



OLDER ADULT PROJECT



Older Adult Plan Background Research



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mbpc
Monteith ♦ Brown
planning consultants

In
Association
With

**Applebaum
Human Services**

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Mississauga City Council

Hazel McCallion, Mayor	Carolyn Parrish, Ward 6
Carmen Corbasson, Ward 1	Nando Iannicca, Ward 7
Patricia Mullin, Ward 2	Katie Mahoney, Ward 8
Maja Prentice, Ward 3	Pat Saito, Ward 9
Frank Dale, Ward 4	Sue McFadden, Ward 10
Eve Adams, Ward 5	George Carlson, Ward 11

Older Adult Project Core Team

Michael Cleland	Julie Mitchell
Ruth Denyer	Wendy Murdock
Ruth Greenwood	Gil Penalosa
Emily Irving	Laura Piette
Jim Kettle	Evie Przybyla
Steve MacRae	Laurel Schut

Project Consultants

Monteith Brown Planning Consultants
Applebaum Human Services

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"The project look is based on a graphic representation of a tree. A tree is a great symbol of life and community. We chose the oak tree as we feel it is a strong, solid tree that becomes more and more majestic and graceful as it grows. A great aspect of this tree is that it has solid roots – which signify the history and past of ourselves and our community. The oak tree is represented with a series of multicoloured dots, the dots start as hues of brown and grey which represent the body of the tree as well as the maturity aspect of older adults. Gradually the colours shift to brighter, more intense hues signifying exciting new opportunities, plans and initiatives. The fact that the colours seem to be random in their order is not coincidental, everything the colours represent will interrelate and interact with other aspects of our city, our community, and our lives. The style merges classic symbology (the tree) with future focused digital era symbology (pixilation), the rounded pixels soften the digital look and work better with the organic nature of the tree." – City of Mississauga, 2007



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1.0 INTRODUCTION

1.1 Project Overview

Older Adults contribute immeasurable benefits to the quality of life in the City of Mississauga through the sharing of knowledge, working and volunteering, and providing companionship to members of the community. Similar to many municipalities across Ontario, Mississauga is experiencing an unprecedented demographic shift, where in the next 20 years, over one-third of the City's population will be 55 years or older¹. This represents a doubling of older adults in the community and is largely a result of the baby boomer population entering into retirement in the next 5 to 20 years. These changes will present many unique opportunities to bring the community together to assist in meeting the evolving needs of the older adult population.

Recognizing the significance of the aging population, the City of Mississauga is undertaking the Older Adult Project, which is a future-oriented study to develop an innovative, long-term planning framework for older adult service delivery which will guide a 10-year action plan. The desired goal is to make Mississauga an "age-friendly city", which means that services, facilities, and programs are 'more accessible and responsive to the specific needs of older persons'². Support will be required for all levels of government to ensure that Mississauga truly is an "age-friendly city".

The scope of this Project is focused on Community Services, but extends across all City Departments, including: Corporate Services; Planning and Building; Transportation and Works; and Mississauga Transit. This Project is led by an Inter-Departmental Core Team, with representatives from all City Departments.

This Project investigates both the existing gaps in City services, facilities and programs for older adults and the changes in demand that will occur as the baby boomer generation reaches retirement. There is a significant divide between the needs and demands of current older adult population and the next generation of older adults (baby boomers). Currently, 19% of older adults over 75 years of age are considered low income and 35% of those 85 years or older live alone. Conversely, the baby boomers have been the drivers of our society for the past four decades, and as such, will continue to strongly influence retailers, programs and services, and the economy. Speaking generally, when baby boomers reach retirement, they will be more stable financially, in better overall health, and will desire high quality services and programs than previous older adult generations³. While there may be substantial changes in interest, demands and needs for the retired boomer, they will continue to require additional assistance

¹ City of Mississauga. (2003). Summary of Age Cohorts for the City of Mississauga.

² World Health Organization. (2007). Global Age-Friendly Cities Project. Available online at: http://www.who.int/ageing/projects/age_friendly_cities/en/index.html

³ Merrill Lynch and Harris Interactive. (2005). The New Retirement Survey. Available online at: http://www.ml.com/index.asp?id=7695_7696_8149_46028_46503_46635;

and consideration due to their declining mobility, physical ability, and other factors⁴. It is for this reason that this Project sought to better understand the existing gaps in the delivery of services, programs and facilities to existing older adults in conjunction with understanding future needs and demands.

Note: For the purposes of this Project, the term “new” older adults refers to the baby boomer population as they enter retirement years.

The major issues that are driving this Project include:

- Understanding the distribution of older adults geographically across the City;
- Defining who is an older adult;
- Promoting lifelong learning;
- Providing clarity on the role of the City and community partners in serving older adults;
- Reviewing the City’s organizational structure in terms of older adult service delivery;
- The segmentation of older adults needs and demands;
- Health and active living promotion;
- Community Development/Partnerships;
- Communication and engagement;
- Facilities and amenities for older adults;
- Financial sustainability and user fees; and
- Transportation.

1.2 Report Organization

The Older Adult Project Report consists of three separate documents. The first is the Executive Summary which identifies the vision, guiding principles and goals as well as the recommended actions. The second document, known as Background Review, contains the detailed information on the extensive public consultation, trends research, demographic profile, inventory and policy review, and the best practices analysis (Figure 1). The final document contains the Appendix material that supports the background information.

⁴ Government of Canada. (2006). Seniors in Canada: 2006 Report Card. National Advisory on Aging.

Figure 1: Older Adult Background Review Organization



1.3 Segmentation of Older Adults

There is substantial debate on how municipal governments are to categorize or group older adults. While there is a preference for the categorization of older adults by individual abilities, there remains a need to provide a minimum age for certain services and facilities, such as senior's centres. For the purposes of this Project, an older adult is considered to be 55 years of age or over, although it is recognized that there are many other factors that determine if an individual should be considered an older adult. The table below provides a general categorization of older adults, based on factors other than age, such as physical, mental and social abilities. These categories are useful in discussing the different needs and directions associated with the older adult population and are subject to refinement as the planning process unfolds.

Table 1: General Categorization of Older Adults

Category	Description
Pre-Retirement Older Adult	Given the removal of mandatory retirement and the need for additional income, certain older adults may still be in the workforce and have more time commitments than the typical older adult. Work constraints limit the ability of Pre-Retirement Older Adults to fulfill their social and physical interests to the degree desired.
Active Older Adult	While retired, Active Older Adults pursue activities similar to those of their younger years, although their physical ability has declined slightly. The majority have the wherewithal to pursue their interests. Their social networks are wide reaching (age, geographic area, etc.) with friends and family leading independent lives. This group places a high degree of importance on traveling, the arts, active living, and entertainment.

Category	Description
Passive Older Adult	A retired older adult that seeks passive and less rigorous leisure. Passive Older Adults place a strong focus on socialization and supporting their local community. Their social networks are primarily with likeminded people of similar age.
Elders	Older adults that have limited mobility and/or poor health, but who still need social interaction. The support of family and/or friends is critical for the social well being of Elders.



2.0 DEMOGRAPHICS

Mississauga, located in the heart of the Greater Golden Horseshoe, is home to 668,549 residents⁵. Demographic forecasts demonstrate the significant increase in persons 55 years or older in the next 20 years. This dramatic shift is demonstrated in Figures 2, 3, and 4 where the percentage of the older adult population will continue to increase at substantial rates (approximately 7,000 people per year over the next two decades)⁶. The increase in older adults will alter the dependency ratio in Canada (the number of retirees versus the number of working adults) from 0.26 to 0.63 by 2040⁷. For Mississauga, demographic projections suggest that the dependency ratio will increase from 0.16 in 2006 to 0.51 by 2041⁸. An increased dependency ratio means that there will be significantly fewer working adults who are paying taxes on employment incomes and contributing to the Canadian pension fund, in relation to the number of older adults who are no longer working and are drawing from the Canadian pension fund. The increase in the percentage of older adults in Mississauga will also place further demands on the local health care system.

Presently, 20% of the City's population is 55 years or older⁹, but by the year 2026 this will increase to approximately 38%. Combined with the aging of the population, the median age of retirement in Canada has been decreasing since 1976. This will cause a dramatic increase in the number of retired older adults in the City of Mississauga. As of 2005, the median age of retirement in Canada was 62.6 for men and 60.0 for women¹⁰. This will be offset to some degree by a competing desire for pre-retirees to continue to work beyond age 60 or 65 either by choice or necessity as an employee or being self-employed.

⁵ Statistics Canada. (2006). Mississauga Community Profile. Available online at: www.statscan.ca The population count for Mississauga is an estimate, as it does not account for under or over counts by Statistics Canada. Statistics Canada conducts post-censal studies to determine the scope of the net under-count. These studies will be used to revise and update the population estimates. In 2001 the undercount was 4%. Estimates of the 2006 Census undercount will be available in 2008.

⁶ City of Mississauga. (2003). Summary of Age Cohorts for the City of Mississauga.

⁷ Watson Wyatt Worldwide. (2003). The 2003 Aging Vulnerability Index.

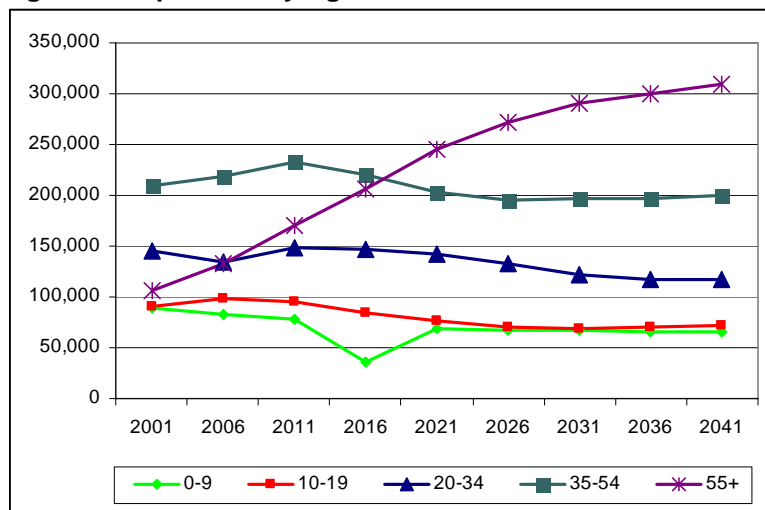
⁸ City of Mississauga. (2003). Summary of Age Cohorts for the City of Mississauga.

⁹ Statistics Canada. (2006). Mississauga Community Profile. Available online at: www.statscan.ca

¹⁰ Chappell et al (Statistics Canada). A Portrait of Seniors in Canada. 2006

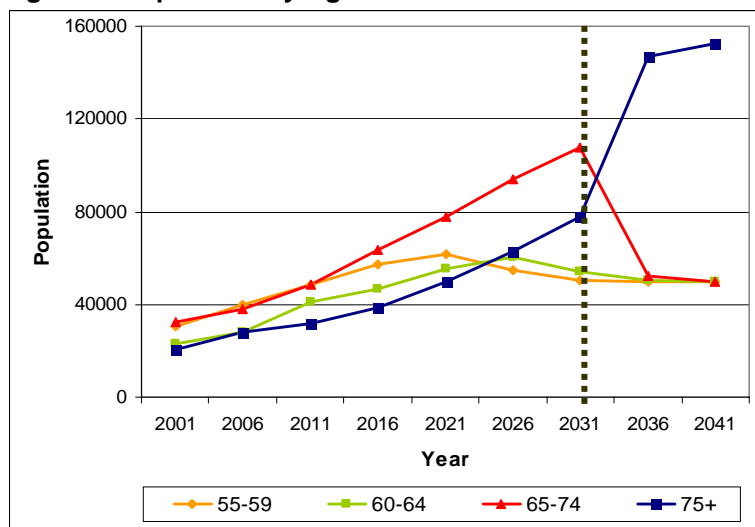


Figure 2: Population by Age Cohort 2001-2041



Source: City of Mississauga Demographic Forecasts (2003); Statistics Canada Community Profile (2001, 2006)

Figure 3: Population by Age Cohort for Residents 55 Years of Age or Older 2001-2041

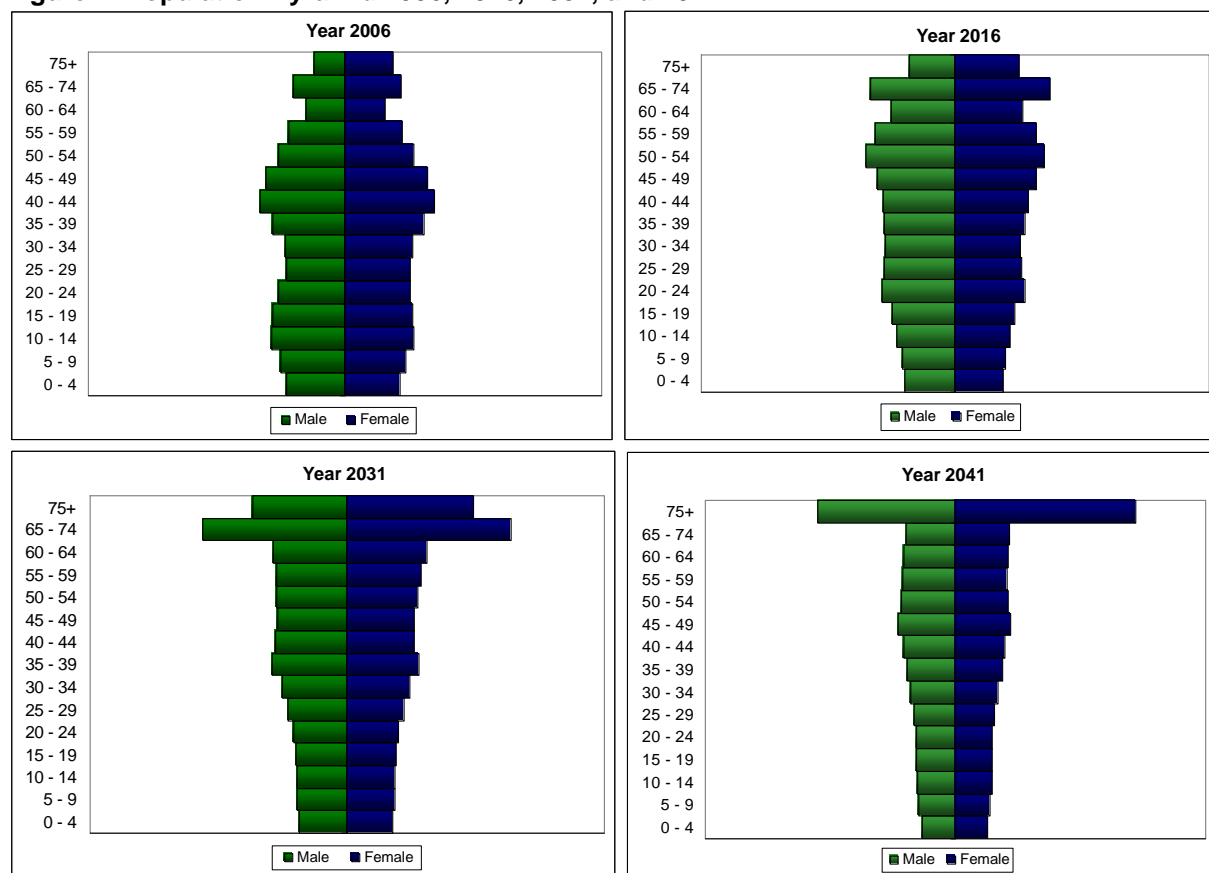


Source: City of Mississauga Demographic Forecasts (2003); Statistics Canada Community Profile (2001, 2006)

Combined with the aging of the population, the median age of retirement in Canada has been decreasing since 1976. As of 2005, the median age of retirement in Canada was 62.6 for men and 60.0 for women¹¹. Figure 5 provides a visual representative of the significant shift in the age structure of Mississauga residents over the next 20 years. Historically, age pyramids, as seen in Figure 5, are larger at the bottom and become narrower at the top of the pyramid. In the next 20 years, Mississauga's age pyramid will essentially flip upside down with the greatest percentage of its population being over 55 years of age. These two graphs dramatically illustrate why it is important that this project be undertaken.

¹¹ Chappell et al. *A Portrait of Seniors in Canada*. 2006

Figure 4: Population Pyramid 2006, 2016, 2031, and 2041



Source: City of Mississauga Demographic Forecasts (2003); Statistics Canada Community Profile (2001, 2006)

As previously mentioned, Mississauga is a culturally diverse community. As of 2001, 41.8% of residents' first language was neither French nor English¹². Predominant languages in Mississauga include Chinese, Punjabi, and Polish. This is an important consideration in developing future priorities and principles for the older adult population, given that the majority of immigrants are currently of working age, and will form a significant portion of the next generation of older adults.¹³

In general, pre-retirement and active older adults will have significantly higher incomes and savings than today's passive older adults and frail elderly. In 2001, Mississauga's average annual household income was considerably higher than both Provincial and Federal averages. Additionally, residents have a higher level of educational attainment than both Provincial and Federal averages¹⁴. In addition, those with higher incomes and education levels have increased expectations for City services, facilities, and programs. It must be recognized that while Mississauga has a high income bracket, there is a dichotomy of financial stability. Many

¹² Statistics Canada. (2001). Mississauga Community Profile. Available online at: www.statscan.ca

¹³ Abankwa-Harris, C. and Piper, C. (2007). Mapping Census Data Reveals Disturbing Insights. The Ontario Planning Journal, May 2007.

¹⁴ Statistics Canada. (2001). Mississauga Community Profile. Available online at: www.statscan.ca



residents are in need of financial assistance to be able to afford City services, facilities, and programs. A report from the City of Mississauga's Planning and Building Department found that the "incidence of low income" for households within Mississauga is 11.3% (2000). Mississauga has a higher incidence of low income households than Brampton or Caledon, but a lower percentage than the City of Toronto. The three groups that are most likely to have a significant percentage of low income households are recent immigrants, Aboriginal people, and lone-parent families¹⁵. Low income rates amongst seniors ranges from 17.9% to 28.5% across Canadian Census Metropolitan Areas. In comparison, the incidence of low income amongst lone-parents ranges from 40.7% to 60.4%. Specific data on the incidence of low-income by individual groups was not available for the City of Mississauga.

¹⁵ City of Mississauga (2004). Income Distribution, Report CA.17.CEN. September 14, 2004.



