



AGE-FRIENDLY NEEDS ASSESSMENT & STRATEGIC ACTION PLAN

Final Report

Prepared for **County of Dufferin**

July 31, 2019



This document is available in alternative formats upon request by contacting:

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July 31, 2019

Lori-Jane Del Medico
Children's Services Manager
County of Dufferin
30 Centre Street
Orangeville, ON
L1V 6K7

Dear Ms. Del Medico:

RE: Age-Friendly Needs Assessment & Strategic Action Plan – Final Report

urbanMetrics inc. is pleased to submit the Dufferin County Age-Friendly Needs Assessment and Strategic Action Plan. This document provides foundational research and future directions that are designed to address the changing needs of Dufferin County residents, particularly those aged 55 and over. The Age-Friendly Needs Assessment and Strategic Action Plan is intended to identify specific programs and services that support the quality of life for Dufferin County residents as they age.

The Plan is a reflection of the insights gathered from local residents, community groups, private businesses and municipal staff. These findings and conclusions represent our assessment and interpretation of the information gathered from key informants, including an online survey completed by approximately 300 Dufferin County residents.

We appreciate the opportunity to conduct this assignment on your behalf and we look forward to discussing the results of our report with you.

Yours truly,

A handwritten signature in black ink, appearing to read "P. Thoma", is written over a light blue horizontal line.

Peter Thoma, RPP, PLE
Partner
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Executive Summary

The Dufferin County Age-Friendly Needs Assessment and Strategic Action Plan represents the culmination of extensive background research and community consultation that has been used to establish a proactive approach to the delivery of policies, programs and services that help older adult residents maintain their independence as they age. Community engagement undertaken as part of the Age-Friendly Needs Assessment and Strategic Action Plan included input from local residents, private businesses, community organizations and municipal staff. Going forward, collaboration and partnerships will be fundamental to transform Dufferin County into a vibrant and diverse age-friendly community that is flexible and responsive to the needs of the aging population.

The term “older adults” refers to individuals who are 55 years of age, or older. However, it is recognized that older adults are not homogeneous and there is significant diversity within this population segment.

Older adults have represented the fastest growing segment of the local population in Dufferin County during the past decade and are forecast to represent an increasing share of the population in Dufferin County over the next two decades. As of 2016, older adults represented approximately 27.7% of the total population in Dufferin County, and by 2041 older adults are forecast to account for approximately 36.2% of the total population in Dufferin County. Therefore, it is necessary for Dufferin County to implement an innovative and forward-thinking approach to the delivery of policies, programs and services necessary to address the existing and future needs of older adult residents.

There are eight dimension of an age-friendly community according to the World Health Organization (“WHO”):

- 1) Transportation;
- 2) Housing;
- 3) Social Participation;
- 4) Respect & Social Inclusion;
- 5) Civic Participation & Employment;
- 6) Communication & Information;
- 7) Community Support & Health Services; and,
- 8) Outdoor Spaces & Buildings.

These eight community dimensions have been used as the basis for evaluating age-friendliness in Dufferin County. Inclusivity and accessibility in all aspects of community life are fundamental constructs of the WHO age-friendly movement. The age-friendly movement was initiated by the WHO to support an enhanced quality of life for older adults – with the

recognition that all residents – regardless of age – benefit when communities provide the appropriate policies, programs and services for older adults.

Based on extensive background research and community consultation the top priorities to improve age-friendliness in Dufferin County are related to the following community dimensions:

- 1) Transportation;
- 2) Communication & Information;
- 3) Housing; and,
- 4) Community Support & Health Services.

Objectives have been established to improve age-friendliness with respect to each community dimensions and a total of **78** corresponding actions have been recommended. The Age-Friendly Needs Assessment and Strategic Action Plan has been structured to include an overall objective for each of the eight age-friendly community dimensions, and a series of recommended actions to provide a roadmap for how each objective can be achieved in order to help improve age-friendliness in Dufferin County.

The overall timeframe for the Age-Friendly Needs Assessment and Strategic Action Plan extends until **2024**, at which point the recommended actions should be revisited and reviewed. Each recommended action has been classified according to the expected timeframe for implementation and required involvement from various stakeholders. The goals and recommended actions outlined in the Age-Friendly Needs Assessment and Strategic Action Plan have drawn on many other local, regional and provincial policies and published reports.

1.0 Background

1.1 Introduction

For the first time in Canadian history, older adults now outnumber youth, as communities across Canada experience significant older adult population growth, attributed to the aging Baby Boom generationⁱ. Between the 2011 and 2016 Censuses, Canada experienced the greatest historic increase in the proportion of older adults.

In the County of Dufferin (“Dufferin County”), like many communities across Canada, older adults currently represent the fastest growing segment of the population. This trend is projected to continue over the next decade, with older adults representing an increasing share of the population in the local municipalities that comprise Dufferin County. The growing older adult population has created a need to be proactive to ensure that the appropriate policies, programs, services and spaces are available to meet the diverse and dynamic needs of existing and future residents of Dufferin County.

The term “older adults” refers to individuals who are 55 years of age, or older. However, older adults are not homogeneous and it is recognized that within this population segment there is diversity with respect to needs, physical capacity, mental capacity, interests, expectations, experiences, etc.

In 2002, the World Health Organization (“WHO”) released the *Policy Framework on Active Ageing* to support an enhanced quality of life for older adults through the development of a framework to encourage healthy lifestyles and community participation. Building on this framework, the WHO *Global Age-Friendly Cities Project* was launched in 2006, and has been used to help guide communities throughout Canada, and around the world, to make communities more age-friendly.

Age-friendly communities deliver policies, programs and services that help residents maintain their independence as they age. Inclusivity and accessibility in all aspects of community life are fundamental constructs of age-friendly communities. The age-friendly movement was initiated with the recognition that when communities provide the appropriate policies, programs and services for older adults, residents of all ages benefit.

All age-friendly communities support active ageing as followsⁱⁱ:

- Recognizing the wide range of capacities and resources among older adults;
- Anticipating and responding flexibly to aging-related needs and preferences
- Respecting the decisions and lifestyle choices of older adults;
- Protecting older adults who are most vulnerable and,
- Promoting the inclusion and contribution of older adults in all areas of community life.

As part of the WHO *Global Age-Friendly Cities Project* eight dimensions were identified to evaluate age-friendliness, as summarized in Figure 1-1. There is considerable overlap and synergies with respect to these age-friendly community dimensions. For example, transportation influences social participation and access to community support and health services. The Dufferin County Age-Friendly Needs Assessment and Community Action Plan is consistent with the framework outlined in the WHO *Global Age-Friendly Cities: A Guide*.

Figure 1-1: Age-Friendly Community Dimensions



SOURCE: urbanMetrics inc. based on WHO Age-Friendly Cities: A Guide.

Dufferin County is directly responsible for the delivery of a variety of age-friendly programs and services, however, many other programs and services for older adults are delivered by local municipalities, residents, community organizations, private business and government bodies. As such, the Age-Friendly Needs Assessment and Community Action Plan aligns with the *Town of Orangeville Age-Friendly Community Action Plan* and the *Town of Grand Valley Aging in Place Research Report* to reflect that certain programs and services for older adults in Dufferin County are delivered by local municipalities.

Recognizing that Dufferin County is not the exclusive provider of all programs and services for older adults, collaboration and partnerships will be fundamental to the successful implementation of the Age-Friendly Needs Assessment and Community Action Plan. For programs and services that Dufferin County is not directly involved with, there is still an

important advocacy role to address issues impacting older adults throughout Dufferin County and communication about programs and services available for local residents.

1.2 Objectives

The Age-Friendly Needs Assessment and Community Action Plan is intended to serve as a guide for establishing a flexible and responsive approach to policy development, service delivery and community partnerships that will transform Dufferin County into an age-friendly community. The objectives of the Age-Friendly Needs Assessment and Community Action Plan were to:

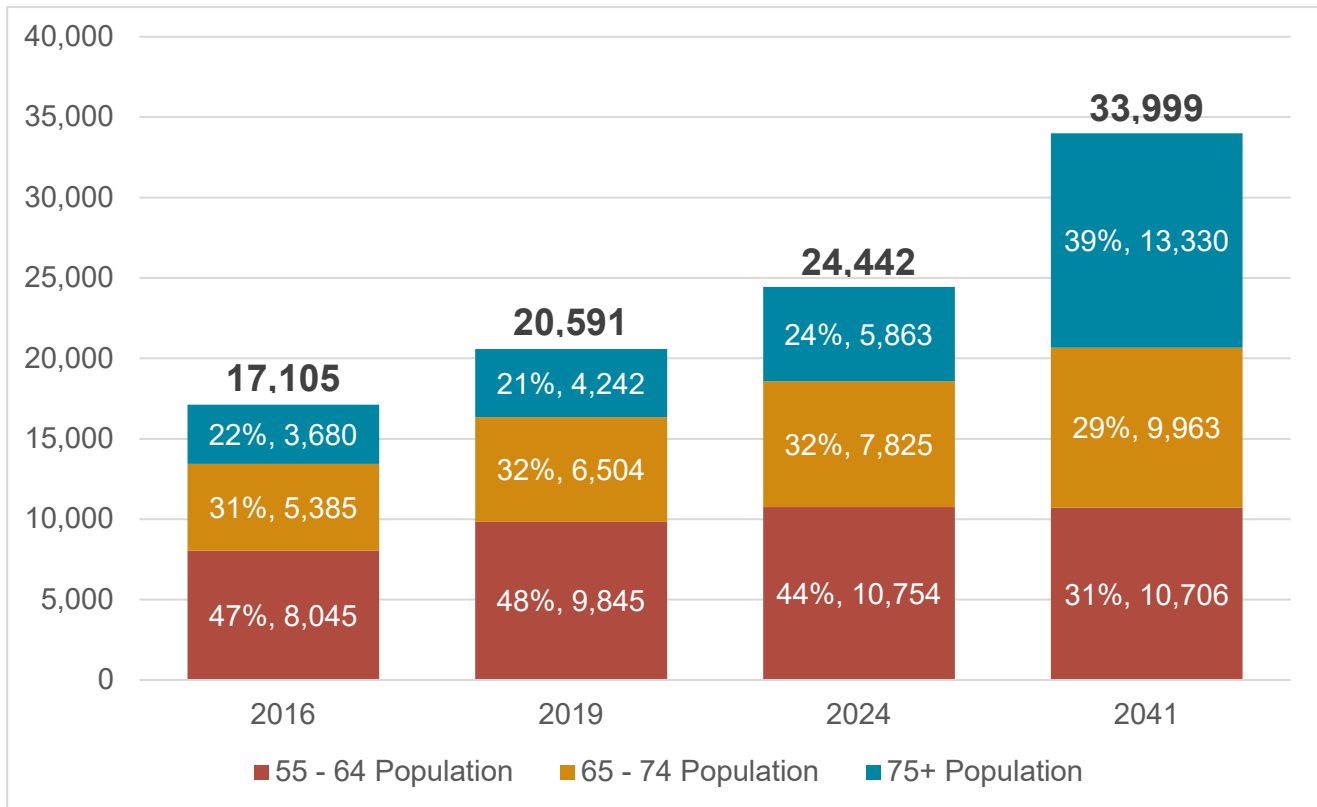
- 1) Establish guiding principles and a vision;
- 2) Create an age-friendly community profile and inventory;
- 3) Identify goals, priorities and the full scope of issues facing the older adults in Dufferin County;
- 4) Evaluate the needs of the older adult population in Dufferin County; and,
- 5) Establish an action plan to help older adults age in place, lead healthy lifestyles and maintain their independence as they age.



1.3 Dufferin County Older Adults Profile

Based on the most recent Census data, the population of older adults in Dufferin County was 17,105 as of 2016, which represents 30% of the total population. As illustrated in Figure 1-2, there is an estimated population of 20,591 older adults in Dufferin County as of 2019. Going forward, significant population growth is projected to continue for older adults in Dufferin County. By 2024, the population of older adults in Dufferin County is projected to reach approximately 24,442, which represents approximately 33% of the total population. By 2041, the population of older adults in Dufferin County is projected to reach approximately 33,999, which represents approximately 36% of the total population.

Figure 1-2: Dufferin County Existing & Future Older Adult Population by Age



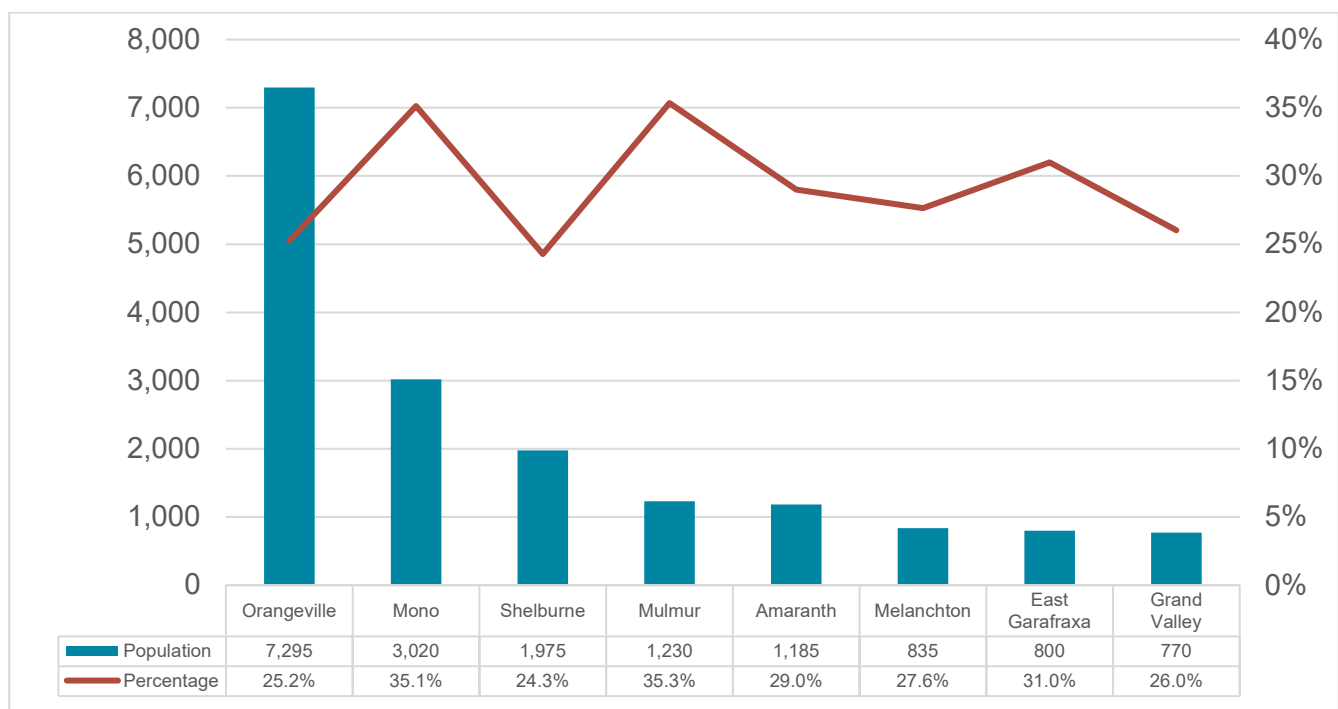
SOURCE: urbanMetrics inc. 2016 population based on 2016 Statistics Canada Census data. 2024 and 2041 population based on Ontario Ministry of Finance Ontario Population Projections Update, 2017 – 2041.

Figure 1-3 illustrates that the local municipalities that account for the largest populations of older adult residents in Dufferin County include: the Town of Orangeville, the Town of Mono and the Town of Shelburne. The greatest concentrations of older adults in any municipality

comprising Dufferin County are located in Mulmur Township and the Town of Mono, where older adults account for approximately 35% of the respective populations.

The Town of Orangeville accounts for the greatest concentration of residents who are 75 years of age or older. Older adults who are 75 years of age or older represent approximately 25% of the older adult population in the Town of Orangeville. The growing older adult population across Dufferin County is creating increased demand for programs and services.

Figure 1-3: Older Adult (55+) Population by Municipality



SOURCE: urbanMetrics inc. based on Statistics Canada 2016 Census data.

In Dufferin County, females account for approximately 52% of the older adult population. Recognizing that women have a higher life expectancy compared men, females represent an increasing share of the older adult population and the gender bias is more pronounced as age increasesⁱⁱⁱ; with females representing 66% of the local older adult population.

Approximately 55% of the population in Dufferin County lives in the urban areas of Orangeville and Shelburne, which collectively account for 1.5% of the total land area. However, the remaining 45% of the population in Dufferin County is dispersed over the remaining 98.5% of the total land area. Therefore, it is important to understand how the unique needs of older adults living in rural areas differ from those living in urban areas, in order to balance the needs of older adults living in urban and rural areas.

Living in a couple, either with a spouse or common-law partner, is the most common living arrangement for the older adult population in Dufferin County, however, many older adults live alone and are more vulnerable to social isolation. The percentage of older adults living alone is particularly high in the Town of Shelburne, the Town of Orangeville and the Town of Grand Valley, recognizing that the only dedicated housing facilities for older adults in Dufferin County are located in these three communities. Nevertheless, older adults living in rural areas have limited access to housing, transportation, social/recreational and community support services compared to those living in the Town of Shelburne, the Town of Orangeville and the Town of Grand Valley, and are subsequently more susceptible to social isolation and poor physical/mental health.

In general, the current generation of older adults has greater wealth than previous generations^{iv}, however, many older adults are dependent on fixed incomes and have precarious financial security. The growing number of older adults using local food banks^v is a reflection of the financial vulnerability of many older adults. In Dufferin County, the local municipality with the most low-income older adults is the Town of Orangeville. However, the prevalence of low-income older adults is highest in Mulmur Township, the Town of Mono and the Town of Shelburne.

