



# AGE-FRIENDLY COMMUNITY PLAN

**Final Report  
October 26, 2016**

SHERCON ASSOCIATES INC.  
[www.shercon.ca](http://www.shercon.ca)



This project received funding from the Government of Ontario

## TABLE OF CONTENTS

<b>Executive Summary</b>	.....	3
<b>1.0 Introduction</b>	.....	7
<b>2.0 The Planning Process</b>		
2.1 Methodology	.....	8
2.2 Information Review	.....	9
2.3 Community Survey	.....	9
2.4 Service Provider Survey	.....	9
2.5 Seniors' Focus Groups	.....	10
2.6 Key Informant Interviews	.....	10
2.7 Community Stakeholder Forum	.....	11
2.8 Discussion Paper	.....	11
2.9 Implementation Planning Workshop	.....	11
2.10 Stakeholder Engagement	.....	12
<b>3.0 Needs Assessment Findings</b>		
3.1 System Overview	.....	12
3.2 Target Service Groups	.....	13
3.3 Outdoor Spaces and Buildings	.....	15
3.4 Transportation	.....	17
3.5 Housing	.....	19
3.6 Social, Cultural and Recreational Opportunities	.....	21
3.7 Health Care	.....	23
3.8 Community Life	.....	25
3.9 Conclusion	.....	27
<b>4.0 Moving Forward</b>		
4.1 Guiding Principles	.....	28
4.2 Vision	.....	28
4.3 Goals	.....	28
4.4 Linkages to Other Plans	.....	30
<b>5.0 Implementation and Sustainability</b>		
5.1 Implementation Template	.....	30
5.2 Sustainability Model	.....	39
5.3 Immediate Next Steps	.....	40
<b>Appendices</b>		
A	Steering Committee and Key Informants	41
B	Community Questionnaire and Findings	42
C	Provider Questionnaire and Findings	48

## **EXECUTIVE SUMMARY**

### **Background**

The City of Barrie has developed an AFC Plan with assistance from a grant received from the Government of Ontario. An Age-Friendly Community (AFC) is one where policies, services and structures related to the physical and social environments are designed to support and enable older people to live in a secure environment, enjoy good health and continue to participate fully in their communities.

Implementation will be closely linked to existing plans such as the City's Official Plan, Strategic Plan, Housing Strategy, Tourism Strategy, Transportation Master Plan, Multi-Year Accessibility Plans, Waterfront and Marina Strategic Plan, Parks and Recreation Master Plan and Strategic Marketing Plan. Implementation should also build on strategic plans of other key groups and organizations in the City and County.

### **Approach**

Work commenced in January 2016 and was complete in September 2016. Steps in carrying out the project were the following:

- Recruitment of an external consultant and establishment of a community-based Steering Committee to oversee the project
- A review of relevant background information and construction of an inventory of seniors resources
- A needs assessment questionnaire completed by 58 service providers from a broad cross-section of local organizations
- A community survey completed by over 400 respondents
- Ten focus group sessions directly engaging 190 seniors
- Phone interviews with 14 key informants including political officials, senior service providers and other community leaders.
- A half-day facilitated community stakeholder forum that was well attended by a dynamic mix of 200 seniors and service providers
- A discussion paper distributed on-line to inform citizens about the project and gather further input to the emerging goals and objectives
- An implementation planning workshop to identify specific actions, time frames and potential partners for moving the plan forward.

High levels of stakeholder engagement were achieved. The needs assessment and consultation process generated close to 1,000 interfaces with seniors, family members, service providers and community members accomplished through the interviews, surveys, community forum, discussion paper and implementation planning workshop. There was great consistency in the views expressed across the various groups.

## Senior's Needs

Needs identified through the consultation/data gathering initiatives were the following:

<b>Outdoor Spaces and Buildings</b>	<ul style="list-style-type: none"> <li>Bike and scooter lanes</li> <li>Improved sidewalks</li> <li>More senior-friendly downtown area</li> <li>Improved snow removal</li> <li>Improved building accessibility</li> </ul>
<b>Transportation</b>	<ul style="list-style-type: none"> <li>More convenient bus scheduling and routes</li> <li>Road repairs/maintenance</li> <li>Increased specialized transit/shorter booking times</li> <li>Parking – cost reduction, more spaces downtown</li> <li>Affordable taxis</li> <li>Expanded volunteer driver service</li> <li>Daytime GO Train service</li> </ul>
<b>Housing</b>	<ul style="list-style-type: none"> <li>Affordable and appropriate housing</li> <li>More RGI (rent geared to income) housing</li> <li>More rental options</li> <li>Supports for aging in place</li> <li>Affordable home maintenance services</li> <li>Affordable retirement homes</li> <li>More long-term care beds</li> </ul>
<b>Social and Recreational Opportunities</b>	<ul style="list-style-type: none"> <li>More information</li> <li>Transportation to venues</li> <li>Increased accommodations for people with disabilities</li> <li>Employment opportunities</li> </ul>
<b>Health Care</b>	<ul style="list-style-type: none"> <li>More funding and resources for home care</li> <li>Cost relief for hearing, vision and dental</li> <li>Improved access to information</li> <li>Coordination between service providers</li> <li>One stop shopping, service navigation assistance</li> <li>More physicians and specialists</li> <li>Mental health supports and dementia care</li> </ul>
<b>Other Community Needs</b>	<ul style="list-style-type: none"> <li>Financial support and cost relief</li> <li>Improved access to information</li> <li>Increased input to decision making</li> </ul>

Needs and services were analysed based on people's functional abilities rather than arbitrary age groups. The categories were well and fit seniors, seniors requiring some assistance with activities of daily living and seniors requiring 24-hour support.

## **Goals and Objectives**

Twenty-two long-range goals emerged from the planning process addressing priorities related to outdoor spaces and buildings, transportation, housing, social and recreational opportunities, health and community life.

### Outdoor Spaces and Buildings

- 1.1 Improve roads and sidewalks to increase year-round accessibility and safety
- 1.2 Continue to improve building accessibility throughout the city
- 1.3 Make the downtown and waterfront areas more amenable to the needs of seniors
- 1.4 Provide education about availability and utilization of open space options

### Transportation

- 2.1 Ensure public transit routes address the needs of seniors and all users
- 2.2 Increase transportation options for seniors
- 2.3 Expand specialized transit

### Housing

- 3.1 Increase the stock of affordable, accessible housing appropriate for seniors
- 3.2 Increase long-term care beds for seniors
- 3.3 Improve access to housing

### Social and Recreational Opportunities

- 4.1 Increase educational options available to seniors
- 4.2 Increase employment opportunities for seniors
- 4.3 Promote intergenerational programming
- 4.4 Leverage technology as a lifestyle enabler

### Health

- 5.1 Develop a patient-driven integrated social, health and safety plan
- 5.2 Increase home health care supports and provide caregiver respite
- 5.3 Increase support for seniors with dementia and mental health issues
- 5.4 Establish a specialized geriatric clinic

### Community Life

- 6.1 Increase the level of involvement of seniors in all aspects of community life
- 6.2 Identify and engage isolated and vulnerable seniors, diverse groups and marginalized populations
- 6.3 Provide financial support and assistance for seniors in need
- 6.4 Increase knowledge, awareness and uptake of available services and activities

Suggested strategies to achieve the goals are described in the body of the report.

## Next Steps

Experience from other jurisdictions has shown that community aging plans require some form of a permanent entity in order to ensure successful ongoing implementation, monitoring, revision and evaluation of goals and strategies.

On reviewing the various options for a sustainability model it is recommended that responsibility for ongoing coordination, monitoring and updating of the AFC plan be assigned to the existing Barrie Seniors Advisory Committee.

Submitted by:

Dr. David Sheridan  
Senior Consultant and Principal

Deb Ballak  
Associate Consultant

SHERCON ASSOCIATES INC.  
100 Bronte Road, Unit 2  
Oakville, ON L6L 6L5  
[www.shercon.ca](http://www.shercon.ca)

October 26, 2016

## 1.0 INTRODUCTION

An Age-Friendly Community (AFC) is one where policies, services and structures related to the physical and social environments are designed to support and enable older people to live in a secure environment, enjoy good health and continue to participate fully in their communities.

Following receipt of an AFC planning grant from the Province of Ontario, the City of Barrie issued a request for proposals and selected a consulting firm to facilitate the planning process. Shercon Associates Inc. of Oakville was engaged and a work plan was approved in late January, 2016. The project was overseen by a community-based Steering Committee with representation from City staff, the Seniors Advisory Committee, major service provider organizations and community leaders. Steering Committee members are listed in Appendix A. A comprehensive needs assessment and consultation process was carried out throughout the spring and summer with a draft report being submitted to the Steering Committee for review on October 3<sup>rd</sup>. The final report will be presented to Council in November 2016.

This report outlines the project methodology, reports on the findings from the needs assessment and consultation process, outlines goals, objectives and strategies and recommends a model for implementation and ongoing sustainability.

Implementation will be closely linked to existing plans such as the City's Official Plan, Strategic Plan, Affordable Housing Strategy (recently approved by Council), Tourism Strategy, Transportation Master Plan, Multi-Modal Active Transportation Plan, Multi-Year Accessibility Plans, Waterfront and Marina Strategic Plan, Parks and Recreation Strategic Plan, Customer Service Plan, Barrie's Plan for Culture, Historic Neighbourhood Strategy, Community Improvement Plans, and the Natural Heritage Resources Strategy. Implementation should also build on strategic plans of other key groups and organizations in the City and County.

Barrie's AFC plan will be a living document to serve as a blueprint for ongoing community relationship building and collaborative planning by the City, other levels of government, service agencies, businesses and the community at large.

## 2.0 THE PLANNING PROCESS

### 2.1 Methodology

The project made extensive use of the Age-friendly Community (AFC) checklists and assessment tools developed by the World Health Organization (WHO) and closely referenced the guidelines for Age-friendly Community Planning outlined in the 2013 Ontario Seniors Secretariat publication “Finding the Right Fit: Age-friendly Community Planning”. It also drew on approaches employed in several master aging plans developed in the United States and adapted by the consultants in their earlier AFC work in Brantford, Brant County, Oxford County and Niagara.