3.0 GEOGRAPHICAL DISTRIBUTION OF OLDER ADULTS

A key tool to assist in determining the needs of older adults across the City is geographically mapping the distribution of residents 55 years of age and older. The following table and mapping identifies the number of older adult residents in each community, the percentage of residents, and maps the density of older adults across the entire City. As noted in the demographic section, the following numbers are estimates, as they do not account for under or over counts by Statistics Canada. Further, not all census tracts align with each community in Mississauga. The number of older adults in each community was calculated by:

1. Determining the community in which the census tract is located.
2. Summing the population counts for each census tract within a particular community.
3. When a census tract was divided between two residential communities, aerial photography was reviewed to determine the disbursement of density within the census tract. Based on the type and number of residential development, a percentage of the census tracts population was allotted to each of the two communities. This step was applied to:
 - City Centre.
 - Fairview.
 - Creditview.
 - Rathwood.
 - Churchill Meadows and Central Erin Mills.
4. Where a census tract was divided between a residential community and employment lands, the population count for the employment lands was included with the count for the residential community. Typically, the residential development within an employment district was located on the border of the residential community. This step was applied to:
 - Dixie to Lakeview.
 - Meadowvale Business Park to Meadowvale, Streetsville, Lisgar, and Meadowvale Village.
 - Sheridan Park to Sheridan.
 - Western Business Park to Erin Mills.
 - Southdown to Clarkson/Lorne Park.
 - Gateway and Northeast to Hurontario.
 - Mavis Erindale to Erindale.

Table 2: Number and Percentage of Residents by Community

Community	# 55+	% 55+	%50-59	%60+
Hurontario	10,500	19%	14%	13%
Erin Mills	10,400	22%	16%	15%
Cooksville	9,900	22%	12%	17%
East Credit	9,600	15%	12%	10%
Clarkson/ Lorne Park	9,400	24%	14%	17%
Applewood	9,400	25%	12%	19%
Rathwood	8,600	27%	16%	19%
Malton	7,500	20%	11%	15%
Meadowvale	6,600	16%	14%	10%
Mississauga Valley	6,200	24%	13%	18%
Lakeview	6,000	28%	15%	21%
Central Erin Mills	5,400	17%	13%	11%
Erindale	5,200	23%	14%	17%
Sheridan	3,600	25%	13%	19%
Lisgar	3,300	11%	10%	7%
Meadowvale Village	3,200	12%	9%	8%
City Centre	3,100	21%	13%	15%
Fairview	3,000	19%	13%	13%
Churchill Meadows	3,000	11%	9%	7%
Streetsville	3,000	25%	15%	18%
Port Credit	2,800	27%	15%	20%
Mineola	2,500	27%	15%	20%
Creditview	1,300	21%	17%	13%

Source: Adapted from: Statistics Canada, Age and Sex for the Population of Census Tracts (100% Data), Cat. No. 97-551-X2006007, 2006 Census.



Figure 5: Density Map of Residents 55+ Years of Age by Community (People per Hectare)

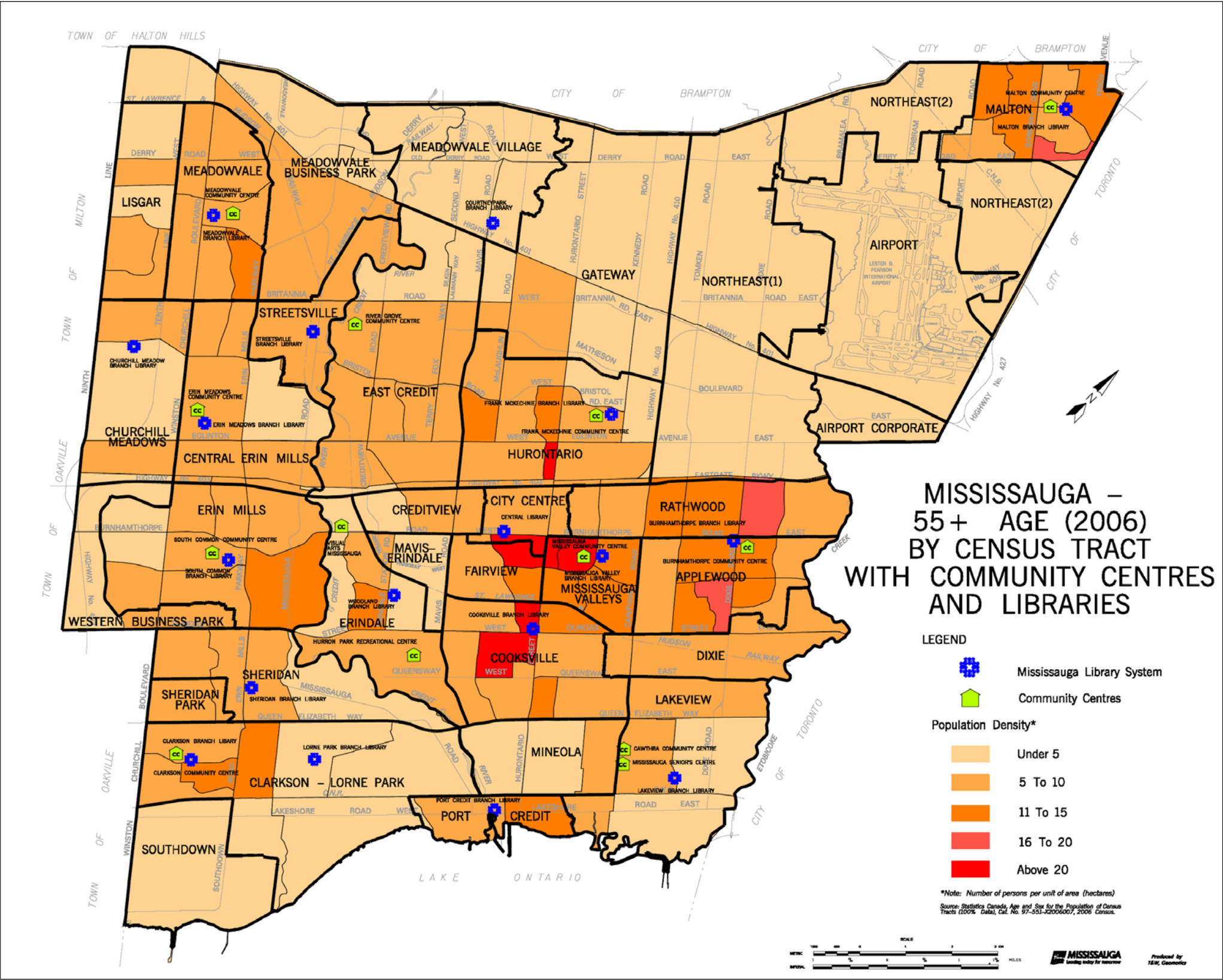


Figure 6: Density Map of Residents 50 to 59 Years of Age (People per Hectare)

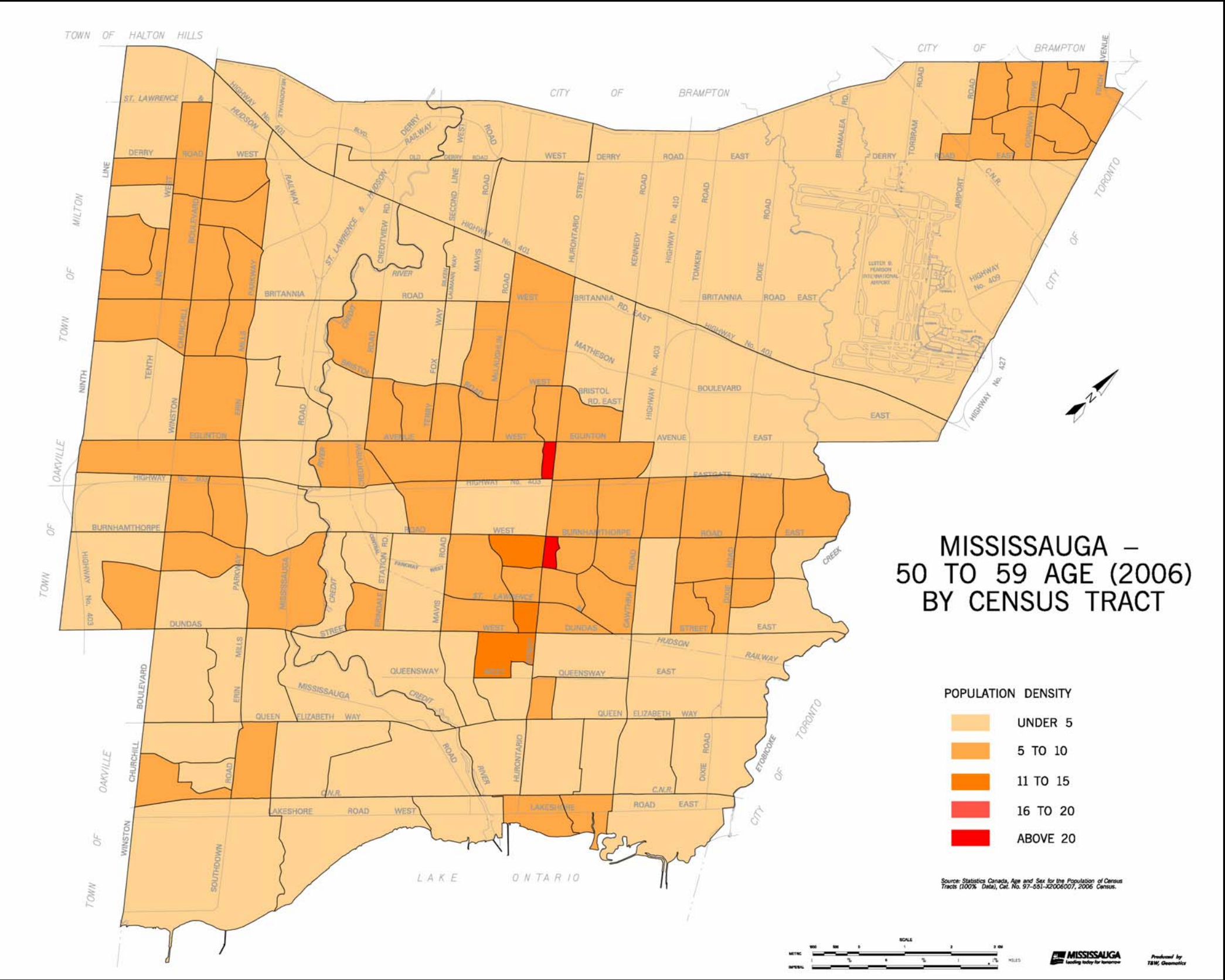
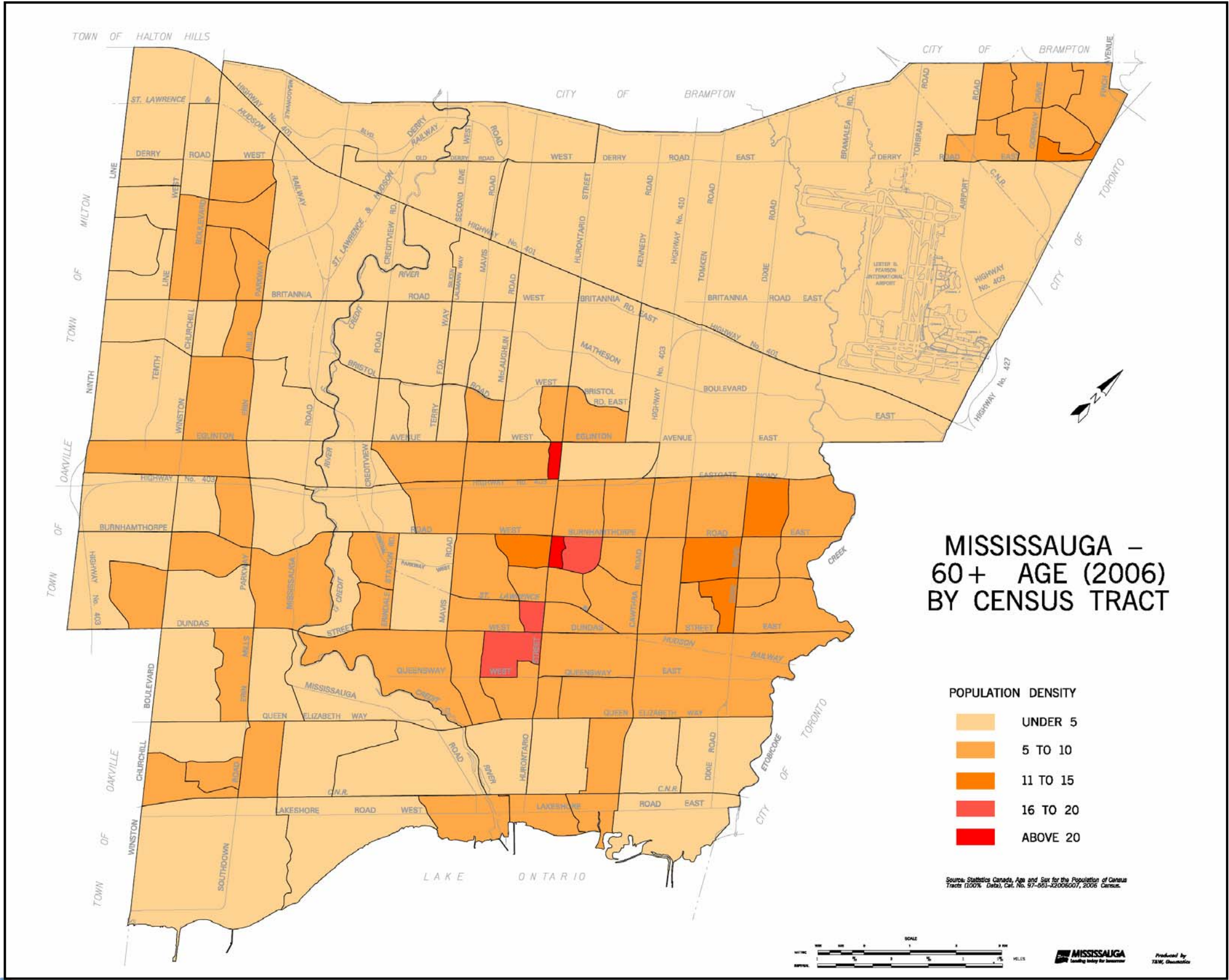


Figure 7: Density Map of Residents 60 Years of Age or Older (People per Hectare)



The mapping provided above and Table 2 demonstrate the location and concentration (density) of older adults in the City of Mississauga. Table 3 below is a summary of the density mapping and 2006 Statistics Canada Census Age Cohort Data.

Table 3: Location and Density of Older Adults in Mississauga (55+)

	Highest Total # of Older Adults	Highest Density of Older Adults
1	Hurontario	Mississauga Valley
2	Erin Mills	Fairview
3	Cooksville	Malton
4	East Credit	Cooksville
5	Clarkson/ Lorne Park	Applewood
6	Applewood	Rathwood
7	Rathwood	Hurontario
8	Malton	City Centre
9	Meadowvale	Erin Mills
10	Mississauga Valley	Meadowvale

Given the information presented above, the communities with the highest density and the greatest number of older adults 55 years of age or older are: Cooksville, Hurontario, Applewood/Rathwood, Mississauga Valley, Malton, and Erin Mills. The population estimates also suggest that there is a high number of older adults living in south of Highway 403, than north of the highway.

Another piece of information that can be derived from the preceding maps above is whether a particular community has a higher percentage of existing older adults or “new” older adults. Communities with a higher percentage of residents between the ages of 50 and 59 includes: Meadowvale, Creditview, and Lisgar. Communities with higher percentages of existing older adults (those 60 years of age or older) includes: Applewood, Lakeview, and Sheridan.

This data assists in determining which communities should be the highest priority for providing certain programs and services to older adults. In particular, community centres in these areas should be given consideration as the first to add additional recreational, cultural, and educational programs geared towards older adults. In identifying program and service gaps, additional consideration should be given to income levels, language preferences, and alternate providers in the community.

4.0 LEADING TRENDS IN THE PROVISION OF SERVICES TO OLDER ADULTS

Extending beyond the demographic characteristics of Mississauga, this Project conducted research across North America to gain a better understanding of the needs, trends, and opportunities in serving the older adult population. While there is a substantial body of research investigating the needs of seniors, limited work has been completed on the shifts in demand for municipal services, facilities, and programs as the baby boomer population ages. As noted previously, the baby boomer generation have significant financial resources, matched with higher expectations. Although not all trends may be directly applicable to Mississauga, this research provides a foundation upon which to understand input received through the public consultation programme. Below is a summary of leading trends related to municipal service delivery.

4.1 Increasing Pressure on the Need for Accessible Transportation Opportunities

According to recent studies completed across North America, there are three key trends in providing accessible transportation opportunities to older adults:

1. The need to provide specialized transportation opportunities for older adults with a range of disabilities.
2. In general, existing urban road networks and directional signage are not older adult friendly. There is need to provide more signage and navigation assistance.
3. Transit routing and scheduling must be cognizant of the unique route patterns and usage characteristics of older adult transit users¹⁶.

According to the 2006 Seniors Report Card published by the Federal Government, the majority of seniors receive help with shopping or transportation from a family member or close friend. Only 11% of trips were provided by the government or an independent organization. As the proportion of older adults in the community increases, the number of able-bodied family members and friends to assist will begin to decrease. This will place additional strain on transit and government transportation programs.

4.2 Promotion of the Benefits of Physical Activity on the Rise

Given that older adults are the most vulnerable group to illness and injury, research has shown that it is critical that this age group continue to participate in physical activity¹⁷. In Canada, the older adult population are the most sedentary segment of the adult population. With rising rate of diabetes, cancer and heart diseases, the importance of regular physical exercise and/or regular movement has never been stronger. In Peel Region, approximately 14% of seniors in Peel have been diagnosed with diabetes. Canadian older adults that are most at risk for poor health include those: with low incomes, living in institutions, low income women, and/or are

¹⁶ Government of Canada. (1999). 1999 and Beyond – Challenges of an Aging Canadian Society. National Advisory on Aging.

¹⁷ Statistics Canada. (2006). A Portrait of Seniors. Available online at: www.statcan.ca



isolated individuals¹⁸. Particular focus should be placed on ensuring that women become more physically active, as they tend to participate less in physical activities than men¹⁹.

4.3 Barriers to Participation for Older Adults

The Seniors' Health Report Card in 2006 found that 45% of persons age 65-74 and 72% of those aged 75 plus, face activity limitation in their daily lives. This underscores the necessity to ensure that barriers to participation are addressed. According to the literature review, there are six key factors that, in general, prevent the older adults from participating in municipal services, facilities, and programs:

- Poor accessibility, which can include a lack of transportation or a lack of available facilities.
- Safety concerns, including fear of injury and a lack of a safe place to be active.
- Lack of available or accessible information on available programs and services. This is a particular concern for those who are not able to understand English.
- Little physical and emotional support from family or friends.
- Lack of motivation, which is often a result of lower self-worth and view that they are not valuable to society.
- Unable to afford the cost of participating in programs or receiving particular services²⁰.