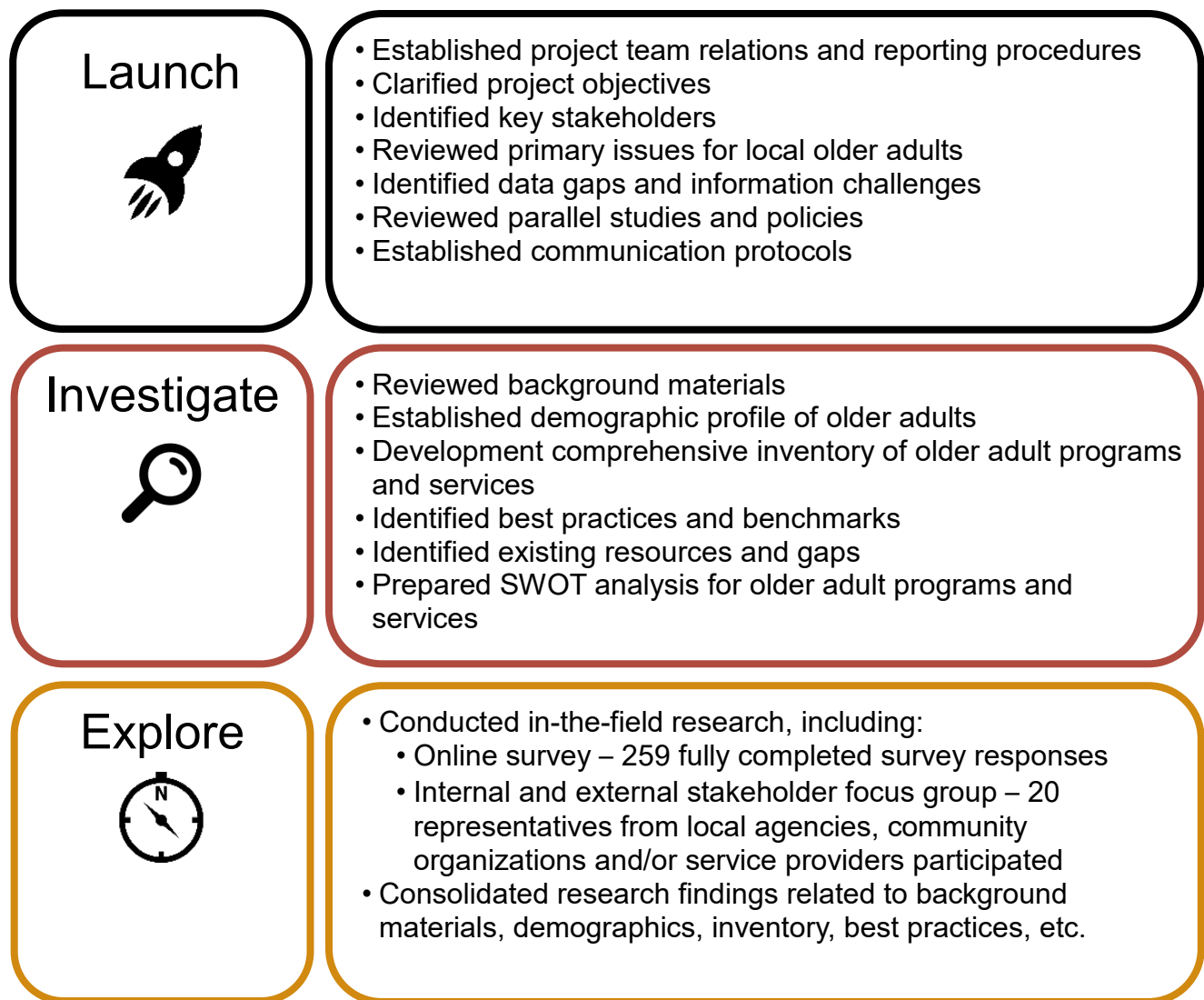
In terms of ethnic origins, Dufferin County has historically had a strong concentration of residents with English-speaking European backgrounds (e.g. English; Irish; Scottish). However, the population is becoming more and more diverse; with the proportion of residents with European backgrounds declining between 2006 and 2016. The changing ethnic origins of Dufferin County residents is reflected in the visible minority population which has grown dramatically during the past decade; increasing by almost 150% between 2006 and 2016. Going forward, an increasing share of Dufferin County's older adult population will be represented by visible minorities, which will have implications with respect to the delivery of programs and services for local residents.

2.0 Methodology

2.1 Overall Approach

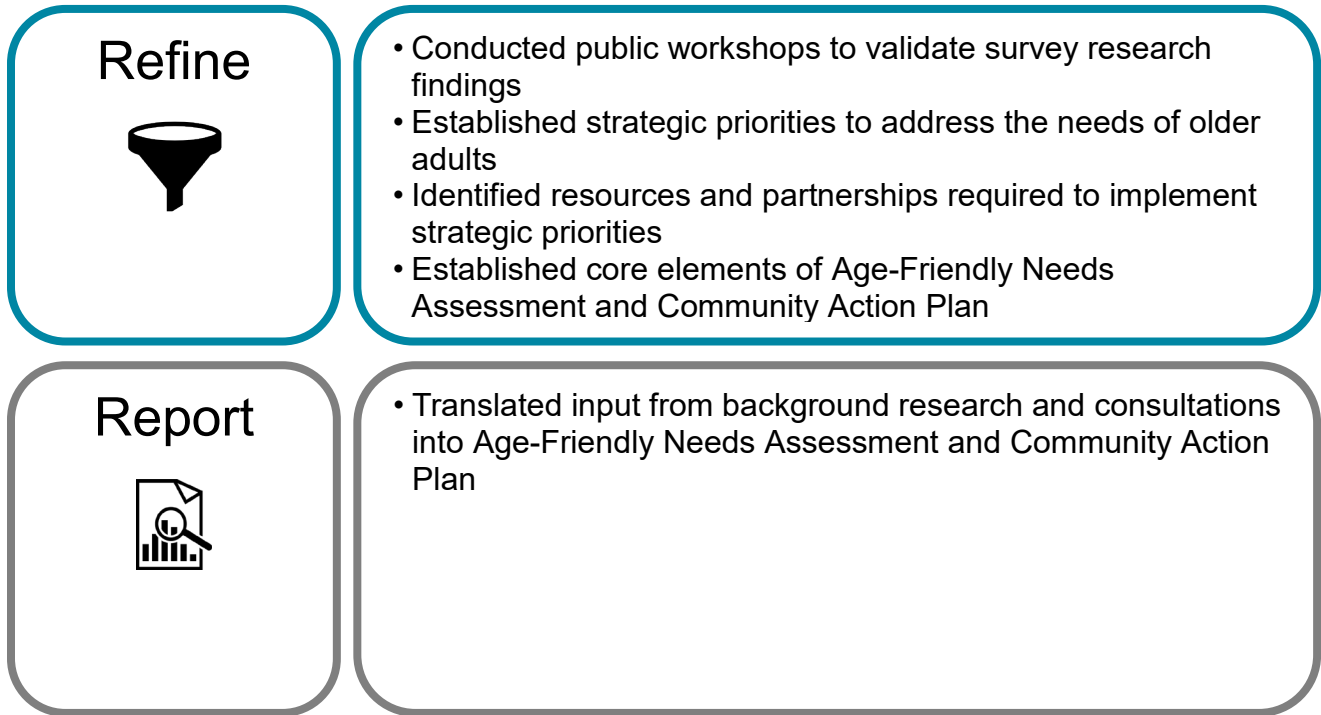
From the outset, community engagement and public input has been a fundamental component of the strategic planning process for the Age-Friendly Needs Assessment and Community Action Plan. The findings and recommended actions detailed in this report are the result of extensive community engagement in Dufferin County, which included input from local residents, private businesses, community organizations, municipal staff and elected officials. The five key steps involved in undertaking community-based strategic planning for the Age-Friendly Needs Assessment and Community Action Plan have been outlined below:

Figure 2-1: Methodology Overview



SOURCE: urbanMetrics inc.

Figure 2-1: Methodology Overview

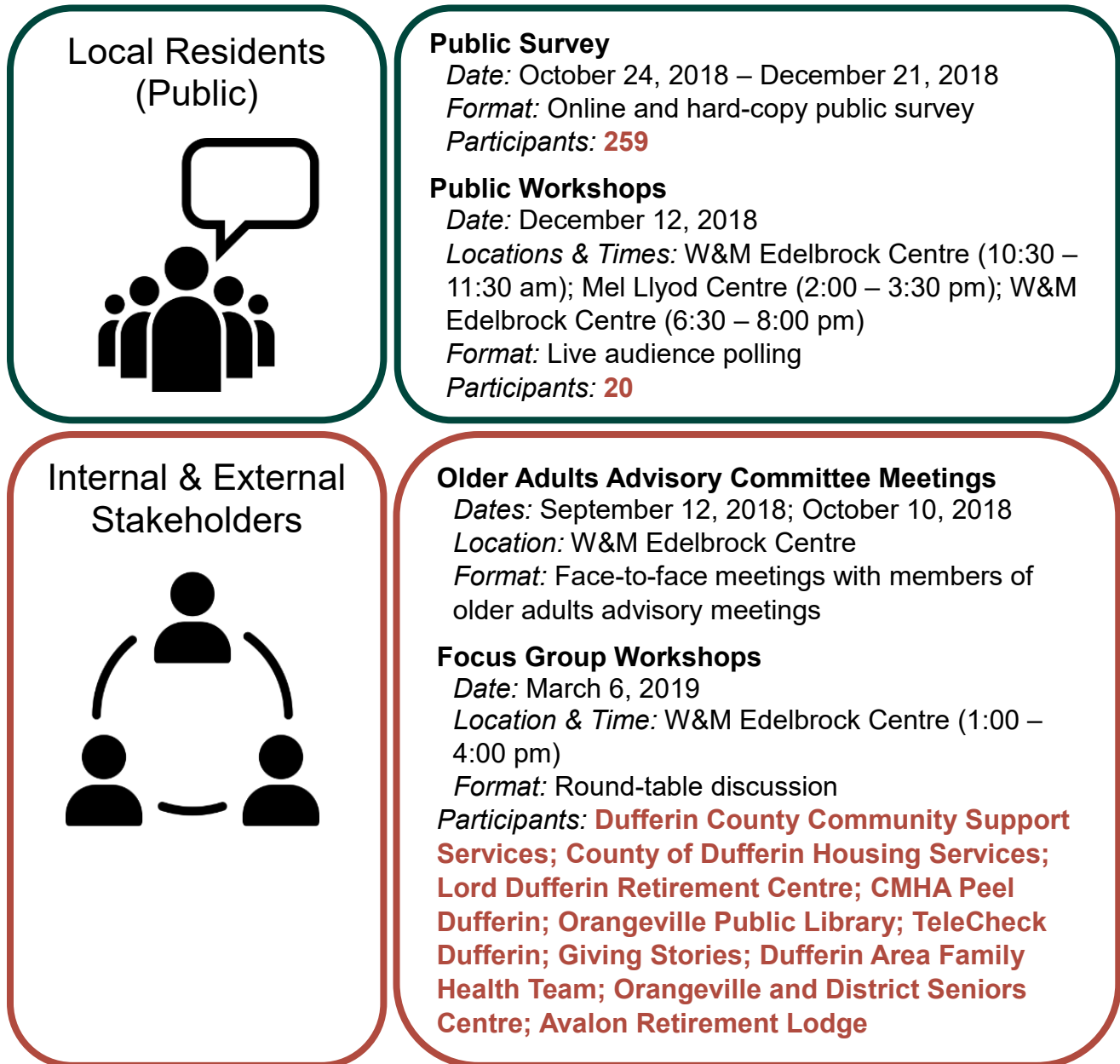


SOURCE: urbanMetrics inc.

2.2 Consultation Approach

The consultation strategy for the Age-Friendly Needs Assessment and Community Action Plan involved two primary audiences. The approach used to collect input about age-friendly considerations in Dufferin County involved the following consultation initiatives:

Figure 2-2: Consultation Approach Overview



SOURCE: urbanMetrics inc.

3.0 Research Findings

3.1 Overview of Background Documents

The goals and recommended actions outlined in the Age-Friendly Needs Assessment and Strategic Action Plan have drawn on many other local, regional and provincial policy documents and published reports including, but not limited to, the following:

- WHO Essential Features of Age Friendly Cities
- WHO Global Age-Friendly City: A Guide
- WHO Age-Friendly Cities Project Methodology (Vancouver)
- Dufferin County Official Plan (Office Consolidation July 17, 2017)
- Dufferin County Economic Development Strategic Plan
- Dufferin County 10 Year Housing and Homeless Plan
- Dufferin County Towards Coordinated Rural Transportation: A Resource Guide
- Town of Orangeville Age-Friendly Community Action Plan
- Town of Orangeville Parks Master Plan
- Finding the Right Fit: Age-Friendly Community Planning
- Age-Friendly Rural and Remote Communities: A Guide.
- Dufferin County Multi-Year Access Plan 2017 – 2021
- Dufferin County Corporate Strategic Plan 2015 – 2018
- Dufferin County (DC) Moves Resources
- Dufferin County Planning Review Through A Public Health Lens
- Wellington-Dufferin-Guelph Public Health the Older Adult Health Report 2018
- Town of Grand Valley Aging in Place Research Report
- Town of Shelburne Parks Master Plan

Below we have summarized policies and recommendations pertaining to older adults and/or seniors from some of the key background documents noted above.

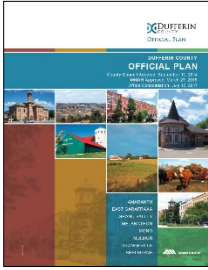
Dufferin County Corporate Strategic Plan



The *Dufferin County Corporate Strategic Plan* emphasizes the importance of improving support services and transportation for seniors. Specifically, Strategic Objective 4.2 includes the following actions:

- 1) *“Investigate options for transportation for seniors*
- 2) *Ensure inclusive support services that promote safe and healthy living are available to Dufferin residents*
- 3) *Engage with community partners to address service provision and access.”*

Dufferin County Official Plan



The *Dufferin County Official Plan* emphasizes the importance of planning for the human environment, in order to promote quality of life and ensure that housing needs of various population segments are being met, including seniors.

Section 3.7.2 includes a number of specific policies that support the development of housing for low-income seniors and other vulnerable population segments.

Section 3.7.3 emphasizes the importance of partnerships with local agencies and service providers to identify opportunities for the development of more seniors' housing. Specifically, Section 3.7.3(e), (f), and (g) indicate the following:

- e) *“The County and local municipalities will encourage the provision of housing for aging-in-place for seniors so that:

 - i) *individuals living in a non-healthcare environment, will have access to municipal services and amenities so that they may carry out their daily life without having to relocate as their circumstances change; and*
 - ii) *where the above is not suitable due to the physical or mental condition of the individual, independent living, assisted living and skilled nursing is to be encouraged in residences for seniors, such as in a continuing care retirement community.**
- f) *The County and local municipalities will encourage the development of age-friendly communities through the provision of a diverse range of housing, housing in close proximity to available community services and facilities, and universal design principles which support various levels of need and accessibility.*
- g) *The County and local municipalities will encourage the provision of long-term care facilities that meet the needs of the community.*

Section 3.7.3 also emphasizes the County's commitment to providing a barrier-free environment, consistent with the Accessibility for Ontarians with Disabilities Act.

Dufferin County Economic Development Strategic Plan

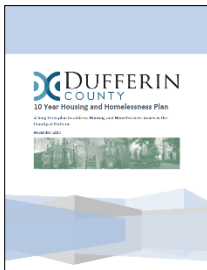


The *Dufferin County Economic Development Strategic Plan* indicates that one of Dufferin County’s competitive strengths is the untapped resource of seniors, who can offer a wealth of knowledge and experience.

Section 4.2 includes a number of actions that specifically address seniors, including:

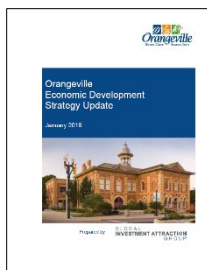
- 1) “4.2.1 – Investigate options for transportation for seniors
- 2) 4.2.2 – Ensure inclusive support services that promote safe and healthy living are available to Dufferin residents
- 3) 4.2.3 – Engage with community partners to address service provision and access.”

Dufferin County 10-Year Housing and Homelessness Plan



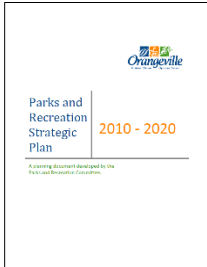
The *Dufferin County 10-Year Housing and Homelessness Plan* indicates that one of the primary housing issues in Dufferin County is the provision of suitable housing from the increasing population of seniors. Another key issue related to the growing seniors’ population, is the growing proportion of seniors who live alone, particularly in urban areas throughout Dufferin County, including: Orangeville, Shelburne and Grand Valley. Fewer seniors live alone in Amaranth, Melancthon, Mono and Mulmur, however, those who do live alone in these rural communities are subject to greater vulnerability and increased risk of social isolation.

Town of Orangeville Economic Development Strategy Update



The *Town of Orangeville Economic Development Strategy Update* discusses post-secondary connections and experiential learning opportunities involving students in the Georgian College Recreation and Leisure Studies Program working directly with seniors. Examples of these programs include, but are not limited to: leisure and fitness activities; staying active in retirement; life enrichment for residents in long-term care facilities; adaptive-therapeutic recreation; and, event planning.

Town of Orangeville Parks and Recreation Strategic Plan 2010 – 2020

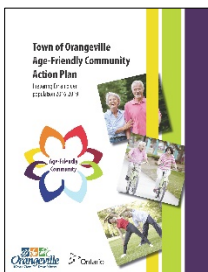


The *Town of Orangeville Parks and Recreation Strategic Plan* acknowledges the growing demand for activities for the aging population and the increasing activity levels of seniors as they age, which is further increasing demand. Seniors in Orangeville are looking for programs and services that promote wellness and active living; with daytime activities being preferred. Key considerations include: the affordability of services; the need for a comprehensive inventory of programs and services; and, opportunities for intergenerational programming with local schools.

The second priority highlighted in the strategic plan is related specifically to seniors:

- 2) *“Promote opportunities for seniors to live active and healthy lifestyles.*
 - *Partner with other organizations that support seniors.*
 - *Establish active partnerships with senior organizations.*
 - *Identify physical activity opportunities available through partners.*
 - *Promote opportunities available.*
 - *Increase seniors’ involvement in community events.*
 - *Encourage senior volunteers and recognize their efforts*
 - *Promote senior-focused activities.”*

Town of Orangeville Age-Friendly Community Action Plan



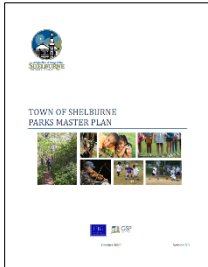
The *Town of Orangeville Age-Friendly Community Action Plan* is a strategic planning document intended to guide Orangeville in becoming a vibrant, safe community where all residents can age with respect, dignity and purpose. The plan was developed based on the WHO’s eight age-friendly community dimensions, similar to the Age-Friendly Needs Assessment and Strategic Action Plan. The five key priorities with respect to improving age-friendliness in Orangeville include:

- 1) Reducing Social Isolation
- 2) Integrated Cross-Departmental Planning
- 3) Strengthening Accessibility with an Age-Friendly Lens
- 4) Building Age-Friendly Awareness & Supports in the Private Sector
- 5) Addressing Ageism Across All Sectors

The *Town of Orangeville Age-Friendly Community Action Plan* includes a series of strategies and associated actions to make improvements in relation to each of the WHO’s eight age-friendly dimensions. There are 27 strategies identified to improve age-friendliness. The strategies and actions to improve age-friendliness in Orangeville are categorized according to

the following categories: (1) physical environments; (2) social environments; and, (3) personal well-being.

