



C 10
COMMUNICATION

CW (WORKING SESSION)

June 1/16

ITEM - **1**

Purpose

- To research, develop, design and produce an up-to-date, fiscally responsible and sustainable Older Adult Strategy for the Recreation Services that draws on leading ideas in municipal program delivery, as well as, agencies servicing this demographic.
- To provide a vision, recommendations and general direction to position Recreation Services to respond to the changing recreation needs of older adults.

Objectives

The strategy responds to the anticipated growth in demand for older adult recreation participation, and also the changes in participation patterns and preferences. It addresses the evolving recreational, social, cultural and physical needs of older adults over the next 10 years and has several objectives, including:

- Guide the planning & provision of municipal recreation services to older adults
- Respond to the changing recreation needs of older adults
- Assess existing older adult programs, services, facilities, policies, clubs, fees and resources
- Identify older adult leisure trends and best practices
- Consult with the older adult population and other key stakeholders
- Identify and analyze gaps in service delivery
- Identify recommendations and strategies
- Develop an implementation strategy

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Consultation

Consultation included the following:

- Meetings with S.A.V.I. (Seniors Association of Vaughan Initiative)
- Surveys provided to Older Adult Clubs and Older Adult residences
- Resident surveys available in hard copy and posted on the City and Library websites
- Consultation with staff, Members of Council, social service agencies and private older adult residences/nursing homes, Vaughan Public Libraries, representatives of the Region of York and each member municipality.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Strategy Development: Background Reports

A series of five Background Reports were prepared as part of the research. Each documents the results of specific research activities:

1. Profile of older adult demographic & recreational trends.
2. Review of existing municipal plans, policies & strategies.
3. Profile of current municipal approaches to older adult recreation service planning & delivery in York Region.
4. Profile of current older adult recreation service provision in Vaughan.
5. Information obtained through a comprehensive survey of municipal case studies: Mississauga, Brampton, Oakville, Kitchener & Waterloo.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

The Older Adult Age Group - Demographics

- In 2011 there were **63,725** residents 55 years of age & older in Vaughan representing 21.1% of the city's total population
- Half were 55-65 years of age
- The portion of the City's population aged 50 years of age & older is projected to increase **88%** from 2011 to 2031
- **Plan for a population aged 55+ of more than 120,000 by 2031**
- Demand for municipal recreation services for the older adult age group may increase significantly during the next 5 years & continue to increase to the year 2031

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Impact of the Baby Boom Generation

- Significant increase in the older adults population will be more dramatic due to the fact that the "baby boomer" generation will be more active later in life than previous generations
- The current range of leisure interests & participation patterns of the traditional older adult age group (seniors) will change:
 - higher rates of participation in **active pursuits** (e.g., exercise, fitness & outdoor sports)
 - shift away from **games** such as bingo, bridge & shuffleboard
 - greater emphasis placed on enriching their lives through an increase in participation in **cultural, educational & learning activities**
 - new types of "clubs" with a focus on **individual interests** such as trips, trekking & hiking, wine clubs & book clubs

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Additional Impacts to Service Planning & Delivery

- **One size does not fit all:** variations among demographic segments within the older adult age group 55-64, 65-74, 75-84 & 85+
- Change in the timing of demand for participation: evenings & weekends
- Increasing preference for a drop-in approach & shorter duration programs
- Recreation facility design:
 - multi-purpose, multi-generational community recreation centres
 - welcoming environments for multiple generations & types of users
 - integrating older adult programming into multi-purpose facilities
- Significant increase in the number of older age participants will result in pressure on municipalities to sustain traditional subsidization of fees

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Key Issues & Opportunities for Improvement

- Plan for increased demand for municipal recreation services among older adults.
- Plan for significant changes in their recreational interests & participation.
- Plan for the impacts of increased demand on municipal facilities that accommodate these activities.
- Address current weaknesses/issues in municipal service provision.
- Assist affiliated Older Adult Clubs to better sustain their operations in the future as recreational interests change.
- Gaps in opportunities for older adults who do not share an affiliation to a specific ethno-cultural community.
- Recreation Services needs to play a greater role in community development through the creation of new groups and coordinating service delivery among various providers.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Recommended Strategies & Actions

Organized based on three municipal service planning & delivery themes:

1. Older adult recreation service delivery system.
2. Planning & provision of municipal community facilities to support recreation service delivery to the older adult age group.
3. Alignment of the Older Adult Recreation Strategy with other City initiatives, policies & plans.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Fundamental Service Planning & Delivery Objectives

- Develop the capacity/capability of Recreation Services to plan for & respond to the anticipated growth and changes in participation and demand.
- Address gaps & potential barriers to participation.
- Collaboration among the municipal and community based service providers.
- Guide & support the evolution of the community based components of the older adult recreation service delivery system to reflect changing demographics & demand for recreation services.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Older Adult Recreation Service Delivery System

- Develop a **mission statement** associated with the planning & provision of municipal recreation services for the older adult age group.
- Strengthen & enhance the essential role of Recreation Services to develop the capacity to respond to the anticipated growth in demand for recreation participation & changes in participation preferences.
- Recreation Services needs to play a greater leadership role in developing & facilitating community based service provision within the older adult recreation service area.
- Facilitate the evolution of the current Older Adult Club model to ensure their sustainability in the future; build capacity within the community for a new model of community based older adult groups/organizations as a complement to the affiliated Older Adult Clubs.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Future Planning & Provision of Municipal Community Facilities

- Develop a facility provision/utilization plan to meet anticipated changes in demand among the older adult age group.
- Develop municipal community facility planning & design guidelines to be age-friendly & age appropriate, specifically for older adult participants.
- Establish lounge or social meeting gathering space in any plans for the re-design, expansion or refit of any existing municipal community centre.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Alignment with City Initiatives, Policies & Plans

- Align the Older Adult Recreation Strategy with the general principles, strategies, plans & actions of municipal initiatives.
- Review & revise as appropriate specific municipal recreation service policies to ensure consistency with the recommendations of the Older Adult Recreation Strategy.
- Initiate actions towards becoming an **age-friendly** city. An age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Implementation

The Older Adult Strategy and associated recommended actions to be implemented in a logical sequence of steps over the next ten years. Detailed implementation is outlined in the strategy report, which summarizes:

- An implementation schedule for actions
- Key steps associated with their implementation
- Responsibility for leading implementation

Next Steps (year 1)

- Assign centralized staff resource to guide the strategy implementation (Q3 2016)
- Expand on program offering (already in progress for Fall/Winter implementation)
- Develop Mission Statement (Q4 2016)
- Assess the role and responsibilities of the designated departmental "City Liaison" representatives for Older Adult Clubs (Q4 2016)
- Undertake research project associated with utilization of municipal facility space and time by the affiliated Older Adult Clubs (Q1 2017)
- Initiate collaboration with community partners (Q1 2017)
- Initiate "Age-friendly" designation process with partners (Q2 2017)

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.

Questions?

City of Vaughan Older Adult Recreation Strategy

LEISUREPLAN
INTERNATIONAL INC.