



Corporate Report

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DATE: March 6, 2008

TO: Chair and Members of General Committee
Meeting Date: March 19, 2008

FROM: Paul A. Mitcham, P. Eng., MBA
Commissioner of Community Services

SUBJECT: **Older Adult Plan Final Report**

- RECOMMENDATION:**
1. That the report dated March 6, 2008 from the Commissioner of Community Services regarding the Older Adult Plan Final Report be received for information.
 2. That the Older Adult Plan's Vision, Principles and Goals be approved as a framework and action plan for the City of Mississauga to address the interests and requirements of the growing older adult population in Mississauga and be considered in all corporate planning initiatives, including the corporate business plan and Future Directions for Recreation & Parks and Library Services.
 3. That the recommended Older Adult Plan actions with significant financial or policy implications be further considered and prioritized by staff through the corporate business planning process for Council's approval.

REPORT SUMMARY: Future Directions for Recreation & Parks and Library Services (2004) identified 'older adults' as a key service area. The growing diversity and size of this population segment and the changing health and lifestyle expectations combine to make this an important target

market. The Master Plan committed to developing an Older Adults Plan. This final report is the outcome of that commitment.

The proposed Older Adult Plan consists of a Vision, Principles, Goals and Actions. They were all established through extensive community consultation, primary research and demographic analysis. The Plan's primary scope focussed on Community Services, but extends across all City Departments. As the City is not the sole provider of adult services, an integrated service delivery approach, and in some cases an advocacy role, will be required.

The recommended Actions in the Older Adult Plan position Mississauga as an "age-friendly city," where the City's policies, services, facilities and programs will be made more accessible and responsive to the needs and interests of older persons. Specifically, the Actions:

- Address program requirements of this growing and increasingly diverse segment of the population;
- Establish formal governance structures to receive advice from older adult residents;
- Create urban environments that are welcoming, safe, responsive and empowering;
- Suggest new and updated policies on fees and financial subsidies to older adults;
- Outline initiatives to improve road, trail and pedestrian safety and to stimulate increased transit ridership;
- Set objectives and actions for the planning and development of older adults' services and facilities; and
- Monitor progress of implementation and expected outcomes.

Implementation of the Older Adult Plan beginning over the next 10 years. Actions will be addressed by the responsible Departmental Service Area for further development, costing and inclusion in Service Area Business Plans. Budget impacts will also be considered through the Corporate Business Planning process.

The Older Adult Project team will support and monitor implementation and periodically prepare progress reports.

BACKGROUND:**The Demographic Reality**

Almost four out of every ten residents are expected to be 55 years of age or older in 2031, compared to about two in every ten in 2001 and one in ten in 1986.

Compared to previous generations of older adults, future generations on the whole are expected to live longer and enjoy longer periods of healthy, active living in retirement. The majority of this large population segment will have also reached higher levels of education and financial wealth. Even so, an increase in the number of persons living with disabilities due to age and an increase in the number of older adults living in low income households is anticipated. The implications of these shifts for City of Mississauga programs, services and facilities are significant.

The most effective way for the City of Mississauga to respond to this demographic shift is to create an urban and social environment where older people feel safe in their homes and community, enjoy good health and physical activity and continue to participate fully in civic life.

Public Consultation and the Older Adult Plan

Staff consulted broadly with current and future older adult residents, service providers, city staff and Councillors during the development of the Plan. Consultation activities included interviews, questionnaires, an open web survey, a community conference, information and input gathering presentations and a random household telephone survey.

Among the many interesting findings gleaned from the random sample telephone survey of adult residents aged 50 years and over is the following:

- Older adults are very busy. Existing time commitments is the primary reason given for not participating in physical and social activities as often as one would like;
- Health issues and concerns impact older adult's participation in activities;
- Older adults in general feel the job done by the City to provide quality services has improved compared to three years ago. Those aged 50-59 are least satisfied;
- 74% of older adults have no plans to move away from Mississauga in the next 10 years;

- 8% of older adults have plans to live outside of Mississauga for more than three months a year;
- 65% of older adults do not volunteer in the community. About half express interest in starting to volunteer in the areas of social services, health and with local churches;
- 56% of those who currently do not volunteer may start volunteering in the next 5 years; and
- 82% of older adults have access to the Internet and use it regularly.

