

Seniors Advisory Committee

Meeting held August 13, 2019

A meeting of the Seniors Advisory Committee is held this day commencing at 4:00 o'clock p.m. in Room 202, 350 City Hall Square West, there being present the following members:

Councillor Jim Morrison, Chair
Mohammed Baki
Brian Cyncora
Sungee John
Marla Howard
Edward King

Also present are the following resource personnel:

Sandra Bradt, Executive Initiatives Coordinator

1. Call to Order

The Chair calls the meeting to order at 4:00 o'clock p.m. and the Committee considers the Agenda being Schedule A attached hereto, matters which are dealt with as follows:

2. Declaration of Conflict

None disclosed.

Addition to the Agenda

Moved by S. John, seconded by E. King,
That Rule 3.3 (c) of the Procedure By-law 98-2011 be waived to add the following addition to the Agenda:

4.4 Letter from Cathy Bellis, Hospice of Windsor & Essex County

Carried.

3. Minutes

Moved by E. King, seconded by S. John,
That the minutes of the meeting of the Seniors Advisory Committee of its meeting held June 18, 2019 **BE ADOPTED** as presented
Carried.

4.4 Letter from Cathy Bellis, Hospice of Windsor & Essex County

A letter from Cathy Bellis, Administrator/Nolunteer Coordinator, Hospice of Windsor and Essex County is distributed and **attached** as Appendix "A". She advises that as of August 31, 2019, Hospice of Windsor will no longer be providing transportation to medical appointments due to a lack of funding and a critical volunteer driver shortage.

B. Cyncora indicates the discontinuation of the transportation service by Hospice to the community is a significant loss and adds a gap has been created. He suggests inviting the Executive Director of Transit Windsor or representative to the next meeting to discuss transit services for seniors.

S. Bradt states Transit Windsor has a seniors rate and there are special routes that transport riders from several seniors' buildings to shopping.

S. John reports that Hospice has volunteers that transport people to their cancer treatments.

Moved by B. Cyncora, seconded by M. Howard,
That the letter from Cathy Bellis, Hospice of Windsor and Essex County regarding the discontinuation of the service to transport people to medical appointments due to a lack of funding and volunteer drivers **BE RECEIVED**, and further, that the Executive Director of Transit Windsor or representative **BE INVITED** to attend a future meeting of the Seniors Advisory Committee to discuss transit services for seniors.
Carried.

4.2 Age Friendly Network- Update

S. Bradt provides an update relating to the Age Friendly Network as follows;

- The Age Friendly process was initiated as a 5 year cycle with a survey done in the community according to the eight domains that the community would like to see accomplished. An Action Plan along with a Final Report were completed.
- Of the approximate 60 plus recommendations, most were actioned but not necessarily completed. Some recommendations came under the purview of the city and some under the purview of community agencies. For example, there was

a recommendation to increase the number of curb cuts on sidewalks to facilitate travel when using an assistive device and at this time are near completion of 100% of the sidewalks.

- The previous SAC Committee was interested in completing another five year cycle. The World Health Organization (WHO) has confirmed to maintain the Age Friendly membership which was granted in 2012, one best practice must be provided annually.
- The best practice can come from a community organization, from the city, or from an individual. For example, adding park benches, installing WIFI capability in a park, or the new transit planning system that may have some routing changes that are more senior friendly would qualify as a best practice.
- The concern is the effort to undertake another five year planning cycle with all of the community consultation, the writing of another report (which is a massive undertaking) with no apparent person or entity prepared to do this work.
- It is suggested to look at a project that is age friendly - to identify something that is happening in the community and then report this to the WHO for the years 2018 and 2019.

B. Cyncora expresses concern that there is no city administrative person appointed to deal with seniors' issues. The Chair states that City Council is advised of seniors' issues.

S. Bradt indicates she will report back with best practices for consideration by the WHO at the next meeting.

The Chair notes consideration could be given to the new bus shelters recently installed as a best practice.

Moved by M. Baki, seconded by E. King,

That suggestions for best practices to submit to the World Health Organization to maintain the City of Windsor's Age Friendly status **BE PROVIDED** by the members and administration for the next meeting of SAC.

Carried.

Moved by E. King, seconded by S. John,

That the update provided by S. Bradt that chronicles the history of the Age Friendly Network **BE RECEIVED**

Carried.

