

Hamilton's Plan for an Age-Friendly City

FALL 2014



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We need to change our thinking about people in the over-sixty age group, in radical ways. Longevity has advanced to the point where conditions like old age and frailty can no longer be defined by numerical age. Past stereotypes developed in past centuries no longer hold. When a 100-year-old man finishes a marathon, as happened last year, we know that conventional conceptions of old age must change.

— DR. MARGARET CHAN
DIRECTOR-GENERAL, WORLD HEALTH ORGANIZATION
Opening remarks on World Health Day, April 4, 2012

Introduction & Background

Our population is aging. The number of older adults and seniors in Hamilton is expected to double over the next two decades. This represents the fastest growing segment of the population.

Developing a plan for an age-friendly city will help municipal decision-makers, staff, and community stakeholders identify and address needs and priorities related to older adults. Having an age-friendly Plan means that Hamilton will formally participate in the growing local, national and international age-friendly movement and will have the opportunity both to learn from other communities and contribute to their learning.

In April 2012, Hamilton City Council identified the development of an age-friendly initiative as a

strategic priority in the City's 2012-2015 Strategic Plan. The Neighbourhood and Community Initiatives Division partnered with the Hamilton Council on Aging in 2013 to begin this work. *Hamilton's Plan for an Age-Friendly City* is the result.

Hamilton's Plan was not developed in isolation, but aligns with, and builds on, good work that is already underway. The plan links to other key City initiatives, including the Housing and Homelessness Action Plan, the Pedestrian Mobility Plan, Rapid Ready and the Cultural Plan. There is also alignment with the mandatory accessibility standards for people with disabilities being developed under the Accessibility for Ontarians with Disabilities Act (AODA) 2005.

Introduction & Background

Definitions/Terminology

When does “old age” start? 55? 60? 65? As we live longer and remain healthier, ideas about this are changing. There is no single definition of who is an older adult or a senior. People of the same age differ widely in their interests, abilities, health and level of independence. Municipal, provincial and federal governments have different definitions depending on program requirements. While a chronological age of 65 years is usually associated with retirement and the age one is eligible to receive pension benefits, not every 65-year-old considers themselves a senior.

Our consultations confirmed that some people, typically those over 70, prefer to be identified as a “senior”, while others in that age cohort disliked the label. In fact, a common reason why people do not go to seniors centres is that they do not identify with all of the “older people” they think they will find there.

For the purposes of this report, the term “older adult” will refer to a stage of life instead of a specific age. This would include people in their fifties and older. When the term “seniors” is used, it will refer exclusively to people 65 years of age and older.



Introduction & Background

Seniors and Older Adults in Hamilton

The number of seniors living in Hamilton is increasing. People are living longer. Life expectancy of Canadians over the age of 80 has increased by approximately 10 years¹.

Based on the 2011 Census, there are 81,575 adults age 55+ in Hamilton, or 28% of the total population (Figure 1.). This is expected to increase to 32% of the population by 2021 and stand at 31% in 2031 (Figure 2)².

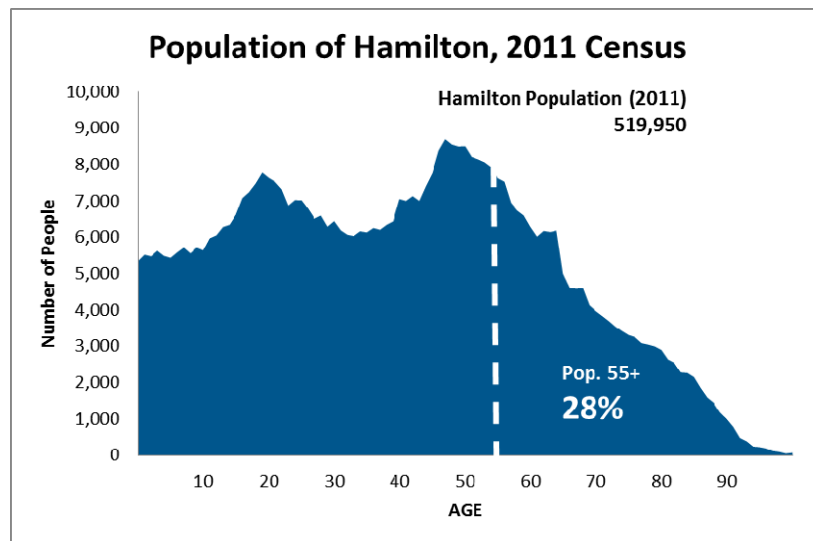


FIGURE 1. Population of Hamilton, 2011 Census

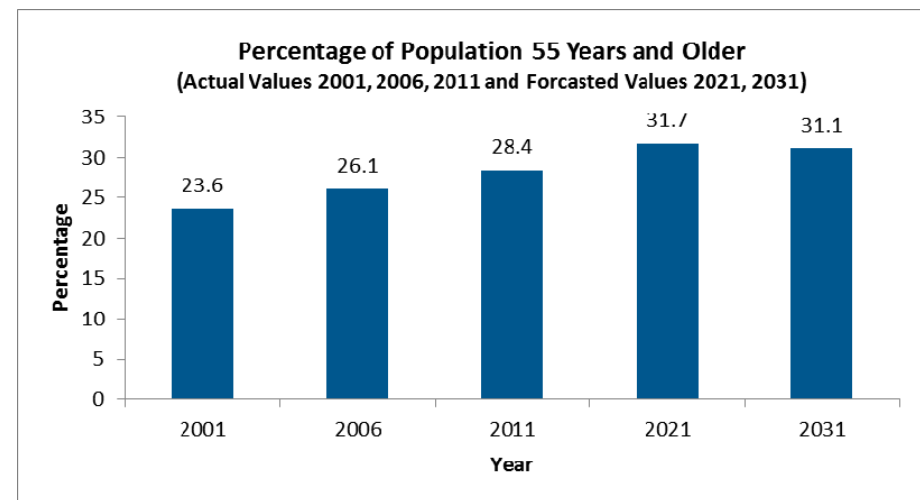


FIGURE 2. Percentage of Population 55 Years and Older

¹ World Bank. (2013). Retrieved from <http://databank.worldbank.org/data/home.aspx>

² Statistics Canada. (2011). *Age (131) and sex (3) for the population of Canada. Provinces, Territories, Census Divisions, Census Subdivisions and Dissemination areas, 2011 Census*. Catalogue no. 98-311-XCB2011018., Statistics Canada. (2006). *Profile of age and sex for Canada, Provinces, Territories, Census Divisions, and Census Subdivisions, 2006 Census*. Catalogue no. 94-575-XCB2006001. Statistics Canada. (2001). *Profile of age and sex, for Canada, Provinces, Territories, Census Divisions and Census Subdivisions, 2001 Census*. Catalogue no. 95F0486XCB01001. Hemson Consulting Ltd. (2012). *Greater Golden Horseshoe growth forecasts to 2041: Technical report (November 2012) addendum*. Toronto: Author.

Introduction & Background

Seniors reside in all parts of Hamilton with concentrations in certain areas of the city (Figure 3). However, over the next two decades, other suburban and rural areas of Hamilton will experience more rapid aging than areas of current concentration.

As people age, their income decreases. In 2011, Hamiltonians age 55-64 have an average annual income of approximately \$48,000; while those age 65+ have an average income of approximately \$37,000. Overall for older adults age 55+, the average annual income is \$37,000, while the annual income for Canadian and Ontario seniors is \$36,000 and \$39,000³.

Being able to afford a reasonable standard of living can become difficult for seniors living on limited incomes as costs increase, but incomes do not. Approximately 8 percent⁴ of seniors (65+) in Hamilton live on low income⁵. Whether by choice or necessity, increasing numbers of older adults are working beyond retirement age.

It is important to note that the next generation of seniors, the Baby Boomers, will be different. They grew up in a very different social, political and economic environment, and based on their experiences, will have different expectations.

³ Statistics Canada, Income Statistics Division. (2011). Annual Estimates for Census Families and Individuals. (Table 5, Catalogue no. SC-T1FF-S-05-2011-FSALDU-R).

⁴ Statistics Canada National Household Survey. (2011) *Semi-custom profile for Canada, Provinces, Territories, Census Divisions, Census Subdivisions and Dissemination Areas*, National Household Survey, 2011. (Table 2, Catalogue no. 99-004-XWE-SF0106-2).

⁵ Low income is defined using Statistics Canada's Low Income Measure (LIM). The LIM is a fixed percentage (50%) of median adjusted household income, where "adjusted" indicates that household needs are taken into account. Adjustment for household sizes reflects the fact that a household's needs increase as the number of members increases.

