



OLDER ADULT PROJECT



Older Adult Plan Appendix Material



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In
Association
With

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OLDER ADULT PLAN

APPENDIX A - Stakeholder Survey



OLDER ADULT PROJECT



Organization	Type	#of Members	% of Members by Age Group				Will you organization/ group expand?	Why and/or How will you Expand?	What Pressures?	Any Opportunities	What type of User fees	Sources of Revenues				Do you Need New Facilities?	Additional Support Needed?	Any Past Changes	Shifts in Needs / Demands?	Is your Organization / Group Able to Adapt
			45-54	55-64	65-74	75+						Government Grants	User Fees	Donations	Other					
Casa Des Los Abuelos	spanish seniors club - companionship	50	0%	0%	30%	20%	No	n/a	lack of info on spanish services	none, use family & friends	\$8/mo & bingo - \$0.50/card	0	50%	0	50%	no	unsure	transportation, isolation, health, dead, lim knowledge of services	same needs - no solutions	no, try to support each other but not enough
Learn and Live Friendship Club	friendship	n/a	0%	0%	all	0%	Unsure	n/a	none	n/a	\$1.25/p per meeting	0	100%	0	0	no	no	older and wiser	more medical problems	n/a
Celano Canadian Club	social, recreative and cultural assistance for members of italian background	200	10%	20%	60%	10%	No	n/a	transportation, need new club house	n/a	\$50.00/yr	5%	30%	0	40%	yes- new building, one floor w/ recreational room, washrooms, games, etc	yes - 200 members, mostly older adults, and deserve help	better facilities then than now	older adults will be 100% of our members, good luck to us	we are already adapting
Chinese Golden Age Club of Mississauga	activities of their own choice. Eg. Tai chi, table tennis, painting, breathing exercises	165	0%	10%	60%	30%	Unsure	n/a	long time members leave dur to age related issues	n/a	\$8.00/yr	0	0	30%	70%	unsure	unsure	public transport getting more expensive for seniors	I have no idea	I do not know
Credit Valley Stamp Club	lets stamp collectors get together on a regular basis	19	8%	12%	60%	20%	Unsure	the only way we could expand is by increasing our membership	increasing cost of locations to hold meetings	n/a	\$25.00/yr	0	90%	10%	0	yes - meeting place that our members can afford	no	cost of providing services going up	they'll increase	no. we're going broke. We have moved but it still costs more then our fees provide
Mississauga Valley Seniors	play cards and carpet bowling on tuesdays	50	0%	5%	14%	31%	No	we are a drop in group, we don't advertise but will take anyone who comes	no pressure	n/a	\$1.00/time for supplies, left over buys food	0	100%	0	0	no	yes - our room is usually very cold in the afternoon, noone can do anything about it, so we wear our coats	just better transportation to get to the centres	just getting older- better transport and more patience	we will survive
Clarkson Seniors Association	physical activities, trips, dinners	300	0%	55 and	-	-	Yes	we would like more use of facilities in sep & june and more equipment provided	bigger enrollment	n/a	\$1.00/activity eg. Bbq's, trips	0	100%	0	0	yes- swimming pool at the community centre, the high school pool needs work, this money should be put to better use @ the center	yes- semi annual or annual discussions with reps from all the seniors groups, keep communication open	more use of community centre facilities	more active, more involved in the community	we could if we had the expanded facilities - not a new centre, just an expansion of the old one
Silverlining Filipino Association	volunteer work @ citizen & immigration office, trips to casino rama, fund raising	70	0%	0%	100%	0%	No	n/a	lack of transport, hard for members to get to meetings	n/a	none	0	0	0	100% - fund raising parties and casino trip	no - use gateway centre for new Canadians w/ no charge	yes - free rides from square one to meeting place	physical fitness and appearance. Govn't needs to study their needs	lots of changes, especially with changes in environment: global warming, high costs of commodities and medicine	we may not be able to adapt to the emerging demands due to lack of resources
Huronsauga Golf Club	we are a senior golf group	130	0%	yes	yes	yes	n/a	n/a	no pressures except getting affordable golf courses	n/a	\$50.00/season membership fee	0	0	0	0	no	no	n/a	affordable centres to work out like the city facilities	n/a
Seniors Life Enhancement Centres	provide adult day services to seniors who are memory impaired, frail, or have physical disabilities. Includes transportation, caregiver support, Saturday programs.	65	5%	8%	37%	51%	yes	could be serving more clients as client group is expanding but we need more staff to provide the care	a developer has purchased one of our locations and we will have to move. Ministry funding has not kept pace with our growth and increased costs.	if we can find and afford the rent we could have two locations in the same building. We need to find funding from other sources	\$21/day - adult day programs, \$6/return trip transport, \$25/visit - foot care	79%	20%	0	1%	pg 2 missing	-	-	-	-
River Grove Seniors Friendship Club	daily activities for seniors	400	0%	0%	75%	25%	No	no room	not enough space	n/a	\$10/year membership, \$2/activity	0	100%	0	0	yes - a seniors building on the west end of mississauga	no	more seniors are interested in physical activity	more senior population	no
Malton Seniors Club #231	n/a	66	0%	5%	22%	39%	No	n/a	n/a	n/a	\$15/yr	0	0	0	raised at events, card games, 50/50 etc	yes - a room with a stove/fridge like we had in the original seniors room in malton centre	n/a	more handicap parking	n/a	n/a
Dixie Curling Club	curling club	600	20%	15%	15%	10%	Unsure	-	we have capacity issues with certain programs	-	\$20/yr membership	0	50%	0	50%	yes - need more curling ice - expansion or new	no	more older people overall, more fit, more active	more of the same "50 is the new 30"	add leagues in unused times during the day, however we are limited in our capacities
The Golden Golfers	golden golfers	72	0	100%	0%	0%	Yes	more members	having people show up once they sign up	-	\$5 for bbq and luncheon	-	yes	yes	-	no	no	trying to keep them active	-	-
Elderly Vietnamese Association of Mississauga	cultural activities, talk, meetings, medical check ups	115	0%	30%	40%	30%	No	-	no pressure, most members participate in our services	-	\$15/yr membership, \$10 month for gatherings	0	80%	20%	0	no	no	-	-	-
Port Credit Seniors "young at heart"	open all year, use left over fees for luncheon at xmas	16	0%	0%	0%	100%	Yes	we need more members	no one wants the responsibility of running the club, no new members	-	\$3/yr membership \$2 to play	-	-	-	-	no - we have senior room at port credit arena, no charge, wheelchair access	any new members that would like to join	seniors are living longer and they are dealing with health problems	-	depends if anyone is available to run our club

Organization	Who do you consider an Older Adult?	What are the Barrier for Older Adults?	Needs for Older Adults by City Division							Funding Criteria	How do you raise Awareness?	How should we attract Volunteers?	17. Level of Agreement						Top Priorities			19. Expectations	20. Additional Comments	
			Library	Park Services	Community Centres	Sports and Recreation Programs	Fire and Emergency Services	Transit Services	Other				Your organization wished to operate independently from the City	Your organization is interested in partnering with the City	Baby Boomers will pay more for high quality services	As more people retire, volunteer will increase	Amenities in new Condos will reduce pressure on City Facilities/services	The new Older Adult will use the internet as a source of information	1	2	3			
			Casa Des Los Abuelos	60/60	shade areas at the community centre, bbq grounds, we have to pay	more books in other languages	more benches	lower AC when we have meetings	don't know				don't know	extra bus from 5:30-6:00pm	n/a	safety, eradication of poverty, clean air	flyers in spanish, or other languages	give info on needs of community in spanish	Strongly Agree	Don't Know	Strongly Disagree			Don't Know
Learn and Live Friendship Club	60/65	n/a	-	n/a	n/a	n/a	n/a	-	n/a	n/a	mail	advertising	Agree	Disagree	Strongly Agree	Disagree	Agree	Agree	Agree	n/a	n/a	n/a	n/a	none
Celano Canadian Club	60/55 - many of our people already need assistance at 55 or 60	buildings for their own needs	ok	ok	private rooms fro older adult activities	ok	ok	most of our people don't drive	n/a	let us do what we've been doing with our seniors, just help us financially	by mail or speaking to representatives	advertising	Agree - it's our club, our people	Don't Know	Disagree	Disagree - I hope so	Agree - not everybody	Agree	Agree	facility	funds	information	I don't know yet	none
Chinese Golden Age Club of Mississauga	65/65 - usually health starts to show age	transportation	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Don't Know	Don't Know	Disagree	Don't Know - people enjoy benefits but not willing to work	Disagree	Disagree	n/a	n/a	n/a	n/a	n/a	none
Credit Valley Stamp Club	age is not the point - ability to get around and do things is	poor transit especially in the evenings. Need more lines that run strait along main streets	very good	need more info about locations and access	same thing	same thing	-	poor	it is difficult to find things at city hall	number of people the organisation serves	local newspaper	no idea	Agree - city has no interest in stamp collecting	Strongly Agree	Strongly Disagree - baby boomers are too smart to pay for services the city should provide through general taxes	Disagree - people volunteer when they're interested regardless of age	Disagree - people like to get out to see different places and people	Agree - some will some never will	accessibility to the poor	accessibility through public transit	availability during the day	very little	this survey seems to assume that many seniors have spare income to pay for programs. I assure you many do not	
Mississauga Valley Seniors	75/65	none	ok	get rid of the ruffians	ok	don't need	ok	could be better	n/a	we don't need it	come and see us	wouldn't work	Strongly Disagree- the centre doesn't charge for use of the room	Agree- if it helps us to get to the centre	Don't Know	Disagree- they don't care	Agree	Agree	transportation	n/a	n/a	n/a	n/a	none
Clarkson Seniors Association	55/xx - it is a transition period	n/a	movie nights, travel info,	special days and events for seniors groups	-	enlargement of community centre eg. Swimming pools	these are excellent	free with a pass CNIB etc.	more yearly consultation with seniors would assist in more regular feedback	physical need, social need, financial need	visit the centres, see what is going on, don't sit in a chair at city hall and imagine things	reward programs	Strongly Disagree	Strongly Agree	Strongly Disagree - other expenses go up too	Agree	Strongly Disagree	Agree	space	affordability	seniors will not be shut out of the decision making process as they have been in the past	in the past seniors issues were dismissed, now, longer life means more attention is needed to needs and problems related to seniors		
Silverlining Filipino Association	60/60 - these categories should have the same age. Also, if not for our medical advancement, 60 yrs would be the last stage of life	urban landscapes are not barriers, parks are good for exercise, however gyms and sports centres are often far and not easily accessible	study what books interest older adults where they are mostly concentrated	sufficient for today and tomorrow	sufficient for today and tomorrow	ask the older adults what they want and what the govt should provide them	improve response time	consider 60 and older adult and charge 1/2 of what is being charged now for mississauga transit	these services are enough and sufficient to deliver the necessary services for the older adults	age and number of members, does the grant reach out to all members?, socioeconomic status of members	advertise on tv, radio, and conduct seminars	emphasize helping as it is physically & spiritually good, plus it will enhance cooperation and unity in the community	Disagree - will never work in coordination with the city	Strongly Disagree - to facilitate delivery of services to the older adults	Disagree - a consensus is necessary to understand the wishes of the majority especially the baby boomers	Don't know unless a survey is conducted	Agree - agree especially if both offer the same facilities and services	Don't know. Matter of individual preference	enhance physical and spiritual awareness	health and dental services included and waiting times reduced	conduct seminars on services and programs (their benefits, importance, how they are avail)	improve our knowledge of what the city is doing for the good of the older adult population which in the long run will grow into caring and loving our city	conferences and seminars should be conducted on these subjects in areas where there is a larger older adult population	
Huronsauga Golf Club	55/xx - in our club you have to be 55+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	recruit more and advertise	Agree - we need insurance through the city for our socials at the C. Centres	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Seniors Life Enhancement Centres	pg 3 missing	-	-	-	-	-	-	-	-	services for high need populations, memory impairments, physical disabilities, complex care needs, isolation, health promotion and disease prevention, care giver support, and quality of service.	newspapers, direct mail, advertise in libraries, internet, billboards	help with transportation costs. Encourage children to volunteer, they are the future volunteers, ask current volunteers to bring a friend, celebrate their contribution regularly, volunteer fairs.	Agree - wish to cooperate but operate independently	Agree - happy to collaborate to enhance delivery of services	Disagree - would have the ability but probably not willing to do so, have paid quite a fair share of taxes and will continue to do so	pg. 5 missing	n/a	n/a	n/a	n/a	n/a			
River Grove Seniors Friendship Club	60/60	not enough handicapped parking	n/a	n/a	greater facilities	n/a	n/a	yearly seniors pass at a reduced price	n/a	n/a	n/a	n/a	Strongly Disagree	Strongly Agree	Strongly Disagree	Agree	Disagree	Agree	a community building for seniors in the west end	better, more frequent transit service	health awareness programs	new ideas	n/a	
Malton Seniors Club #231	55/60	n/a	more large print books available	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	files are not current, muriel (suzie) mccooy has been president for last 4 years
Dixie Curling Club	50/50	none	-	-	-	-	-	-	-	overall participation, healthy and active lifestyle choices	internet, tv	-	Agree - private shareholders club	Agree	Strongly Agree	Agree	Agree	Agree	n/a	n/a	n/a	n/a	n/a	
The Golden Golfers	65/65	-	transportation	-	more seniors centres	-	-	better transit services	-	transportation	-	-	Agree	Agree	Agree	Agree	Disagree	Agree	n/a	n/a	n/a	n/a	n/a	
Elderly Vietnamese Association of Mississauga	55/55 - free of family responsibilities at this age	-	more vietnamese books so that our members can borrow	-	just to keep our place at square one as usual	-	-	-	-	we never receive any funding so n/a	just send us your letters/website address	please come talk to our group during our monthly gathering	We need mutual help	Agree	Disagree	Disagree	Don't Know	Don't Know	help EVAM maintain our facilities at square one	send speakers to EVAM	n/a	please send someone to speak directly to our group so that we can have some practical feedback	n/a	
Port Credit Seniors "young at heart"	65/60 - there are seniors who could be enjoying more if more help was available	in port credit we have no community centre, people without cars need to get to other centres and are not	good- books are available in our language	excellent parks in port credit	needed in south port credit and volunteers to help	not many places in port credit	good	people with walkers can't use bus service because it's too hard to lift the front of the walker onto the bus	-	-	-	can't if people don't want to volunteer	Don't Know	n/a	Agree - have had a better chance to prepare for retirement than some have	not unless they want to	n/a	seems to be the going thing to have the internet	n/a	n/a	n/a	we are a very small group, our main concern is cards	n/a	

Organization	Type	#of Members	% of Members by Age Group				Will you organization / group expand?	Why and/or How will you Expand?	What Pressures?	Any Opportunities	What type of User fees	Sources of Revenues				Do you Need New Facilities?	Additional Support Needed?	Any Past Changes	Shifts in Needs / Demands?	Is your Organization / Group Able to Adapt
			45-54	55-64	65-74	75+						Government Grants	User Fees	Donations	Other					
Multicultural Asian Seniors Club	play cards, social time, welfare work, indian games	2	0%	0%	0%	100%	No	n/a	have to pay for membership program at square one OAC, free at rivergrove, as such have lost most of our members to rivergrove. Also, have to pay for the bus	n/a	\$24/yr membership, \$20/yr program fees	0	0	100%	0	no	no	nothing	nothing - a little older	n/a
n/a	socialise and play cards	-	0%	0%	50%	50%	Yes	new players	none	n/a	\$1.25 to play	0	100%	0	0	no	no	none	low cost facilities	yes
N/a	social club which provides a variety of activities	245	0%	1%	60%	39%	Unsure	limited space and time	unsatisfactory activity conditions	n/a	\$10.00/yr + \$2.00/wk user fee	0	100%	0	0	yes - updated more pleasant environment for daily activities, more space	no	-	more space/facilities as older adults live longer and increase in numbers	no
River Grove South Asian Seniors Group	recreational activities, exercise and tours for seniors	-	0%	5%	70%	8%	Yes	more recreational activities and educational language to the newcomers, computer training	need funds and place	-	\$15.00/yr	0	70%	30%	0	yes - only have room on Monday and Fridays, need it Monday TO Friday	yes - need financial support to arrange tours, provide training, for equipment	no	health, medical, transportation, education, more community centres	no
Mississauga Senior Centre Fund Committee	activities, classes, shows, recreation, art programs, special events, day trips	1250	-	-	-	-	Yes	more advertising, new activities (computer programs etc)	lack of funds, useful transportation, conflicts between personalities and age groups, providing service for all age groups	-	\$22.34/yr membership, \$31-44/10 weeks registered programs, \$0.50/per activity/person target fund, \$7-24.00 special events/trip tickets	14%	75%	1%	20%	yes - larger eating area with patio, more modern washrooms, larger building, new flooring in olga tune room	yes - volunteer coordinator, special event coordinator	more programs toward younger seniors	more transportation services will be required, more space for programming	no, we are lacking space and funds for staff
Mississauga Canadian Italian Seniors	socialising and recreational card games	45	0%	5%	25%	15%	No	older adult population already welcome	some unable to drive, lack of transportation	carpooling, a common vehicle/service to pick up and drop off members	\$15/yr	0	100%	0	0	yes - we would like a consistent facility available to us as opposed to constantly being moved around	yes - transportation	none	increase the size of the facility with the amount of the population that will be ageing	yes but we may require a larger space depending on demand for our services
Huron Park Bocce & Social Club	plau bocce, bingo tournaments, service halls & materials for bocce court	160	-	yes	-	yes	Yes	-	bocce court cover, closer washrooms	-	\$10/yr	-	-	-	-	yes - cover for bocce court and closer washrooms at huron park recreation centre	no	-	-	-
First Hungarian Community Group	organises and encourages cultural and sport activities for all members. Provides support, voluntary social network	75	5%	45%	45%	5%	Unsure	-	to solve the older members' transportation to the club and back	-	\$30/yr membership	0	30%	70%	0	no	unsure	they are more and more isolated	the need to organise car pooling	not
Mississauga seniors games district 20	organise events and competitive sports or social activities for seniors	1000	0%	10%	85%	5%	yes	more promotion through flyers, personal contact, compared to the sports participation we need to promote more participation in day games	lack of facilities for some activities, lawn bowling, bocce, slo pitch	some facilities like bocce could be provided without too much funding, other facilities would require much planning and funding	\$7/each game	0	0	30%	70%	yes - travelling great distances to seniors centres, need more of them esp. in the north west part of the city, would like bocce,lawn bowling, horseshoes,slo pitch	youth programs at community centres during non school periods results in the cancellation of adult programs, compromise should be sought, emergency rainy day programs for instance	little has changed,	as more people join the older adult group, the present facilities will be more used and we will become over taxed to provide for the needs of the seniors	as our organisation stages one day events we should be able to meet emergine demand provided we can get enough volunteers
Applewood Seniors Club	socialising, fundraising, presentations	9	0%	0%	0%	100%	No	-	our members have aged and we have very few left but we still meet and socialise and talk about healthy living, unfortunately we have difficulty getting younger members to join	-	\$10/y	-	-	-	-	no	more transportation and affordable fees	more facilities, more transportation, more bus stops, security and safety	-	
Malton Seniors Multicultural Association	provide entertainment to out members, discussions, socialising	25	0%	5%	90%	5%	No	-	transportation, many members don't have cars	-	\$0.82/month	0	0	100%	0	our community centre is an excellent place for gathering and meeting	no- it will help if bus charges were 10% of current charge	transportation	govn't should increase old age security	we cannot meet demands
n/a	we play cards	12	-	-	yes	-	Unsure	-	none	-	\$12/yr	-	-	-	-	no	transport	better transport	-	

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			Library	Park Services	Community Centres	Sports and Recreation Programs	Fire and Emergency Services	Transit Services	Other				Your organization wished to operate independently from the City	Your organization is interested in partnering with the City	Baby Boomers will pay more for high quality services	As more people retire, volunteer will increase	Amenities in new Condos will reduce pressure on City Facilities/services	The new Older Adult will use the internet as a source of information	1	2			3	
Multicultural Asian Seniors Club	60/60	all good	good- books are available in our language	good - benches and clean	good	good	good	members like the bus	n/a	n/a	newspapers, letters, television	should get more volunteers	Agree	Strongly Disagree	Strongly Disagree	Agree	n/a	4	concession for bus tickets	concession for function	n/a	no	city is very good, mayor is very good lady, we like her, she should be permanent leader	
n/a	60/60	none	-	-	low cost use	-	-	-	-	no not use	mail	meet with them	Disagree	Agree	Strongly Disagree - we have already bloomed	Agree	Strongly Disagree - cannot afford expensive condos or homes	0	listen	listen	listen & act on THEIR needs	cooperation	n/a	
n/a	60/55 - beware of differences in spousal retirement ages	-	-	-	-	-	-	-	-	more active and involved seniors	direct communication with clubs	most seniors are more involved already than other age groups	Strongly Agree - good relationship is important	Agree - older adults have contributed for years, should have a say	Disagree - if they have extra money they will not require clubs like ours	Disagree - the next group of retirees will have other priorities	Disagree - city facilities give people the chance to get out	Agree - they have had more exposure	seniors only facilities	avoid mixing adult and youth	ensure facility meets the needs of the clubs	not very high. Lack of interest in our REAL needs	n/a	
River Grove South Asian Seniors Group	58/65	-	-	parking places	more small community centres	please add volleyball and more competition	-	more buses or make add subway system	-	age, number of members, activities	mississauga news, mail to the clubs	through the clubs	Don't Know	Disagree	Don't Know	Agree	Disagree	Disagree	yoga	education	transportation	more funds provided to the older groups	n/a	
Mississauga Senior Centre Fund Committee	xx/xx - should be based on ability not age	lack of transportation and costs of transportation	-	-	-	-	-	emergency numbers should be made more accessible	improved transit and transhelp services	snow shoveling, grass cutting services	if the costs are affordable and if it is accessible to seniors	activity guides, email, seniors hotline, political information seminars, tv	show appreciation and recognition	Strongly Disagree - the organisation needs funding	n/a	Strongly Disagree - many may work part time and do not have benefits	Disagree - many may have the ability but not the desire due to our society's focus on money	Strongly Disagree - many people cannot afford these places	Strongly Agree	transportation	housing	communication	to provide and improved quality of life for seniors	n/a
Mississauga Canadian Italian Seniors	60/xx	n/a	-	-	more programs	discounted rates	-	-	-	those who require more assistance, larger groups, best use of the facilities	mail, church	letting the community know that this is available	Strongly Agree	Strongly Disagree	Strongly Disagree	Strongly Agree	Disagree	Disagree	accessibility to the poor	fees	n/a	accessibility, no charge for access and dedicated locations	n/a	
Huron Park Bocce & Social Club	60/60	-	-	-	-	-	-	-	-	-	-	-	no	n/a	n/a	yes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
First Hungarian Community Group	67/67	-	-	-	-	-	-	flexible taget lines for cultural or sports events, this would be independent from the mississauga transit lines	-	-	internet	to advertise need well in advance	n/a	Strongly Agree	Strongly Disagree - many old immigrants have less than a full pension	Agree	Disagree - many retirees maintain their own homes	1 - 50% of our members are internet users	publish the programs	make programs affordable	provide friendly instructors	a forum for general advice in all aspects of older adult life	n/a	
Mississauga seniors games district 20	55/55 - many boomers have planned and prepared for retirement at 55-65	many of the communities don't have seniors clubs at community centres, more volunteers are needed to support programs which would attract seniors to participate	bookmobile	more benches on trails, bocce or horseshoe pit	difficult to justify new community centres while the old ones are still working and affordable	larger slo pitch diamonds	we are well served by these services	wheelchair transit service needs more facilities to meet demand	washrooms in some community centres need automatic door button	valid organisation with strong community leadership, perceived need, lack of facilities, how request will help seniors	a separate activity guide for seniors	I wish I knew, unfortunately people are reluctant to volunteer, perhaps some sort of recruitment office to identify leaders in the community and convince them to volunteer	Agree - operating independently while affiliated with the city works for us	Agree - use of city facilities for our games has been very beneficial to us	Strongly Disagree - people complained when our fees were raised to \$7/yr and still are complaining	Agree - theoretically with more older adults there should be more people available and willing to volunteer	Disagree - still a need for community centres	Agree - we are working on an email network to let our participants know about our events	volunteers - more volunteers would take some of the funding pressure off	out door facilities - lawn bowling, bocce etc	seniors centres - plan and build more of them	change in attitude, often seniors are overlooked in planning	one barrier we often face when encouraging seniors to comete is "I'm not good enough" I wish I knew how to overcome this notion	
Applewood Seniors Club	55/xx	better lighting in the parks, benches, good lighting in the parking areas, elevators, washrooms,	"unable to read"	"unable to read"	"unable to read"	"unable to read"	"unable to read"	"unable to read"	"unable to read"	mission statement, memberships, skills and resources, benefits, future of the organisation, focus on diversity	meetings for information and networking, handbooks, healthy living	encourage to participate in decision making and leadership, accessible transportation and flexible times	n/a	n/a	Disagree - some may be able and willing to pay but many arent	Disagree	Agree	Agree	safety and security	accessibility through public transit	flexibility in scheduling of activities	maximise the health and well being of older adults through a physically active lifestyle. Special efforts should be made to encourage the multicultural population to participate and benefit from the programs and activities	our club began in 1968 and had 120 active members, many of those members have grown old, need long term care, or passed away, efforts should be made to include the multicultural community and encourage people to use the existing facilities	
Malton Seniors Multicultural Association	55/55 energy levels decrease at that age, people often retire or slow down their activity	none	books in other languages would be good	nice park in our area	beautiful community centre	-	fine service	bus fares are to high, should be free or 10% of current cost	all are nice	if they have adequate number of members	keep in constant communication with its representatives	motivate them but they need to physical and emotional support	no, we need city help	our organisation is interested in partnership with the city to improve delivery of services	baby boomers will not be prepared to pay larger fees	yes, canadians are devoted to service and they enjoy it	yes, it is all but natural	yes, they will use it	entertainment	free transportation	free emergency services, ambulances	we are thankful for the services the city has provided for seniors of our organisation	this questionnaire is a good approach to assess the needs of older adults. We hope our answers will provide adequate information about our older members. We appreciate this questionnaire and hope consideration will be given to our suggestions. If so, kindly inform us.	
n/a	xx/60 - because we have plenty of free time	-	-	-	-	-	-	the cost keeps going up and up	-	transportation	mailing more often	give them transport	Agree	n/a	Agree	Agree	we are not too poor, will manage	Disagree	transportation	clubs	information	cheaper transport	n/a	

OLDER ADULT PLAN

APPENDIX B – Key Informant Interviews



OLDER ADULT PROJECT



KEY INFORMANT INTERVIEWS
APRIL 17 & 18, 2007

Age Group

- Older Adult - anyone over 50 ♥♥♥♥
- Need to group as 50 to 60 or even to 65 and then 65 plus have different demand today but will change as boomers age in place
- Culture impacts roles played at various ages as well as needs and even mental illness.
- See as 60 to 65 but more diverse ♥♥♥
- 55 and older♥♥
- Maybe have 55 seniors and 62 super seniors

Terminology

- Like older adult – no one likes Seniors – even when they are in 80's♥♥♥♥♥
- Hate to be labeled ♥♥♥
- Need to put some handle on them to help identify issues or programs of facilities that are meant for them.
- Waterloo has used the terminology Adult Recreation Centre and set age at 50 and has done so for years without a problem –
- Really the issue is understanding what percentage of the age group is vibrant and intelligent and able bodied capable of being engaged in the community and affluent enough to participate on their own and have the ability to give to others and what percentage is pool, sole support, isolated, lacking in ability to use the public system have language issues or family so spread out they have no family support group – need to know the percentage in each group to know the magnitude of the issue.
- Use Seniors Games terminology
- Pick one name and use it and be consistent with all the programs out there from transit to garbage to pet licenses to rentals

Huge spread in age 50 to 100 with huge spread in differences from♥♥

- Attitude
- Mind set
- Activity levels
- Way they think – optimism versus pessimism
- Regardless of age there is a % in every group needing assistance
- Don't label when promoting services