4.1 SAC Goals & Priorities

S. John suggests SAC have a presence at the upcoming Ward Meetings. She adds in the past SAC attended seven of the ten ward meetings (subject to permission by the Ward Councillors).

Moved by S. John, seconded by E. King,
That SAC **BE REQUESTED** to attend the upcoming Ward Meetings subject
to permission by the respective Ward Councillors.
Carried.

B. Cyncora provides a document previously provided to the SAC Committee
at its meeting held September 8, 2017 entitled "Senior's Advisory Committee
Strategic Communication/Reporting Plan", **attached** as Appendix "B".

M. Baki leaves the meeting at 5:12 o'clock p.m.

S. Bradt advises a corporate survey through the Communications
Department could be undertaken to glean information from the community relating
to senior's issues. She adds generally ten questions are advisable for the survey.
The Chair notes the survey could also be sent to agencies/organizations throughout
the city.

S. John proposes the survey be available in the top six languages.

4.3 SAC Brochures - Update

S. John reports the brochures will be completed and available by the
month's end.

5. New Business

The Chair states SAC along with CARP will hold a flag raising on October 1, 2019
at City Hall for the United Nations International Day of Elder Persons and National Seniors
Day. The Chair indicates he will contact Larry Duffield, former member of SAC regarding
event details.

S. Bradt provides an update relating to the Council on Aging Calendar. She reports
500 copies of the calendar are distributed through Windsor and Essex County, i.e. Belle
River, Amherstburg, Leamington, community centres, agencies, health care workers and
at the WFCU Seniors Fair.

Moved by B. Cyncora, seconded by M. Howard,
That **APPROVAL BE GIVEN** to an expenditure in the upset amount of \$500. to
place a SAC ad in the 2020 Council on Aging Calendar.
Carried.

6. Date of Next Meeting

The next meeting will be held on October 15, 2019 at 4:00 p.m. in Room 201, 350 City Hall Square West.

7. Adjournment

There being no further business, the meeting is adjourned at 5:40 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR

RE: Senior's Advisory Committee Strategic Communication/Reporting Plan

FOR SUBMISSION TO: Members of the Senior's Advisory Committee (SAC)
Members of SAC's Administrative Support Team

ORIGINAL REPORT SIGNED BY: SAC Member Brian Cyncora

REPORT DATE: September 8, 2017

RECOMMENDATIONS: SAC establish a clear strategic communication/reporting plan that outlines how information regarding issues affecting seniors will be obtained and reported to the Mayor and Council.

Report Summary

Key Issues:

- 1) Lack of a SAC Strategic Communication/Reporting Plan
- 2) Need for Administrative & Operational Support
- 3) Lack of a survey template that outlines issues affecting seniors and their ability to access supports within the City of Windsor.
- 4) SAC needs to be a lead in outlining categories for survey template.
- 5) Surveys needed to be administered online, through interagency touch points and though City of Windsor Operational touch points.

Implications of the Recommendation(s):

General Implications

- None
- For the SAC &/or Council in general
- For other City Departments
- For the community and/or organizations external to the City

Explanation(s):

Facility/Vehicle Implications

- No
- Yes

Explanation(s):

Legal/Regulatory/Policy Implications

- None

Eliminates or changes legal/regulatory/policy impact

Proposes new legal/regulatory/policy impact

Explanation(s): SAC advice may lead to internal and departmental policy changes.

Environmental Implications

No

Yes

Explanation(s):

Human Resources Implications

No

Yes

Explanation(s): SAC's communication plan will require Administrative Support and Operational Support to create an online survey template and operational process to solicit survey results.

Training Implications

No

Yes

Explanation(s):

Communication/Public Relation Implications

No

Yes

Explanation(s):

Information Systems/Equipment /Software Implications

No

Yes

Explanation(s): Tech support for Website Survey

Financial Implications

Within approved current and/or capital budget

- (x) Current and/or capital budget adjustment required

Explanation(s): Within SAC budget, however, Operations may require additional general operational funds to create and administer surveys.

Report

REASON FOR THE REPORT:

SAC lacks a clear strategic communication/reporting plan to satisfy its mandate of providing specific intelligence-led advice on issues affecting seniors to the Mayor and Council.