Furthermore, barriers in the physical landscape can prevent older adults from participating. Examples of tools that assist in mitigate barriers in the physical landscape include: power sliding doors, escalators, edge warning tiles, elevators, wayfinding tiles, improved lighting, railing and hand hold markings, Braille at designated waiting areas, accessible washrooms and low floor buses²¹.

To assist in providing more information to older adults, emphasis should be placed on outreach activities where there are concentrations of older adult housing arrangements (e.g. older adult retirement homes). Partnering with community organizations will aid in ensuring that information is provided the more vulnerable older adult groups.

4.4 Shifting Interests in Volunteering and Social Commitment

Traditionally, seniors in Canada have provided the greatest number of volunteer hours of any age group²². In Canada, the average number of volunteer hours for those aged 45 to 64 was 190 hours per year, compared to those aged 65 plus who volunteered on average 245 hours per year²³. Although, volunteer participation rate (the percentage of individuals in a particular age group volunteering) is higher for those aged 45 to 64 than Canadians 65 years of age or older.

¹⁸ Health Canada. (2002). Healthy Aging.

¹⁹ Ibid.

²⁰ Active Aging Coalition for Older Adults (1999). A Blueprint for Active Living and Older Adults; District of Saanich. (2004). Active Aging Strategy.

²¹ City of Toronto. (1999). Building a City for all Ages; City of Kelowna. (2006). Seniors Services Strategy.

²² Imagine Canada. (2004). Caring Canadians, Involved Canadians. Available online at: <http://www.givingandvolunteering.ca>

²³ Ibid.



As the baby boomer generation begins to reach retirement, there is concern that this group as a whole may not be as dedicated as past generations. A recent publication by the United States Corporation for National and Community Services (USCNCS) found the following characteristics of baby boomers in relation to volunteering:

- Baby Boomers have higher volunteer rates than past generations had at the same ages – but a lower number of volunteer hours per year.
- Baby Boomers have different volunteer interests than past generations which includes education and cultural organizations.
- Approximately 3 out of every 10 baby boomer volunteers dropped out of volunteering each year, which highlights the necessity for awareness and promotion of volunteering.
- The likelihood of continuing to volunteer increases as volunteer hours and volunteer weeks rise.
- Retention of baby boomer volunteers is related to the type and nature of volunteer activity – volunteer retention is lowest for those who provide general labour²⁴.

Recognizing that baby boomers will need to be targeted to promote volunteering, the USCNCS has undertaken an awareness campaign. Their slogan, published across the United States reads “Lead. Inspire. Change the World. AGAIN.”

The study also identified the shift in the types of organizations that 41 and 59-year-olds volunteered with in 1989 and in 2003-2005. The data suggest that volunteer rates amongst those 41 to 59 years of age are declining in most sectors, with growth is being seen in educational and youth service, as well as social and community service sectors.

4.5 Recognizing the Breadth of Disabilities

Under the *Accessibility for Ontarians with Disabilities Act 2005* (AODA), the Ontario Government defines a barrier as anything that prevents a person with a disability from fully participating in all aspects of society because of his or her disability, including physical, architectural, an informational, or communicational barrier, attitudinal, technological, or policy/practice barrier. The AODA states Ontario municipalities, as well as businesses and organizations will have to meet certain accessibility standards in the five following areas: customer service, transportation, information and communication, built environment, and employment²⁵.

In many communities, the training of staff and volunteers is necessary to provide a better understanding of the breadth of disabilities that people are confronted with and the barriers they face. Disabilities can include: dementia (memory loss, disorientation, cognitive decline and inappropriate social behaviour), vision loss, arthritis, diabetes, heart disease, speech or hearing

²⁴ Corporation for National and Community Services. (2007). Keeping Baby Boomers Volunteering. Available online at: http://www.nationalservice.gov/pdf/07_0307_boomer_report.pdf

²⁵ Ministry of Community and Social Services (2005). Accessibility for Ontarians with Disabilities. Available online at: www.mmcs.gov.on.ca

loss, cardiovascular diseases, and mobility restrictions²⁶.

4.6 Cultural Diversity and Older Adults

The 2001 Canadian Census Data demonstrated that the largest percentages of immigrants in Canada are between the ages of 30 and 55. In the next 20 years, this cohort will move towards retirement and will form a significant portion of the older adult population. As it has been shown that immigrants in the 55 to 64 age group are significantly more likely to report poor health compared to non-immigrants, it is critical that their needs be identified and assistance provided to them. The poor rating of personal health is primarily a result of loneliness, depression, or lack of understanding of the dominant culture. There is a need to be sensitive to cultural preferences in developing appropriate programs and activities.

A recent article published in the Plan Canada Journal provided a summary of a recent study investigating the public service needs of immigrants in Peel Region. The researchers studied specific enclaves in the Region that have a high concentration of South Asian immigrants. As of 2001, South Asians represented approximately 16% of the Region's population and 41% of visible minorities. One of the enclaves that formed part of the study was Erindale, in the City of Mississauga. Key findings:

- Immigrants first turn to family and friends to find support or assistance;
- The service needs of immigrants are generally similar to the public-at-large except for language training;
- Language was identified as the biggest barrier in the delivery of services;
- Immigrants are more satisfied with services if they are offered in a culturally sensitive manner;
- Members of these ethnic enclaves could provide assistance in delivering culturally and linguistically sensitive services to that particular community;

4.7 Financing Recreation, Parks, and Culture

In 2004, Canadian municipalities on average spent 12.3% of their annual budget on recreation and culture²⁷ and the Canadian Federal government spent 2% of its annual budget on this industry. As is evident from this statistic, municipalities allocate a larger percentage of their annual budget to recreation and culture. In addition, huge cuts in government grants for capital construction stagnated in the 1990s.

As downloading continues and cost recovery, risk assessment and liability become greater concerns, many communities are increasing user fees and rental rates. Higher insurance costs are driving up the cost of facility rentals and forcing some community organizations to seek other sources of funding or reduce the scope and scale of their programming. The challenge is to maintain equity and fairness and to ensure that lower income households are not excluded.

²⁶ Statistics Canada. (2006). *A Portrait of Seniors*. Available online at: www.statcan.ca

²⁷ Statistics Canada, (2006). *Financial Management System* (mimeograph, May, 2006).



As the economic data indicates, seniors programs have traditionally been subsidized, however, this group – as a whole is no longer the most economically disadvantaged. With the baby boomer generation approaching retirement, the traditional subsidy for seniors no longer seems appropriate (from an economic standpoint). As such, there is a need to rebalance pricing strategies so that low-income families and youth are not subsidizing high-income seniors.

4.8 Trends for the “New” Older Adult

The clear message for trends relating to the new older adult is that “one size does not fit all”²⁸. Not only will the next generation of older adults be more culturally diverse, but many have the financial resources to participate in any type of activity or program they choose²⁹. The active living concept and a great focus on the mind, body and soul will need to be reflected in the types of programs and services offered as the Baby Boomer population ages. An example of the growth in active living is the rise in the participation rate for both yoga and pilates.

This new generation of older adults is predicted to cycle through periods of work and leisure. While they may retire from their “career”, many will go on to work part-time or start new endeavours³⁰. This will shift the traditional hours that municipal services, facilities, and programs are needed to be offered. Lifelong learning (the continuation and extension of education) will be considered a “leisure pursuit”, as opposed to “work” by many older adults, potentially creating pressures on library services. While certain pressures on library and other community services will be alleviated as the proportion of children in Mississauga slowly decreases, the shift is not equal; there will be significantly more older adults added to Mississauga’s population than the decrease occurring in the young population.

Furthermore, boomer women are more educated and independent than previous generations. It is predicted that there will be a larger shift in demand for City services, facilities and programs from women as their role in society has changed dramatically in the last 30 years.

A recent study by Statistics Canada, entitled *A Portrait of Seniors in Canada*, found that 55-64 year olds with a university degree are 5 times more likely to be involved in cultural, educational, civic or hobby activity than those with less than a high school degree (2006). This will be particularly important for Mississauga, as approximately 29% of residents have either a college diploma or university degree, compared to the Provincial average of 25%³¹.

²⁸ Merrill Lynch and Harris Interactive. (2005). The New Retirement Survey. Available online at: http://www.ml.com/index.asp?id=7695_7696_8149_46028_46503_46635;

²⁹ Ibid.

³⁰ Merrill Lynch and Harris Interactive. (2005). The New Retirement Survey. Available online at: http://www.ml.com/index.asp?id=7695_7696_8149_46028_46503_46635;

³¹ Statistics Canada. (2001). Mississauga Community Profile. Available online at: www.statscan.ca



4.9 World Health Organization Focuses on Age-Friendly Cities

Based on the success of the United Nations 2002 Policy Framework on Active Ageing, the World Health Organization undertaking a project entitled 'Global Age-Friendly Cities'. The purpose of the project is to identify 'environmental and social factors that contribute to active ageing (security, good health, socialization) in urban settings' and to encourage global cities to become age-friendly.³² The World Health Organization identified the following features, which can assist in becoming an age-friendly city.

- Accessible and useful information.
- Accessible public and private transportation.
- Inclusive opportunities for civic, cultural, educational and voluntary engagement.
- Barrier-free and enabling interior and exterior spaces.
- Services to assist with household chores and home maintenance.
- Supports for caregivers.
- Accessible stores, banks and professional services.
- Supportive neighbourhoods.
- Positive images of older persons.
- Flexible work practices.
- Places and programs for active leisure and socialization.
- Social support and outreach.
- Accessible and appropriate health services.
- Activities, programs and information to promote health, social and spiritual well-being.
- Safe, accessible and affordable public transportation.
- Safe roadways and signage for drivers and pedestrians.
- Hazard-free streets and buildings.
- Safety from abuse and criminal victimization.
- Public information and appropriate training.
- Emergency plans and disaster recovery.
- Appropriate and accessible employment opportunities.

When developing the actions to implement the Older Adult Project, the above noted items will be taken into consideration.

³² World Health Organization. (2007). Global Age-Friendly Cities Project. Available online at: http://www.who.int/ageing/projects/age_friendly_cities/en/index.html

4.10 Trends Identified by Mississauga Departments

Table 4, below, provides a high-level summary of the main findings of the City of Mississauga's *Implications of an Aging Population for City Services Report*.

Table 4: Implications of Aging Population on Mississauga Departments

Department	Significant Changes, Issues, and Implications
Community Services	<ul style="list-style-type: none"> • Need to be barrier-free and have accessible facilities and programs. • There will be new forms of expression and growth (e.g. new interests for lifelong learning, alternative health, etc.). • 2006 Accessibility Plan developed to meet the increase need for accessible services, facilities and programs in the City. • Appropriate and accessible signage needs to be in place. • Wider system of home delivery.
Transportation and Works	<ul style="list-style-type: none"> • Less able-bodied persons to remove leaves and snow. • Better visibility of signs and signals. • Bus routing will need to be assessed. • Increased demand on emergency services and dispatch.
Planning and Building	<ul style="list-style-type: none"> • Walkable communities/pedestrian friendly streetscapes. • Roads to be more accommodating to the elderly. • Prepare accessibility design guideline/CPTED. • Infill development (new development in built up areas of the City) will be a necessity to meet the needs of the older adult population. • Attractive Streetscapes.
Corporate Services	<ul style="list-style-type: none"> • Stronger demand for information. • More focus will need to be placed on the font size, legibility and content of materials produced by the City.

5.0 PUBLIC CONSULTATION

The public consultation component of this Project has been integral in developing the vision, principles, goals, and actions for the Older Adult Project. The consultation programme sought to engage citizens from all facets of the community, as well as service providers, local organizations, key City staff, and City Councillors. Generally speaking, the key findings emerging from the public consultation were as follows:

- Transportation is the number one barrier facing older adults in the City.
- Accessible facilities and programs for all residents are important.
- Older Adults would prefer not to be categorized by age, but rather by ability and mindset.
- There is a desire for a stronger sense of community for older adults– for example creating hubs of activity, encouraging more volunteering, and promoting inter-generational and inter-cultural interaction.
- There is a continued need to support for an ability-to-pay model for fees to access City services, programs, and/or facilities.
- Coordination with the Health Network in Peel to assist in meeting the needs of older adults is desired.
- Improved promotion of available physical and social activities and library resources were frequently requested.
- Greater focus should be placed on reaching out to community leaders to ensure different ethnic groups receive information from the City.
- Many volunteer and staff may require additional training to assist in their understanding of older adult needs and opportunities to support this age group.
- There is increasing need to provide outreach and services to isolated and low income seniors to allow them to “Age in Place”.

Table 5: Summary of Older Adult Project Consultation

Consultation Method	Outcomes/Comments
Stakeholder Surveys (April 2007)	<ul style="list-style-type: none"> • There is a lack of information available for older adults to know what is happening in the community. • Transportation is a key barrier for older adults. • There is strong language barriers that prevents many older adults from being able to participate in community activities. • Need shade in parks and greater accessibility to the parks. • More volunteers are required to support community groups and organizations. • Support system to allow older adults to age in place. • Property assessment and property taxes are hard on older adults. • More older adult programs/facilities are needed. • Our communities should value older adults' knowledge and their contributions.

Table 5: Summary of Older Adult Project Consultation

Consultation Method	Outcomes/Comments
Key Interviews (April 18 & 19, 2007)	<ul style="list-style-type: none"> • Do not label older adults, base it on mindset/abilities. • Support the ability-to-pay model for programs and services. • Transportation is the biggest issue - how will older adults get to the services and programs they need? • Cost of space is too much for community groups. • Community Centres should be the hub of the community, open all ages to find security and socialize. • Need more amenities in the parks for older adults (benches, washrooms, etc). • Need training on all levels to learn how to assist older adults. • Older adults have a vast knowledge base to contribute to the community. • Need to provide information in multiple language, at least so residents are able to find out how they can get help. • The City, Region, Province, Federal government and health care system need to coordinate to meet the needs of older adults. • Should focus on encouraging younger older adults (those who are more able physically and mentally) to assist older seniors with their daily needs.
Accessibility Advisory Committee (April 23, 2007)	<ul style="list-style-type: none"> • The committee supports ability-to-pay model, as opposed to a fee scale based on age. • Training is a critical issue to be able to understand/empathize with challenges facing the disabled. • Increase variety of programs to meet the diverse needs and abilities. • Be inclusive, not exclusive. • Reach older adults through direct contact at local events and gatherings, as well as seniors housing complexes.
Leadership Team Meeting (April 24, 2007)	<ul style="list-style-type: none"> • Need to understand how to reach all members of the community. • Use community leaders to reach residents of different cultures. • Create activity hubs to decrease transportation needs. • Must consult with Peel Region and the health network in Peel to meet the needs of the older adult population. • Multi-generational facilities may be more appropriate than seniors oriented facilities. • Need to strengthen our communities and take advantage of the knowledge of older adults.
Outreach Questionnaire – City Staff Led (April – May 2007)	<ul style="list-style-type: none"> • Criteria for TransHelp are too strict and eliminate many seniors from being able to receive their services. • Better transportation is needed across the City. • Need opportunities for active older adults, including activities like yoga and jogging. • Programs need to be more flexible in the times that they are offered (evenings as opposed to during the day). • Form partnerships with all levels of government, businesses and community organizations to serve older adults. • Improve awareness of services for older adults. • Offer more large print books in libraries.

Table 5: Summary of Older Adult Project Consultation

Consultation Method	Outcomes/Comments
Search Conference Afternoon and Evening Sessions (April 24, 2007)	<ul style="list-style-type: none"> • Older adults are aware of their personal abilities and interests. • Need to clearly define roles of who does what (City, businesses and community organizations). • TransHelp needs to be more user-friendly for seniors. • “Active Living” is a great resource for residents of Mississauga. • Libraries and Parks in Mississauga are well maintained. • Must recognize that poverty is still an issue in Mississauga. • Provide areas for social gatherings (e.g. coffee shops at community centres) for older adults to receive support and advice from peers. • Streamline membership fees across City community centres. • Provide more amenities in parks (benches, shade, safe walking, and rest areas) • Parks and community facilities need to be accessible. • Hold Volunteer Job Fair to attract new volunteers. • Older adult programs should be based on the individual’s physical ability. • Allow older adults to share their knowledge in the community. • Time is a significant barrier for many ethnic groups. • Promote healthy lifestyles, illness prevention, and self-responsibility. • Assist adults in transitioning to older adults. • Provide more information and awareness on City programs and services. • Understand needs of the variety of cultures in Mississauga. • City needs to be more accessible and walkable. • Need older adult specific brochure to make access to information easier.

The household survey targeted residents 50 years of age or older, while the online web survey encouraged only those 45 years of age or older to respond (results summarized below). The online web survey was voluntary and thus not statistically significant. The following two sections provide a summary of the results.

5.1 Household Survey Summary

Using age cohort estimates provided by the City of Mississauga, the following age and gender ‘interview completion quotas’ were established to ensure that the survey results reflect the estimated composition of the City’s older adult population. Aside from these age-gender quotas, respondents were randomly selected in proportion to the population by geographic distribution within the City. The sample size of 400 produces results for the total respondent base that are accurate to within +/- 4.9%, 19 times out of 20.

The survey of older adults was undertaken to help inform the process and assist in decision-making. More specifically, the research was designed to:

- Gauge participation in social and physical activities — including barriers and suggestions for increasing participation;
- Explore perceptions of the job done by the City of Mississauga in providing services and programs to meet the social and physical activity needs of older adults;
- Gauge the importance of and satisfaction with various activity-related community attributes;
- Explore a variety of lifestyle-related plans and factors with a bearing on current and

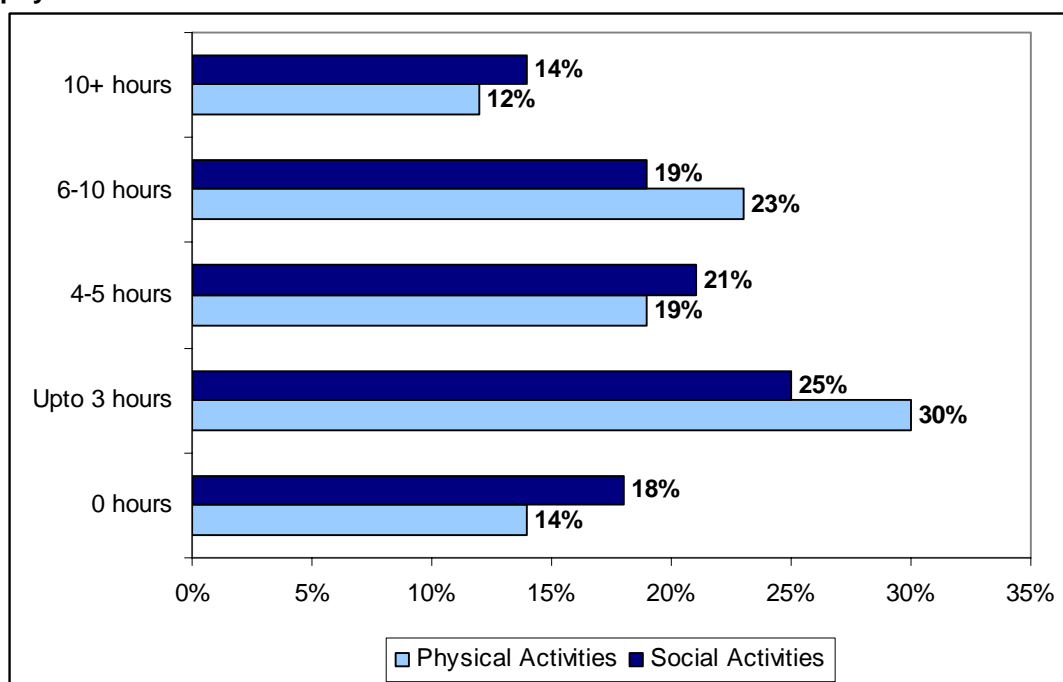
- potential social/physical activity involvement and use of Mississauga facilities; and
- Assess current and projected volunteerism — including reasons for volunteering, topic areas of interest, and perceptions of various means for encouraging greater volunteer activity.