Best practices in planning for the needs of older adults suggest that services should be targeted to seniors on the basis of their functional abilities rather than on arbitrary age groupings. Recommended clusters based on the consultants’ experiences with similar projects are the following:

Well and fit seniors

Seniors requiring some assistance with activities of daily living

Seniors requiring 24-hour support

The focus of any age-friendly strategy should be on maintaining seniors in their present ability grouping and slowing down their transition to higher needs groups. The project methodology therefore involved identifying community needs and mapping them on a matrix crossing World Health Organization (WHO) dimensions against groupings of seniors with different needs and capabilities.

WHO Category	Well and Fit	Require some ADL assistance	Require 24 hour support
Transportation			
Housing			
Social participation			
Respect and social inclusion			
Civic participation and employment			
Communication and information			
Community support /health services			
Outdoor spaces and buildings			

The matrix also served as a useful guiding template during the goal setting and action planning stage of the project.



## **2.2 Information Review**

At the outset of the project relevant background information was reviewed including World Health Organization literature about age-friendly communities, leading practices from other jurisdictions, provincial government planning and policy documents, City and County plans, the 211 service listing and websites and literature of community groups and service provider organizations. Important earlier work completed by the Barrie Seniors Advisory Committee was reviewed and the needs assessment data gathered by the group in 2014 was re-analysed. Other reports and documents were identified and reviewed over the course of the project.

As part of the information review the consultants produced a comprehensive inventory of community resources for seniors to inform the needs assessment process. (The inventory has been submitted to the City as a separate document.)

## **2.3 Community Survey**

A questionnaire was designed to solicit information from members of the Barrie community on their perceptions of the system of services and supports for seniors. The questionnaire was made available in hard copy form at various community locations, sent to seniors groups and organizations, handed out at focus groups and distributed on-line through the City website and e-mail distribution lists. The survey followed the WHO categories and utilized questionnaire items suggested in the Ontario Senior's Secretariat guidelines. Well over 400 responses (427) were received reflecting a representative cross-section of the Barrie population, particularly seniors and family members. The large sample size permitted some statistical generalizations and enabled some cross-group comparisons. The community questionnaire along with the detailed findings obtained appears as Appendix B.

## **2.4 Service Provider Survey**

In order to gather detailed input from direct and indirect providers of services to seniors in the Barrie area a comprehensive provider questionnaire was constructed and distributed on-line to the agencies and individuals identified through the information review and community resource inventory. The survey questions addressed awareness of current services for seniors, perceptions of service effectiveness, gaps between demand and supply, priorities for service enhancement, potential service duplication, perceived barriers to service, and suggestions for service improvement. The survey also focused on the eight WHO AFC dimensions. Fifty-eight local service providers representing 32 different organizations completed and returned the questionnaire. The provider questionnaire along with the detailed findings obtained appears as Appendix C.

## 2.5 Seniors Focus Groups

Direct in-person contribution from seniors and their families was the centrepiece of the needs assessment and consultation process. Ten separate focus group sessions were scheduled to ensure involvement of the different population segments - well-fit (WF) seniors, seniors requiring some assistance with activities of daily living (ADL) and seniors requiring 24-hour supports) and were hosted by different community groups and organizations. Dates and locations of the community focus group sessions appear below:

<b>Time</b>	<b>Sponsor/Location</b>	<b>Segment</b>	<b>Participants</b>
1. April 19 p.m.	Parkview 55+ Centre	WF	9
2. April 28 a.m.	Red Cross volunteers	WF	4
3. April 28 p.m.	CNIB	ADL	38
4. April 28 evening	City Advisory Committees	WF	9
5. April 29 a.m.	Coulter Glen	ADL	6
6. May 4 a.m.	Canadian Hearing Society	ADL	13
7. May 4 p.m.	Library	WF	5
8. May 5 p.m.	Victoria Village	24 hr	15*
9. May 31 a.m.	Kiwanis Golden K	WF	76
10. May 31 a.m.	Victoria Village Life-Lease	WF	14
<b>Total Participants →</b>			<b>190</b>

\* 9 PSWs, 5 residents, 1 Family Council member

The facilitation approach in the sessions varied depending upon the group size and included a briefing on the project, likes/dislikes of existing services and supports, improvement suggestions and future priorities. All the groups were lively, positive and generated good discussions that revealed high levels of consensus regarding seniors' needs. Notes were produced and a cumulative record of input was maintained.

## 2.6 Key Informant Interviews

Semi-structured telephone interviews were conducted by the consultants with a range of key informants including political officials, business owners, senior service providers and other community leaders. The respondents are listed in Appendix A. Questions covered high level perceptions of the current system of services and supports for seniors in Barrie, key trends, events and emerging issues, and comments and advice regarding the planning process underway. Fourteen interviews were carried out by the consultants over the course of the project. Their comments helped to corroborate and understand the findings from the surveys and focus groups.

## **2.7 Community Stakeholder Forum**

A half-day facilitated community stakeholder forum was held at the South Shore Community Centre on the morning of Monday, June 13, 2016 and attended by members of the Steering Committee, City officials, service providers and a solid contingent of Barrie seniors. Activities and deliberations included the following:

- Presentation of the information from the surveys, interviews and focus groups
- An exercise to assemble a “SWOT” analysis identifying strengths, weaknesses, opportunities and threats related to services and supports for Barrie seniors
- Visioning and brainstorming exercises to identify potential initiatives
- Breakout work, followed by plenary discussion to develop broad strategic goals related to identified needs areas in the WHO Age-Friendly categories.
- A session debrief and written evaluation.

The community forum was attended by about 120 participants and the dynamic mix of seniors and service providers resulted in high quality input and advice stemming from the day. Participant feedback about the session was highly positive.

## **2.8 Discussion Paper**

In July 2016 a final consultation loop back to the community was achieved through the on-line circulation of a community discussion paper that reflected the information gathered from the research and consultation process and solicited responses to the emerging goals and objectives. Thirty-one well considered replies were received from a cross section of seniors, family members and various community groups and organizations.

The discussion paper was a helpful part of the stakeholder engagement process as it confirmed points of consensus around the goals and generated some good suggestions for implementation.

## **2.9 Implementation Planning Workshop**

On Wednesday, August 10, 2016 a half-day implementation planning workshop was held at the Barrie City Hall and attended by over 50 seniors, service providers and City staff. Participants reviewed the feedback from the discussion paper, affirmed the emerging goals and identified specific actions, time frames and potential partners for moving the plan forward.

Information from the session was used to finalize the plan that was submitted to the Steering Committee for review.

## 2.10 Stakeholder Engagement

The table below identifies the stakeholder interfaces achieved through the needs assessment and planning process. Identified needs were highly consistent across the groups.

	<i>Seniors</i>	<i>Providers</i>	<i>Community</i>
Steering Committee	5	13	-
Key Informant Interviews	-	14	-
Community Survey	364	-	63
Provider Survey	-	58	-
Focus Groups	180	10	-
Community Forum	50	50	20
Discussion Paper	10	21	-
Implementation Planning Workshop	15	35	-
<b>Total Stakeholder Interfaces: 908</b>	<b>624</b>	<b>201</b>	<b>83</b>

There were over 900 individual stakeholder interfaces during the needs assessment process, indicating the highly consultative nature of the process to develop Barrie's Age-Friendly Community Plan.

## 3.0 NEEDS ASSESSMENT FINDINGS

### 3.1 System Overview

Members of the Steering Committee, attendees at the July community forum, and other participants in the AFC planning process identified the following strengths, weaknesses, opportunities and threats pertaining to the overall system of services and supports for seniors in Barrie:

Strengths:

- Waterfront, trails and green space
- Availability of public transit
- Broad range of existing services for seniors
- Excellent recreation programs and facilities
- City standing committees (Seniors Advisory and Accessibility)
- Comprehensive medical services
- Active seniors groups, churches and service clubs
- Welcoming community accommodating to seniors
- Overall safety and security

<u>Weaknesses:</u>	<ul style="list-style-type: none"> <li>Shortage of appropriate and affordable housing</li> <li>Outdoor accessibility issues in winter</li> <li>Low knowledge and awareness of existing services</li> <li>Downtown area not considered senior friendly</li> <li>Cost of services</li> <li>Transit routes and scheduling</li> <li>Coordination across programs and service providers</li> <li>Long wait lists/wait times for services</li> <li>Limited employment opportunities for seniors</li> </ul>
<u>Opportunities:</u>	<ul style="list-style-type: none"> <li>Partnerships and resource sharing</li> <li>Service coordination</li> <li>Communication and awareness raising</li> <li>Leveraging existing groups and networks</li> <li>Technology</li> <li>Building on existing community leadership and commitment</li> </ul>
<u>Threats:</u>	<ul style="list-style-type: none"> <li>Rising costs</li> <li>Potential for funding decline</li> <li>Increasing rates of dementia and mental health issues</li> <li>Financial issues faced by seniors</li> <li>Caregiver burnout</li> <li>Demand/resource gaps</li> </ul>

Any initiatives undertaken as part of the Barrie AFC Plan should build on strengths, rectify weaknesses, capitalize on opportunities and address threats.

### **3.2 Target Service Groups**

The study focused on target groups of seniors based on their abilities rather than ages. This approach was employed as it offered a meaningful way of focusing on needs based upon personal circumstances rather than arbitrary age distinctions. The broad characteristics of the three different groups are described below:

#### Well/Fit Seniors

These individuals generally are in good health and able to live independently without assistance. The goal of services for this population is to help them maintain their health and independence for as long as possible. Previous work carried out by the consultants in other Ontario communities and confirmed by observations in Barrie has produced the following profile:

- Wide age range from 50 to 85+
- Many are retired, some working beyond typical retirement age
- Living independently in own homes – although affordable and appropriate future housing is often an issue
- Physically mobile
- Most drive
- Varying family situations
- Increasing in number and more demanding of services
- Becoming more “tech-savvy” and beginning to use social media

Minimal specialized supports are required for this group although it will be important to watch for risk factors such as isolation and depression which could jeopardize their wellness.

