- ADDENDUM -

- Community & Social Services Committee -

- November 13, 2012, 5:00 p.m. -

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CSS-12   OLDER ADULT STRATEGY

- Presentation

CSS-13   VOLUNTEER POLICE CHECKS – COMMUNITY BENEFIT AGREEMENT PROPOSAL

- Presentation by:
    - Lynne Briggs, Manager, Partnerships and Inclusion
    - Liz Dennis, Volunteer Centre of Guelph-Wellington
    - Chief Bryan Larkin, Guelph Police Services

CSS-14   AFFORDABLE BUS PASS QUARTERLY REPORT

- Presentation by:
    - Lynne Briggs, Manager, Partnerships and Inclusion
    - Randalin Ellery, Poverty Elimination Task Force

Older Adult Strategy
for the
City of Guelph

Presentation to Community and Social Services Committee of
Council
November 13, 2012

Project Background &
Purpose

- The number of older adults in Guelph is expected to increase substantially over the next 10 – 20 years

- Development of a 10-year Older Adult Strategy will ensure that the City is prepared for the impact of the shift in demographics on municipal services

Project Methodology

- Extensive document review to inform the development of a "made-in-Guelph" strategy
  - Guelph documents
  - Older Adult strategies from other jurisdictions
  - Detailed municipal comparison (3)

- Public and stakeholder consultation and engagement:
  - 5 public sessions
  - 3 sessions with service providers
  - Online survey
  - 35 Interviews (external stakeholders & City staff)
  - Presentation to Direct Report Leadership Team
  - Update to Mayor and Councillors

- Connection with Community Well-Being Strategy

Strategy Framework

The World Health Organization Framework measures age-friendliness across 8 dimensions:

- **Outdoor spaces and buildings** (eg. Streets, design, green spaces, sense of physical safety)

- **Transportation** (eg. Accessibility, affordability, routes, waiting areas, security, street signage)

- **Housing** (e.g. cost, safety, proximity to services, in-home supports, accessibility)

- **Respect and Inclusion** (eg. Consultation, intergenerational activities, choice, helpfulness)

- **Social Participation** (eg. Social & leisure activities, affordability, accessibility, convenience)

- **Communication and Information** (e.g access to information, helpfulness, usefulness)

- **Civic Participation and Employment** (e.g. volunteer opportunities, employment, workplace culture, accessibility)

- **Community Support and Health Services** (e.g. accessibility, affordability, responsiveness)

Why the WHO Framework?

- Recognized and accepted world-wide

- Has been tested and validated

- Developed in 2007

- Includes wide range of indicators, from health to social participation

- Rigour and integrity

- Established tools & checklists

Vision for an Older Adult Strategy in Guelph

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**
- **is inclusive of all, reducing inequities (is fair and just)**

Guiding Principles

The City of Guelph will ensure that all services, policies and programs are designed, delivered and resourced, using the following guiding principles:

- participation and inclusion of all citizens
- respect and dignity
- active engagement in communication and decision making
- access to a safe living environment
- fairness and equity
- self determination and choice

Guiding Principles (cont'd)

The City of Guelph commits to:

- long term engagement in the older adult strategy
- review recommendations regularly
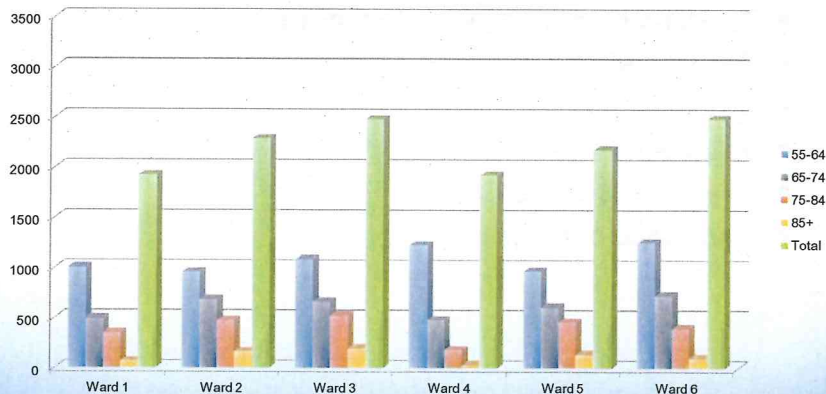- report annually on progress of the implementation plan.