User Fees

- Definitely on ability to pay – no matter what – no matter the age♥♥♥♥♥
- Those who can pay should those who cannot pay should still be able to participate – City can figure out who gets free dental work they can figure out who gets a free recreation pass or smart card
- Look at poverty hot spots
- Definitely should be moving to smart cards
- Has to be a clear and easy application
- Jerry Love mind set will never work for seniors or adults – hardly works for kids
- Rates and fees need to be enticing yet competitive – should only discount based on need

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

- If do not label or put age or organization requirement how can there be a discount for the space
- Have user fees at the dedicated space but is based on whether or not instructor is paid. There is also a \$1.50 per person charge per class on top or fee for instructors or if run by a volunteer fee of \$1.50 still collected but if numbers are not met the program is cancelled
- At Mississauga Seniors Centre they charge 50% of whatever the adult rate is. The centre is volunteer driven and they do charge 50 cents per person per program to offset costs.
- Seniors Fund exists because they raised money to build the centre and now continues to take in the funds generated from the café
- Red Cross use to fund transportation to medical appointments no longer do – trans help is just swamped and cannot use it if you are not scheduled to use it so no last minute options and the VON are also swamped.
- Lack of affordable space
- No difference between seniors and anyone else if want to participate have to find ways for them to do so – no different then issues associated with youth.
- What is the basket of activities the city supplies for free, at cost or at profit and how does the city not turn a smart card into a bureaucracy – is it not peak versus non peak time and who it is marketed to – cannot afford to loose the revenue stream of the over 50 age groups
- Smart Card have to get there – already there with transit cost \$ 200 million to set up need to have on the card – transit, libraries, taxes, recreation and programs
- Jerry Love fund will not work♥♥♥♥
- All social services are under funded and elderly impacted the most
- People getting the Canada pension supplement would be one way to know who gets a smart card supplement
- Have some things free for everyone – really issue of what time of day
- Who is financially responsible for the health of adults – region or province – is it the city
- Maybe buy 10 get one free
- Swim should not be free have to pay for lifeguards
- Need to watch number of religious groups using community centres – need space for programming
- Expectations are high
- Not so much is it free as is if it is not being used why not let someone use it free
- Stage the pricing and phase it in over time = will need to phase in over 10 years and grandfather all those currently 65
- Like the concept of based on need – may have to tap into the Region to help supply information on who gets supplements or assistance – why duplicate process – someone at the Region should be responsible for Mississauga and knowing who needs assistance and city could communicate with that one person on knowing who need assistance.
- Cannot afford what we currently have how are we ever going to afford more – have to put the brakes on now.
- Where there are poverty spots may have to look at how the centre runs – may be less persons capable of being empowered to run the show and may need more assistance from staff and may have to offer more free programming at all age levels – postal codes may not necessarily apply as there are pockets of above average income also in those areas. (think how poor they must be to have rich in same postal code and still come up below the poverty level – my words)
- Is the age of the person or the time of day the facility is being used – prime versus non prime time

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

Trends

- New older adult wants to give back to community – teachers, professionals but do not want it to be like work – but very capable of running programs
- There will still be a % who want it all done for them from take me on a hike to entertain me to suggest what program I might like.
- People need to be able to participate year round – being displaced for children’s programs not okay – not everyone has a cottage or a place in Florida
- Want a real variety from passive to active; from educational to fun; to physical like walking, yoga, running – want a big variety
- People want to stay active – there will be =new demands on ball diamonds, soccer, arenas, badminton, all by adults
- New centres going up like Evergreen in Guelph is daytime older adults and nighttime everyone else – similarly Taylor Place at Overland Drive in ???
- Need to use same facilities but create different groups
- No money for non profit groups so no non profit centres are being built so more pressure on municipal facilities - Kingston took older building and renovated to a combination of condos and adult centre – good partnership – similar in Windsor
- Make sure it is single storey, on transit, great parking and reasonably cost
- Each centre does not have to be all things to all people as new senior is mobile and can pick and choose component parts – but will mean they want a universal access card
- New adults are far more transient and have little loyalty to a specific area or neighbourhood – pick up and move or change centres dues to different programming etc
- More active more dance programs
- Foot care is up
- Educational programs are up
- More active programs
- See more older adults willing to use stability balls and weight equipment
- Want to be challenged mentally and physically
- Still mainly want day time programming but willing to go as late as 5:00
- Need a sprung gym floor for older adult knees to dance or partake in recreational sports
- Possibilities exist to outreach with technology – can communicate electronically from one centre to all the other centres or even into the home. Ethnic Culinary Centres are well integrated
- Noted study in England that showed that lack of transportation, money and even not wanting to go alone were the prime reasons for not participate – but people still want to belong – don’t want to be isolated – therefore city needs to look at new infrastructure to reach out digitally to people and create a more virtual world if buildings wired properly can detect even if heart monitor not working – new wave and have to be ready
- Need things like market places that are bazaar’s and more cricket and more digital facilities
- More active programming in parks
- More and more parks and recreation is seen as an essential service and not a luxury
- Seniors will follow the free skate around and the free swims regardless of how far they are from their home – social side to but also love the free
- Widowhood makes for more users of libraries and community centres – more book clubs
- More current affairs clubs
- Desire to be healthy and not look for special treatment
- Interests are Health, hobbies, travel, food, family
- More Huff and Puff programs

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

- People living longer and there will be more health issues as a result- more strokes, more diabetics, more heart attacks, more knee therapy and other arthritis issues
- Due to large number of new Canadians maybe centres should be doing more to teach English as a second language, how to become a Canadian citizen, how to cut through red tape of immigration, Islamic classes, more arts and more music, develop women's groups, play card, chess, talk to others, checkers etc or do direct programming at the mosques and reach through Doctors, Mosques, School Councils,

Pressures

- How to make everything accessible – physically – with 20% of population needing assistance there is a real requirement for staff to understand issues from visual needs to hearing needs to physical assistance – sign language – audio etc- all should be geared to ability and how to maximize ability.
- Going to be need to increase the gym space for everything from basketball to volleyball to badminton
- Building indoor soccer facilities but could they be other things during the day like volleyball or badminton for seniors
- Impact of multi cultural groups – each group or even sub group wants own space and wants it very cheap if not free – if can find the space they do not like to be displaced for march break or summer programming.
- Younger senior pickier about what they volunteer for and the demand on their time
- If insurance to go south gets any worse then there will be even more pressure on our centres to keep these adults entertained
- Big challenge is there is no money for not for profit groups so they will rely more and more on the municipality
- Have to erase stereo types associated with seniors and seniors centres – whole new world
- Bigger and bigger gaps between service people and programming people
- Rooms – running out of room
- More people to help
- Nothing in the northwest
- Lots of seniors in Cooksville – issue is housing
- Not enough affordable facilities
- Need more training as to how to engage public and even on how to feed children
- How to engage the public
- How to program the parks
- If residents are transient how do we reach them and do they need our services
- Departments need to identify changing budgetary requirements
- Not enough volunteers – volunteer bureau went kaput need to train volunteers
- Get Meadowvale renovated and make it more a youth and senior centre – not hearing a lot of complaints about not enough free things but do get complaints about a lack of available affordable gym space
- Not enough pools and need more therapeutic
- Need more tennis courts – could indoor soccer also double as indoor tennis and attach a swimming pool and activity room or allow badminton
- Need more aqua fit programming opportunity
- Need more washrooms and benches and shade

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

- Need to look at financial impact on 10 years out if do not change how we market and charge at community centres.
- Need to create a figure 8 in the shuttle bus patterns so it picks up more people in more of the high rises and gets them over to Square One and City Hall – make developers pay for the bus – like the trolley concept – Needs to go as high as Mavis and Eglinton – need to map the concentrations of over 50 and apply the shuttle route
- Caribbean Club at Credit View is overflowing – need 2-3 regular days for meeting space and have a pot luck lunch- cannot get and end up in a church
- Should there be space at City Hall for a community centre or space at the new convention centre – take over a school or take over a floor in a condo development - need it before it is too late and developer has already got everything he needs – could bonus developers for providing public access to community space – main bonus initiative would be reduced parking requirements or reduced DC's

Barriers

- Size of city alone is a barrier
- So spread out
- Transportation biggest issue♥♥♥♥♥♥♥♥
- Malton seniors cannot get to a seniors centre
- Cost of space♥♥♥♥♥
- Language
- Accessibility
- Multi languages
- How do we service all the various unique communities
- People no aware of what the city has to offer – not aware of day programs at community centres – centres should be Resource Centres
- Oldest seniors are literally dying off
- Facility development hampered by lack of money
- Going to run out of space due to proliferation of clubs looking for space
- Cultural sensitivity
- Are not really trying to cross barriers
- Isolation, poverty, access to housing and no strategy in place to solve
- No agency has taken the lead on elder abuse
- Nothing is pedestrian friendly
- Poor planning of neighbourhoods no hubs – so isolated and not pedestrian friendly – even Burhamthorpe – cannot cross street – libraries would be fabulous hubs
- QEW dividing line
- Need more two way communication
- Insurance –needs to apply to all including seniors
- How to get them out of the house – if home bound could meals on wheels combine with book deliver or program delivery
- Lack of training in how to deal with the elderly
- Adults like to play with adults and do not want to swim with kids

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

Service Delivery

- Church groups – try to keep track of who runs programs – how to get message out to them of what services are offered. Churches do provide space to a lot of special needs groups
- Big partnership opportunities with the churches – currently find they call up looking for line dancing instructors or if others want to attend an outing they are organizing or are there any outings their people can attend. How to share the data and the resources – really a customer service issue.
- Needs to be a blend of they do /we do
- Need to tap into the staffing at adult condominium complexes – either as outreach to them for aqua fit or at least come and teach the resident how to run an aquafit program or Pilates or yoga or whatever
- Need to increase the day use at private clubs for seniors – even partner with them so that day use or down time is available
- Also fitness at community centre – more integration of programming
- City can use its dollars to rent space in private facilities to introduce programs
- What is happening at South Commons and Huron Park should be happening at every community centre
- Need to start looking at every facility as if community centre whether it is a churches and condos and libraries and schools and existing fitness centres– all have space for programming and life learning
- Older schools – particularly in the south where there is more aging and fewer children – need to be assessed as potential adult or program space or activity centres
- Need to promote all forms of images of who we are trying to attract and to what – all cultures and all backgrounds – not just the insurance freedom 55 group but all types and all types of couples not just heterosexuals - don't advertise for Muslim swim – could do more
- Malls are happy with programming as brings more people to mall
- Challenge of people want memberships or access to more than one facility
- What model should we be following – there are more than 28,000 volunteer hours but don't have enough room to run all the programs – who runs – volunteers or city or is it a blend
- More thought has to go into the job description of a volunteer
- Good partnership with Peel Health but have to be more partnerships with VON Health Care workers and intake workers – love to see them in the building if they had the space.
- Would be wonderful if there was one dedicated Peel Health worker who worked all 15 centres and just went from one to the next all day long. Need people skilled in social work who can help take seniors to the next level – if they can no longer play bridge who's job is it to advise them and find them something they can do – should be the intake worker – should be region but it should also be integrated system – Sweet Success with Trillium dealing with Diabetes at Huron Park is an excellent example of a integrated system that works. Credit Valley Hospital comes to the centre and maintains the program.
- How do we integrate Active living, mental health, social skills – is it possible to have training kits to run a program – train the instructors on social issues etc
- Square One would like to set up satellite programs out at retirement condominiums and residences – but need to partner with someone to do this\
- Need to do more on a HUB mind set – create hubs of services so people can access social and health and physical activity – like to see in the Lakeshore area where there are so many seniors that there be a one stop shopping area for all their needs – already works well in area as neighbourhood is on human short drive scale. Also noted Bloor and Dixie as an area where they have established this for children with an early development centre that includes a speech

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

pathologist and psychologist and language specialists – same thing is needed for older adults – need more services under one roof – Hubs could be established in libraries, community centres, old schools, community health centres

- Work with more malls to open for walking and providing space like Square one – waling clubs – meet at a certain time and place
- What is role of new condominiums
- How are parks changing in their use – heavily used by new Canadians, large group picnics, more need for pavilions and washrooms and benches and gathering space and informal play space
- Delivery service has to be on many levels from – direct service delivery to clubs to drop in activity to libraries
- Best free card is the access to the libraries – some things with be for a price and some things will be free
- Have to teach/ train the volunteers as to how to contribute – how to get older adults as part of the work force to supply the service
- Can we give the public what they need or are we already so stretched cannot do more – so why are we asking if we cannot respond
- Reach out to DOCTORS for South Asian community as they will listen to their doctor as a voice of authority – if he says get out and walk or join a club they will – need to also get a list of resources available to all the doctors so they know where to send these people
- Could do same for Chinese Business Association and Mosques
- Need to develop a better system for keeping people coming back and staying active and not dropping off the program
- Don't need new facilities but way to deliver the services – skill set of staff needs to change to community development
- Improve communication – understand the clientele
- Develop greater sensitivity
- Should be able to pay anything at any community centre or library
- Like the Square one model of service delivery
- Is it possible to reintroduce the shuttle bus to get people out to centres

Programming

- Need to shift to hiking and guided trail walks / picnics/ wine and cheese walks/ book clubs and even training for volunteers
- More physical programs to deal with increasing muscle strength for everything from arthritis to heart and stroke to osteoporosis to diabetes♥♥
- Gardening, arts, crafts, theatre trips, fitness classes, aqua fit, computer classes♥♥
- Probus is huge – 8 in Brampton alone – great alternate to the more active independent older adult who does not think they are older adults – not a service club but rather very self serving – constantly looking for space
- Recreation centres are for the most part unused in daytime and are going to feel great pressure on space
- More and more demands for new things like computers that are taking up space the centres just don't have
- Need to be able to deal with both the active and the frail
- Would like to see the library come out to the older adult centres and set up book clubs or even just bring books – can libraries do more like refer seniors to the right service agencies or to the older adult centres.
- Don't have enough gyms as it is let alone if seniors become more active

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

- Facilities need to be flexible
- Need hubs that are multi purpose
- Why was sports complex not designed to accommodate older adults in the day time – could have had lawn bowling or badminton
- Lifestyles of each group very different culturally, financially and areas of interest
- Central library NOT geared to seniors but all the other libraries are great seniors centres
- Seniors like on line services
- Have bus program in place to bring kids to library – could expand to have seniors brought from community centres to libraries or from condos and even have tea and cookies when they get to library.
- Possible to have two people who would go out into the community and take books to seniors or do programming at centres or condos – similar to how they have connected with the schools – have the space but data not in one spot – as libraries become more self serve will free up staff
- Develop senior areas in libraries – have teen space but not adult space
- Story time for seniors
- Sharing memories of the community
- Tea and talk about history of community
- Through digital technology should be able to offer program at all centres at the same time with two way digital imaging
- Walking programs could be for free

Priorities

- Sort out user fees
- Accessibility – not just through the door but actually able to participate
- Partnerships
- This study
- More washrooms and benches in parks♥♥♥
- Make sports complex a seniors centre for badminton and volleyball and pickle ball etc
- Increased awareness of all resources/ Promotion
- Change in attitude
- Change in name
- Space
- Acquire a school and use it as a hub of services for older adults
- Map each neighbourhood or each ward and identify concentrations of groups of like people and engage these communities in whatever their needs are – find out what would enhance their life
- Work with planners and developers to make development more people friendly for health and for social interaction
- Pressure province to supply support system to go with Places to Grow – Human Services Plan not just development – Healthy City Stewardship – Great Leadership
- Create store front options in areas too removed from a hub
- Need washrooms in parks and more benches and shade and bird watching opportunities
- Trails need to not be for just cycling but for walking without steep slopes
- Get rid of age related discounting
- Need more therapeutic pools
- Training on all levels – training for new immigrants, training for staff on healthy programs for older adults, training on cultural characteristics and how to be more aware and sensitive to needs and training to recognize degeneration, abuse, financial difficulties and refer them to the right

APPENDIX B – SUMMARY OF KEY INFORMANT INTERVIEWS

organization training to library staff to be more service oriented including full service centre. Need to build a capacity and leadership skill among the older adult community – build the leadership in clubs and build around ethnic diversity – take example from Tourism template – do a seniors inventory of resources and their natural affinities ; need to train staff on how to reach residents and help them become more independent – need to train seniors to be empowered to do more for themselves and for others ♥♥♥♥♥

- Establish support groups – mentor up with high schools
- Establish what is the basic level of service
- Get a better space for Cooksville – get library of the third floor and out of rental space- why not develop part of T.L. Kennedy High School site as real library and pool and seniors / family centre
- Better outreach to attract different cultures and possible theme a week
- Develop multicultural stations – Spanish, Portuguese, Sheik
- Needs to be one stop shopping for senior needs – foot care, eyes, hearing, incontinent, exercise, rehabilitation and then a means for them to get there – Square One the best so far
- Adult day care
- Libraries to look at collections
- Have a Youth Web page – Need an adult or older adult web page with all the contact information and activities – build advocacy for public services – would be wonderful to have a live person who provided the information and assistance

Things that Need to be Done

- Talk to Brian Johnston about poverty pockets
- Contact the Muslim Canadian Association (south side of Service Road west of Erin Mills at QEW) bought a public school
- Contact the Portuguese COPTIC Centre
- Contact Italian Canadian Club
- Chinese Senior Residence is being built at Mavis south of Britainia
- Hwy 10 and Eglinton is getting condos that are continuum of care as is Mavis and Eglinton
- Greek Orthodox Centre is building housing
- Mississauga Gospel Temple has a fabulous gym
- United Church Seniors Residence had be build and has a very active program
- Croatian Centre attached to church
- Get Healthy City Stewardship Centre
- Look into Falcon Recreation Centre – private that wants to be handed over to the city
- Get list of stakeholders who were sent the survey
- Brampton Seniors Coalition is an agency that advocates for seniors issues – potential outreach
- Can we track where the seniors are coming from who attend each centre – do they roam the city looking for the best badminton and the best bridge
- Look into White Rock – and Philadelphia as cities with positive attitude to seniors developments

Key Issues

Transportation

Smart Cards

Hot spots of Poverty

Training

Walking programs

Program space in parks, Benches, Washrooms, Shade

OLDER ADULT PLAN

APPENDIX C – Search Conference



OLDER ADULT PROJECT



APPENDIX C - SEARCH CONFERENCE SUMMARY

SEARCH CONFERENCE – AFTERNOON SESSION

APRIL 24, 2007

An afternoon Search Conference was held on April 24th, 2007 to engage community groups and organizations on issues and opportunities in serving the older adult population. Held at the BraeBen Golf Course in Mississauga, MBPC lead the conference with the assistance of city staff.

The session was divided into three sections; each section relating to a particular question. Groups of 8 were formed to allow for candid discussion between participants. The table below provides a summary of the comments received from each group for the specific questions posed to the groups.

• - denotes priority assigned by individual groups

1: In terms of needs, interests, activity levels, lifestyle and outlook...

What do you see as the differences between persons over the age of 55

Group	Comments
1	Need to look at the difference between a 60 year old and 90 year old People are aware of what their abilities are. ●●●●●●●●●● Can not simply state that if you are retired you are an older adult. It really comes down to what the individual wants. ●●● May choose to work longer. ●●●
2	By age, ability, culture, and mobility. ●●●● There will be varying interests (arts, sports, entertainment). ●●●●●●●● Income restricts or enhances interests and ability. ●●●●● Cultures view seniors role in society, at home and in the family differently.
3	Labeling people seniors will discourage their participation – need to change terminology. ●●●●● There are varying definitions of who is a senior in different cultures. Need to focus on services and the individual can choose what they do. No matter what their age, they will have different interests. Recognize new immigrants. ●●●● Program according to ability and interest – not age. ●●●●● Our community, family dynamics and mobility has changed. ●●●●●●●●
4	Focus on the neighbourhood and how people are to become mobile. ●● Parents are often left on their own, so it becomes the responsibility of the City and community to assist them. ●●●●●● Do not want to be called seniors. ● Safety – will lead to increased usage. ● Need to feel safe on public transportation. ● If you have lost certain capabilities then you have certain needs – some are healthier. Baby Boomers will still have senior parents as they begin to retire – will create a sandwich. ● Provide more opportunities and choices. ●● Allow seniors to stay in their homes. ●●

APPENDIX C - SEARCH CONFERENCE SUMMARY

Group	Comments
5	<p>Need to enable older adults to stay in their homes, as it is their life. ●●●</p> <p>What about older adults who cannot afford to pay the taxes on their home?</p> <p>Also need to ensure that they feel apart of the community. ●●</p> <p>Schools provide activities for older adults.</p>
6	<p>Can not group everyone into the same category. Depends on health. ●●●●●●●●</p> <p>Based on level of independence. ●●●●●●●●●●</p> <p>Seniors like to socialize, need coffee area with tables.</p> <p>Need for facilities for handicapped persons and provide opportunities for ethnic integration.</p>
7	<p>There will be more people working part-time and will need to have flexibility in the time and type of activities. ●●</p> <p>You can be young or old at 55 years of age. Different physical conditions. ●●</p> <p>Should promote inter-generational facilities and programs. ●●</p> <p>Need services in the evening. ●●●</p> <p>There is huge polarity between the rich and poor. Women are more disadvantaged.</p> <p>Need to recognize diversity. ●●●</p> <p>Universal design for accessibility. ●●●</p> <p>More independent living.</p> <p>Include disabled in regular programming. ●●</p>
8	<p>Classify by level of independence, health and if they are working. ●</p> <p>They start to loose their social network (family, friends, etc.) ●</p> <p>Provide sense of purpose and freedom.</p> <p>Young seniors can do things on a whim, and are more into technology and different methods of learning.</p> <p>Not logical to divide older adults by age. ●</p> <p>Health is the most important determinant. ●●●</p> <p>Older adults are a very diverse group. ●</p>

APPENDIX C - SEARCH CONFERENCE SUMMARY

2: In serving the needs of older adults...

a) What does Mississauga do best (its strengths)?

b) What does Mississauga need to do better (its weaknesses)?

Group	Do Best	Do Better
1	Listening to the community. ●●●● Providing information. Police services. ● Free community activities. ●● Library, Parks and Community Services. ●●●● Maintenance.	Communication on programs available. ●●●● Need to better understand who does what. ●●●●● Daytime arts programming. Quality, hours, routes and destinations of transit need to be improved. ●●● Transportation costs. ●
2	New traffic signals. ● Recreation Centres. “Next Step” program. ● Parks, trails, libraries are great. ● Information on subsidies. Snow removal program. 911/Emergency	More information in one spot. ●●● Transportation and handicapped parking spaces. Snow removal on sidewalks. Walker/wheelchair friendly (transit). ● Need more cultural and education events. ●●● Need more places for seniors to go. Computer training. ● 311 is frustrating. More areas for socializing. One card/fee for all community centres.
3	Fire/Emergency●● Bike trails Volunteerism. ● Hospitals. ●● Promotion of the City● Parks City is efficient and well managed and very supportive. ●●●●	Funding for specialized programs. ●●●● Stable funding for older adults. ●● Talking books at libraries. More TransHelp support. ●●●● Subsidies for all to be able to participate. More rest stops in parks (benches). Empathy training. ●
4	Communication/talking to people. ●●● Active Mississauga is good. Huron Park Therapy Pool. Seniors Centres are good. ●●● YMCA Partnerships. ●● Great programming for families in the museums. ●	Follow through with communication Have Seniors centres closer to home. More hot water therapy pools. ●● TransHelp – more service, and more information on how it works. ●●●●●●●● Need to plan for the future. ●● Improve intergeneration. ●●● Fitness facilities need improved accessibility. ● Funding for an older adult centre. ●●●● Get “Active Living” to people in print. More affordable housing. ●

APPENDIX C - SEARCH CONFERENCE SUMMARY

Group	Do Best	Do Better
5	Engage and listen to the people. • Free rooms to organizations. Look after seniors. Maintenance of facilities. ●●●●	Accessible transit. ●●●● Remove stigma of using TransHelp. Mobile libraries. Need to talk to seniors, not just decide for them. TransHelp needs to go beyond Mississauga. ●●● Update library to reflect multiculturalism. ●● Maintain more natural areas. Mobile library system. ●●● More concerts in the park. ●●
6	Port Credit. Trails and park maintenance. Hiring people from different cultural backgrounds. Square One, YMCA, Living Arts Centre – Placemaking. Strategic decisions. Involving seniors	Leadership – what about poverty. ●●●●● Diversity – need money for social services. Peel has lowest per capita funding for social services. • Barriers to access services. Erin Mills needs parks and trails. ●●● Parks are geared towards children. Provide outreach to neighbourhoods. ●●●●● Cultural programming is not affordable. Transportation is poor. ●● Use media as tool to raise public awareness. •
7	Our mayor is a senior. Programs at community centres across the City. ●●●●● Foresight. Communication. ●●●●● Support of community groups. ●●●●●●●● Good planning for upcoming problems. ●●●	Transportation (auto-community). ●●●●● Not pedestrian friendly. • Disability/Mental Health ●●● Seniors programming. Coordination between centres. ●● Curling and lawn bowling have long waitlist. Planning department not focused on seniors needs. Language barrier preventing seniors from getting involved. ●●●●● Volunteering/Staring a Club ●●
8	Community Centres and parks. Variety of options available. ●●● Nightlife (theatre, movies). • Arts opportunities. Good lighting on the streets. Library Programs • Volunteer recognition. • Safe, debt free City. • “Active Living” program. ●● Seniors clubs and seniors games.	Transit not subsidized below 65. Buses are not senior friendly. • Low rental housing. Look at Tim Hortons as a model to encourage socialization. • Need user friendly libraries and community centres. More Transhelp buses. ●●●●● Washrooms, benches, and shade in parks. ●● Fees according to ability to pay. • Snow shoveling program

APPENDIX C - SEARCH CONFERENCE SUMMARY

3: How can the City be made more older adult and senior-friendly?

Group	Comments
1	<p>To concentrate more on seniors transit and programs. ●●</p> <p>Be able to get in touch with a real person to get city information. ●●●</p> <p>Provide cultural entertainment for seniors.</p> <p>Increase awareness of services of seniors.</p> <p>More seniors centres. ●●●●●●</p> <p>Stop making strip malls, need to be walkable. ●●●●●</p> <p>Mobile library system. ●●●</p> <p>Concentrate on services for seniors. ●●●●●</p> <p>Subway. ●●</p>
2	<p>Eliminate voicemail. ●●●</p> <p>Continuing education programs all year long.</p> <p>Meet needs of disabled, regardless of their age.</p> <p>More casual programming – activities in the park. ●●</p> <p>Better advertising of activities. ●●●●</p> <p>Language interpretation to inform community. ●●</p> <p>Consider needs of disabled – regardless of age. ●●●●●●</p> <p>Encourage participation in decision making. ●●</p>
3	<p>New, better quality buses (low floor buses). ●●</p> <p>Raise the standard for transit now and build upon it.</p> <p>Provide smaller, neighbourhood seniors centres.</p> <p>Look at either a subway or light rail transit. ●●</p> <p>Help older adults to stay at home (with somebody to check in on them).</p> <p>Stop building strip malls/big box stores. ●</p> <p>Need snow removal. ●●●</p> <p>Partnerships to promote health and well-being. ●</p> <p>Provide housing for seniors.</p> <p>More historical monuments, benches, washrooms and shaded areas – improve streetscape. ●●●●</p> <p>Seniors link on City website. ●</p> <p>Create Ambassadors in the City to support seniors. ●</p> <p>More opportunities for volunteering. ●</p>
4	<p>One membership fee for the whole City. ●●●●●●●●</p> <p>Provide benches, shade and monuments in parks. ●●●●</p> <p>Town Crier to provide information. ●●</p> <p>Police in parks to enhance security. ●●</p> <p>Volunteer Ambassador Program (like neighbourhood watch). ●●</p> <p>Snow removal program/grass cutting.</p> <p>Accessibility of transportation.</p>

APPENDIX C - SEARCH CONFERENCE SUMMARY

5	<p>Tim Hortons concept in community centres and redesign of the facilities. ●● Transportation. Rest areas in parks for conversation and along trails and paths. ●●●●●● More natural beauty in parks – less focus on children play areas. People looking after people. Literacy issues. Forums for volunteers.</p>
6	<p>Understand the importance of this process (older adult project). ●●●●● Look at the cost and level of need for any facility or program. How many people are we going to impact with this study? Need follow up session with this group. ●●●●●● Should be ongoing process. Look at identify partners. ●● Older Adult Advisory Committee ●●●●</p>
7	<p>Café idea is great. Fitness in the park. Seniors on planning committees.</p>
8	<p>Parks and urban design. Promote inter-generational activities. Promote sense of well-being The park should be for all. Look at social, cultural and recreational health. Should provide access to services if they want to stay in their homes. Provide information in different languages. Provide specific programming for ethnic groups to help with cultural adjustments.</p>

APPENDIX C - SEARCH CONFERENCE SUMMARY

SEARCH CONFERENCE – EVENING SESSION
APRIL 24, 2007

An evening Search Conference was held on April 24th, 2007 to engage community groups and organizations on issues and opportunities in serving the older adult population. Held at the BraeBen Golf Course in Mississauga, MBPC lead the conference with the assistance of city staff.