#### Seniors Requiring Some Assistance with Activities of Daily Living

This population requires some assistance with activities of daily living in order to allow them to stay in their own homes. In many cases the support comes from family members. This group can be profiled as follows:

- Mid and lower income, with increasing numbers of low income
- Some have financial concerns and challenges
- Predominantly female
- Acute and chronic disease and illness including diabetes, stroke, MS, arthritis, Parkinson’s, heart and renal disease
- Increasing dementia and mental illness issues
- Some are driving, others have caregivers who drive
- Some are invisible and inaccessible especially in outlying areas
- Most have local family doctors – who are gradually retiring
- Increasing expectations for services and supports

The need for services that support caregivers and individuals to stay in their own homes is very evident with this group.

#### Seniors Requiring 24 hour Support:

The majority of these individuals reside in long-term care homes. The consultants profiled this group as follows:

- Age range 50 to 85+, with the majority in older age groups
- About two-thirds are female

- Entering long-term care older and more frail
- Increasing acuity and complexity of needs with higher care requirements
- Increasing behavioural challenges related to dementia

Quality of care is a priority issue for this segment of the older population.

**The next six sections outline seniors’ needs identified through the surveys, focus groups, interviews, meetings and discussion paper. Selected representative quotes from seniors and other stakeholders are included to add richness and flavour to the data.**

### 3.3 Outdoor Spaces and Buildings

*“Downtown sidewalks are slippery, uneven and horrible where paving stones are used. They are a nightmare for seniors and the disabled”.*

*“Downtown is not seniors friendly. Too many pubs. Smokers blocking walkways.”*

*“Put yourself in our shoes, with a walker, for one day.”*

*“In Sweden they have heated sidewalks, therefore no ice to slip and fall, safety issue addressed.”*

*“I retired to Barrie three years ago and love the city. However, as a female I sometimes feel unsafe when I have to walk downtown.”*

The 2007 World Health Organization (WHO) guide on age-friendly cities states that the outside environment and public buildings have a major impact on the independence and quality of life of older people and their ability to “age in place”.

The community survey posed a number of questions related to outdoor space and buildings. While public areas were well rated by survey respondents, some “walkability” issues were flagged and the need for more lanes for bicycles and scooters was identified. The average score for the outdoor buildings and spaces category ranked high compared to other communities studied by the consultants.

Findings from the community survey related to outdoor spaces and buildings appear on Page 16.

<b>Outdoor Spaces and Buildings</b> <i>Category Average 2.7</i> <i>External comparatives range from 2.3 to 2.9</i>	<i>Rating out of 4*</i>
Public areas in Barrie are clean and pleasant	<b>3.1</b>
Buildings are accessible for individuals with limited mobility	<b>2.9</b>
There are enough pedestrian crossings	<b>2.9</b>
Green spaces and outdoor seating are sufficient in number, well maintained and safe	<b>2.7</b>
Snow and ice clearing on sidewalks is adequate	<b>2.7</b>
There are enough parking spaces for disabled individuals	<b>2.6</b>
It is easy for seniors to get around walking	<b>2.6</b>
Sidewalks are in good condition and free of obstructions	<b>2.5</b>
There are enough lanes for bicycles and scooters	<b>2.4</b>

\*Average scores on a 4-point scale where 4=Agree Strongly; 3=Agree Somewhat; 2=Disagree Somewhat; and 1=Disagree Strongly

External comparatives drawn from AFC needs assessments of five other Ontario communities conducted by the consultants in 2015 and 2016.

**Green** = High rating 3.0+    **Yellow** = Midrange    **Red** = Low rating < 2.5

Focus group participants corroborated the findings from the community survey and emphasized the importance of having smooth and level sidewalks in good repair. They also expressed concerns about the “senior-friendliness” of the downtown area referring to noise, congestion, cleanliness, as well as some safety concerns.

Seniors’ needs related to outdoor spaces and buildings identified through the needs assessment were categorized by service groups and are summarized below.

<b>Service Group →</b>	<i>Well/Fit</i>	<i>Some Assistance</i>	<i>24 Hour Supports</i>
<u>Outdoor Spaces and Buildings:</u>			
Bike and scooter lanes	X	X	X
Improved sidewalks	-	X	X
More senior-friendly downtown area	X	X	X
Improved snow removal	X	X	X
Improved building accessibility	-	X	X



### 3.4 Transportation

*“Every person who makes decisions around seniors services should spend one week in the winter accessing all services without a car.”*

*“Transportation should be more available, flexible and not expensive.”*

*“We need more buses and drivers so we are not late for our programs.”*

*“With the failure of the transit system, disabled people formerly using buses resorted to BACTS causing it to become highly problematic due to excess demand.”*

*“Can’t understand the bus stops.”*

*“Poor bus connections and routes are too long. They need to take a long hard look at the schedules.”*

*“We need a volunteer driver program to take people to ‘free’ programs. Taxis are expensive.”*

*“Transportation will become more of an issue as our population ages.”*

*“Bus stops seem to be further apart now.”*

*“Change location and size of bus stop signs so they can be more easily read by seniors. Don’t place them on the street side of hydro poles where they are more visible to drivers than riders.”*

*“Sunday transit service means many seniors are unable to attend their church services often as not all churches provide bus services of their own.”*

*“If the senior is well-fit then the transportation is OK”*

The 2007 WHO guide on Age-friendly Cities identifies transportation as a key factor influencing active aging. Being able to move about the community determines social and civic participation as well as access to services.

Community survey findings related to transportation appear on Page 18 and point to some concerns with road maintenance, issues with public transit, the need for more specialized transit and an overall lack of affordable and accessible transportation options. Respondents also felt they lacked sufficient information about transportation options, a theme that also appeared through the other survey categories.

About a quarter of the community survey respondents indicated that transportation was “a large concern” for seniors accessing services.

<b>Transportation</b> <i>Category Average 2.5</i> <i>External comparatives range from 1.9 to 2.9</i>	<i>Rating out of 4*</i>
Traffic signs are easy to read and understand	<b>3.1</b>
Parking is conveniently located	<b>2.7</b>
Bus stops are in convenient locations	<b>2.7</b>
Public transit is frequent and reliable	<b>2.6</b>
Sufficient specialized transit is available for people with limited mobility	<b>2.5</b>
There are good options for volunteer, shuttle or pooled driving	<b>2.5</b>
Bus routes meet the needs of seniors	<b>2.4</b>
There is a sufficient amount of information about transportation options for seniors in Barrie	<b>2.4</b>
Roads are well maintained	<b>2.2</b>
Taxis are accessible and affordable	<b>2.1</b>

*\*Average scores on a 4-point scale where 4=Agree Strongly; 3=Agree Somewhat; 2=Disagree Somewhat; and 1=Disagree Strongly*

*External comparatives drawn from AFC needs assessments of five other Ontario communities conducted by the consultants in 2015 and 2016.*

**Green** = High rating 3.0+    **Yellow** = Midrange    **Red** = Low rating < 2.5

Comments from focus groups confirmed the findings from the surveys. Participants complained about bus schedules and routes not meeting the needs of seniors and long lead times required in booking specialized transit. Road maintenance and snow clearing also surfaced as transportation problems. Several groups expressed a desire for daytime (vs. early morning and evening) GO Train service to Toronto.

Respondents who completed the service provider survey identified specialized transit and public transit as a service gap to be addressed, particularly for the group of seniors requiring some assistance with activities of daily living.

Seniors' needs related to transportation identified through the needs assessment were categorized by service groups and are summarized on Page 19.

<b>Service Group →</b>	<i>Well/Fit</i>	<i>Some Assistance</i>	<i>24 Hour Supports</i>
Transportation			
More convenient bus scheduling and routes	X	X	-
Road repairs/maintenance	X	X	-
Increased specialized transit/shorter booking times	-	X	X
Parking – cost reduction, more spaces downtown	X	X	-
Affordable taxis	X	X	X
Expanded volunteer driver service	-	X	X
Daytime GO Train service	X	-	-

### 3.5 Housing

*“We desperately need more affordable housing for seniors, nursing homes and assisted living. Places are really needed.”*

*“Waiting lists are long and units are expensive.”*

*“Assisted living units should be less fancy and more affordable.”*

*“Affordable housing is THE most important objective for the City of Barrie.”*

*“Encourage builders to build single level affordable houses in which seniors can live independently when downsizing.”*

*“I worry we will end up living in an underpass.”*

*“In the north end of the city student housing is in competition with seniors housing.”*

*“There is going to be an influx of seniors in the next few years living at risk in their own homes.”*

*“Seniors are encouraged to stay in their homes as they age but cannot physically maintain them or find it too costly.”*

*“Ensure that senior housing isn’t segregated or isolated into an area that has no interaction with other social groups – don’t isolate.”*

*“It is so sad to see our seniors placed in a setting that is not right for them.”*

The 2007 WHO AFC guide cites appropriate housing as an important determinant of the independence and quality of life of older people. Housing is a major issue in Barrie.

Community survey respondents provided very low ratings across all of the questionnaire items pertaining to housing for seniors in Barrie. The average score for the housing category ranked in the middle compared to other communities studied by the consultants. Findings appear below:

<b>Housing</b> <i>Category Average 1.9</i> <i>External comparatives range from 1.5 to 2.3</i>	<i>Rating out of 4*</i>
Affordable home maintenance and renovation services are available	<b>2.1</b>
There are enough local retirement homes	<b>2.1</b>
There are sufficient supports to allow seniors to remain in their homes (meals, housekeeping, personal care)	<b>2.1</b>
There is a sufficient amount of information about housing options for seniors in Barrie	<b>2.0</b>
Sufficient housing appropriate to the needs of seniors is available in Barrie	<b>1.9</b>
There is an adequate amount of subsidized (rent geared to income) accessible accommodation	<b>1.7</b>
There is an adequate number of long-term care beds in the community	<b>1.7</b>

*\*Average scores on a 4-point scale where 4=Agree Strongly; 3=Agree Somewhat; 2=Disagree Somewhat; and 1=Disagree Strongly*

*External comparatives drawn from AFC needs assessments of five other Ontario communities conducted by the consultants in 2015 and 2016.*

**Green** = High rating 3.0+    **Yellow** = Midrange    **Red** = Low rating < 2.5

Findings from the service provider survey paralleled the community survey data, with providers identifying major gaps in long-term care beds, affordable housing options including rent geared to income accommodation, in-home supports, and home maintenance and renovation supports. When asked to allocate hypothetical funding across different needs areas (housing, health care, transportation and recreation) they assigned a large portion (31%) to housing.