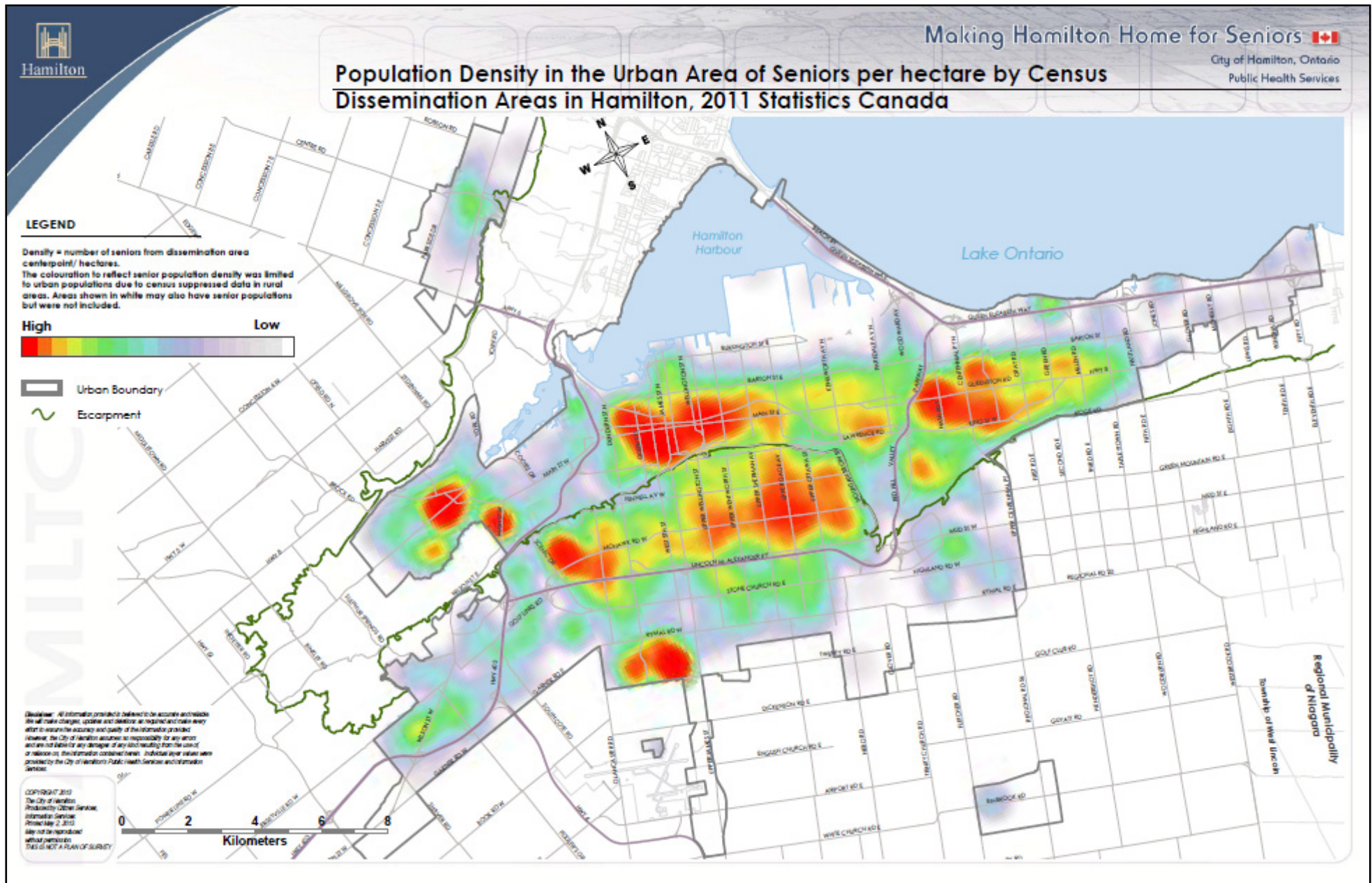
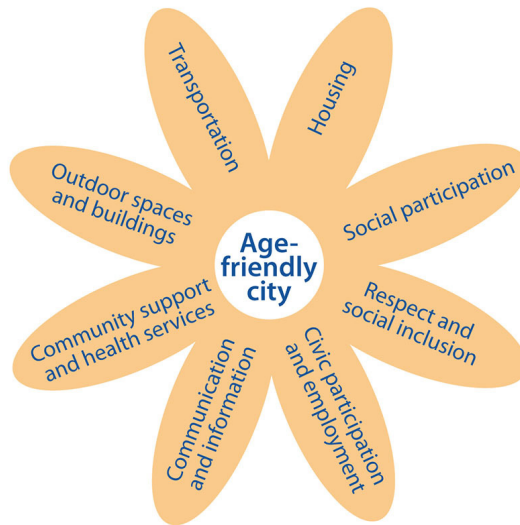


FIGURE 3. Population Density in Urban Area of Seniors per hectare

Introduction & Background

WHO Age-Friendly Themes

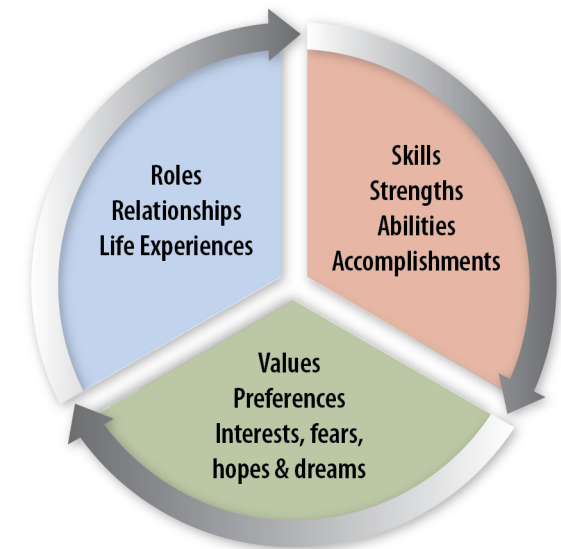


Age-Friendly Cities

The World Health Organization (WHO) developed its Age-friendly Cities framework in 2008 in partnership with several international organizations including the Public Health Agency of Canada. The concept of “age-friendly cities” is based on extensive research with older adults in 33 cities around the world, including four in Canada⁶. It sets out a vision of how communities can create an environment that encourages “active aging,”⁷ and identifies eight core age-friendly features: housing, transportation, outdoor spaces and buildings, community support and health services, communication and information, civic participation and employment, respect and social inclusion, and social participation.

Hamilton’s Plan for an Age-Friendly City was informed by, and aligns with, the WHO framework. Hamilton will join a growing global community of practice that aims to make cities more inclusive for all ages.

Hamilton’s Plan is also influenced by the philosophy of “personhood”. Compassion is at the heart of this idea. It asks that we acknowledge and honour people for who they are: their strengths, accomplishments, identity and history, their mind, body and spirit. We are asked to look beyond ageist stereotypes.



Personhood

⁶ Saanich (BC), Portage la Prairie (MB), Sherbrooke (QC), and Halifax (NS)

⁷ Active aging refers to “continuing participation in social, economic, cultural, spiritual and civic affairs, not just the ability to be physically active or to participate in the labour force.” From Ageing and Life Course: What is “active ageing” retrieved November 10, 2013 from http://www.who.int/ageing/active_ageing/en/index.html.

Introduction & Background

Developing Hamilton's Plan

The City has been working in partnership with the Hamilton Council on Aging (HCoA) to develop *Hamilton's Plan for an Age-Friendly City*. The HCoA is a senior-led, non-profit voluntary organization that advocates for an improved aging experience for older adults in Hamilton. It is staffed by individuals, primarily volunteers, with a broad range of experience in research, planning and community engagement, and works through a number of community networks. The City of Hamilton's Seniors Advisory Committee was also a key partner in this undertaking.

The planning process was divided into three phases: 1) background research and planning; 2) community engagement and consultation; 3) analysis and plan development. The Plan responds to research and best/promising practices, and most importantly, what was heard in conversations with older adults in Hamilton.

Over 700 hundred older adults and community stakeholders from various sectors were engaged in,

and contributed to, the development of the Plan. This was accomplished through a series of six public consultation sessions held across Hamilton, focus groups, small group discussions completed by individuals/groups in the community using the Planning for an Age-Friendly Hamilton Discussion Guide, and an on-line survey. Special efforts were made to engage older adults with diverse backgrounds and a wide range of lived experience including Aboriginal residents, residents living with a low income, persons with disabilities, residents from different ethno-cultural communities, and urban and rural residents.

City staff were also consulted at various stages of the planning process. Individual interviews and group discussions were conducted with 48 staff from various departments/divisions.

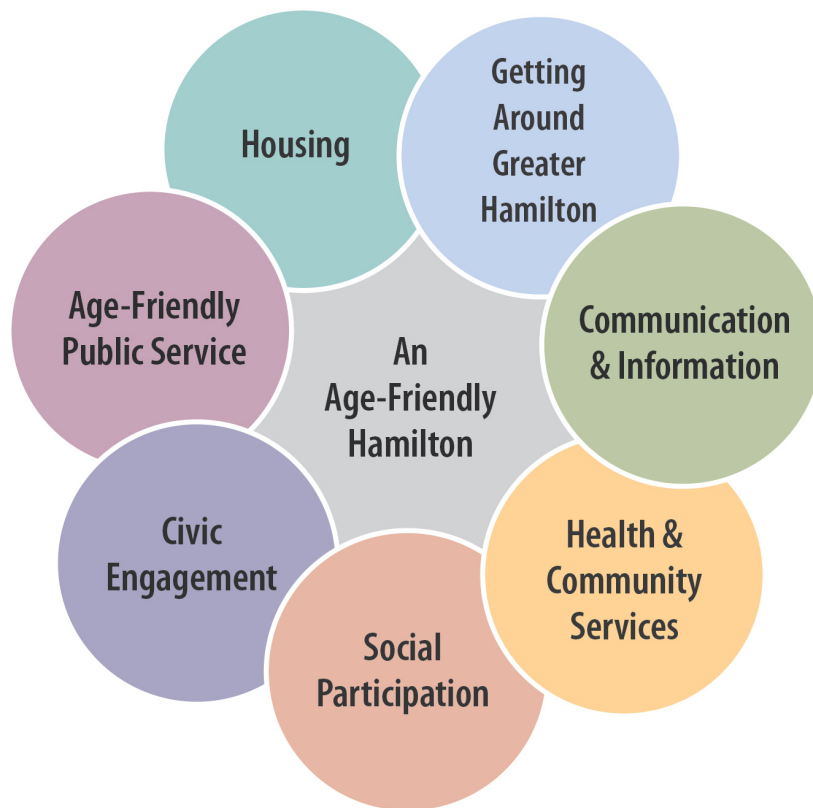
Results from the consultations are summarized in the report "Planning for an Age-Friendly Hamilton: What We Heard" (Aug. 2014).