The session was divided into three sections; each section relating to a particular question. Groups of 5 were formed to allow for candid discussion between participants. The table below provides a summary of the comments received from each group for the specific questions posed to the groups.

• - denotes priority assigned by individual groups

1: In terms of needs, interests, activity levels, lifestyle and outlook...

What do you see as the differences between persons over the age of 55

Group	Comments
1	Based on level of physical activity. ●● Large range from baby boomers to 100 year old. ●●● Many different groups of people with varying needs. ●● Need different courses to keep knowledge.
2	Based on needs and activities. ●●● Retirement is forced, so can it define an older adult. Pick one age and be consistent (age 55). People can choose what they are capable of doing. When financial circumstances change. ●● Different levels of physical ability. ●●●
3	Need more active things for seniors to do. ● Some are more social. ●●● Need transportation to get around. ●● Need older adults are less likely to volunteer. Many are “young” at heart. ●● Continue with sports. ●●
4	Need to have educational programs as they retire. ●●●● Need more opportunities to allow seniors to share their knowledge from their professional life. ●●●● Language can be a barrier. ●● There is a huge dichotomy of who is mobile. Need instructions for older immigrants. Need good social programs that are affordable. Volunteer Fair to see the different types of things one can be involved with. ●●●

APPENDIX C - SEARCH CONFERENCE SUMMARY

Group	Comments
5	<p>Many different categories of older adults.</p> <p>There are financial, mental and physical limitations to participation. ●●●●</p> <p>There is a lack of independence. ●●</p> <p>Ability is a state of mind. ●●●●</p> <p>Could 55 to 65 year old older adults help older seniors? ●●●</p>

2: In serving the needs of older adults...

a) What does Mississauga do best (its strengths)?

b) What does Mississauga need to do better (its weaknesses)?

Group	Do Best	Do Better
1	<p>Analyzing/Planning●●●●</p> <p>Fiscal responsibility●●●●</p> <p>Parks</p> <p>Greenbelts</p> <p>Communication at municipal level. ●</p>	<p>Transportation (special doctors visits, hospitals). ●●●●</p> <p>Seniors helping older seniors. ●●●</p> <p>Need shelter/benches at parks.</p> <p>Community Centres need more staff. ●●●</p> <p>More awareness. ●</p> <p>Parks have to booked months in advance. ●●</p>
2	<p>Facilities for sports. ●●</p> <p>Volunteers. ●●</p> <p>Good transportation in general. ●●</p> <p>Active mayor. ●●</p> <p>Encouraging people to be active. ●</p>	<p>Awareness. ●●●●●</p> <p>Assist in transition between adult and older adult. ●●●</p> <p>Use cultural group representatives to ask what their community needs. ●●●●.</p> <p>Central coordinator for seniors. ●●●</p>
3	<p>Libraries (videos/internet) ●●●●</p> <p>Open greenspace. ●●</p> <p>Swimming is free.</p> <p>Square One, shopping centres for walking. ●●</p> <p>Brochures are great. ●●●</p> <p>Lots of indoor parking.</p>	<p>Garbage bins are needed. ●●</p> <p>Transportation (need direct route). ●●●</p> <p>Transhelp scheduling. ●●</p> <p>Educational programs. ●</p> <p>Public washrooms in park. ●●</p> <p>Control handicapped parking spaces.</p> <p>Remove barriers to access. ●●</p>
4	<p>Lots of activities and facilities. ●●</p> <p>Parks and Trails●</p> <p>“Active Living” ●</p> <p>Brochures.</p>	<p>Communicating what is available. ●●●●</p> <p>One stop shopping. ●●</p> <p>Provide information in other languages and all in one place. ●●</p> <p>Classes for English as a 2nd language. ●●●</p> <p>Offer sports for different cultures. ●●</p> <p>Credits for volunteers to use Community Centres (incentive programs). ●</p>

APPENDIX C - SEARCH CONFERENCE SUMMARY

Group	Do Best	Do Better
5	Accessible facilities and parks. ●●●●● Variety of programs. ● React quickly. Seniors outings. ● Social opportunities. Libraries. ●●●	Affordability of housing. Need to have consistent fees. Public transit (frequency, affordable, integrated services). ●● One stop shopping for transportation. ●●● Integrated fee structure.

3: How can the City be made more older adult and senior-friendly?

Group	Comments
1	Places to walk to, get across streets, smaller blocks. ●●●●● Provide community space in the evening. ●● Communication piece for older adults – where are the facilities? ●●●● Need more information on transit. ●● Provide training for those transitioning to retirement. ●●●●●
2	Traffic lights for crosswalks, audible signals. ●●●●● Provide opportunities in parks for seniors (concerts, etc.) Provide things to do in malls. Need shaded areas and benches in parks. ●● Provide volunteer or part-time job opportunities. ●● Active community will decrease health costs in the future. ● Communicate in a variety of means. ●●●
3	One fee for all community centres or libraries. ●●●● Give seniors more priority at facilities. ● Tai Chi/Walking programs in the park. ● Benches/shelters in the park. ● Education to building a sense of community. Centralizing volunteers. Partnering to get more facility space. ●● Allow advertising to increase funding. ● Educate families, medical communities, and retailers on the benefits of healthy living. ●●
4	Park benches and restrooms. ●● Senior specific brochure (where to go, what is offered). ●●●●●●●●●● Community group development. ●●●●

APPENDIX C - SEARCH CONFERENCE SUMMARY

Group	Comments
5	Walking should be the focus. Washrooms, benches, and shaded areas in parks. ●●●●● Improve sidewalks and traffic lights. ●●● Mobile theatres. ● Volunteer fair is a great idea. If you have an active community, less health costs. Use community groups to promote our message.

4: Vote on preference for ‘Ability-to-Pay’ Model

For Ability to Pay: 22 people (88%)

Senior Subsidy: 3 people (12%)

OLDER ADULT PLAN

APPENDIX D – Household Survey



OLDER ADULT PROJECT





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A report on:

**Findings from a Telephone Survey
Exploring a Variety of Issues
Concerning Older Adults**

Prepared for:

The City of Mississauga

July 2007

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Introduction

GLPi is pleased to present the City of Mississauga with the results of this quantitative research project. We are grateful to City staff and professionals at Monteith Brown Planning Consultants for their commitment and contribution to the initiative.

Study Purpose and Issues Explored

The City of Mississauga is in the process of developing an ‘older adult strategy’ — older adults being defined as those 50 or more years of age. This survey of older adults was undertaken to help inform the process and assist in wise decision-making. More specifically, the research was designed to:

- Gauge participation in social and physical activities — including barriers to doing so and suggestions for increasing participation;
- Explore perceptions of the job done by the City of Mississauga 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 full range of issues explored is included in the survey instrument (questionnaire) found in the appendix of this report.

Methodology

This report describes the findings from a telephone survey of 400 older adult City of Mississauga residents — that is, those ages 50 and above. Using census information provided by the City of Mississauga, the following age and gender ‘interview completion quotas’ were established to ensure that the survey results reflect the known composition of the City’s older adult population (based on the most up-to-date information available):

Age-Gender Group	Population Numbers	Percentage of Older Adult Total	Number of Completed interviews (of the 400 total)
Males 50-59 years	45,630	24.3	97
Females 50-59 years	46,670	24.9	100
Males 60+ years	43,850	23.4	93
Females 60+ years	51,510	27.4	110

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 reader is cautioned that results for individual questions that were answered by fewer than the total number of respondents — as a result of skip patterns — are somewhat less reliable given the smaller effective sample size. Moreover, findings from selected cross-tabulations — where small cell sizes are evident — are also somewhat less reliable than for the sample as a whole.

All interviews were conducted by trained personnel using a computer-assisted telephone interviewing (CATI) system. The ‘next birthday’ method was used to ensure a random selection of respondents from within an individual household. A proportion of telephone numbers called were generated randomly to help reach households with unlisted or new numbers. The survey fieldwork was completed between June 14-21, 2007.

Standard research industry ‘screens’ were used to make potential respondents from households with individuals holding certain occupations — those working in market/opinion research, advertising/public relations and the media — ineligible to participate.

The cooperative response rate for the survey was 40% (among all households where a connection was made and someone reached). The overall response rate was just over 15%. Scheduled callbacks to unavailable respondents were arranged to maximize response rates and respondent convenience. In total, up to five attempts per household were made for non-contacts and callbacks. Moreover, the study was purposely spread-out over a longer fieldwork period to help improve response rates and data integrity. On average, interviews were approximately 18-20 minutes in length — the questionnaire included eight open-ended questions and about 50 discrete questions in total (though not all were asked of every respondent given skip patterns based on previous answers).

The City of Mississauga was identified as the research sponsor. All interviews were conducted in English. Please note that 486 households (or 3% of the total number of calls made) were contacted where a language barrier was encountered.

Please also note that significant differences in responses by demographic and/or regional sub-group are noted throughout this report where appropriate. The regional sub-group descriptions are included in the appendix of this report.

Summary of Key Findings

The following provides a ‘high-level’ overview of selected key findings from the survey research. By its nature, an overview of this type must sacrifice detail that may be of great interest to a given reader. Each of the following sections in this report contains important findings/insights (including data tables/charts and overviews of differences by population sub-group) that may be of particular value. If possible, please take the time to read this report in its entirety. The following bolded headings reference the report sections from which the data in support of the sub-points is taken.

Participation in Social and Physical Activities

- Over four-in-five older adults spend at least some time each week participating in both social and physical activities outside of the home. About one-half participate in each type of activity for up to five hours each week. About one-fifth spends 6-10 hours and just over one-in-ten spend more than ten hours.
- Among those who spend at least some time each week, the ‘average’ for those participating in *social* activities is 7.5 hours; it is 6.6 hours for those participating in *physical* activities.
- 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: about one-quarter spend, on average, ‘not too much time’; just under one-in-five spend a ‘moderate amount of time’; and relatively few spend either ‘most’ or ‘all of the time’ using City facilities.
- A majority of respondents say they are participating as often as they would like in social (54%) and physical activities (69%) outside of the home. Still, there is a sizable number reporting less than desired participation in activities of both types.
- 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. 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%).

- About one-third of respondents offered no suggestions for what the City of Mississauga could do to increase their participation in social or physical activities — they could either think of nothing, were personally not interested in increasing their participation rate, or expressed general satisfaction with existing City programs/initiatives. Among suggestions offered, the top-three (none of which were cited by more than 15% respondents) revolved around having the City: make people more aware of what is available; improve/change the timing of its offerings; and improve/change its programs and activities.

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

- Ratings of the City’s performance in providing services/programs to meet the social and physical activity needs of its older adults are generally positive — about two-thirds of respondents say the job done by the City is either ‘excellent’ (19%) or ‘good’ (44%). Just under one-in-five (17%) describes City performance as ‘fair’ with very few (5%) rating it as ‘poor.’
- 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.’
- Respondents were asked about the perceived importance of and satisfaction with five selected community ‘attributes’: *outdoor public spaces and parks; activities that promote health, social and spiritual well-being; the safety of roadways; public transportation; and places for active leisure and social activity participation.* A significant number of respondents view each of the five attributes as important. Of these, two stand out as being of perceived greatest importance: the ‘safety of roadways’ and ‘outdoor public spaces and parks.’
- 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).
- 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.

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%) or less than five floors (2%).
- 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.
- Just under one-in-ten (8%) older adult residents lives outside of the City 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%).
- 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%).
- Respondents were asked to identify the mode or type of transportation they currently use most often to travel to various destinations in a typical week. The vast majority say they use a vehicle — either one driven by themselves personally (79%), one driven by family members or friends (7%) or one from a car pool (1%). One-in-ten reports regular public transit as their primary mode of travel.

- 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. One-quarter of respondents (26%) say that there is nothing that can be done: they simply are not interested in using public transit. A further 15% report general satisfaction with the existing service and, correspondingly, no need for changes. Among those with suggestions, most revolve around improving or enhancing service by: providing more frequent bus service/more buses at different times (24%); improving routing and increasing the number of stops (16%); ensuring greater reliability/on-time bus service (7%); and providing for subway/high speed transit (6%).

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.
- Among those who volunteer at least some time each month, three topic areas/types of initiatives stand out as those for which respondents volunteer most often: social services (28%), hospital/health services (22%) and religion-related activities (21%). The topic area ‘seniors/elderly’ was identified by 4% of respondents.
- Those who volunteer some time each month give a variety of reasons for doing so. A plurality of 33% say their main reason for volunteering has to do with it being a gratifying and/or enjoyable experience. The next two most frequently given reasons — to contribute to society/give back to the community (25%) and to meet a need/help those in need (14%) essentially speak to a desire to make a positive difference and do broader good.
- Over one-half (56%) of those who are already volunteering say it is either ‘very likely’ (24%) or ‘moderately likely’ (32%) that they will increase the amount of time they volunteer within the next five years.
- Just under one-half (45%) of those who are not currently volunteering say it is either ‘very likely’ (14%) or ‘moderately likely’ (31%) that they will begin volunteering within the next five years.
- 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.

- Respondents that are currently volunteering were asked how likely they would be to volunteer *more often* if each of three different ‘volunteer incentives’ were available to them. Respondents that are not currently volunteering were asked how likely they would be to volunteer if each of the same three ‘volunteer incentives’ were offered to them. 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.

Participation in Social and Physical Activities

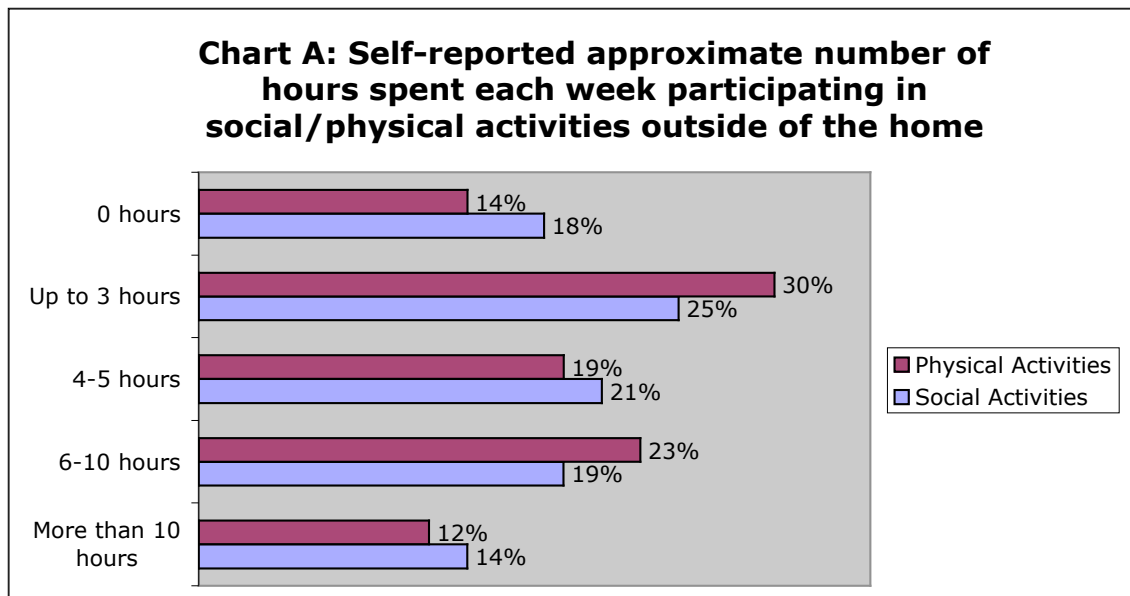
This section describes current involvement in social and physical activities outside of the home and the amount of time spent participating in such activities at or through City of Mississauga facilities. It also describes perceptions of the amount of one's participation in social/physical activities and the reasons for not participating as often as one would like. Moreover, this section explores suggestions for what the City can do to increase participation in both types of activities.

Self-Reported Levels of Participation

The vast majority of Mississauga's older adult population spend at least some time each week participating in both social and physical activities outside of the home — and, on average, marginally more so on the former than the latter. For the purposes of the survey, *social* activities were defined as “things such as card or board games, lunch or dinner gatherings, book clubs and so forth”; *physical* activities were defined as “things such as walking, biking, swimming, golf, aerobics, yoga, and so forth.”

As Chart A shows, over four-in-five older adults spend at least some time each week participating in both social and physical activities. About one-half participate in each type of activity for up to five hours each week. About one-fifth spends 6-10 hours and just over one-in-ten spend more than ten hours.

Among those who spend at least some time each week, the ‘average’ (i.e. the mean score) for those participating in *social* activities is 7.5 hours; it is 6.6 hours for those participating in *physical* activities.

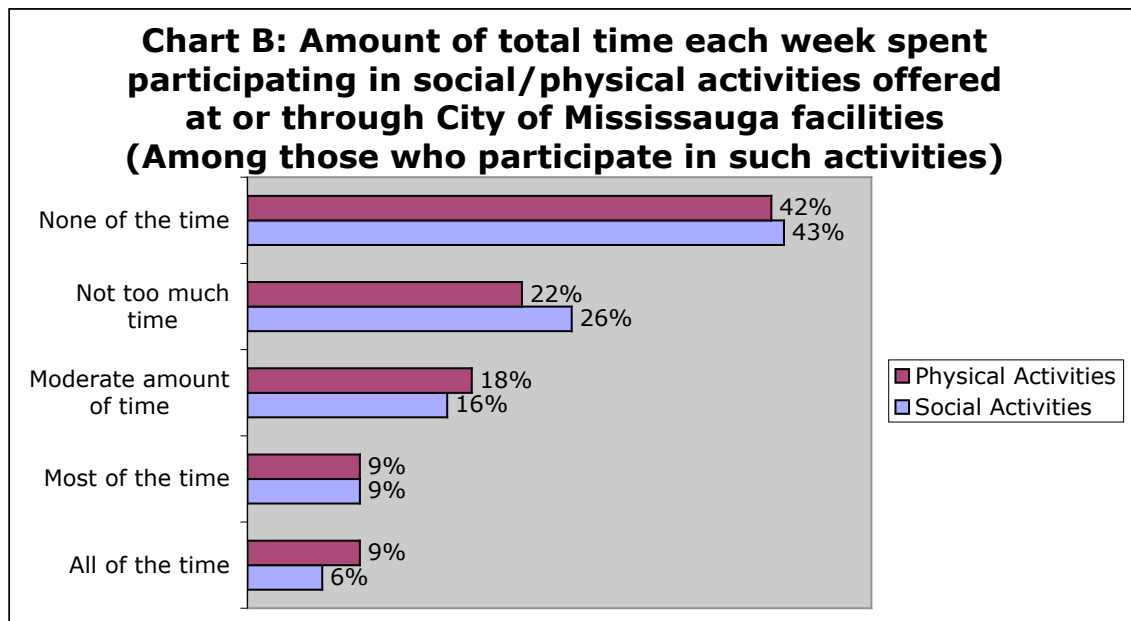


Note: Numbers may not sum to 100 due to rounding and/or the exclusion of ‘don’t know/no opinion’ responses.

Men are more likely than women to report spending no time in a typical week participating in social activities outside of the home. Women are more likely than men, and those 60+ years of age are more likely than those in the younger older adult age cohort, to typically spend over ten hours each week participating in such activities.

Those with total annual household incomes of less than \$30,000 are more likely than others to report spending no time in a typical week participating in physical activities. Respondents with two or more people 17 years of age or less living in their household are more likely than others to spend up to five hours a week participating in such activities. University graduates are more likely than others to report spending more time than average on physical activity in a given week.

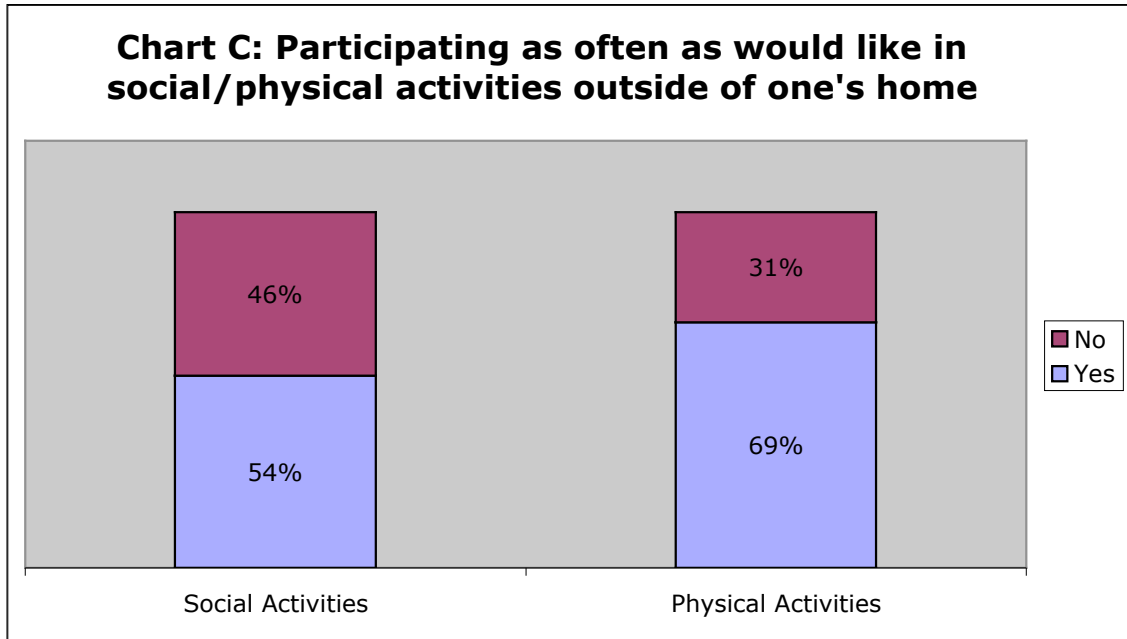
Among those participating each week in social/physical activities outside of the home, a majority spends at least some time doing so at or through City of Mississauga facilities (such as community or recreation centres, senior centres, libraries, City parks and trails, etc.). As Chart B shows, there are no significant differences in the amount of time spent using City facilities for either physical or social activities. As Chart B also shows, just over four-in-ten older adults reports spending no time using City facilities, while about one-quarter spend, on average, ‘not too much time.’ Just under one-in-five spend a ‘moderate amount of time’ and relatively few spend either ‘most’ or ‘all of the time’ using City facilities.



Respondents who are separated or divorced are more likely than others to report spending none of their social or physical participation using City of Mississauga facilities. Those who say their primary mode of transportation in a given week is a vehicle driven by family or friends are more likely than others to report spending ‘not too much time’ participating in physical activities at City facilities.

Attitudes Toward Amount of Participation in Social/Physical Activities

As Chart C shows, a majority of respondents say they are participating as often as they would like in social and physical activities outside of the home. However, only a slim majority (54%) says this for social activities, compared to over two-thirds (69%) who say it for physical activities. Still, there is a sizable number reporting less than desired participation in activities of both types.



Women, university graduates/post-graduates, those with total annual household incomes of \$100,000 or higher, those living in South Mississauga and respondents who spend six or more hours each week participating in social activities are more likely than others to say they are participating as often as they would like in such activities outside of the home.

Those with a high school or less education, those living in North Mississauga, respondents who themselves and whose both parents were born outside of Canada, and those who typically spend no time each week participating in social activities are more likely than others to say they are *not* participating as often as they would like in such activities outside of the home.

Respondents with two or more people 17 years of age or less living in their household and those who typically spend no time each week participating in physical activities are more likely than others to say they are not participating as often as they would like in such activities outside of the home.

Among those with a desire to participate more, 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. As Table One shows, almost two-thirds (63%) cite this as the reason underlying less than desired involvement in social activities. As Table Two shows (on the following page), about one-half (48%) cite it as the reason underlying less than desired involvement in physical activities.

As Table One also shows, 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%). None of the other reasons — from uncertainty about the opportunities available, to a perceived lack of interesting opportunities, to a lack of transportation/inconvenient destinations, to concerns about price, to concerns about the enjoyment of the experience — was identified by more than 5% of respondents.

Table One
Reasons for not participating as often as one would
like in *social activities* outside of the home (n=183)

Reason	%
Existing time commitments (too busy/lack of time; work full-time)	63
Health issues/challenges	12
Not interested	12
Uncertain about opportunities/what is available	5
Not enough interesting opportunities	5
Lack of transportation/inconvenient destinations	5
Too expensive	4
Uncomfortable/uncertain about participating (clubs not welcoming; places too crowded; not sure experience will be enjoyable)	4
Other	1
Don't know/refused	2

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses.

As Table Two shows, aside from existing time commitments, 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%). None of the other reasons — from concerns about price, to access to one’s own home-based gym/fitness equipment, to uncertainty about the opportunities available, to a lack of transportation, to general disinterest — was identified by more than 5% of respondents.

Table Two
Reasons for not participating as often as one would like
in *physical activities* outside of the home (n=126)

Reason	%
Existing time commitments (too busy/lack of time; work full-time)	48
Health issues/concerns	25
Not enough interesting programs/opportunities	9
Too expensive	5
Have access to home-based gym/equipment	4
Uncertain about opportunities/what is available	2
Lack of transportation	2
Not interested	2
Other	5
Don’t know/refused	5

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses.

Those between the ages of 50-59 and those living in households with four or more people are more likely than others to report some combination of existing time commitments as the reason for not participating as often as they would like in either social or physical activities. In addition, those living in North Mississauga, respondents who were born in Canada and their parents elsewhere, those with total annual household incomes of \$100,000 or higher, those who are married or living common-law, and those with one or more people 17 years of age or less living in their household are also more likely than others to report ‘existing time commitments’ as their reason for not participating to the desired extent in physical activities.

Respondents 60 years of 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.

Suggestions for the City to Increase Participation

Respondents were asked what the City of Mississauga could do to increase their participation in social and physical activities. As Table Three shows, about one-third of respondents offered no suggestions for how to increase their participation in either type of activity — they could either think of nothing, were personally not interested in increasing their participation rate, or expressed general satisfaction with existing City programs/initiatives (in fact, about an additional 10% responded ‘don’t know’ to this question). About one-in-ten suggested that the City make people more aware of what is available, improve/change the timing of its offerings, or improve/change its programs and activities as a means of securing greater respondent participation in both social and physical activities. Relatively few suggested providing transportation, offering activities in more locations, providing more or improved facilities or reducing prices (though the latter two were more often identified in the context of helping increase participation in physical activities).

Table Three
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 — increase awareness of what’s available	14	9
Improve/change timing (e.g. longer/different hours; more during daytime/evening/on weekends; not enough time general)	13	12
Improve/change programs and activities (more of them; more variety; more ethnic-focused; more opportunities for interaction; more special events/trips/outings)	8	10
Provide transportation	5	2
More/improved facilities (seniors centres; community centres; libraries; pools; parks; trails)	4	9
Reduce prices/cost of activities	4	8
Offer activities in more locations	2	3
Other	6	2
Don’t know	12	13

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses.

Respondents born in Canada and whose parents were both born elsewhere are more likely than others to suggest ‘improved or changed timing’ as a means of securing their greater participation in physical activities. Respondents who themselves and their parents were born in Canada are more likely than others to say that there is ‘nothing’ the City can do to secure their greater participation in physical activities.