Town of Shelburne Parks Master Plan



The primary objective of the *Town of Shelburne Parks Master Plan* is to enrich the quality of life for all residents by providing parks, open spaces and trails across a spectrum of opportunities. It highlights the importance of planning for the growing seniors' population, particular with respect to rest areas, shade and washrooms in parks.

The framework for determining investments in parks also considers the specialized needs of seniors, emphasizing accessibility and affordability.

The principles of the plan also help to advance the needs of seniors. For example, fair and equitable access to recreational opportunities for all residents, regardless of ability, culture, income, or geography

Town of Shelburne Economic Development Strategy



The *Town of Shelburne Economic Development Strategy* indicates that although the level of satisfaction with programs and services for seniors in Shelburne is relatively high, the lack of programs, activities and amenities for seniors is a major challenge, which negatively impacts quality of life for local residents. The strategy describes Shelburne as a senior-friendly community with respect to housing, as well as, social and emergency services “with plentiful supports and services for seniors”.

Mulmur Community Economic Development Strategic Plan



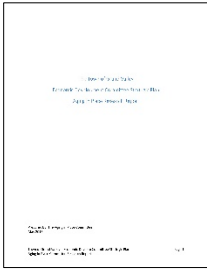
Community building is one of the fundamental principles of the *Mulmur Community Economic Development Strategic Plan*. It notes the rapidly growing population of the seniors and growing proportion of the total population represented by seniors throughout Dufferin County. Feedback from local residents indicated that more housing options are needed to allow seniors to downsize (e.g. bungalows, rather than townhouses with stairs).

The *Mulmur Community Economic Development Strategic Plan* recognizes the importance of seniors, however, it also identifies major challenges as follows:

“...although the population of Mulmur is aging at a faster rate than that of Dufferin County, the local economy is not reaping the benefit of services that would cater to a large group of seniors. Mulmur does not advertise seniors housing, home delivery services, or low cost taxis. There are some

small self-funding community groups such as the Honeywood Take-A-Break club that sponsors the annual strawberry supper, but the North Dufferin Community Centre has accessibility issues.”

Town of Grand Valley Economic Development Committee Strategic Plan Aging In Place Research Report



The primary goal of the *Town of Grand Valley Economic Development Committee Strategic Plan Aging In Place Research Report* was to gain knowledge regarding the feasibility of building new retirement facilities and the type(s) of facilities that are required, as well as potential costs, contractors and operators. The report emphasizes that with foresight and planning, there is potential for the development housing for older adults that would not only benefit nearby older adults, but the Town as a whole.

In recent years there have been new older adult housing facilities opened in Orangeville and Shelburne, but not Grand Valley, therefore investment is required to ensure that there is an equitable distribution of seniors housing throughout Dufferin County (e.g. apartment building consisting of 3 or 4 stories, with approximately 40 units and potential for future expansion).

Key recommendations include:

- Approaching Dufferin County to stress the need for a modern and accessible seniors housing facility in Grand Valley.
- Pursuing partnerships with government bodies, and seniors housing developers to encourage their interest in the development of new senior facilities in Grand Valley.
- Ensuring that local zoning bylaws encourage developers to consider the development seniors housing on a more frequent basis.

3.2 Age-Friendly Inventory

An inventory of existing community resources for older adults has been assembled based on information from the following and supplemented by other data sources:

- Central West Local Health Integration Network (Central West LHIN) database;
- Dufferin Community Support Services: Bringing Care Home Directory;
- Dufferin County Housing Programs and Services;
- Dufferin Board of Trade Business Directory;
- My Dufferin Service Directory;
- Headwaters Communities in Action Listing of Dufferin County’s Current Transportation Options; and,
- Town of Orangeville Age Friendly Assets and Resources database.

This inventory has been assembled to confirm the existing range of programs and services available for older adults in Dufferin County and help to identify where the allocation of additional resources would help to improve age-friendliness.

Over **100 existing resources** have been identified for older adults in Dufferin County. Each entry has been categorized according to the age-friendly community dimension(s) that the program or service helps to address. Programs related to Social Participation account for the largest share of the existing services available for older adults in Dufferin County. Programs and services related to Transportation, as well as Communication and Information, represent the most significant gaps in terms of programs and services available to support older adults in Dufferin County.

3.3 Age-Friendly Best Practices

During the past decade, many communities across Canada, and globally, have undertaken age-friendly community planning initiatives. There are currently 80+ other communities in Ontario undertaking initiatives to become more age-friendly^{vi}. Age-friendly initiatives from other communities have been researched to provide examples of potential actions that could be undertaken to improve age-friendliness in Dufferin County. Examples of best practices that have been implemented in communities throughout Ontario have been highlighted for each age-friendly community dimension.

Transportation

Innisfil, ON – An innovative program has been established in Innisfil whereby ride-sharing services are subsidized by the municipality as the primary form of public transit, in order to help eliminate service gaps attributed to the large service area and geographically dispersed population. The service involves a partnership with Uber to provide a \$5 discount for all rides to and from destinations located outside of the Town and flat rates for travel to and from specific destinations within the Town (e.g. Innisfil Recreational Complex).

Housing

Barrie, ON – Property Tax Deferral Program allows eligible property owners (e.g. any property owner aged 65 or older and/or any individual who is currently receiving benefits under the Ontario Disability Support Program) to have their property taxes “frozen” at the base level from the year prior to the application, without any interest accrual until the property is sold or otherwise changes ownership.

Social Participation

London, ON – Seniors’ Hub and Satellite Service Model was established to create neighbourhood social and recreational programs, separate from programs offered at the City’s primary facilities for older adults. Programs at satellite facilities help to improve access to opportunities for social participation by delivering social and recreational programs at a neighbourhood level, helping to ensure that older adults remain active and engaged. As part of this program, a Seniors’ Satellites Tool Kit has been developed to guide other communities in developing a similar service delivery model.

Respect & Social Inclusion

Pickering, ON – Age-Friendly Information & Active Living Fair is hosted annually to educate residents about local older adult programs and services. Funding to host this event is provided by the Older Adults Centres’ Association of Ontario (“OACAO”). The event includes guest speakers and presentations about older adult issues (e.g. elder abuse; fall prevention) and interactive information booths (e.g. Central East LHIN, Ministry of Finance, Connect Hearing, Durham Regional Police, Pickering Fire Services, Pickering Public Library, Pickering Animal Services, Pickering Accessibility Advisory Committee, DUCA, Insuranceland, BioPed, Pickering Soccer, Ministry of Transportation, Organize That, Shoppers Home Health).

Civic Participation & Employment

Peterborough, ON – Best Before Date media campaign launched to combat discrimination based on age and educate the local community about the value of the aging population. This program was intended to demonstrate the valuable knowledge and experience that older adults can offer in the workplace and ensure that older adults are respected for the contributions in the community.

Communication & Information

Waterloo, ON – In partnership with Waterloo Wellington Healthline, the City of Waterloo’s Age Friendly Committee established a central online information resource to help improve coordination of service delivery and access to age-friendly services. This database is comprised of six categories of age-friendly programs including:

- Community Support Services;
- Health Services;
- Housing;
- Transportation;
- Fitness and Recreation; and,
- Local Events.

Community Support & Health Services



Ottawa, ON – Household Assistance and Demand Diversion Program was established to connect with individuals on the waiting list for long-term care spaces at the Glebe Centre to understand their current challenges (e.g. managing daily needs) to determine if there are strategies that can be implemented to avoid, or delay the need for placement in a long-term care facility.

Outdoor Space & Buildings



Chatham, ON – In response to the lack of public washroom facilities, the Municipality of Chatham-Kent created a program to partner with local businesses to identify and promote a network of publicly accessible washrooms that can be accessed by anyone, regardless of whether or not they are customers/patrons. Universal signage was created to clearly identify private businesses that have chosen to participate in the program.

4.0 Age-Friendly Needs Assessment & Recommended Actions

4.1 Structure, Timeframe & Costing

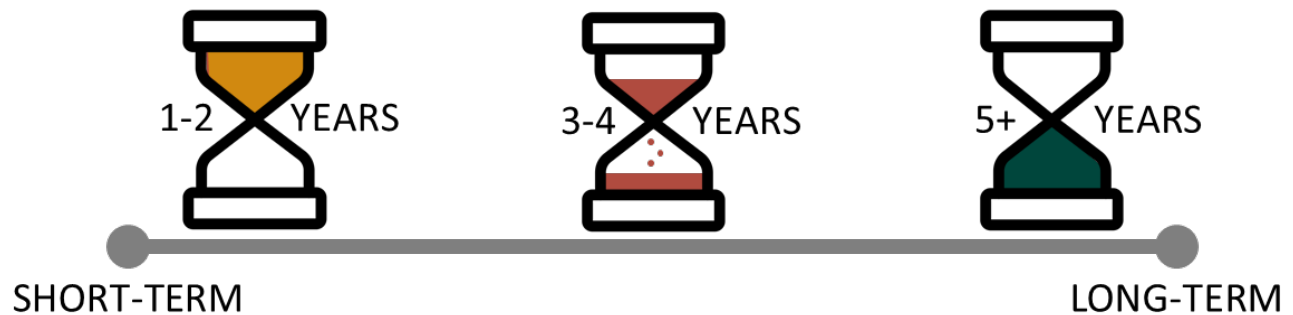
The Age-Friendly Needs Assessment and Strategic Action Plan has been structured as follows:

- Based on input from local residents and stakeholders, an overall **objective** has been established for each of the eight age-friendly community dimensions.
- A series of **recommended actions** have been identified to provide a roadmap for how each objective can be achieved in order to help improve age-friendliness in Dufferin County.

A total of **78** recommended actions have been included as part of the Age-Friendly Needs Assessment and Strategic Action Plan.

The timeframe for the Age-Friendly Needs Assessment and Strategic Action Plan is intended to extend until **2024** and the recommended actions have been categorized as illustrated in Figure 4-1. The timeframe has been identified for each recommended action as part of the Age-Friendly Needs Assessment and Strategic Action Plan. The key stakeholders involved in the implementation of each recommended action have also been identified.

Figure 4-1: Timeframe for Recommended Actions



SOURCE: urbanMetrics inc.

4.2 Vision & Guiding Principles

Vision

Dufferin County is a vibrant and diverse community where there is equitable access to policies, programs and services that promote independence, inclusivity and active aging.

Guiding Principles

The intended outcome of the Age-Friendly Needs Assessment and Strategic Action Plan is to foster age-friendly community throughout Dufferin County that exhibits the following guiding principles:

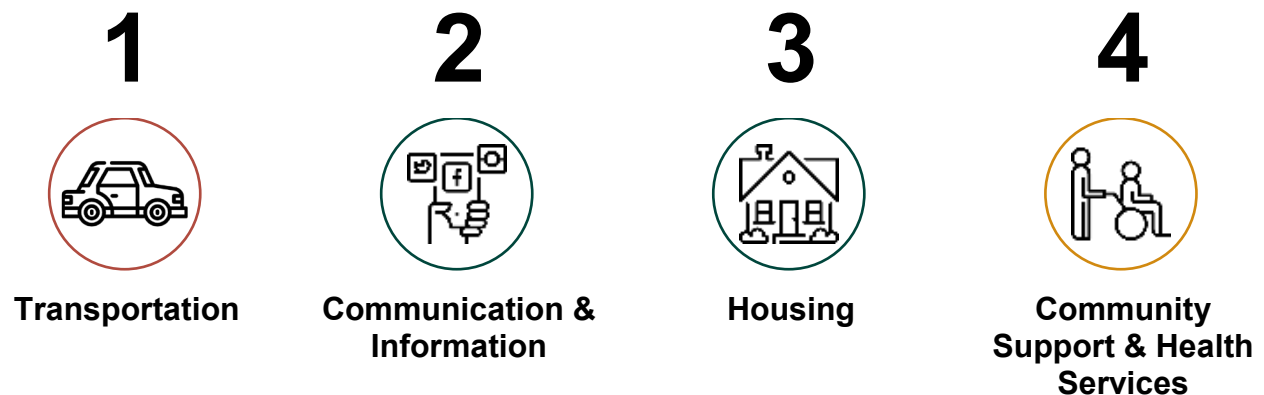
- 1) **Respect** – value the contributions and recognize the perspectives of older adults.
- 2) **Accessibility** – minimize physical and financial barriers for older adults to ensure equitable access to housing, recreation and community connections.
- 3) **Awareness** – direct older adults to information about local programs and services in formats that are accessible and easy to understand.
- 4) **Collaboration** – strengthen community partnerships and encourage knowledge sharing internally and with local municipalities.
- 5) **Inclusivity** – embrace the diversity of local residents to enrich community life and promote greater social capital.
- 6) **Independence** – ensure that adaptable, affordable and accessible community services are available to support independence and reduce social isolation.
- 7) **Advocacy** – refute ageism and advocate for additional funding for programs and services for older adults.
- 8) **Adaptability** – respond flexibly to the dynamic needs and preferences of older adults.

4.3 Findings & Recommendations

Overall, there is a **high satisfaction level amongst older adults** in Dufferin County with respect to the existing policies, programs and services. Some highlights of existing strengths with respect to age-friendliness in Dufferin County include:

- Redevelopment of Dufferin Oaks to modernize and establish a vibrant, innovative and collaborative community hub that is home to over 20 health-focused local agencies that deliver programs and services for older adults.
- Age-friendly planning initiatives already underway in local municipalities (e.g. Orangeville and Grand Valley).
- Engaged network of local community support and health service providers.
- Strong volunteer participation amongst local older adults.
- Expansive open spaces for participating in outdoor recreational activities.

Nevertheless, a variety of actions could be implemented to make Dufferin County more age-friendly. The key issues identified based on the background research and consultation initiatives outlined in Figure 2-1 and Figure 2-2 have been detailed on the following pages and categorized according to the respective WHO Age-Friendly Community Dimensions. These key issues emphasize improvements that are necessary to improve age-friendliness in Dufferin County. The top four priorities to improve make Dufferin County more age-friendly are related to the following community dimensions:





Transportation

This age-friendly dimension refers to the condition and design of transportation-related infrastructure such as signage, traffic lights and sidewalks. Affordability and accessibility of transportation services.

WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

- Lack of public transit connect between Shelburne and Orangeville.
- Accessibility and availability of parking spaces is a challenge, regardless of mobility limitations.
- Lack of access to convenient and affordable transportation options in locations outside of Orangeville.
- Information about public transit services is confusing and/or older adults don't know where to look for information about the range transit options available in Dufferin County.
- Accessibility of public transit in Orangeville is a challenge, even for those who live in close proximity to transit stops.
- Existing specialized transit vehicles are not being used at full capacity.
- The maintenance and design of roads and sidewalks creates hazards for older adults.

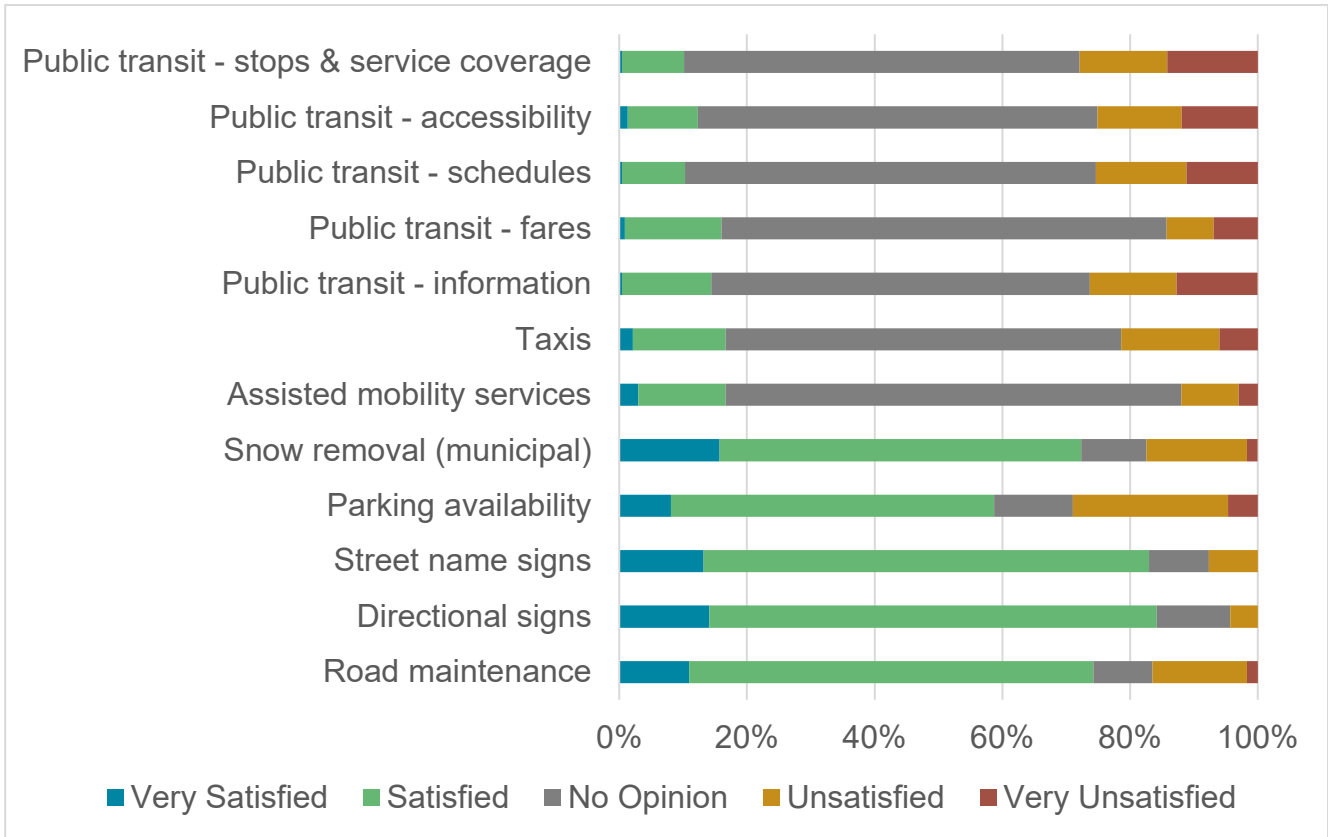


“Lack of public transportation is limiting for many seniors.”
**Survey Respondent,
Melancthon (65-69 years of age)**






“There needs to be some kind of accessible transportation from smaller communities to Orangeville.”
Survey Respondent, Orangeville (55-59 years of age)







“Buses are not always available. Taxis are expensive and unreliable. Therefore, accessibility for older adults is not possible.”
Survey Respondent, Orangeville (85-89 years of age)

Figure 4-2: Transportation Services Satisfaction



OBJECTIVE: The County of Dufferin will ensure that accessible, safe and convenient multi-modal transit alternatives are available throughout the local community.

