

Report to City Council

City of Barrie Seniors Advisory Committee



Monday, November 24, 2014

Seniors Advisory Committee Presentation

The Seniors Advisory Committee (SAC) was created by Council in 2014 with the first meeting held March 24, 2014.

- Term of SAC ends with term of Council
- SAC is composed of 11 members:
 - 1 member of Council + Mayor (de facto)
 - 1 representative of CARP
 - 1 representative of 55+ Advisory Council
 - 4 representatives of not-for-profit agencies
 - 4 citizen members plus staff support

Seniors Advisory Committee Presentation

Purpose of this presentation is to provide a Report to Council on the activities of the Committee:

March

- Created working Sub Committees on Communications and Civic Participation, Housing and Transportation

April

- Presentation by City staff related to seniors regarding:
 - » Communication
 - » Housing
 - » Transportation
 - » Age-Friendly Communities

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May

- Presentation by Barrie Accessibility Advisory Committee regarding their mandate and work
- Creation of Needs Assessment Survey
- Commenced work on Age – Friendly Web Page (Hub)

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June

- Completed text of Needs Assessment Survey and prepared distribution
- Finalized web page wording
- Initiated work on the Community Profile

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July

- Received City of Barrie Customer Services Strategy Presentation
- Distributed Needs Assessment Survey (hard copy and electronic)
- Assisted in developing the World Town Planning Day Workshop with Planning Service Department for November

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August and September

- Preliminary Needs Assessment Survey total of 235 (23.5%) responses
- Compilation of Survey responses
- Many responses indicated interest in participating in a more detailed survey
- Launched Age-Friendly Barrie Web page (Hub)
<http://www.barrie.ca/Living/Pages/AgeFriendlyCity.aspx>
- Seniors Housing Map and Listing

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October

- Summary of Needs Assessment Survey
- Sub-committees met and reviewed survey results and reported findings
- Workshop Initial drafting of Presentation to Council
- Preparation for World Town Planning Day

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November

- Prepared Summary and Analysis of Preliminary Needs Assessment for the City Council Presentation
- Successful World Town Planning Day Workshop – 100 attendees
- Updates to Age-Friendly Barrie Web page

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Findings by the Committee

Demographics of the City of Barrie

- Aging population 65 years + increasing from 11 % to 19% by 2031
- In 2013 – 17,300 seniors estimated
- In 2031 – 65,100 seniors projected

Why the Increase?

- Natural aging of population (Baby Boomers)
- Attractiveness of Barrie
- Average life span increases (females 87.8 yr males 85.3 yr)

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Communication

- Not everyone has access to a Computer; provide educational opportunities to learn to use
- Leveraging existing communications tools (This Week in Barrie, PALS newsletter, digital monitors etc.) to highlight seniors info. (special events, programs/services, BACTS etc.)
- Create an on-line Seniors Resource Section on Barrie.ca with a link to Age-friendly page including an inventory of computers available to the public.

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Communication Cont'd

- Provide regular information sessions at Rec Centres or Residences, ie. Service Groups etc...
- Leverage local media contacts, ie. CTV, Rogers local newspapers
- Identify target areas and facilities to circulate information, ie., library, church bulletins;

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Housing

Lack of availability of various types of housing:

- Shortage of social housing (rent – geared to income)
- Waitlist for year 2013 includes 603 seniors with a wait time of 4.6 years
- Needs Survey identified a desire for aging in place (house or apartment) – need for support such as mobility aids, transportation, meals on wheels, house modifications

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Housing Cont'd

- Desire for bungalow design – preferred for aging in place
- Encourage builders to construct bungalow style houses and bungalow style townhouses
- Increase seniors rental housing
- Desire for older seniors to move from house to seniors building or active care unit
- Affordability issues for aging in place due to maintenance, costs of water, heating, electricity, City taxes

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Housing Cont'd

- Concern for condominium ownership with increasing maintenance fees and designs not appropriate for accessibility
- Look at other purpose built types of seniors housing ie. life lease – rental, co-housing

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Transportation

- Consideration of an all-inclusive information document on transportation;
- Offer information by newspaper and handouts;
- Better advertising; examine existing options “This Week In Barrie”, links to phone numbers;
- Partner with other entities, ie Waste Reduction Calendar to create better partnerships;

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Transportation Cont'd

- Promote seniors on the move; train the trainer education; change the perception about Transit and BACTS
- Travel Information Sheets outlining steps/routes to get there, ie. Destination specific
- Better Signage
- Affordable transportation alternatives
- Better advertising of existing transportation seniors discounts
- Promote Active Transportation Routes ie. trails

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Recommendations /Moving Forward

1. Council receive this presentation for information purposes
2. A budget be developed for the Seniors Advisory Committee and apply for available grant opportunities
3. The Seniors Advisory Committee and its current work be continued for the following reasons:

Increase awareness of Seniors priorities and participation within the Community

City of Barrie work toward being recognized by the World Health Organization (WHO) as an age-friendly community

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Thank-you for the opportunity!

Questions