Introduction & Background



In summary, the Plan was informed by:

- A project steering committee comprised of staff and key community stakeholders
- The City's Seniors Advisory Committee
- Hamilton Council on Aging and its Age-Friendly Hamilton Committee
- The World Health Organization's Age-Friendly Cities initiative
- A review of relevant literature on public policy and aging
- A review of other municipal plans for older adults and seniors
- A demographic analysis of Hamilton's older population
- An internal scan of existing City of Hamilton programs and services for older adults and seniors
- Consultation with over 550 older adults in the community
- Consultation with over 100 community stakeholders
- Individual and group discussions with 48 staff from key City departments
- The City Manager and Senior Management Team



The Plan

Hamilton's Plan for an Age-Friendly City outlines a vision and identifies principles for policy development and service delivery. The Plan is organized around seven areas of focus or strategic goals, and commits to a series of objectives and actions to achieve these goals.

Each of the seven areas of focus include an overview of issues identified through research and consultation, and an environmental scan that lists assets, gaps and challenges.

It should be noted that the actions are preliminary and require refinement through additional dialogue with broader groups of both internal and external stakeholders. Subsequently, implementation plans must be developed to ensure the actions are robust and measureable. Potentially more objectives could be identified in the future to achieve the goals. As such, Hamilton's Plan should be considered a "living" document.

Introduction & Background

Timeline

Actions contained in the Plan include a proposed implementation timeframe.

Short Term	➔	Actions that can begin immediately or within one year
Medium Term	➔	Actions that can begin within two or three years
Long Term	➔	Actions that can begin within four years or beyond

Stakeholders

Initial stakeholders are listed for each action. These are organizations that have an interest or expertise in the delivery of services to seniors. Confirming lead partners and identifying additional stakeholders will be part of next steps.

Vision & Principles

Vision

Creating a more age-friendly Hamilton is a shared responsibility. It requires coordinated advocacy and planning commitments from all three levels of government, the private sector, the non-profit sector and the community. In implementing this plan, Hamilton will become a better place for people to live, play, work, learn, raise a child *and grow old* when:

All residents of Hamilton are respected and included in community life regardless of age, ethnicity, race, gender, ability and background; policy and planning engages residents, reflects diversity, fosters social connectivity and the opportunity for active living and to age in place. Social connectivity links people to each other, place and services thus advancing health and well-being, while increasing the city's social capital.

Principles

Seven principles guided the consultation process and the development of *Hamilton's Plan for an Age-Friendly City*.

1. **Creating supportive and enabling environments**¹ where hospitality is practiced and accessibility is the norm
2. **Optimizing opportunities for health, participation, security**⁴ and **life-long learning** across the life-cycle². Health refers to physical, mental and social well-being
3. **Equity, inclusion and respect**³; recognizing the diversity of older adults including their wide range of interests, cultural preferences, capacities and resources¹ while reducing barriers to social connectivity that result from differences
4. An informed community that practices **accountability and transparency** while facilitating personal, social and system **connectivity**¹
5. **Neighbourhood capacity building**²
6. **Effective public service, delivered with integrity**, that is adaptive, dynamic and uses an equity and inclusion lens and is responsive to individual and collective needs as well as emerging opportunities while delivering value for money spent³
7. **Community engagement**² where people have meaningful opportunities to have a say in designing services and influencing decisions that affect them¹

These principles are based on the following documents: (1) Age-friendly Communities Practice; (2) City of Hamilton (2010) "The Playbook: A Framework for Human Services Planning in Hamilton"; (3) City of Hamilton Corporate Culture Pillars; (4) Dr. Sinha's Report produced for the Ministry of Health and Long-Term Care, "Living Longer, Living Well"

Goals – Objectives – Actions

1. Housing

The Issues

- Appropriate housing is one of the most significant determinants of quality aging. Being appropriately housed increases the chances of optimal aging.
- Older adults voiced concerns about the lack of appropriate housing choices in specific areas of the city (i.e., Waterdown, Ancaster, Stoney Creek, rural areas).
- Many others, including those in ethno-cultural communities – some who cannot afford or choose not to move – are troubled by mobility and transportation issues that result from home and community design.



Environmental Scan

Assets	Gaps	Challenges
Official Urban and Rural Plans, Secondary Plans AODA Building Standards effective January 2015 City of Hamilton's Housing and Homelessness Action Plan An increased density means more condominiums are being built, which are often suitable for downsizing	No sustained funding from the federal or provincial governments for social housing No single point of access for information on availability of social housing including location, type of unit and accessibility Limited low cost assisted living options Apartment buildings do not typically foster community (i.e., no common spaces)	Need for action by federal and provincial governments Lack of affordable and appropriate housing options for seniors in some communities, i.e., Ancaster, parts of Stoney Creek, Waterdown Seniors can still feel isolated within a seniors complex Aging social housing stock

Goals – Objectives – Actions

Market responding to demand/profit by building retirement homes, adult lifestyle communities, condominiums Community leaders are beginning to explore new housing options/models for older adults (i.e., co-op, co-housing, peers, younger people) City’s Seniors Tax Rebate Program for low-income senior homeowners	Few co-housing options in Hamilton (i.e., HomeShare) Limited co-op housing in Hamilton Accessible units not being planned for/included in condos Few new rental units coming on the market Increasing numbers of older adults who are homeless or at-risk of homelessness	New challenges faced in residential care with a more heterogeneous population Many people are reluctant to move into more “appropriate” housing while they can still easily adapt to this change Older home owners on low incomes may not be able to afford necessary home adaptations or home repairs
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GOAL – HOUSING

Everyone should have a place to live. People are supported in ways that make sense for their unique circumstances with a full range of housing options in their neighbourhoods.⁸

RECOMMENDATIONS

OBJECTIVE 1.1 Older adults can easily access the information they need with respect to various housing options, and have tools available to help them plan for their aging.		
Actions	Timeline	Initial Stakeholders*
1.1.1 Develop a housing resource guide for older adults to help them plan for aging and to navigate the social housing landscape in Hamilton. ^{9**}	Short Term	Seniors Advisory Committee City of Hamilton Housing Services Division, Public Health Services
1.1.2 Increase awareness of financial supports available to fund home adaptations (i.e., Ontario Renovates Program for Homeowners).	Short Term	City of Hamilton Housing Services Division Province of Ontario

⁸ This goal is adapted from the City of Hamilton’s *Housing and Homeless Action Plan (2013)*. “Everyone should have a place to live” has replaced the original language of “has a home”.

⁹ Modeled on “*Housing Options for Seniors in Halton*,” <http://www.halton.ca/common/pages/UserFile.aspx?fileId=14855>

Goals – Objectives – Actions

1.1.3 Investigate the viability of creating a database of social housing units that includes features so older adults can easily find information on the availability of appropriate housing (i.e., types of units, accessibility, condition).**	Medium Term	City of Hamilton Housing Services Division Seniors Advisory Committee
OBJECTIVE 1.2 Older adults' housing affordability, stability and choice is increased and maintained over time.*		
1.2.1 Ensure that all municipal planning decisions with respect to mix and range follow the policy direction of the Urban and Rural Hamilton Official Plans.+	Short Term	City of Hamilton Planning & Economic Development City Council
1.2.1.1 Explore opportunities for housing mixes that include the needs of one and two person households, build accessible units, include different ownership models such as co-op housing and co-housing, retirement homes, some city park space and recreation facilities when none are nearby.	Short Term	City of Hamilton Planning & Economic Development City Council
1.2.2 As HHAP is implemented, convene a committee of older adults to look at increasing older adults' housing affordability, stability and choice in communities across the Greater Hamilton area+.	Medium Term	City of Hamilton Housing Services Division Seniors Advisor Committee Older Adults
1.2.4 Advocate to the federal government for a funded National Housing Strategy+.	Long Term	City Council Housing Sector Philanthropic sector
OBJECTIVE 1.3 People receive respectful, quality services within a “user-friendly” system and experience equity and inclusion when accessing social housing.		
1.3.1 Build on practices of person-centredness with the system of housing and homelessness services+.	Medium Term	City of Hamilton Housing Services Division Tenants
1.3.2 Ensure that everyone who accesses housing and homelessness services is meaningfully engaged in planning and decision-making that impacts their lives+.	Short Term	City of Hamilton Housing Services Division Tenants

Goals – Objectives – Actions

OBJECTIVE 1.4 Ensure older adults have the individualized supports they need to help them obtain and maintain housing.*		
1.4.1 Connect system navigators with social housing buildings to help older adults meet their housing and support needs.	Short Term	City of Hamilton Housing Services Division, Paramedic Services CCAC Voluntary sector
1.4.2 Partner with the Hamilton Niagara Haldimand Brant (HNHB) Community Care Access Centre (CCAC) to do a better job of discharge planning from hospitals and supporting people beyond discharge planning. ⁺	Medium Term	City of Hamilton Housing Services Division HNHB CCAC Home care agencies
1.4.3 Implement assessment and support processes as part of the “wait list” for seniors’ social housing to better address the needs of the applicants. ⁺	Medium Term (in development)	City of Hamilton Housing Services Division, Paramedic Services CCAC Home Care agencies
1.4.4 Ensure high quality, trauma-informed services and supports for older adults in homelessness and/or insecure housing situations. ⁺	Medium Term	City of Hamilton Housing Services Division
1.4.5 Plan and implement community building efforts that will develop a sense of community in all social housing. ⁺	Short Term (in progress)	City of Hamilton Housing Services Division
1.4.6 Continue to encourage apartment owners to create common space and opportunities for information sharing (i.e., apartment bulletin board, newsletters) that will foster a sense of community and enhance opportunities for mutual support.	Short Term	HCoA Seniors Advisory Committee Apartment Owners Association
1.4.7 Encourage the voluntary sector to seek funding opportunities to work in privately owned apartment buildings and establish programs and practices that will reduce social isolation and help connect people to services.	Medium Term	Voluntary sector City of Hamilton Public Health Services Philanthropic Sector Apartment Owners Association

Goals – Objectives – Actions

1.4.8 Encourage landlords to install adaptations (grab bars, modified door handles, etc.) upon request at little or no cost to the tenant.	Short Term	HCoA Apartment Owners Association
1.4.9 Raise awareness within City-operated long term care and social housing facilities of the needs of diverse populations (i.e., ethno-cultural communities, lesbian, gay, bisexual, and transgendered older adults).	Short Term	City of Hamilton Macassa and Wentworth Lodges CityHousing Hamilton

*Initial stakeholders are indicated for each action. Identifying additional stakeholders will be part of next steps.