Action	Timeframe	Stakeholders
<p>1.1 Build on recently launched Dufferin County Carpooling program, which was established as part of the Commute Ontario Program to expand transportation options for older adults. Explore feasibility of piloting other innovative rural transportation models that have been successfully implemented in other predominantly rural municipalities to ensure equity throughout Dufferin County (e.g. ride-share program modeled after Innisfil Transit / Uber partnership).</p>		<ul style="list-style-type: none"> • Dufferin County
<p>1.2 Re-examine opportunities detailed in <i>Towards Coordinated Rural Transportation: A Resource Document</i>, particularly those relating specifically to Dufferin County, including:</p> <ul style="list-style-type: none"> • Establishing new corridor service between Shelburne and Orangeville; • Greater utilization of existing vehicles owned by Dufferin County Community Support Services; and, • Leveraging gas tax funding to expand transportation resources in Dufferin County. 		<ul style="list-style-type: none"> • Dufferin County • Orangeville Transit
<p>1.3 Advocate for additional funding to support improvement and expansion of transportation services delivered by Dufferin County Community Support Services.</p>		<ul style="list-style-type: none"> • Provincial Government
<p>1.4 Establish an interactive and integrated mapping of all transit options for older adults throughout Dufferin County and create an information resource that can be accessed as part of a central information hub for programs and services for older adults in Dufferin County (<i>see action 4.2</i>).</p>		<ul style="list-style-type: none"> • Dufferin County • Orangeville Transit
<p>1.5 Encourage local municipalities to create a courtesy parking designation for older adults, similar to courtesy parking for expectant mothers.</p>		<ul style="list-style-type: none"> • Local Municipalities

<p>1.6</p>	<p>Encourage private businesses to offer shuttle services to/from designated locations in areas with the highest concentrations of older adults (i.e. similar to existing bus service provided by Metro supermarket on Bythia Street). Launch marketing campaign to demonstrate potential benefits of operating this type of service.</p>		<ul style="list-style-type: none"> • Local Community Partners
<p>1.7</p>	<p>Build on the <i>Town of Orangeville Age-Friendly Community Action Plan</i> to support senior road safety through public education program delivered in partnership with local police services (e.g. Orangeville; Shelburne; etc.).</p>		<ul style="list-style-type: none"> • Dufferin County • Local Polices Services
<p>1.8</p>	<p>Establish a pilot Road Safety Assessment, modeling the Road Safety Audit launched for the County of Peterborough.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Polices Services • Local Residents
<p>1.9</p>	<p>Establish recruitment program for volunteer drivers to help older adults with transportation for medical appointments, groceries, errands, events, etc.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners • Local Residents
<p>1.10</p>	<p>Establish age-friendly requirements for street signage and encourage local municipalities to include age-friendly considerations as part of sign by-laws.</p>		<ul style="list-style-type: none"> • Dufferin County
<p>1.11</p>	<p>Ensure that all planned infrastructure investments (e.g. roads, bus shelters, etc.) promote accessibility and incorporate age-friendly design principles.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities



Communication & Information

This age-friendly dimension refers to the availability and accessibility of information about community events and services in formats that are appropriate for older adults. Outreach initiatives to vulnerable population segments.

WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

- No central information resource currently exists that details older adult programs and services available locally.
- Significant variation exists in terms of the communication preferences of older adults.
- Outreach to older adults who are isolated and/or most vulnerable is challenging.
- There is a lack of coordination with private businesses, community organizations and other community partners.
- The information shared in public communications can be confusing for older adults.



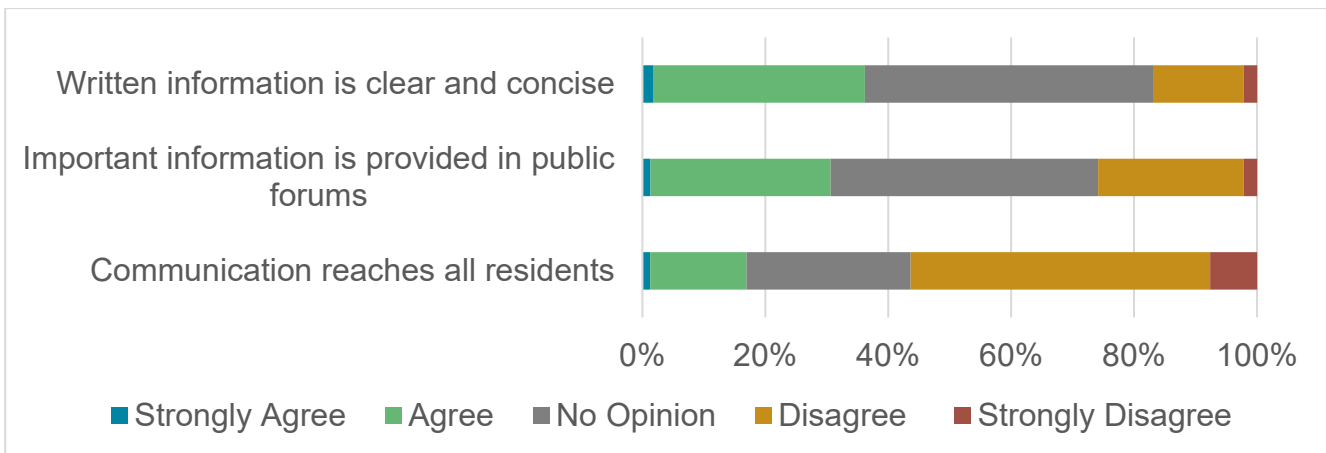
“Not sure that I have seen any promotion for older adult programming. I have always researched it myself.”

Survey Respondent, Mono (55 - 59 years of age)






“Communication appears to be a problem. Not everyone is on the Internet. Mail delivery is expensive... How do I get to know about what’s happenings in my community?”







Survey Respondent, Orangeville (70-74 years of age)

Figure 4-3: Satisfaction with Communication & Information



OBJECTIVE: The County of Dufferin will deliver communications in multiple formats to ensure that residents of all ages have access to information about programs and services available locally.

Action	Timeframe	Stakeholders
<p>2.1 Establish a comprehensive, sustainable and user-friendly database of programs and services available for older adults in Dufferin County, which function as the central information hub for all information relating older adults, including a classification system to help identify and categorize programs and services according to the WHO age-friendly dimensions and/or mobility, activity level, etc.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners
<p>2.2 Ensure that all communications delivered by the County are available in multiple formats (e.g. online and hard copy), meet or exceed AODA compliance standards and indicate the availability of alternate formats, as indicated in the <i>Accessible Customer Service Policy (2-7-1)</i>. Encourage local municipalities to adopt the same communications protocols for older adults.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners
<p>2.3 Leverage public facilities operated by the County and local municipalities to be used as satellite information resource centres for older adults, where all information from older adults’ database of programs and services can be accessed. Also consider using housing facilities for older adults as satellite information centres.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners • Older Adult Housing Providers
<p>2.4 Periodically consult with community partners to help identify best practices and successful strategies for communication and outreach with older adult audiences.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners
<p>2.5 Encourage information sharing and cross-promotion between Dufferin County and community partners to increase public awareness and knowledge about the full range of programs and services for older adults. Organize regular meetings to facilitate internal communication and</p>		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners

	exchange of knowledge between local community partners.		
2.6	Apply for funding from the OACAO to organize an annual Older Adult Information and Active Living Fair to function as a showcase for information relevant to older adults in Dufferin County.		<ul style="list-style-type: none"> • Dufferin County • Provincial Government
2.7	Offer one-on-one customer service in partnership with Orangeville Public Library, Shelburne Public Library and Grand Valley Public Library to help direct older adults to various programs and services available in Dufferin County. Ensure customer service protocols for older adults are consistent with the <i>Multi-Year Access Plan 2017-2021</i> and the <i>Accessible Customer Service Policy (2-7-1)</i> .		<ul style="list-style-type: none"> • Dufferin County • Public Libraries (Orangeville, Shelburne, Grand Valley)
2.8	Implement a communication campaign in partnership with Dufferin County Community Support Services and/or local agencies, community organizations, private sector businesses, etc. to educate residents about available programs and services, as well as what it means to be an age-friendly community.		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners • Local Municipalities
2.9	Establish new older adult customer service training program to ensure that front line County staff understand and are equipped to deal with the complex needs of older adults.		<ul style="list-style-type: none"> • Dufferin County
2.10	Partner with local municipalities, private businesses and community organization (e.g. Dufferin Seniors Circle Facebook Group) to promote programs and service for older adults throughout Dufferin County.		<ul style="list-style-type: none"> • Dufferin County • Dufferin Seniors Circle Facebook Group
2.11	Establish a Dufferin County Guide to Accessible Documents and encourage all charitable organizations, agencies, religious groups, cultural organizations, private sector businesses, etc. that deliver programs and services for older adults to follow these guidelines.		<ul style="list-style-type: none"> • Dufferin County



Housing

This age-friendly dimension refers to the availability of appropriate, affordable housing for older adults that incorporates flexibility through adaptive features and a variety of styles and locations.

WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

- Supply of accessible housing types that are suitable for older adults and have the greatest demand are scarce (e.g. bungalows; accessible apartments/townhouses).
- Geographic inequality in terms of access to dedicated housing for older adults.
- Limited rental housing alternatives are available for older adults.
- Declining affordability as housing prices, property taxes, maintenance costs and/or rental rates rise.
- Insufficient capacity and long waiting periods for access to long-term care facilities, rent geared to income and supportive housing facilities for older adults.
- Limited programs and services are available to support independence for older adults who choose to age in place.



“Dufferin does not have enough affordable housing, seniors housing, assisted living facilities or long-term care facilities. This is a problem that is only going to get worse. We need creative solutions to facilitate aging gracefully in older adults’ desired housing and community with supportive family and friends nearby.”
Survey Respondent, Mulmur (65 -69 years of age)



26%







Responded that there are issues with the suitability of the housing stock for older adults in Dufferin County (e.g. more single storey needed)









24%

Responded that there are issues with housing affordability for older adults (e.g. prices; taxes; maintenance)

OBJECTIVE: The County of Dufferin will implement local policies and act as an advocate to higher levels of government to ensure that a variety of accessible and affordable housing options are available for older adults.

Action	Timeframe	Stakeholders
<p>3.1 Develop a specialized older adult housing directory, including independent seniors’ housing, supportive housing, retirement residences, long-term care homes and complex continuing care options that can be accessed as part of a central information hub for programs and services for older adults in Dufferin County (see action 4.2). Directory should identify the distinguishing features of each housing type and indicate the type(s) of older adults suited for each housing type.</p>		<ul style="list-style-type: none"> • Dufferin County • Older Adult Housing Providers
<p>3.2 Launch an education and awareness program in tandem with specialized older adult housing directory to clearly illustrate the distinguishing features of each housing type and help guide older adults about the options that would be most suitable for their individual needs.</p>		<ul style="list-style-type: none"> • Dufferin County • Older Adult Housing Providers
<p>3.3 Consult with local residential developers to understand existing obstacles that a currently a barrier to the development of more housing for older adults and potential solutions to increase the supply of suitable housing.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Developers
<p>3.4 Encourage the development of Community Improvement Plans for Orangeville, Shelburne (currently underway) and Grand Valley that include funding for accessibility retrofits for rental housing.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
<p>3.5 Advocate to provincial and federal governments for additional funding for rent-geared-to-income, assisted living and long-term care facilities for older adults throughout Dufferin County, including Grand Valley as identified as one of the key recommendations in the Town of Grand Valley <i>Ageing in Place Research Report</i>.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities • Provincial Government
<p>3.6 Evaluate financial implications of implementing a “freeze” on property taxes for older adults,</p>		<ul style="list-style-type: none"> • Dufferin County

Action		Timeframe	Stakeholders
	expanding on the existing tax relief program for low-income seniors and persons with disabilities.		<ul style="list-style-type: none"> Local Municipalities
3.7	Include age-friendly considerations as part of Community Design guidelines from the County Official Plan. Encourage local municipalities to establish new age-friendly design standards to supplement existing urban design standards and placemaking guidelines.		<ul style="list-style-type: none"> Dufferin County Local Municipalities
3.8	Create an education program to provide assistance for older adults to help secure rebates/grants for home renovations, accessibility devices, etc.		<ul style="list-style-type: none"> Dufferin County Local Community Partners
3.9	Create information/education program about co-housing and the benefits for older adults, in addition to information about financial structure, legal considerations, etc.		<ul style="list-style-type: none"> Dufferin County Local Community Partners
3.10	Establish new intergenerational program in partnership with local secondary schools, where students provide household assistance for older adults in exchange for fulfillment of mandatory volunteer participation.		<ul style="list-style-type: none"> Dufferin County Local School Boards
3.11	Explore feasibility of establishing a household assistance program, modeled after the Peterborough Homemaking Services Program.		<ul style="list-style-type: none"> Dufferin County
3.12	Explore opportunity to establish a partnership with long-term care facilities (e.g. Dufferin Oaks; Avalon) to launch a diversion program for older adults who are currently on waiting lists for long-term care facilities, to identify and connect older adults with the range of supports required to be able to remain in their existing homes.		<ul style="list-style-type: none"> Dufferin Oaks Local Community Partners



Community Support & Health Services

This age-friendly dimension refers to the availability of community-related services delivered by charitable organizations, faith groups, cultural organization, private sector businesses and other community partners that support independence, physical health and mental well-being.

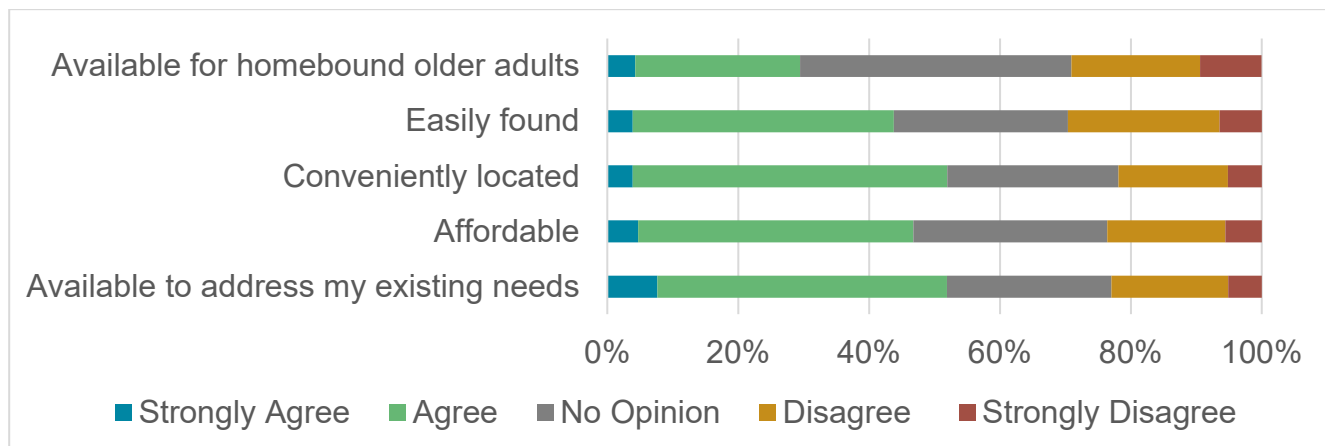
WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

- General lack of awareness about the programs and services available locally and where to information can be accessed.
- Process of navigating the wide range of community support and health services is complex and overwhelming for older adults and caregivers.
- Limited capacity to accept more clients or expand variety of programming for community support and health services for older adults who can't leave their homes.















The perceived health status of older adults in Dufferin County is much lower than other demographic segments and lower than the provincial and national averages – however the perceived mental health status is much higher.
Canadian Community Health Survey


Figure 4-4: Community Support & Health Services Satisfaction



OBJECTIVE: The County of Dufferin will work collaboratively with various community partners to ensure that older adults have convenient access to a complete range of community support and health services.

Action	Timeframe	Stakeholders
<p>4.1 Establish a rating system to recognize local charitable organizations, agencies, religious groups, cultural organizations, private sector businesses, etc. as being certified and accredited age-friendly support organizations.</p>		<ul style="list-style-type: none"> • Dufferin County
<p>4.2 Create a central online database of support and health services available in Dufferin County that are delivered by certified age-friendly organizations. The database should be accessible as part of a central information hub for all older adult programs and services in Dufferin County.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners
<p>4.3 Create testimonial stories about the experiences of local older adults in navigating the system of community support and health services in Dufferin County. Create corresponding spider maps to illustrate how local older adults have navigated the complex system of support and health services to access the care they require.</p>		<ul style="list-style-type: none"> • Dufferin County
<p>4.4 Partner with Ontario Caregiver Coalition to advocate to Provincial and Federal governments to provide funding for a new financial support program for older adults that choose to age in place.</p>		<ul style="list-style-type: none"> • Dufferin County • Federal Government • Provincial Government
<p>4.5 Advocate to Provincial government for additional funding for community support and health services to add new programs and expand the capacity of existing programs (e.g. personal support).</p>		<ul style="list-style-type: none"> • Dufferin County • Provincial Government
<p>4.6 Partner with local foodbanks to undertake research to understand the specific needs of older adults who rely on these services, and to identify potential strategies to improve food security.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Food Banks
<p>4.7 Advocate for increased funding and improved referral programs for community support and health services, in partnership with the Dufferin</p>		<ul style="list-style-type: none"> • Dufferin County

	County Community Support Services, the Central West LHIN and various other community partners (e.g. Alzheimer’s Society of Dufferin).		<ul style="list-style-type: none"> Local Community Partners Provincial Government
4.8	Building on the recommendations of the Mental Health Commission of Canada, ensure that an Older Adult/Seniors Mental Health Policy Lens is considered when planning new policies, programs and services throughout Dufferin County. Also ensure that mental health is embedded in all policies, programs and services targeted at older adults.		<ul style="list-style-type: none"> Dufferin County Health Commission of Canada
4.9	Establish older adult knowledge exchange with local community partners including, charitable organizations, agencies, religious groups, cultural organizations, private sector businesses, etc. to share resources, encourage cross-promotion, avoid duplication and minimize service gaps.		<ul style="list-style-type: none"> Dufferin County Local Community Partners
4.10	Establish partnership with Georgian College and/or Humber College to provide services for older adults as part of educational programs for students (e.g. PSW, nursing, pre-health sciences, recreation and leisure studies), building on the recommendations of the <i>Town of Orangeville Parks and Recreation Strategic Plan</i> . Potential programs could include: <ul style="list-style-type: none"> Leisure and fitness activities; Staying active in retirement; Life enrichment for residents in long-term care facilities; Adaptive-therapeutic recreation; and Event planning. 		<ul style="list-style-type: none"> Dufferin County Georgian College
4.11	Explore feasibility of launching program with local doctors to identify vulnerable older adults and connect them with support and health services deliver by local agencies, community organizations, private sector businesses, etc.		<ul style="list-style-type: none"> Dufferin County Local Community Partners
4.12	In partnership with Headwaters Health Care Centre, support improvements to, and expansion of, coordinated hospital discharge care programs		<ul style="list-style-type: none"> Dufferin County

	<p>and supports, including transportation and home care.</p>		<ul style="list-style-type: none"> • Headwaters Health Care Centre
<p>4.13</p>	<p>Advocate for the creation of a primary care physician position and/or a case coordinator position to serve vulnerable populations with barriers to navigating the community support and health care system.</p>		<ul style="list-style-type: none"> • Dufferin County • Provincial Government



Social Participation

This age-friendly dimension refers to opportunities for regular interaction with family and friends to support mental health and community awareness.

WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

- Infrequent communications and incomplete or inaccurate information about programs and services negatively impact social participation.
- Variety of events (by target age and type) does not cater to the wide spectrum of ages, abilities, interests, needs and expectations amongst older adults.
- There is significant variation in the ability of older adults to pay for programs and the need for financial assistance.
- Scheduling for recreation and leisure activities is not flexible, particularly for older adults who are employed.



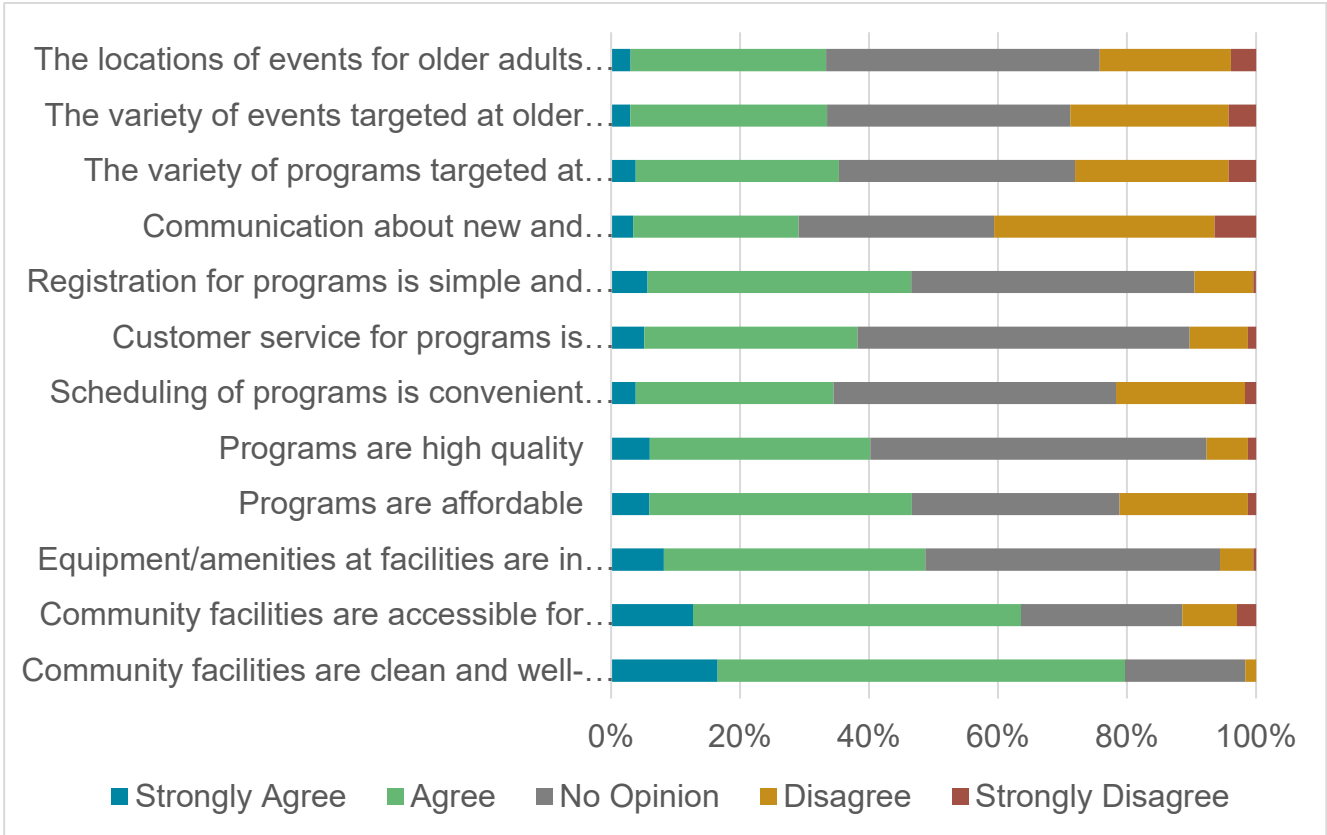
“Lots of programs in Dufferin County are not affordable for older adults. Especially when you add on the cost of transportation.”

Survey Respondent, Shelburne (65-69 years of age)







“Not all older people are available during weekdays. Need more on weekends.”



Survey Respondent, Shelburne (55-59 years of age)

Figure 4-5: Social Participation Satisfaction



OBJECTIVE: The County of Dufferin will provide a diverse range of opportunities for participation in leisure, recreational, educational, and cultural activities to help older adults avoid isolation and strengthen connections to the local community.

Action	Timeframe	Stakeholders
<p>5.1 Establish a buddy system and/or designate older adult ambassadors to help encourage and prolong participation in social and recreational activities for older adults.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
<p>5.2 Encourage local municipalities to consult directly older adults with respect to activities, schedules, communications, etc. when new recreation and library programs are established, to ensure that the changing interests and perspectives of the older adults are considered.</p>		<ul style="list-style-type: none"> • Local Municipalities • Libraries
<p>5.3 Encourage local municipalities to enhance flexibility of scheduling and support the creation of innovative new recreational programs for older adults.</p>		<ul style="list-style-type: none"> • Local Municipalities
<p>5.4 Encourage local municipalities to introducing more inclusive programming to appeal to specific cultural, ethnic and religious groups based on guidance and input from local cultural organizations.</p>		<ul style="list-style-type: none"> • Local Municipalities • Local Community Partners
<p>5.5 Leverage private facilities (e.g. places of worship; schools; private recreation facilities) throughout Dufferin County to supplement recreation facilities and programs operated by local municipalities by adding new satellite programs to fill gaps in terms of access to recreational programs and services.</p>		<ul style="list-style-type: none"> • Local Municipalities • Places of Worship • Schools • Private Recreation Facilities
<p>5.6 Support the development of a coordinated older adult continuing education initiative in partnership with local libraries and/or post-secondary institutions.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities • Libraries • Georgian College

			<ul style="list-style-type: none"> • Humber College
5.7	Evaluate the feasibility of establishing a staff position to function as an advocate or champion to support the overall delivery of programs and services for older adults and to ensure that programs and services are strategically aligned with the <i>Age-Friendly Needs Assessment and Community Action Plan</i> .		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
5.8	Establish Community Connect Program modelled after the program launched by Ottawa Public Health, which promotes awareness and identification of vulnerable older adults and provides information and non-traditional referral services. Establish a vulnerability index as part of this program.		<ul style="list-style-type: none"> • Dufferin County • Local Community Partners

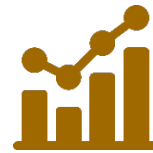


Respect & Social Inclusion

This age-friendly dimension refers to community attitudes, such as a general feeling of respect, refuting ageism and recognizing the important role that older adults play in society.

WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

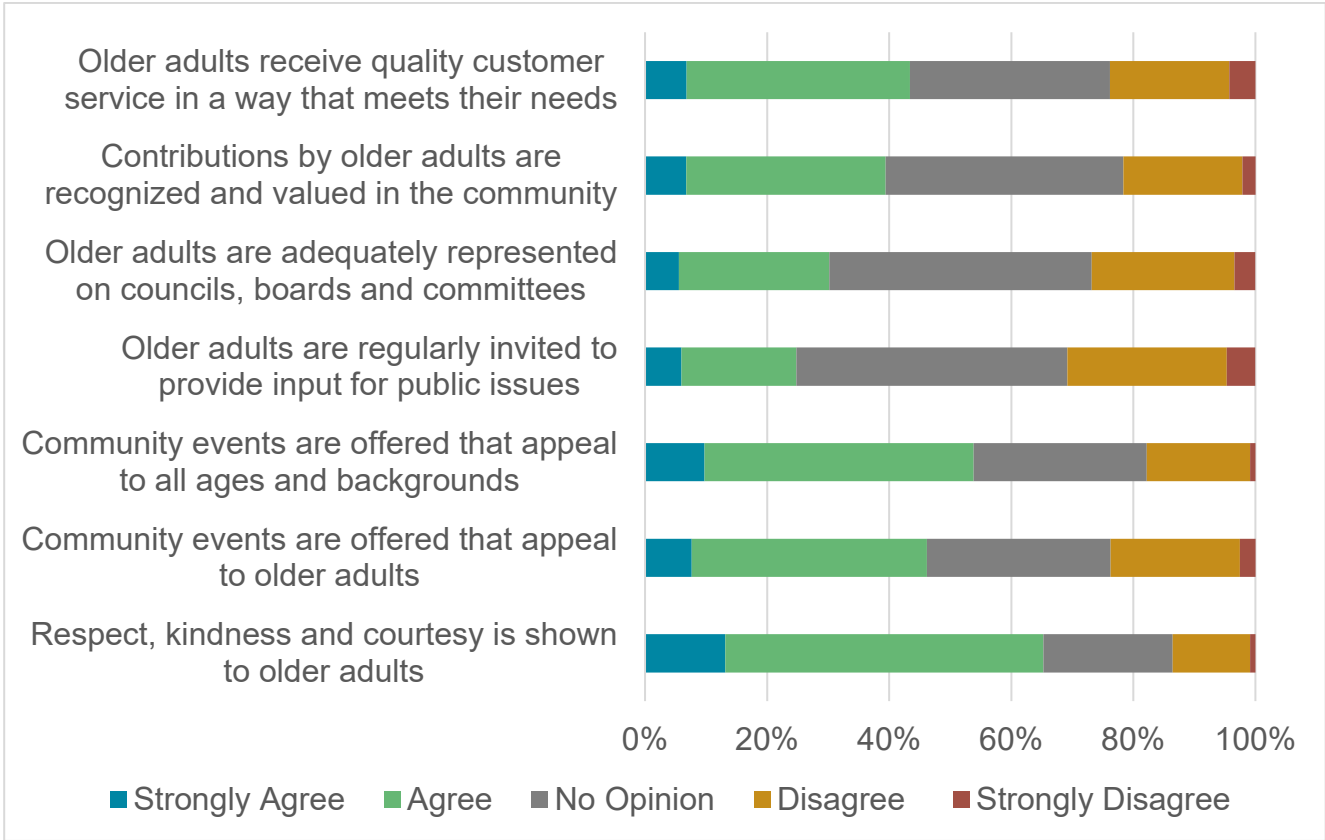
- There are limited opportunities for older adults to provide input on public issues.
- Older adults often feel overlooked in terms of representation on boards and committees.
- Customer service does not always meet the needs of older adults, whom are becoming increasingly diverse.
- Older adults are not always valued or appropriately recognized for their contributions in Dufferin County.
- Lack of consideration and respect for older adults would like from some youth and local businesses.










The sense of community belonging of older adults in Dufferin County is much lower than other demographic segments and lower than the provincial and national averages – less than 75% of older adults indicated that their sense of community belonging was either, somewhat strong or very strong.


Canadian Community Health Survey

Figure 4-6: Respect & Social Inclusion Satisfaction



OBJECTIVE: The County of Dufferin will advocate for respect and social inclusion by celebrating inclusivity and diversity.

Action	Timeframe	Stakeholders
<p>6.1 Recognize the contributions of older adults through the creation of a Dufferin County Older Adult of the Year Award.</p>		<ul style="list-style-type: none"> • Dufferin County
<p>6.2 Establish an older adults’ “spotlight series” to celebrate the accomplishments (past and present) and share the stories of local older adults.</p>		<ul style="list-style-type: none"> • Dufferin County
<p>6.3 Building on existing programs (e.g. GrandPals; OrangeThreads; etc.), collaborate with local municipalities to add new interactive intergenerational programs in local schools and childcare centres. Programs should be targeted at a variety of ages to promote familiarity, understanding and respect between generations.</p>		<ul style="list-style-type: none"> • Dufferin County • Schools • Child Care Centres • Public Libraries
<p>6.4 Establish an external joint planning committee on age-friendly communities in partnership with local municipalities in Dufferin County.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
<p>6.5 Establish age-friendly checklist for private businesses and develop a program to recognize businesses that have implemented age-friendly practices and features.</p>		<ul style="list-style-type: none"> • Dufferin County
<p>6.6 Create an award to recognize local businesses that have helped to make Dufferin County an age-friendly community.</p>		<ul style="list-style-type: none"> • Dufferin County
<p>6.7 Establish new customer service training program to educate municipal staff, community organizations, and private business about the diverse customer service needs of older adults. Encourage private business to implement age-friendly customer service training to foster a welcoming and inclusive environment for older adults, regardless of cultural background, religion, gender, etc.</p>		<ul style="list-style-type: none"> • Dufferin County

6.8	Ensure that older adults are considered in future updates to the County's <i>Official Plan</i> , including increased emphasis on accessibility.		<ul style="list-style-type: none">• Dufferin County
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Civic Participation & Employment

This age-friendly dimension refers to opportunities to be involved in aspects of community life that extend beyond typical day-to-day activities. Employment opportunities for older adults and recognition of valuable experience that older adult employees can bring to the workplace.

WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

- Older adults do not have equal access to employment.
- There is a lack of awareness about volunteer opportunities available in Dufferin County and where to find information about how to get involved.
- There are misconceptions about the skills and capabilities of older adults in the workforce and older adults are subsequently overlooked.
- Limited transportation options outside of Orangeville act as a barrier to employment and volunteering
- There is a lack of volunteer training available for older adults.

44%

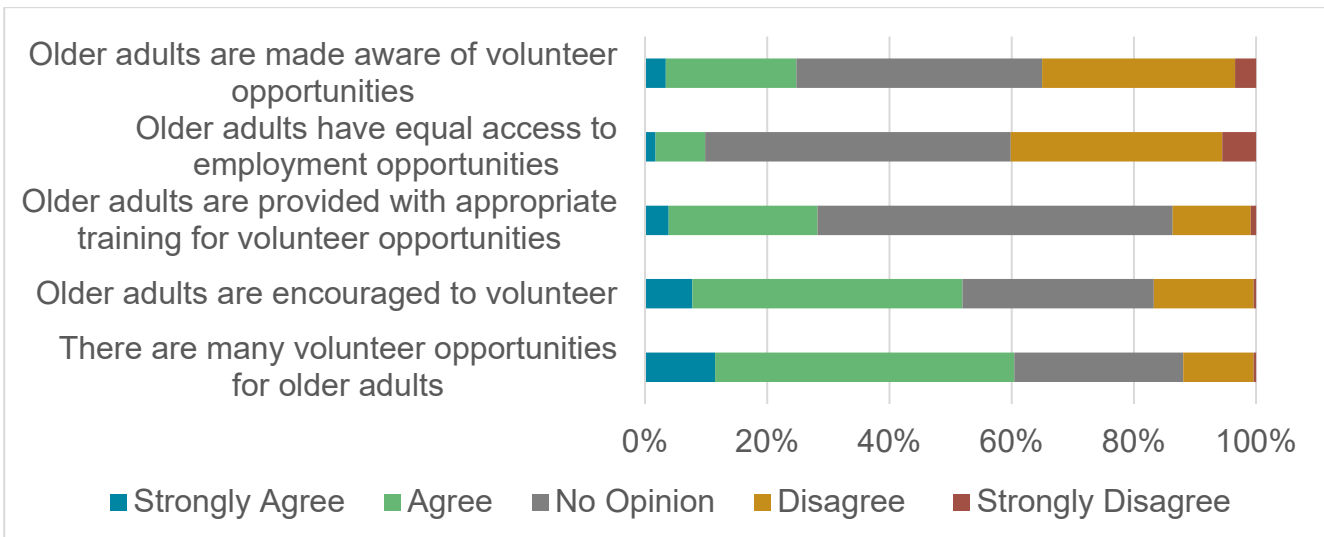
Responded that they currently volunteer.

1 – 5







hours per week




Represents the typical time spent volunteering.

Figure 4-7: Satisfaction With Civic Participation & Employment



OBJECTIVE: The County of Dufferin will demonstrate leadership with respect to employment and volunteerism by identifying meaningful opportunities for older adults to work with the County, local municipalities and/or community partners.

Action	Timeframe	Stakeholders
<p>7.1 Promote diverse, multi-generational representation on all County planning boards, council committees, and other decision-making bodies, and encourage all local municipalities throughout the County to do the same.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
<p>7.2 In partnership with Volunteer Dufferin, assemble a roster of volunteer agencies, service organizations, etc. specifically focused on volunteer opportunities for older adults.</p>		<ul style="list-style-type: none"> • Dufferin County • Volunteer Dufferin
<p>7.3 Support the development of new volunteer opportunities for older adults at facilities and/or events operated by Dufferin County and local municipalities (e.g. serving as greeters at community facilities and/or events; engaging individuals with barriers to employment in downtown street-cleaning and beautification).</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
<p>7.4 Establish partnership with seniors' clubs and housing facilities for older adults to launch a recruitment program that connects older adults with volunteer opportunities with the County and elsewhere in Dufferin County (e.g. local municipalities; community partners).</p>		<ul style="list-style-type: none"> • Dufferin County • Local Seniors' Clubs • Housing Facilities
<p>7.5 In partnership with local employment agencies and/or chamber of commerce, promote skills training and support programs for older adults considering re-entry into the workforce.</p>		<ul style="list-style-type: none"> • Dufferin County • Greater Dufferin Area Chamber of Commerce • Dufferin Board of Trade
<p>7.6 Develop guidelines and tools for private businesses, outlining age-friendly employment practices, in addition to education about the benefits of hiring older workers.</p>		<ul style="list-style-type: none"> • Dufferin County

7.7	Establish an annual award to recognize age-friendly employers and workplaces.		<ul style="list-style-type: none"> • Dufferin County
7.8	Launch marketing campaign to fight ageism and counteract stigma and highlight the benefits of working with older adults for employment and volunteer positions.		<ul style="list-style-type: none"> • Dufferin County
7.9	Explore feasibility of establishing a Dufferin County older adults' peer support network, expanding on the existing Orangeville Seniors-Assisting-Seniors Program.		<ul style="list-style-type: none"> • Dufferin County • Town of Orangeville



Outdoor Spaces & Buildings

This age-friendly dimension refers to condition, design and accessibility of public spaces such as parks, community centres, municipal offices, etc.