Key Findings - Demographics

- 15,848 adults > 65 living in Guelph (13.0%)

- 29,604 adults > 55 living in Guelph (24.3%)

- In 2031, 33 – 34% of the population of Wellington County will be 55+

- 96% of Guelph adults 65+ live in private households

- 4,125 65+ who are not part of a family unit are living alone (80%)

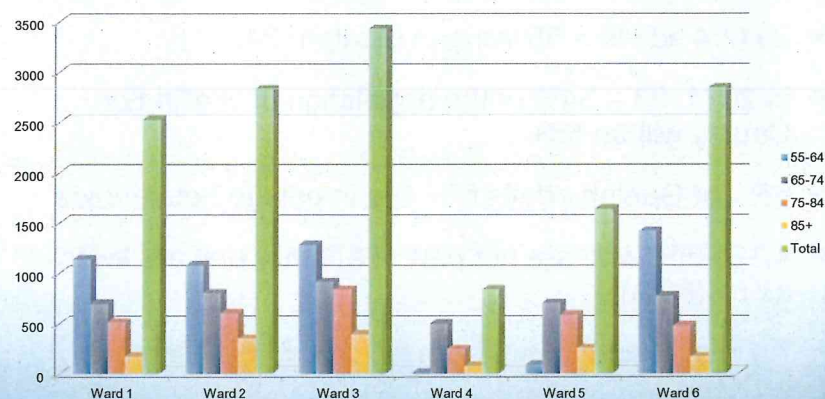- 7.4% of residents > 65 are thought to be living below LICO

Key Findings - Demographics

Older Age Males by Ward

Key Findings - Demographics

Older Adult Females by Ward

Legend: 55-64, 65-74, 75-84, 85+, Total
Wards: Ward 1, Ward 2, Ward 3, Ward 4, Ward 5, Ward 6
Y-axis: 0 to 3500

Key Findings – Good Things

Many good things happening in Guelph

- Trails, parks, recreation opportunities
- Snow Angels
- Bike paths
- Volunteerism
- Evergreen Seniors' Centre
- Many good partnerships

Key Finding: Inequity

- **Geographic Inequity**
  - South and western parts of the City are underserved for programs/services
  - Some parts of the City are known as 'food deserts' for their lack of access to services
  - Programs and services favour the active, engaged older adult

- **Financial Inequity**
  - Financial and income barriers are a significant contributor to isolation
  - Older adults are living on fixed incomes but their living costs are increasing; poses a threat to home ownership, participation in the life of the community
  - Many programs & services (some of them basic – e.g. cable and newspaper) are out of reach for lower-income residents
  - Lack of affordable housing
  - Growing concern around older adults who are or who may find themselves homeless

Key Finding: Diversity

Older Adults are not a homogenous group
- Great differences in function and ability between 55 and 85+

- There are typically 3 broad categories of older adults:
  - Well, active, engaged, requiring little support
  - Requiring some support to participate and maintain independence
  - Requiring significant support to participate

- There are also those with additional challenges – language, culture, caregivers

Key Finding: Transportation & Mobility

Importance of transit and mobility

- Mobility issues are a huge barrier to independence & participation
- Public transit – routes, cost, convenience, seating – was the most common theme we heard
- Streets and sidewalks – accessibility, maintenance (summer & winter)
- Clash of the wheels – scooters, bicycles, skateboards, cars – how do we share our common space?
- Mobility fears are usually safety fears – falling, collision

Key Finding: Built Environment

The built environment has created barriers to independence & participation

- Urban design has contributed to the isolation of older adults & inability to age in place
- Urban sprawl, low density, intensification along high volume corridors
- Dependence on the car
- Lack of access (walkable) to many services
- Most new homes not suitable for an aging population

Key Finding: Housing

Housing issues are a barrier to aging in place & independence

- Lack of affordable, accessible housing options for older adults
- Long wait lists for affordable, accessible housing
- Worries about increasing costs on fixed incomes
- Most new housing is being built for young families
  - Not flexible or adaptable
  - Not accessible
  - Not centrally located (requires a car)

