
TO: GENERAL COMMITTEE

SUBJECT: AGE-FRIENDLY COMMUNITY PLANNING PROJECT
IMPLEMENTATION PLAN AND PROJECT FINAL REPORT

WARD: ALL

PREPARED BY AND KEY CONTACT: C. DILLON, ACCESSIBILITY COORDINATOR - HUMAN RESOURCES
EXT. 5237

SUBMITTED BY: A.M. LANGLOIS, DIRECTOR OF HUMAN RESOURCES

GENERAL MANAGER APPROVAL: R. BUNN, EXECUTIVE DIRECTOR OF INNOVATE BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Mayor and Council endorse the Barrie Age-Friendly Community (AFC) Plan and Final Report, in principle, and that staff be directed to report back to General Committee on an implementation plan.

PURPOSE & BACKGROUND

2. On March 9, 2015, City Council adopted motion 15-A-033 regarding the Pursuit of Funding Opportunities for an Age-Friendly Barrie as follows:

"That the continued efforts of the Seniors Advisory Committee, in partnership with the Accessibility Advisory Committee and the Simcoe Muskoka District Health Unit, in their pursuit of funding opportunities to create an age-friendly Barrie, be supported and the Ministry be so advised."
3. Communities throughout Canada, and indeed the world, have been experiencing rapid aging in their population base with the leading edge of the post-war baby boomers, people born between 1946 and 1965, now approaching 70 years of age.
4. Based on the 2011 Census data, there are approximately 82,500 senior's ages 65 years and older living in the Simcoe Muskoka region, making up 16% of the total population. As expected, the highest numbers of seniors live in the cities within our region, with the greatest overall population of seniors residing in Barrie (16,440). By 2036, the population of seniors 65 years and older in Simcoe Muskoka is projected to surpass 200,000, which is more than double the number of seniors from 2011.
5. The implications of an aging population on all levels of government are significant as emerging demands are being placed on the delivery of services and program funding, resulting in additional impacts on the fiscal position of municipalities, provinces and the federal government. Many large and small communities in Canada are responding to this demographic shift by taking steps to becoming more age-friendly.

6. The Ontario Seniors Secretariat, which develops and implements policy and program initiatives to improve the quality of life seniors, announced a funding program called the Age-Friendly Community Planning Grant Program in late 2014. City staff, in partnership with the Senior's Advisory Committee, successfully submitted a grant application, obtaining a \$50,000.00 grant from the province to create an Age-Friendly Community Action Plan for the City of Barrie.
7. To assist in the creation of our community action plan, the City retained Shercon Associates Inc. Barrie's Age-Friendly Community Planning Project launched in January 2016 with an analysis of existing data and an inventory of existing age-friendly community resources, followed by a thorough needs assessment.
8. To understand senior's needs in the community, the general public and seniors service providers were consulted through public and provider surveys, focus groups, key informant interviews, a community forum held in June 2016, an active feedback loop on our project discussion paper, and an implementation planning workshop held in August 2016. Finally, the completion of the Barrie Age-Friendly Community Plan concluded with a draft implementation plan and final report which were presented to General Committee on October 31, 2016.

ANALYSIS

9. The Age-Friendly Community Plan is a practical, user-friendly plan that will serve as a dynamic template for ongoing community relationship building and collaborative planning to address the needs of the senior's population in the City of Barrie. It contains innovative measures to ensure the plan's sustainability and to ensure it remains a living document that city staff and the community can use for years to come.
10. There is a focus on sustainability of the plan, with discussion on a recommended governance/operation model, which recommends that the City's Senior's Advisory Committee oversee accountability, monitoring the implementation of the Plan and continue to advocate for age-friendly community planning work in Barrie.
11. The Plan includes recommendations for the municipality to implement, several of which have already been targeted by Council and staff as needs to address, and are thus already integrated into staff work plans and department capital and operational budgeting cycles. In addition, the plan includes recommendations that focus on what the broader community can do to create a more age-friendly Barrie, including identification of service providers, and community organizations for which the municipality can partner with to strategically accomplish the goals set forth in the plan.
12. Age-Friendly Community Planning arose as a result of the Seniors Advisory Committee's strategic planning session on April 14, 2014.
13. The Seniors Advisory Committee determined that, "to create an age-friendly community" would be the committee's overarching vision, with the ultimate goal to obtain status and recognition through the World Health Organization for the City of Barrie as an Age-Friendly Community.

ENVIRONMENTAL MATTERS

14. There are no environmental matters related to the recommendation.

ALTERNATIVES

15. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could reject the Age-Friendly Community Planning Implementation Plan, and maintain the existing policy and procedures, not taking the interests of older adults or age-friendly community planning into consideration for the City of Barrie.

This alternative is not recommended as it would make the Corporation and the Municipality vulnerable by not acknowledging the needs of our community's changing demographic and the impact on our economic and social development.

Alternative #2

General Committee could alter the proposed recommendation by adjusting goals or strategies and/or extending timelines indicated to achieve the stated goals in the Age-Friendly Community Planning Implementation Plan.

Although this alternative is available, a significant delay in achieving Age-Friendly Community Status through the World Health Organization would result.

FINANCIAL

16. The costs associated with the Age-Friendly Community Planning Implementation Plan have been included in the 2017 Business Planning process, and will be included in departmental business plans in subsequent years. Age-Friendly Community Planning Implementation Plan goals impacting the City of Barrie have been included in both the 2017 Capital Plan and Operating expenditures, as they have been accounted for within existing departmental budgets and will be accounted for on a go-forward basis, through normal annual fiscal business planning processes. No additional staff resources will be required to implement the recommendations.

LINKAGE TO 2014-2018 STRATEGIC PLAN

17. The recommendation(s) included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:

- Vibrant Business Environment
- Responsible Spending
- Inclusive Community
- Well Planned Transportation

18. The Age-Friendly Community Implementation Plan aligns well with most of the goals outlined in the 2014-2018 Strategic Plan; however, it specifically links to the following: promoting Barrie's strengths, promoting and facilitating community connections, providing great public spaces, encouraging affordable housing, supporting diverse and safe neighbourhoods, embracing innovation to improve how we do business, improving our roadwork, improving options to get around, and finally, improving our road safety.

APPENDIX "A"

Barrie Age-Friendly Community (AFC) Final Report