WHAT WE HEARD FROM THE COMMUNITY: KEY ISSUES

- There is a lack of coverage for public washrooms, particularly outdoors.
- The availability of seating and rest areas is limited throughout the County.
- Regardless of personal mobility considerations, many older adults struggle with parking accessibility.
- No existing age-friendly design standards are available to guide existing and future development.
- Maintenance and design of some sidewalks in Orangeville, Shelburne and Grand Valley are a barrier accessibility



“Access is very poor if you use a walker or wheelchair, you are too tired to participate.”

**Survey Respondent,
Orangeville (70-74 years of age)**

#1

The County’s trails and pathways were the # 1 location for older adults to participate in recreational activities.

Figure 4-8: Satisfaction With Quality of Outdoor Spaces

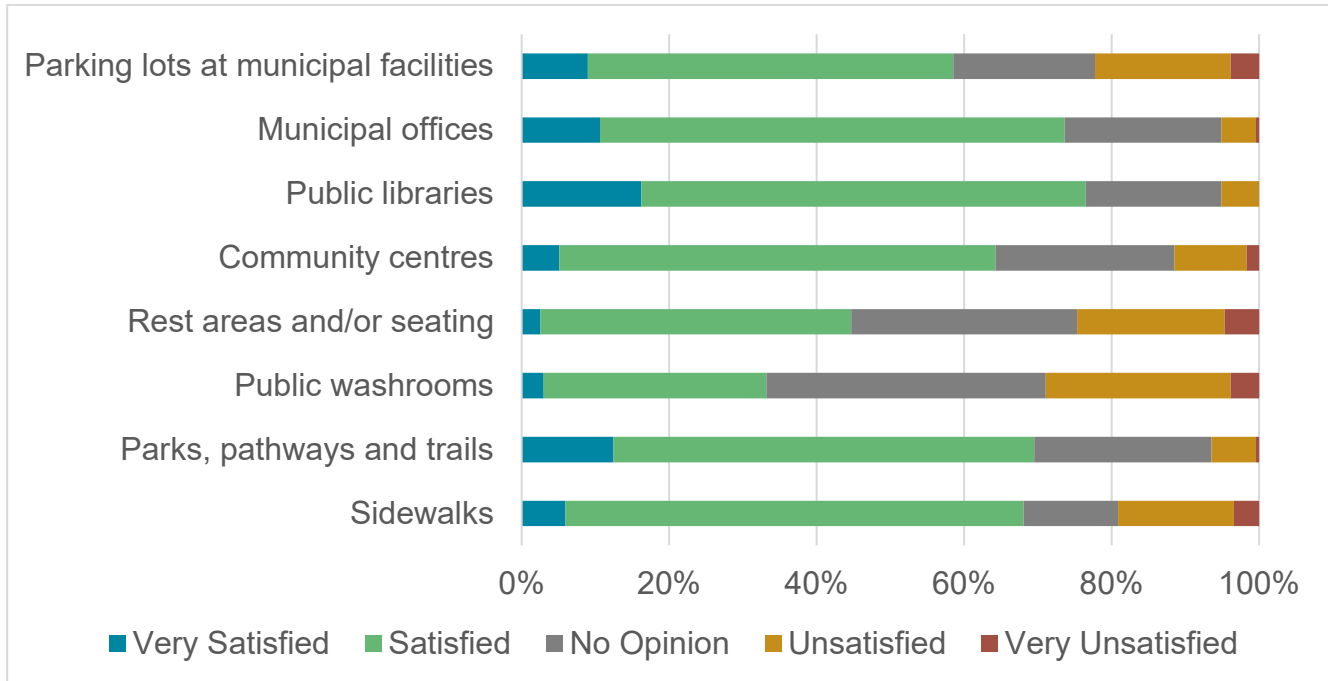
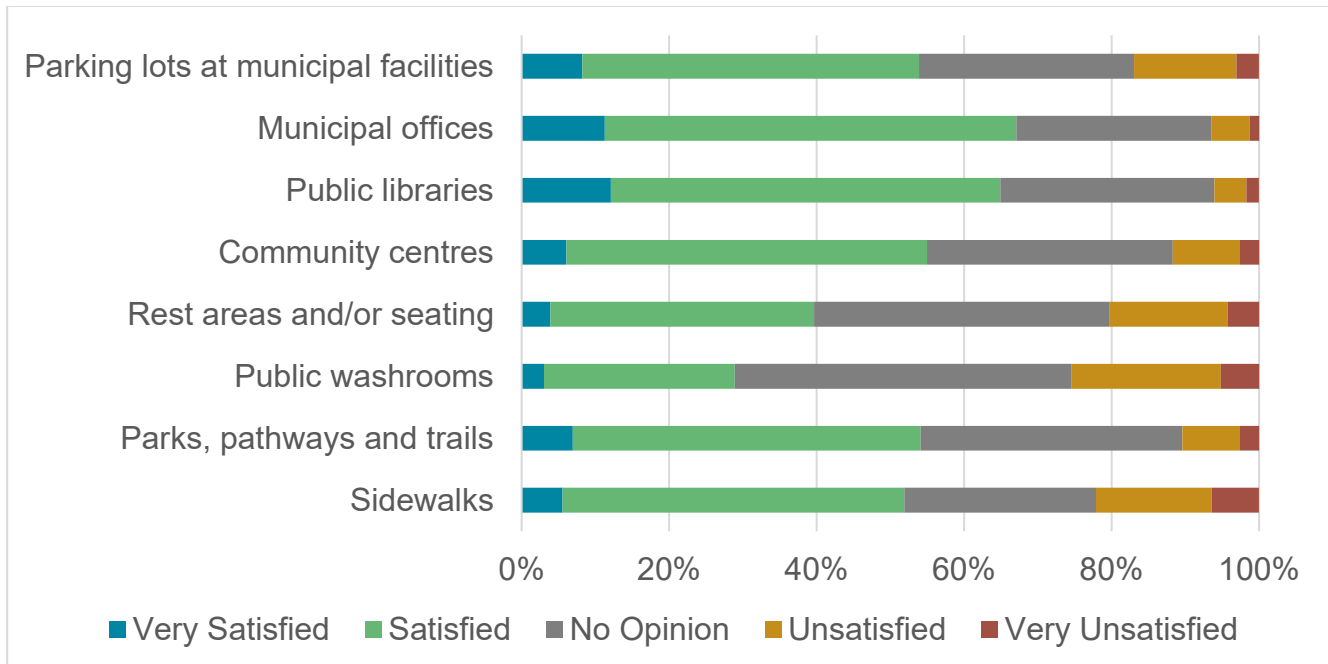








Figure 4-9: Satisfaction With Accessibility of Outdoor Spaces



OBJECTIVE: The County of Dufferin will employ sustainable community planning and infrastructure management to ensure that outdoor spaces and public buildings are accessible for all residents.

Action	Timeframe	Stakeholders
<p>8.1 Establish County-wide Snow Angel Program modelled after existing volunteer snow removal program in Orangeville.</p>		<ul style="list-style-type: none"> • Dufferin County • Schools
<p>8.2 Building on the recommendations of the <i>Dufferin County My Access Plan 2017-2021</i>, engage the general public, and accessibility advisory committees in local municipalities to provide suggestions to remove accessibility barriers.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities • Local Residents
<p>8.3 Establish a program to formally identify private businesses that permit public use of washrooms (e.g. sticker or sign in window) and support the development of GIS-mapping of all accessible washrooms throughout Dufferin County.</p>		<ul style="list-style-type: none"> • Dufferin County • Private Businesses
<p>8.4 Establish County-wide policy for frequency of sidewalk inspections, as indicated in the <i>Dufferin County My Access Plan 2017-2021</i>.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
<p>8.5 Partner with local municipalities to develop a County-wide trails/pathways safety and awareness campaign, building on the <i>Town of Orangeville Age-Friendly Community Action Plan</i>.</p>		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities
<p>8.6 Partner with local municipalities to conduct spatial analysis to identify existing gaps with respect to the supply of seating and rest areas throughout Dufferin County. Establish County-wide guidelines for the installation of new seating and rest areas, including¹:</p> <ul style="list-style-type: none"> • Shade • Seating with armrests and backrests • Appropriate seating height (i.e. 45 – 50 cm) • Clear floor area for mobility aids, service animals, strollers, etc. 		<ul style="list-style-type: none"> • Dufferin County • Local Municipalities

¹ Based on information from the Global Alliance on Accessible Technologies & Environments (GAATES) in the Illustrated Technical Guide to the Accessibility Standard for the Design of Public Spaces.

5.0 Conclusions

The significant population growth forecast amongst older adults in Dufferin County will have major implications with respect to the demand for programs and services. Recognizing the ongoing demographic shift that is already underway, the Age-Friendly Needs Assessment and Strategic Action Plan is essential in order to establish a coordinated and proactive strategy for addressing the needs of older adults in Dufferin County, both now, and in future years.

The Age-Friendly Needs Assessment and Strategic Action Plan provides a roadmap for how Dufferin County will respond to the needs of the growing older adult population, by ensuring that the necessary policies, programs, services and infrastructure are available to support older adults. The Age-Friendly Needs Assessment and Strategic Action Plan is intended to enhance the County's capacity to design, plan, facilitate and deliver age-friendly policies, programs, services and infrastructure.

Going forward, it will be important to continually monitor demographics, preferences and prevailing trends amongst older adults to ensure that the programs and services available in the local community accurately reflect the dynamic needs of Dufferin County residents. As part of the Age-Friendly Needs Assessment and Strategic Action Plan, it will also be important to monitor future progress to ensure that Dufferin County remains committed to promoting age-friendliness.

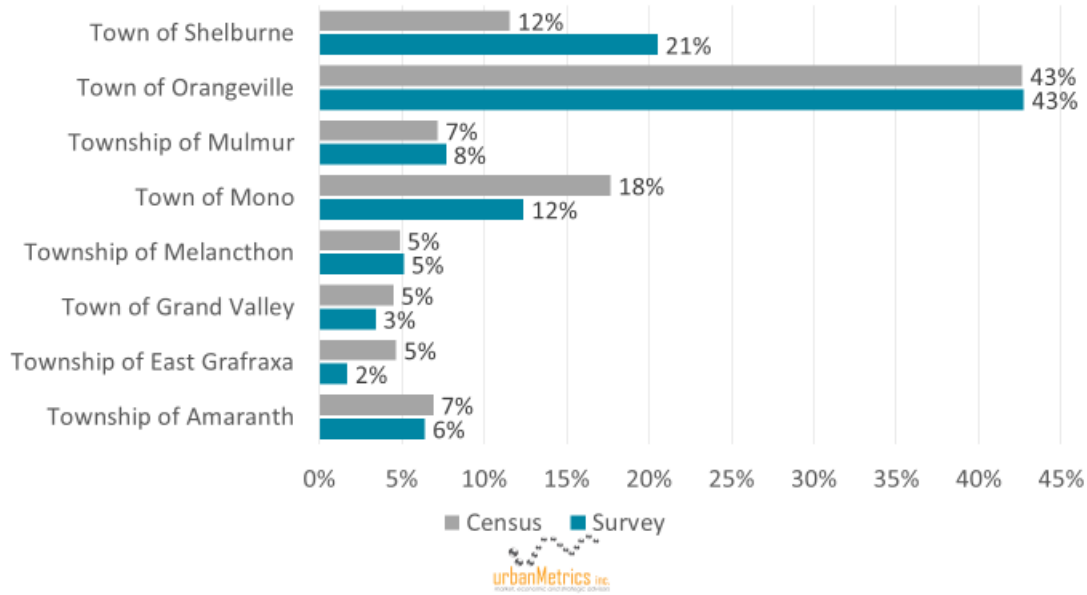
Effective communication will be crucial to the successful implementation of the Age-Friendly Needs Assessment and Strategic Action Plan. Communication must be delivered in formats that promote inclusion and equitable access to programs and services throughout, recognizing the increasingly diverse nature of the local population.

Collaboration will be essential to ensure successful implementation of the Age-Friendly Needs Assessment and Strategic Action Plan, recognizing that many core services for older adults in Dufferin County are administered by the local municipalities, private businesses and community organizations, which thereby have a major influence on the County's ability to deliver innovative programs and services that meet the needs of local older adults.

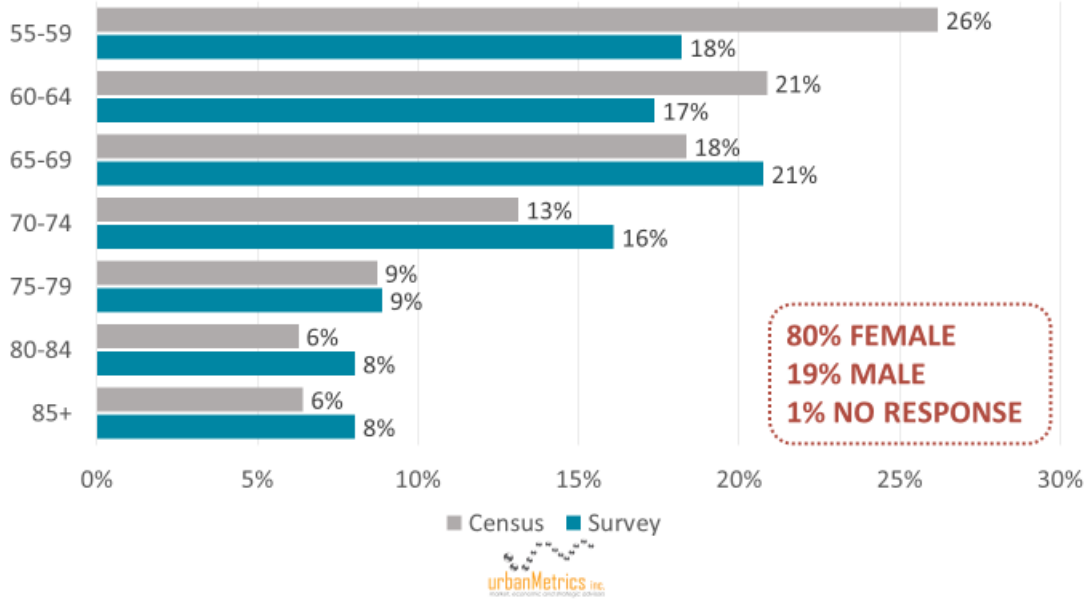
This report summarizes the key community engagement findings and recommended actions to transform Dufferin County into an age-friendly community. The next step is implementation. The implementation stage will be used to confirm available resources and to confirm timelines for the execution of recommended actions over the next 5+ years. Going forward, the Age-Friendly Needs Assessment and Strategic Action Plan will serve as a vital tool to assist the County with advocacy, outreach and the establishment of new partnerships to deliver programs and services that are responsive to the needs of older adult residents throughout Dufferin County.