Focus group participants corroborated the findings from the community and provider surveys and emphasized affordability issues. Long wait times and shortages of appropriate rental accommodation were mentioned frequently. Affordable, accessible and appropriate housing was high on the wish lists of all the focus groups.

Seniors' needs related to housing identified through the needs assessment were categorized by service groups and are summarized below:

<b>Service Group →</b>	<i>Well/Fit</i>	<i>Some Assistance</i>	<i>24 Hour Supports</i>
<u>Housing:</u>			
Affordable and appropriate housing	X	X	X
More RGI (rent geared to income) housing	X	X	X
More rental options	X	X	-
Supports for aging in place	-	X	-
Affordable home maintenance services	X	X	-
Affordable retirement homes	-	X	X
More long-term care beds	-	-	X

### 3.6 Social, Cultural and Recreational Opportunities

*“There is too often an assumption that as we age we are becoming more feeble and less interested in learning new things. I hope that seniors’ facilities and activities will move into the 21<sup>st</sup> century and stop assuming that we are still aging the way our parents did.”*

*“More focus on the young seniors. We are active and full of energy.”*

*“Please don’t see seniors as a homogeneous group. Have seniors ‘try out’ changes or new services before you decide.”*

*“Look at integrating seniors and schools.”*

*“Great service clubs in town.”*

*“Educational options, intergenerational programming and accessing technology are areas with great potential.”*

In describing the AFC “Social Participation” dimension the 2007 WHO guide points out the importance of seniors participating in leisure, social, cultural and spiritual activities in the community. Another WHO dimension, “Civic Participation and Engagement” describes the benefits of older adults doing both paid and volunteer work in their communities. These two dimensions were addressed in the community survey and findings appear on Page 22.

<b>Social, Cultural and Recreational</b> <i>Category Average 2.8</i> <i>External comparatives range from 2.6 to 2.9</i>	<i>Rating out of 4*</i>
Clubs and social groups offer a good variety of activities of interest to older people	<b>3.1</b>
There are enough volunteer opportunities available for seniors	<b>3.1</b>
Recreation facilities meet the needs of seniors	<b>2.9</b>
There are adequate programs and leisure opportunities offered for seniors	<b>2.9</b>
Venues for events and activities are conveniently located	<b>2.9</b>
There is a sufficient amount of information about social and recreational opportunities in Barrie	<b>2.8</b>
There are enough educational opportunities available for seniors	<b>2.7</b>
Activities, events and attractions in Barrie are affordable	<b>2.7</b>
There are enough employment opportunities available for seniors	<b>2.2</b>

*\*Average scores on a 4-point scale where 4=Agree Strongly; 3=Agree Somewhat; 2=Disagree Somewhat; and 1=Disagree Strongly*

*External comparatives drawn from AFC needs assessments of five other Ontario communities conducted by the consultants in 2015 and 2016.*

**Green** = High rating 3.0+    **Yellow** = Midrange    **Red** = Low rating < 2.5

Seniors in Barrie have a wide range of existing recreation opportunities and these were well rated by the community survey respondents. The average score for the recreation category ranked near the top compared to other communities studied by the consultants. Employment opportunities for seniors was the only item receiving a low rating in the community survey.

Service provider survey respondents did not identify any major gaps in social and recreational opportunities and allocated a relatively small amount (12%) of hypothetical new funding to this area, reflective of the existing strengths of recreation assets in Barrie.

Focus group participants generally spoke positively about recreation in Barrie referencing the excellent available seniors centres, programs, clubs and seniors groups in the city. They did raise some affordability, accessibility and transportation issues related to attending programs and events and many participants indicated a need for more information about available recreational opportunities. Recreation related items were not prominent on the wish lists generated at the focus group sessions.

Seniors' needs related to social, cultural and recreational opportunities were categorized by service group and are summarized below:

<b>Service Group →</b>	<i>Well/Fit</i>	<i>Some Assistance</i>	<i>24 Hour Supports</i>
<u>Social and Recreational:</u>			
More information	X	X	-
Transportation to venues	-	X	X
Increased accommodations for people with disabilities	-	X	X
Employment opportunities	X	-	-

### 3.7 Health Care

*“Too many professionals involved. We have to tell our story over and over again.”*

*“Accurate assessments done by qualified nursing staff would limit the health problems that get out of hand by the time a nurse gets involved.”*

*“Far too many seniors, including my husband and my elderly father, are without a primary care physician at a critical stage in life. This is just wrong.”*

*“Further recruitment of family doctors needs to be done. We need more specialized geriatric services.”*

*“Services are hard to find and understand what they do.”*

*“There are problems with ‘in between’ people as their health starts to decline there are few supports until serious problems with home care and transportation.”*

*“We promise 24 hour care and deliver two hours.”*

*“Unfortunately the health care system is still too complex for anyone, let alone the ill, frail or elderly to navigate.”*

*“Seniors have physicians but they can’t see them fast enough so they use the ER.”*

The 2007 WHO AFC guide cites health and support services as an important dimension vital to maintaining independence in the community. Good mental and physical health is deemed essential to quality of life and a key determinant of a senior’s ability to socialize and engage in social activities.

Community survey findings related to health appear below and ratings are relatively low, falling in the bottom half of the external comparatives of other studies conducted by the consultants. Although Barrie does have a large number of medical services available (based on the inventory developed by the consultants) the community survey revealed issues with information, coordination and availability of services at the time when they are needed. Wait times were identified as “a large concern” by more than half of the community survey respondents.

<b>Health</b> <i>Category Average 2.6</i> <i>External comparatives range from 2.3 to 3.1</i>	<i>Rating out of 4*</i>
Most health care providers are aware and sensitive to the unique needs of seniors	<b>2.7</b>
There is an adequate range of medical services available in Barrie	<b>2.6</b>
There is a sufficient amount of information about health services	<b>2.5</b>
Services are well coordinated	<b>2.5</b>
Health services are available when needed	<b>2.4</b>

*\*Average scores on a 4-point scale where 4=Agree Strongly; 3=Agree Somewhat; 2=Disagree Somewhat; and 1=Disagree Strongly*

*External comparatives drawn from AFC needs assessments of five other Ontario communities conducted by the consultants in 2015 and 2016.*

**Green** = High rating 3.0+    **Yellow** = Midrange    **Red** = Low rating < 2.5

Focus group participants raised major concerns about wait times, difficulties in navigating the healthcare system and costs of dental, hearing and vision services. Health related items appeared on the wish lists generated at most sessions.

Service provider survey respondents also indicated a need for family physicians, specialist and therapists across all service groups and flagged the need for increased home care, mental health supports and dementia care. When asked to allocate hypothetical funding across different needs areas (housing, health care, transportation and recreation) they assigned the largest portion (35%) to health care.

Seniors' needs related to health care identified through the needs assessment were broken out by service groups and are summarized on Page 25:



<b>Service Group →</b>	<b>Well/Fit</b>	<b>Some Assistance</b>	<b>24 Hour Supports</b>
<u>Health Care:</u>			
More funding and resources for home care	-	X	X
Cost relief for hearing, vision and dental	X	X	X
Improved access to information	X	X	X
Coordination between service providers	X	X	-
One stop shopping, service navigation assistance	X	X	-
More physicians and specialists	X	X	X
Mental health supports	X	X	X
Dementia care	-	X	X

### 3.8 Community Life

*“I moved to Barrie nearly two years ago and I knew nothing about what was available here. I am still learning. There is no one to tell you how to cope on your own or what services are available and how to access them.”*

*“We have to do better for all of our seniors who worked hard all their lives and contributed to the building of our country and our economy.”*

*“Services are being drawn south – away from where seniors live.”*

*“City growth has been oriented to youth and young families. I am glad to see a focus on seniors.”*

*“Compliments to the City of Barrie for undertaking this and to the consultants and city staff who have worked really hard to get this project moving.”*

The 2007 WHO guide on age-friendly cities states that the “Respect and Social Inclusion”, the general feeling of respect and recognizing the role that older adults play in society is a critical factor for establishing an age-friendly community. Items on the community survey related to this dimension as well as other community attributes appear on Page 26.

<b>Community Life</b> <i>Category Average 3.0 (excludes shopping and financial support)</i>	<i>Rating out of 4*</i>
Seniors are welcomed at community events, activities and settings	<b>3.2</b>
This is a safe and secure community for seniors	<b>3.1</b>
Retail and service staff are courteous and helpful to seniors	<b>3.0</b>
There is a good variety of shopping options for seniors	<b>2.9</b>
Older people are recognized by the community for their past and present contributions	<b>2.9</b>
Decision making bodies welcome and use input from seniors	<b>2.7</b>
Cost-relief and financial support is available to seniors who need it	<b>2.4</b>

*\*Average scores on a 4-point scale where 4=Agree Strongly; 3=Agree Somewhat; 2=Disagree Somewhat; and 1=Disagree Strongly*

**Green** = High rating 3.0+    **Yellow** = Midrange    **Red** = Low rating < 2.5

Community survey respondents felt seniors were welcomed in the community and treated with courtesy and respect. There is some room for improvement in recognizing seniors' accomplishments and using seniors input in decision making.

Although downtown safety concerns were flagged in the earlier section on outdoor spaces, respondents felt overall that Barrie was a safe and secure community for seniors.

