

AGE-FRIENDLY WINNIPEG

Action Plan | May 2014



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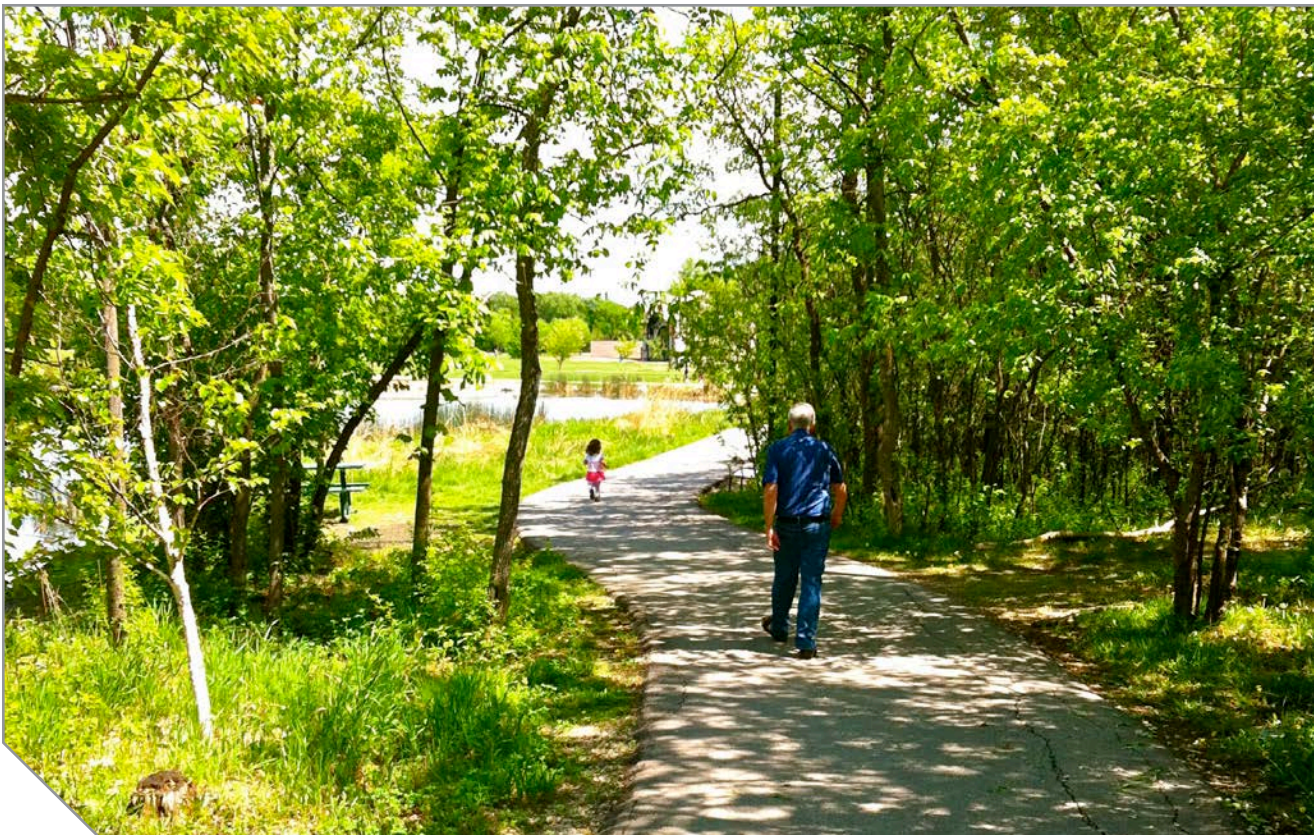
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LETTER FROM SAM KATZ

The City of Winnipeg is pleased to have participated in the World Health Organizations Age-Friendly Cities Project to help make Winnipeg a City in which citizens from all ages can fully enjoy the amenities that our City has to offer.