Towards a Vision for the Older Adult Plan

On June 14, 2007, General Committee received a Corporate Report that presented the Vision, Principles and Goals of the Older Adult Plan. These components act as a framework for more detailed thinking about the actions steps necessary to meet the Goals and move towards the Vision.

Older Adult Plan Vision

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.

The Principles of the Older Adult Plan

1. Support Individual Needs and Interests of Older Adults
2. Celebrate Life's Older Years
3. Traveling Within Mississauga is Possible for All
4. Complete Neighbourhoods Benefit Older Adults
5. Active Living and Lifelong Learning Enhance Older Adults' Quality of Life
6. Older Adults are "In the Know"
7. Public Spaces, Places and Programs are Age-Friendly
8. Age Will Not Be the Sole Determinant in Establishing Fees for Older Adult Services
9. Older Adult Volunteers Contribute Immensely to the Community
10. Partnerships Strengthen Community

The final component of the Plan outlines specific Actions and an implementation schedule that is integrated with the new Corporate Business Planning Process.

COMMENTS:**A Early Commitment to Action**

The Older Adult Plan is a commitment to action that will prepare Mississauga for rapid population aging. Over time, the Older Adult Plan will address the implications of population aging from many perspectives including the municipality, not-for-profit service providers, seniors clubs and individuals. Each action in the Plan emerged from and is supported by research and consultation with the public and service providers.

The Older Adult Plan prioritizes sixty-six Actions that are broadly categorized as follows:

- Engagement and Management
- Fees and Subsidies
- Policies and Guidelines
- Collaboration and Partnerships
- Communications and Marketing
- Programs, Services and Facilities

Appendix One presents the full report with detailed information and supporting rationale, anticipated costs and performance metrics for each action.

The actions showcase a collection of practical ideas that will make Mississauga a great place for older adults to live. Many actions will require minor modifications to current operational practices. Some will require additional consideration by the responsible service area or division.

The planning and consultation process itself has stimulated a great deal of awareness in the community and among staff about this important matter. Indeed some “just do it” recommendations have already been implemented.

Priority Actions for Implementation in 2008 through 2012

The Plan assigns each Action to an internal service area for further consideration and inclusion in the Corporate Business Planning Process. A recommended timing – Short Term (2008-2012), Medium Term (2013 to 2017) and Long Term (2018 to 2022) for implementation is also suggested based on ideal circumstances. Staff would ask Council to consider and possibly approve budget resources to implement components of the Older Adult Plan in the recommended

order through the new Corporate Business Planning Process. A range of proposed Actions are considered short-term Older Adult Plan priorities that will require further Council consideration. Community Services staff will undertake further research and prepare corporate reports on the following:

- **Access Policy:** Development for implementation of policies providing for user fee subsidies to low income residents, including a growing number of older adults, to access municipal leisure programs and services.
- **Older Adult Program Development:** The addition of a staff person who will advise on the development an expanded range of recreation programs for older adults and will foster partnerships with community groups, service providers and the health care sector.

Distribution of Final Report

Staff will present the Older Adult Plan Final Report to stakeholders, residents and service providers involved in the planning process. Copies of the final report will be made available at community centres and libraries.

FINANCIAL IMPACT: A detailed cost assessment of the 66 recommended actions has not been completed at this time. Some actions can be implemented at no additional cost to the City (by reallocating resources), while others may impact operating or capital budgets over time.

Financial impact reports will be provided as specific items come forward for Council's consideration and approval.

CONCLUSION: The Older Adult Plan provides a Vision, Principles and Actions as a guide for decision making that will prepare the City to handle diversity and rapid population aging in the decades ahead. The Plan addresses issues and interests that have emerged from consultation with the community, city staff and service providers and creates new opportunities for the City of Mississauga to emerge as an age friendly city. The Older Adult Plan strategic actions with significant financial or policy implications will be further considered and prioritized by staff through the corporate business planning process and other corporate planning processes for Council's approval.

APPENDICES:

Appendix 1: Older Adult Plan Final Report



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Commissioner of Community Services

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