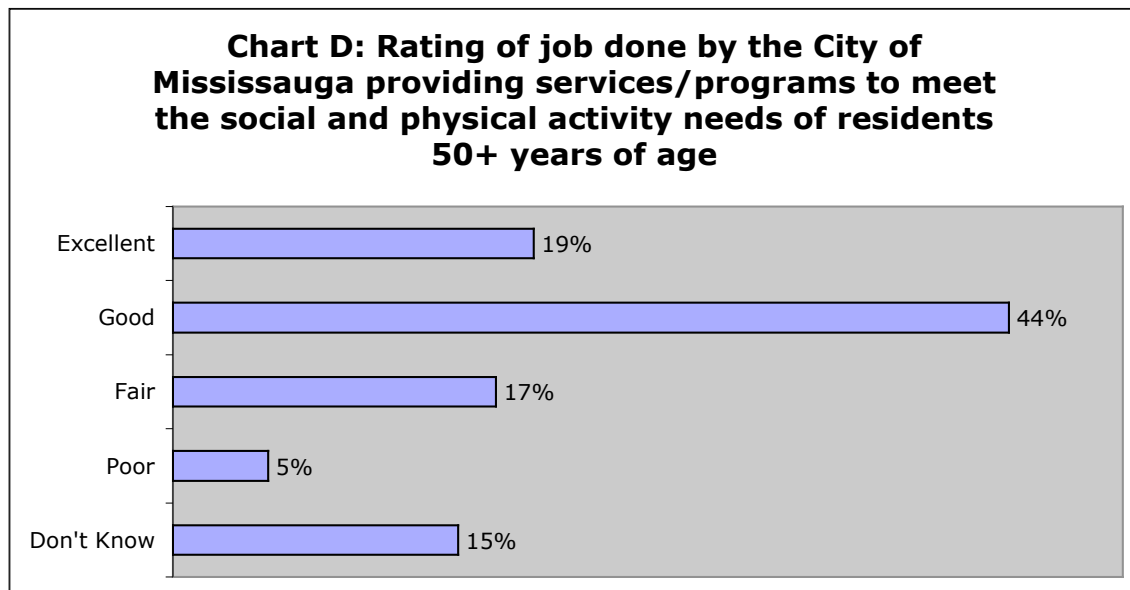
Respondents who currently spend typically no time each week participating in social activities are more likely than others to say that there is ‘nothing’ the City can do secure their greater participation in such activities.

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

This section describes perceptions of the job done by the City of Mississauga providing services and programs to meet the social and physical activity needs of older adult residents (that is, those who are 50 or more years of age) – and perceived changes in such service/program delivery compared to three years ago. In addition, it also describes the perceived importance of and satisfaction with five selected community ‘attributes’: outdoor public spaces and parks; activities that promote health, social and spiritual well-being; the safety of roadways; public transportation; and places for active leisure and social activity participation.

Current Ratings of City Performance

On balance, ratings of the City’s performance in providing services/programs to meet the social and physical activity needs of its older adults are generally positive. As Chart D shows, about two-thirds of respondents say the job done by the City is either ‘excellent’ (19%) or ‘good’ (44%). Just under one-in-five (17%) describes City performance as ‘fair’ with very few (5%) rating it as ‘poor.’ Of note, 15% said they did not know enough about what the City is doing to offer an opinion.



The following population sub-groups are more likely than others to rate the City’s performance as ‘excellent’:

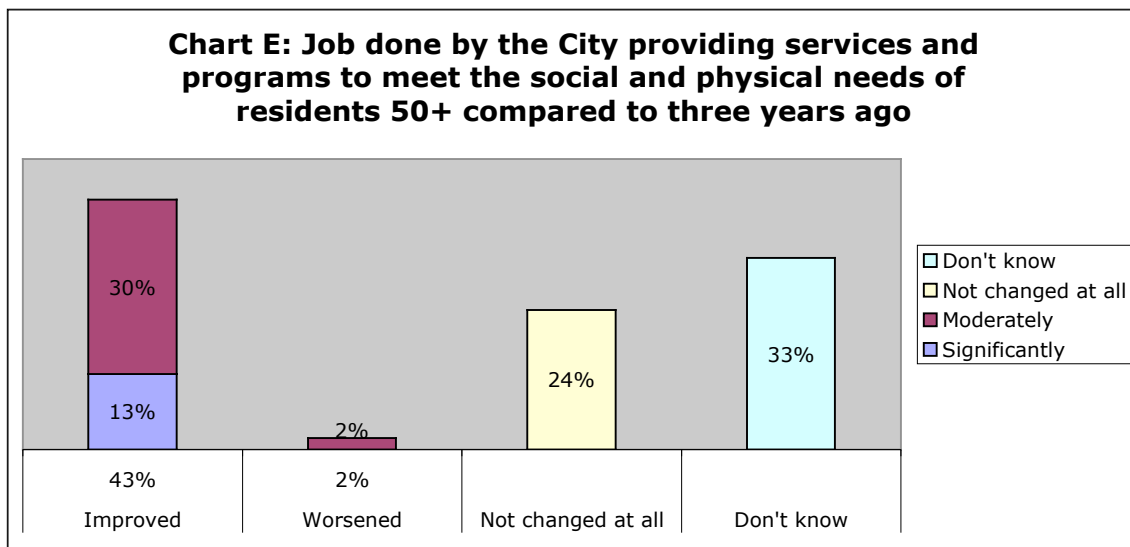
- Those with total annual household incomes of less than \$30,000;
- Those who say they are generally ‘happy’ with the City’s current offerings and have no suggestions for how the City might help secure their greater participation in social activities;
- Those who say there is ‘nothing’ the City can do to secure their greater participation in physical activities; and

- Those who typically spend all or most of their physical activity time using City facilities.

The following population sub-groups are more likely than others to rate the City’s performance as ‘fair/poor’:

- Those who are between 50-59 years of age (as compared to the 60 years and over cohort);
- Those who typically spend ‘not too much’ of their time participating in social activities offered at or through City of Mississauga facilities;
- Those who typically spend ‘none’ of their time participating in physical activities offered at or through City of Mississauga facilities; and
- Those identifying ‘increased City promotion/advertising of its offerings’ or ‘reduced prices’ as a means of securing greater participation in social activities.

Reflecting the generally positive ratings of City performance described above, there is a general sense that the job done by the City providing services and programs to meet the social and physical needs of older adult residents has improved compared to three years ago — or at least stayed the same. As Chart E shows, 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. One-third says they don’t know whether City performance has changed. Very few respondents (2%) believe that the job done by the City has ‘worsened.’



Note: Numbers do not sum to 100 due to rounding.

Respondents who believe that the City currently does a ‘good/excellent’ job providing services/programs to meet the social and physical activity needs of older adult residents are more likely than others to say that City performance in this regard has ‘improved.’ Those who believe that the City currently does a ‘fair/poor’ job providing such services/programs are more likely than others to say that City performance has ‘worsened’ or ‘not changed at all.’

Importance of and Satisfaction with Selected Community Attributes

A significant number of respondents views each of the five community attributes that were tested (as shown in Table Four) as important. Of these, two stand out as being of perceived greatest importance: the ‘safety of roadways’ and ‘outdoor public spaces and parks’ (each receives a mean score of above 8.0 and a top-three box score of above two-thirds — please see definitions of these terms in the notes under the Table). ‘Activities that promote health, social and spiritual well-being’ is the next most highly rated attribute in terms of importance, followed by the ‘third tier’ attributes: ‘places for active leisure and social activity participation’ and ‘public transportation.’

As Table Four also shows, with one exception, levels of satisfaction with each of the five community (Mississauga-specific) attributes is relatively undifferentiated with mean scores in the 6.3-6.8 range and most top-three box scores ranging from about 30-40%. The exception is the ‘outdoor public spaces and parks’ attribute, which garners somewhat higher satisfaction ratings (mean score of 7.6; top-three box score of 56%).

The ‘importance vs. satisfaction gap’ is largest for the ‘safety of roadways’ attribute (negative 1.7) – this gap is calculated by subtracting the mean score for level of importance from the mean score for level of satisfaction with the same item. The importance vs. satisfaction gaps for the remaining four attributes are negligible (though all directionally negative) and relatively undifferentiated.

Table Four
Perceived importance of and
stated satisfaction with various 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
Places 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.

The following lists some of the more significant differences between sub-groups in perceived importance of and satisfaction with the tested community attributes. The attributes are listed in descending order beginning with the one afforded the highest *importance* score.

Safety of roadways

- Women between the ages of 50-59 are more likely than their male or older female counterparts to attach a higher importance score to this attribute. So, too, are those living in households with one or more people 17 years of age or under and those who were born in Canada and whose parents were born elsewhere.
- Those without internet access are more likely than others to give a higher satisfaction score to this attribute.

Outdoor public spaces and parks

- Women (in both the 50-59 and 60+ age groups) are more likely than men to give a higher importance score to this attribute. So, too, are respondents with total annual household incomes of \$100,000 or higher and those who rate the City's performance providing services/programs to meet the social and physical activity needs of Mississauga's older adults as 'excellent.'
- Women (in both the 50-59 and 60+ age groups) are more likely than men to give a higher satisfaction score to this attribute. Those with a high school or less education, those living in a unit in a multi-level building and those without internet access are also more likely to do so.

Activities that promote health, social and spiritual well-being

- Women (in both the 50-59 and 60+ age groups) are more likely than men to give a higher importance score to this attribute. So, too, are respondents who believe that the job done by the City providing services/programs to meet the social and physical activity needs of Mississauga's older adults has improved compared to three years ago.
- Women (in particular, those 60 years of age and above) are more likely than men to give a higher satisfaction score to this attribute. Respondents who are widowed, those with a high school or less education, those with total annual household incomes of between \$30-50,000 and those without internet access are also more likely to do so.

Places for active leisure and social activity participation

- Those who believe that the job done by the City providing services/programs to meet the social and physical activity needs of Mississauga's older adults has improved compared to three years ago and that current City performance is excellent, are more likely than others to give this attribute a higher importance score.
- Women (in particular, those 60 years of age and above) are more likely than men to give a higher satisfaction score to this attribute. Respondents with a high school or less education are also more likely to do so.

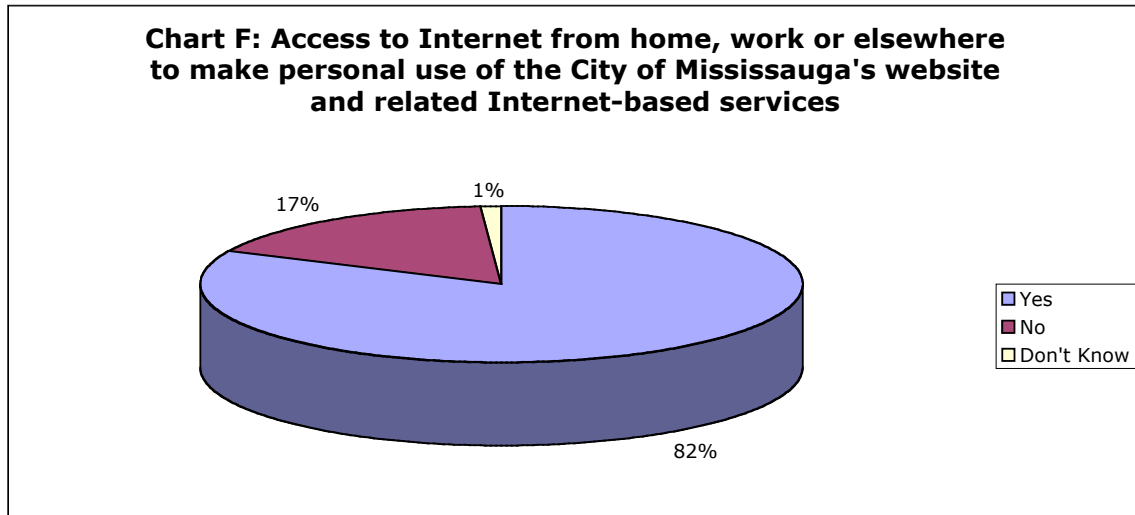
Public transportation

- Respondents who themselves and both their parents were born outside of Canada, those living in the North-East region of Mississauga, those with total annual household incomes of less than \$30,000, those living in a unit of a multi-floor building, those whose primary mode of transportation is something other than one's own or a family member's/friend's vehicle are more likely than others to give a higher importance score to this attribute. In addition, those who believe that the job done by the City providing services/programs to meet the social and physical activity needs of Mississauga's older adults has improved compared to three years ago are also more likely to do so.
- Respondents with total annual household incomes of \$100,000 or higher, and those who themselves and their parents were born in Canada are more likely than others to give a lower importance score to this attribute.
- Respondents with a high school or less education, those with total annual household incomes of \$50,000 or less, those living in a unit in a multi-level building and those without internet access are more likely than others to give this attribute a higher satisfaction score.

Of note, those who believe that the City is currently doing an 'excellent' job providing services/programs to meet the social and physical needs of older adult residents and those who believe that City performance has 'improved significantly' in this regard compared to three years ago are more likely than others to give a higher satisfaction score to all of the attributes. Conversely, though numbers are based on small cell sizes, those who believe that the job done by the City providing services/programs to meet the social and physical needs of older adult residents has 'worsened' compared to three years ago are more likely than others to give a lower satisfaction score for each of the community attributes tested.

Generally speaking, men, and those who believe that the City is currently doing a 'fair/poor' job providing services/programs to meet the social and physical needs of older adult residents and those who believe that City performance has 'not changed at all' in this regard compared to three years ago are more likely than others to give a mid-level satisfaction score for all of the attributes.

As described above, those without access to the internet from home, work or elsewhere that would allow one to visit and make use of the City of Mississauga’s web site and related internet-based services are typically more satisfied than others with selected community attributes. As Chart F shows, the group without such access is relatively small (17% of respondents); the vast majority (82%) of respondents have access.



Respondents with access to the City’s website are more likely than others to be those:

- Who are between the ages of 50-59;
- With at least some university education;
- With total annual household incomes of \$70,000 or higher;
- Who are married or in common-law relationships;
- Living in households with three or more people; and
- Living in households with at least one person 17 years of age or younger.

Respondents without access to the City’s website are more likely than others to be those:

- Who are 60 years of age and above;
- With a high school or less education;
- With total annual household incomes of less than \$30,000;
- Who are widowed;
- Living in one-person households; and
- Living in a unit of a multi-level building.

Residential Profile and Mobility

This section provides a ‘residential profile’ of the survey sample — years lived in the City, current type of residence, size and composition of household, and proportion of time lived in/outside the City in a typical year. It also describes one’s intention to move away permanently from Mississauga and, among those planning such a move, the reasons for wanting to do so. Moreover, it describes respondents’ primary mode of transportation used in a typical week and suggestions for what can be done to improve or increase use of public transit.

Residential Profile

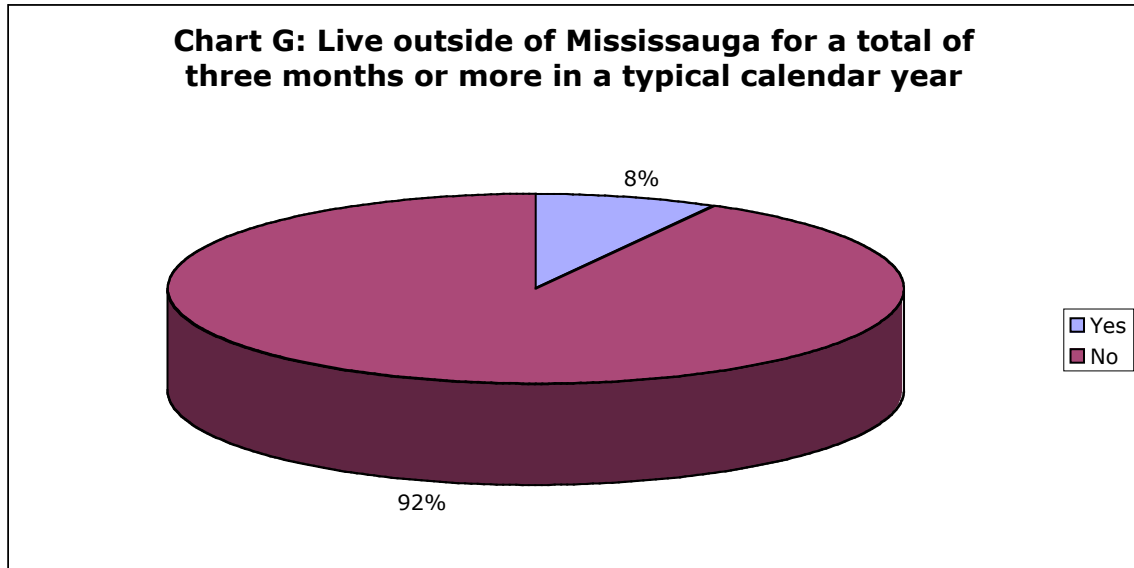
Of the older adult population sampled for this survey, 16% have lived in the City of Mississauga for ten years or less (the number of years includes the total over one’s lifetime — not necessarily consecutive years). Just under one-quarter (24%) has lived in the City for 11-20 years. Equal numbers have resided in Mississauga for between 21-30 years (30%) and 31 years or more (30%). The mean or average number of years lived in Mississauga for the sample as a whole 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%) or less than five floors (2%). A small number of respondents (2%) refused to answer this question concerning one’s type of residence.

About two-in-ten respondents (19%) live on their own. Almost four-in-ten (38%) live in a two-person household. About two-in-ten lives in a household with either three people (19%) or four persons or more (22%). A small number of respondents (2%) refused to answer this question concerning the number of people in their household. The mean or average household population is 2.6 people.

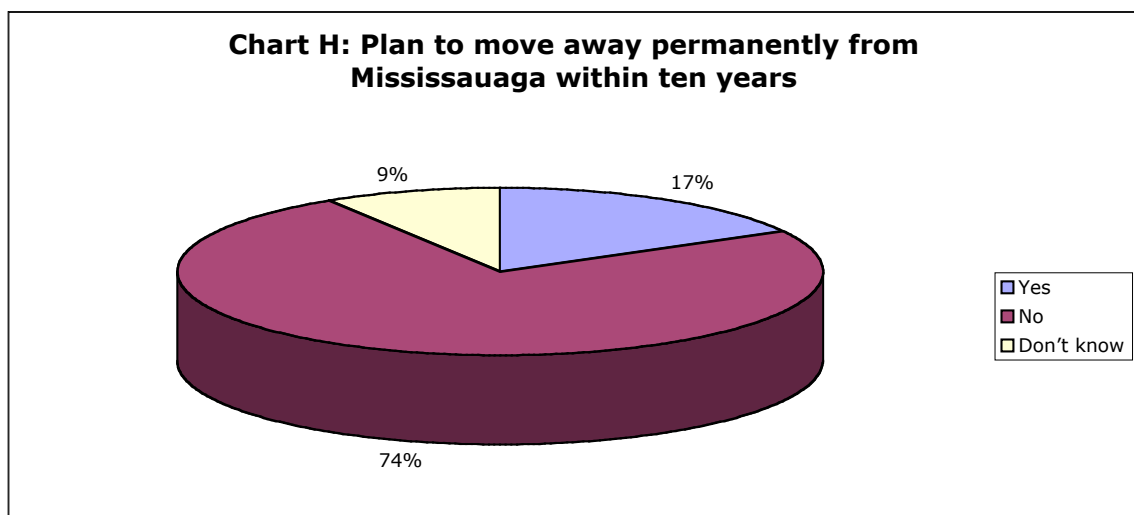
15% of the respondent sample households include at least one person 17 years of age or less. Just over four-in-ten households (41%) include at least one person between the ages of 18-49. As a by-product of the study design, all households had to include at least one person 50 or more years of age (given that all respondents had to fall into this age group). 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.

As Chart G shows, the vast majority of respondents (92%) live in Mississauga for three-quarters or more of the year. Just under one-in-ten (8%) lives outside of the City for a total of three months or more in a typical calendar year.



Anticipated Community Change

A notable proportion of older adults are either planning to or are uncertain about moving to a new community. As Chart H shows, though a sizable majority (74%) has no plans to move, just over one-quarter either plan to move away permanently from Mississauga within ten years (17%) or are uncertain about whether they will do so (9%).



Respondents with total annual household incomes between \$70-100,000 and those who rate the City’s performance providing services/programs to meet the social and physical activity needs of older adult residents as ‘fair/poor’ are more likely than others to say they plan to move away permanently within ten years. Respondents who are widowed and those with total annual household incomes of less than \$30,000 are more likely than others to say they have no plans to move from the City.

Those planning to move away permanently from Mississauga within ten years — again, 17% of the total sample — offer a variety of reasons for why they plan to do so. As Table Five shows, about one-in-five (21%) express a desire to live in the country/a rural area or a place that is less urbanized than Mississauga (this is buttressed by the additional 12% who say that the City is too congested/crowded). Equal numbers (16%) offer the following reasons: places other than Mississauga are more older adult friendly, or it is time for a change generally. One-in-ten says they plan to move because of the cost/expense associated with living in Mississauga. Other reasons were offered by relatively fewer respondents: a desire to live closer to family, to live in a warmer climate, to downsize and capitalize on the value of one’s home, or to realize a job opportunity.

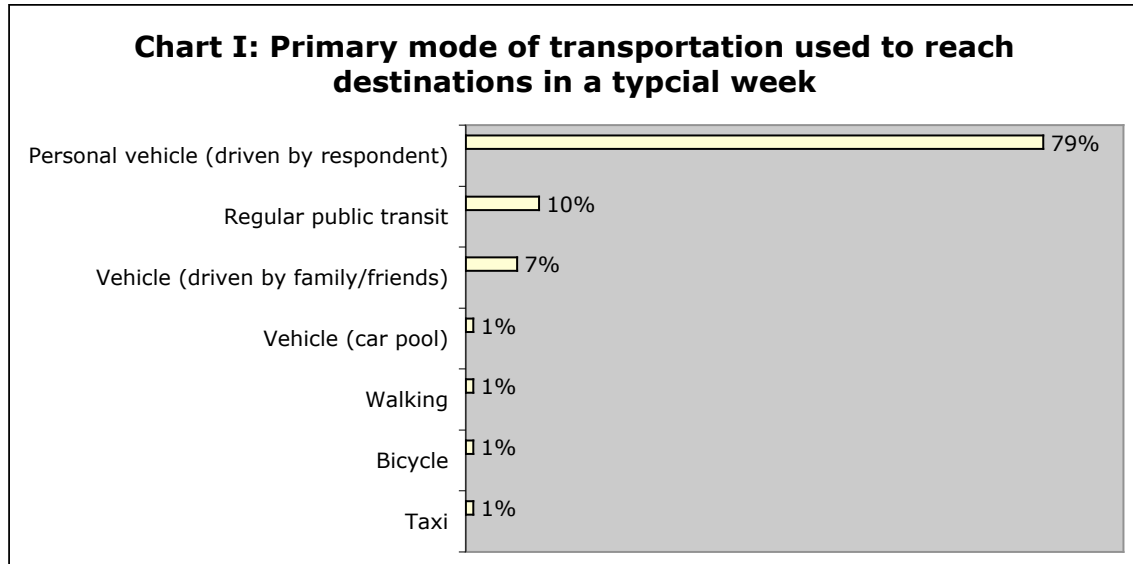
Table Five
Main reason for why planning to move away permanently from Mississauga
(Among those planning to do so in the next ten years: n=68)

Reason	%
Want to live in the country/rural or less urban area	21
Other places are more ‘older adult friendly’	16
Time for a change generally	16
Mississauga is congested/crowded	12
Cost of living/Mississauga is an expensive place to live	10
Want to live closer to family	6
Want to live in a warmer climate	4
Downsize/capitalize on value of home	4
Job opportunity	3
Other	4
Don’t know	3

Note: Percentages do not sum to 100 due to rounding.

Personal Mobility

Respondents were asked to identify the mode or type of transportation they currently use most often to travel to various destinations in a typical week. As Chart I shows, the vast majority say they use a vehicle — either one driven by themselves personally (79%), one driven by family members or friends (7%) or one from a car pool (1%). One-in-ten reports regular public transit as their primary mode of travel (10%). One-in-ten reports regular public transit as their primary mode of travel (0.2% report using TransHelp specifically). No other option — walking, biking or taxi — was named by more than 1% of respondents.



Men (in particular, those 60 years of age and above) are more likely than women to say that a vehicle driven by them personally is their primary mode of transportation. Those with total annual household incomes of \$70,000 or higher, those with at least some university education, and those living in single detached houses are also more likely to say this. Women 60 years of age and above are more likely than their male and younger female counterparts to report that a vehicle driven by family members/friends is their primary mode of transportation.

Respondents with total annual household incomes of less than \$30,000, those who have lived in Mississauga for less than 10 years, and those living in a unit in a multi-level building are more likely than others to say that regular public transit is the chief means by which they travel to 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. As Table Six shows, fully one-quarter of respondents (26%) say that there is nothing that can be done: they simply are not interested in using public transit. A further 15% report general satisfaction with the existing service and, correspondingly, no need for changes. Among those with suggestions, most revolve around improving or enhancing service by: providing more frequent bus service/more buses at different times (24%); improving routing and increasing the number of stops (16%); ensuring greater reliability/on-time bus service (7%); and providing for subway/high speed transit (6%). No other suggestion — including lowering prices, improving cleanliness and safety/security was identified by more than 5% of respondents.

Table Six
Suggestions for improving/encouraging greater use of public transit

Suggestions	%
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
Other	6
Don’t know	6

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses.

Respondents 60 years of age and above, those with a high school or less education and those whose parents and themselves were all born in Canada are more likely than others to say they are not interested in using public transit.

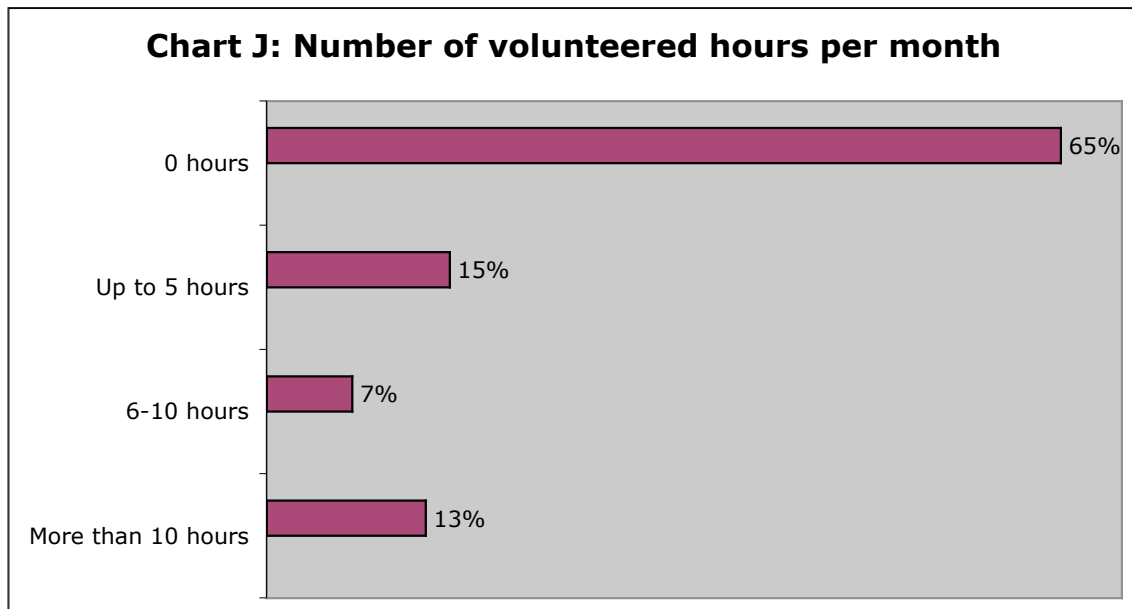
Those living in households with two or more persons between the ages of 18-45 are more likely than others to suggest the following transit-related improvements: more frequent buses/more buses at different times and building a subway/high speed transit. Those who believe that the job done by the City providing services/programs to meet the social and physical needs of older adult residents has ‘worsened’ compared to three years ago are more likely than others to suggest the following transit-related improvements: more frequent buses/more buses at different times and better routing/more stops. Respondents whose primary mode of transportation is public transit are more likely than others to express general satisfaction with the transit system and say that no changes are necessary.