**Denotes objectives or actions developed by the Seniors Advisory Committee

+Denotes objectives or actions adapted from the Housing and Homelessness Action Plan



Principles incorporated into Actions

- ✓ 1. Creating supportive and enabling environments
- ✓ 2. Optimizing opportunities for health, participation, security and life-long learning
- ✓ 3. Equity, inclusion and respect
- ✓ 4. An informed community
- ✓ 5. Neighbourhood capacity building
- ✓ 6. Effective public service
- ✓ 7. Community engagement



2. Getting Around Greater Hamilton: Mobility, Outdoor Spaces & Public Buildings

The Issues – Mobility

- Greater Toronto and Hamilton Medical Officers of Health have identified severe negative health impacts that result from how communities have been designed to rely on cars. They assert that implementing Metrolinx's *"The Big Move"*¹⁰ would increase physical activity in a way that prevents premature death and chronic disease, particularly diabetes. Further, planning healthy, compact, complete communities is needed to support greater use of public transit and active transportation¹¹.
- Most of the older adults who participated in consultations about this goal use a car as their primary mode of transportation; others use the bus regularly, while still others have little or no access to a car or public transportation.
- Older adults who use Hamilton Street Railway (HSR) indicated that bus stops and shelters are often inconveniently located, there is a lack of benches and age-friendly signage, some bus drivers do not take older passengers' needs into consideration, and the cost can be an issue.
- Most English-speaking transit users expressed satisfaction with the HSR service. However, some older adults with functional limitations stated that they had difficulty getting to bus stops or their ultimate destination once they disembarked, and taking the bus was not always an option.
- Language and other cultural barriers prevent many individuals from accessing information on transit options and utilizing the HSR.
- Many older adults find it difficult to obtain tickets/passes or top up their Presto Card.

¹⁰ *The Big Move* is the Greater Toronto and Hamilton's (GTHA's) multi-modal long-range regional transportation plan.

¹¹ Mowat, D., Gardner, C., McKeown, D., Tran, N., Moloughney, B., & Bursey, G. (2014). *Improving health by design in the Greater Toronto-Hamilton Area*. Author: (n.p.). Retrieved from <http://www.peelregion.ca/health/resources/healthbydesign/pdf/moh-report.pdf>

Goals – Objectives – Actions

- Disabled and Aged Regional Transportation System (DARTS) clients reported challenges related to wait times, booking procedures and eligibility criteria. Complaints have quadrupled this year¹².
- Older drivers expressed fear about potentially losing their ability to drive as they are not familiar with the transit system (where one is available) or alternative transportation options.
- Those who rely on volunteer drivers are concerned about the limited availability and the fact that this mode cannot be accessed for all types of trips. Furthermore, the existence of this type of service, either through a volunteer driver or through a community shuttle bus, is not widely publicized.
- Those relying on private-sector accessible transit complained about its high cost. This type of transit is subsidized.

The Issues – Outdoor Spaces and Public Buildings

- *Improving Health by Design* states that “Active transportation depends upon the presence of destinations, desirable streetscapes, and keeping trip distances short. These in turn are influenced by density and land use mix. Distance is also impacted by the directness of routes (i.e., street network connectivity).”
- Older adults who participated in this consultation expressed a desire to walk, but were concerned about pedestrian safety including the location of cross walks, timing of lights, volume and speed of traffic, appropriate age-friendly signage, availability of benches, and public access to washrooms.
- Getting around in the winter months is difficult: sidewalks, bus stops and intersections are often not cleared of snow in a timely or thorough manner.

¹² Van Dongen, M. (2014, June 4). DARTS Complaints spur call for review. *Hamilton Spectator*. Retrieved from <http://www.thespec.com/news-story/3253224-darts-complaints-spur-calls-for-review/>

Goals – Objectives – Actions

Environmental Scan

Assets	Gaps	Challenges
Official Urban and Rural Plans, Secondary Plans Public transit infrastructure including low floor buses, automated stop announcement and display on all buses Rapid Ready Report Master Plans for Transportation, Pedestrian Mobility, Cycling and Recreation Trails Transit Enhancement Review, DARTS Review Volunteer driving organized by community service agencies Adaptable taxi licenses available in 2014 Reduced bus rates for 65+, free Golden Age Pass for 80+ “Improving Health by Design in the Greater Toronto-Hamilton Area” by Medical Officers of Health in Greater Toronto-Hamilton Area promoting “complete communities” Hamilton Public Library doing age-friendly audits of all branches using a tool developed by the HCoA	Infrequent or non-existent bus service in less densely populated areas Limited awareness of how and where to purchase Monthly / Golden Age transit passes, and few points of sale Lack of information on transit options in languages other than English Few DARTS users have access to smartphones or tablets to use “where’s my ride” site No adapted taxis currently in service Limited availability of volunteer drivers Limited number of mixed use neighbourhoods Lack of public access to washrooms Street signage is not age-friendly No complete streets policy	Individuals’ attachment to their cars Many people don’t know where buses go and how to plan routes Difficult for adults with functional limitations or non-drivers to get to locations where bus passes are sold Difficult for older adults with functional limitations to get to bus stops Dissatisfaction with DARTS scheduling/ length of trips/transparency of information on eligibility criteria Competing needs of pedestrians, cyclists, scooters, public and para-transit and cars Cost of parking at medical facilities can be expensive Trend towards big box stores does not facilitate pedestrian access, but necessitates driving Pedestrian safety

Goals – Objectives – Actions

GOAL – GETTING AROUND GREATER HAMILTON

The City’s transportation systems, urban design and physical infrastructure enable people to participate in community life as they choose, as well as age in their community.¹³

RECOMMENDATIONS

TRANSPORTATION		
OBJECTIVE 2.1 Ensure the ideas and concerns expressed in this plan inform the Master Transportation Plan		
Actions	Timeline	Initial Stakeholders*
2.1.1 Summarize the input gathered via this planning process and refer it to the Transit Master Planning process.	Short Term	Hamilton Council on Aging SAC
OBJECTIVE 2.2 Investigate the design, feasibility and funding opportunities for developing a shared ride model that provides the “right” amount of door-to-door convenience mixed with the cost effectiveness of shared ride.		
2.2.1 Convene a committee to investigate ways of expanding the capacity of volunteer driving based on experience in other communities (i.e., Niagara Connects, Stratford’s “Easy Ride”).	Medium Term	Red Cross City of Hamilton HSR, DARTS Hamilton Council on Aging Community service agencies providing volunteer driving Health sector Ministry of Transportation
OBJECTIVE 2.3 Building on existing services and capacity, identify opportunities to expand usage of community bus shuttles or volunteer drivers as a way of getting people directly to where they want to go.		
2.3.1 Develop a pilot project volunteer driving program in Waterdown that will take seniors to Recreation programs when the new seniors’ facility opens.	Short Term	Waterdown Seniors Steering Recreation Committee Flamborough Community & Information Services

¹³ Mowat, D., Gardner, C., McKeown, D., Tran, N., Moloughney, B., & Bursey, G. (2014). Improving health by design in the Greater Toronto-Hamilton Area GTHA. Author: (n.p.). Retrieved from <http://www.peelregion.ca/health/resources/healthbydesign/pdf/moh-report.pdf>

Goals – Objectives – Actions

2.3.2 Work with major grocery chains providing shuttle bus service to their grocery store, explore opportunities to extend the service to more public and convenient pick up venues (i.e., outside libraries).	Short Term	Hamilton Council on Aging Major grocery chains Hamilton Public Library Information Hamilton
OBJECTIVE 2. 4 Improve the ease of using public transit.		
2.4.1 Increase the number of locations where people can purchase Seniors tickets and passes.	Short Term	City of Hamilton HSR Seniors Advisory Committee
2.4.2 Offer trip-planning assistance in numerous languages.	Short Term	City of Hamilton HSR Seniors Advisory Committee
2.4.3 Improve information at bus stops.	Short Term	City of Hamilton HSR Seniors Advisory Committee
2.4.4 Host workshops teaching people how to take the bus, based on HCoA workshop “Let’s Take the Bus” including in numerous languages.	Short Term	City of Hamilton HSR Seniors Advisory Committee
OBJECTIVE 2.5 Improve the Disabled & Aged Regional Transportation System (DARTS)		
2.5.1 Improve and expand DARTS service.	Medium Term	DARTS City Council Seniors Advisory Committee Advisory Committee for Persons with Disabilities HCoA
2.5.2 Increase the variety of vehicles used by DARTS.	Medium Term	DARTS