The following provides a ‘high-level’ overview of selected key findings from the survey research including differences between age groups, where applicable. The full report is appended to this report.

Participation in Social and Physical Activities

- Over 80% of older adults spend at least some time each week participating in both social and physical activities outside of the home. About 50% participate in each type of activity for up to five hours each week, 20% spends 6-10 hours, and just over 10% spend more than ten hours.

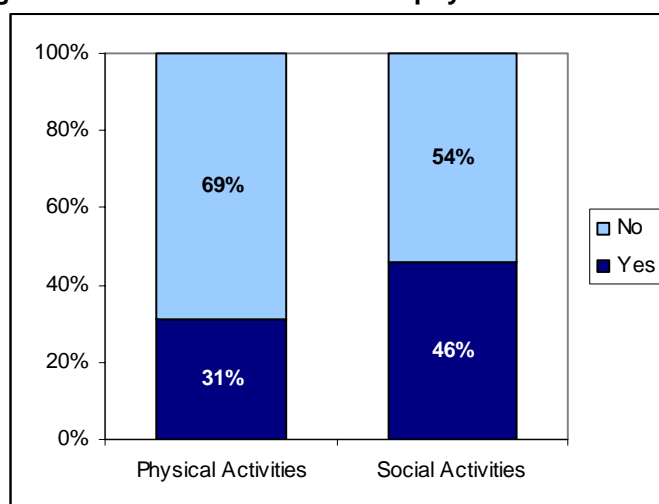
Figure 8: Self-reported approximate number of hours spent each week participating in social/physical activities outside of the home



Note: Numbers may not sum to 100 due to rounding and/or the exclusion of ‘don’t know/no opinion’ responses.

- Among those participating each week in social/physical activities outside of the home, a majority — 57% for social activities, 58% for physical activities — spends at least some time doing so at or through City of Mississauga facilities (such as community or recreation centres, senior centres, libraries, City parks and trails, etc.). There are no significant differences in the amount of time spent using City facilities for either physical or social activities.

Figure 9: Participating as often as would like in social/physical activities outside of one's home



Note: Numbers may not sum to 100 due to rounding and/or the exclusion of 'don't know/no opinion'

- 'Existing time commitments' (including being too busy/lack of time and working) is the primary reason given for not participating as often as one would like in either social or physical activities. Time and time again, lack of time is cited as the number one barrier to participation. Only two other reasons for not participating as often as one would like in social activities were identified by more than one-in-ten respondents: health issues/challenges (12%) and a lack of interest (12%). Only two other reasons for not participating as often as one would like in physical activities was identified by about one-in-ten or more respondents: health issues/challenges (25%) and a perceived lack of interesting programs and opportunities (9%).

Table 6: What the City can do to encourage greater participation in social and physical activities

Suggestions	Social Activities (%)	Physical Activities (%)
Nothing/Not Interested/Happy with Programs	34	33
More promotion/advertising	14	9
Improve/change timing	13	12
Improve/change programs and activities	8	10
Provide transportation	5	2
More/improved facilities	4	9
Reduce price/cost of activities	4	8
Offer activities in more locations	2	3

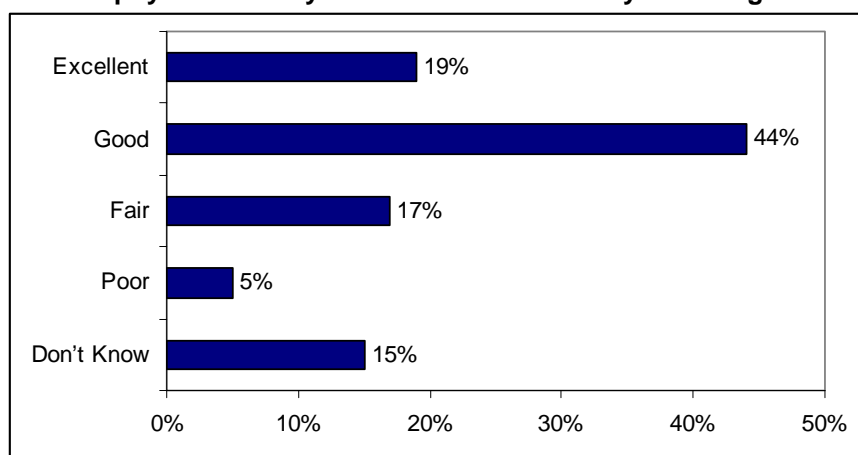
Note: Numbers may not sum to 100 due to rounding and/or the exclusion of 'don't know/no opinion'

- Women respondents who are 60 years of age or older are more likely to participate in social activities outside the home.
- Respondents with a household income over \$30,000 or having a university education are more likely to participate in physical activities outside the home.

- Those being driven by a friend or family are more likely to report spending “not too much time” participating in physical activities at City facilities.
- Those between the ages of 50-59 are more likely to report some combination of existing time commitments as the reason for not participating in social or physical activities.
- Respondents 60 years age and above, and those with total annual household incomes of less than \$30,000 are more likely than others to report health-related issues/challenges as the reason for not participating as often as they would like in either social or physical activities.

Perceived City of Mississauga Performance and Importance/Satisfaction Ratings for Selected Community Attributes

Figure 10: Rating of job done by the City of, Mississauga providing services/programs to meet the social and physical activity needs of residents 50+ years of age



- There is a general sense that the job done by the City has improved compared to three years ago — or at least stayed the same. Just over four-in-ten say that City performance has either ‘improved significantly’ (13%) or ‘moderately’ (30%), while about one-quarter (24%) say it has remained unchanged. Very few respondents (2%) believe that the job done by the City has ‘worsened.’
- The following population sub-groups are more likely than others to rate the City’s performance as “fair/poor”:
 - Those between the ages of 50-59;
 - Those who spend little or none of their time participating in social and physical activities; and
 - Those identifying ‘increased City promotion/advertising of its offerings’ or ‘reduced prices’ as a means of securing greater participation in social activities.

Table 7: Importance of and satisfaction with five selected community 'attributes'

Community Attribute	Level of Importance: Mean Score (Top 3 Box*)	Level of Satisfaction: Mean Score (Top 3 Box**)	Importance vs. Satisfaction Gap ***
The safety of roadways	8.5 (76%)	6.8 (42%)	-1.7
Outdoor public spaces and parks	8.1 (69%)	7.6 (56%)	-0.5
Activities that promote health, social, and spiritual well-being	7.5 (56%)	6.9 (38%)	-0.6
Place for active leisure and social activity participation	6.9 (44%)	6.8 (35%)	-0.1
Public transportation	6.5 (46%)	6.3 (29%)	-0.2

* The mean is the average based on an eleven-point scale where 0 means 'not at all important' and 10 means 'very important.'

** The 'top 3 box' refers to the percentage of respondents selecting an 8, 9, or 10 on the eleven-point scale

where 0 means 'not at all important' (or 'satisfied') and 10 means 'very important' (or 'satisfied').

*** The 'importance vs. satisfaction gap' is calculated by subtracting the mean score for level of importance from the mean score for level of satisfaction with the same item.

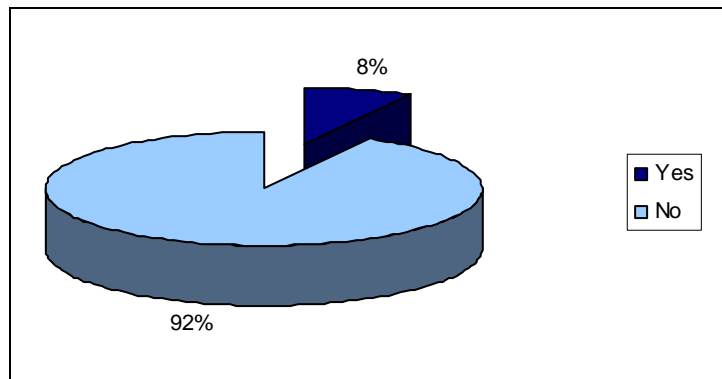
- With one exception, levels of satisfaction with each of the five (Mississauga specific) community attributes are relatively undifferentiated with mean scores in the 6.3-6.8 range (based on an 11-point scale). The exception is the 'outdoor public spaces and parks' attribute, which garners a somewhat higher satisfaction rating (mean score of 7.6).
- Women between the ages of 50-59 are more likely to place a higher level of importance on safe roadways, and women in general are more likely than men to place a higher level of importance on outdoor public spaces and parks and promotion of health, social, and spiritual well-being.
- The vast majority (82%) of respondents have access to the internet from home, work or elsewhere that would allow them to visit and make use of the City of Mississauga's web site and related internet-based services.
- Those 50-59 are more likely to have access to the internet, to have some university education, and to have an annual average household income of over \$70,000.

Residential Profile and Personal Mobility

- For the sample as a whole, the mean or average number of total years lived in Mississauga is 25.6.
- A majority of respondents (57%) live in a single detached house. About one-in ten lives in either a semi-detached house (11%) or townhouse/row house (11%). About one-in-five live in a unit in a multi-level building of either five floors or more (17%).
- For the sample as a whole, the mean or average household population is 2.6 people.
- Of the older adult sample, one-third (33%) live in a household in which they are the only person 50+ years of age; just under two-thirds (65%) live in a household in which there are at least two people 50 or more years of age.

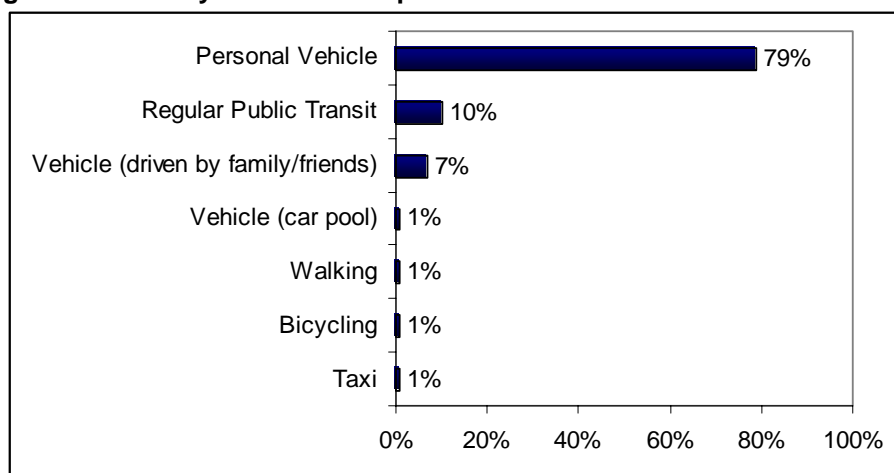
- 15% of the respondent sample households include at least one person 17 years of age or less. Just over four-in-ten households (41%) include at least one person between the ages of 18-49.

Figure 11: Live outside of Mississauga for a total of three months or more in a typical calendar year



- Though a sizable majority of respondents (74%) has no plans to move, a notable proportion either plan to move away permanently from Mississauga within ten years (17%) or are uncertain about whether they will do so (9%). Further, Figure 11 demonstrates that only 8% of respondents stated that they plan to live outside of Mississauga for more than three months a year.
- Those planning to move away permanently from Mississauga within ten years offered the following top five reasons for why they plan to do so: a desire to live in the country/a rural area or a place that is less urbanized than Mississauga (21%); places other than Mississauga are more older adult friendly (16%); it is time for a change generally (16%); the City is too congested/crowded (12%); and the cost/expense associated with living in Mississauga is too high (10%).
- Those with an annual average household income of \$70,000 to \$100,000 and who rate the City's performance in providing services/programs as 'fair/poor' are more likely to say that they plan to move away from Mississauga permanently in the next 10 years.

Figure 12: Primary mode of transportation used to reach destinations in a typical week



- All respondents — regardless of their identified primary mode of transportation — were asked for ideas about what could be done to improve or increase use of public transit. Table 8 below identifies the responses.

Table 8: Suggestions for improving/encouraging greater use of public transit

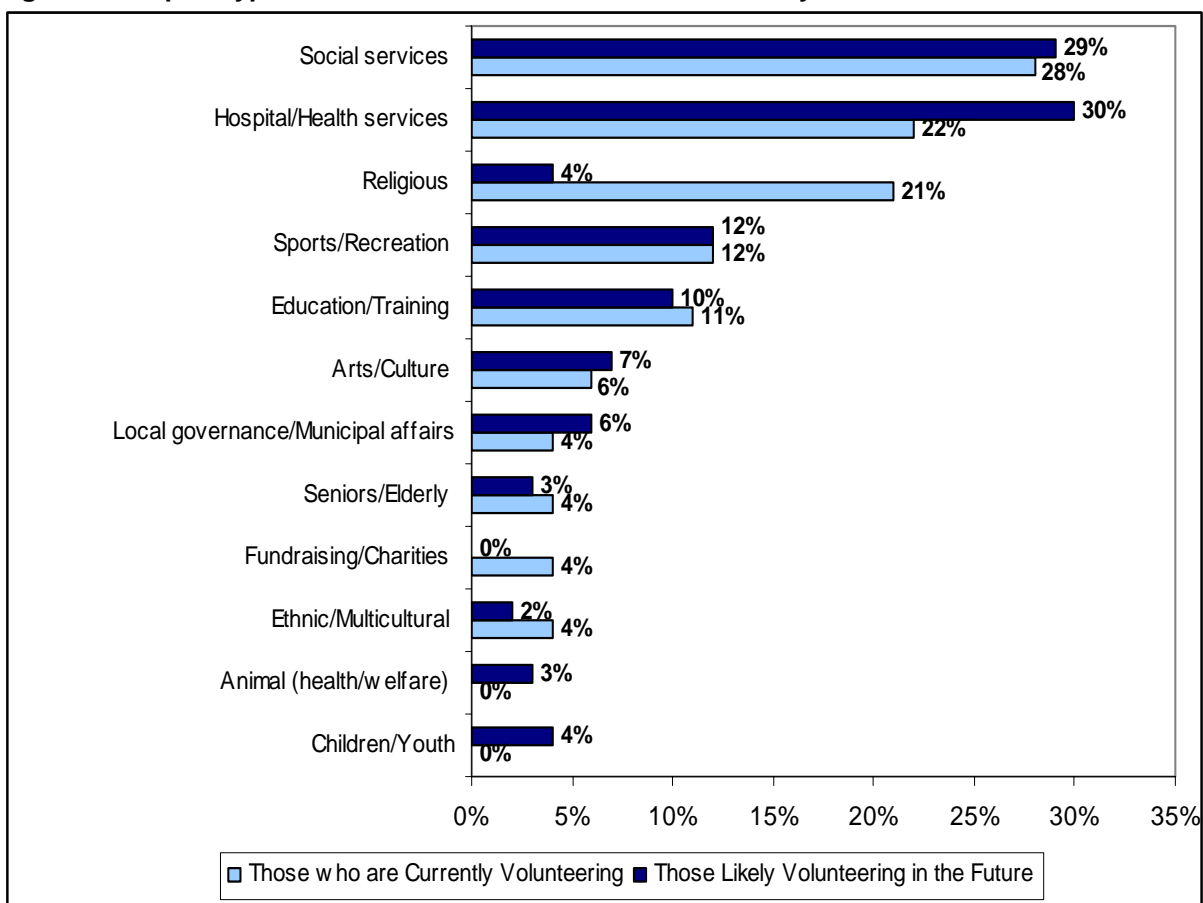
Suggestion	%
None: Not at all interested in using public transit	26
More frequent buses/more buses at different times	24
Better routing/more stops/direct routes	16
Satisfied: Do not need to change anything	15
More reliable/on-time buses	7
Build subway system/high-speed transit	6
Lower prices/make more affordable	5
Go to more destinations in other municipalities	5
Improve convenience/service generally	3
Add more 'park and ride' locations	1
Improve cleanliness	1
Improve safety/security	1

- Women 60 years of age or older are most likely to report that a vehicle driven by family member/friends is their primary mode of transportation.
- Respondents 60 years of age and above, those with a high school or less education and those who were born in Canada are more likely than others to say that they are not interested in using public transit.

Volunteerism

- Two-thirds (65%) of respondents currently do not spend any time in a typical month serving as a volunteer in the community. Among those who do volunteer, the mean or average number of hours volunteered per month is 13.6.

Figure 13: Topics/types of initiatives for which one is most likely to volunteer

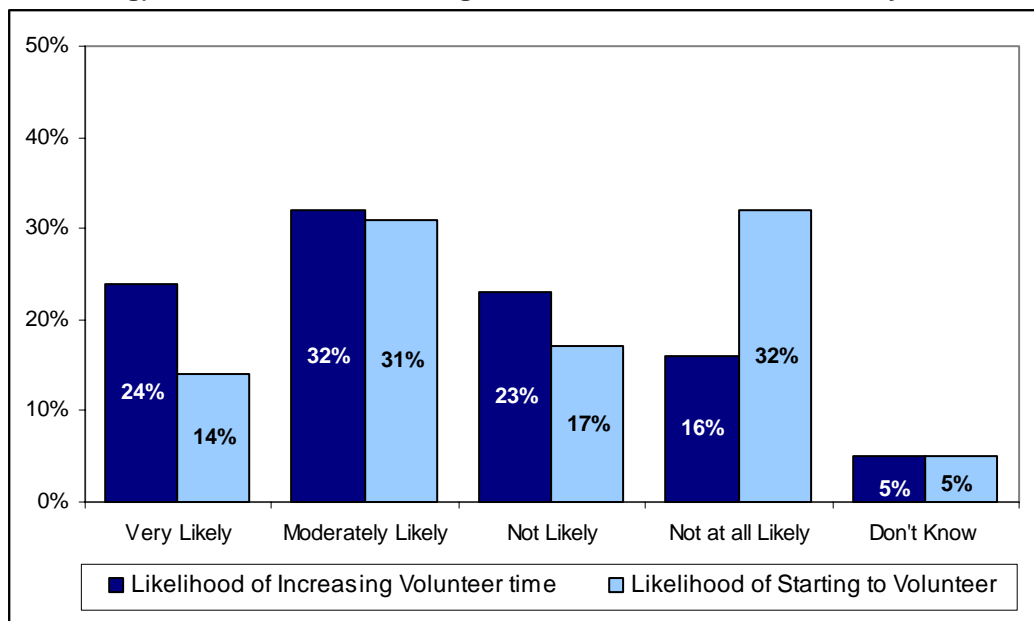


- Figure 13 shows that those who are currently volunteering are more likely to volunteer with a religious organization than those who are likely to volunteer in the future.