Volunteerism

This section describes current and projected respondent volunteerism – the amount of time one is or plans to volunteer and the topic areas of interest. It also describes perceptions of selected ‘incentives’ for stimulating volunteer activity.

Current Volunteer Behaviour

As Chart J shows, two-thirds (65%) of respondents currently do not spend any time in a typical month serving as a volunteer in the community. Among the remaining one-third that do, 15% serve for up to five hours on average per month, 7% serve for 6-10 hours, and 13% serve for more than 10 hours. The mean or average number of hours volunteered per month is 13.6 (excluding those who do not volunteer). The mean or average number of hours volunteered per month is 4.8 (including those who do not volunteer).



Respondents who have lived in Mississauga for between 11-20 years in total and 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 and above, and those who believe that the City currently does an ‘excellent’ job providing services/programs to meet the social and physical needs of older adults are more likely than others to volunteer a higher number of hours than average.

Those who volunteer some time each month do so in support of a variety of topic areas and types of initiatives. This subset of respondents was given the opportunity to identify up to two topics/initiatives in support of which they volunteer most often in a typical month. As Table Seven shows, though there is no single dominant area or initiative, three stand out with at least one-in-five respondents placing them in their top two: social services (28%), hospital/health services (22%) and religion-related activities (21%). About one-in-ten identified sports/recreation (12%) and education/training (11%) as being in their top two. All of the other topic areas and types of initiatives — including seniors/elderly (4%) — were identified by 6% or fewer respondents.

Table Seven
Topic areas/types of initiatives for which one most often volunteers
 (Among those who volunteer at least some time each month: n=141)

Topic Areas/Types of Initiatives	%
Social services	28
Hospital/Health services	22
Religious	21
Sports/Recreation	12
Education/Training	11
Arts/Culture	6
Ethnic/Multicultural	4
Fundraising/Charities	4
Seniors/Elderly	4
Local governance/Municipal affairs	4
Other	6
Don't know/refused	3

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses.

Though the differences are not overly pronounced and findings are based on relatively small cell sizes:

- Men are more likely than women to identify sports/recreation as a topic area placed in their top two;
- Those between the ages of 50-59 are more likely than those in the older age cohort to identify education/training as a topic area placed in their top two; and
- Those who are widowed and those living in households with only one person are more likely than others to identify social services as a topic area placed in their top two.

Those who volunteer some time each month give a variety of reasons for doing so. As Table Eight shows, a plurality of 33% say their main reason for volunteering has to do with it being a gratifying and/or enjoyable experience. The next two most frequently given reasons — to contribute to society/give back to the community (25%) and to meet a need/help those in need (14%) essentially speak to a desire to make a positive difference and do broader good. This is further buttressed by the 6% who say they volunteer primarily because it is something they have always done and understand it as the right thing to do. No other main reason — from a desire to keep busy/active/fit, to a personal/family issue connection, to a religious imperative, to having unfilled time available — are named by more than 6% of respondents.

Table Eight
Main reason for volunteering
 (Among those who volunteer at least some time each month: n=141)

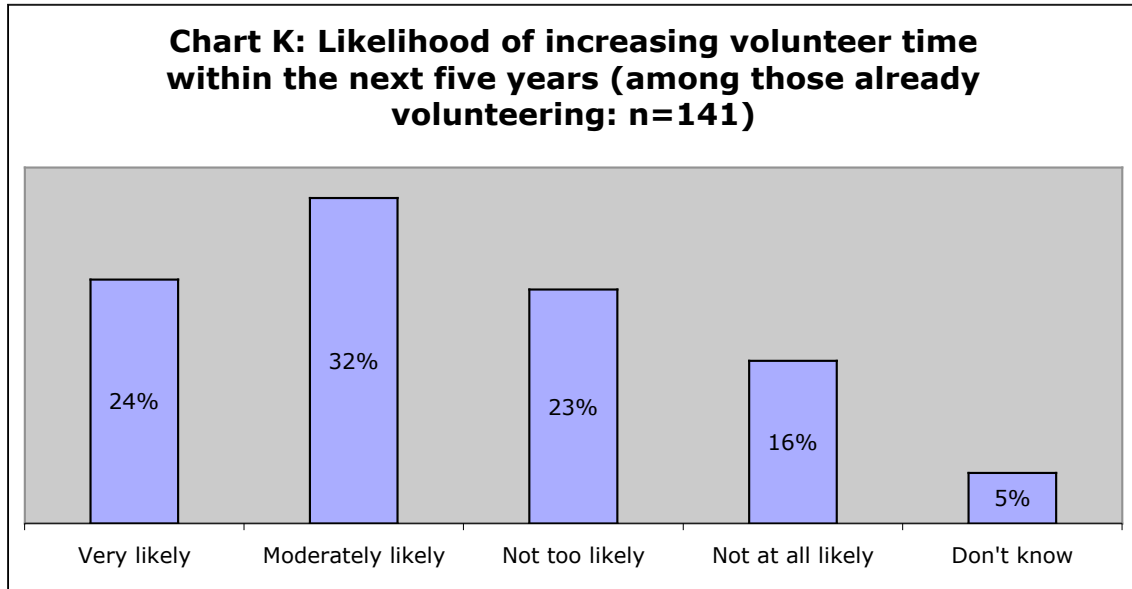
Reason	%
Gratifying/Enjoy it/Like it	33
Contribute to society/Give back to the community	25
Meet a need/help those in need	14
To keep busy/active/fit	6
Always done it/right thing to do	6
Personal connection to the issue/family involvement	4
Part of religion/religious imperative	3
Have time available	3
Other	4
Don't know	1

Note: Percentages do not sum to 100 due to rounding.

Again, though the differences are not overly pronounced and findings are based on relatively small cell sizes, those living in South Mississauga are more likely than those living in the North to say their main reason for volunteering is because they find it gratifying/enjoyable.

Additional and New Volunteerism

Among those who are already volunteering — again, 35% of respondents — there is an intention among a significant number to volunteer more in the future. As Chart K shows, Over one-half (56%) of this group say it is either ‘very likely’ (24%) or ‘moderately likely’ (32%) that they will increase the amount of time they volunteer within the next five years. About four-in-ten says that they are either ‘not too’ (23%) or ‘not at all likely’ (16%) to increase their volunteer activity. The remainder (5%) says they ‘don’t know.’

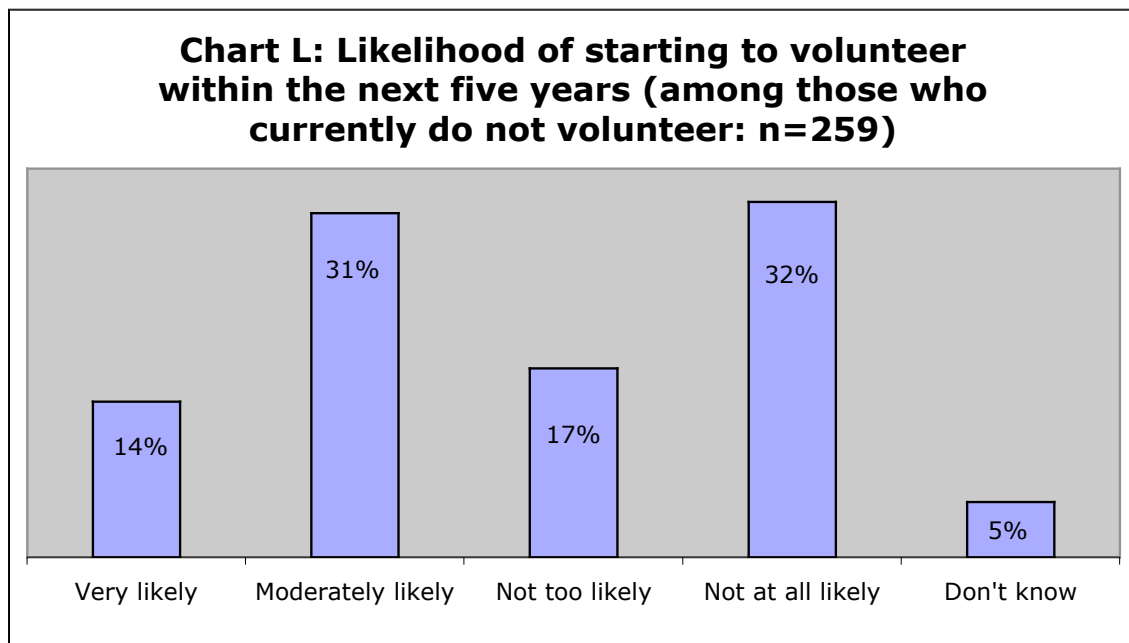


Respondents between the ages of 50-59 (both men and women), those with total annual household incomes of \$70,000 and higher, those living in households with four or more people, and those in households with two or more people between the ages of 18-49 are more likely than others to report being ‘very/moderately likely’ to increase their volunteer time in the next five years.

Respondents 60 years of age and above, those who are widowed, those living in households of only one person, and those with no internet access are more likely than others to report being ‘not too/at all likely’ to increase their volunteer time in the next five years.

Of interest, those who believe that the City of Mississauga does a ‘fair/poor’ job of providing services/programs to meet the needs of its older adults are more likely than others to report being ‘very/moderately likely’ to increase their volunteer time in the next five years. Conversely, those who believe that the City of Mississauga does an ‘excellent’ job are more likely than others to report being ‘not too/at all’ likely to increase their volunteer time.

Among those who are not currently volunteering — again, 65% of respondents — there is an intention among a sizable proportion of this group to begin serving as a community volunteer in the future. As Chart L shows, just under one-half (45%) of this group says it is either ‘very likely’ (14%) or ‘moderately likely’ (31%) that they will begin volunteering within the next five years. A similar proportion (49%) says that they are either ‘not too’ (17%) or ‘not at all likely’ (32%) to begin volunteering. The remainder (5%) says they ‘don’t know.’



Note: Percentages do not sum to 100 due to rounding.

Respondents from the ‘not currently volunteering group’ that are more positively disposed to begin volunteering within the next five years are more likely than others to be those:

- Between the ages of 50-59;
- Who have at least some university education;
- With total annual household incomes of \$70,000 or higher;
- Living in a household with three or more people; and
- Who themselves and whose parents were both born outside of Canada.

Respondents from the ‘not currently volunteering group’ that are less positively disposed to begin volunteering within the next five years are more likely than others to be those:

- 60 years of age and above;
- With total annual household incomes of less than \$30,000;
- Living in households with only one person; and
- With no internet access.

As Table Nine shows, the list of topic areas and types of initiatives in support of which respondents say they are most likely to volunteer — that is, those they would place in their top two — is generally reflective of the listing shown above for respondents who are currently volunteering. However, there are a few key differences, most notably, a significantly reduced number who say they will volunteer in support of religion-related activities (from 21% to 4%) and the identification of two additional categories: children/youth (4%) and animal health/welfare (3%). Again, ‘seniors/elderly’ are identified by a relatively small proportion of respondents as a topic area for which they are most likely to volunteer.

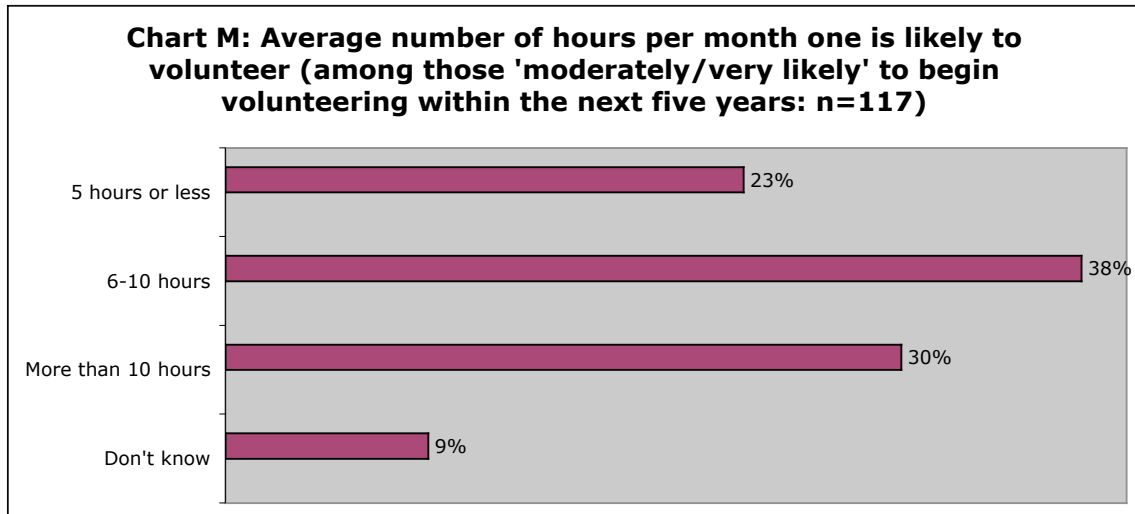
Table Nine
Topics/types of initiatives for which one is most likely to volunteer in the future
(Among those ‘moderately/very likely’ to
begin volunteering within the next five years: n=117)

Topic Areas/Types of Initiatives	%
Hospital/Health services	30
Social services	29
Sports/Recreation	12
Education/Training	10
Arts/Culture	7
Local governance/Municipal affairs	6
Religious	4
Children/Youth	4
Animal (health/welfare)	3
Seniors/Elderly	3
Ethnic/Multicultural	2
Other	5
Don’t know/refused	9

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses.

Consistent with an earlier reported finding, men are more likely than women to identify sports/recreation as a topic area placed in their top two.

As Chart M shows, 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. One-in-three say they will volunteer for more than 10 hours, and about one-in-ten (9%) say they ‘don’t know.’



Among the ‘planning to volunteer’ group, women are more likely than men to say they will volunteer a higher number of hours than the average for the group as a whole.

Volunteerism Incentives

Respondents that are currently volunteering were asked how likely they would be to volunteer *more often* if each of three different ‘volunteer incentives’ were available to them. Respondents that are not currently volunteering were asked how likely they would be to volunteer if each of the same three ‘volunteer incentives’ were offered to them. As Table Ten shows, perceptions of each incentive among the ‘currently volunteering’ cohort are relatively undifferentiated — with none perceived as a particularly strong incentive. As Table Ten also shows, perceptions of each incentive among the ‘not currently volunteering’ cohort are also relatively undifferentiated — with, again, none perceived as particularly strong. 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.

Table Ten
Perceived impact of ‘incentives’ on volunteer behaviour

Volunteer ‘Incentive’	[Among those currently volunteering: n=141] Likelihood of Volunteering more often: Mean Score* (Top 3 Box**)	[Among those <i>not</i> currently volunteering: n=259] Likelihood of volunteering: Mean Score* (Top 3 Box**)
An open house or fair from which to learn more about volunteer opportunities	5.4 (38%)	4.6 (29%)
Free or reduced cost programs — such as access to City of Mississauga recreation or social activities — offered in exchange for volunteer hours	5.3 (31%)	3.8 (22%)
Volunteer training	5.1 (33%)	4.4 (28%)

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

** The ‘top 3 box’ refers to the percentage of respondents selecting either an 8, 9, or 10 on the eleven-point scale where 0 means ‘not at all likely’ and 10 means ‘very likely.’

Among those who currently volunteer, those 60 years of age and above are more likely than others to give all three of the tested incentives a ‘low-three box’ score — the ‘low-three box’ refers to the percentage of respondents selecting either a 0, 1 or 2 on the eleven-point scale where 0 means ‘not at all likely’ and 10 means ‘very likely.’ Also among those who currently volunteer, respondents between the ages of 50-59, and those whose parents and themselves were born outside of Canada are more likely than others to give each of the incentives a higher mean score (that is, to show a higher degree of likelihood of increasing volunteer activity due to the incentive).

Among those who do not currently volunteer, respondents more likely than others to give each of the three incentives a low-three box score are those:

- Who are 60 years of age and above;
- With a high school or less education;
- With total annual household incomes of less than \$30,000;
- Who have lived in Mississauga for a total of 31 or more years;
- Living in one-person households;
- Living in a unit in a multi-level building;
- With no internet access; and
- Whose parents and themselves were born in Canada.

Also among those who do not currently volunteer, respondents between the ages of 50-59, those who have lived in Mississauga for a total of ten years or less, and those who with their parents were born outside of Canada, are more likely than others to give each of the incentives a higher mean score (that is, to show a higher degree of likelihood of increasing volunteer activity due to the incentive).

Appendix

- Survey instrument/questionnaire
- Regions (by postal code clusters)

Draft: Final

**CITY OF MISSISSAUGA OLDER ADULT PROJECT
HOUSEHOLD SURVEY**

Questionnaire for use with: Older Adult (ages 50+) City Residents

INTRODUCTION:

Hello, my name is _____, and I'm phoning on behalf of the Logit Group, the national opinion research firm. We're conducting a short survey on behalf of the City of Mississauga to get residents' opinions about topics of interest to the community and to help inform future planning. The City would very much appreciate your household's participation in this important research initiative. The interview is strictly confidential and should take only about 10 minutes.

May I please speak to someone within your household who is 50 years of age or older and a City of Mississauga resident — if there is more than one person who falls into this group may I please speak to the individual who will next be celebrating a birthday?

IF QUALIFIED RESPONDENT IS PERSON ALREADY ON THE PHONE, ASK:

Which of the following categories includes your current age...are you:

- Between 50-to-59 years of age
- 60 years of age or older

IF PERSON OTHER THAN INDIVIDUAL ORIGINALLY SPOKEN WITH, ASK:

[Reread introduction as required]

Are you 50 years of age or older, a City of Mississauga resident and the person in your household in this age group who will next be celebrating a birthday?

Yes (Continue)

Which of the following categories includes your current age...are you:

- Between 50-to-59 years of age
- 60 years of age or older

No (Ask to speak to eligible respondent. If still "no", thank and terminate)

GENERAL SCREENING QUESTIONS:

[Ask of all respondents]

Before we get started we'd like to know if you or anyone in your household works for...[READ LIST]

- A radio or television station [If "yes," thank and terminate]
- A newspaper or magazine [If "yes," thank and terminate]
- An advertising agency [If "yes," thank and terminate]
- A market or opinion research firm [If "yes," thank and terminate]

INTERVIEWER PREAMBLE:

Thank you again for participating in this interview. Let me begin by providing some context.

The City of Mississauga is currently developing a strategy to help meet the needs of older adults living in the community. To help inform the process, the City is interested in getting residents' views about a number of different issues.

Please note that throughout this survey:

- The phrase 'City of Mississauga' refers to the municipal government, that is, the Corporation of the City of Mississauga
- The term 'Mississauga' on its own refers to the community as a whole

QUESTIONNAIRE CONTENT:

1) Do you participate as often as you would like in social activities taking place outside of your home — by social activities we mean things such as: card or board games, lunch or dinner gatherings, book clubs, and so forth?

Yes [SKIP TO Q3]

No [GO TO Q2]

Don't Know [SKIP TO Q3]

2) Why are you not participating as often as you would like? [OPEN END QUESTION; ACCEPT UP TO THREE RESPONSES; THE FOLLOWING LIST TO BE USED FOR CODING PURPOSES ONLY]

- Not enough indoor facilities
- Don't have someone to go with
- Lack of transportation
- Safety concerns
- Fear of Participation
- Too busy/Lack of Time
- Too expensive
- Not enough interesting opportunities
- Programs not offered at convenient time
- Don't know what is available
- Do not feel comfortable
- Too crowded
- Inconvenient destinations or routes
- Unsafe parking conditions
- Social clubs/activities are not welcoming to new members\
- Other (unspecified)
- Don't know

3) On average, approximately how many hours each week do you spend participating in social activities outside of your home? [RECORD NUMBER OF HOURS; USE '1' FOR ANY LENGTH OF TIME GREATER THAN '0' AND UP TO AND INCLUDING ONE HOUR]

_____ HOURS [NOTE: IF '0' SKIP TO Q5]

- 4) Of the total amount of time you spend each week participating in social activities outside of your home, on average, how much is spent participating in activities offered at or through City of Mississauga facilities such as libraries, community centres or senior centres...would that be all of your time, most of your time, a moderate amount of your time, not too much of your time, or none of your time?

All of your time

Most of your time

A moderate amount of your time

Not too much of your time

None of your time

- 5) What, if anything, can the City of Mississauga do to encourage or help you to increase your participation in social activities? [OPEN END QUESTION; ACCEPT UP TO THREE RESPONSES; THE FOLLOWING LIST TO BE USED FOR CODING PURPOSES ONLY]

General

-Reduce cost of activities

-Make registration easier

-Provide transportation

Programs / Activities

-Provide more programs in general

-Provide different types of programs

-More language/ethnic programs

-More sports and recreation activities

-More arts and cultural programs

-More opportunities for social interaction

-More educational activities

-More special events

-More outings/trips

-More organized activities

-More unorganized activities

Location

-More program locations in general

-Offer more activities at religious centres

-Offer more activities at schools

-Offer more activities at other City facilities

Facilities

-Provide more or improve seniors centres

-Provide more or improve community centres

-Provide more or improve libraries

-Provide more or improve indoor pools

-Provide more or improve parks

-Provide more or improve trails

Timing

-Provide more early morning opportunities

-Provide more daytime opportunities

-Provide more evening opportunities

-Provide more weekend opportunities

Other

-Nothing

-Don't know

-Other (specify)

- 6) Do you participate as often as you would like in physical activities taking place outside of your home — by physical activities we mean things such as: walking, biking, swimming, golf, aerobics, yoga, and so forth?

Yes [SKIP TO Q8]

No [GO TO Q7]

Don't Know [SKIP TO Q8]

7) Why are you not participating as often as you would like? [OPEN END QUESTION; ACCEPT UP TO THREE RESPONSES; THE FOLLOWING LIST TO BE USED FOR CODING PURPOSES ONLY]

- Not enough indoor facilities
- Not enough parks or trails
- Don't have someone to go with
- Lack of transportation
- Safety concerns
- Fear of Participation
- Too busy/Lack of Time
- Too expensive
- Not enough interesting programs
- Programs not offered at convenient time
- Do not feel comfortable
- Don't know what is available
- Too crowded
- Illness/Injury/Health Concern
- Inconvenient destinations or routes
- Unsafe parking conditions
- Programs are too physically challenging
- Other (unspecified)
- Don't know

8) On average, approximately how many hours each week do you spend participating in physical activities outside of your home? [RECORD NUMBER OF HOURS; USE '1' FOR ANY LENGTH OF TIME GREATER THAN '0' AND UP TO AND INCLUDING ONE HOUR]

_____ HOURS [NOTE: IF '0' SKIP TO Q10]

9) Of the total amount of time you spend each week participating in physical activities outside of your home, on average, how much is spent participating in activities offered at or through City of Mississauga facilities such as community or recreation centres, senior centres, City parks and trails, or libraries...would that be all of your time, most of your time, a moderate amount of your time, not too much of your time, or none of your time?

- All of your time
- Most of your time
- A moderate amount of your time
- Not too much of your time
- None of your time

10) What, if anything, can the City of Mississauga do to encourage or help you to increase your participation in physical activities? [OPEN END QUESTION; ACCEPT UP TO THREE RESPONSES; THE FOLLOWING LIST TO BE USED FOR CODING PURPOSES ONLY]

General

- Reduce cost of activities
- Make registration easier
- Provide transportation

Programs / Activities

- Provide more programs in general
- Provide different types of programs
- More language/ethnic programs
- More sports and recreation activities
- More arts and cultural programs
- More opportunities for social interaction
- More educational activities
- More special events
- More outings/trips
- More organized activities
- More unorganized activities

Location

- More program locations in general
- Offer more activities at religious centres
- Offer more activities at schools
- Offer more activities at other City facilities

Facilities

- Provide more or improve seniors centres
- Provide more or improve community centres
- Provide more or improve libraries
- Provide more or improve indoor pools
- Provide more or improve parks
- Provide more or improve trails

Timing

- Provide more early morning opportunities
- Provide more daytime opportunities
- Provide more evening opportunities
- Provide more weekend opportunities

Other

- Nothing
- Don't know
- Other (specify)

11) How would you rate the City of Mississauga on the job it does providing services and programs to meet the social and physical activity needs of Mississauga residents who are 50 or more years of age...does the City do an excellent job, a good job, a fair job, or a poor job?

- Excellent
- Good
- Fair
- Poor

12) Compared to three years ago, would you say that the job done by the City of Mississauga providing services and programs to meet the social and physical activity needs of Mississauga residents who are 50 or more years of age has...?

- Improved significantly
- Improved moderately
- Not changed at all
- Worsened moderately
- Worsened significantly

13) Using a scale from 0 to 10, where 0 means ‘not at all important’ and 10 means ‘very important,’ how would you rate each of the following in terms of its importance to you personally...let’s start with...[READ AND ROTATE ITEMS...REPEAT SCALE IF REQUIRED]?

- a) Outdoor public spaces and parks
- b) Activities that promote health, social and spiritual well-being
- c) The safety of roadways
- d) Public transportation
- e) Places for active leisure and social activity participation

14) This time, using a scale from 0 to 10, where 0 means ‘not at all satisfied’ and 10 means ‘very satisfied,’ how would you describe your level of personal satisfaction with the following in Mississauga...let’s start with...[READ AND ROTATE ITEMS...REPEAT SCALE IF REQUIRED]?

- a) Outdoor public spaces and parks
- b) Activities that promote health, social and spiritual well-being
- c) The safety of roadways
- d) Public transportation
- e) Places for active leisure and social activity participation

15) Within the next ten years, do you plan to move away permanently from Mississauga?

Yes (GO TO Q16)

No (SKIP TO Q17)

Don’t Know (SKIP TO Q17)

16) What is the main reason for why you are planning to move away permanently from Mississauga? [DO NOT READ LIST...ACCEPT ONLY ONE RESPONSE/MAIN REASON]

-Move closer to family

-Other places are more “older adult friendly”

-Downsize house

-Time for a change

-Move to the country/rural area

-Don’t know

-Job opportunities

-Other (specified):

17) Do you live outside of Mississauga for a total of three months or more in a typical calendar year?

YES

NO

18) Which of the following is the mode or type of transportation you currently use most often to travel to your various destinations in a typical week? Is it...(READ AND ROTATE LIST...RECORD ONLY ONE RESPONSE/TYPE OF TRANSPORTATION USED MOST OFTEN IN A TYPICAL WEEK)

- A personal vehicle driven by you
- A vehicle driven by family or friends
- Regular Public Transit
- A vehicle that is part of a car pool
- Other (please specify):
- Walking
- TransHelp (that is, specialized public transit for people with disabilities)
- A bicycle
- A Taxi

19) What, if anything, could be done to improve public transit or get you to take public transit more often? (OPEN END QUESTION; ACCEPT UP TO THREE RESPONSES; THE FOLLOWING LIST TO BE USED FOR CODING PURPOSES ONLY)

- More park'n'ride locations
- More frequent buses/different times
- More prompt/on-time buses
- Better routing/more stops
- Lower cost of transit
- Destinations in other municipalities
- Improved safety/security
- More high-speed transit
- Not at all interested in using transit
- Don't know
- Other (unspecified)

20) On average, how many hours per month, if any, do you currently serve as a volunteer in the community? [RECORD NUMBER OF HOURS; USE '1' FOR ANY LENGTH OF TIME GREATER THAN '0' AND UP TO AND INCLUDING ONE HOUR]

_____HOURS [NOTE: IF '0' SKIP TO Q23]

21) Of the total amount of time you serve as a volunteer each month, for what topic areas or types of initiatives do you most often volunteer? (DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; PROBE AS NECESSARY)

- | | |
|--------------------|--------------------------|
| -Sports/Recreation | -Health/Hospital |
| -Arts/Culture | -Education/Training |
| -Social Services | -Local Governance |
| -Religious | -Don't know |
| -Ethnic/Cultural | -Other (please specify): |

21B. What is the main reason for why you volunteer? [OPEN END...ACCEPT ONLY ONE RESPONSE/MAIN REASON]

22) Within the next five years, are you very likely, moderately likely, not too likely or not at all likely to increase the amount of time you volunteer?