Appendix A Survey Results Overview

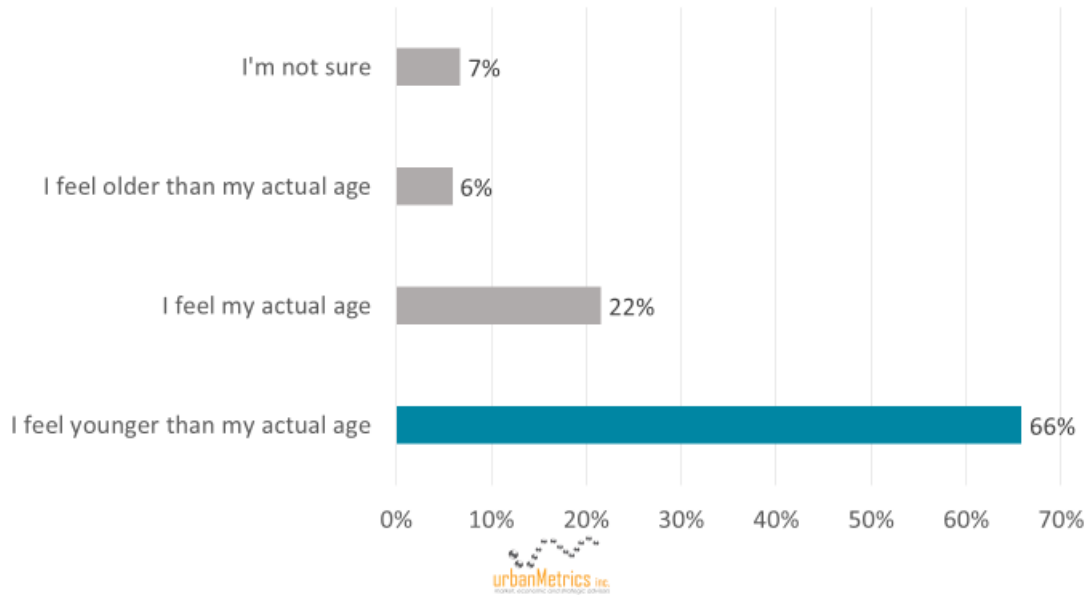
GEOGRAPHIC DISTRIBUTION



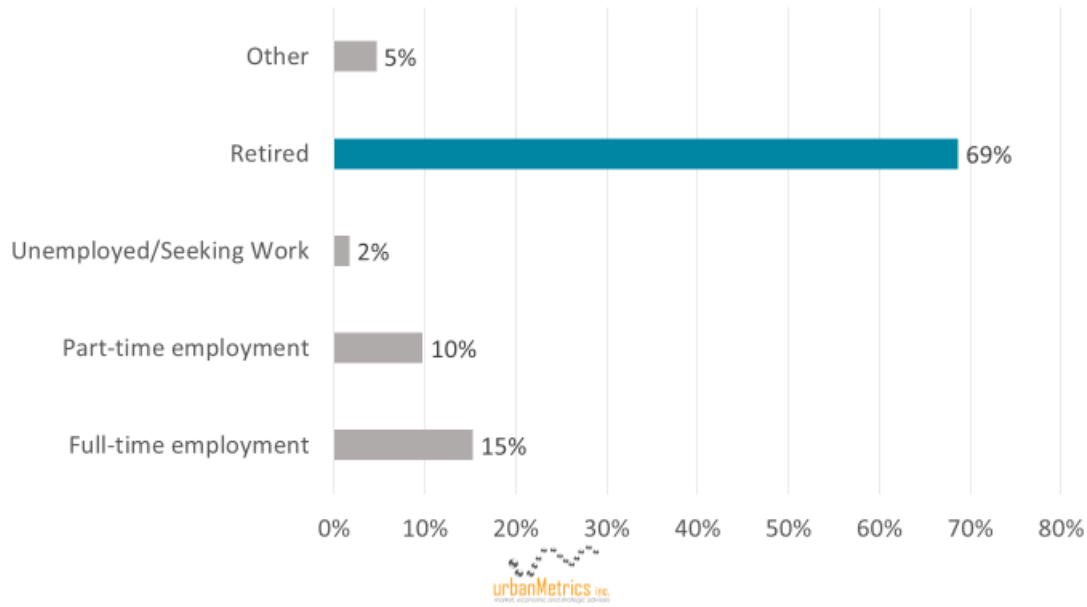
AGE



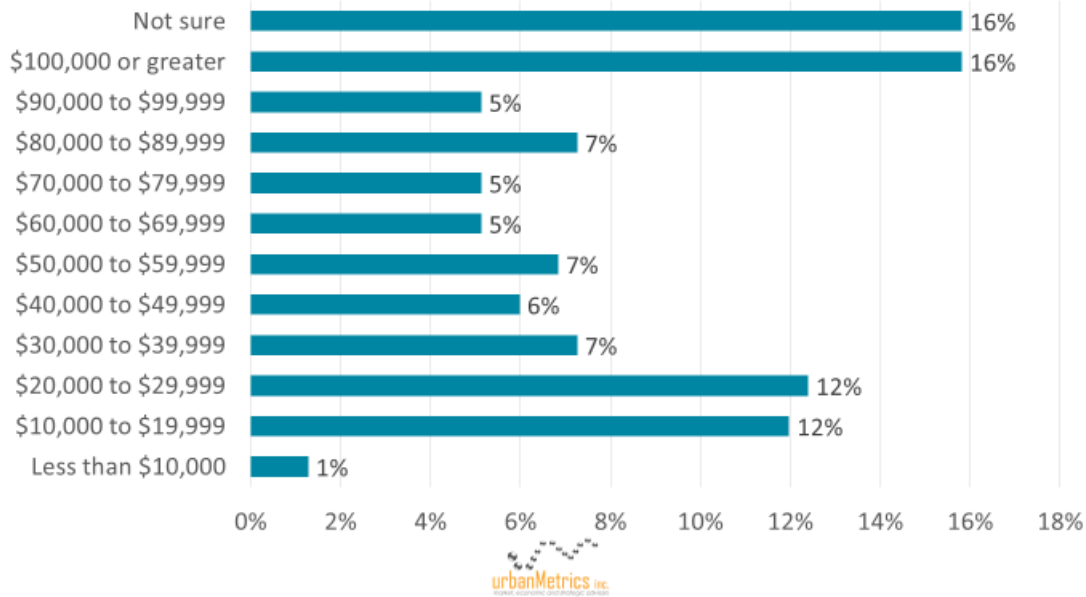
FEELING RELATIVE TO AGE



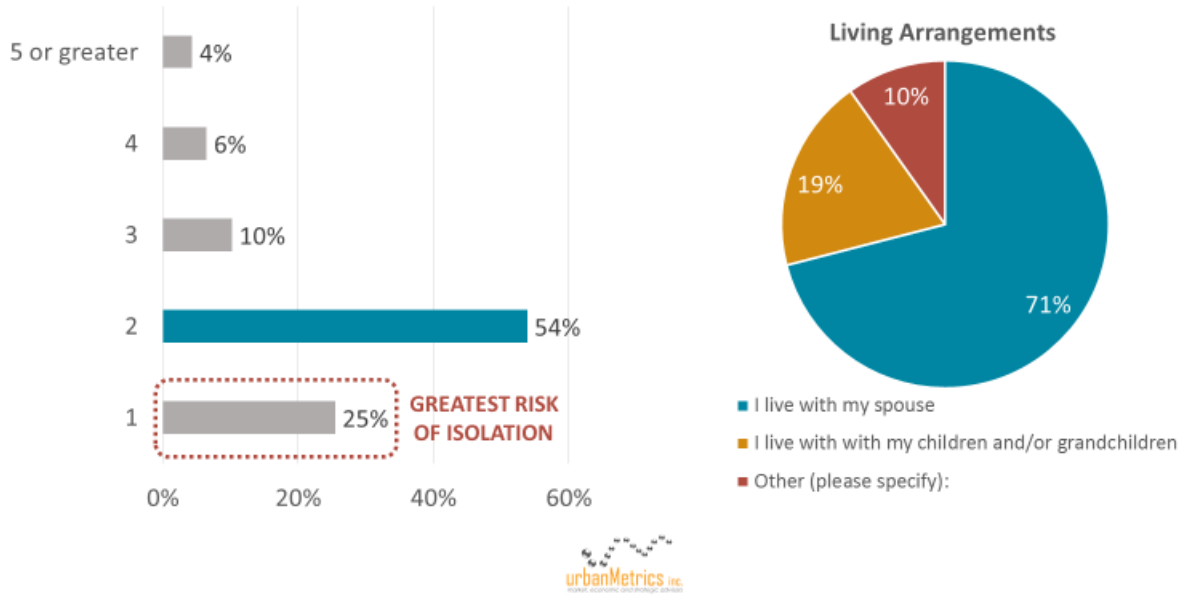
EMPLOYMENT STATUS



HOUSEHOLD INCOME



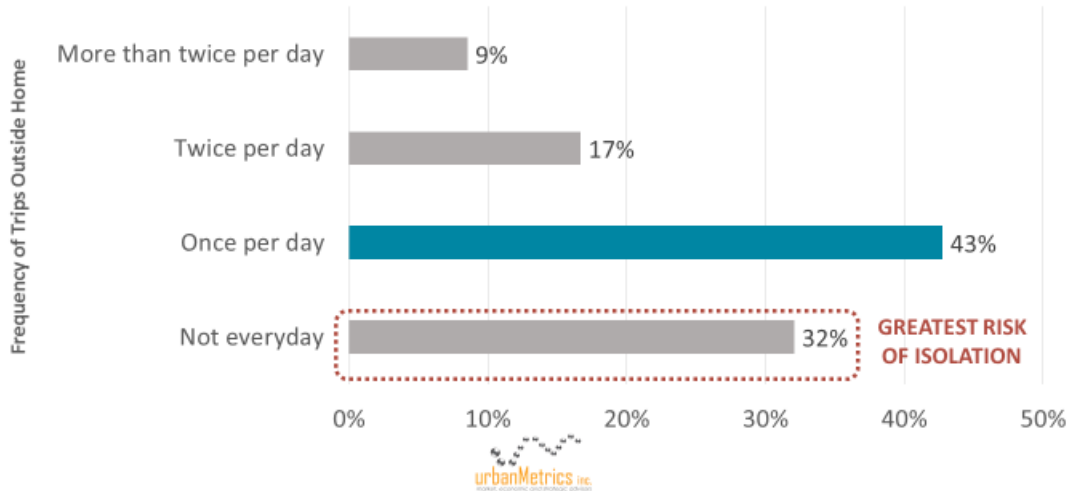
HOUSEHOLD SIZE & LIVING ARRANGEMENTS



PRIMARY MODE OF TRANSPORTATION



- Private vehicles are the primary mode of transportation (94%) – car dependence is extremely high



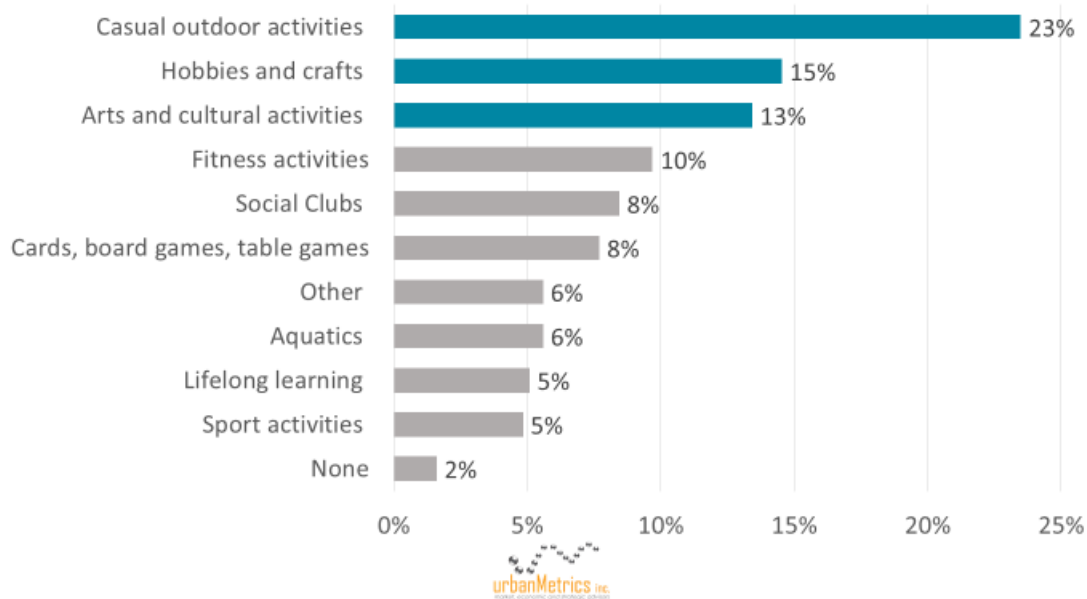
PARTICIPATION TIMES & ACTIVITY LEVELS



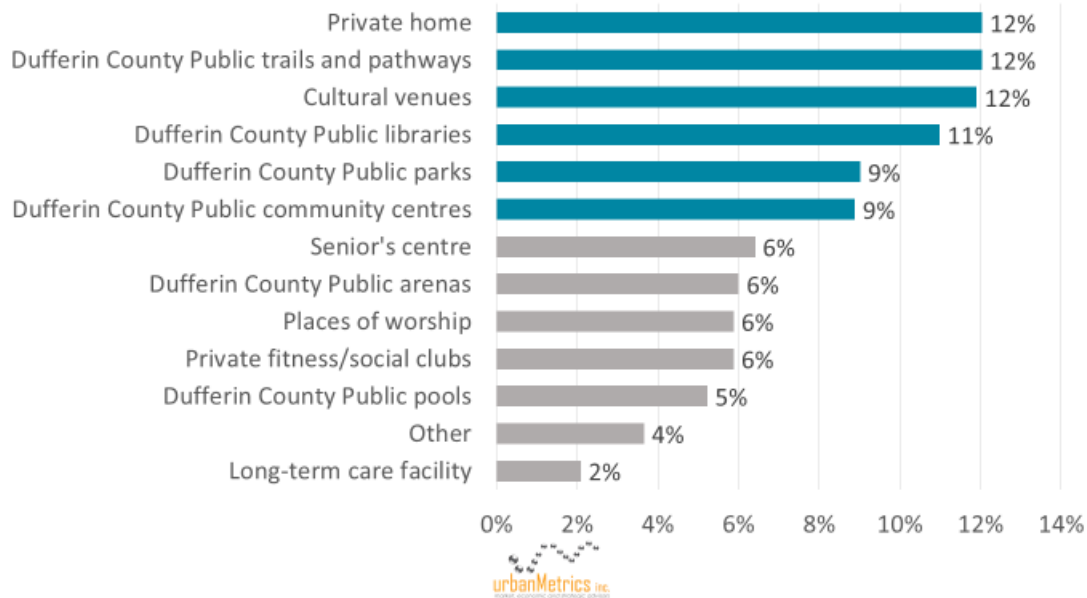
- The most popular times to participate in social, leisure and/or recreational activities include:
 - 1) Weekday mornings
 - 2) Weekday afternoons
 - 3) Weekday evenings
- Over **30%** of survey respondents indicated they spend **less than 5 hours weekly participating** in social, leisure and/or recreational activities
- The majority expect their activity level to **remain constant**