Table 9: Main reason for volunteering (Among those who volunteer at least some time each month)

Suggestion	%
Gratifying/Enjoy it/Like it	33
Contribute to society/Give back to the community	25
Meet a need/help those in need	14
To keep busy/active/fit	6
Always done it/right thing to do	6
Personal connection to the issue/family involvement	4
Part of religion/religious imperative	3
Have time available	3

Figure 14: Likelihood of increasing volunteer time within the next five years (among those already volunteering) vs. Likelihood of starting to volunteer within the next five years



- Figure 14 demonstrates that those currently volunteering are more likely to place a greater level of importance on volunteering in the next five years and that 32% of respondents are not likely to start volunteering in the near future.
- Among those who are 'moderately or very likely' to begin volunteering within the next five years, a majority (61%) says they will volunteer for no more than ten hours per month.
- The data suggest that each incentive — an open house or fair from which to learn more about volunteer opportunities, free or reduced cost programs offered in exchange for volunteer hours, and volunteer training — have some appeal for a portion of respondents, but none on its own is likely to inspire a huge uptake or increase in volunteerism.
- Those whose parents and themselves were born outside of Canada are more likely than others to report zero volunteered hours per month.
- Those 60 years of age or older are more likely than other to volunteer a higher number of hours than average.
- Those between the ages of 50 and 59 are more likely than 60 years of age or older to report 'very/moderately likely' to increase their volunteer time in the next five years.
- Those who are less satisfied with the performance of the City are more likely to report that they are 'very/moderately likely' to increase their volunteer time in the next five years.
- Those least likely to begin volunteering in the next five years are those who:
 - Are 60 years of age or older;
 - Household income less than \$30,000;

- Live alone; and
- Have no internet access.
- Those between the ages of 50 and 59, or lived in Mississauga for less than 10 years, or whose parents were born outside of Canada are more likely to give the incentives to volunteer a higher score.

5.2 Online Web Survey

To assist in the preparation of the Older Adult Project, an online web survey of Mississauga residents 45 years of age older was conducted in the spring of 2007. It is important to note that the online web survey is not statistically significant, nor is it intended to be representative of the population like the household survey. Nevertheless, it allowed an opportunity to pose questions that the household survey could not, and thus, is viewed as a supplementary piece. In particular, the online web survey solicited input from a slightly younger demographic to attempt to better understand the differences between “new” older adults (baby boomers) and existing older adults.

A detailed analysis of the web survey results can be found in Appendix B. The survey tested a number of issues being evaluated in the City’s Older Adult Project, including activity preferences, opportunities to improve municipal services, user fees, and preferred terminology for this age group. In total, there were 484 respondents who completed the online survey by the May 30th deadline.

It is important to note that, while the survey was recommended for residents 45 years of age or older; it did not necessarily exclude those under 45 years of age as it was self-administrated. The following table is a summary of the age characteristics of the survey respondents.

Table 10: Age of Web Survey Respondents

Age	% of Respondents
Under 45	2%
45 to 49	23%
50 to 60	39%
61+	36%

Activity Participation

A central question of this study is the recreation, leisure, and cultural interests of older adults at present and in the future. Figure 15 to 19 identify the participation rates of older adults in particular activities. These results assist in determining appropriate programming activities for older adults, as it appears that certain ‘traditional’ older adults programs are not frequented by a large portion of the new older adult population. For example, 20% of respondents 60 years of age or older indicated that they play cards, while only 9% of those between the ages of 45 and 59 stated that they participate in this activity. Of note, zero respondents indicated that they have participated in hockey/skating, billiards/pool, or card playing at local community centres in the last year.

Figure 15: Passive Outdoor Activity Participation in the Last Year (all respondents)

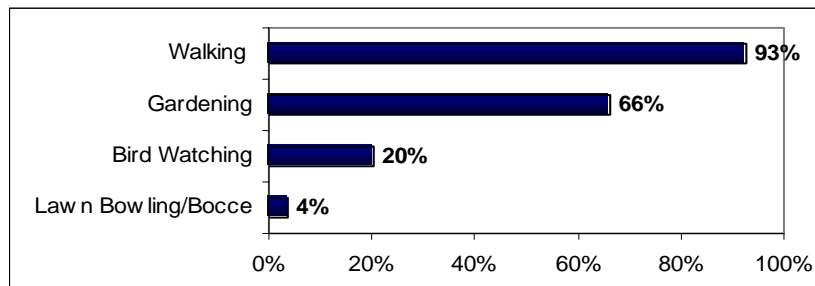


Figure 16: Community Centre Activity Participation in the Last Year (all respondents)

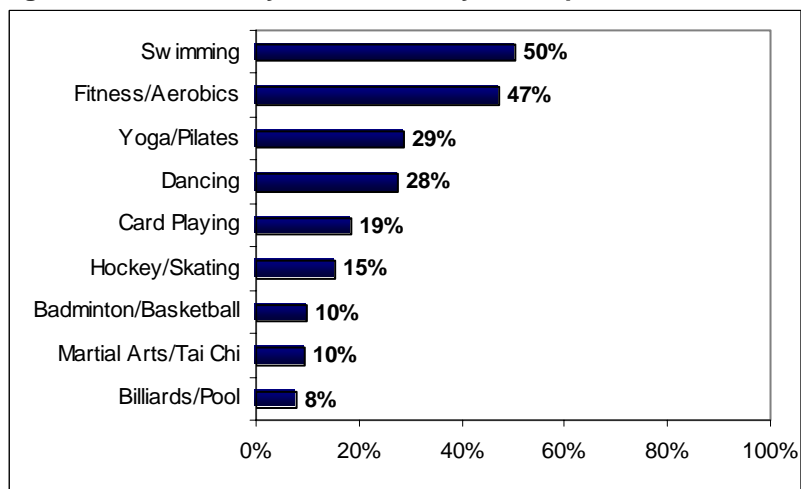


Figure 17: Active Outdoor Activity Participation in the Last Year (all respondents)

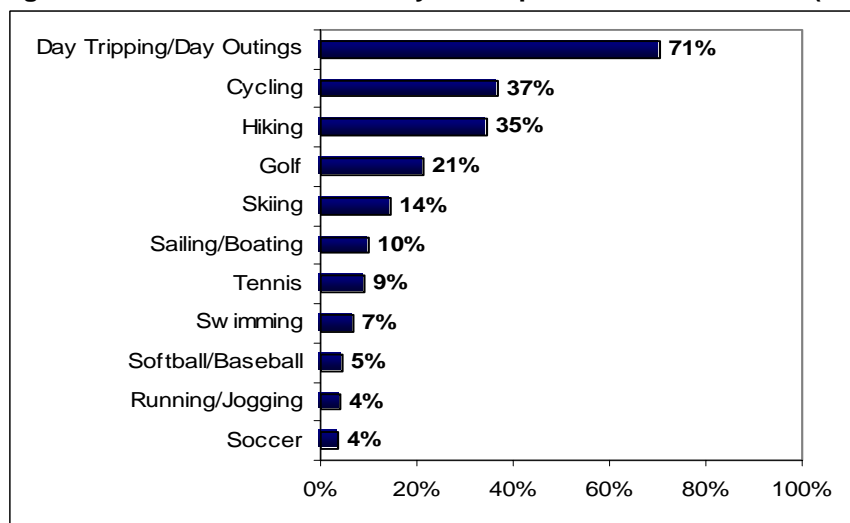


Figure 18: Lifelong Learning Participation in the Last Year (all respondents)

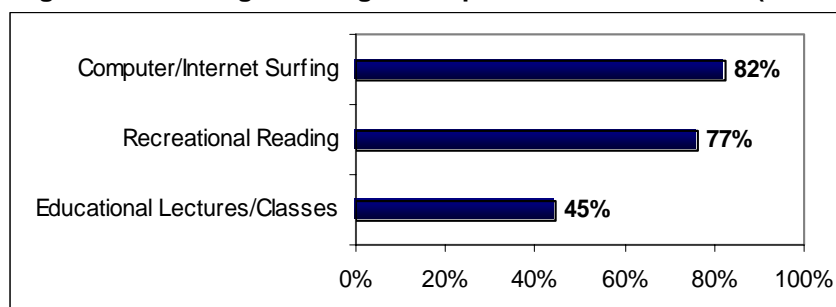
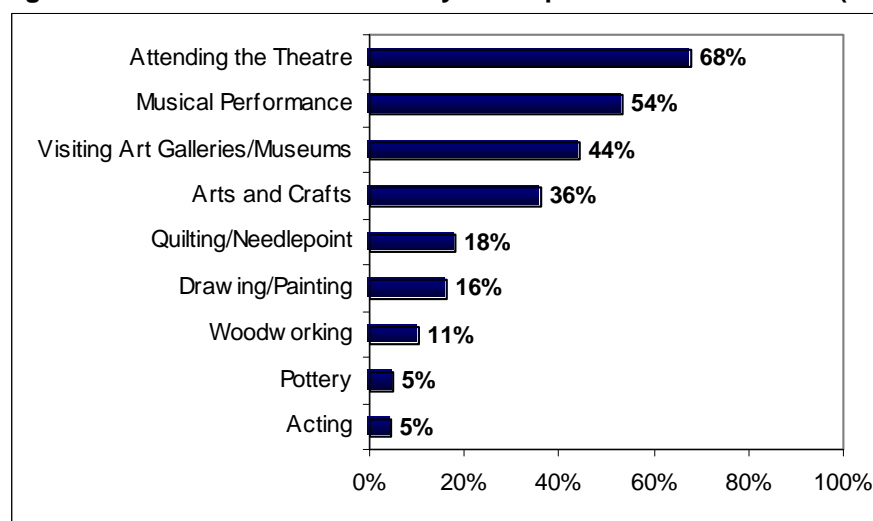


Figure 19: Arts and Cultural Activity Participation in the Last Year (all respondents)



The online survey suggests that residents in Mississauga between the ages of 45 and 59 are more likely to participate in swimming, education lectures/classes, yoga/pilates, fitness, and computer/internet surfing. Respondents between the ages of 45 and 59 are significantly more likely to participate in cycling.

While it is often difficult for respondents to accurately indicate their future activity and lifestyle preferences, the survey sought to understand potential changes in interests of respondents over the next five years. Most survey respondents indicated that their activity intensity will be the same in five years time, although certain respondents stated that they will change the frequency of participation in certain activities. Of those who did indicate a change in their activity level, the majority stated that they intend to increase their frequency of participation. The top ten leisure activities for increased participation, in order, are: walking, recreational reading, day tripping/outing, gardening, attending the theatre, educational lectures/classes, swimming, fitness/aerobics, visiting art galleries/museums, and yoga/pilates. The most common barriers to participation for survey respondents included: lack of time, not aware of available programs/services, programs are too expensive, programs do not interest them, they need a 'buddy' to go with, and/or that there is not a convenient route to reach facilities.

Numerous respondents between the ages of 45 and 59 stated that they expect their physical activity level will increase from low-intensity to medium-intensity. Respondents 60 years of age or older indicated that they will likely not alter their physical activity level in the future.

Dedicated Older Adult Facilities

Survey respondents were asked to indicate whether they use the dedicated older adult facilities in Mississauga and if they plan on visiting these centres in the future. In total 16% of respondents currently use the older adult facilities, and 22% (which includes current users) stated that they expect to use this type of facility in the future. While this demonstrates that use of older adult facilities could increase slightly, the potential increase does not reflect the degree of increase in the proportion of older adults in Mississauga. This would indicate that the new older adult population could be less interested in using dedicated older adult facilities. In fact, the survey results suggest that those between the ages of 45 and 59 are more likely to state that they will not use older adult facilities in the future. The top reasons why respondents may not use a dedicated older adult facility are as follows:

- Not interested in their programs (23%);
- Prefer not to be segregated from other age groups (23%);
- Will continue to use their current facilities (18%);
- The locations of the existing older adult facilities are not convenient (15%);
- Respondent felt they were too young to use this type of facility (15%); or
- Prefer to use private clubs (9%).

Respondents between the ages of 45 and 59 are more likely to participate in leisure activities in their homes, City parks or trails, and City of Mississauga community centres. In comparison, respondents 60 years of age or older are more likely to frequent the City's older adult facilities.

User Fees for Programs and Services

Given that the new generation of older adults is predicted to be more financially stable, and that there will be a significant increase in this population segment, this project is exploring the preferred parameters to develop an ability-to-pay model for certain City services and programs³³. The Online Web Survey found that respondents are most likely to pay higher user fees for programs and services that are led by a qualified instructor, including educational classes, lectures, and programs related to fitness, yoga/pilates, and health/well-being. Further, respondents indicated a willingness to pay increased fees for participation in the arts, day trips, dancing, computer classes, and outdoor activities.

Future Priorities

Over the next 5 to 10 years, survey respondents indicated that they plan to travel more (53%), retire (37%), have children move away (30%), live away from Mississauga part of the year (15%), and/or move away from Mississauga (10%). Statistics Canada identified that four in ten

³³ Merrill Lynch and Harris Interactive. The New Retirement Survey. 2005.

Canadians moved between 1996 and 2001³⁴. But, only 5% of residents moving between provinces were 65 years of age or older. In this light, the pressure on municipal programs and services at certain times of the year may slightly lessen as the new generation of older adults prefer to travel more, visit cottages/vacation homes, and/or plan to move away from the City.

In moving forward, respondents identified the key priorities on which the City should focus their attention. The most common suggestion is to improve transportation and transit, followed by offering more facilities, programs, and activities (keeping in mind the differences between those who currently utilize the programs and the pre-retirement and active older adult emerging). Other suggestions include: reducing the cost of participating, offering more parks and trails, better maintenance of facilities and parks, and focusing on the pedestrian environment. Survey respondents between the ages of 45 and 59 placed a higher priority on providing a greater variety of programming. This implies that respondents are primarily concerned with the opportunities offered to participate meaningfully in the community.

5.4 Enhanced Mississauga Environics Survey (2006)

Each year the City of Mississauga, through the Environics Research Group, undertakes a survey of local residents to ascertain their satisfaction with services provided by the City. The following tables identify the results of the survey that most relate to the scope of the Older Adult Project.

Table 11: Satisfaction with Services the City of Mississauga Delivers (2006)

Municipal Service	Respondents Satisfied		
	All Ages	Ages 45-59	Ages 60+
Parks	85%	87%	81%
Public Library Programs	85%	77%	67%
Street Sweeping	83%	84%	84%
Municipal Sidewalk Construction & Maintenance	82%	84%	81%
Planning & Development of the City as a Whole	75%	74%	73%
Recreation Facilities	75%	77%	67%
Recreation Programs	73%	73%	63%
Fire Prevention & Education Programs	71%	70%	74%
Trails	71%	72%	63%
Planning of the City Centre	75%	74%	73%
Sidewalk Snow Clearing	64%	67%	60%
Public Transit	45%	47%	35%

Table 11 demonstrates that residents of Mississauga are very satisfied with the parks, libraries, sidewalk cleanliness, the planning of the City as a whole, and recreation facilities and programs.

³⁴ Statistics Canada. (2002). Four in 10 Canadians picked up and moved between 1996 and 2001.

A lower level of satisfaction was found with snow clearing and public transit. Respondents over the age of 60 are significantly less satisfied with the public transit in the City, recreation programs, and the library programs. It is interesting to note that the satisfaction level of respondents between the ages of 45 and 59 is almost identical to the satisfaction level of the general population.

Table 12: Preferred Medium to Conduct Business with the City of Mississauga (2006)

Information Medium	All Ages	Ages 45-59	Ages 60+
Internet	36%	33%	16%
Phone	22%	22%	30%
In Person	17%	16%	24%
Mail	15%	19%	20%
E-mail	8%	9%	7%

It is evident from Table 12 that the new generation of older adults (those currently between the ages of 45-59) are more likely to prefer conducting business with the City through the Internet than those residents currently 60 years of age or older. In the same light, respondents between the ages of 45 and 59 are less likely to prefer interacting with the City through the phone or in-person. The results of the survey suggest that the City's website will need to be equipped to provide the necessary information to the new generation of older adults. The survey also found that 93% of respondents between the ages of 45 and 59 have access to the Internet, while only 61% of respondents 65 years of age or older have Internet access.

Table 13: Effectiveness of Methods of Delivering City Information (2006)

Medium	All Ages	Ages 45-59	Ages 60+
Direct Mail	85%	83%	86%
New Articles in Mississauga Newspapers	83%	82%	82%
Active Mississauga	82%	86%	73%
Portable Road Signs	80%	82%	72%
Paid Ads in Mississauga Newspapers	77%	78%	70%
Toronto Television Stations	70%	68%	71%
Mississauga Website	68%	73%	44%
Postings at Libraries	67%	68%	56%
Postings at Community Centres	66%	68%	52%
Councillor Newsletters	65%	65%	71%
Advertising in Transit Buses	65%	65%	51%
Mississauga Transit Route Maps & Information Pamphlets	64%	70%	55%
New Articles in Toronto Newspapers	63%	59%	64%
Rogers Local Television	60%	59%	63%
Paid Ads in Toronto Newspapers	56%	56%	43%
Mayor and Councillor's Television Show	55%	59%	64%
Mississauga Telephone Information Line	48%	48%	44%

Similar to the results presented in Table 12, respondents between the ages of 45 and 59 are significantly more likely than older respondents to use Mississauga's website to obtain information. In general, it would appear that residents between 60 years of age or older are less satisfied with the City's dissemination of information.

6.0 BEST PRACTICES AND BENCHMARKING

A best practices and benchmarking exercise was undertaken as part of the Older Adult Project to identify innovative and leading edge programs, policies, and service for the older adult market. The topic areas addressed include; Community Services, Library Services, Transportation, and Planning and Development. Research was sought from seven municipalities across North America and three international cities that are recognized as leaders in the delivery of services to older adults.