- Very likely [SKIP TO Q26]
- Moderately likely [SKIP TO Q26]
- Not too likely [SKIP TO Q26]
- Not at all likely [SKIP TO Q26]

23) Within the next five years, are you very likely, moderately likely, not too likely or not at all likely to begin serving as a volunteer in the community?

- Very likely [GO TO Q24]
- Moderately likely [GO TO Q24]
- Not too likely [SKIP TO Q27]
- Not at all likely [SKIP TO Q27]

24) For what topic areas or types of initiatives are you most likely to volunteer? ? (DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; PROBE AS NECESSARY)

- | | |
|--------------------|--------------------------|
| -Sports/Recreation | -Health/Hospital |
| -Arts/Culture | -Education/Training |
| -Social Services | -Local Governance |
| -Religious | -Don't know |
| -Ethnic/Cultural | -Other (please specify): |

25) On average, approximately how many hours per month are you likely to volunteer? [RECORD NUMBER OF HOURS; USE '1' FOR ANY LENGTH OF TIME GREATER THAN '0' AND UP TO AND INCLUDING ONE HOUR]

_____ HOURS [SKIP TO Q27]

26) Using a scale from 0 to 10, where 0 means ‘not at all likely’ and 10 means ‘very likely,’ how likely would you be to volunteer more often if...[READ AND ROTATE ITEMS...REPEAT SCALE IF REQUIRED]?

- a) Volunteer training was available to you?
- b) Free or reduced cost programs — such as access to City of Mississauga recreation or social activities — were offered in exchange for your volunteer hours?
- c) There was an open house or fair in which you could learn more about available volunteer opportunities?

27) Using a scale from 0 to 10, where 0 means ‘not at all likely’ and 10 means ‘very likely,’ how likely would you be to volunteer if...[READ AND ROTATE ITEMS...REPEAT SCALE IF REQUIRED]?

- a) Volunteer training was available to you?
- b) Free or reduced cost programs — such as access to City of Mississauga recreation or social activities — were offered in exchange for your volunteer hours?
- c) There was an open house or fair in which you could learn more about available volunteer opportunities?

Demographic Questions

Now, just a few final questions for statistical purposes only...

28. Which of the following best describes your educational background?

- Grade 8 or less
- Some high school
- High school graduate
- Some technical school/college
- Technical school/college graduate
- Some university
- University graduate
- University post graduate

29. Which of the following general categories includes your total annual household income from all sources before taxes?

- Less than \$30,000
- \$30,000 to 49,999
- \$50,000 to 69,999
- \$70,000 to 99,999
- \$100,000 or more

36. Which of the following best describes your situation...[READ ANSWER CATEGORIES...ACCEPT ONLY ONE RESPONSE]?

You and both of your parents were born in Canada

You and one of your parents was born in Canada

You were born in Canada, but both of your parents were born elsewhere

Both you and your parents were born outside of Canada

One or both of your parents were born in Canada, but you were born elsewhere

Other (Please specify:_____)

37. Region by postal code: [TAKE FROM SAMPLE]

L4T	L4Y	L5C	L5J	L5N	L5T
L4V	L4Z	L5E	L5K	L5P	L5V
L4W	L5A	L5G	L5L	L5R	L5W
L4X	L5B	L5H	L5M	L5S	Other (unspecified)

38. Gender (BY OBSERVATION)

Male

Female

That completes our interview. On behalf of the City of Mississauga, thank you for your cooperation and participation in this survey.

Regional Descriptions

- Northwest Mississauga is comprised of the following postal Forward Sortation Areas or FSA's: L5M, L5N, L5W, L5R and L5V.
- Northeast Mississauga is comprised of the following postal Forward Sortation Areas or FSA's: L5T, L5S, L4T, L4V, L5P, L4W and L4Z.
- [North Mississauga is an amalgam of Northwest and Northeast Mississauga]
- Southwest Mississauga is comprised of the following postal Forward Sortation Areas or FSA's: L5J, L5K, L5L, L5C, L5B and L5H.
- Southeast Mississauga is comprised of the following postal Forward Sortation Areas or FSA's: L5G, L5A, L4Y, L4X and L4E.
- [South Mississauga is an amalgam of Southwest and Southeast Mississauga]

OLDER ADULT PLAN

APPENDIX E - Online Web Survey Results



OLDER ADULT PROJECT



OLDER ADULT LIFESTYLE SURVEY (MAY 9)

Report Index

Outdoor Activity by Gender	<input type="checkbox"/>
What leisure activities do you currently participate in at least twice per year? Select from the list below or add in the "other" spaces.	<input type="checkbox"/>
active for age	<input type="checkbox"/>
age by active activities	<input type="checkbox"/>
age by future use	<input type="checkbox"/>
Active Outdoor Activities	<input type="checkbox"/>
Passive Outdoor Activities	<input type="checkbox"/>
Lifelong Learning	<input type="checkbox"/>
Arts and Cultural Activities	<input type="checkbox"/>
Community Centre Activities	<input type="checkbox"/>
Where do you usually participate in most of these leisure activities?	<input type="checkbox"/>
Would you describe your current activity level to be:	<input type="checkbox"/>
In five years, what do you anticipate your activity level to be?	<input type="checkbox"/>
In five years time, do you see yourself participating more frequently or less frequently in the following activities?	<input type="checkbox"/>
Active Outdoor Activities	<input type="checkbox"/>
Passive Outdoor Activities	<input type="checkbox"/>
Lifelong Learning	<input type="checkbox"/>
Arts and Cultural Activities	<input type="checkbox"/>
Community Centre Activities	<input type="checkbox"/>
What are your thoughts on the words "senior" and "older adult"? Are there better words to refer to the older segment of the City's population?	<input type="checkbox"/>
Do you currently use the Mississauga Seniors' Centre or Square One Older Adult Centre?	<input type="checkbox"/>
Do you see yourself using either of these facilities in the future?	<input type="checkbox"/>
Please tell us why you do not see yourself using either facility in the future?	<input type="checkbox"/>
Would you be willing to pay higher user fees in exchange for more specialized, higher skill level or personalized programs or services?	<input type="checkbox"/>
Please tell us what types of leisure or education programs or services you would consider paying a higher than average user fee for?	<input type="checkbox"/>
Is there anything preventing you from participating in municipal programs and services?	<input type="checkbox"/>

How do you see your lifestyle changing in the next 5 to 10 years?	<input type="checkbox"/>
If the City of Mississauga could do only two things to improve municipal services for you, what would they be?	<input type="checkbox"/>
Are you male or female?	<input type="checkbox"/>
In what year were you born? This information is essential for us to understand the needs and activity interests of people in different age categories.	<input type="checkbox"/>
Are you a resident of the City of Mississauga?	<input type="checkbox"/>
Age Group	<input type="checkbox"/>

Outdoor Activity by Gender

	Total	Are you male or female? - Male	Are you male or female? - Female
Active Outdoor Activities - Day Tripping / Day Outings	4	1	3
Active Outdoor Activities - Hiking	3	1	2
Active Outdoor Activities - Skiing (downhill / x-country)	2	0	2
Active Outdoor Activities - Golf	1	0	1
Active Outdoor Activities - Soccer	0	0	0
Active Outdoor Activities - Softball / Baseball	1	0	1
Active Outdoor Activities - Sailing / Boating	2	1	1
Active Outdoor Activities - Tennis	0	0	0
Active Outdoor Activities - Cycling	3	1	2
Active Outdoor Activities - Other	1	1	0



What leisure activities do you currently participate in at least twice per year? Select from the list below or add in the "other" spaces.

active for age

	Total
Age Group - 1900-1919	2
Age Group - 1920-1929	18

Age Group - 1930-1939	54
Age Group - 1940-1949	133
Age Group - 1950-1959	203
Age Group - 1960-1969	76



age by active activities

	Total	Active Outdoor Activities - Day Tripping / Day Outings	Active Outdoor Activities - Hiking	Active Outdoor Activities - Skiing (downhill / x-country)	Active Outdoor Activities - Golf	Active Outdoor Activities - Soccer	Active Outdoor Activities - Softball / Baseball	Active Outdoor Activities - Sailing / Boating	Active Outdoor Activities - Tennis	Active Outdoor Activities - Cycling	Active Outdoor Activities - Other
Age Group - 1900-1919	2	2	1	0	0	0	0	1	0	1	1
Age Group - 1920-1929	18	1	0	0	0	0	0	0	0	0	0
Age Group - 1930-1939	54	0	0	0	0	0	0	0	0	0	0
Age Group - 1940-1949	133	0	0	0	0	0	0	0	0	0	0
Age Group - 1950-1959	203	1	1	1	1	0	1	1	0	1	0
Age Group - 1960-1969	76	0	1	1	0	0	0	0	0	1	0



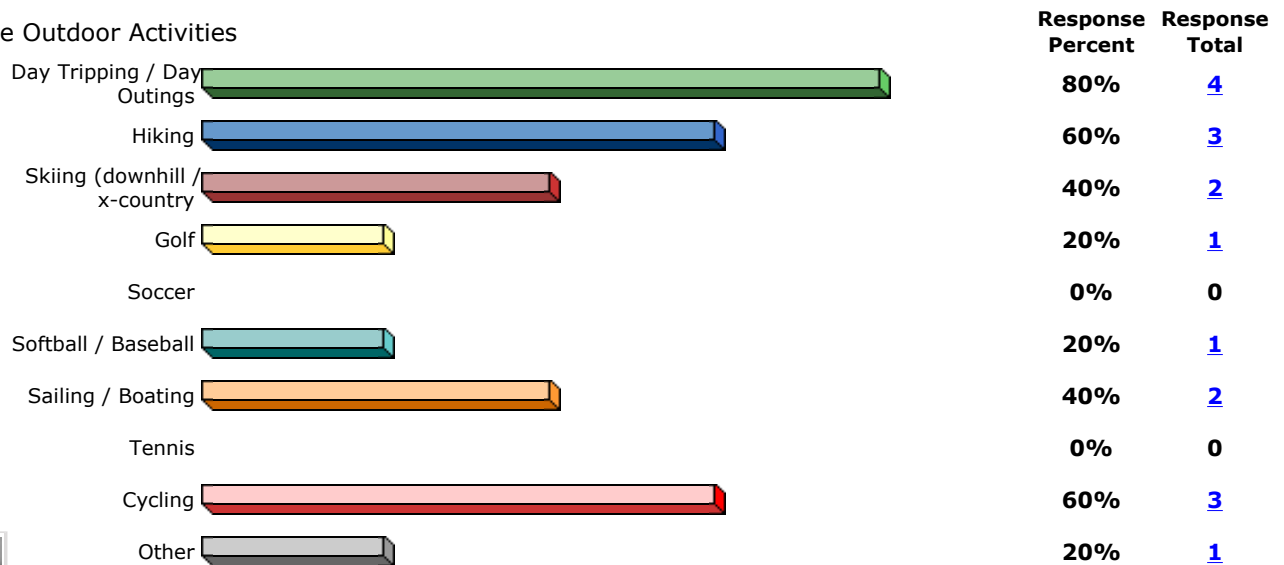
age by future use

	Total	Do you see yourself using either of these facilities in the future? - Yes	Do you see yourself using either of these facilities in the future? - No	Do you see yourself using either of these facilities in the future? - Maybe
Age Group - 1900-1919	2	0	0	1
Age Group - 1920-1929	18	8	5	5

Age Group - 1930-1939	54	21	6	27
Age Group - 1940-1949	133	47	19	67
Age Group - 1950-1959	203	45	45	113
Age Group - 1960-1969	76	17	16	43



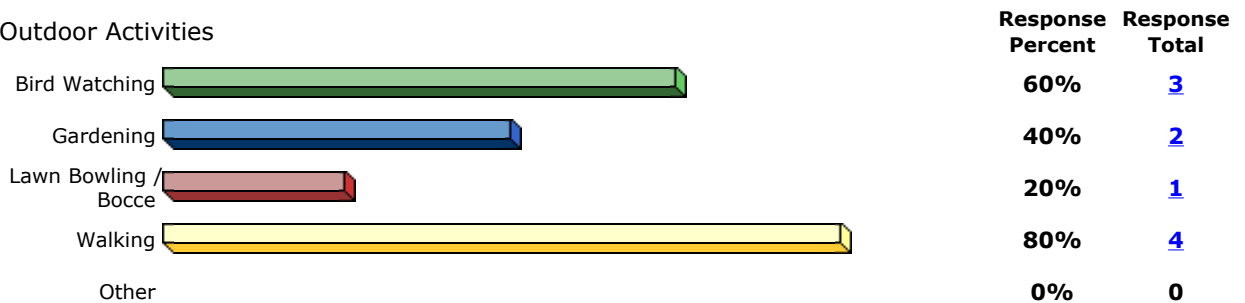
Active Outdoor Activities



Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



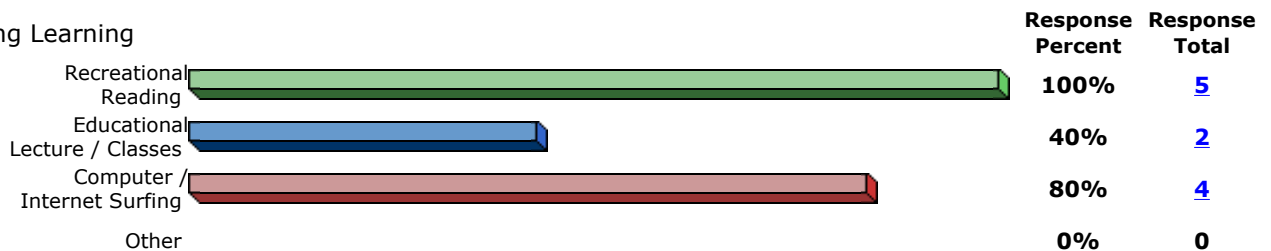
Passive Outdoor Activities



Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



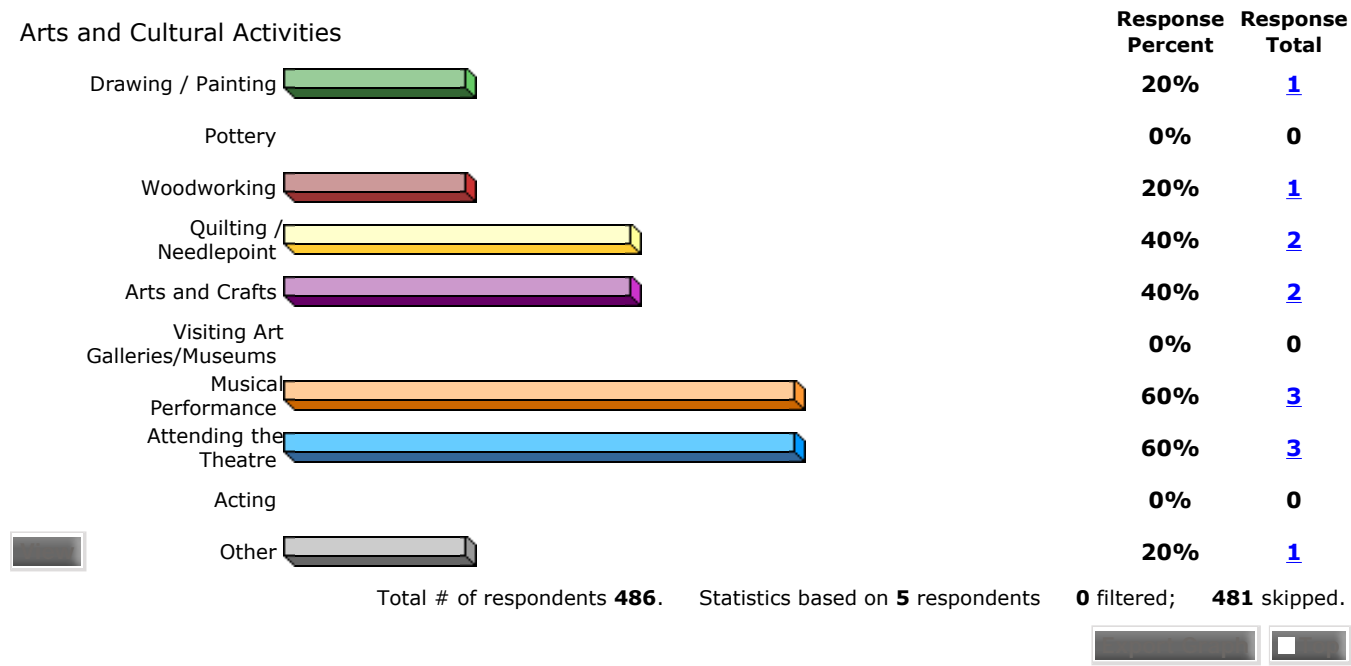
Lifelong Learning



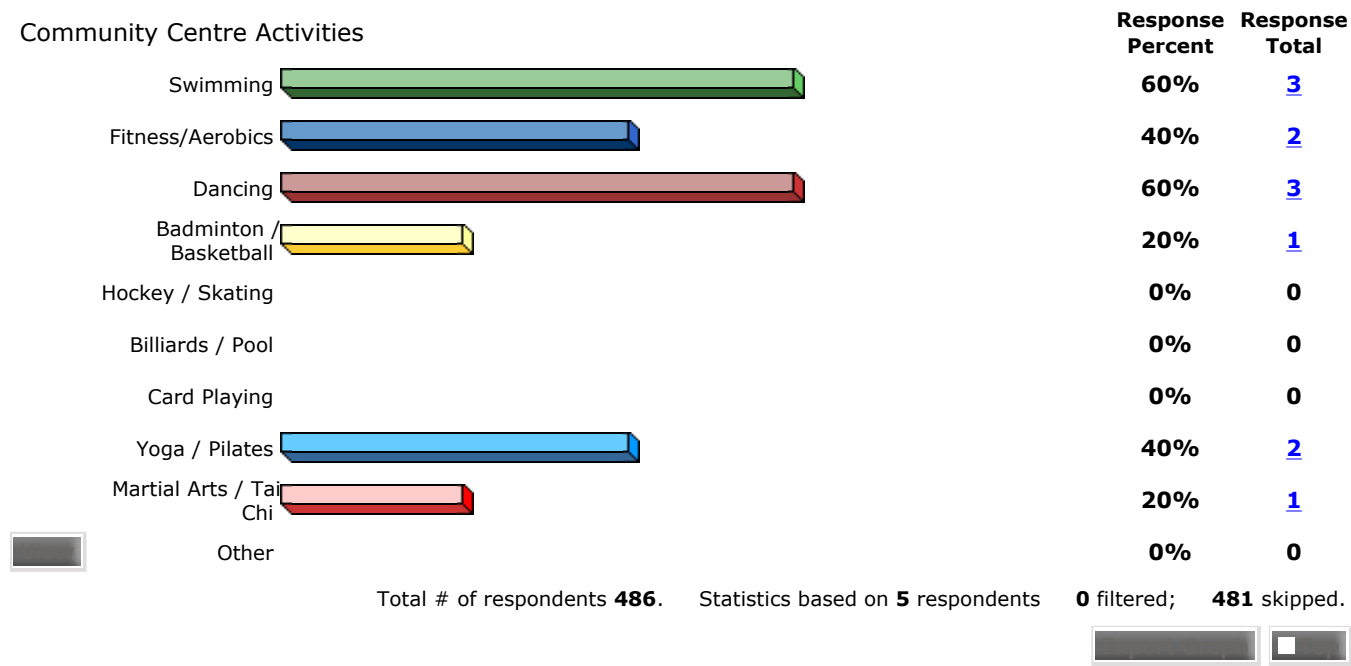
Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



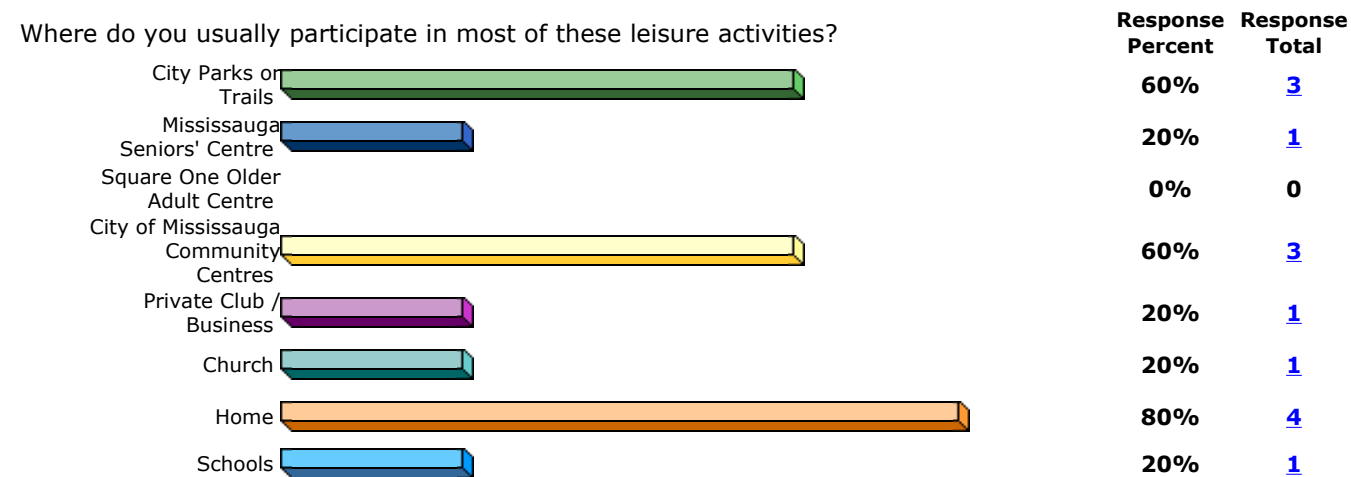
Arts and Cultural Activities

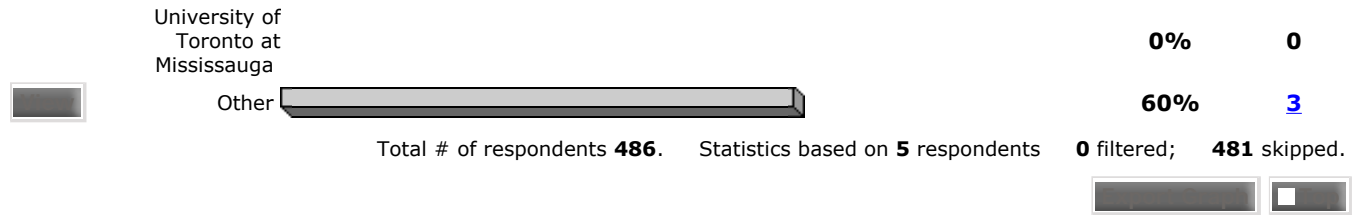


Community Centre Activities

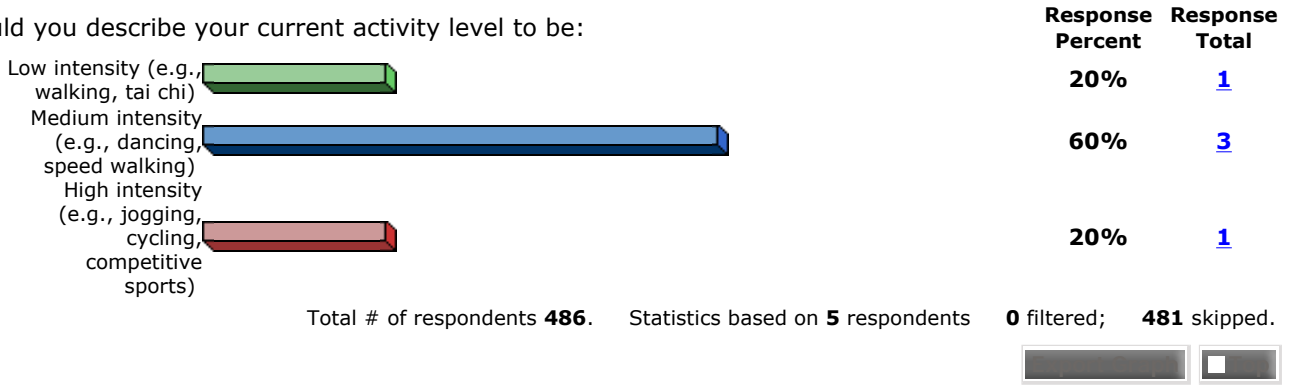


Where do you usually participate in most of these leisure activities?

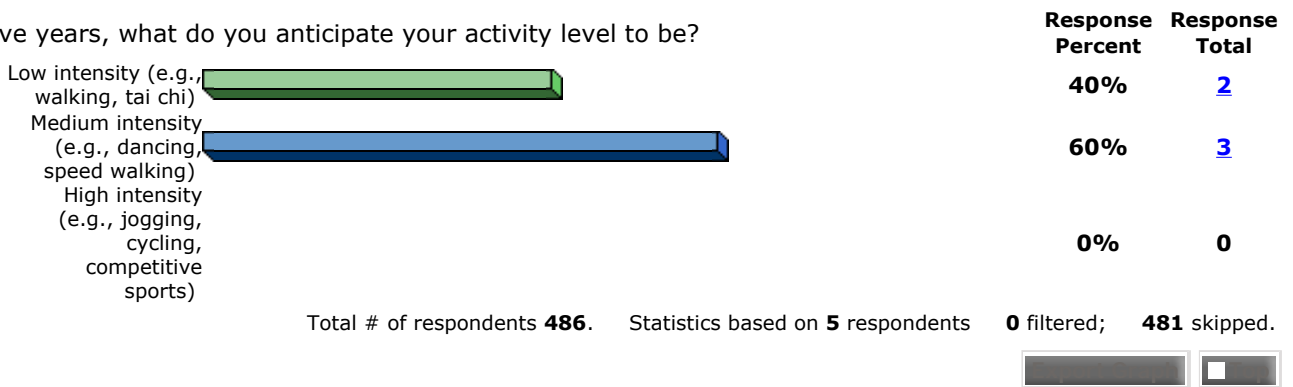




Would you describe your current activity level to be:



In five years, what do you anticipate your activity level to be?



In five years time, do you see yourself participating more frequently or less frequently in the following activities?