Goals – Objectives – Actions

ACTIVE TRANSPORTATION		
OBJECTIVE 2.6 With new developments and where possible with redevelopment, implement a complete communities policy.		
Actions	Timeline	Stakeholders
2.6.1 Continue to implement the Pedestrian Mobility Plan using an older adult lens (i.e., improved pedestrian crossings, signal times, community safety audits, street furniture, access to washrooms, neighbourhood safety audits).	Medium Term	City Council City of Hamilton Public Works
2.6.2 Ensure there is a representative from SAC on the Pedestrian Mobility Committee, which is to be struck as per the Plan.	Short Term	Public Works SAC
2.6.3 Encourage Neighbourhood Associations and BIAs to conduct walkability/accessibility of their particular environments using questionnaires provided by Public Health or the HCoA. 2.6.3.1 Forward results of walkability/accessibility audits to Public Works for consideration when repairs, replacements, upgrades and/or reconstructions of streets are being planned.	Medium Term Medium Term	Neighbourhood Associations BIAs HCoA Environment Hamilton
2.6.4 Continue to implement recommendations from the Cycling Master Plan using an older adult lens.	Medium Term	City Council City of Hamilton Public Works
2.6.5 Develop a cycling workshop geared to older adults, including safety measures, rules of the road and testing of ability so that older adults will safely ride bicycles and take advantage of bike-share rental programs.	Short Term	City of Hamilton Public Works, Recreation Division, Seniors Centres YWCA and YMCA HCoA
2.6.6 Create an ad hoc committee, which includes representatives from SAC and the Disabilities Advisory Committee, to examine existing regulations and by-laws with regard to use of mobility devices on sidewalks and make recommendations.	Short Term	City of Hamilton Public Works SAC DAC

Goals – Objectives – Actions

SPACES AND PLACES		
Actions	Timeline	Stakeholders
2.6.7 Provide information on accessible trails to the public.	Short Term	HCoA City of Hamilton Public Works Hamilton Conservation Authority Hamilton Burlington Trail Council
2.6.8 When opportunities arise, encourage municipal and community services to co-locate to simplify access, and increase residents' exposure to information and available services.	Medium Term	City of Hamilton
2.6.9 Establish a way-finding process for the City of Hamilton through use of visual information using standardized international symbols as much as possible, for such things as landmarks, signage, pathways and environmental cues, to help residents and newcomers navigate their way through Hamilton with ease. Include older adults/pedestrians in the development of way-finding signage.	Medium Term	City of Hamilton Public Works
2.6.10 Areas zoned for mixed use shall provide for a mix of complementary uses that expand the diversity of experiences and options available to residents (i.e., easy access between retail, employment, residential, public, social and health services, education and recreation uses).	Long Term	City of Hamilton Planning & Economic Development
2.6.10.1 Create a cross-departmental 'Complete Communities' committee to explore integration of mixed use, increased density, a wider range of transportation options and housing choices. This includes local walkable access to options for food, transportation, housing, recreation, education, retail, employment, and information services.	Medium Term	City of Hamilton Departments

Goals – Objectives – Actions

2.6.11 Collaborate with stakeholders to improve the quality and features of public space to promote social engagement and reduce isolation.	Medium Term	City of Hamilton Public Works, Public Health Services
2.6.12 Develop partnership agreements between the municipality, school boards, private sector and the community for the shared use of school grounds, schools that are closing, municipal facilities and private and public spaces for low to no cost leisure and recreational use.	Medium Term	City of Hamilton Public Works, Recreation Division School Boards Hamilton Public Library

*Initial stakeholders are indicated for each action. Identifying additional stakeholders will be part of next steps.



Principles incorporated into Actions

- ☑ 1. Creating supportive and enabling environments
- ☑ 2. Optimizing opportunities for health, participation, security and life-long learning
- ☑ 3. Equity, inclusion and respect
- ☑ 4. An informed community
- ☑ 5. Neighbourhood capacity building
- ☑ 6. Effective public service
- ☑ 7. Community engagement



3. Communication & Information

The Issues

- Consultation participants consistently stated that it is very challenging to know what is available to them and how to find out about services. The challenge worsens in the instance of crisis.¹⁴
- Limited English language ability exacerbates problems with access to information. While translation service is available at 546-CITY, 211 and HNHB CCAC, that fact is not readily discoverable if you don't know to look or ask.
- While internet usage is increasing among older adults, older individuals typically look for information in the phone book, other printed formats like the newspaper, or by asking family and friends. Some also watch Cable 14. Many do not consider searching for information online.
- The digital divide: government, non-profit and private sector are all moving to digital forms of communication and information and not distributing printed forms of information, leaving large numbers of people behind, particularly seniors. Many participants identified a lack of printed material as problematic for them.
- Some people assume programs, services and supports are not available and therefore do not look for information at all.
- Participants emphasised that information must be in accessible formats. Many identified the need for materials in large print.
- Devices to accommodate special communication needs are not readily available in the community.
- The need for the type of assistance provided by system navigators was frequently mentioned.

¹⁴Denton, M., Ploeg, J., Tindale, J., Hutchison, B., Brazil, K. Akhtar-Danesh, N., Quinlan, M., Lillie, J., Millen, J., & Boos. (2008). Where would you turn for help? Older adults' awareness of community support services. *Canadian Journal on Aging*, 27(4), 359-370.

Goals – Objectives – Actions

- Older adults are looking for opportunities to learn about the use of computers and other information technology.

Environmental Scan

Assets	Gaps	Challenges
AODA Act and Regulations Access and Equity Policies Effective information and referral systems: 905-546-CITY, Redbook Hamilton, 211 Ontario Translation services through 211 and 905-546-CITY Health databases (MyHealthGPS, Healthline) Local information hubs (i.e., Municipal Service Centres, Libraries, Recreation Centres, Seniors Centres, YWCA and YMCA, community information services) Courses offered on the use of technology through Recreation Centres (Seniors, YWCA, etc.), Hamilton Public Libraries	Many non-profit organizations do not have budgets to support advertising and promotion Information is often not available in accessible or age-friendly formats Limited awareness of potential impact of aging demographic Front line staff are not always up-to-date and informed Many older adults prefer to speak/interact with a “real” person There is a low level of awareness of WHO Age-friendly Cities approach or provincial report “<i>Living Longer, Living Well</i>” among decision makers No on-going public awareness campaign for 211 No consistent use of age-friendly communication	905-546-CITY provides translation in 149 languages, but many residents are not aware of this service The City is a large and complex organization making it difficult to get information out to people Technological barriers to distributing and accessing information Competing priorities for funding, i.e., big capital infrastructure needs Client base is fragmented – a range of ages, stages and geographical locations City resources – need to develop inter-departmental dialogue and establish opportunities for collaboration

Goals – Objectives – Actions

GOAL – COMMUNICATION AND INFORMATION

Older adults have access to information and systems that are better connected, and are able to influence and design the type of information systems they need; customer service and way-finding are intentional and responsive to individual needs and capacities.

RECOMMENDATIONS

OBJECTIVE 3.1 Increase awareness of local “trusted sources” of information, i.e., 905-546-CITY, Redbook.ca, 211		
Actions	Timeline	Initial Stakeholders*
3.1.1 Promote 905-546-CITY, Redbook.ca and 211 through the development of a consumer awareness campaign targeted at older adults.	Short Term	City of Hamilton United Way BGH Information Hamilton 211 Ontario
3.1.2 Coordinate with Information Hamilton to ensure that links to City, recreation, and other services for seniors and older adults are current and comprehensive.	Short Term	City of Hamilton Information Hamilton Community sector
3.1.3 Learning from the evaluation of the Dundas InfoSpot55+ pilot project ¹⁵ , investigate the value of placing information touch screens in select locations across the city, i.e., city facilities (including libraries) and through a private-public partnership with retailers (i.e., grocery stores, pharmacies).	Short Term	City of Hamilton Recreation Division, Public Health Services Hamilton Public Library Hamilton Council on Aging Human Services
OBJECTIVE 3.2 Improve communication between the City of Hamilton and older residents		
3.2.1 Develop a dedicated older adults’ page on the new City of Hamilton website that provides a central source of information on services and supports for older adults.	Short Term	City of Hamilton

¹⁵ The Dundas InfoSpot55+ project will have a touch screen monitor with information on services for older adults in Dundas located in the Public Library and Recreation Centre.