The availability of cost relief and financial support was rated low by community survey respondents. (Financial/cost issues also surfaced in the findings related to the health, transportation and recreation categories.) More than a third (37%) of the community respondents felt that the financial cost of accessing services was "a large concern" and almost half (48%) considered it "somewhat of a concern". Service providers felt even stronger, with three-quarters (76%) identifying financial issues as a large concern.

The availability of information about services and supports was a persistent theme across all the AFC categories. Only 13% of the community survey respondents felt they were "very informed" about services provided to older adults in Barrie and more almost a third (30%) reported they were "not too informed" or "not at all informed".

Further analysis (reported in Appendix B) revealed that older age groups were more aware of services available and also gave higher ratings of the services, suggesting a positive relationship between service awareness and service ratings. Analysis also revealed a notable preference for information through electronic means for younger age groups and a preference for conventional media among older age groups.

### 3.9 Conclusion

More than half (56%) of the community survey respondents rated services and supports for Barrie seniors as “excellent” or “good”, evidence that the City of Barrie has already made progress in achieving the eight WHO dimensions for Age-Friendly Communities. (Much of this is attributable to the earlier work of the Seniors Advisory Committee.)

Key points from the needs assessment appear below.

<b>WHO Dimension</b>	<b>Existing Strengths</b>	<b>Improvement Areas</b>
1. <u>Outdoor Spaces and Buildings:</u>	Waterfront Trails Green space	Accessibility/walkability, Bike/scooter lanes Downtown
2. <u>Transportation:</u>	Existing public transit	Transit routes/scheduling More transportation options Expanded specialized transit
3. <u>Housing:</u>	Existing retirement homes and LTC beds	Affordable and accessible housing and assisted living Expanded LTC beds
4. <u>Social Participation:</u>	City recreation programs and facilities Seniors groups	Educational opportunities Intergenerational programs
5. <u>Respect and Social Inclusion:</u>	Welcoming, friendly and courteous	Involvement in decision making
6. <u>Civic Participation and Employment:</u>	Volunteer opportunities Service clubs	Employment for seniors Engagement opportunities Financial supports
7. <u>Communication and Information:</u>	Public Library Existing publications 211	Service coordination Accessible information One-stop shopping
8. <u>Community and Health Services:</u>	Hospital Comprehensive medical services	Coordination Service navigation Geriatric services Mental health and dementia supports Expanded in-home care

The next section describes the plan developed to address the findings from the needs analysis and move Barrie closer the WHO notion of an age-friendly community.

## **4.0 MOVING FORWARD**

### **4.1 Guiding Principles**

The Steering Committee participated in an exercise at its inaugural meeting on February 29, 2016 to identify broad principles to govern the development and implementation of the AFC plan. These were compared and found to be consistent with the guiding principles suggested on the University of Waterloo AFC website, a source recommended in the Ontario Seniors Secretariat AFC guidelines.

The five guiding principles for the Barrie AFC plan are therefore the following:

1. Respect and support of all individuals
2. Access and inclusion
3. Openness and transparency
4. Community engagement in plan development and decision making
5. Accountability for actions and follow-up

These principles governed the development of the Barrie AFC plan and will guide its ongoing implementation.

### **4.2 Vision**

A vision statement describes the "preferred future state" of a community and its stakeholders. Steering Committee members and community forum participants engaged in several visioning exercises to develop elements of a future vision for seniors in Barrie:

- Appropriate, affordable and accessible services, supports and facilities that enhance the quality of life for Barrie citizens of all ages
- Engaged seniors with a high leadership profile
- Recognition of the City of Barrie as an outstanding Age-Friendly community

This vision is consistent with the vision of the Barrie Seniors Advisory Committee which is that Barrie be recognized as part of the World Health Organization network of Age-Friendly Cities.

### **4.3 Goals**

Twenty-two goals emerged from the planning process addressing priorities related to infrastructure, housing, service and supports, health care and leadership and engagement.

The goals appear on Page 29.

## **AFC GOALS**

### Outdoor Spaces and Buildings

- 1.1 Improve roads and sidewalks to increase year-round accessibility and safety
- 1.2 Continue to improve building accessibility throughout the city
- 1.3 Make the downtown and waterfront areas more amenable to the needs of seniors
- 1.4 Provide education about availability and utilization of open space options

### Transportation

- 2.1 Ensure public transit routes address the needs of seniors and all users
- 2.2 Increase transportation options for seniors
- 2.3 Expand specialized transit

### Housing

- 3.1 Increase the stock of affordable, accessible housing appropriate for seniors
- 3.2 Increase long-term care beds for seniors
- 3.3 Improve access to housing

### Social and Recreational Opportunities

- 4.1 Increase educational options available to seniors
- 4.2 Increase employment opportunities for seniors
- 4.3 Promote intergenerational programming
- 4.4 Leverage technology as a lifestyle enabler

### Health

- 5.1 Develop a patient-driven integrated social, health and safety plan
- 5.2 Increase home health care supports and provide caregiver respite
- 5.3 Increase support for seniors with dementia and mental health issues
- 5.4 Establish a specialized geriatric clinic

### Community Life

- 6.1 Increase the level of involvement of seniors in all aspects of community life
- 6.2 Identify and engage isolated and vulnerable seniors, diverse groups and marginalized populations
- 6.3 Provide financial support and assistance for seniors in need
- 6.4 Increase knowledge, awareness and uptake of available services and activities

#### 4.4 Linkages to Other City Plans

Implementation should be closely linked to existing plans such as the City's Official Plan, Strategic Plan, Affordable Housing Strategy (recently approved by Council), Tourism Strategy, Transportation Master Plan, Multi-Modal Active Transportation Plan, Multi-Year Accessibility Plans, Waterfront and Marina Strategic Plan, Parks and Recreation Strategic Plan, Customer Service Plan, Barrie's Plan for Culture, Historic Neighbourhood Strategy, Community Improvement Plans, and the Natural Heritage Resources Strategy. Implementation should also build on strategic plans of other key groups and organizations in the City and County. The AFC plan can serve as a blueprint for ongoing community relationship building and collaborative planning by the City, other levels of government, service agencies, businesses and the community at large.

### IMPLEMENTATION AND SUSTAINABILITY

#### 5.1 Implementation Template

This section describes the strategies, accountabilities and time frames necessary for achieving the AFC goals. The template is based on work completed by participants at the implementation planning workshop held in August 2016. It is presented as a preliminary draft and will need to be expanded and refined as AFC implementation proceeds.

#### Outdoor Spaces and Buildings

##### 1.1 Improve roads and sidewalks to increase year-round accessibility and safety

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
1.1.1	Continue to implement sidewalk strategy with priority on areas with seniors	City of Barrie	Ongoing
1.1.2	Review in-town speed limits	City of Barrie	2017
1.1.3	Review adequacy of crosswalk times	City of Barrie	2017
1.1.4	Monitor and improve sight lines for vegetation overgrowth	City of Barrie	Ongoing
1.1.5	Improve snow removal at bus stops and crossings	City of Barrie	2018-19
1.1.6	Increase barrier-free parking during off-peak hours	City of Barrie	2018-19

1.2 Continue to improve building accessibility throughout the city

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
1.2.1	Ensure ongoing compliance with AODA accessibility requirements for all businesses, building and facilities	Chamber of Commerce Local businesses Accessibility Committee	Ongoing
1.2.2	Review and mitigate ambient noise levels in buildings	Local businesses	2017

1.3 Make the downtown and waterfront areas more amenable to the needs of seniors

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Timing Suggested</i>
1.3.1	Provide additional benches, water fountains and shared areas following universal design standards	City of Barrie Parks Planning and Development Park Furniture Program and Commemorative Bench Program Downtown BIA Service clubs	2018-20
1.3.2	Address noise, congestion and safety issues in the downtown core	City of Barrie Barrie Police Services Community groups	Ongoing
1.3.3	Construct new physically separated bike and scooter lanes	City of Barrie Multi-Modal Active Transportation Plan Active Transportation Barrie (ATB) Committee Downtown BIA	2018-20

1.4 Provide education about availability and utilization of open space options

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
1.4.1	Promote awareness and utilization of walking/cycling/scooter trails	City of Barrie Parks Planning staff, ATB web page, official Barrie map Barrie Active Transportation Working Group Chamber of Commerce	Ongoing
1.4.2	Provide education on bike, pedestrian, care and e-bike/scooter etiquette, and “share the road” issues between drivers, cyclists and pedestrians	City of Barrie Discover Barrie webpage Barrie Active Transportation Working Group Barrie Police Services	2017-18

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
1.4.3	Improve signage and way finding for recreation facilities, parks, green spaces and trails	City of Barrie Parks Planning and Development	2018-19
1.4.4	Provide more public information (signage, media, web-based) on the benefits of protecting, preserving and enhancing natural heritage areas and systems and other green spaces for seniors and the wider community	City of Barrie Local media Breton Field Naturalists' Club Lake Simcoe Region Conservation Authority	2018

## Transportation

### 2.1 Ensure public transit routes address the needs of seniors and all users

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
2.1.1	Conduct a selective and progressive review of transit routes to continuously improve service, timing, accessibility and convenience for all users	Barrie Transit/MVT Transportation Master Plan	Ongoing
2.1.2	Engage service users, including seniors, in transportation planning	Barrie Transit/MVT	Ongoing
2.1.3	Continue to make stop improvements and ensure new stops are accessible	Barrie Transit/MVT Accessibility Committee	Ongoing
2.1.4	Consider off-peak, time of day seniors transit discounts using smart card technology	Barrie Transit/MVT	Ongoing
2.1.5	Explore expansion of daytime GO service	City of Barrie County of Simcoe Province of Ontario Metrolinx (GO Transit)	2018

### 2.2 Increase transportation options for seniors

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
2.2.1	Explore cost reduction strategies for seniors using taxi services	Taxi companies	2017
2.2.2	Enhance and expand volunteer and pooled driving options	Taxi companies Red Cross School Boards Retirement Homes Service Clubs Church groups	2017-18



	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
2.2.3	Explore feasibility of a shuttle bus service for seniors	Barrie Transit/MVT Private transportation providers Uber/City of Barrie Licensing and Bylaws	2019