Active Outdoor Activities

	More frequently	Same as now	Less frequently	n/a		Response Total
Day Tripping / Day Outings	40% (2)	20% (1)	20% (1)	20% (1)		5

Hiking	20% (1)	20% (1)	40% (2)	20% (1)		5
Skiing (downhill / x-country)	25% (1)	0% (0)	50% (2)	25% (1)		4
Golf	25% (1)	0% (0)	25% (1)	50% (2)		4
Soccer	0% (0)	0% (0)	25% (1)	75% (3)		4
Softball / Baseball	0% (0)	0% (0)	50% (2)	50% (2)		4
Sailing / Boating	0% (0)	20% (1)	40% (2)	40% (2)		5

Tennis	0% (0)	0% (0)	50% (2)	50% (2)		4
Cycling	20% (1)	40% (2)	20% (1)	20% (1)		5

Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



Passive Outdoor Activities

	More frequently	Same as now	Less frequently	n/a	More frequently ■ Same as now ■ Less frequently ■ n/a ■	Response Total
Bird Watching	60% (3)	20% (1)	0% (0)	20% (1)		5
Gardening	20% (1)	20% (1)	40% (2)	20% (1)		5
Lawn Bowling / Bocce	25% (1)	0% (0)	50% (2)	25% (1)		4

Walking	60% (3)	20% (1)	20% (1)	0% (0)		5
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Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



Lifelong Learning


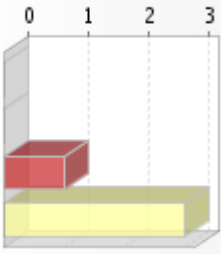
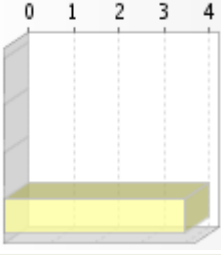
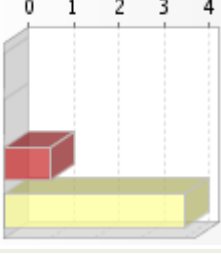
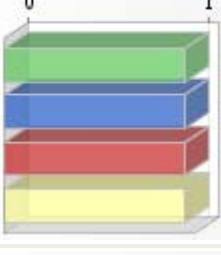
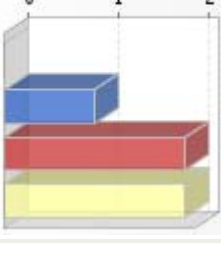
	More frequently	Same as now	Less frequently	n/a	More frequently ■ Same as now ■ Less frequently ■ n/a ■	Response Total
Recreational Reading	40% (2)	40% (2)	20% (1)	0% (0)		5
Educational Lecture / Classes	25% (1)	25% (1)	25% (1)	25% (1)		4
Computer / Internet Surfing	20% (1)	40% (2)	20% (1)	20% (1)		5

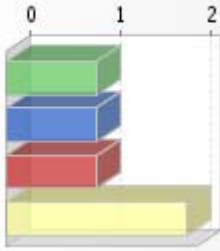
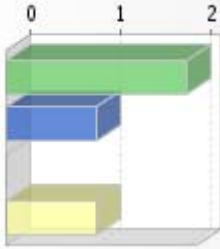
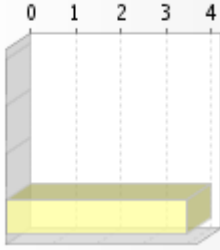
Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



Arts and Cultural Activities

	More frequently	Same as now	Less frequently	n/a	More frequently ■ Same as now ■ Less frequently ■	Response Total
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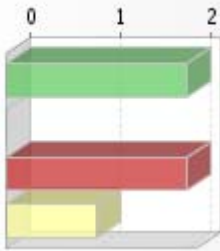
					n/a		
Drawing / Painting	0% (0)	0% (0)	25% (1)	75% (3)			4
Pottery	0% (0)	0% (0)	0% (0)	100% (4)			4
Woodworking	0% (0)	0% (0)	20% (1)	80% (4)			5
Quilting / Needlepoint	25% (1)	25% (1)	25% (1)	25% (1)			4
Arts and Crafts	0% (0)	20% (1)	40% (2)	40% (2)			5
Visiting Art Galleries/Museums	20% (1)	20% (1)	20% (1)	40% (2)			5

						
Musical Performance	50% (2)	25% (1)	0% (0)	25% (1)		4
Attending the Theatre	40% (2)	40% (2)	0% (0)	20% (1)		5
Acting	0% (0)	0% (0)	0% (0)	100% (4)		4

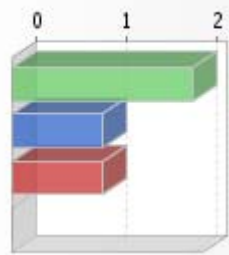
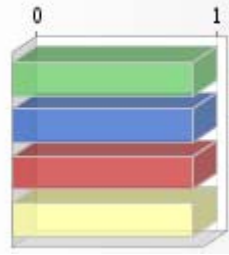
Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



Community Centre Activities

	 More frequently	Same as now	Less frequently	n/a	More frequently  Same as now  Less frequently  n/a 	Response Total
Swimming	40% (2)	0% (0)	40% (2)	20% (1)		5

Fitness/Aerobics	50% (2)	0% (0)	25% (1)	25% (1)		4
Dancing	40% (2)	20% (1)	20% (1)	20% (1)		5
Badminton / Basketball	20% (1)	20% (1)	0% (0)	60% (3)		5
Hockey / Skating	25% (1)	0% (0)	0% (0)	75% (3)		4
Billiards / Pool	0% (0)	0% (0)	0% (0)	100% (4)		4
Card Playing	25% (1)	0% (0)	25% (1)	50% (2)		4

Yoga / Pilates	50% (2)	25% (1)	25% (1)	0% (0)		4
Martial Arts / Tai Chi	25% (1)	25% (1)	25% (1)	25% (1)		4

Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



What are your thoughts on the words "senior" and "older adult"? Are there better words to refer to the older segment of the City's population?

Response Total

4

Total # of respondents **486**. Statistics based on **4** respondents **0** filtered; **482** skipped.



Do you currently use the Mississauga Seniors' Centre or Square One Older Adult Centre?

Response Percent **Response Total**

Yes 

20% **1**

No 

80% **4**

Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



Do you see yourself using either of these facilities in the future?

Response Percent **Response Total**

Yes 

28.5% **138**

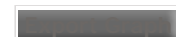
No 

18.8% **91**

Maybe 

52.8% **256**

Total # of respondents **486**. Statistics based on **485** respondents **0** filtered; **1** skipped.



Please tell us why you do not see yourself using either facility in the future?

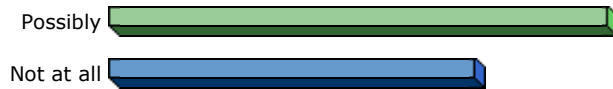
Response Total

71

Total # of respondents **486**. Statistics based on **71** respondents **0** filtered; **415** skipped.



Would you be willing to pay higher user fees in exchange for more specialized, higher skill level or personalized programs or services?



Response Percent	Response Total
57.8%	281
42.2%	205

Total # of respondents **486**. Statistics based on **486** respondents **0** filtered; **0** skipped.

Please tell us what types of leisure or education programs or services you would consider paying a higher than average user fee for?

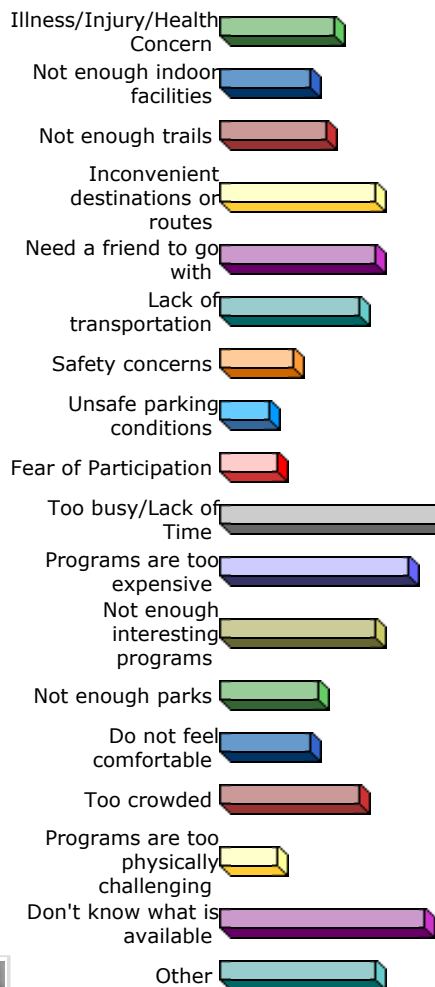


- 1.
- 2.
- 3.
- 4.
- 5.

Response Total
168
103
52
18
10

Total # of respondents **486**. Statistics based on **168** respondents **0** filtered; **318** skipped.

Is there anything preventing you from participating in municipal programs and services?



Response Percent	Response Total
11.8%	49
8.9%	37
11.1%	46
16.7%	69
17.4%	72
15.2%	63
7.5%	31
4.1%	17
4.8%	20
54.1%	224
21%	87
16.7%	69
10.1%	42
9.2%	38
14.7%	61
5.3%	22
22.9%	95
17.4%	72

Total # of respondents **486**. Statistics based on **414** respondents **0** filtered; **72** skipped.



How do you see your lifestyle changing in the next 5 to 10 years?



Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



If the City of Mississauga could do only two things to improve municipal services for you, what would they be?



Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



Are you male or female?



Total # of respondents **486**. Statistics based on **486** respondents **0** filtered; **0** skipped.



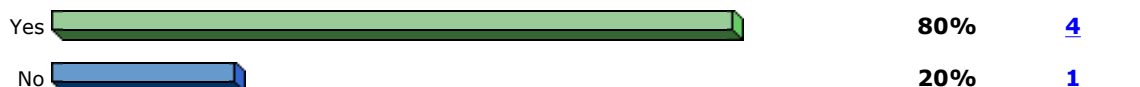
In what year were you born? This information is essential for us to understand the needs and activity interests of people in different age categories.



Total # of respondents **486**. Statistics based on **486** respondents **0** filtered; **0** skipped.









Are you a resident of the City of Mississauga?



Total # of respondents **486**. Statistics based on **5** respondents **0** filtered; **481** skipped.



Age Group

Age Group	Response Percent	Response Total
1900-1919 	0.4%	2
1920-1929 	3.7%	18
1930-1939 	11.1%	54
1940-1949 	27.4%	133
1950-1959 	41.8%	203
1960-1969 	15.6%	76

Total # of respondents **486**. Statistics based on **486** respondents **0** filtered; **0** skipped.



APPENDIX E – ONLINE WEB SURVEY REPORT

To assist in the preparation of the Older Adult Action Plan, an online web survey of Mississauga residents 45 years of age older was conducted in the spring of 2007. The survey tested a number of issues being evaluated in the City's Older Adult Action Plan, including activity preferences, opportunities to improve municipal services, user fees, and older adult terminology. In total, there were 484 respondents who completed the online survey.

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 survey respondents. Please note that the following summary replaces the preliminary findings published in the Older Adult Framework.

Table 1: Age of Respondents

Age	% of Respondents
Under 45	2%
45 to 49	23%
50 to 60	40%
61+	35%

**"Don't Know" responses have been excluded.

Older Adult Terminology

Respondents were asked to indicate their thoughts on the words "senior" and "older adult". Respondents overwhelmingly indicated a preference for either Older Adult or Mature Adult (45%).

Activity Participation

The first survey question asked respondents to identify the activities they participate in at least twice per year. Activities were divided into five separate categories; active outdoor activities, passive outdoor activities; lifelong learning arts and cultural activities, and community centre activities. Figures 1 to 5 below identify the participation rates of respondents by activity category. Of note, survey respondents were able to indicate activities they participated in that were not identified in the survey list. These results were tabulated and where less than 1% of respondents stated they participated in a particular activity, the data was not included in the following tables.

The top activities amongst survey respondents are: walking (93%), computer/internet surfing (82%), recreational reading (77%), day tripping (71%), attending the theatre (68%), gardening (66%), musical performances (53%), and swimming (50%). In general, respondents are most interested in lifelong learning, arts and culture, as well as medium intensity activities.

APPENDIX E – ONLINE WEB SURVEY REPORT

Figure 1: Active Outdoor Activity Participation in the Last Year (all respondents)

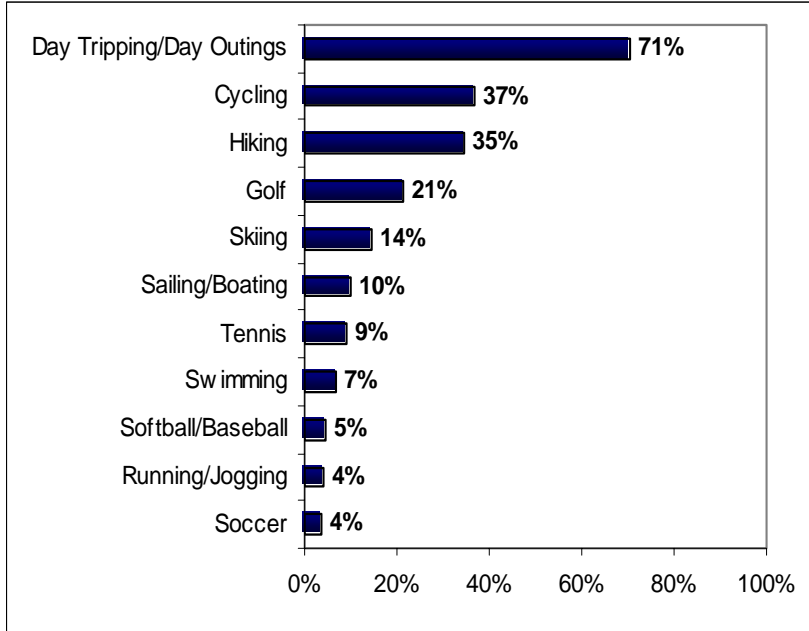


Figure 2: Passive Outdoor Activity Participation in the Last Year (all respondents)

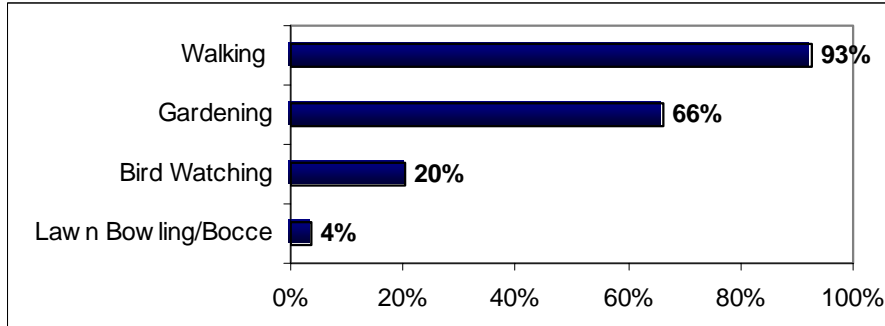
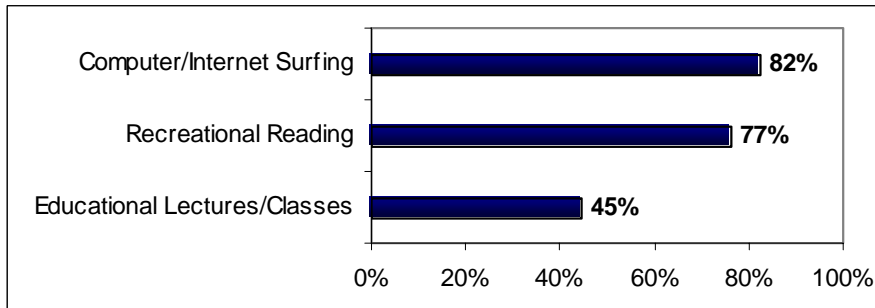


Figure 3: Lifelong Learning Participation in the Last Year (all respondents)



APPENDIX E – ONLINE WEB SURVEY REPORT

Figure 4: Arts and Cultural Activity Participation in the Last Year (all respondents)

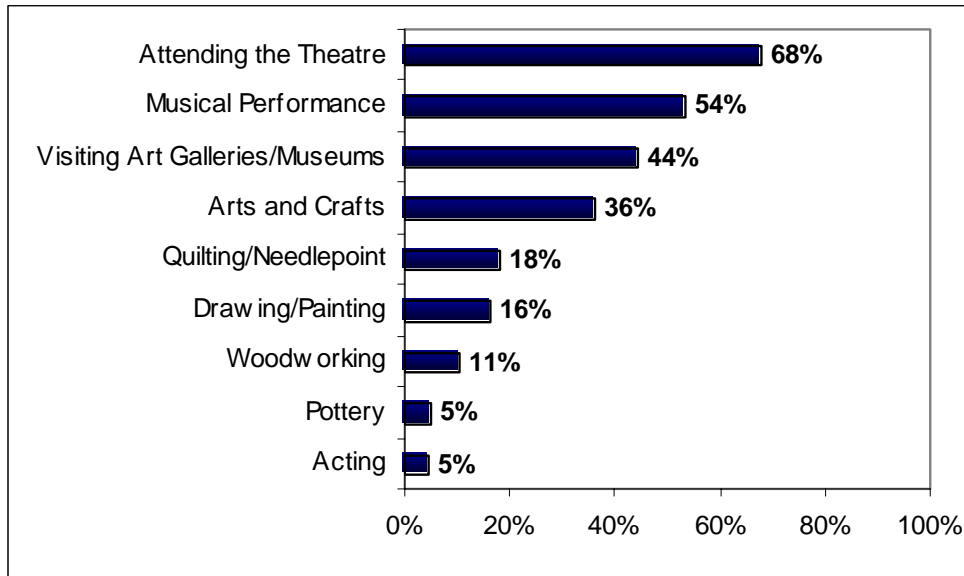
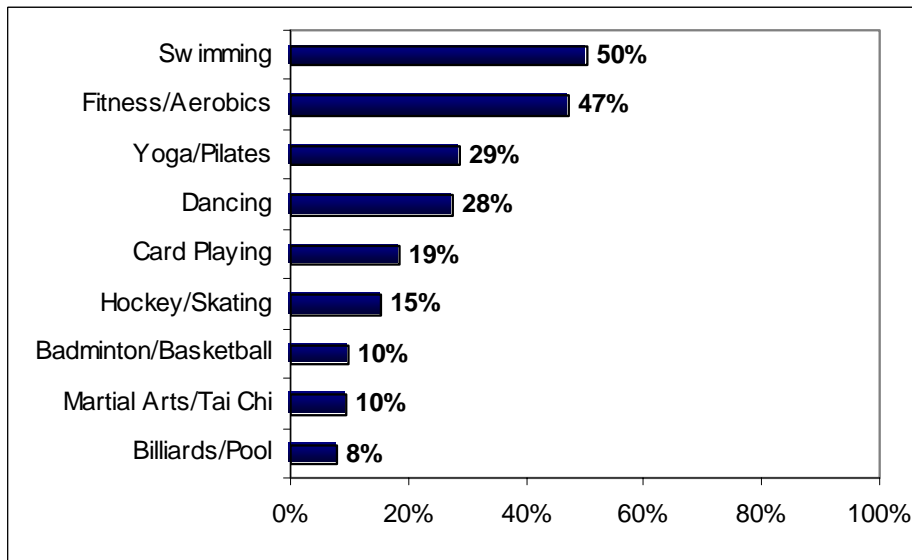


Figure 5: Community Centre Activity Participation in the Last Year (all respondents)



Respondents were further asked to indicate where they participate in the leisure activities noted above. As identified in the figure below, the most common location is one's home (65%), followed by City parks or trails (55%), Mississauga Community Centres (46%), and Private Clubs/Businesses (24%).

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.

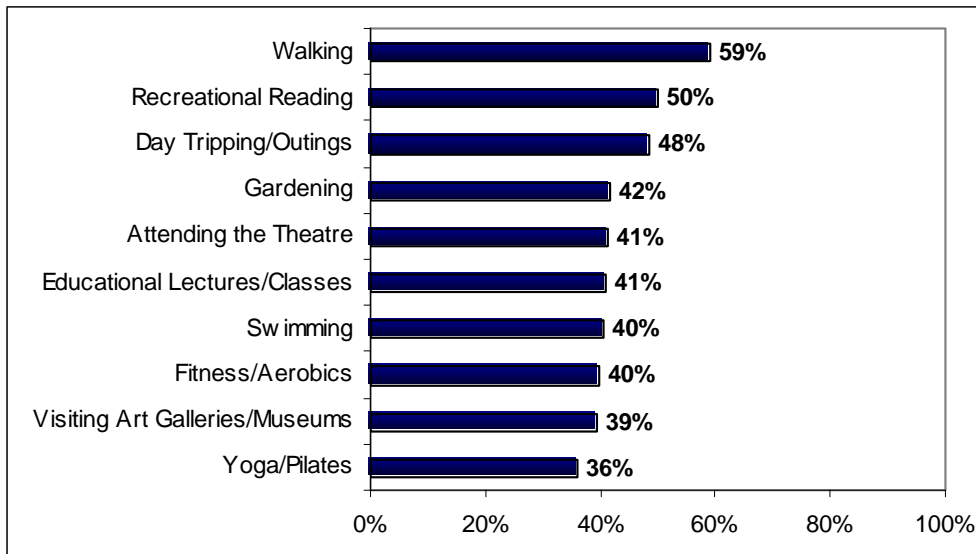
Future Activity and Lifestyle Preferences

In order to determine that potential changes in activity patterns of survey respondents, they were asked to indicate their current and intended future activity levels (low, medium or high intensity) and if they would change their participation levels for the above-noted activities. 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/outings, 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.

Figure 6: Top Ten Leisure Activities for Increased Participation in the Next Five Years



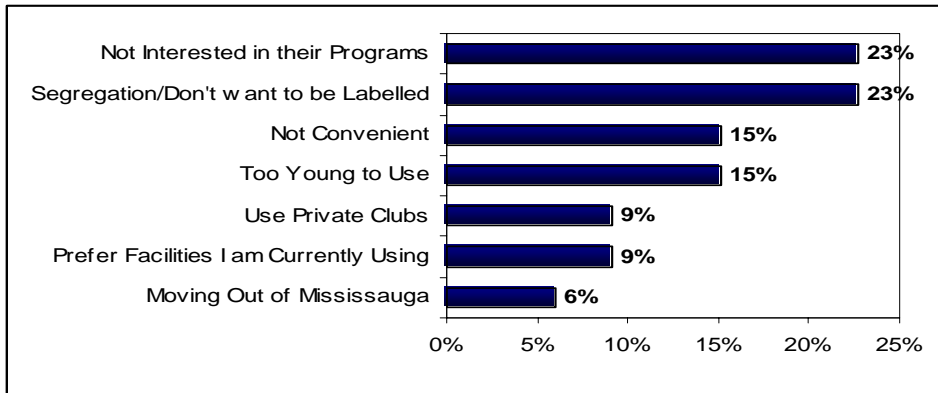
Dedicated Older Adult Facilities

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.

Figure 7: Top Reason Why Respondents will Not use a Dedicated Older Adult Facility



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 programs¹. 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.

Table 2: Top Ten Activities Respondents are Willing to Pay Higher User Fee

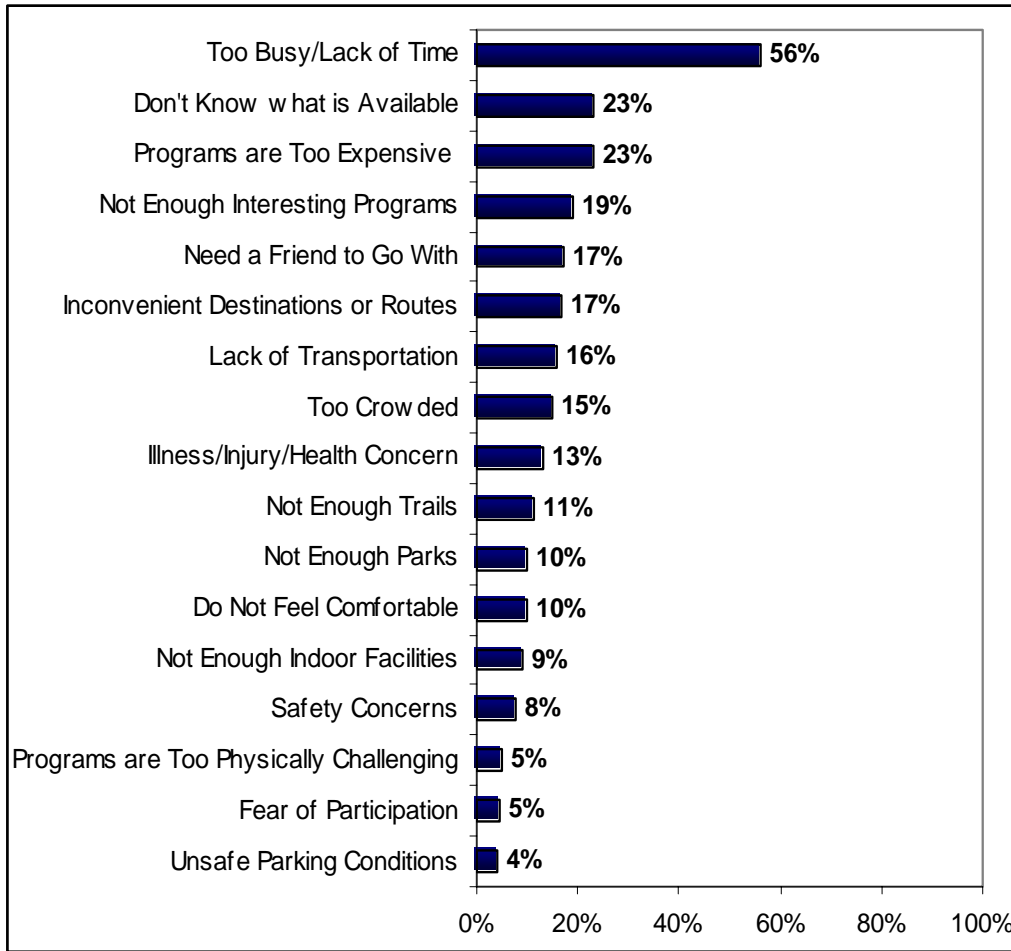
Program or Service	% Willing to Pay User Higher Fee
Education Courses/Professional Speakers	58%
Arts/Art Lectures	51%
Day Trips	38%
Fitness	32%
Yoga/Pilates/Tai Chi	31%
Adult Only Swimming/Indoor Pool	30%
Dancing	27%
Computer Classes	24%
Outdoor Activities	20%
Health/Well Being Classes	20%

Barriers to Participation

Respondents were asked to specify the factors that inhibit their participation in municipal services and programs. The top reason cited for inhibiting participation is a having a lack of time or being too busy. Time after time, a “lack of time” is cited as the number one barrier, and unfortunately, there are no direct strategies that the City can employ to significantly alter this barrier. Of note, the other top reasons for not participating are: lack of information on services and programs (23%), cost of participating (23%), and lack of interesting programs or services (19%).

¹ Merrill Lynch and Harris Interactive. The New Retirement Survey. 2005.

Figure 8: Barriers to Participation



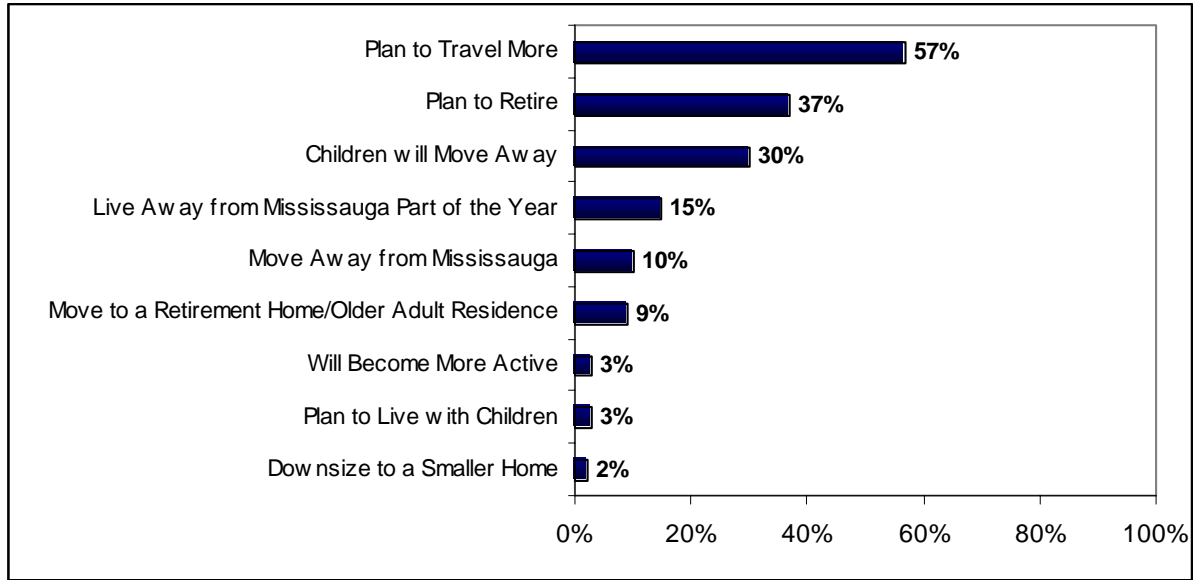
Future Directions

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%). In this light, the pressure on municipal programs and services 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.