Goals – Objectives – Actions

3.2.2 Communicate the availability of city services to older adults through a well-designed marketing plan in numerous languages.	Short Term	City of Hamilton
3.2.2 Develop and provide ongoing age-friendly communication by improving adherence to existing communication policies, clear accessible and large print guidelines, and adding an older adult lens to communications templates.	Short Term	All City Departments All sectors
3.2.3 Communicate the availability of translation services for 546-CITY.	Short Term	City of Hamilton HIPC HCCI Newcomer services
3.2.4 Ensure continuous quality improvement of 905-546-CITY by enhancing knowledge tools used by call centre staff.	Short Term	City of Hamilton
3.2.5 Reflect the community's diversity, including age, ethnicity and ability, in all images used to advertise city services.	Short Term	City of Hamilton
OBJECTIVE 3.3 Increase digital literacy of older adults.		
3.3.1 Expand and enhance opportunities for older adults to learn how to use new information technology devices (i.e., computers, smartphones, and tablets).	Medium Term	HPL City of Hamilton Recreation Division Information Hamilton
3.3.2 Expand electronic information literacy programs/workshops that help older adults use technology to find information.	Medium Term	HPL City of Hamilton Recreation Division, Housing Services Division Housing providers Hamilton Police Service

Goals – Objectives – Actions

OBJECTIVE 3.4 Increase access to assistive devices and translation services for the non-profit sector		
3.4.1 Develop a process to facilitate the lending/borrowing of assistive devices, and training in their use.	Short Term	City of Hamilton Access & Equity March of Dimes Hearing Society CNIB Information Hamilton
3.4.2 Develop a process to facilitate low cost or no cost translation services for the non-profit sector.	Short Term	To be determined
OBJECTIVE 3.5 Improve access to plainly written information on what is available to older adults.		
3.5.1 Create a short plain language summary of key information, translated into numerous languages, that describes what is available for older adults (i.e., discounted transit, recreation, housing etc., where to find information, what is available online).	Short Term	City of Hamilton Hamilton Council on Aging SAC Information Hamilton Hamilton Public Library HCCI HNHB CCAC
3.5.2 Develop a comprehensive and coordinated communication plan to support the dissemination of key information for older adults.	Medium Term	City of Hamilton Hamilton Council on Aging SAC Information HamiltonHamilton Public Library HCCI HNHB CCAC

*Initial stakeholders are indicated for each action. Identifying additional stakeholders will be part of next steps.

Goals – Objectives – Actions

Principles incorporated into Actions

- ☑ 1. Creating supportive and enabling environments
- ☑ 2. Optimizing opportunities for health, participation, security and life-long learning
- ☑ 3. Equity, inclusion and respect
- ☑ 4. An informed community
- ☑ 5. Neighbourhood capacity building
- ☑ 6. Effective public service
- ☑ 7. Community engagement



4. Health & Community Services: Aging in Community Safely & Securely



The Issues

- While this consultation did not focus on health, health is a significant concern for older adults.
- It is difficult for people in stressful situations to navigate “the system”, find information and access services. Community service agencies need to do a better job of co-ordinating their services in order to provide a more seamless experience for clients.
- People are living longer with chronic diseases including an increased prevalence of Alzheimer’s and related dementias. Informal supports are often not enough to allow people to remain safely in their homes. Formal and informal supports are essential to enable many older people to age in place.
- Most people want to age in their community, but find it challenging due to car-centric urban design, their limited mobility, a lack of housing options, and limited formal and informal supports.
- Some participants identified the need for a “circle of care” or “village” model that provides supports (i.e., companionship, light housekeeping, rides, delivered meals and groceries, social engagement opportunities).
- Transitioning from being well-fit to experiencing functional limitations brings risks that further threaten deterioration in health (i.e., giving up healthy habits such as exercise, socialization). The informal support of family and community, as well as formal community services, is necessary to mitigate this risk by supporting people’s ability to continue to be physically active and socially engaged.

Goals – Objectives – Actions

Environmental Scan

Assets	Gaps	Challenges
Local municipal and non-profit collaborations and partnerships Strong, local non-profit agencies that provide sectoral and community leadership Family Health Teams Community Health Centres offering integrated services and system navigation Emerging models of community agencies collaborating for “Collective Impact” as developed by the Tamarack Institute Special Supports through Ontario Works Seniors Support Officers (Hamilton Police Service), Fire Prevention, CHAPS EMS Program, CREMS Program HNHB LHIN Strategic Health System Plan “Action: A Call To IntegratiOn Now” (Dec. 2012) “Living Longer, Living Stronger” Dr. Samhir Sinha. Recommendations to inform a Seniors Strategy for Ontario McMaster University Researchers Leadership and funding through philanthropic sector	Many residents are unclear about what is available, what they are entitled to, and how much they should expect to pay One-time funding for pilot projects is often available, but successful pilots do not necessarily result in sustained funding Funders allocate little or no money to invest in communicating about services. Communication is classified as an “administration” cost, rather than a program cost Shortage of subsidized assistance for people with functional limitations that helps them maintain independence and delay institutionalization (CCAC has very specific eligibility criteria) Assistance with snow clearance is inadequate Special Supports (i.e., dental, hearing aids, bath equipment) are not funded for residents in long-term care facilities or non-subsidized individuals in residential care facilities	Level of poverty among seniors in Hamilton Agency budgets are not increasing while fixed costs and demand are increasing, making it difficult for agencies to meet community needs Tensions in health care between provincial government directives to LHIN/ CCAC and local needs for preventative services Organizations are directed by funders to rely more on volunteers, but there is a lack of resources to support recruitment, co-ordination, and training of volunteers Funders offer project-based funding that meets funders’ goals and priorities, but may cause mission drift of community agencies; no co-ordinated planning Competition for fundraising dollars Non-profit operations are very lean, meaning little or no money to invest in coordinated planning or developing shared infrastructure across the community service sector Wait lists for services (i.e., Adult Day Programs)

Goals – Objectives – Actions

Assets	Gaps	Challenges
		Special supports are available to older adults to assist with home maintenance, but they are at capacity Increasing community awareness about the abuse of older persons; finding ways to break the silence and reduce the stigma attached to the victim Lack of awareness among agencies of who does what Duplication of services, some territorialism

GOAL – HEALTH AND COMMUNITY SERVICES

Older adults have access to a wide range of supports and services that allow them to remain in their homes and attend to their health and personal needs. Aging in community is eased by good urban design, appropriate housing, and the support of family and community.

RECOMMENDATIONS

OBJECTIVE 4.1 Improve access to supports that reduce risk and assist older adults to be able to remain safely in their homes longer		
Actions	Timeline	Initial Stakeholders*
4.1.1 Encourage the Ministries of Health and Long-Term Care and Community Services to adequately fund community services that enable people to remain in their homes and out of institutions.	Medium Term	City of Hamilton

Goals – Objectives – Actions

4.1.2 Continue to develop City of Hamilton working relationships with the HNHB LHIN, HNHB CCAC, Family Health Teams, hospitals and other health and community services to ensure that services residents need are in place.	Medium Term	City of Hamilton Health Sector Community Sector
4.1.3 Evaluate the effectiveness of the neighbourhood-based Assisted Living Program and expand if it proves successful.	Medium Term	HNHB LHIN MOHLTC
4.1.4 Continue to develop the system navigator role within the City of Hamilton.	Medium Term	City of Hamilton Public Health Services
4.1.5 Develop and offer a CPR training program specifically designed for older adults based on the Ottawa approach.	Short Term	City of Hamilton Paramedic Services, Recreation Division Heart & Stroke Foundation St. John's Ambulance
4.1.6 Raise public awareness of how to connect people at risk with programs and services.	Medium Term	City of Hamilton, Hamilton Police Service, Public Health Services, Fire/EMS Catholic Family Services
4.1.7 Provide the necessary tools and training for officials/agencies and the general public to identify elder abuse in order to make informed referrals.	Medium Term	HCoA/CAAOP
OBJECTIVE 4.2 Ensure that older adults have easy, seamless and equitable access to services that cross the continuum of care.		
4.2.1 Ensure community agencies have access to a referral system that enables them to refer clients to one another directly, efficiently and effectively.	Medium Term	Community Service Sector Health Links HNHB CCAC HNHB LHIN Adult Day Programs City of Hamilton
4.2.2 Ensure all staff have cultural competency training so they can meet the needs of older adults respectfully.	Medium Term	All sectors

*Initial stakeholders are indicated for each action. Identifying additional stakeholders will be part of next steps.

Goals – Objectives – Actions



Principles incorporated into Actions

- ☑ 1. Creating supportive and enabling environments
- ☑ 2. Optimizing opportunities for health, participation, security and life-long learning
- ☑ 3. Equity, inclusion and respect
- ☑ 4. An informed community
- ☑ 5. Neighbourhood capacity building
- ☑ 6. Effective public service
- ☑ 7. Community engagement



5. Social Participation: Recreation, Learning, Arts & Culture

The Issues

- Older adults need to stay connected. Social connectedness is important in maintaining physical and mental health as we age.
- Opportunities for social participation are necessary for older adults across a spectrum of needs (i.e., well-fit to functional limitations). Transitioning from programs across this continuum requires coordination among program providers, access to information about available options, support for older adults making these transitions, and personal motivation.
- Many people are not “joiners” and prefer less structured opportunities to connect with others or participate in activities.
- With the increase in life expectancy, we now have a number of generations considered to be “seniors” or “older adults” whose life experiences, preferences and expectations are quite different.
- The concept of “affordability” is subjective; recreation and leisure activities are often looked upon as a luxury versus a necessity.
- Some older adults want to participate in recreation/leisure activities, but cannot because of care-giver responsibilities (i.e., grandchildren, spouse, parent).
- Some want to continue learning in formal settings, such as taking a course or attending a lecture. Others are interested in sharing their talents with or learning from their peers, still others would rather participate in intergenerational activities.
- Winter walking presents a challenge to many and opportunities for walking on an indoor track are very limited.

