordable Housing Strategy. *Recommendation #32: Strengthen partnership with the County to support the implementation of the County's 10-year housing and homelessness plan.*



## Respect and Social Inclusion

### Goal

In Guelph, all older adults will be treated respectfully and included fully in social life.

### Targets

Guelph will:

- combat ageism by all means possible, including using a seniors' lens to assess all municipal initiatives, and training others to do so.
- intentionally improve the inclusion of marginalized or vulnerable subpopulations of older adults, including those living in poverty, immigrant and cultural groups, frail and isolated seniors, those unable to engage with technology, and LGBTQ seniors.

## Actions

1. The Guelph-Wellington Gatekeeper Project received funding from the Government of Ontario to train community members to identify at-risk older adults and make a referral. *Recommendation #34: work with the City departments (e.g. EMS), community partners, neighbourhood groups and other stakeholders to establish a "seniors watch" program.*
2. A Community Benefit Agreement was developed between the Guelph-Wellington Seniors Association and the City of Guelph, as well as extended to 2019. *Recommendation #36: Develop a Community Benefits Agreement with the Guelph-Wellington Seniors Association (GWSA) to ensure continued provision of services and activities for older adults.*
3. The AFGLT developed initiatives to raise awareness of age-friendly practices to encourage respect for older adults by hosting an Age-friendly Business Symposium, the Artful Aging Exhibition, and the creation of 3 videos. *Recommendation #35: Develop and deliver targeted public education and awareness campaigns to combat ageism and encourage and instill respect for older adults.*



## Actions

1. Older adults at Village by the Arboretum have access to Theatre performances with annual special transportation to the River Run Centre. *Recommendation #38: working in partnership with community service providers to ensure that older adults who are isolated, frail, vulnerable and/or at risk, as well as immigrant and culture groups, have knowledge of and access to City programs and services.*



2. "Welcome to Guelph" (Refugee Support Program) pilot program (June 2016-2017) provides refugees with a transit pass, recreation public access pass and Museum pass. *Recommendation #38.*



## Social Participation

### Goal

Guelph will offer facilities and programs that allow older adults to participate in recreational and social activities as they age.

### Targets

Guelph will:

- continue to offer programs for older adults across the broad spectrum of services for seniors and ensure ease of access
- improve geographic coverage of older adult programs to ensure programs are offered throughout the whole city, with a particular initial focus on the south and west parts of Guelph
- explore using existing facilities more effectively to offer programs and services to older adults



## Civic Participation and Employment

### Goal

Guelph will be a place where older adults can contribute to the health of the economy and the community by actively participating in paid and unpaid work.

### Targets

Guelph will:

- continue to support and grow its strong base of volunteerism through encouraging expanded opportunities for older adults
- work with employers to promote hiring practices and benefits packages supportive of older adults and caregivers
- model being an age-friendly employer
- communicate effectively regarding supports in place to engage older adults in the paid and unpaid workforce



## Communication and Information

### Goal

In Guelph, older adults and those who care for them will have easy access to comprehensive, timely and clear information regarding services and supports relevant to them.

### Targets

Guelph will:

- remain committed to creating an effective communication system that targets older adults
- communicate available services and supports to and for older adults and their caregivers using multiple communication modalities

### Actions

1. The City of Guelph website meets Accessibility for Ontarians with Disabilities Act standards. Content can be read by screen readers and colours are chosen to aid those with visual disabilities. *Recommendation #54: Ensure the City's Web site includes easily accessible information and is intuitive for older adults to use.*
2. Recreation Support Services' staff are constantly reviewing locations and looking for opportunities for appropriate locations. *Recommendation #48: Expand the targeted distribution of Guelph Community Guide to include more locations where older adults will be able to access them (libraries, community centres, grocery stores, churches).*



## Community Support and Health Services

### Goal

Guelph will be a community known for offering health and community services that fully support the wellbeing of older adults.

### Targets

Guelph will:

- ensure that those with contact with older adults (e.g. "gatekeepers", home visitors, EMS workers, postal carriers etc.) are trained and linked to promote seniors' wellbeing

- work to create a policy environment that supports the health and community service needs of older adults, particularly in the areas of privacy regulations and health care provision

### Actions

1. Guelph/Wellington Paramedic Services offers in-house Community Paramedic programming specific to identifying and supporting vulnerable individuals that are encountered in 911 responses through referrals to community services and programs. *Recommendation #59: continue to pilot and expand innovative EMS projects designed to respond to the needs of older adults in the community.*
2. The City is a member of important planning, research and action tables such as: the Poverty Task Force; Health Link; the Toward Common Ground Partnership; Growing Great Generations; the Seniors Network, and these partnerships result in many initiatives that bring about health and other related benefits. *Recommendation #63: identify and define the City's role in the provision of health services to the City's residents.*
3. Provision of funding to Public Health for their operations and capital expenses. *Recommendation #63.*
4. The City is fulfilling its obligations to designate a municipal long term care home. The Elliott Community is the City's designated home and it operates a 'Campus of Care' for seniors with a variety of care options. *Recommendation #63.*



## Get Involved

We are two years into the OAS action plan and important work has been done. There is a lot still to do for Guelph to reach its goal of being a great place to live and age well.

### Volunteer with Age Friendly Guelph

We are looking for community champions to support the ongoing work of Age Friendly Guelph and the stewardship of the Older Adult Strategy. Help Guelph become a great place to live and age well by spreading the news about Age Friendly Guelph, making your businesses age-friendly or getting involved as a volunteer or Community Champion.

For more information, visit [guelph.ca/agefriendly](http://guelph.ca/agefriendly)



Age Friendly Guelph  
c/o Evergreen Seniors Community Centre  
683 Woolwich Street  
Guelph, ON N1H 3Y8

Phone: 519-823-1291 x2691  
Email: [agefriendly@guelph.ca](mailto:agefriendly@guelph.ca)  
Website: [www.guelph/agefriendly](http://www.guelph/agefriendly)