HISTORY:

The City of Windsor Mayor and Council established the Seniors Advisory Committee (SAC), as Advisory Committee. In November 2015, Council further approved the Committee's "Terms of Reference" by defining SAC as a **communication link** to the Mayor and Council by reporting through Council's Social Development, Health and Culture Standing Committee. SAC was thusly mandated the **purpose** of providing advice to council in effort to mitigate issues and improve the quality of life for seniors in Windsor; and, as such SAC is responsible to a) **"Solicit input and Act as a public forum** for issues that affect local seniors", b) **"Identify barriers** to access by seniors to City services and programs;" and, **"Form partnerships** in the community to educate, inform and improve the quality of life for seniors."¹

Council also established the Seniors Advisory Committee (SAC) as a committee of 15 members, including representatives from areas such as leisure services, housing, health care, retirees, council on aging and more. SAC's diverse membership has worked hard to establish and maintain strong connections to agencies, people and organizations that are committed to identifying and mitigating issues affecting "Seniors" and their quality of life; as such, SAC has become a respected entity within this network; including the likes of the Ontario Society of Senior Citizens Organizations, the World Health Organization, the Canadian Association of Retired Persons, and Life After Fifty.

Fortunately, as a result of Sac's membership base and its strong connection to this network has allowed it to be exposed to global issues including: Ageing In Place, Ageing Workforce, Ageism & Discrimination, Sustainable Health Care, Disease, Elder Abuse, Active Seniors, Caregiving Support, Transportation, Physical Assistance,

¹ <http://www.citywindsor.ca/cityhall/committeesofcouncil/Advisory-Committees/Seniors-Advisory-Committee/Documents/SAC%20SEPTEMBER%202015%20MANDATE.pdf> Retrieved September 8, 2017

Financial Security, In-home Monitoring, and Age Friendly Buildings. Further, as a result of SAC's strong membership base and connection to its network it has been successful in reporting on local victories surrounding the mitigation of issues affecting seniors; such as improvements to local transit bussing policies.

DISCUSSION:

Since inception, SAC has proven to be a valuable Committee to the Mayor and Council, seniors, and the Seniors Support Network. However, with that said, SAC somewhat relies on informal process of obtaining information through osmosis. It is often through discussion at meetings by committee members who are often service providers within the local Seniors Support Network where issues are brought forward and subsequently reported to by SAC to Council. A risk, though low, is that these issues are brought forward with attached agency agendas. Also, as SAC has not directed the research and with the research being limited to the reach of the committee agencies; it is possible that SAC risks missing key issues. As such, it is possible that requires that SAC's not fulfilling its mandate and to overcome this deficiency it is necessary for the development and implementation of a strategic communication/reporting plan that a) identifies current and emerging issues affecting local seniors, b) identifies mitigating solutions, and, c) provides the Mayor and Council with an associated report advising them of the issues and advice on how to mitigate the issues.

Again, as there are no clear protocols for SAC on information gathering it is possible that there are critical issues affecting seniors being missed by SAC and not reported to Mayor and Council. As such, it is recommended that SAC establish an intelligence-led Issue-based survey template that considers key categories such as Ageing In Place, Ageing Workforce, Ageism & Discrimination, Sustainable Health Care, Disease, Elder Abuse, Active Seniors, Caregiving Support, Transportation, Physical Assistance, Financial Security, In-home Monitoring, and Age Friendly Buildings. Further, it is recommended that administration assist SAC in the development of this intelligence-led template for inclusion on the SAC Website and dissemination to the network; and operations include this research when connecting to the target group; and the interagency network also include this research when connecting to the target group. ,

Finally, SAC must obtain the administrative support to collect, collate and identify trends and issues so that SAC can write an annual report to the Mayor and Council inclusive of current issues and trends affecting Seniors in Windsor and how to advice on how to mitigate the issues.

Thus it is recommended that SAC establish a clear strategic communication/reporting plan that a) will satisfy its mandate to provide the Mayor and Council with specific intelligence-led advice on issues affecting seniors, and, b) will enhance SAC's standing as a credible leader within the community for identifying issues and barriers affecting our seniors quality of life and as a meaningful advocate reporting to the Mayor and Council on issues and barriers to seniors ability to obtain or access necessary services, programs and/or supports.