Key Finding: Community Support Services

Importance of community support services (health, home care, meals, visitors)

- Home care, health care, social support services key to enabling aging in place; must be accessible, affordable, navigable
- Stronger partnerships at senior levels (e.g. City, County, CCAC, LHIN) could identify and pursue common strategic priorities and opportunities

Key Finding: Caregivers

Caregivers are under enormous stress

- Wide age range of caregivers; some are older adults themselves, some are caring for both children and aging parents
- Distance caregiving – trying to look after aging parents in different cities (and sometimes countries!)
- Lack of employer accommodation for employees who need time off, access to resources, flexible working arrangements
- Lack of support – home health care, respite

Key Finding: Being Valued

Older adults want to be valued

- Older adults in Guelph generally feel included and engaged
- Some struggles between older adults and different groups of residents: e.g., moms and tots (for seating on buses), students (noise, intimidation)
- Want the Older Adult Strategy to be rooted in a positive, affirming framework, not one that focuses on deficits

Key Finding: Communication

Effective communication is a challenge

- Older adults are not a homogenous group – broad mix of tech savvy and traditional media users
- Need repetition, multiple delivery channels
- There is no single source of information about services for seniors; navigating different service systems is difficult
- Many respondents talked about consultation fatigue; need to see action

Summary

- The City is doing a lot of things well

- An "Older Adult" lens applied consistently across City programs and services would be useful

- Potential for some low-tech, community solutions to support aging in place (grocery delivery, home maintenance, snow plowing, newspapers, neighbourhood watch programs, etc)

- Potential for stronger, more effective partnerships

- Challenge of communicating effectively

- Importance of ensuring that the Older Adult Strategy does not pit one group of residents against another (e.g., older adults vs students; older adults vs moms and tots)

- Important to ensure an Older Adult Strategy is based in a positive, affirming context that recognizes the value of a vibrant older adult population

Recommendations

- 65 Recommendations
  - 6 broad, overarching recommendations (summarized in the following slides)
  - 59 detailed recommendations addressing the 8 WHO dimensions of an age-friendly city (contained in the full report)
  - Identified "Quick Wins" – ie., those actions that can be taken quickly & that are high impact, lower cost

Summary

Recommendations 1 - 6

Recommendations

Recommendation #1	Rationale
THAT the City of Guelph commit to a comprehensive multi-year Older Adult Strategy to ensure the City is age-ready and can be designated age-friendly.	• Older adults will represent 33% of Guelph's population by 2031 • WHO designation is a set of known "standards" for age-friendliness • Helpful for the City to be able to market itself as "WHO designated age-friendly"

Recommendations

Recommendation #2	Rationale
THAT, in order to embed the multi-year commitment to the Strategy, the City adopt the following three measures: • Create an Older Adult Committee of Council • Establish a small (2-person) Older Adult staff team with overall responsibility for Strategy implementation , nested under the Well-Being Strategy and reporting to the office of the Chief Administrative Officer • Create a standing cross-departmental Implementation Project Team.	• Committee of Council a link to older adults across the City • Initiative will require some dedicated resources, existing or new • Staff will require authority – across Service Areas & Departments • City-wide initiative; connect to & align with other City-wide initiatives (e.g., well-being) • Cross-departmental team for implementation & communication

Recommendations

Recommendation #3	Rationale
THAT the City ensure that all aspects of the Older Adult Strategy are inclusive; that it address the entire age range of older adults (55+) and the needs of different ethnic, cultural, language and income groups.	• Changing demographics • Responsibility the City has for all its residents

Recommendations

Recommendation #4	Rationale
THAT the City integrate the themes and messages in the Older Adult Strategy in a comprehensive City communications strategy.	• Ensure OAS messages are part of the City's overall communications plan – a genuine commitment, embedded, not an after-thought • Ensure alignment with the Well-Being Strategy messages • Leverage • Multiple channels, modes – all part of a coordinated strategy

Recommendations

Recommendation #5	Rationale
THAT the City demonstrate leadership in ensuring that older adult residents have access to a wide variety of programs and services to support their ability to successfully age in place.	• Leadership can be demonstrated by direct action, by advocacy, by partnering • City has multiple roles and should demonstrate leadership & be a visible partner in all roles