6.1 North American Best Practices and Benchmarking Results

The responding cities were Toronto, Ottawa, Calgary, and New York. The following sections provide a summary of the responses received, and are grouped by municipal service area. The full responses provided by each municipality are appended to this report.

Methodology

An initial list of ten municipalities was compiled, based on a scan of their services and programs for older adults. With the assistance of Mississauga staff, 7 municipalities were selected to participate in this exercise. These municipalities were selected because they meet one or more of the following criteria:

- their older adult population is outpacing other segments of the population,
- they have a climate that is similar to Mississauga,
- they have an municipal division dedicated to older adult services, or
- they are a leading/cutting edge municipality.

The following municipalities were initially contacted by telephone and were subsequently provided with an electronic copy of the survey:

- Toronto, Ontario
- Ottawa, Ontario
- Calgary, Alberta
- Victoria, British Columbia
- New York City, New York (USA)
- Seattle, Washington (USA)
- Los Angeles, California (USA)

Despite our best attempts, neither the City of Seattle, City of Los Angeles, nor the City of Victoria responded to the best practice and benchmarking survey.

It is critical to note that all of the municipalities that responded are one-tier municipalities, meaning that there is not a shared responsibility to meet the needs of local residents. The City of Mississauga is a two-tiered municipality, and has a divided mandate between the City and the Region of Peel. In this light, certain programs and/or services offered by the municipalities contacted as part of the best practices analysis are beyond the mandate of the City of

Mississauga. For example, the City is not responsible for issues relating to health or housing. This important distinction must be noted when reviewing the following summary.

Defining an Older Adult

Across the four municipalities there is a diverse range of age definitions, although the use of a minimum age is typically reserved for determining eligibility for financial assistance and subsidies.

Table 14: Definition of Older Adults

City of Toronto	City of Ottawa	City of Calgary	New York City	City of Mississauga
Generally 60+, but 55+ for community organizations	50+ for Community Centres and 65+ for subsidies	Generally 65+	60+ to be eligible for seniors services	60+ for recreation programs and Mississauga Senior Centre; 50+ for Square One; 65+ for Transit, snow removal & dog licenses

Municipal Role in Serving Older Adult Residents

Both Calgary and New York City have established a specific department for seniors that offer a variety of services and programs. In New York City, the Department for the Aging (DFTA) has approximately 400 staff members and an annual budget of \$285 million (City noted that the Children's Services Department receives \$2.7 Billion yearly, in comparison). The size of their department should be interpreted with caution as New York is the largest city in North America and the Department is funded by both the State and Federal governments. The City of Calgary Seniors Services Division provides continuum of care services, home care services, and assists community organizations, internal departments, and external agencies in developing programs, events, volunteer initiatives, and services directed towards older adults. Both municipalities demonstrate the critical role that older adult departments can have in ensuring the efforts to assist this age group are coordinated and that community organizations are continually encouraged to improve their services to older adults. Again, it must be highlighted that both of these municipalities are apart of a one-tier municipal structure and therefore are better positioned to have an independent division with the older adult portfolio.

While the City of Toronto currently divides older adult services across numerous departments, they are investigating the need to establish a department to work exclusively with older adult services and programs. Currently, the City of Ottawa has one full-time position entitled "Adult/Senior Specialist"; however, this staff person supports other initiatives at the City. In addition, Ottawa has established a Seniors Advisory Committee to enhance the lives of older adults by identifying barriers, forming partnerships, and providing an avenue for discussion on issues affecting older adults.

The success expressed by the cities with a coordinated approach, the demographic shift, plus the views provided at the Search Conference, to have a more coordinated effort would lead one to recommend that Mississauga to establish, at a minimum, a small group of staff persons focussed on coordinating older adult services and programs. Given the success of the Calgary

Seniors Services Division in offering a wide range of innovative and successful programs (such as the Snow Angels snow removal volunteer program project), the establishment of an Older Adult division, within the Community Services Department could greatly assist in addressing the impending issues and challenges.

A useful document published by the DFTA in New York City is the Annual Plan Summary. This report provides a summary of information related to older adults, including demographic information, highlights, goals, and accomplishments from the current year, and identifies goals for the upcoming year. The document allows DFTA to track its progress in meeting the needs of older adults, as well as being able to identify emerging trends and/or challenges. This approach could be useful to the City of Mississauga (perhaps as part of its annual business plan) in keeping abreast of new issues and tracking annual data on older adults in the City.

While every city either owns or funds dedicated older adult facilities, none of the municipalities indicated that there any plans or allocated budget monies to build new facilities solely intended for older adults.

Encouraging Older Adult Participation

Aside from New York City, all municipalities identified transportation as a key barrier to participation for older adults. This is a particularly significant barrier for older adults living outside of downtown areas. Other barriers noted by the four municipalities are:

- Accommodating the range of physical and mental abilities;
- Difficulty for older adults to access information about services; and
- Language and/or cultural barriers that need to be overcome.

Calgary, Ottawa, and New York all hold an annual seniors' week to raise awareness, recognize volunteers, and encourage participation week (Ontario sponsors an annual Seniors' Month in June). Furthermore, the City of New York hosted an 'Age in Action' day, where over 10,000 participants were able to participate in activities such as a technology tent, karaoke, a dance contest, and senior performances.

New York City recently issued a Request for Proposal for a Civic Engagement contractor that will recruit, screen, and place retired professionals (aged 55 and older) in volunteer placements at City agencies. Volunteers will receive a stipend of \$10 per hour and will volunteer from 10 to 15 hours per week in a wide variety of City projects. A similar project could be undertaken in Mississauga, where retired older adults assist in the City in developing programs and services for their age group. Not only would they have the knowledge and work experience to assist the City, they would be best able to predict the interests of this age group. These volunteers could also be used to teach educational and health/well being classes, if they are qualified.

Finances and Partnerships

All four municipalities partner with a variety of agencies and organizations to assist in meeting

the needs of older adults. The most common type of partnerships are those with other public bodies, such as health units. Other common partnerships are with local education institutions, community organizations, retirement centres, and local businesses. The City of Calgary has an inventive program with the Calgary Seniors Resources Society (CSRS) and the Calgary Motor Dealers Association (CMDA), where CMDA offers the use of their shuttle vehicles for 1 hour per week to provide transportation to isolated older adults at no cost. CSRS provides the training the CMDA shuttle bus drivers to ensure older adult safety.

Another innovative partnership project, currently underway in New York City, is screening for depression. This screening is offered through a partnership with the Mental Health Alliance and Department of Health and Mental Hygiene.

The City of Toronto offers minor and major grants (up to \$25,000) to recreation organizations that demonstrate a history of providing services to residents of Toronto. Similarly, the City of Calgary provides fiscal support to community service providers, although there is a preference to assist through allocating staff time. Alternatively, New York's DFTA contracts out most of its services to not-for-profit or proprietary organizations and provides ongoing assistance through the staff assistance (bookkeeping, fundraising, administrative support).

All four municipalities provide older adult subsidies, ranging from a 10% to 50% off adult user fee rates. Currently, the City of Ottawa is reviewing the subsidies offered to older adults for municipally run programs. New York City's DFTA is able to fund a host of programs and services due to the government structure in the United States. While there is a long wait list to receive assistance from DFTA, the department funds home delivered meals, home care, caregiver support, intergenerational programming, and supportive services for grandparents raising grandchildren. The DFTA always requests voluntary contributions (\$1 per service is suggested) to help offset the cost of services. All contributions are reinvested by contracted service providers to serve additional seniors. The City of Toronto waives fees for recreation and leisure programs for older adults who are below the low-income cut-off.

Library Services

Current library programs and services offered in the four municipalities are similar in nature to current services offered through the Mississauga Library System. Homebound services are typically provided to residents who are unable to visit library branches, and all library systems offer books in a variety of languages. Innovative courses offered through the various libraries include:

- Gardening without an Ache;
- Fraud Prevention;
- Estate Planning;
- How to Write Your Will and Power of Attorney by Yourself;
- Seniors Lifestyle courses;
- Grandparents Day;

- Local History Talk;
- Living Well;
- Drivers Refresher Course;
- Gentle Yoga for Chronic Conditions;
- Laughter Yoga;
- Nature Hikes; and
- Seniors' Discussion Groups.

Toronto Public Library has developed a committee to ensure that all library facilities and information are accessible to all members of the community. Known as the Committee for Services for Older Adults and People with Disabilities, they seek to remove barriers (old age, disability) or potential barriers, and consider library collections, building accessibility, signage, equipment, staff training, publicity, accessible electronic resources and policy development.

Transportation Services

All four cities offer discounts on transit fares and passes to seniors, although the reduction varies significantly. The City of Calgary offers an annual senior citizen transit pass for \$35.00 (regular pass is \$900/year), while the City of Ottawa offers a 60% reduction in the price of fares.

Accessibility of transit services has gained significant support over the past 10 years. The City of Ottawa's new transit buses are required to comply with the City's Accessibility Standards, although the funding sources for these improvements are not clearly identified. Similarly, the City of Calgary has been purchasing low-floor buses for the past 13 years. As the City of New York relies heavily on an underground transit system, their accessibility needs differ from Mississauga. Currently, New York has 76 accessible subway locations that include tactile-Braille signage and almost all of New York's bus fleet are low-floor. New York City Transit also offers a program called Travel Training that assists riders with disabilities to understand how to use local transit. Participants in the program learn the following skills:

- Trip Planning (maps, schedules, signs, telephone, and information services);
- Remembering and following directions;
- Traveling safely;
- Identifying the correct bus stop, bus, subway station, or subway at the point of origin, transfer, and destination;
- Coping with service disruptions, delays, and emergencies;
- Correctly using mobility aids, such as wheelchairs and scooters; and
- Requesting information/help from appropriate sources³⁵.

Both Ottawa and Calgary are undertaking a pilot project where older adults or those requiring mobility assistance can receive taxi cab subsidies. These projects will assist in alleviating the demand for specialized transportation services. In the same light, TransHelp is exploring the

³⁵ Metropolitan Transportation Authority. (2007). Travel Training. Available online at: <http://www.mta.info/mta/ada/transit.htm>

need for a mobility assistance program and has hired a special project coordinator to facilitate this opportunity. Given the pressures on TransHelp in Mississauga, this could be one avenue explored to alleviate demand.

Planning and Development Services

With the Ontario Provincial Government's recent release of the *Accessibility for Ontario with Disabilities Act* (AODA), municipalities in the Province are required to develop accessibility plans. To meet these requirements, the City of Ottawa consults with the Accessibility Advisory Committee throughout the development review process to receive comments on accessibility issues related to the needs of the aging population. Furthermore, policies in Ottawa's Official Plan support and require a mix of land uses, housing types, compact and inclusive development, clustering of neighbourhood facilities, and pedestrian connections to make communities more complete, walkable, and accessible for older adults.

The City of Calgary states in their Official Plan that mobility choices shall be available to those unable to transport themselves. Furthermore, to encourage older adults to continue working, the following goal is included in the City's 2006 Urban Sustainability Plan. The goals states that:

'By 2036, healthy seniors have the opportunity to be engaged in fulfilling work that contributes to the economy and/or the community. This is achieved through: Creating flexible work schedules, seasonal work opportunities and volunteer opportunities, and promoting a change in attitude toward hiring older workers – and - Advocating for changes in policies, practices and attitudes toward hiring older workers.'

6.2 Best Practices and Benchmarking – International Cities

According to Census Canada, the top 5 countries in the world with the highest percentage of persons over the age 65 are Italy, Japan, Germany, France, and the United Kingdom. In fact, most developed countries with the exception of Australia and the United States have higher percentages of persons over the age of 65 than Canada. Looking to other countries for ideas of how they are dealing with meeting the needs of their older adults became part of this research. The three cities chosen for this exercise are: Shanghai, China; Barcelona, Spain; and London, England, as they met at least two of the following criteria:

- City is considered an urban centre;
- The City is culturally diverse;
- Native ethnic composition of the city represents one of the minority ethnic groups in Mississauga; and/or
- Extensive resources or information on seniors programs and services.

Information readily available from official websites was relied upon for this exercise.

Shanghai, China

Over the next 10 to 15 years, the City of Shanghai will experience substantial increases in the proportion of the population 60 years of age or older³⁶. The forecasted increase has not gone unnoticed by government, as they recently released a Five-Year-Plan (2006-2010) that provides a strong focus on the improvement of infrastructure, service, welfare and housing for older adult residents. In addition, the Chinese government has established the China National Committee of Ageing, who is charged with identifying the critical needs of older adults, including old-age security, health and medical care, social services, cultural education, and participation in social development³⁷.

While there is a strong Chinese presence in Mississauga, the programs underway in Shanghai for seniors are significantly more broad based and demonstrate the challenges that Shanghai faces in ensuring that the basic needs of older adults, such as access to health care, adequate food, and habitation are met.

Barcelona, Spain

The City of Barcelona has established a Department of Older Persons, which is responsible for services and programs to serve the older adult population. The City's older adult population, defined as persons 65 years of age or older, already represents a third of the total population³⁸. In programming for older persons, the City recognizes that there is no age limit to their interests and they are increasingly interesting in technology. To meet this demand, the City has provided computer centres in each of their Civic Centres and has developed a central website with older adult related information. The website provides relevant documents, methods to help council, older persons associations, education and leisure opportunities, as well as health and social services (housing, day centres, shelter, at home help, etc.). Each component of the website has a search feature to see where facilities are located in the City and whether the facility is accessible to those with mobility impairments. In addition, each facility has a link to maps, directions, parking details, and other points of interest close to the facility.

London, England

The Office of National Statistics predicts that by 2031, 41% of the population in the United Kingdom will be 50 years of age or older³⁹. One of the more innovative services offered by the City of London is *DisableGo*, which provides detailed information on the level of accessibility for facilities, services, and programs across the City⁴⁰. This service is provided to citizens through a

³⁶ Chinese Development Organization. (2006). Financial Aid for Shanghai Elderly. Available online at: <http://www.china.org.cn/english/Life/180061.htm>

³⁷ Chinese Development. (2006). China Publishes a White Paper on Its Undertakings for the Aged. Available online at: <http://www.china.org.cn/english/China/191990.htm>

³⁸ City of Barcelona. (2007). Barcelona and Senior Citizens. Available online at: http://w3.bcn.es/V36/Home/V36HomeLinkPI/0,3321,37112265_37117896_3,00.html

³⁹ Office of National Statistics. (2005). Focus on Older People. Available online at: <http://www.statistics.gov.uk/focuson/olderpeople/>

⁴⁰ DisableGo. (2007). City of London – DisableGo. Available online at: <http://www.disabledgo.info/Town.asp?TownID=53>

web portal available on the City's website. Accessibility information is available for the following categories: Banking & Professional, Eating & Drinking Out, Food & Drink, Healthcare & Mobility Aids, Hotels & Accommodation, Leisure & Entertainment, Retail & Shopping, and Services & Travel. This initiative links directly with the City's Community Strategy and their vision to ensure that the City of London is fully accessible for everyone, in particular those who are currently excluded. The following table is a summary of the type of accessibility information offered through the *DisableGo* website.

Table 15: Different Types of Accessibility Identified on the DisableGo Website

Type of Accessibility	Description
Wheelchair User	Level access to building, Automatic doors, Entrance doors have 75cm clearance
Wheelchair User with Assistance	Moderate ramp into building - Heavy doors - Some assistance required
Mobility Impaired Walker	No more than three medium steps. If more than one step, there is a hand rail.
Seat Available	Seats are available for rest.
WC Adapted	There are adapted toilettes on site – door width clearance of 75cm
WC Standard	Access to washrooms is level.
Changing Rooms	Rooms that are adapted to the needs of older adults.
Large Print	Large print information is available or can be requested
Braille	Braille available or can be request.
Assistance Dog	Service provider allows assistance dogs on the premise
Hearing System	Sound enhancement system is available
Business can be done by fax, email, etc	There is a Minicom/Textphone or RNID Type Talk available.
Home Service	The service provider has a home delivery or home visiting service
Disability Awareness Training	The particular facility provides Disability Awareness Training for their staff

*Note: This website is not offered just for older adults, but for all residents with disabilities.

Additional information available includes parking details, closest train stations, outside and inside access points, type of reception, washrooms facilities, lifts, preferred entrance location, etc. This type of platform would be a useful pilot program in Mississauga as it would not only encourage greater usage of City services by people with disabilities, but also would push the City to undertake a full accessibility audit of their facilities and think critically about how service are provided to this market segment.

To further assist older adults in the City of London (England), a yearly 'Older People's Directory' is published in large font⁴¹. The directory provides a list of services and programs in the City

⁴¹ City of London. (2007). *Older People's Directory*. Available online at: http://213.86.34.248/NR/rdonlyres/DFAB5FD5-4041-4BE7-8B69-A0095DD4840F/0/SS_AZinWord6.pdf

geared toward the older adult population. This central information resource is an excellent example of how to increase awareness of the opportunities available for older adults.

The City of London has also commenced a project entitled “Young At Heart”, which is a campaign targeting those who are 50 years of age or older to become more active. To entice older adults to participate, the City calculates residents’ Body Mass Index (ratio of one’s height to body weight), provides an information brochure, and offers specific classes. The classes offered include: nutrition, physical activity workshop, and vitamin testing⁴².

Other Countries

In conducting research on older adults, an interesting new recreation facility was found in the City of Beijing. This City provides exercise equipment in the parks that is an “age friendly” universally designed fitness elements in parks that are conducive to older adults. The concept, known as a ‘Fitness Style Parks’, has caught on quickly. Germany has recently installed this equipment, although the success has been mixed in this particular City⁴³. Concerns have been raised by staff over the ability to ensure that the equipment is used primarily by older adults.

⁴² City of London. (2007). Young At Heart. Available online at: Available online at: www.cityoflondon.gov.uk/corporation/leisure_heritage/sporting_activities/fifty_plus.htm

⁴³ Spiegel Online. (2007). Young at Heart – Germany’s First Playground for Seniors. Available online at: <http://www.spiegel.de/international/zeitgeist/0,1518,481962,00.html>

7.0 INVENTORY OF OLDER ADULT FACILITIES, PROGRAMS, AND POLICIES

7.1 Service Areas of the City of Mississauga

Figure 20 identifies the service areas and/or initiatives that divisions are responsible for managing. This chart is provided to assist in determining responsibilities for the each action in this Report. For example, the City for the 21st Century initiative will apply to divisions such as Recreation & Parks, Policy Planning, and Organizational Wellness & Business Services.

Figure 20: Service Areas at the City of Mississauga



7.2 City of Mississauga Older Adult Policies and Services

Currently, there are several corporate policies that either directly or indirectly relate to older adult residents in the City of Mississauga. This section provides a brief overview of current City initiatives and/or policies that may affect the Older Adult Project.