On behalf of the City, I would like to thank the Province of Manitoba for their funding support to make this project possible, the Mayor's Age Friendly and Seniors Advisory Committee who has spearheaded this initiative through community consultation, and the many community, staff, and other individuals who have contributed to the completion of the Age Friendly Manitoba initiative.

This valuable contribution will enable the City of Winnipeg to be at the forefront of Age Friendly Initiatives that aim to make our community more flexible and responsive to the needs of an ageing population.

The City of Winnipeg will continue to work cooperatively with health, education, mobility services and the community to ensure that our city is truly a "place for all ages" – a place where individuals from all age groups feel supported and included. As we age, we can count on healthy lifestyle choices, active participation in the community, and safe and secure "age-friendly" surroundings.

Sincerely,
Sam Katz
MAYOR

Winnipeg is a city of vitality, opportunity and inclusion in the heart of the continent. Along riverfront paths and in quiet neighbourhoods, from our bustling downtown to active neighbourhood centres, our city offers something for everyone.

Winnipeg is part of a global movement to create age-friendly cities. These age-friendly cities offer enhanced opportunities for citizens of all ages to enjoy healthy, active lives with the security, social participation and community support that allow a high quality of life. In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.

The principles of this movement are directly integrated into OurWinnipeg, the City's long-range plan that guides planning and service delivery, and they are reflected in the City's commitment to Universal Design. The City has also shown that it values the wide range of collaborations and partnerships that support age-friendliness— with service providers, developers, other governments, and the community at large.

Winnipeg, in collaboration with and support from many partners, has shown its ongoing commitment towards enhancing age friendliness:

- **October 2007 – The Mayor's Seniors Advisory Committee is formed and begins providing advice annually to the City of Winnipeg through its reports to the Office of the Mayor.**
- **October 2009 – City of Winnipeg officially joins the Manitoba Age-Friendly Initiative.**
- **July 2011 – The City's new development plan, OurWinnipeg is adopted and formally integrates age-friendliness into City strategic planning.**
- **September 2012 – City Council endorses the Winnipeg Age-Friendly Initiative; the Mayor's Seniors Advisory Committee is reconstituted with a broadened mandate and renamed as the Mayor's Age-Friendly & Seniors Advisory Committee.**

This report summarizes key City policy directions, achievements to date, and ongoing work that, together, are making Winnipeg an even greater city to call home.

WHAT IS AN AGE-FRIENDLY CITY?

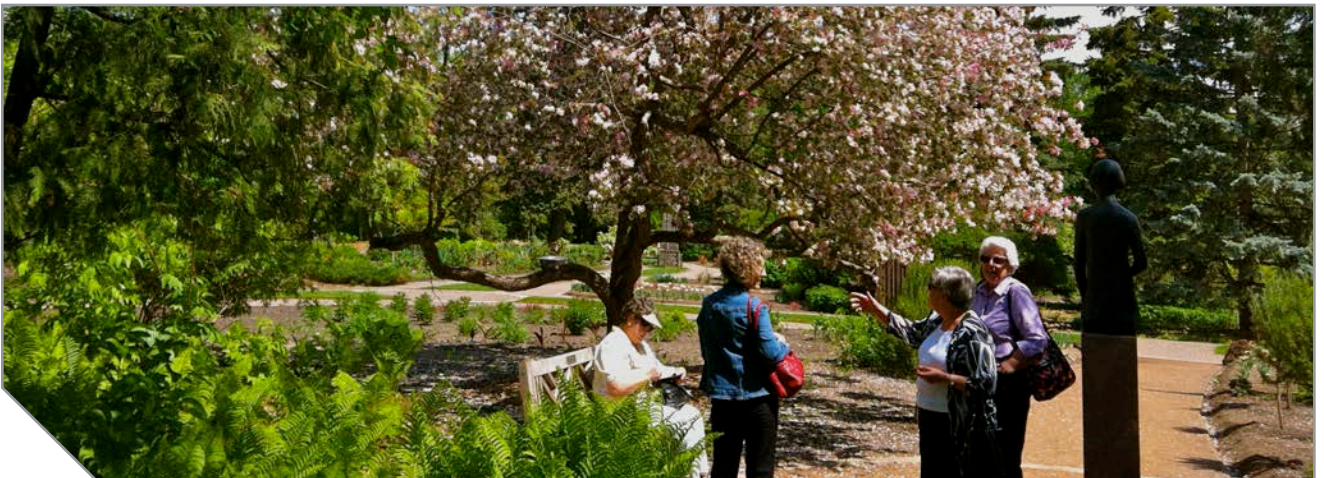
The Age Friendly City concept, as defined by the World Health Organization, is:

“In an age-friendly community, policies, services and structures related to the physical and social environment are designed to support and enable older people to ‘age actively’ – that is, to live in security, enjoy good health and continue to participate fully in society”

Public and commercial settings and services are made accessible to accommodate varying levels of ability.

Age-friendly service providers, public officials, community leaders, faith leaders and business people:

- Recognize the great diversity among older persons,
- Promote their inclusion and contribution in all areas of community life,
- Respect the decisions and lifestyle choices of older adults,
- Anticipate and respond flexibly to age-related needs and preferences.



KEY DEMOGRAPHIC FIGURES

We're growing.

Winnipeg's population is growing; more than 10,000 people joined our City last year. Winnipeg's population is likely to increase by approximately 209,000 people over the next 23 years. The Winnipeg Census Metropolitan Area (CMA) which includes the City of Winnipeg and 11 surrounding Rural Municipalities is expected to eclipse 1 million people by 2035.

We're older.

Seniors are one of the fastest-growing age groups in Canada with approximately 14 per cent of the population over 65. With 166,500 seniors, Manitoba has one of the highest per-capita populations in the country, and close to 100,000 of those seniors reside in the City of Winnipeg.

We're aging.

Baby boomers, presently aged 50 to 68 and making up nearly 26% of the City's population, are growing older. By 2035, as this generation ages and those behind them become seniors, the senior population will increase by 68% when compared to today.

We're changing.

Welcoming new international immigrants and home to large, growing and valued communities of Aboriginal peoples, Winnipeg's population is changing. In 2011, 20% of Winnipeggers were visible minorities (up from 15% in 2006). More than 78,000 residents (about 11% of Winnipeggers) identified as Aboriginal in 2011.

For further information, see:

http://www.winnipeg.ca/cao/pdfs/population_forecast.pdf

<http://www.winnipeg.ca/cao/pdfs/TheCommunityTrendsReportOctober2013.pdf>

OUTDOOR SPACES AND BUILDINGS

Public buildings and the outdoor environment are major influences on independence, mobility, and quality of life for people of every age. Safe, accessible infrastructure is critical to being an age-friendly community. Outdoor spaces and buildings — including sidewalks and pedestrian crossings, greenspaces and places where civic services are readily available — should accommodate the healthy development of our children and grandchildren and support the ability to age in place.

Direction and Overview

OurWinnipeg, the City's development plan, supports the creation of complete communities – places that offer and support a variety of lifestyle choices, providing opportunities for people of all ages and abilities to live, work, shop, learn and play. This is a high-level goal that drives urban planning and service planning for the entire city.

The City has specific planning policies relating to:

- Collaborating with community organizations, developers, and other partners to foster an age-friendly and accessible urban environment
- Planning for sustainable and connected recreation and leisure infrastructure
- Promoting, and collaborating on community safety initiatives

Taking Action

Based on direction from Council, the City is already active in promoting age friendly outdoor spaces and buildings, including:

Access to Destinations

Establishing a new parking lot pedestrian connection standard for commercial, institutional and multifamily development in most zoning districts. The new standard will enhance design, lighting and transit connectivity to be more age-friendly and make it easier for all Winnipeggers to access destinations.

Safer School Zones

The City is taking action to creating safer school zones by reducing speed limits to 30km per hour around places where kids travel to school and play.