Recommendations

Recommendation #6	Rationale
THAT the City apply a Seniors' lens to all existing and proposed new programs and services.	• Identify opportunities for change/new programs • Identify high impact/low cost actions across all Service Areas • Understand impacts; avoid unintended consequences

Summary

- Why Do This?
  - Compelling demographics
  - Planning & readiness
  - Reputation and competitive position

- How Do We Do This?
  - Detailed Implementation Plan
  - Project Management approach
  - Apply principles of change management
  - Cross-departmental Team
  - Appropriate leadership and authority
  - Strong, integrated communications plan
  - Early wins – high impact, low cost
  - Phased approach

Questions

A Community Approach: Volunteer Police Checks Program Option

THE CHALLENGE

- Community benefit organizations are increasingly using Police Records Checks as a primary screening and risk management tool for volunteers

- This practice generates increased administrative costs to the Guelph Police Services, which are difficult to absorb

- The challenge was to find a way to defray costs associated with volunteer police records checks while supporting our community to affordably recruit and retain volunteers and to protect our most vulnerable citizens

Police Services Statistical Snapshot

- From January 2012 through to October 2012 GPS Data Services processed 4,690 requests for Volunteer Police Records Checks

- Over 100 Community Agencies are represented (Minor Sports, Church Groups, Service Clubs, Social Service and Health Agencies)

The Program Model for Guelph

The program will:

- Reduce overuse or inappropriate use of Police Records Checks

- Enhance education and training for agencies regarding volunteer screening policies and applications

- Remove the costs for appropriately needed Police Records Checks

- Ensure that vulnerable populations are protected

4

Why the Volunteer Centre?

• Demonstrated leadership in volunteer screening and Police Records Check and are the "go to" community resource in this area

• Have expertise in all of the volunteer screening tools available to ensure that Police Records Checks are used appropriately

• Connects citizens of Guelph with meaningful opportunities to become engaged in their communities and with the community benefits sector through volunteerism

Why a Community Benefit Agreement?

The Community Investment Strategy (CIS) supports the development of Community Benefit Agreements that:

- Are mutually beneficial
- Foster Community Wellbeing
- Not done elsewhere (fills a gap/need)
- Venture is non-profit generating
- Protects public interests in the short and long term
- Multi-Year
- Aligns with City Strategic Plan

What's Next?

- Develop a Community Benefit Agreement with VCGW to develop and implement the program

- Target a start date for the program in the first quarter of 2013

First Quarter Report:

Affordable Bus Pass Program

Why does the Community Need the Program?

The Affordable Bus Pass Program is an investment in supporting people out of poverty

- Enables more residents living with a limited income to afford a monthly transit pass

- Improves access to employment and educational opportunities through expanded transportation options

- Residents can allocate more of their budget to basic needs such as food, clothing and shelter