Goals – Objectives – Actions

- Many want to access these activities close to where they live, although others are willing to travel a certain distance. A number of people expressed fear that if they lose their driver's license it might limit their access to activities and result in isolation. It can be more difficult for people in rural communities to get to programs, which are often in the urban and suburban areas.
- Some in the ethno-cultural communities expressed an interest in having more recreational opportunities that are affordable and senior-focused, providing culturally appropriate and integrated services. Some want or need activities to be in their own language, others have the desire and ability to participate in English-language activities. Chinese seniors expressed an interest in having English conversation circles so they can learn English. Activities offered at seniors centres may be unfamiliar to newer immigrants. Their ways of being in community may be different and be centred on their food and culture. Many have little money and may not be able to afford formal activities or the transportation to get there.
- Conversations regarding social inclusion should be broadened to include the LGBTQ communities.
- Older adults may not be tuned into recreation organizations' program cycles and know when they need to investigate programs and register. It is assumed that they know to look at centres at certain times of the year for programming information.
- Older people are diverse. Some are more resourceful than others when it comes to finding things to do. Some don't know where to look or lack the motivation to search.
- Print material is less available than in the past. There is a greater reliance on websites and other forms of digital information. This is a problem for some older adults.

Goals – Objectives – Actions

Environmental Scan

Assets	Gaps	Challenges
City of Hamilton funded seniors centres and seniors clubs City of Hamilton recreation facilities and programs Hamilton Public Libraries Morelli Centre (including Wellness Centre) and other new development in Stadium Precinct New or expanded facilities – Ancaster Senior Achievement Centre, new Waterdown Library/Seniors Centre Plans for additional seniors programming to be integrated into City Recreation facilities Available space at schools, places of worship, retirement homes and other non-profit organizations Seniors programs organized through community agencies, ethno-cultural organizations or faith communities Self-organized, informal activities (i.e., mall walking, social groups at coffee shops, etc.) LHIN-funded adult day programs for individuals with a variety of special needs City of Hamilton Cultural Plan (2013)	Awareness of programming is low among mainstream older adults and even lower among ethno-cultural communities Seniors Recreation Guides are available at the centres. This means people must know about the centres and the timing of program registration. This privileges existing membership There are few indoor public walking tracks where people can gather informally to walk, especially in the winter Public awareness of availability and purpose of Adult Day Programs is low Concurrent opportunities for care givers to engage with peers while their loved ones (i.e., people with a diagnosis of dementia/needing some assistance) attend a program Transportation barriers have a negative effect on social participation Not enough appropriate opportunities for lifelong learning (availability, cost, etc.)	Older adults are a diverse cohort; some want to go to seniors centres, while others want to mix with all ages and do not want to be slotted into the “seniors” category. Finding new and effective ways to raise awareness of programming for the range of older adults across Greater Hamilton People with functional limitations may not be aware of the availability of programs that help them maintain their health unless they are connected to the formal health system, particularly through HNHB CCAC Adult day programs in some areas of the city have wait lists, while others have capacity. Timely transportation to where there is capacity is a problem for some potential clients

Goals – Objectives – Actions

GOAL – SOCIAL PARTICIPATION

Social engagement opportunities are welcoming and reflect the diverse interests and preferences of older adults in the community, and are available in a variety of formats.

RECOMMENDATIONS

OBJECTIVE 5.1 Ensure there are recreation, leisure and cultural activities for older adults throughout Greater Hamilton in a variety of venues that are easily accessible and meet their diverse needs and interests.

Actions	Timeline	Initial Stakeholders*
5.1.11 Harmonize subsidy policies across city-funded recreation services for older adults and ensure transparency in communicating the availability of subsidies to the public.	Short Term	City of Hamilton Recreation Division
5.1.2 Ensure that there is a culture of exceptional service in all city-funded recreation centres.	Short/ Medium Term	City of Hamilton Seniors Recreation, Recreation Division YWCA YMCA
5.1.3 When planning and programming, the boards of city-funded seniors clubs and centres should be open and receptive to the needs of older adults beyond their current membership.	Short Term	City of Hamilton Recreation Division Boards of Directors of Seniors Centres and Clubs YWCA
5.1.4 Ensure there is reasonable access to appropriate adult day programs for older adults with functional limitations.	Medium Term	HNHB CCAC HNHB LHIN Adult Day Programs
5.1.5 Continue to do cross-promotional outreach informing older adults of what is available for them (i.e., through various city festivals).	Short Term	City of Hamilton Recreation Division Seniors Centres and Clubs YWCA HPL

Goals – Objectives – Actions

5.1.6 Co-ordinate regular Open Houses in City recreation facilities and seniors centres where community members are invited to learn what is available to them.	Short Term	City of Hamilton Recreation Division Seniors Centres and Clubs YWCA HPL
5.1.7 Reflect the community's diversity in images used to advertise recreation and leisure activities including age, ethnicity and ability, so all people feel centres are also for them.	Short Term	City of Hamilton Recreation Division Seniors Centres and Clubs Hamilton Public Library
5.1.8 Ensure there is a formalized practice of recruiting ambassadors to orient potential new members and introduce them to others. This service should be advertised to potential new members.	Medium Term	City of Hamilton Recreation Division Seniors Centres and Clubs YWCA
5.1.9 Approach Cable 14 about developing and televising safe, easy exercise programs for older adults to follow in their homes (i.e., chair yoga).	Short Term	City of Hamilton Recreation Division YWCA
OBJECTIVE 5.2 Centres that serve older adults should be designed to meet the needs of a variety of clients and help diverse groups to age in successful and productive ways.¹⁶		
5.2.1 Increase the diversity of staff to meet the changing needs of the community.	Medium Term	City of Hamilton Recreation Division Seniors Centres and Clubs YWCA
5.2.2 Create opportunities for intergenerational interaction and activities in recreation facilities.	Short Term	City of Hamilton Recreation Division Seniors Centres and Clubs YWCA

¹⁶ MacRae-Krisa, L.D., & Paetsch, J. J. (2013). *An examination of best practice in multi-service senior centres*. Calgary: Canadian Research Institute for Law and the Family. Retrieved from www.crilf.ca

Goals – Objectives – Actions

5.2.3 Ensure there is “social space” for people to gather informally in recreation facilities.	Medium Term	City of Hamilton Recreation Division Seniors Centres and Clubs YWCA
5.2.4 Recognize the preferences of the incoming cohort of older adults when planning programs and activities.	Medium Term	City of Hamilton Recreation Division Seniors Centres and Clubs YWCA

*Initial stakeholders are indicated for each action. Identifying additional stakeholders will be part of next steps.



Principles incorporated into Actions

- ✓ 1. Creating supportive and enabling environments
- ✓ 2. Optimizing opportunities for health, participation, security and life-long learning
- ✓ 3. Equity, inclusion and respect
- ✓ 4. An informed community
- ✓ 5. Neighbourhood capacity building
- ✓ 6. Effective public service
- ✓ 7. Community engagement



6. Civic Engagement, Volunteerism & Employment

The Issues

- Mobilizing older people to participate in civic life presents both a challenge and an opportunity. Civic engagement contributes to the social well-being of both individuals and the community at large. It helps people find meaning in their lives and volunteers consistently report that they get more out of it than they give, yet many people do not volunteer.
- There is a lack of resources for volunteer development and management.
- Health/disability, language difficulties, transportation/parking costs and lack of information on volunteering are the main barriers to volunteering.
- Older adults from ethno-cultural communities prefer to volunteer within their own communities.
- Ageism in the workplace is commonplace – some older adults need or prefer to continue to work as they age, but face discriminatory hiring practices or lose their jobs.
- There are limited opportunities for meaningful employment that also offer the flexibility many older workers prefer.

Goals – Objectives – Actions

Environmental Scan

Assets	Gaps	Challenges
Hamilton has a high rate of volunteers Seniors vote HCCI, YWCA, Volunteer Hamilton and others engaging ethno-cultural communities Volunteer Hamilton facilitates and supports volunteer activity in the community. This includes newcomer volunteer engagement initiative Workforce Planning Hamilton Most volunteers are motivated by a desire to contribute to their community, their children's school, their congregation or place of worship, their service club Annual Senior of the Year Awards City of Hamilton's new community engagement initiative Neighbourhood Action Plans Strong service clubs	45% of individuals who do not volunteer, claim this is because no one has asked them¹⁷ For some it is difficult finding meaningful volunteer opportunities that use their gifts and talents and accommodate their time constraints Awareness of opportunities and benefits of civic engagement	10% of volunteers account for 53% of volunteer hours¹⁸ Out of pocket expenses (i.e., parking, bus fare) create barriers to participation for some volunteers Community awareness of Volunteer Hamilton and other volunteer opportunities Ageism in paid and volunteer work

¹⁷ Vezina, M. & S. Crompton. (2012). *Volunteering in Canada* (Catalogue No. 11-008). Ottawa: Statistics Canada. Retrieved from <http://www.statcan.gc.ca/pub/11-008-x/2012001/article/11638-eng.pdf>

¹⁸ Vezina, M. & S. Crompton. (2012). *Volunteering in Canada*.

Goals – Objectives – Actions

GOAL – CIVIC ENGAGEMENT, VOLUNTEERISM AND EMPLOYEMENT

Hamilton’s vibrant civic life includes meaningful roles for older people as leaders, influencers, employees and volunteers.

RECOMMENDATIONS

OBJECTIVE 6.1 Ensure there is a range of meaningful volunteer opportunities that use the gifts and talents of older adults in service to others or the community at large.		
Actions	Timeline	Initial Stakeholders*
6.1.1 Investigate opportunities to increase volunteerism and develop volunteer capacity of older adults in Hamilton.	Medium Term	Volunteer Hamilton and its community partners
6.1.2 Ensure older people are well represented on all Citizen Advisory Committees of Council, Neighbourhood Planning Tables, and local boards and agencies.	Medium Term	City of Hamilton Local boards and agencies
Objective 6.2 Older adults are valued as employees.		
6.2.1 Create age-friendly workplaces and address ageism.***	Medium Term	Employers in public, private and non-profit sectors
6.2.2 Engage employers and encourage them to allow more flexible working arrangements, training and mentoring.*	Medium Term	To be determined

*Initial stakeholders are indicated for each action. Identifying additional stakeholders will be part of next steps

***Recommendations are taken from the National Seniors Council Report (2011) “Labour Force Participation of Seniors and Near Seniors, and Intergenerational Relations” as described in Workforce Planning Hamilton Report “Listening to the Voices of Experienced Workers in Hamilton: Workforce Barriers and Solutions” (October 2013).