### 2.3 Expand specialized transit

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
2.3.1	Increase awareness and utilization of existing services	Barrie Transit/MVT	2017
2.3.2	Coordinate and establish partnerships with local organizations who provide specialized transit	Barrie Transit/MVT Canadian Red Cross Retirement homes	Ongoing
2.3.3	Commit funds for increased equipment and drivers to increase capacity and shorten booking lead times	City of Barrie	Ongoing

## Housing

### 3.1 Increase the stock of affordable, accessible housing appropriate for seniors

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
3.1.1	Identify and offer grants for renovations to make homes senior-friendly	Ontario Government	Ongoing
3.1.2	Provide home repair and maintenance supports	Volunteers High schools Local businesses	2017
3.1.3	Provide information on senior's property tax deferrals, subsidies and other housing cost-relief initiatives	City of Barrie County of Simcoe	2017
3.1.4	Increase incentives for private builders and not-for-profit organizations	City of Barrie Community Improvement Plan County of Simcoe	Ongoing
3.1.5	Increase funding for City and County joint housing builds	City of Barrie County of Simcoe Province of Ontario Government of Canada	2018-20

### 3.2 Increase long-term care beds for seniors

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
3.2.1	Increase interim care and housing options between hospital and home	Collier Place (model) North Simcoe Muskoka LHIN/CCAC	2017-18
3.2.2	Examine need/business case for an additional long-term care home in Barrie	City of Barrie County of Simcoe North Simcoe Muskoka LHIN	2018
3.2.3	Review alternative/creative designs and ensure all seniors housing fosters aging in place with supports provided along the aging continuum	City of Barrie County of Simcoe	2019 Ongoing

### 3.3 Improve access to housing

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
3.3.1	Improve coordination and communication between housing providers and establish community housing partnerships	City of Barrie County of Simcoe Private housing providers	2017 Ongoing
3.3.2	Create a housing registry for shared space for seniors	City of Barrie City of Waterloo (model)	2017
3.3.3	Review bylaws for legal apartments for seniors in homes	City of Barrie	Ongoing
3.3.4	Improve accountability and transparency re: subsidized housing and simplify application processes	City of Barrie County of Simcoe Private housing providers	2017-18

## **Social and Recreational Opportunities**

### 4.1 Increase educational options available to seniors

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
4.1.1	Expand special interest courses in health, travel, arts, culture and life skills specific to seniors interests	School boards YMCA Seniors Centres Probus clubs Library	Ongoing

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
4.1.2	Offer academic courses accessible to seniors	Georgian College Lakehead University	2017-18

#### 4.2 Increase employment opportunities for seniors

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
4.2.1	Promote hiring of seniors for services within their areas of expertise	Chamber of Commerce	Ongoing
4.2.2	Provide vocational/career related training specific to the needs of seniors	Job banks Georgian College School boards	2017-18
4.2.3	Explore a seniors internship program	Seniors Advisory Committee Chamber of Commerce	2017-18
4.2.4	Leverage government funding to provide subsidies for businesses hiring seniors	City of Barrie	Ongoing

#### 4.3 Promote intergenerational programming

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
4.3.1	Pursue joint programs/events such as cooking, music, art and literacy support	YMCA Seniors Centres MacLaren Art Centre Jazz Society	Ongoing
4.3.2	Utilize high school volunteer credits in providing services to seniors	School boards	2017 Ongoing
4.3.3	Establish a teen/pre-teen “tech buddy” program with seniors	Boards of Education Library Youth Groups	2017-18
4.3.4	Establish story telling/family history groups	Seniors Centres Native groups Retirement residences	2017-18

#### 4.4 Leverage technology as a lifestyle enabler

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
4.4.1	Provide user-friendly training for seniors in use of technology for information, health, finances and communication	Library Financial institutions Family Health Centre Local businesses Technology providers	2017 Ongoing

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
4.4.2	Establish sources of low cost/subsidized computers and devices for seniors	Private sponsors Local businesses	2017
4.4.2	Provide funding for library to have circulating technology devices	City of Barrie Library	2018-19
4.4.4	Continually monitor developments in technology applicable to seniors	Seniors Advisory Committee	Ongoing

## Health

### 5.1 Develop a patient-driven integrated social, health and safety plan

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
5.1.1	Plan to address: <ul style="list-style-type: none"> <li>• Service provider coordination</li> <li>• One-stop shopping</li> <li>• Wait times</li> <li>• Service navigation</li> <li>• Patient advocacy</li> <li>• 24/7 availability of CCAC/LHIN at hospital to ensure best care after discharge</li> <li>• Full information about available rehabilitation options</li> <li>• Appropriate admissions/discharges</li> <li>• In-home support</li> <li>• Gerontology teams</li> </ul>	City of Barrie North Simcoe Muskoka LHIN CCAC Existing health and social services planning tables Front line responders RVH Health Links Family Health Team Community Health Centre Family doctors (even if outside LHIN boundaries)	2017-18
5.1.2	Implement and evaluate	As above	2019 Ongoing

### 5.2 Increase home health care supports and provide caregiver respite

	<i>Strategies</i>	<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
5.2.1	Advocate for additional funding of home health care services	City of Barrie Simcoe County North Simcoe Muskoka LHIN	Ongoing
5.2.2	Increase respite care and day programs	North Simcoe Muskoka LHIN	2018
5.2.3	Provide family/caregiver support and education	Home care service providers Seniors for Seniors	Ongoing

### 5.3 Increase support for seniors with dementia and mental health issues

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
5.3.1	Enhance education and training for front-line responders	CMHA Alzheimer's Society	2017 Ongoing
5.3.2	Support provincial "Dementia-Friendly" initiatives	Local businesses Service providers	Ongoing
5.3.3	Consider reestablishing Crisis Outreach and Support Team (C.O.A.S.T.)	City of Barrie Simcoe County North Simcoe Muskoka LHIN	2017-18

### 5.4 Establish a specialized geriatric clinic

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
5.4.1	Significant need identified in consultation process – potential outcome of Goal 5.1	Planning partners from 5.1	2019-20

## **Community Life**

### 6.1 Increase the level of involvement of seniors in all aspects of community life

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
6.1.1	Educate businesses in addressing seniors needs	Chamber of Commerce Service Clubs	Ongoing
6.1.2	Establish a seniors volunteer registry and talent bank	Seniors Advisory Committee Library	2017
6.1.3	Increase profile of seniors activities and accomplishments	Seniors Advisory Committee Local media	Ongoing
6.1.4	Continually advocate for seniors issues and causes	Seniors Advisory Committee CARP MPs and MPPs	Ongoing

### 6.2 Identify and engage isolated and vulnerable seniors, diverse groups and marginalized populations

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
6.2.1	Establish and maintain a registry of people living alone	Front-line responders Home care service providers Seniors Advisory Committee	2017
6.2.2	Expand outreach programs	Home care service providers Seniors groups Churches	2017 Ongoing

6.3 Provide financial support and assistance for seniors in need

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
6.3.1	Assemble and provide information to seniors on existing grants and subsidies available	City of Barrie Simcoe County Social service agencies	2017
6.3.2	Promote senior's discounts for goods and services	Chamber of Commerce	2017
6.3.3	Offer financial literacy training and credit counselling	Georgian College Financial planners Seniors Centres	Ongoing
6.3.4	Advocate for increased subsidies for seniors in need	CARP	Ongoing

6.4 Increase knowledge, awareness and uptake of available services and activities

<i>Strategies</i>		<i>Potential Champions/Partners</i>	<i>Suggested Timing</i>
6.4.1	Increase dissemination of information about services through electronic and conventional media	211 North Simcoe Muskoka Healthline Local media City of Barrie Library Seniors Centres	2017
6.4.2	Establish a central accessible information hub for seniors services and activities	Library Seniors Advisory Committee	2018
6.4.3	Continually monitor, evaluate, update and communicate progress on all AFC goals	Seniors Advisory Committee	Ongoing

Note that the Barrie AFC plan currently consists of six priority areas, 22 goals and 60 individual strategies to achieve the goals. Detailed action steps will need to be developed to execute the strategies as the plan is built out further.

The implementation template should remain a perpetual draft, changing frequently as strategies and actions are executed and new ones are identified.

## 5.2 Sustainability Model

Experience from other jurisdictions has shown that community aging plans require some form of a permanent entity in order to ensure successful ongoing implementation, monitoring, revision and evaluation of goals and objectives.

The consultants have direct experience with several sustainability models used in other jurisdictions:

1. A separately incorporated not-for-profit unit (Brantford and Brant County Master Aging Plan, 2012; Niagara Aging Strategy and Action Plan, 2014).
2. Identified local organizations, groups and individuals to act as plan champions (Oxford County Master Aging Plan, 2012; Wasaga Beach AFC plan, 2016)
3. Independent and autonomous local committees not formally affiliated with municipal Council (Arnprior AFC Plan, 2016; Petawawa AFC Plan, 2016)
4. A local community advisory group as a formal standing committee of Municipal Council (Municipality of South Huron AFC Plan, 2016).

In the case of Barrie Option 4 is recommended. The Barrie Seniors Advisory Committee was established in 2014 and has made significant progress in moving Barrie towards recognition as an AFC community by the World Health Organization. It is well positioned to continue its work by stewarding the Barrie AFC plan.

Functions of the Seniors Advisory Committee related to the carrying out the AFC plan would include:

- Ongoing communication of the AFC plan and its various initiatives to the Barrie community
- Continually identifying service gaps and shortfalls
- Recruitment of partners to participate in executing AFC strategies
- Regular alterations to the plan based on changes in the environment and maintenance of the Implementation Template as a “living document”
- Monitoring progress on goals against pre-determined outcome measures
- Identifying and pursuing resources such as grants, new funders, corporate sponsorships or in-kind donations

It appears that these functions are already covered under the existing Terms of Reference of the Seniors Advisory Committee.