APPENDIX E – ONLINE WEB SURVEY REPORT

Figure 9: Respondents Lifestyle Changes in the Next 5-10 Years



Further, respondents were asked to indicate the two most important things that the City of Mississauga could do to improve municipal services. There is a wide range of ideas identified by respondents, but the top ten cited improvements are:

Table 3: Top Ten Suggested Improvements for Municipal Services

Improvement	% of Respondents
Better Transportation/Transit	38%
More Facilities/Programs/Activities	27%
Reduce Cost of Participating	17%
More Parks and Trails	16%
Better Maintenance (snow, garbage, etc)	15%
Focus on the Pedestrian Environment (Street Safety, Urban Form, etc.)	10%
Increase Awareness of Activities and Programs	5%
Provide More Activities for Older Adults	5%
Upgrade the Library	5%
Provide More Art Programs	4%

OLDER ADULT PLAN

APPENDIX F – Best Practices Analysis



OLDER ADULT PROJECT



APPENDIX F – BEST PRACTICES ANALYSIS

COMMUNITY SERVICES

Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
Who is defined as an Older Adult for the Senior services or centres?	Generally, the City considers those 60+ as an older adult; while most community organizations consider 55+ years an older adult.	Not clearly defined, but generally 65. To be eligible for services through the Seniors Services Division, clients must be 65 years of age and low-income.	In Ottawa this varies, for example our Parks and Recreation Branch, operates 4 Seniors' Centres. Pre-amalgamation policies still in place. Generally, these Centres welcome clients 50 yrs. and up. Other city policies such as 10 percent discount on recreation programs, reduced rates for seniors bus pass and qualifying for our tax deferral programs require residents to be 65+. While there is no one branch or department that	Any person age 60 or older is eligible for seniors services funded by the City's Department for the Aging (DFTA)
Do you have any staff or departments specifically responsible for senior's services?	No specific department, but certain staff have seniors' issues in their work portfolio. The City is looking to group seniors' issues into one area.	The Seniors Services Division (Community & Neighbourhood Services). Provides a continuum of care, and directly provides home services (64,000 hours of service in 2006).	focuses solely on Seniors, many individual staff and groups of staff within various branches work on the issue of Seniors services. In Parks and Recreation Branch, Community Recreation and Sport Division, there is one full-time position entitled "Adult/Senior Specialist". However, this position, in addition to supporting development of seniors' programming, supports other Branch initiatives The mandate of the Seniors Advisory Committee is to act as a liaison to enrich and enhance the lives of seniors in the City, identify barriers, form partnerships with the community, and act as a public forum for issues affecting seniors. The Seniors Agenda role is to coordinate the efforts of internal branch efforts in appropriately serving seniors as well as assisting and supporting external agencies efforts around senior's services.	DFTA is a mayoral agency with 400 employees and a budget of \$285 million. DFTA is responsible to senior services funded by the Federal Government pursuant to the Older Americans Act, the State of New York, and the City. There is a Seniors Advisory Council under the DFTA, who are service providers consumers.
Do you have any studies or policies specific to the older adult/senior population?	2006 Seniors' Recreation Strategy – to address recreation service and program requirements of the growing senior population. Strategy is to ensure access to all (financial, physical, cultural, location), programs and activities meet the needs of seniors, communication, and staff and volunteer resources.	Presently the City of Calgary does not have any policies specific to the older adult/seniors population.	Seniors' Affiliation Policy – provides meeting space to seniors' organizations for \$2/hr. Seniors tax deferral program - Low-income seniors and low-income disabled persons may apply for a partial deferral of property taxes.	Every year DFTA releases an Annual Plan Summary, which includes demographic information, highlights, goals, and accomplishments for the current year, and goals for the next year.

APPENDIX F – BEST PRACTICES ANALYSIS

COMMUNITY SERVICES

Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
Are seniors' programs subsidized any more than those for other age groups?	Diverse method due to amalgamation of four cities. Generally, seniors pay 50% of the fees charged to adults (aged 18-59). If seniors are below the low-income cut-off, fees are waived.	The City of Calgary does have a recreation subsidy program available to all lower-income Calgarians to City facilities and fitness programs. There is a Property Tax Assistance Program for low-income residents (up to \$124/year).	Seniors, 65 and older, are entitled to 10% reduction in program registration fee, for programs geared towards general population (some exceptions may apply). Seniors' rates apply for swimming admission fees and memberships at complexes, community centres (similar to youth subsidies) . The issues of pricing for seniors programs/subsidization is being reviewed.	DFTA funds an array of community-based services including senior centers, home delivered meals, case management, home care, caregiver support services, social adult day services, transportation, intergenerational programs, supportive services for grandparents raising grandchildren, senior employment services and more. Funds for senior services is not greater than funds for other age groups. For example, total federal funds for the Administration for Children's Services is \$2.7 billion.
What barriers in your City that may prevent seniors from fully participating?	The main barriers are transportation, affordability, diversity, and permits for use of space. There is a significant range in the abilities of adults, as we are confronted with a range between those with mental health and those who can are extremely active.	The Seniors Services Division is a partner in ElderNET Calgary, an intersectoral planning group that involves older adults, funders, service providers, policy makers, private business and the community in the planning to improve the life of older Calgarians. Frequently seniors indicate that it is difficult to access information about services – therefore we have an annual Seniors Information Fairs and support the publication of an annual seniors' services directory. Another barrier is transportation – started ElderNet Transportation Planning Table	Transportation: rural seniors find transportation particularly challenging. Launching a campaign to encourage seniors to ride bus. Every Wednesday in July and August of 2007 seniors will ride transit for free during off peak hours. Some seniors' programming involves busing to and from destination. Isolation: Our Public Health branch partners with a community program called "Reaching Out to Isolated Seniors". ROTIS also is heavily involved in educating staff in senior's buildings, in banks and in other mainstream services about signs that a senior may need help and how to refer. Low Income: Offer fee assistance to seniors with low income to reduce cost of registration/access to programs. Special Needs/Limited Abilities: We offers specialized programs geared towards adults/seniors with special needs. Housing: We are presently working with the United Way and the Regional Geriatric Assessment Program to develop a framework that can be used for future planning. Language and Culture: Ottawa is home to many multicultural seniors who may not know how to access services due to language or cultural needs. Two community groups are presently researching information to assist us in future service delivery modifications to this group.	There is a long wait list for homecare services – to assist with the costs DFTA issues competitive solicitations when contracting services. A client must be assessed and found eligible to receive home delivered meal. Most other clients are assessed by a third party (a case management agency) before they get a home delivered meal. To improve accessibility and consistency, DFTA is proposing that all assessments for home delivered meals be conducted by case management agencies because they also assess and "turn on" other in-home services such as home care and social adult day services.

APPENDIX F – BEST PRACTICES ANALYSIS

COMMUNITY SERVICES				
Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
<i>Are you specifically promoting/encouraging older adults to participate in leisure activities, volunteering, or civic involvement?</i>	There is a Seniors Advisory Committee at each dedicated seniors' centre that is run by volunteers. Many of the City's drop-in programs are run by volunteers.	Have partnership with the Calgary Health Region to provide 'Move n' Mingle' classes for seniors in seniors' apartment buildings. Hold Seniors' Week annually. Seniors Services works with diverse ethnocultural groups if they indicate that they would like to become involved in exercise programs, an instructor will be arranged.	Free midday swimming being offered on Wednesdays at key pools across the City (pilot this summer). Senior Volunteers are actively engaged in our Seniors Recreation Centre, the local and regional Senior Games, our long term care centres, Library, Public Health, many of our seasonal special events, and any and all other services and programmes that the City offers. The only caveat is that they have the ability and the suitability.	-We hold two annual events- the Big Apple Senior Stroll recognizes the walking clubs and awards are given and our Age in Action event attracted over 10,000 senior participants this past May. Activities included a technology tent, karaoke, a dance contest, senior performances, and much more. -DFTA recently issued a Request for Proposals (RFP) 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 10-15 hours per week in a wide variety of City projects
<i>Please provide a list of programs specifically for the older adult population</i>	Craft Circle, Fitness, Osteoporosis Fitness, Needle Craft, Dancing, Aquafit, Social Club, Oil Painting, Calligraphy, Fitness & Wellness, Bingo, Tai Chi, Cooking, Yoga, Board Games, Salsa, Badminton, Cards, Movie Night, Jewellery Making, Walking Club, Volunteer Orientation, Ceramics, Bunka, Billiards, Computers, Golf Lessons, Quilting, Woodcarving, Drawing, and Music.	Aquacize, Cardio, SitFit, Strength & Stretch, Pliates, Yoga, Fibromyalgia & Arthritis, Exercise & Socialize.	Computer classes, Crafts, Fitness, Country Dancing, Healthy Back, Ball Fitness, Arthritis and You, Bridge, Friendship Lunch, Day Trips, Spanish Conversation, Writing Classes, Hiking Club, Tai Chi, Drawing, Chair Exercise, Music Appreciation, Experimental Mixed Media, Pilates, Watercolour, Yoga, Learning Series, Curling, Needs Post Stoke	DFTA is a strong supporter and advocate for healthy, active aging. Approximately 330 programs are available at senior centres, include computer classes, exercise classes (e.g. tai chi, dancing, etc.), walking clubs, lectures, arts and crafts, and many more. DFTA also offers health promotion classes that are led by senior volunteers.

APPENDIX F – BEST PRACTICES ANALYSIS

COMMUNITY SERVICES – OLDER ADULT FACILITIES				
Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
What municipal facilities are currently in operation to serve the Older Adult population?	Given that amalgamations of the 4 cities, there is a wide variety of facilities for seniors. Certain centres are municipally run, while others are operated by community organizations.	The City does not own any Seniors' Centres. The City of Calgary does provide funding to support several seniors' centres (25%) – the province provides the other 75%.	<p>Churchill Seniors' Centre – main hall, Lounge, Basement, Pool Room, Meeting room, weight room. No membership. 2006 net operating budget = \$217,993*.</p> <p>Heron Seniors' Centre – 2 large rooms, plus access to 17 other rooms on community centre including weight room, cardio room, gym, dance studio, artists studio. 2006 net operating budget \$59,983</p> <p>Nepean Seniors' Centre – 1 large multi-purpose room, 1 meeting room, and access to other rooms/facilities at Nepean Sportsplex (major complex) 2006 net operating budget \$61,695.</p> <p>Kanata Seniors' Centre – Lounge, Computer Room, Program, Program Room, Board Room (capacity 15), Billiard Room, plus access to other halls in arena complex. 2006 net operating budget = \$226,180.</p> <p>* excludes facility maintenance fees</p>	There are 330 seniors centres across the City – Some are located in public housing complexes (105), other in places of worship or leased space in privately owned buildings. In all cases they are open to all members of the public aged 60 and older and their spouses/partners who may be younger than 60. Operational costs of our senior centers varies greatly – depending largely on the centres history. The average senior center has an operating budget of \$380,000 and serves 100 clients annually
Do you have any monies allocated to construct facilities specifically for the Older Adult in the next 5 years?	No.	No.	Not aware of senior-specific recreation facilities planned for next 5 years. Infrastructure policy would not likely support future development of stand alone seniors' centre but may support allocation of space for seniors within multi-purpose centre. May be opportunity for City to provide financial support through various funding programs for a community partner to support development of senior-specific space.	Upgrades are administered by the Department of Housing Preservation. The main focus of upgrades is to ensure compliance to the <i>American with Disabilities Act</i> .
Does your facility model focuses on dedicated senior's facilities or one that integrates senior's activities with other age groups at multi-use facilities?	We do not plan on building anymore dedicated seniors' facilities.	The facilities' that are owned and operated by the City cater to the needs of Calgarians of all ages. This approach has been adopted as the City strives to be inclusive in the services that it provides.	Churchill Seniors' Centre is the only stand alone centre. Other centres generally have dedicated space for seniors as part of a larger complex. This ensures flexibility to respond to emerging needs and interests in the future and promotes optimization of space, resources.	The majority of our senior centers are dedicated solely to providing senior services, but some offer intergenerational programming. Federal and state funds allocated for aging services can be spent only on services for seniors. Funding for intergenerational programs is very limited.

APPENDIX F – BEST PRACTICES ANALYSIS

COMMUNITY SERVICES – FINANCES AND PARTNERSHIPS

Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
What agencies does your City partner with for the provision of services to the older adult/senior population?	A large share of our partnerships are internal – such as Police and Fire Services who use the Community Centres to provide educational and awareness training to seniors. We also partner with the Public Health department to offer programs regarding mental health and nutrition. Non-municipal partnerships focus on non-for-profit agencies such as Osteoporosis Canada	-The Seniors Services Division partners with a wide range of organizations including seniors’ centres, Calgary Health Region, Calgary Catholic Immigration Society, Association on Gerontology, Calgary Zoo, the University of Calgary, Mount Royal College, the Alberta Motor Association, community associations, funders, (e.g. United Way) a local shopping mall, etc. -We partnered with Elder Friendly Communities Program to hold focus groups and one-on-one interviews to identify the key issues impacting seniors. Transportation Planning Table, the Calgary Seniors Resource Society, and the Calgary Motor Dealers Association worked to address the transportation needs of some isolated seniors. CMDA offers the use of their shuttle vehicles 1hr/week to provide transportation services to seniors at no cost. Calgary Seniors Resource Society will provide training to the CMDA shuttle drivers.	We partner with many Seniors’ Clubs/Councils, Community Associations, multi-cultural organizations, Outdoor/Hiking Clubs, Sports Organizations, Service Clubs, Heritage/Cultural Clubs, Travel Companies, Community Health and Resource Centers, Retirement Centers. Our Public Health Branch in particular also partners with many community groups. We partner with 35 agencies offering services specifically to seniors by providing funding.	DFTA contracts with community-based organizations for the provision of direct services to our senior population. The Department partners with other city agencies and not-for-profit organizations on grant funded initiatives. The Department is currently partnering with the Mental Health Alliance (MHA) and the Department of Health and Mental Hygiene on a depression screening. The Department is also partnering with MHA and the New York City Housing Authority (NYCHA) on another grant to conduct depression screening in naturally occurring retirement communities In partnership with VISIONS/Services, we also received a grant to train health promotion volunteers on vision loss
What type of support do you provide to community service providers who serve the older adult population?	We provide recreation grants not-for-profit organizations. Grants are either considered minor or major, and are worth up to \$25,000. Organizations must demonstrate a history of providing services to residents of Toronto.	Frequently staff members are asked to collaborate with community service providers to provide educational opportunities, organize an event or program. Often we will provide some fiscal support to these events with funding from the Seniors Services budget. Frequently we act as a resource to other organizations, particularly if demographic information or other data are needed.	Access to community space (sometimes free or at reduced rates), group rates to some services such as swimming, skating, staff support to programs offered by another seniors’ serving organization. Our Community Funding group provides funding to 35 agencies offering services specifically to seniors.	DFTA’s services are all contracted out to not-for-profit (most services) or proprietary organizations (some home care providers). DFTA provides administrative support to all of our contracted service providers. DFTA also provides technical assistance to not-for-profit contractors regarding financial management and bookkeeping, board capacity and development and fundraising.
What are the least and most financially viable programs and Activities for Older Adults?	Classes are more viable for the City as we can develop them and then offer to a large group, whereas special events as staff time intensive and are often a one-time event.	City Links is financially viable for seniors since services are provided at no cost.	From a Parks and Recreation perspective the least financially viable programs – generally those catering to very specialized need for a limited number of people, requiring high levels of supervision/expertise. The most financially viable programs – special events, leisure, social recreation, group fitness (intro level).	The majority of program costs are covered by funds received from the federal, state, and local government. There are no fees for the use of senior services funded by DFTA. However, all programs are directed to request voluntary contributions (\$1 is the suggested contribution per service) to offset the cost of providing services. These contributions are reinvested in the program to provide services to more seniors. Providers are also strongly encouraged to fundraise and solicit in-kind donations to supplement their operations and most do so. Home care services are the most expensive to provide so there is a cost share. The cost share is based on income and assets with the cost share amount determined using a sliding scale. The formula for determining the cost share amount is designed and maintained by New York State.

APPENDIX F – BEST PRACTICES ANALYSIS

COMMUNITY SERVICES – FINANCES AND PARTNERSHIPS				
Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
<i>Is your community moving towards increased cost recovery for seniors programs?</i>	Not at this time.	To date no policy decision has been made about this.	This issue is being studied by our Parks and Recreation branch. It is unclear what the political support will be. Consultations to take place in fall 2007.	The Department has always requested voluntary contributions to help offset the cost of services. All contributions are reinvested by contracted service providers to serve additional seniors. There has been no change in the suggested contribution (\$1 per service, for example per meal or one-way trip) for years and there are no immediate plans to do so.

APPENDIX F – BEST PRACTICES ANALYSIS

LIBRARY SERVICES

Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
Do you have any library staff specifically responsible for senior's services?	We have a committee made up of librarians from the different geographic areas of the library system who make recommendations to senior staff to develop collections, services, programs and access for older adults as well as people with disabilities.	Not specifically, but there is a "Fifty & Forward" online resource page.	No. There are generic services that libraries offers however that are more geared towards the seniors population such as the homebound book service.	There are specific staff members within the New York Public Library that are allocated to specific age groups (adults, youth, and young adults). The senior age group falls under the Office of Community Outreach Services.
How do you market to older adults and older adults of different ethnic backgrounds?	For older adults of different ethnic backgrounds we advertise library programs with flyers in other languages. TPL library services brochure is translated into 13 languages. For special events such as a branch opening after a renovation or a special program we advertise in the local ethnic newspapers. English classes for Mandarin speaking seniors, Cantonese Information Sessions for seniors.	Offer a computer training course in Pubjabi, ESL Conversation Clubs, and Library tours for new Canadians. There is a World Languages section in each library – an online listing of languages available at each library. Currently, there are books available in 37 languages.	Typically, there is not targeted marketing to older adults and/or adults of different ethnic backgrounds. Regular services are marketed via Preview, the Library's program and services guide, the OPL website (www.BiblioOttawaLibrary.ca) and flyers and handouts in multiple locations. On occasion, the Library has participated in the Forever Young Seniors Expo and has placed ads in Forever Young, a local newspaper targeting older adults.	Offer books in 80 different languages – variety of languages available depends on the branch.
Do you offer homebound service or delivery service?	TPL offers homebound services to those unable to leave their home for 3 months or more due to age illness or injury. Challenges include: dealing with customers living in substandard environments or who have mental health issues, making deliveries during inclement weather, the sadness at the passing of a long standing customer	Offer in-home computer training and Homebound Readers (offered though volunteers for those with mobility restrictions).	Yes, challenges are delivering this service in a city the geographical size of Ottawa with a significant rural component. We use staff with volunteers serving further distant individuals. There are challenges in recruiting, and retaining volunteers for some deliveries. The successes are many as staff is continually given positive feedback and thanks from service users and their relatives. Challenges can also occur in selecting appropriate formatted materials for the individual users when they have visual handicaps that limit them to specific collection types and when those collection types are not well resourced.	Yes. The Office of Community Outreach Services makes the following services available to nursing homes: -Read Aloud Programs -Book or Short Story Discussions -Deposit Collections of Books -Bi-Folkal Kits (Multisensory Programming Kits)
What materials, resources, and services is the older adult population demanding?	Vision has always been an issue for people as they age so libraries have provided alternate format materials as they have become available from either special producers such as the CNIB or the commercial publishers. We have provided large print books, talking books on tape and now CD's, described videos, and DVD's. These formats are very popular with older adults.	Adult books on CD and in large print; computers; educational discussion groups.	In general, the same services as the general population. Those with disabilities are interested in special services depending on the nature of the disability, not their age. That being said, many clients of the Homebound and Talking Books Services are seniors.	English for Speakers of Other Languages (ESOL) and literacy tutoring at the Centers for Reading and Writing for English-speaking adults.
Please provide a list of library programs for the older adult population.	WebBasics for Seniors, Teen Tutoring, Local History Talk, Drivers Refresher Course, Gardening without an Ache, Websurfing for Seniors, Estate Planning, Cultural Day for Seniors, Fraud Prevention, Seniors Lifestyle	CyberSeniors (50+ & 65+), CyberSeniors Punjabi, Introduction to Word, Nature Hikes, Seniors Book Club, and Seniors' Discussion Group.	The OPL Reference Department provides classes "Computer Basics for Seniors, Parts 1 and 2". Part 1 takes place one day per week for 4 weeks, Part 2 for two weeks. These 2-hour courses move at a somewhat slower	Nearly all branches offer free use personal computers, along with help in their use by computer pages -- young people from the community who have been

APPENDIX F – BEST PRACTICES ANALYSIS

LIBRARY SERVICES				
Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
	Courses, Financial Planning, Discussion Groups, Music Courses, Grandparents Day.		pace than other computer courses, and are in high demand. The training space allows for 10 students at a time and there are never empty seats. There are basic computer workshops designed for seniors. The majority of adults attending daytime programs are seniors, however the programs are not designated for seniors. Homebound provides services to residences.	pecially selected and trained for this purpose.
<i>What agencies does the library partner with for the provision of services to the older adult/senior population?</i>	We partner with traditional organizations such as the CNIB in the provision of talking book service. Leading edge is our relationship with a seniors' association to develop programming. These seniors' associations are now in place at many of the universities and colleges such as the University of Toronto, Ryerson and York University. We can promote existing library services and programs with them and they can also act as a sounding board for developing new programs and services.	Housing Registry Network - organizations working together to find appropriate, affordable housing and resources.		Recent partnership with Google, to develop 'Google Print' – an online resource of out-of-copyright books available to all internet users ¹ .

¹ New York Public Library. (2005). 2005 Annual Report. Available online at: <http://www.nypl.org/pr/objects/pdf/2005AnnualReport.pdf>

APPENDIX F – BEST PRACTICES ANALYSIS

TRANSPORTATION SERVICES

Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
<i>Are seniors' subsidized any more than those for other age groups?</i>	n/a	Calgary Transit offers an annual senior citizen transit pass for \$35.00. Seniors who are receiving Guaranteed Income Supplement are eligible for an annual transit pass for \$15.00. An adult monthly transit pass is \$900 a year.	A 60% transit subsidy is provided to seniors 65+ who purchase monthly transit passes. This is a greater subsidy than is provided to students.	No. Although DFTA does receive some funds to provide transportation to seniors, the majority of funds for transportation services are administered by the Metropolitan Transportation Authority and the New York City Department of Transportation. Public transportation services in New York City are available to persons of all ages.
<i>Do you have any monies allocated in your budget to modify the transportation infrastructure specifically for the Older Adult population in the next 5 years?</i>	n/a	Calgary Transit over the last 13 years has been purchasing accessible vehicles (low floor buses and accessible C-Trains). The Province only provides grant for low-floor buses.	All new transit vehicles and transit facilities are required to comply with the City's accessibility standards but the funding for this is not specifically identified. When facilities are refurbished the City's current accessibility standards are applied where practical.	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. The nearly 4,700 buses in NYC Transit's fleet are accessible to people who use wheelchairs and have a kneeling feature that lowers the front entrance of the vehicle to within inches from the ground for easy access by any customer with mobility impairments or difficulty using the front steps.
<i>Do you have any special services in place to provide enhanced transportation services to the older adult/senior population?</i>	n/a	-Access Calgary, a division of Calgary Transit, provides shared-ride, door-to-door public transportation service for people with disabilities. Access Calgary currently has a customer base of over 18,000 customers; seniors account for 68% of the total. Access Calgary provides 1.1 million trips per year. -Calgary has recently added 100 new accessible taxi licenses this will further assist seniors and others who have mobility devices.	A pilot project offering taxi-ride subsidy to registered ParaTranspo users will run July 1 2007 for up to one year. Indirectly, seniors will benefit if they are eligible for ParaTranspo service.	DFTA contracts with a select number of community-based programs to provide transportation services (by car service) to seniors. This service is for seniors unable to use public transportation and is utilized primarily to take seniors to and from doctor's appointments.

APPENDIX F – BEST PRACTICES ANALYSIS

PLANNING/DEVELOPMENT SERVICES

Survey Question	City of Toronto	City of Calgary	City of Ottawa	New York City
<i>How do your plans, guidelines and standards account for the older adult population?</i>	n/a	<p><i>2006 Urban Sustainability Plan:</i></p> <p>1. 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: Create flexible work schedules, seasonal work opportunities and volunteer opportunities, and promote a change in attitude toward hiring older workers – and - Advocate for changes in policies, practices and attitudes toward hiring older workers.</p> <p>2. Support or extend the ability of seniors and people with disabilities to live independently in the community.</p> <p><i>Official Plan:</i> Providing mobility choices to those unable to transport themselves.</p> <p><i>Access Design Guidelines</i></p>	<p>-Through the development review process, the Planning Branch consults with the Accessibility Advisory Committee, whose members provide comments on accessibility issues related to the needs of our aging population.</p> <p>In terms of longer-term planning, the framework for managing growth in the City of Ottawa has been created around five strategic growth management plans beneath an umbrella of seven guiding principles. One of these plans, the Human Services Plan, lays out strategies, sets priorities and directs investment in several areas that directly impact seniors.</p> <p>- Policies in the Official Plan support and require a mix of land uses, housing types, compact and inclusive development, clustering of neighbourhood facilities and excellent pedestrian connections to make communities more complete as well as walkable. This makes for easier accessibility and choice for seniors.</p>	n/a
<i>What considerations does your Department give to older adult need when establishing policy or planning for development?</i>	n/a	n/a		n/a

OLDER ADULT PLAN

APPENDIX G – Affiliated Seniors Groups



OLDER ADULT PROJECT



APPENDIX G

AFFILIATED SENIORS GROUPS

Clarkson Seniors' Club
Paul Kirvan
2475 Truscott Drive
Mississauga ON L5J 2B3
Meet at Clarkson Community Centre

Credit Valley Seniors Club
Dorothy Oliver
1219 Dundas Street West, Apt. 105
Mississauga ON L5C 1C8
Meet at South Common Community Centre

District 20, Mississauga Senior Games
Mr. John Bailey
6185 Miller's Grove
Mississauga ON L5 3C6
Meet at Mississauga Seniors Centre, partner with other clubs to host events throughout the City

Filipino Seniors of Mississauga
Ching Quejas
321-3020 Queen Frederica Drive
Mississauga ON L4Y 2Z8
Meet at Mississauga Valley CC

Malton Italian Seniors
Mr. Domenico Piccinini
7503 Middleshire Cres
Mississauga ON L4T 3S3
Meet at Malton Community Centre

Malton Senior Multicultural Assoc
Hasan Mohammad Khan
3577 Derry Road East, #202
Mississauga ON L4T 1B3
Meet at Malton Community Centre

Malton Seniors Club #231
Mrs. Muriel (Susie) McCoy
7555 Redstone Road
Mississauga ON L4T 2B7
Meet at Malton Community Centre

APPENDIX G

Meadowvale Seniors Social Club
Bernard Jordaan
6978 Estoril Road
Mississauga ON L5N 1N4
Meet at Meadowvale Community Centre

Mississauga 55 Plus Cari-Can Group
Wilma Francis
P O Box 20022
3029 Clayhill Road
Mississauga ON L5B 4L7
Burnhamthorpe CC

Mississauga Croatian Seniors Club
Vinko Saric
21 Harthill Court
Brampton ON L7A 2P1
Do not use City facility

Mississauga Italian Canadian Senior
Giuseppe Sciortino
P O Box 42099, Centre Plaza
Mississauga ON L5M 4Z4
Meet at Mississauga Valley Community Centre

Mississauga Valley Seniors
Ruby Gentile
c/o MVCC, 1275 Mississauga Valley Blvd
Mississauga ON L5A 3R8
Meet at Mississauga Valley Community Centre

River Grove Senior's Friendship Club
Melba MacDonald
161 Bonham Blvd.
Mississauga ON L5M 1C9
Meet at River Grove Community Centre

River Grove South Asian Seniors Group
Pritam Singh Sikand
5406 Bimini Court
Mississauga ON L5M 6G9
Meet at River Grove Community Centre (left Square One Older Adult Centre after 10 years due to fees)

Senior Asian Association (Malton)
Pritam Singh Gill
7350 Goreway Drive, Apt. 504
Mississauga ON L4T 4G4
Meet at Malton Community Centre

APPENDIX G

Silver Lining Filipino Seniors Assoc.
Estelito Cruz
915 Cardington Street
Mississauga ON L5V 1Z7
Meet at Clarkson Community Centre

Streetsville Senior Citizens #111
Leonard Davis
327 Queen Street South
Mississauga ON L5M 1M3
Meet at Streetsville Kinsmen Centre (owned by City, managed by Kinsmen, seniors programs operated by seniors clubs)

Square One Older Adult Centre
Operate membership programs at leased space at Square One
Seniors' Clubs at Square One also include Chinese Golden Age Seniors, Silayan Filipino Seniors' Volunteers, Truque Circle, Multicultural Asian Senior's Club of Mississauga, Elderly Vietnamese Association of Mississauga, Mississauga Caribbean Canadian Seniors, Iranian Seniors