MOST POPULAR RECREATIONAL ACTIVITIES



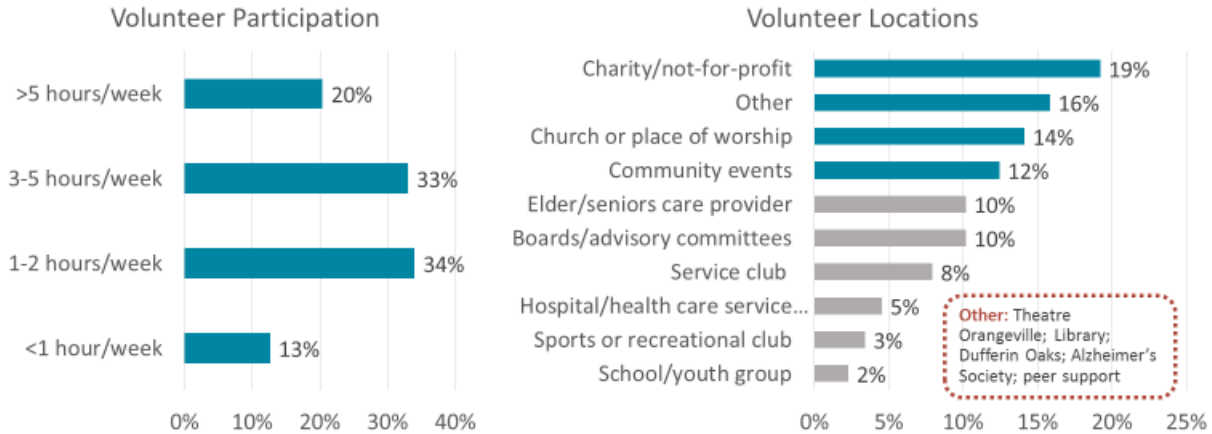
MOST POPULAR LOCATIONS FOR ACTIVITIES



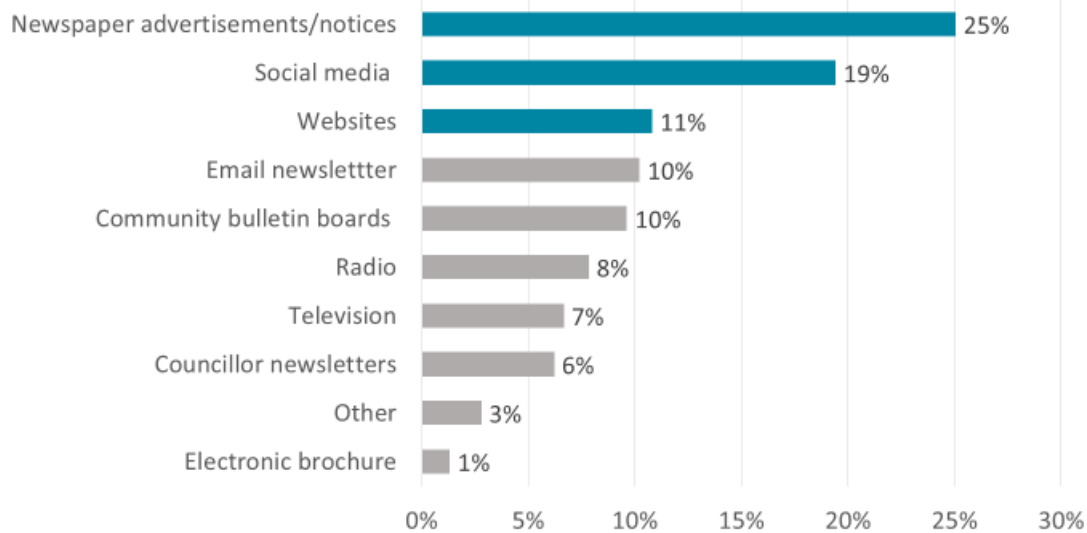
VOLUNTEER PARTICIPATION



- **44%** of respondents currently volunteer

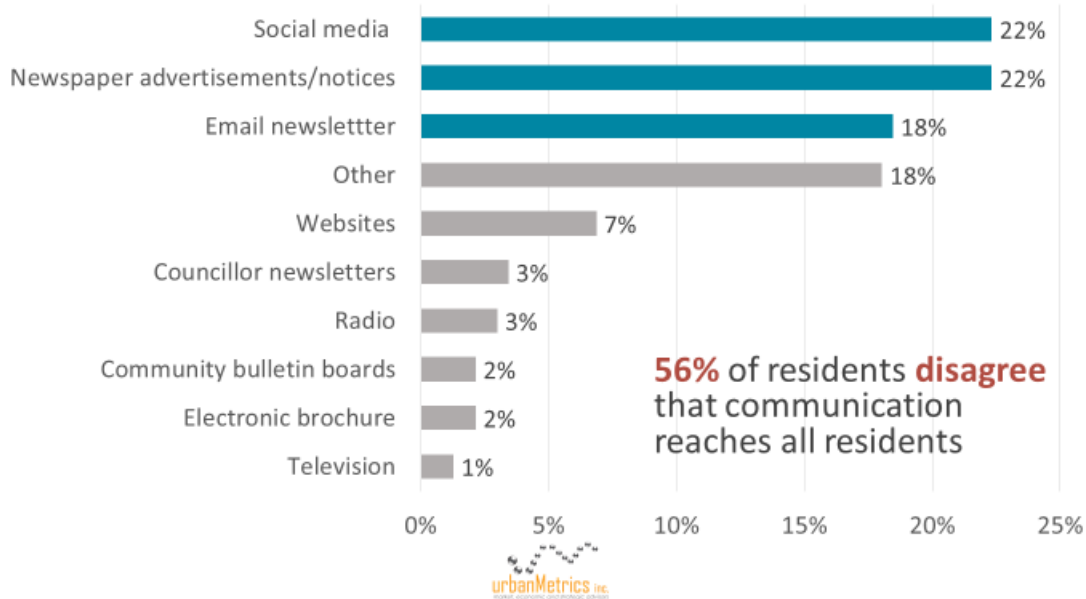


CURRENT INFORMATION SOURCES

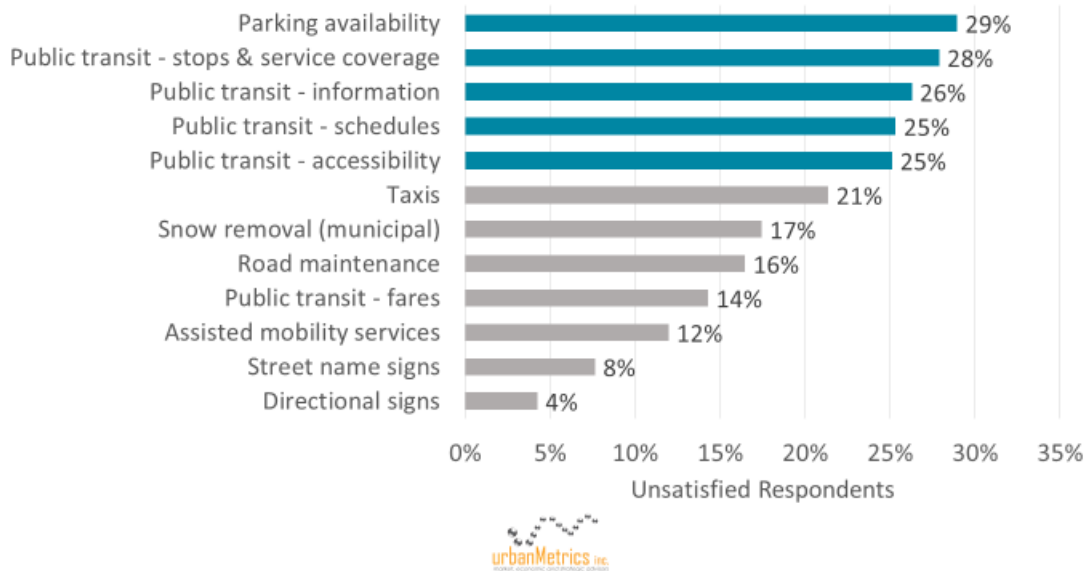




PREFERRED COMMUNICATION METHODS



TRANSPORTATION: KEY AREAS FOR IMPROVEMENT

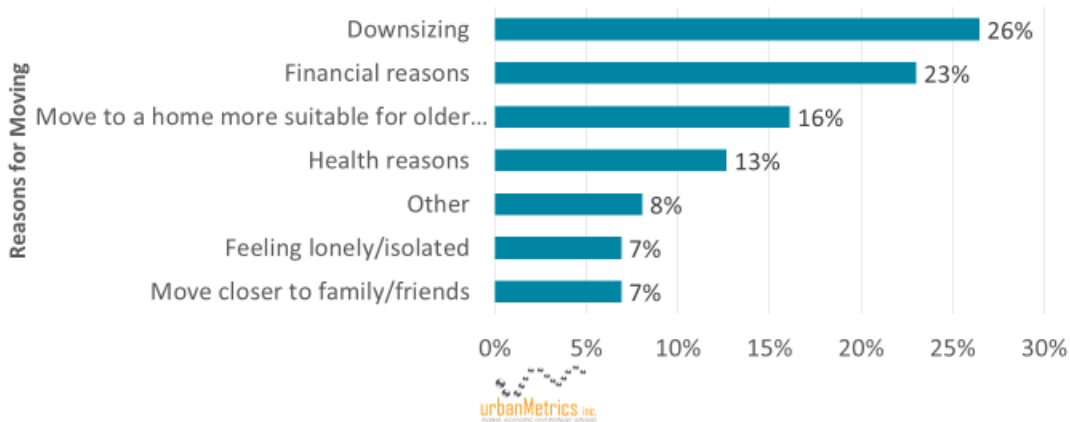




HOUSING: LIKELIHOOD & REASONS FOR MOVING



- 22% anticipate moving within the next 3-5 years
- 21% of those who anticipate moving indicated it is **unlikely their new home will be in Dufferin County**



HOUSING: KEY AREAS FOR IMPROVEMENT

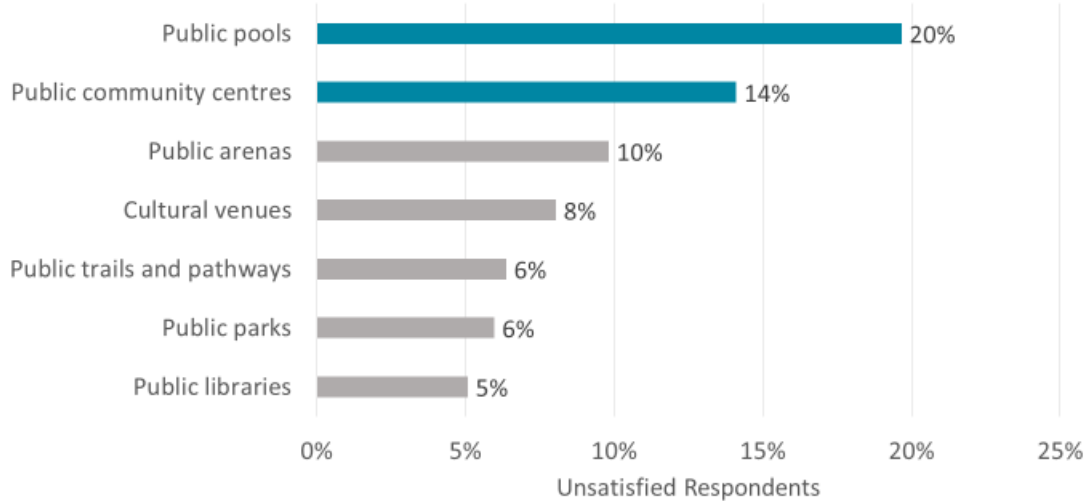


- The most common housing-related suggestions for how to improve quality of life for older adults in Dufferin County included:
 - **Greater variety of housing, including smaller and accessible housing formats** (e.g. bungalows; accessible condos; accessible townhouses)
 - **More affordable housing options**
 - **More rental housing options**
 - **More long-term care and assisted living facilities**
 - **Reduced property taxes**

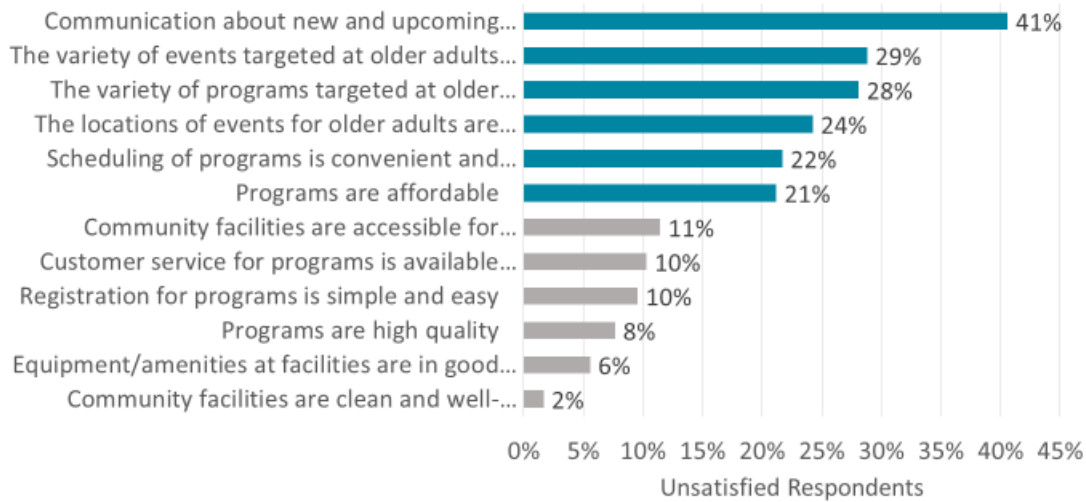




SOCIAL PARTICIPATION: KEY AREAS FOR IMPROVEMENT



SOCIAL PARTICIPATION: KEY AREAS FOR IMPROVEMENT





RESPECT & SOCIAL INCLUSION: KEY AREAS FOR IMPROVEMENT



37%

don't feel that their opinions are valued

55%

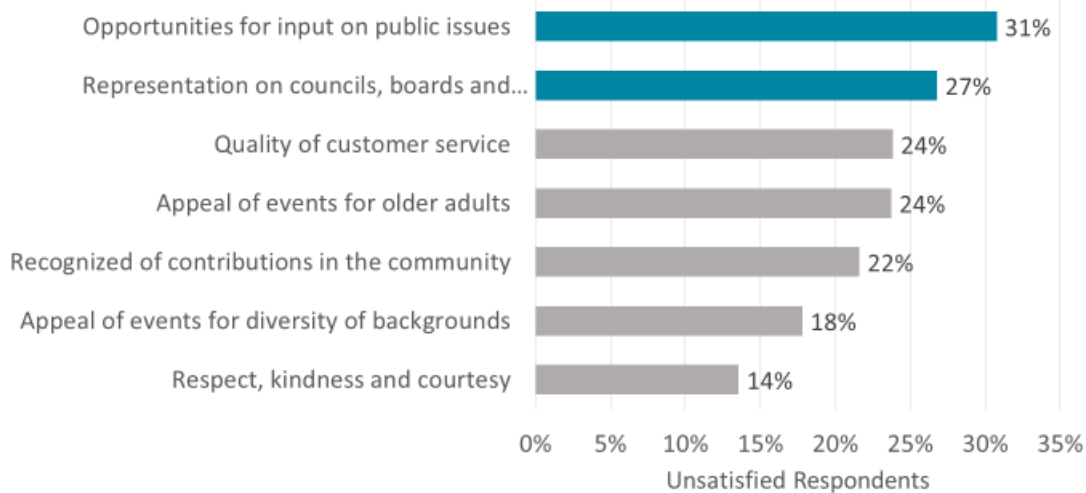
don't feel that the contributions of older adults are appropriately recognized

61%

don't feel that the needs of older adults are well understood

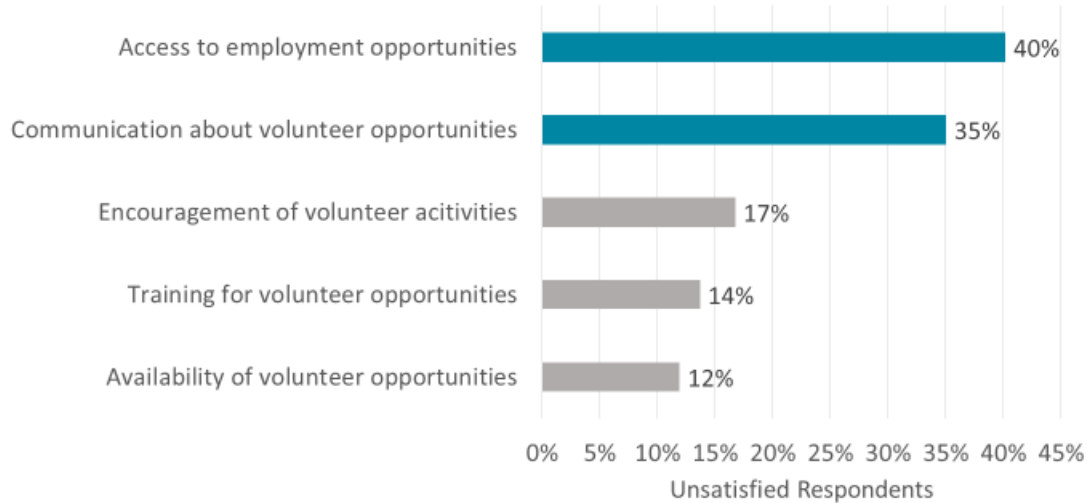


RESPECT & SOCIAL INCLUSION: KEY AREAS FOR IMPROVEMENT

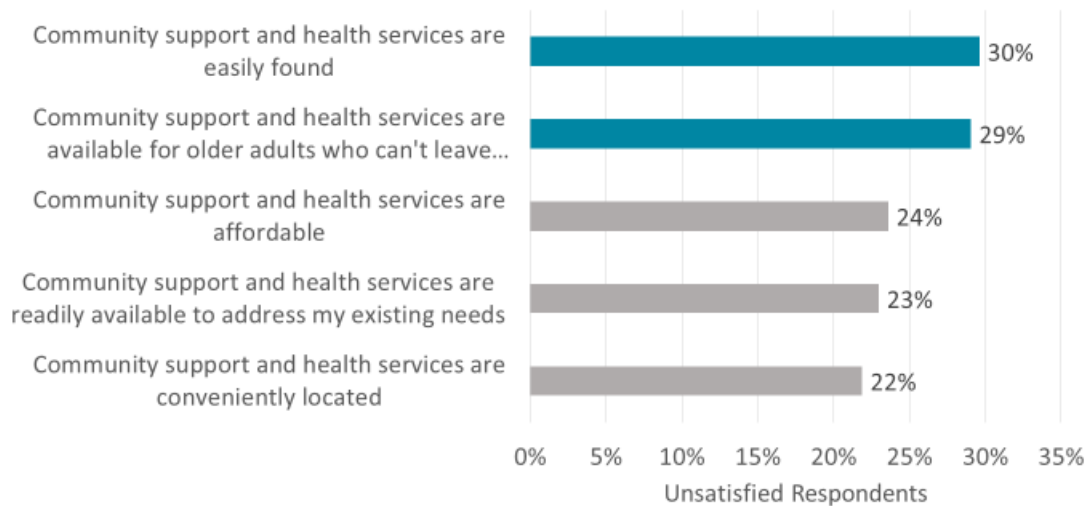




CIVIC PARTICIPATION & EMPLOYMENT: KEY AREAS FOR IMPROVEMENT

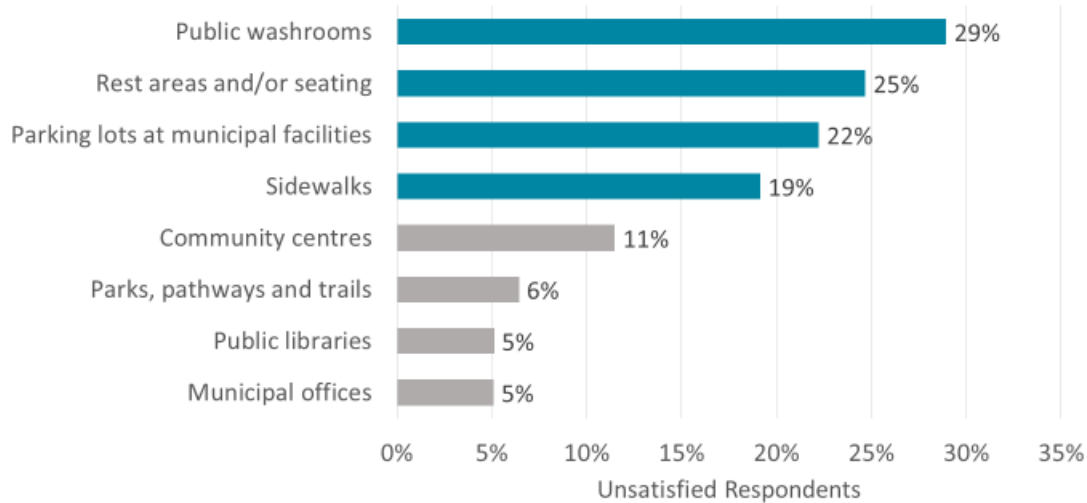


COMMUNITY SUPPORT & HEALTH SERVICES: KEY AREAS FOR IMPROVEMENT

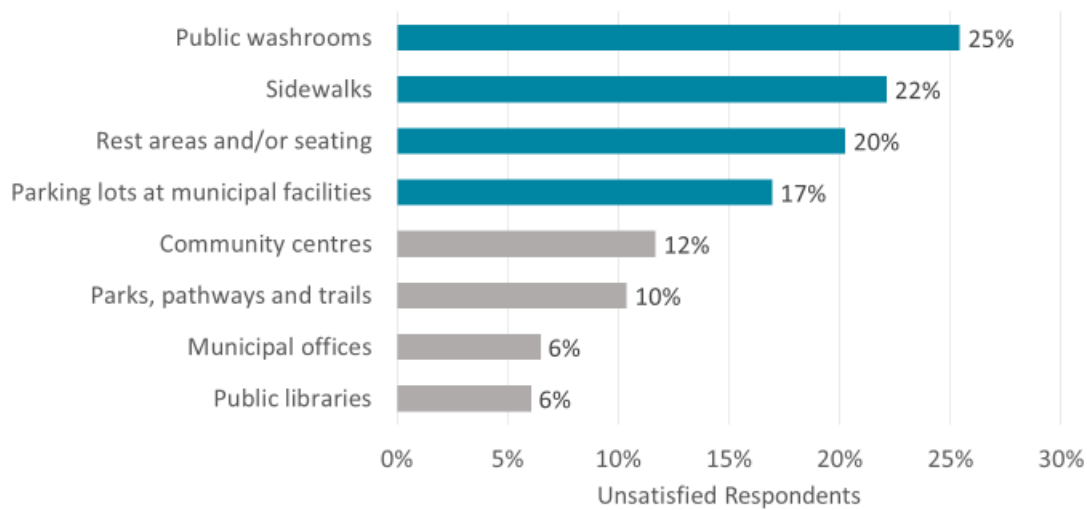




OUTDOOR SPACES & BUILDINGS: KEY AREAS FOR IMPROVEMENT – QUALITY



OUTDOOR SPACES & BUILDINGS: KEY AREAS FOR IMPROVEMENT – ACCESSIBILITY



Appendix B References

ⁱ Statistics Canada. (2017). *Age and sex, and type of dwelling data: Key results from the 2016 Census*. Statistics Canada Catalogue no. 11-001-X. Retrieved from <https://www150.statcan.gc.ca/n1/daily-quotidien/170503/dq170503a-eng.htm>.

ⁱⁱ World Health Organization. 2010. *Ageing and life-course: Global Age Friendly Cities Project*. Retrieved from https://www.who.int/ageing/projects/age_friendly_cities/en/.

ⁱⁱⁱ Statistics Canada. (2017). *Age and sex, and type of dwelling data: Key results from the 2016 Census*. Statistics Canada Catalogue no. 11-001-X. Retrieved from <https://www150.statcan.gc.ca/n1/daily-quotidien/170503/dq170503a-eng.htm>.

^{iv} Sarlo, Christopher A. (2017). *Understanding Wealth Inequality in Canada*. Fraser Institute. Retrieved from <https://www.fraserinstitute.org/sites/default/files/understanding-wealth-inequality-in-canada.pdf>.

^v Orangeville Food Bank. (2018). *Homepage: Orangeville Food Bank*. Retrieved from <https://orangevillefoodbank.weebly.com/>.

^{vi} Centre for Studies in Aging and Health. (2018). *Snapshot of Age Friendly Progress in Ontario* [PowerPoint Slides]. Seniors Health Knowledge Network. Retrieved from <https://shrtn.on.ca/sites/default/files/dav/sites/default/Outreach%20Program%20Snapshot%20Published.pdf>.