Community Response in the First Quarter

- To date over 1743 applicants have been approved
- 49 were not approved (annual family income exceeded Statistics Canada Low Income Cut-Off "LICO" table)
- 1,134 (65%)of the approved applicants are "new" to the affordable program and 609 (35%) are previous subsidized customers
- The program was anticipated to receive applications from approximately 1,800 citizens and there would be "no cap" on the number of approved applications
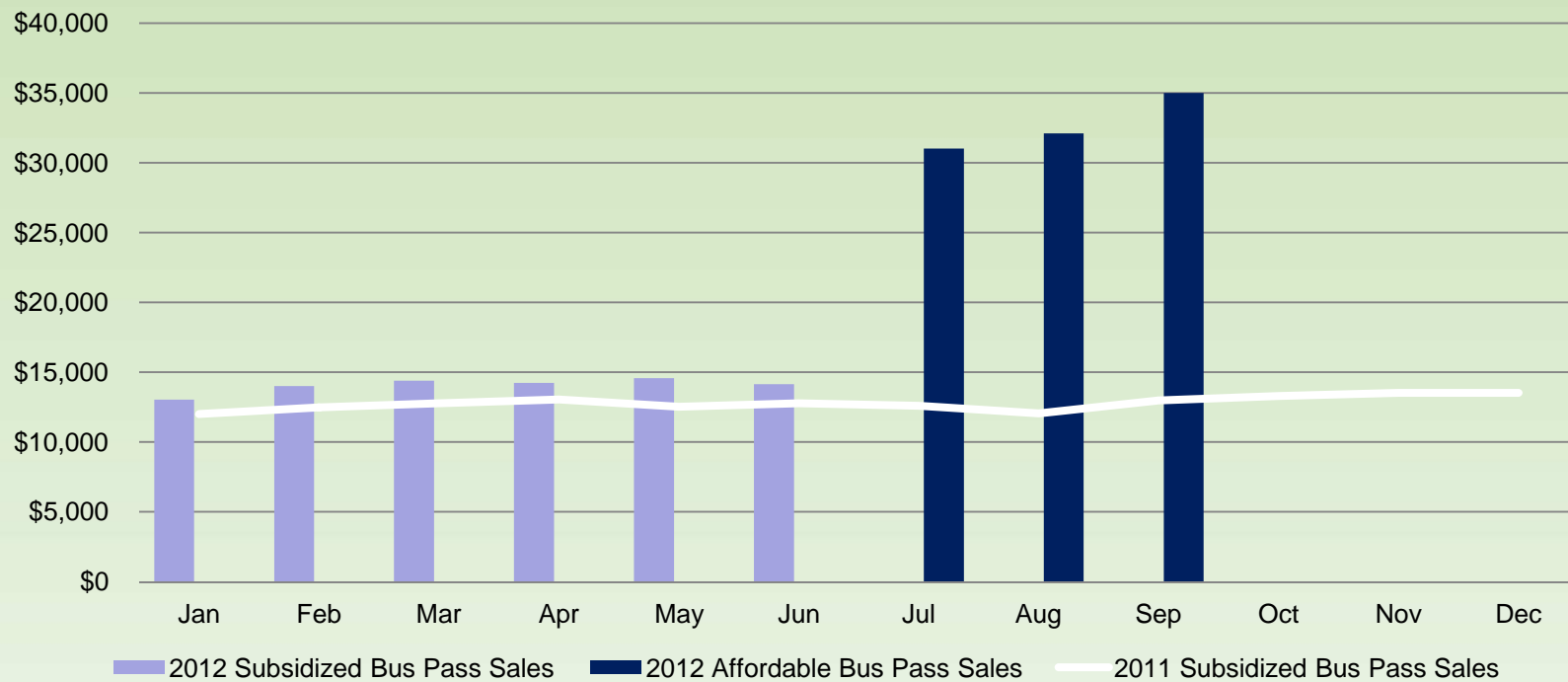
Challenges

• Recent immigrants are often not able to provide previous year annualized income documentation as required and therefore are unable to qualify for the program;

• Recently unemployed are often not eligible because their previous year annualized income is not within the confines of the LICO table; and

• The sheer volume of applicants and related customer service required is not sustainable without a future review of needed resources.

Customer Feedback

As a citizen-centered program, the Affordable Bus Pas Pilot is aimed at being responsive to the needs of Guelph residents. Throughout the pilot period, program users will be encouraged to share their comments and suggestions about accessing the program.

Here is a summary of the total number of comments and suggestions received to date, and breakdown by category.

Number of Customer Comments & Suggestions received as at September 30, 2012	
Opportunities for Improvement	78
Other	25
Positive Feedback	170
Total Number of Comments & Suggestions	273

Affordable Bus Pass Pilot Program Customer Feedback Analysis

- Opportunity for Improvement — 29%
- Other — 9%
- Positive Feedback — 62%

Ridership and Revenue Impacts

• Magnetic stripe introduced on back of Monthly Pass in July to allow the tracking of incremental ridership and revenue impacts associated with the Affordable Bus Pass Program

• Revenue and ridership impacts estimated for:
- •Existing subsidized pass users
- •Current Guelph Transit riders who used other media
- • New Guelph Transit riders

•Impact calculated for adults, seniors and youth

Ridership and Revenue Impacts

- Monthly incremental ridership and revenue impacts

	Ridership	Revenue
July	+3,873	($18,405)
August	+4,842	($17,502)
September	+5,493	($20,181)

- Total program cost including cost of Subsidized Pass Program

	Monthly Program Cost
July	$38,439
August	$36,882
September	$39,837