7.2.1 Accessibility

With the new requirements under the *Accessibility for Ontario with Disabilities Act* (AODA), the City has developed two key documents. Under the AODA, governments in Ontario must ‘*set out measures, policies, practices or other requirements for the identification and removal of barriers with respect to goods, services, facilities, accommodation, employment, buildings, structures, premises or such other things as may be prescribed, and for the prevention of the erection of such barriers*’ (AODA, S. 6(6)). To assist in fulfilling these requirements, and to ensure that the community is accessible to all residents, Mississauga developed the Accessibility Design Handbook, released in 2006. This handbook provides a significant level of detail as to how the City, developers, and community partners should ensure that facilities are accessible to all residents of Mississauga. While this document is not specifically intended for older adults, the removal of barriers in the built environment to increase mobility opportunities is of importance to many older adults. The following list identifies the topic areas covered in the Accessibility Design Handbook:

- | | |
|---|--------------------------------------|
| -Sound, lighting, materials | -Retail and Institutional facilities |
| -Parking, furniture, landscaping & pathways | -Transportation facilities |
| -Internal areas and circulation | -City owned facilities |

Furthermore, the City developed its 2007 Accessibility Plan, with assistance from the Accessibility Staff Working Group and the Accessibility Advisory Committee. The Plan focuses on increasing awareness of the issues facing those with accessibility concerns and incorporating accessibility planning in the City’s Strategic Plan and other relevant policies and departments.

Mississauga Transit is also striving to improve accessibility of their services. By the fall of 2007, over 50% of the transit systems’ total service hours will be fully accessibility. Ensuring that transit routes are accessible requires that the supporting infrastructure, which includes transit shelters and pathways, are updated to meet the needs of those with mobility challenges. The goal of Mississauga Transit, as identified in the Bus Replacement Plan, is to have a 100% accessible fleet by 2012. Mississauga Transit offers reduced bus fares to residents 65 years of age or older of \$31.00 per month or \$312.00 per year, this is a reduction of cost by almost two-thirds from the 2007 adult fare rates.

7.2.2 Communications

Mississauga Council approved a Corporate Services Report on May 30, 2007 (PR.01.COM), endorsing recommendations regarding the City’s communication in languages other than English. The purpose of the recommendations is to improve communication between the City of Mississauga and residents of various cultural backgrounds. According to the report, the top

languages spoken in Mississauga, besides English and French, are: Chinese, Punjabi, Italian, Spanish, Vietnamese, Portuguese, Arabic, Polish, German, and Tamil. The City has determined that the majority of residents are able to understand enough spoken English to hold a conversation, but they are unable to discern the degree to which residents of different cultural backgrounds are able to understand written English. The report identified previous research that provided insight into the effect of language barriers, such as a Peel Region report from 2005 that one of the four barriers to participation is the lack of awareness.

Council recommended a number of strategies that assist the City in reaching out to the community by:

- developing a 'quick reference card' for City staff to refer to when assisting a resident who has a written or verbal language barrier;
- prioritizing City information to be translated;
- hiring a translation service company to produce generic messages relying essential public information in the top 10 languages;
- further researching the need to provide interpretation services for the Customer Service line;
- creating awareness of the services offered to residents from different cultures; and
- communicating with ethnic media outlets.

These recommendations will be helpful in ensuring that the recommended action regarding providing certain materials in other languages is implemented.

7.2.3 Reduced Fee By-Laws for Older Adults 60+

The City of Mississauga currently has two by-laws that detail the policies related to reduced fees for residents 60 years of age or older. The first is the Facility Rental Fee By-Law, which provide free use of facilities for seniors clubs with members 60 years of age or older. Other opportunities include the use of the storage on-site and bulletin boards. The City receives \$152,000 per year from the Ontario Trillium Foundation that is used to help offset the costs of offering free room rentals to older adults.

The second is the Fees and Charges By-Law which sets out programs for which older adults are to pay either a reduced fee or receive free admission. This By-Law states that both skating and swimming are to be provided free of charge to residents 60 years of age or older and that a reduced fee shall be applied to seniors programs, transit, pet licenses etc. In addition, older adults (60+) are provided free of use of community centre from Monday to Friday, 8:30am to 4:30pm, and a 50% discount at all other times.

7.2.4 Pricing Recreation Programs (Policy Number 08-03-02)

In 1993, the City of Mississauga released a Corporate Policy on pricing recreation programs. The report sets out 16 weighted criteria to justify the level of subsidy a program is to receive from the City. The criteria enable the City to assess which programs offer the greatest amount of public benefit and should hence receive more tax dollars. Criteria are wide ranging, such as

the level of physical exertion required, whether a positive environment is fostered, if it responds to a specific community need, or is inclusive of children. The weighted criteria are summed, and the total score is cross-tabulated to a subsidy chart that identifies the percentage of the program cost to be covered by taxes.

7.2.5 Future Directions Master Plan (2004)

The City of Mississauga's 2004 Future Directions for Recreation and Parks provided the municipality with a set of comprehensive strategies respecting parks, open space, and recreation facility needs to serve both existing and future populations (to the year 2031). This report identified that more than half of residents feel that the City should increase its current level of service (programs and/or facilities) for teen centres, seniors' centres, trails, and parklands. Other findings of the Master Plan are:

- The City operates 2 dedicated older adult centres that are intended to serve a City-wide market.
- Recreation programs for more localized seniors' markets are also delivered out of 9 community centre/hall locations.
- Service Areas 1, 2 and 5 will experience the greatest increase in older adult populations.
- Community-based, decentralized multi-purpose (not dedicated) facilities for older adults serve a greater number of people, offer more variety and flexibility in programming, operate more cost effectively and are preferred by the City's older populations.
- Multi-purpose space for older adults should continue to be included in community centres and/or libraries.
- No new older adult centres are recommended prior to 2031.

Recommendations regarding older adult centres included:

- Additional programming efforts and/or expanded multi-use facilities at community centres will be required in Service Area 2 to serve the growing population of older adults.
- No new stand-alone dedicated older adult centres are required.
- The design of new community centre and library facilities - and any renovations to existing facilities - should consider the needs of older adults.
- The City should undertake a study to assess the needs of the different age groups that make up the over 55 age group. A clear understanding of the different needs of 55-64, 65 to 74, 75 plus should result.

The findings of the 2004 Future Directions Master Plan in regards to older adult centres align with the research, demographics, and input from the public consultation events from the Older Adult Project. Key similarities include the need to integrate older adult space and programming at community centres and the emerging interests of older adults.

7.2.6 Services Directed Towards Older Adults

Currently, there are a variety of programs and/or services provided to older adults by the City of Mississauga and its community partners. Below is a description of the key services provided, the community partners, and a brief discussion on the current challenges that the programs are facing (if applicable). Please note that this is not intended to be an exhaustive list of services offered to older adults in Mississauga.

Next Step to Active Living Program

This is a therapeutic recreation program that encourages adults to be active and to live an independent life in the community. The program is provided by the City of Mississauga and Credit Valley Hospital. While the program is open to all residents of Mississauga, 90% of its participants are older adults. As of 2006, there were 125 participants – of which approximately 110 were older adults. Currently, the program is held at the South Common Community Centre and Huron Park Community Centre. This stability of this program is part dependent on grants.

The current issues facing the Next Step program are:

- Limited amount of office space in the South Common Community Centre;
- Concern over the accessibility to the program; and
- Limited maximum enrolment in programs.

'Sauga Stroke Breakers

This is a therapeutic Recreation Program for those who are stroke survivors. Activities include swimming, arts & crafts, and board games. Classes are held on Wednesdays (at Meadowvale Community Centre) and Thursdays (at Mississauga Valley Community Centre) from 10:00am to 2:00pm. Lunch is provided to program participants.

Mississauga Seniors' Footcare Clinic

In partnership with Victoria Order of Nurses ("VON"), foot care services are provided to older adults 60 years of age or older. The services are available to all older adults in the City, and compose 100% of the clinics clients. The clinic is operated out of the Mississauga Seniors' Centre.

Homebound Services

The Readers' Den Department of the Central Library coordinates the delivery of library materials to individual residences and institutions throughout Mississauga. The library courier delivers the materials to branches, and volunteer drivers deliver them from branches to those who are unable to get to the library. To qualify, residents must be unable to use the library due to an illness, or physical or visual disability. The service is offered city-wide to all residents, although 80% of the participants are older adults.

Tax Clinics

The Institute of Chartered Accountants of Ontario hosts a number of sessions every spring to assist low income residents in completing their income tax returns. The majority of participants qualify for these free sessions are older adults. Six branches participate: Central, Burnhamthorpe, Clarkson, Meadowvale, Port Credit, and South Common.

Snow Removal Subsidy Program

The Transportation and Works Department at the City provides a snow removal subsidy for older adults (65 years of age or older) or for residents with disabilities who qualify for financial assistance. The service is offered City-wide.

TransHelp

This service is provided by the Region of Peel to help those in the Region who are unable to use conventional transit. TransHelp will pick up residents from their origin location to their destination and also provides mobility assistance. To qualify for the service, residents must be unable to go up and down three stairs and/or unable to walk 175 metres without assistance.

Elderly Persons' Centre Grants

The City of Mississauga currently receives approximately \$150,000 through the Elderly Persons' Centre Grant to provide seniors oriented programming at select municipal sites, including Square One Older Adults Centre and Mississauga Seniors' Centre. The grants can cover capital and operating costs. The City of Mississauga allots the funds to staff support costs, rental costs (rooms provided free of charge to older adults), and liability insurance. Provincial funding for seniors' centres has remained static since 1988, with each centre receiving approximately \$15,000 to \$45,000 per year. However, in September of 2007, the government began provided additional funding to seniors' centres.

Community centres, in addition to the dedicated older adult centres that are currently receiving funding include:

- Meadowvale Community Centre;
- Clarkson/Park Royal Community Centre;
- Burnhamthorpe Community Centre;
- Mississauga Valley Community Centre; and
- Malton Community Centre.

Contact Information

The brochure pages that are dedicated to older adult/seniors listings provide contact information for local older adult clubs and programs.

7.3 City of Mississauga Facilities and Older Adult Programming Inventory

The following table provides a summary of the primary municipal facilities offering leisure and lifelong learning opportunities to older adults in Mississauga. Facilities are categorized by community and identify the number of older adults in each community. Of note, certain facilities identified below serve a wider geographical area than the neighbourhood in which they are

located. Further, certain facilities are located in close proximity to the border of two communities. Of note, all libraries in Mississauga offer large print books and books on CD and tape.

Table 16: Primary Municipal Facilities by Community

Community	Municipal Facilities	# of Older Adults	Older Adult Specific Programs/Services
Applewood	Burnhamthorpe Branch Library	9,400	June seniors tea and displays, income tax clinic, Adult Book Club, Amica book club.
	Burnhamthorpe Community Centre		Seniors Room; euchre, cards, potlucks, Croatian chess & cards, bingo, Indo Canadian cards & social.
	Glenforest School Pool		n/a
	Applewood Outdoor Pool*		
City Centre	Central Library	3,100	Homebound services, resource of information on disabilities and disability related issues, Adult Book Club, Income tax clinics, Genealogy workshops, Local history programs on demand, new beginners social group, and Seniors' Month.
	Living Arts Centre		For adults – Ceramics, Glass, Wood Courses , Textiles Courses, Painting & Drawing Courses, Dance Courses, Theatre Arts Courses, Metal Arts Courses, Photography Courses, and Writing Courses.
	Civic Centre Fitness Centre		Power walking; Low impact fitness.
	Square One Older Adult Centre		Cards, dancing, writing classes, fitness, movies, tai chi, computer classes, exercise equipment, and travelogue.
Central Erin Mills	Erin Meadows Branch Library	5,400	Library materials available for shut-ins, Adult Book Club, computer basics for seniors.
	Erin Meadows Community Centre		Detoxify Your Body, fitness classes.
	Erin Meadows Aquatics		Older adult aquafit.
Churchill Meadows	Churchill Meadows Branch Library	3,000	Gentle Aquafit classes.
Clarkson Lorne Park	Lorne Park Branch Library	9,400	Seniors writing classes, adult book club, and computer basics for seniors.
	Clarkson Branch Library		Income tax clinics, computer basics for seniors.
	Clarkson Community Centre		Clarkson seniors association, fitness, crafts, dancing, cards, tai chi, bowling, yoga and day trips.
	Clarkson School Pool		n/a
	Clarkson Arena		n/a
	Lorne Park Pool*		
	Benares Historic House*		
	Bradley Museum*		

Community	Municipal Facilities	# of Older Adults	Older Adult Specific Programs/Services
Cooksville	Cooksville Branch Library	9,900	n/a
East Credit	River Grove Community Centre	9,600	Dancing, badminton, cards, fitness, gentle aquafit, ping pong, and tai chi.
Erindale	Huron Park Recreation Complex	5,200	Daytime swimming; Next Step to Active Living, affiliated with local hospitals; bocce, golf clubs, shinny hockey, bridge, badminton, day trips , Osteoporosis class, fitness, yoga, toning, gentle low impact, strength training, and stretching, Back Rehab and Functional Movement, Hip, Knee, and Back, Moving Waters for M.S. and Stroke, "Oh my body aching" workout, and Warm Water stroke Rehab therapy.
	Woodlands Branch Library		n/a
	Huron Park Arena Erindale Pool*		n/a
Erin Mills	South Common Branch Library	10,400	Credit Valley Seniors use meeting rooms, income tax clinics, adult book club, computer basics for seniors, seniors tea in June.
	South Common Community Centre		Seniors Room; Next Step to Active Living, older adults swim time; Osteo fitness, shuffle board, blowing, socials, day trips, low impact fitness, trail walk & tone, cards, dancing, chair exercise, and weight training.
	Erin Mills Twin Arena David Ramsey Pool*		n/a
Hurontario	Frank McKechnie Community Centre & Library	10,500	Low impact yoga, daytime space for older adults.
	Iceland Arena		n/a
Lakeview	Cawthra School Pool	6,000	n/a
	Lakeview Branch Library		Lakeview seniors and friends (monthly club), adult book club.
	Mississauga Seniors' Centre		Cards, day trips, fitness, bowling, shuffleboard, swing band, computer club,
	Cawthra Community Centre		Seniors' Basketball and volleyball; low impact pilates.
Malton	Cawthra Twin Rinks	7,500	n/a
	Malton Branch Library		n/a
	Malton School Pool		Older Adult Aquafit.
	Malton Community Centre		Dancing, cards, Asian bingo, Caribbean cards & social, and exercise.
Meadowvale	Malton Arena	6,600	n/a
	Meadowvale Branch Library		Partnerships with Community Police Station; Heritage Glen Book Club, Seniors' Open House, computer basics for seniors, and Income Tax Clinics.

Community	Municipal Facilities	# of Older Adults	Older Adult Specific Programs/Services
	Meadowvale Community Centre (Indoor Pool & Fitness Centre)		Bowling, crafts, cribbage, social, cards, fitness, yoga, and aquafit.
	Meadowvale Four Rinks		n/a
	Meadowvale Theatre*		
Mississauga Valley	Mississauga Valley Branch Library	6,200	Computer Basics for seniors
	Mississauga Valley Community Centre (Terry Fox Pool & Fitness Centre)		Computer introduction for seniors, gentle low impact fitness, 4 seniors clubs using daytime space, Miss Bocce Club affiliate.
	Mississauga Valley Arena		n/a
Meadowvale Village	Courtney Park Branch Library	3,200	Adult book club.
	Meadowvale Village Hall*		
Port Credit	Port Credit Library	2,800	Seniors' Fitness, Income tax clinics, adult book club.
	Port Credit Arena		n/a
	Port Credit Outdoor Pool*		
	Clarke Hall* Lions Hall*		
Rathwood	Chic Murray Arena Tomken Twin Rinks	8,600	n/a n/a
Sheridan	Sheridan Branch Library	3,600	Older adult appreciation day in June.
Streetsville	Streetsville Branch Library	3,000	Adult Book club.
	Streetsville Kinsmen Seniors' Centre		See programming below
	Streetsville Outdoor Pool*		
	Vic Johnston Arena*		
Fairview		3,000	
Lisgar		3,300	
Mineola		2,500	
Creditview		1,300	

Source: City of Mississauga, 2007; Adapted from: Statistics Canada, Age and Sex for the Population of Census Tracts (100% Data), Cat. No. 97-551-X2006007, 2006 Census.

Note: Due to the potential for over or under count in the 2006 Census Data from Statistics Canada, the number of older adults in each community has been estimated. Further, the population counts are based on the methodology set out in Section 3.0.

*These facilities are typically used by older adult groups, but they are not accessible and generally do not provide direct programming. The ability of these facilities to meet to the future needs of older adults is low.

Based on the estimate population counts and inventory of programming there are certain communities that appear to be under-served in terms in programming for older adults -

Mississauga Valley/Fairview, Hurontario, Cooksville, Malton, and Rathwood/Applewood. While these communities are in close proximity the Square One Older Adult Centre, the preference for multi-generational community centres indicates that many of the residents may not use this facility. Other communities that should be a priority for continued older adult programming include: Clarkson/Lorne Park, Erin Mills, Meadowvale, and East Credit.

7.4 Dedicated Older Adult Facilities Inventory

This section identifies the current supply of dedicated older adult facilities in the City of Mississauga, as well as the program opportunities available in each dedicated facility.

The dedicated older adult facilities in the City of Mississauga generally cater to the traditional older adult and/or passive older adult. Even though it is noted throughout report that the “new” older adult population will be interested in more active and ‘youthful’ programs and services, certain residents will continue to demand traditional older adult programs. As well, those with physical disabilities and chronic illnesses (e.g. arthritis, asthma, diabetes, and heart disease may require specialized program support).

7.4.1 Mississauga Seniors' Centre

The Mississauga Seniors' Centre is the only dedicated facility for older adults that is owned and operated by the City of Mississauga. Located on Cawthra Road, just south of the Queen Elizabeth Way, the Centre operates as a recreational facility for older adults 60 years of age or older. The facility has two auditorium, billiards room, craft room, garden café, library, and meeting rooms. Operating hours are Monday to Friday, 8:30 am to 4:30 pm, Saturdays, 9:00 am to 12:00 noon, and Sundays, 1:00 pm to 5:00 pm.

At present, there are over 1300 older adult members, many of which participate in the Centre's various activities, clubs, day trips, information sessions, and special events. Approximately 1 out of every 72 residents 60 years of age or older is a current member of this facility.

Membership at this Centre is starting to become more ethnically diverse. Currently, three independent clubs use the facilities at the Mississauga Seniors' Centre: Applewood Club; Cooksville Club; and Lakeview Club. While the Centre is finding a shortage of space to provide programming, the Applewood Club has seen a steady decline in its members from 200 to approximately 20.