### 5.3 Immediate Next Steps

Suggested steps for moving forward are the following:

1. Present the final plan to Barrie Council in the fall of 2016 for formal endorsement.
2. Review, and if necessary, expand the terms of reference for the Seniors Advisory Committee. Identify if additional resources are required for the committee to discharge its mandate.
3. The Advisory Committee would then initiate an ongoing communication program with the following key messages:
  - The fact that the needs and solutions in the plan are based on extensive bottom-up input from members of the community and as such have considerable legitimacy
  - The fact that it is not a conventional plan but rather a template that draws linkages to existing and planned actions by community groups, individuals and organizations
  - The fact that the plan will strive to be cost-neutral wherever possible and even cost reducing due to the resource coordination efficiencies it will achieve
4. Assign Advisory Committee members as champions of the various goals who can approach potential partners for involvement and support. The Advisory Committee would then establish action plans for priority strategies identifying specific tasks, deliverables, time frames and accountabilities and resource requirements.
5. Expand the list of strategies and identify quick wins that can be implemented immediately. Include these in early communications.

The ultimate success of the initiatives in the Barrie AFC plan will be dependent on broad and sustained engagement of the City, service providers and agencies, community members and most of all, seniors themselves. Successful implementation will require some new initiatives, but many of the strategies are already underway through the City, existing organizations and providers. The plan should guide collaboration and resource sharing, advocacy and long-term planning by all sectors.

The lead consultant from Shercon Associates Inc. will remain on call for a six-month period to support and assist the Seniors Advisory Committee with the roll-out of the plan.

Dr. David Sheridan, Principal  
 SHERCON ASSOCIATES INC.  
[www.shercon.ca](http://www.shercon.ca)

October 17, 2016



## APPENDIX A - Steering Committee and Key Informants

### Steering Committee Members

Bonnie Ainsworth	City of Barrie Council Representative
Ross Cotton	Seniors Advisory Committee Chair
Cheryl Dillon	Accessibility Coordinator, City of Barrie
Brent Forsythe	Supervisor of Transit Business, City of Barrie
Jessica Gourlie	Recreation Programmer, Parkview Community Centre
Steve Lee Young	Manager of Recreation, City of Barrie
Sherry Maynard	Victoria Village
Al McNair	Citizen Representative
Tracy Munusami	Manager of Adult and Community Services, Barrie Public Library
Peggy Norton-Harris	Canadian Hearing Society Simcoe County
Lucia Ricardo	CNIB Simcoe Muskoka
Karen Roy	Specialized Transit Coordinator, City of Barrie
Christy Skelly	Independent Living Services of Simcoe County and Area
Heather Stone	Canadian Red Cross Simcoe Muskoka Branch
Marilyn Stephenson	Seniors Advisory Committee Vice Chair
Julie Youell-Robson	55+ Advisory Council Representative
Naomi Wachowiak	North Simcoe Muskoka District Health Unit

### Key Informants Interviewed

Laura-Lynn Bourassa	Alzheimer Society of Simcoe County
Christine Colcy	Barrie Community Health Centre
Sandra Easson-Bruno	North Simcoe Muskoka Specialized Geriatric Services Program
Erika Erteki	Barrie Municipal Non-profit Housing Corporation
Samantha Hoffman	Barrie Fire and Emergency Services
Debbie Islam	Alzheimer Society of Simcoe County
Ann-Marie Kungl-Baker	Simcoe Muskoka Community Care Access Centre
Jeff Lehman	Mayor, City of Barrie
Dan McGale	Independent Living Services of Simcoe County and Area
Meredith Morrison	County of Simcoe Paramedic Services
Nancy Roxborough	Canadian Mental Health Association Simcoe County
Rudy Quammie Williams	Former Director of Culture, City of Barrie
Sheila Winegarten	Simcoe Muskoka Local Health Integration Network



**AGE-FRIENDLY COMMUNITY PLAN  
Survey of Community Members**

The City of Barrie is developing an Age-Friendly Community Plan with assistance from a grant received from the Ontario Government. An Age-Friendly community is one where policies, services and structures related to the physical and social environments are designed to support and enable older people to live in a secure environment, enjoy good health and continue to participate fully in their communities. Work on the plan is underway and will be complete in the fall.

This survey is one of several community consultation initiatives to be launched and is seeking the views of older adults about the current environment for seniors in Barrie. It will take about 10 minutes to complete. Findings will be presented at a community stakeholder forum to be held on June 13 and used to develop goals and objectives.

We are interested in the views of all members of the community. Your answers will help us better understand the needs of older adults in Barrie. Please complete this questionnaire no later than Monday, May 15, 2016. Your responses are anonymous and will go directly to the consultants helping us with the project.

**It is not necessary to answer all the questions. If you are unsure, or do not want to answer a question, leave it blank.**

**You can also complete this questionnaire on line by going to the City website [www.barrie.ca](http://www.barrie.ca).**

***N=427 responses (122 on-line, 305 hard copy)***

1. A list of statements about services and supports for seniors in Barrie appears below. Indicate your level of agreement or disagreement with each statement. If you are unsure leave the item blank.

<b>Green = High rating 3.0+</b> <b>Red = Low rating &lt; 2.5</b> <b>Yellow = Midrange</b>		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
<b>Outdoor Spaces and Buildings</b> <b>Average 2.7</b>	#	%	%	%	%
Public areas in Barrie are clean and pleasant	3.1	29	57	11	3
Buildings are accessible for individuals with limited mobility	2.9	22	52	20	6
Green spaces and outdoor seating are sufficient in number, well maintained and safe	2.7	17	46	30	7
Sidewalks are in good condition and free of obstructions	2.5	13	40	33	14

	Av.	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
Snow and ice clearing on sidewalks is adequate	2.7	18	43	26	13
There are enough lanes for bicycles and scooters	2.4	14	30	33	23
There are enough pedestrian crossings	2.9	24	49	21	7
There are enough parking spaces for disabled individuals	2.6	20	38	27	15
It is easy for seniors to get around walking	2.6	14	45	29	12
<b>Transportation</b>	<b>Average 2.7</b>	#	%	%	%
Public transit is frequent and reliable	2.6	14	46	26	14
Bus stops are in convenient locations	2.7	16	47	28	9
Bus routes meet the needs of seniors	2.4	12	33	35	19
Sufficient specialized transit is available for people with limited mobility	2.5	15	34	34	17
Taxis are accessible and affordable	2.1	6	29	34	30
Roads are well maintained	2.2	7	34	34	25
Traffic signs are easy to read and understand	3.1	31	49	14	5
Parking is conveniently located	2.7	17	47	25	11
There are good options for volunteer, shuttle or pooled driving	2.5	12	38	35	15
There is a sufficient amount of information about transportation options for seniors in Barrie	2.4	11	37	34	18
<b>Housing</b>	<b>Average 1.9</b>	#	%	%	%
Sufficient housing appropriate to the needs of seniors is available in Barrie	1.9	4	20	38	38
Affordable home maintenance and renovation services are available	2.1	4	26	42	28
There are enough local retirement homes	2.1	8	29	35	28
There is an adequate number of long-term care beds in the community	1.7	3	12	34	51
There is an adequate amount of subsidized (rent geared to income) accessible accommodation	1.7	2	13	33	52
There are sufficient supports to allow seniors to remain in their homes (meals, housekeeping), personal care)	2.1	6	31	32	30
There is a sufficient amount of information about housing options for seniors in Barrie	2.0	4	25	39	32

	Av.	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
	#	%	%	%	%
<b>Social and Recreational</b> <b>Average 2.8</b>					
Clubs and social groups offer a good variety of activities of interest to older people	3.1	31	53	12	3
Recreation facilities meet the needs of seniors	2.9	23	54	17	6
There are adequate programs and leisure opportunities offered for seniors	2.9	24	52	16	7
Venues for events and activities are conveniently located	2.9	20	53	22	5
There is a sufficient amount of information about social and recreational opportunities in Barrie	2.8	19	48	25	7
There are enough educational opportunities available for seniors	2.7	15	47	29	9
There are enough volunteer opportunities available for seniors	3.1	33	50	13	4
There are enough employment opportunities available for seniors	2.2	5	33	41	21
Activities, events and attractions in Barrie are affordable	2.7	16	48	26	10
<b>Health</b> <b>Average 2.6</b>	#	%	%	%	%
There is an adequate range of medical services available in Barrie	2.6	18	42	24	16
There is a sufficient amount of information about health services	2.5	12	41	33	14
Most health care providers are aware and sensitive to the unique needs of seniors	2.7	17	46	26	11
Services are well coordinated	2.5	13	36	34	17
Health services are available when needed	2.4	12	33	36	18
<b>Other</b>	#	%	%	%	%
This is a safe and secure community for seniors	3.1	29	55	12	4
Cost-relief and financial support is available to seniors who need it	2.4	8	35	41	15
There is a good variety of shopping options for seniors	2.9	25	48	21	6
Retail and service staff are courteous and helpful to seniors	3.0	24	56	16	4
Seniors are welcomed at community events, activities and settings	3.2	32	58	8	2
Older people are recognized by the community for their past and present contributions	2.9	23	52	19	6
Decision making bodies welcome and use input from seniors	2.7	16	45	29	10

2. In general how would you rate the overall services provided to older adults in Barrie?

<b>7</b>	Excellent	<b>37</b>	Fair
<b>50</b>	Good	<b>6</b>	Poor

3. How informed or uninformed do you feel about services, programs and activities provided to seniors in Barrie?

<b>13</b>	Very informed	<b>25</b>	Not too informed
<b>57</b>	Somewhat informed	<b>5</b>	Not at all informed

4. What is your preferred way of receiving information about programs, services and activities?

*Check all that apply:*

<b>72</b>	Newspapers	<b>37</b>	Radio
<b>33</b>	City website	<b>22</b>	Social media (Facebook, Twitter)
<b>34</b>	Direct e-mail	<b>43</b>	Posters in facilities
<b>56</b>	Flyers/brochures	<b>13</b>	Other (Please specify) <b><i>Mail, TV, church, word of mouth</i></b>

5. Accessing services can be challenging for individuals. Potential obstacles or barriers to services are listed below. Please indicate the extent to which you feel each of these has been a concern to you:

	<i>Not a concern at all</i>	<i>Somewhat of a concern</i>	<i>A large concern</i>
The hours that supports or services are available	<b>37</b>	<b>48</b>	<b>15</b>
The geographic location of where the services are provided	<b>33</b>	<b>49</b>	<b>18</b>
Transportation	<b>30</b>	<b>44</b>	<b>26</b>
Being physically able to get to services	<b>33</b>	<b>42</b>	<b>25</b>
The financial cost or out-of-pocket expenses to individuals	<b>15</b>	<b>49</b>	<b>36</b>
Long wait lists/wait times	<b>10</b>	<b>40</b>	<b>50</b>
Not meeting eligibility criteria for services	<b>25</b>	<b>46</b>	<b>29</b>
Lack of awareness of services	<b>16</b>	<b>55</b>	<b>29</b>
Language or cultural differences	<b>65</b>	<b>27</b>	<b>8</b>

6. If you could only make one suggestion to improve senior`s services in Barrie, what would it be?

---

---

---

---

7. Feel free to make any additional comments or suggestions:

---

---

---

---

**About You** - Your answers to these questions will help us analyse the data:

- Your age:    **15** Under 55 years  
                  **22** 56 to 65  
                  **38** 66 to 80  
                  **25** Over 80 years

Where do you live?