Goals – Objectives – Actions



Principles incorporated into Actions

- ☑ Creating supportive and enabling environments
- ☑ Optimizing opportunities for health, participation, security and life-long learning
- ☑ Equity, inclusion and respect
- ☑ An informed community
- ☑ Neighbourhood capacity building
- ☑ Effective public service
- ☑ Community engagement



7. Age-Friendly Public Service

The Issues

- Client-centred service that recognizes the unique needs of older adults is an integral piece of an equity and inclusion approach to public service.
- The City of Hamilton is a large organization and it is challenging to ensure pertinent information gets to the right people in various departments, and for staff to know what others are doing.

Environmental Scan

Assets	Gaps	Challenges
City of Hamilton Cultural Pillars and Strategic Priorities Equity and Inclusion Policy Commitment of Council and staff Volunteer Advisory Committees	Limited awareness of potential impact of aging demographic Limited awareness of WHO Age-friendly Cities approach or provincial report “Living Longer, Living Well”	Resources – need to develop inter-departmental dialogue and establish opportunities for collaboration Complexity of Corporation Competing priorities for funding (i.e., large capital infrastructure needs)

GOAL – AGE-FRIENDLY PUBLIC SERVICE

Leaders in all City of Hamilton departments will champion age-friendly strategies in their scope of authority and practice, and in partnership with the community.

Goals – Objectives – Actions

RECOMMENDATIONS

OBJECTIVE 7.1 Ensure that the development of all planning and programming of policy frameworks and City services uses an equity and inclusion lens, i.e., the unique characteristics and needs of different populations including older adults are taken into account.		
Actions	Timeline	Initial Stakeholders*
7.1.1 Use existing, or develop new, checklists to ensure a holistic approach to planning for, or serving the needs of, older adults.	Short Term	City of Hamilton
7.1.2 Include older adults at all planning tables and committee work.	Short Term	City of Hamilton
7.1.3 Raise awareness internally of <i>Hamilton's Plan for an Age-Friendly City</i> , the Age-friendly Communities approach, and engage staff to promote buy-in.	Medium Term	City of Hamilton
7.1.4 Ensure services and communications are people-centered (i.e., language, ability) including Committee and Council reports.	Short Term	City of Hamilton
7.1.5 Measure client satisfaction regarding their priorities and preferences using outcome metrics.	Medium Term	City of Hamilton
OBJECTIVE 7.2 Ensure that policies, programs and services for older adults in Hamilton are aligned with promising and emerging practices.		
7.2.1 Apply to the World Health Organization for designation that Hamilton is on its way to becoming an Age-friendly City.	Short Term	City of Hamilton Mayor, Council and City Manager
7.2.2 Ensure an older adult lens is used in the development and implementation of policies, and service delivery, using the Government of Canada's document <i>The Seniors' Policy Handbook</i> . ¹⁹	Medium Term	City of Hamilton

¹⁹ Federal/ Provincial/ Territorial Committee for the Federal/ Provincial/ Territorial Ministers Responsible for Seniors (2009). *The seniors' policy handbook: A guide for developing and evaluating policies and programs for seniors*. (n.p.): Author. Retrieved from <http://www.health.alberta.ca/documents/Seniors-Policy-Handbook-2009.pdf>

Goals – Objectives – Actions

7.2.3 Develop an Evaluation Framework using emerging national and international practices to monitor implementation of the plan.	Short Term Medium Term	City of Hamilton McMaster University Hamilton Council on Aging SPRC
OBJECTIVE 7.3 Increase the ease of inter-departmental collaboration and coordination in planning for, and serving, older adults.		
7.3.1 Use the City's intranet (e-net) to share information on services provided to older adults, trends and emerging issues.	Short Term	City of Hamilton
7.3.2 Work horizontally with external service-delivery providers, sharing data, identifying issues and trends, and collaborating on solutions.	Medium Term	City of Hamilton Community services sector
7.3.3. Promote more effective internal collaboration, regularly schedule time for symposiums, networking, creating interdepartmental/ interdivisional dialogue to share knowledge on trends and identify opportunities, and reduce duplication of effort.	Short Term	City of Hamilton
7.3.4 Share departmental service plans online in a searchable format.	Short Term	City of Hamilton
OBJECTIVE 7.4 Engage the community and other stakeholders in the implementation of <i>Hamilton's Plan for an Age-Friendly City</i>.		
7.4.1 Continued collaboration between the City of Hamilton's Seniors Advisory Committee, Hamilton Council on Aging and other partners to champion and implement <i>Hamilton's Plan for an Age-Friendly City</i> .	Short Term	City of Hamilton Seniors Advisory Committee HCoA
7.4.2 Establish a staff working group to implement and monitor the plan.	Short Term	City of Hamilton Neighbourhood & Community Initiatives Division
7.4.3 Develop an implementation plan with timelines and performance measures in collaboration with community stakeholders.	Short Term	City of Hamilton Neighbourhood & Community Initiatives Division HCoA
7.4.4 Develop and implement a communication strategy to raise awareness and engage internal and external stakeholders.	Short Term	City of Hamilton Neighbourhood & Community Initiatives Division HCoA

Goals – Objectives – Actions

7.4.5 Engage the Hamilton Engagement Committee in this work.	Short Term	City of Hamilton Neighbourhood & Community Initiatives Division
7.4.6 Engage the Provincial government and its agencies in the implementation of this plan.	Medium Term	City of Hamilton Province of Ontario

*Initial stakeholders are indicated for each action. Identifying additional stakeholders will be part of next steps.



Principles incorporated into Actions

- ☑ 1. Creating supportive and enabling environments
- ☑ 2. Optimizing opportunities for health, participation, security and life-long learning
- ☑ 3. Equity, inclusion and respect
- ☑ 4. An informed community
- ☑ 5. Neighbourhood capacity building
- ☑ 6. Effective public service
- ☑ 7. Community engagement

Next Steps

Implementation & Monitoring

This Plan identifies objectives for each goal, as well as a series of actions to achieve those objectives. It identifies a broad timeline for implementation and suggests potential internal and external stakeholders to assist in carrying out the actions. Many actions can be implemented with little or no cost. Others will require additional assessment to determine if and how best they can be implemented. Implementation plans must be developed to ensure the actions are robust and measureable.

Next steps should include developing a more detailed implementation plan that:

- Identifies specific timeframes for actions
- Identifies funding requirements and other necessary resources (where applicable)
- Engages stakeholders
- Identifies monitoring indicators and a reporting schedule
- Provides regular updates

Appendices

Abbreviations

DARTS	Disabled and Aged Regional Transportation System
HCCI	Hamilton Centre for Civic Inclusion
HCoA	Hamilton Council on Aging
HIPC	Hamilton Immigration Partnership Council
HNHB CCAC	Hamilton Niagara Haldimand Brant Community Care Access Centre
HPL	Hamilton Public Library
HSR	Hamilton Street Railway
LHIN	Local Health Integration Network
MOHLTC	Ministry of Health and Long-Term Care
PHS	Public Health Services
SAC	Seniors Advisory Committee

Appendices

Glossary

Active transportation – Any form of human powered transportation which could include walking, cycling, using a non-mechanized wheel chair, inline skating, skateboarding. There are numerous health, social, environmental and economic benefits associated with active transportation.

Affordable housing – Housing that costs 30% or less of gross household income for households with low to moderate income

Age-friendly – In an age-friendly city, policies, services and structures related to the physical and social environment are designed to support and enable older people to “age actively” – that is, to live in security, enjoy good health and continue to participate fully in society.

AODA or Accessibility for Ontarians with Disabilities Act (2005) – The AODA Design of Public Space in the Built Environment Standard provides direction on improving the built environment provided for pedestrians with mobility needs. The Pedestrian Mobility Plan has been developed by closely monitoring this legislation to coordinate the City’s Plan with its implementation.* Applicable only to new construction and planned redevelopment.

CHAP EMS Program (Community Health Awareness Program through Emergency Medical Services) – Paramedics provide weekly CHAP-EMS sessions at a CityHousing Hamilton building. Paramedics assess cardiovascular risk factors, measure blood pressure, assess diabetes risk, and provide health promotion strategies including healthy eating, physical activity and smoking cessation.

CREMS Program (Community Referrals by Emergency Medical Services) – Paramedics link patients with community services through CCAC.

Person-centredness – The notion that services and systems should be designed to meet client needs, not system or bureaucratic needs.

Appendices

Secondary plans – These are land use plans for areas of the City of Hamilton, such as groups of neighbourhoods or other defined areas. These plans provide direction for future development, by means of land use plans and policies.

Social capital – "Features of social life – networks, norms and trust – that enable participants to act together more effectively." (Robert Putnam, 1995)

Social connectivity – This refers to the relationships people have with one another and the benefits these relationships can bring to the individual as well as to society. It includes relationships with family, friends, colleagues and neighbours, as well as connections people make through paid work, sport and other leisure activities, or through voluntary work or community service. (New Zealand Ministry of Social Development, 2001)

System Navigator – This is a person familiar with the rules and practices of how a particular system works and the services available and who facilitates access to that system.

Appendices

Acknowledgements

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Appendices

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