The following is a list of activities offered at the Mississauga Seniors' Centre in 2007:

-Art Club	-Euchre	-Pickle Ball
-Badminton	-500 Cards	-Pilates for Seniors
-Belly Dancing	-Fit Fellows	-Play Mates
-Bias Carpet Bowls	-Five Pin Bowling	-Progressive Bridge
-Bid Euchre	-Forever Fit	-Scrabble
-Billiards	-Full Functional Workouts	-Seniors' Golf
-Bingo	-Gentle Joint & Stretch	-Shuffleboard
-Camera Club	-Horseshoes	-Stitch & Chat
-Canasta	-Literary Loonies	-Sunday Dance
-Ceramic Glazers	-Jazz Fitness	-Table Tennis
-Chinese Opera Group	-Keep Fit for Bones	-Tai Chi Alumni
-Cribbage	-Mah Jongg	-Ten Pin Bowling
-Computer Club	-Mississauga Swing Band	-Walking Club
-Digital Imaging	-Monday Morning Dance Club	-Whist
-Drama Plus	-Monday Morning Social Dance	-Writers & Poets
-Duplicate Bridge	-On the Ball for Seniors	

7.4.2 Square One Older Adult Centre

The Square One Older Adult centre is owned and operated by Mississauga's older adult residents. According to their website "the Centre is managed by an incorporated, non-profit, volunteer Board of Directors". Members of the facility must be at least 50 years of age, although spouses under 50 years of age may join. The purpose of Square One is to provide a variety of leisure, recreation, and educational opportunities that enhance the quality of life of its members. It is a culturally diverse Centre, with members from the Chinese, Vietnamese, Philippine, Caribbean, and Iranian communities. In fact, the Seniors Asian Club was the founding group of Square One, but they have since relocated to River Grove Community Centre where membership fees are not required. Operating hours are Monday to Friday, 8:30am to 4:30pm and Saturdays, 9:30 am to 4:00 pm. Membership at Square One is \$24 per year, plus fees for individual classes or programs.

Under the 2007 programming, the following is a list of activities offered

-Canasta	-Dominoes	-Salsa Dancing
-Bridge	-Euchre	-Sensible Living (health & wellness)
-Chess	-Exercise Equipment	-T.O.P.S. Weight Program
-Chinese Cooking Workshop	-Fitness Classes	-Table Tennis
-Computer Classes	-Foot Care Clinic	-Tai Chi
-Craft Workshop	-Tour Mississauga Art Gallery	-Travelogue
-Creative Writing	-Mall Walkers	-Yoga
-Cribbage	-Movie Matinees	

There are seven independent organizations that use space in the Centre to hold programs, activities, and meetings:

1. Chinese Golden Age Seniors;
2. Silayan Filipino Volunteer Group;
3. Caribbean Seniors Social Activities;

4. Multicultural Asian Seniors;
5. Goan Seniors;
6. Elderly Vietnamese Seniors Association; and
7. Iranian Seniors Group.

7.4.3 Streetsville Kinsmen and Senior Citizens Centre

This centre is a City-owned facility that is programmed by a city-affiliated group - the Streetsville Kinsmen. The centre is a satellite site of the Meadowvale Community Centre and is located between Britannia Rd W. and Eglinton Ave W. is the Streetsville community. Specifically for seniors, the Centre offers:

- Square Dancing;
- Carpet Bowling;
- Bridge; and
- Club meetings.

8.0 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND CHALLENGES

The following SWOC analysis is used to summarize the demographic information, trends and public consultation program, relating to older services, programs and facilities in the City of Mississauga. This process will be critical in determining the guiding principles and goals for serving the older adult population, as these strategic statements will build upon the City's strengths and opportunities and seek to resolve the weaknesses and challenges.

Strengths

- Mississauga is a sophisticated municipality that is known for consistently consulting with and listening to local residents.
- The City offers residents a high quality of life.
- There is strong support at the staff and political levels for the Older Adult Project.
- It is consistently noted that Mississauga's libraries serve the needs of the community.
- Mississauga recognizes the value of local community groups and organizations.
- There is strong fiscal responsibility at the City.
- There are several multi-generational community recreation facilities for older adults and two are dedicated older adult community facilities (one is owned by the City).

Weaknesses

- Transit and TransHelp require additional funding to meet increased demand.
- While Mississauga is ethnically diverse, the City only publishes information in English.
- Corporate materials are not legible to many older adults due to small font sizes.
- There is lack of information being received by the various ethnic groups in Mississauga.
- Older adult activities and programs are primarily scheduled during the day time, and not during the evenings.
- Lack of training for staff and volunteers to understand/empathize with needs of older adults.
- Poor accessibility in the physical landscape with segregated land uses and automobile-oriented streetscapes.
- Lack of a financial assistance program for lower-income participants.

Opportunities

- Exploring partnerships with all levels of government, including the Region of Peel, Red Cross, Salvation Army, Enersource, school boards, local religious institutions, etc.
- Rising disposable income means that many older adults could choose private sector providers, potentially freeing up municipal resources for those in need.
- The vast knowledge base of the new generation of older adults could make invaluable contributions to the community.
- Partnering with the private sector to enhance City services, facilities, and programs.
- New generation of older adults will be more receptive to messages on healthy living and are more technologically savvy.

- Tapping into the health network to provide older adults with more information and resources regarding prevention of diseases.
- Encouraging Active and Mature Older Adults to help Frail Older Adults.
- The *Places to Grow Plan* (Provincial Planning document), requires the intensification of existing urban areas and the promotion of healthy cities. These policies support the idea of clustering services and assist in developing an urban form that is more transit and pedestrian friendly.

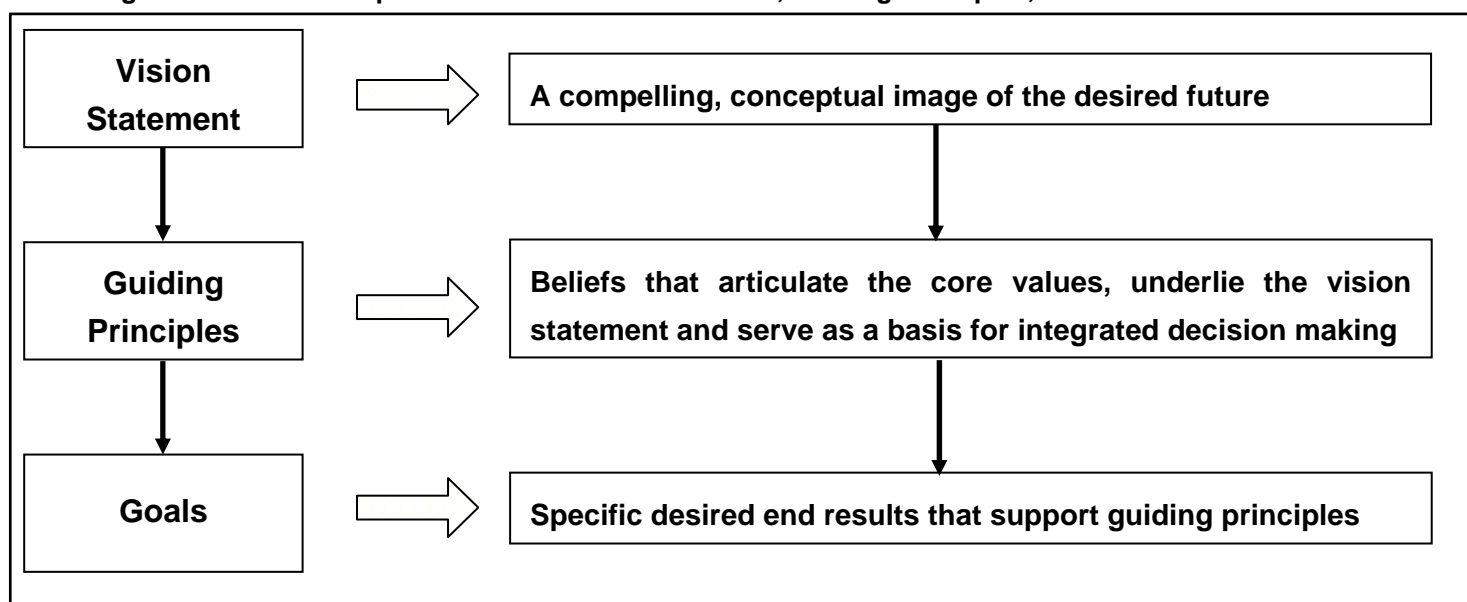
Challenges

- Many older adults may be financially strapped as they must pay property taxes based on the value of their home. Given the rising cost of housing in Mississauga, older adults on fixed incomes will see a steady rise in their property taxes. This will significantly reduce their ability to pay for services and programs.
- As the dependency ratio shifts, there will be fewer members in the community to assist the older adult population.
- Coordinating with multiple agencies on broader issues, such as transportation, and health promotion and prevention will be complex.

9.0 OLDER ADULT PROJECT VISION, GOALS, AND PRINCIPLES

The central purpose of the Older Adult Project is to set out a vision as well as guiding principles and goals to serve older adults in Mississauga. A vision statement is a high level concept that is a compelling, conceptual image of the desired future. Stemming from the Older Adult Vision Statement are ten principles that provide the foundation to the Older Adult Project. These principles will act as a guide to the development of the Action and Implementation Plans. Finally, specific goals are identified to support the guiding principles (see Figure 21).

Figure 21: Relationship between the Vision Statement, Guiding Principles, and Goals



9.1 Vision Statement

As an age friendly city, older adults in Mississauga will lead purposeful and active lives, will live in their community with dignity, integrity and independence, and will experience a diverse range of lifestyle opportunities to pursue their personal interests.

9.2 Guiding Principles and Goals

The guiding principles and goals identified below are a culmination of the extensive public consultation, trends research, demographic analyses and SWOC analysis. A balance is sought between meeting the evolving needs of the older adult population and the inevitable decline in older adult's health and mobility (regardless of their mental capacity). Additionally, a balance is also required between the roles and responsibilities of the various levels of government, the community-at-large and friends and family. The key message is that it is our shared responsibility to assist those aging, by respecting their views, cultural and personal preferences and their ability and desire to age in place. It is not the assumption that the solution lies solely with the City of Mississauga, but that the City will act as both a direct provider and facilitator to ensure the principles and goals are carried out.

Principle #1: Support Individual Needs and Interests of Older Adults

- Goal 1.1 The abilities and interests of older adults will be viewed on an individual basis, with consideration to their personal health, work commitments, cultural preferences, and personal perception of one's place in society.
- Goal 1.2 In setting program/service parameters (including fees), criteria based on one's age will only apply when absolutely necessary.
- Goal 1.3 The City will seek opportunities to advocate older adult needs.
- Goal 1.4 Programming will meet the needs of the various segments of the older adult population.

Rationale: *Through the analysis of the demographic characteristics and the leading trends, it became evident that the baby boomer generation is a highly diverse segment of the population with wide ranging interests, cultural backgrounds, and abilities. Additionally, the new older adult will generally live longer than previous generations and will be in better overall health. The range of interests and abilities, as well as the different attitudes towards aging was noted at the Search Conference. For example, certain cultures see elders as a source of wisdom, while other cultures rely on older adults to assist with family care. The different roles that older adults take on within Mississauga will need to be understood in order to provide appropriate programming.*

Principle #2: Celebrate Life's Older Years

- Goal 2.1 Older Adults will be respected and valued for their knowledge, skills and contributions to the community.
- Goal 2.2 The benefits of living in Mississauga as an older resident will be promoted to all age segments.

Rationale: *The purpose of this principle is to empower older adults to view aging in a positive light, to encourage society to value older adults abilities, and to encourage volunteering in the community. Comments from the Web Survey, Key Informant Interviews and the Search Conference included the need to respect our elders and to provide them with the opportunity to make positive contributions to the community.*

Principle #3: Traveling Within Mississauga is Possible for All

- Goal 3.1 Through a combination of family, friends, members of the community, private businesses, Transhelp, and City transit, older adults will be able to access transportation to reach desired destinations seven days a week.
- Goal 3.2 Mississauga Transit will continue to have accessible transit, including low floor buses and transit stop identification (audible and teletype).
- Goal 3.3 Where possible, transit stops will be located in close proximity to known origins and destinations of older adults.
- Goal 3.4 Wayfinding techniques will be utilized to ensure that local roads, sidewalks, trails and paths are older adult friendly.

Rationale: *Time and time again, participants of the consultation programme stated that transportation is the number one barrier to participation for older adults. Key transportation barriers included a lack of sidewalks, poor transit frequencies, or small roadway signage. While the baby boomer population will generally live longer and will be in better overall health, their mobility and dexterity will still decline as they age. While traditionally, family and friends have been the primary source of transportation assistance, this will decrease as the ratio of able-bodied persons to older adults declines.*

Principle #4: Complete Neighborhoods Benefit Older Adults

- Goal 4.1 Vital services will be concentrated in nodes or pockets across the City. The definition of vital services will include: medical practitioners, pharmacies, groceries, community organizations, libraries, and leisure programs and services.
- Goal 4.2 The City will encourage the clustering of older adult vital services on established

transit routes and in accessible locations.

Goal 4.3 Isolated, stand alone residences, services and facilities will be discouraged.

Rationale: *Given that poor accessibility is one of the main barriers to participation for older adults and that alternative transportation solutions are needed, it is critical that services directed towards older adults in concentrated in pockets or nodes. This need was highlight through the Key Informant Interviews, Leadership Team Meeting, and Search Conference.*

Principle #5: Active Living and Lifelong Learning Enhance Older Adults' Quality of Life

Goal 5.1 The benefits of physical activity and mental stimulation will be promoted.

Goal 5.2 A range of parks, trails, and facilities will be available to support opportunities for physical activity, learning and social interaction.

Goal 5.3 Municipal outreach services will be provided to areas where there are concentrations of older adult housing and/or older adult gathering places.

Rationale: *Older adults are the most sedentary of all segments of the population, even though physical, mental, and social activity is critical to their overall health. It is noted that older adults who remain in their homes are less likely to participate in activities, as they are "home-bound" (emphasized through the Search Conference and Key Informant Interviews). To ensure that Mississauga residents achieve optimal health through activity, the benefits of an active lifestyle will need to be promoted and opportunities should be provided to those living at home.*

Principle #6: Older Adults are "In the Know"

Goal 6.1 The City will increase awareness of municipal services, facilities, and programs for older adults through various mediums and partnerships.

Goal 6.2 Key information on older adult programs and services will be communicated in a number of primary languages.

Goal 6.3 City Staff and volunteers will be trained to understand and respond to the variety of older adult needs and physical abilities.

Goal 6.4 Access to City services and information will be maximized at all City facilities.

Rationale: *One of the key comments from the public consultation programme is the need for a central information resource on older adult services, programs and facilities. It was highlighted throughout the public consultation programme that many cultures/ethnicities within Mississauga are unable to participate as they are not able to understand the information provided. Additionally, as the older adult population contains several distinct segments, staff and volunteers will need to be trained to deal with the unique needs and challenges.*

Principle #7: Public Spaces, Places and Programs are Age-Friendly

- Goal 7.1 Products, amenities, facilities and outdoor environments will be developed using universal design principles, and to the greatest extent possible, without future need for adaptation or specialized design.
- Goal 7.2 In programming leisure activities, consideration will be given to all types of physical, social, cultural, and mental conditions, including loss of hearing and eyesight, language, immobility, and dementia.
- Goal 7.3 The City will facilitate inter-generational programming (including event programming for community activities) to provide opportunities for various older adult age groups and younger age groups to participate together.

Rationale: *As one ages, navigating the urban landscape becomes more challenging, as underscored by respondents from the Web Survey. The barriers faced in the urban landscape can be wide ranging, and for this reason it is critical that all types of disabilities or mobility inhibitors are recognized, understood, and accommodated. The sheer size of the older adult population in the coming years will necessitate the upgrading of the urban environment to become more older adult friendly.*

Principle #8: Age Will Not Be the Sole Determinant in Establishing Fees for Older Adult Services

- Goal 8.1 The City will remain fiscally sustainable as the population ages by establishing an ability-to-pay model for most municipal services and supports.
- Goal 8.2 Older Adults without the ability to pay will be provided with financial assistance to access municipal services.
- Goal 8.3 User fees for municipal services will encourage and support frequent participation; however, older adults must be willing to pay to receive the quality of life benefits of municipal services.

Rationale: *The Accessibility Advisory Committee and the Stakeholder surveys identified that the cost of participating is a barrier for all segments of the population, not just older adults. There is strong support for the “ability-to-pay” model, although many feel that those seniors who currently receive subsidies should continue to be subsidized.*

Principle #9: Older Adult Volunteers Contribute Immensely to the Community

- Goal 9.1 Older Adults will be inspired to volunteer and to maintain these commitment(s) over time.
- Goal 9.2 Volunteer recruitment, training, and recognition will be undertaken and coordinated to support the needs of older adults in the community.
- Goal 9.3 The City will encourage older adults to mentor youth in the community.

Rationale: *Given that the current retention rate of baby boomer volunteers is lower than for senior population⁴⁴, it will be critical to raise awareness on the importance of volunteering and the type of impact they can have on the community through the application of their skills. The importance of volunteers in the community was noted at the Search Conference, Key Informant Interviews, and Stakeholder Surveys).*

It was noted throughout the public consultation that younger or more able-bodied older adults could assist those older adults in need. The mentoring of youth or young adults was not only a comment received through the public consultation, but research also suggests that the baby boomer generation is highly interested in volunteering in the education field.

Principle #10: Partnerships Strengthen Community

- Goal 10.1 The City will have a strong civic culture where the community joins together to assist older adults who need help.
- Goal 10.2 The City will develop collaborative relationships with community organizations to meet older adult needs.
- Goal 10.3 Private businesses who serve the older adult community will be targeted as potential partners in meeting the needs of this segment of the population.
- Goal 10.4 Partnerships with health agencies such as the Local Health Integration Network, medical providers and hospitals will be formed to pursue community based programs focusing on health promotion and outreach opportunities.

Rationale: *Given that the proportion of older adults in Mississauga will increase dramatically in the next 20 years, it is critical that the community collaborate to ensure that the needs of older adults are met. With a wide range of community organizations, agencies, and for-profit organizations, it could be a daunting task for older adults reaching retirement to discern what the services are and who is in charge. For this reason, there should be a coordinated effort to centralize information relevant to older adults. This need was highlights throughout the public consultation programme. Furthermore, there is trend for older adults opting to stay in their homes as they age ("age-in-place"). While they may feel that they are able to age-in-place, their*

⁴⁴ Corporation for National and Community Services. (2007). Keeping Baby Boomers Volunteering. Available online at: http://www.nationalservice.gov/pdf/07_0307_boomer_report.pdf

health may decline and support services will be required to ensure they remain physically and socially active. Several Key Informant Interviews spoke to this need, particularly the need to age-in-place with dignity and integrity.



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