- 25** North end  
**39** South end  
**16** East end  
**4** West end  
**11** Downtown core  
**5** Other location (please state): \_\_\_\_\_

**Thank you for your assistance. Please return this questionnaire to the Barrie City Hall, the Public Library or other designated location.**

**You can also mail it to: Cheryl Dillon  
Accessibility Coordinator  
City of Barrie  
790 Collier Street  
Barrie, ON L4M 4T5**



Funding provided by the Government of Ontario

### CROSS-TABULATIONS

<b>Service Awareness by Age</b>	<b>56 to 65 years n=82</b>	<b>66 to 80 years n=143</b>	<b>Over 80 years n=99</b>
Very Informed	9%	11%	12%
Somewhat Informed	63%	58%	57%
Not too Informed	22%	27%	28%
Not at all Informed	6%	4%	3%
	100%	100%	100%

Observation: Higher awareness levels with 65+ group

<b>Overall Service Ratings by Age</b>	<b>56 to 65 years n=82</b>	<b>66 to 80 years n=143</b>	<b>Over 80 years n=99</b>
Excellent	5%	8%	9%
Good	38%	53%	54%
Fair	48%	34%	34%
Poor	9%	5%	3%
	100%	100%	100%

Observation: Higher service ratings with 65+ group

<b>Media Preferences by Age</b>	<b>55 and under n=60</b>	<b>56 to 65 years n=82</b>	<b>66 to 80 years n=143</b>	<b>Over 80 years n=99</b>
<b>Electronic:</b>	%	%	%	%
• Social Media	61	23	15	3
• City Website	54	33	32	11
• E-mail	49	33	34	15
Totals →	<b>164</b>	<b>89</b>	<b>81</b>	<b>29</b>
<b>Conventional:</b>	%	%	%	%
• Newspapers	54	71	81	74
• Radio	54	36	32	26
• Flyers/brochures	44	58	62	63
• Posters in Facilities	41	44	51	43
Totals →	<b>193</b>	<b>209</b>	<b>226</b>	<b>206</b>

Observation: Notable preference for electronic media in younger age groups



## AGE-FRIENDLY COMMUNITY PLAN Survey of Providers

---

The City of Barrie is undertaking the creation of an Age-Friendly Community (AFC) Plan with assistance from a grant received from the Ontario Government. An Age-Friendly community is one where policies, services and structures related to the physical and social environments are designed to support and enable older people to live in a secure environment, enjoy good health and continue to participate fully in their communities.

Work on the plan is underway and will be complete in the fall. The project is being led by a Steering Committee with representatives from the City, service providers and seniors. It will produce a comprehensive and sustainable AFC plan that will serve as a template for collaborative planning to address the needs of our growing seniors population in Barrie.

This survey is one of several stakeholder consultation initiatives to be launched and is designed to gather service provider perceptions of the current system of services and supports for older adults in Barrie. It will take about 15 minutes to complete. Findings will be presented at a community forum to be held on June 13 and used to develop goals and objectives

Please complete and return this on-line questionnaire no later than 5:00 p.m. Friday, April 29, 2016. Your responses will be confidential and will go directly to the external consultants assisting us with the project.

*If you are unsure, or don't know the answer to a particular question, simply leave that item blank. It is not necessary to answer all the questions.*

1. Please provide the following background information: **58 respondents from 32 organizations**

Type of Organization: *Check all that apply*

<b>19</b> Home support	<b>5</b> Faith based organization
<b>6</b> Hospice	<b>5</b> Transportation/transit
<b>25</b> Health care	<b>4</b> Government
<b>8</b> Social services	<b>2</b> Retirement home
<b>6</b> Primary care	<b>8</b> Supportive housing
<b>2</b> Recreation	<b>6</b> Long-term care home
<b>5</b> Housing	<b>5</b> Outpatient or outreach program

Estimated percentage of your services that are provided to seniors/older adults (55 years and older): **Average = 73%**



Which groups of seniors receive services from you or your organization?

- 32** Well-fit seniors living independently
- 45** Seniors requiring some support with activities of daily living (ADL)
- 27** Seniors requiring 24-hour support

***As you answer these questions think in terms of the overall services provided for seniors across the City as a whole rather than the specific services that you offer:***

2. A list of services and supports for seniors in Barrie appears below. Please review the list for each service group and indicate the five services that you feel are currently experiencing the greatest system pressure in terms of present gaps between supply and demand.

***Check up to five in each column***

Category	Service/Support	Seniors Group Served:		
		Well/Fit Seniors	Some ADL Assistance	24 hour support
<b>Transportation</b>	Public transit	9	11	3
	Specialized transit	2	22	14
	Taxi services	2	2	2
	Volunteer, shuttle and pooled driving	9	10	1
	Active transportation: Pedestrian and cycling friendly environment	8	0	0
<b>Housing</b>	Home maintenance and renovation supports	9	10	4
	Affordable and accessible housing options	18	19	8
	Rent geared to income accommodation	21	18	6
	In-home supports – meals, housekeeping, etc.	3	18	18
	Personal support workers	1	12	18
	Retirement homes	3	4	6
	Long-term care beds	1	7	22
<b>Social and Recreational</b>	Recreation centres	4	1	1
	Clubs and social groups	5	2	1
	Faith based organizations	1	2	0
	Arts and culture organizations	3	1	1
	Library resources	1	3	1
	Educational opportunities for seniors	4	1	1
	Volunteer opportunities for seniors	1	0	0
	Employment opportunities for seniors	10	2	1

<b>Health Care</b>	Health education and promotion	5	4	1
	Primary care – family physicians, clinics	12	12	6
	Medical specialists	8	11	4
	Therapies – Physio, OT, etc.	10	12	11
	Pharmacy	1	1	0
	Dental, vision and hearing	7	9	8
	Dementia care	3	11	12
	Palliative care/hospice	1	3	8
	Mental health supports	9	10	9
	Addictions services	2	2	0
<b>Other</b>	Counselling	5	5	3
	Supports for caregivers – respite, training, etc.	4	15	17
	System navigation	10	12	9
	Financial supports	10	11	8

3. Do you anticipate any gaps in future services?

***Repeats of above; funding; home care/supports; long-term care; references to increasing demand***

4. Thinking now in general terms, rate the overall effectiveness of the system of services and supports for seniors in accomplishing the following:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
Responding to the unique needs of seniors	0%	41%	50%	9%
Coordination across programs and service providers	0%	17%	56%	27%
Providing flexibility and choice to seniors	0%	31%	48%	21%
Ensuring individuals receive the right services	0%	35%	50%	15%
Ensuring individuals receive services in a timely fashion	0%	20%	50%	30%
Communicating information about services available	0%	32%	49%	19%
Identifying and responding to community needs	0%	30%	58%	12%
Having a positive impact on the lifestyle and well-being of seniors	0%	40%	52%	7%

5. If you gave a rating of “fair” or “poor” to any of the items in Question 4, please explain below:

***Service gaps; lack of service coordination; lack of preventative focus; poor accessibility of information; long wait times; need for service navigation; funding cutbacks***

6. Do you feel there is any unnecessary duplication of services for seniors in Barrie?

***None identified***

7. Assume that you have some new funding to distribute to the various services and supports for seniors in Barrie. Thinking in terms of your answers to the previous questions, allocate these funds by assigning percentages across the service categories below:

*You can allocate the funds any way you like but the total should add up to 100%*

<b>Category</b>	<b>Amount</b>
Transportation	<b>22%</b>
Housing	<b>31%</b>
Social, Recreation, Education	<b>12%</b>
Health Care	<b>35%</b>
<b>TOTAL</b>	<b>100%</b>

8. A number of potential obstacles or barriers to individual seniors accessing services are listed below. Indicate the extent to which you feel each of these is a concern in Barrie:

	<i>Not a concern at all</i>	<i>Somewhat of a concern</i>	<i>A large concern</i>
The hours that supports or services are available	<b>11%</b>	<b>58%</b>	<b>31%</b>
The geographic location of where the services are provided	<b>13%</b>	<b>50%</b>	<b>37%</b>
Transportation	<b>3%</b>	<b>47%</b>	<b>50%</b>
Physical mobility in accessing services	<b>8%</b>	<b>68%</b>	<b>24%</b>
Stigma related to accessing some services	<b>19%</b>	<b>59%</b>	<b>22%</b>
The financial cost or out-of-pocket expenses to individuals	<b>3%</b>	<b>21%</b>	<b>76%</b>
Long wait lists/wait times	<b>3%</b>	<b>21%</b>	<b>76%</b>
Restrictive eligibility criteria	<b>16%</b>	<b>46%</b>	<b>38%</b>
Lack of awareness of services	<b>8%</b>	<b>43%</b>	<b>49%</b>
Language or cultural differences	<b>22%</b>	<b>70%</b>	<b>8%</b>