Snow and Ice Control Policy

The City's snow and ice control policy makes specific note of the need for timely snow clearing in areas around seniors centres that aren't located on priority snow clearing routes.

The Snow Angels Program

Launched in December 2013, the program encourages people to watch in their neighbourhoods for people who need assistance with snow removal, and then to lend a hand to clear driveways and sidewalks.

Accessibility Awards

The City of Winnipeg celebrates businesses that demonstrate exemplary universally designed facilities with an Accessibility Award presentation.

Continuing Forward

- The City is currently collaborating with the Winnipeg Regional Health Authority in "CLASP" (Coalition Linking Action and Science for Prevention). CLASP is an initiative to reduce risk factors for chronic disease through the creation of healthy communities that support active transportation and physical activity. Working with stakeholders, the City and WRHA will be launching some applied research projects focused on outdoor spaces and buildings.
- Continuing support for community garden and adopt-a-park projects that help foster active living, social participation and safe communities.
- Examining possibilities for an adult activity structure – a recreational space that would involve walking trails, activity nodes and seating designed for seniors. This project is in the scoping phase at the Planning, Property and Development Department.
- Continued investment in sidewalk improvements and research and enhancement of pedestrian infrastructure and traffic control devices, including countdown-type crossing signals.



TRANSPORTATION

Being able to move around the city to participate in social life, access services and enjoy all that Winnipeg has to offer is essential to quality of life and to active aging. Transportation needs to connect to the destinations that people of all ages want to go and be available, affordable, safe and comfortable. Winnipeg's diverse transportation system includes pedestrian spaces and cycling infrastructure, transit, handi-transit, taxis and community transport (free transport provided by the voluntary or private sector) as well as shared and private vehicles. The design and availability of transit stops, parking and transportation education and information are a major influence on the age-friendliness of the transportation system.

Direction and Overview

OurWinnipeg, the Sustainable Transportation Direction Strategy and the Transportation Master Plan all recognize the critical role that transportation has to quality of life. These plans direct the City to develop a safe, efficient and equitable system that is accessible, responsive to community needs and reflects universal design principles.

Specific directions include:

- Create a transportation system that supports active, accessible and healthy lifestyle options.
- Dynamically integrate land use and transportation, so that destinations are easily reached and the number and length of trips that people need to make is minimized.
- Provide transportation infrastructure that is well maintained

Taking Action

Pedestrian Countdown Signals

The City's Public Works department installed Pedestrian Countdown Signals (PCS) at the intersection of Portage Ave. and Donald St. to evaluate performance of the devices within the traffic signals system as well as to receive feedback from users. Based on a positive reception, the signals are being rolled out to other locations.

Improved Visibility of Pedestrian Crossings

The City has increased the size of the "zebra stripes" used at overhead lighted crosswalks on major streets. Formerly 15 feet wide, they are now 25 feet wide.

Safer School Zones

The City is taking action to creating safer school zones by reducing speed limits to 30km per hour around places where kids travel to school and play.

Senior Travel Training Program

Winnipeg Transit offers a Senior Travel Training Program that is aimed at developing capacity for older adults using transit. Additionally, ongoing education and awareness campaigns around low floor buses, bus etiquette and new technology support an age-friendly public transportation system.

Dial-a-Ride Transit

Promoting the DART (dial-a-ride transit) service in neighbourhoods served by the service through bus bench advertising, posters and television spots.

Transit System Improvements

Winnipeg Transit has undertaken a number of initiatives to improve both the performance and connectedness of Winnipeg's transit network. These include the launch of the rapid transit service on the Southwest Transitway, which has increased speed and reliability and decreased transfer wait times; adjusted several routes, including Route 44 and Route 99, to offer better system interconnection and access to key neighbourhood destinations. Enhancements have been made at many Winnipeg Transit bus stops, including heated shelters, improved signage, real-time arrival displays and posting of route and schedule information.

Accessible Transit Buses Winnipeg

Transit is now approximately 95% complete in achieving its goal of having a full fleet of accessible low floor buses. Low-floor buses are available for reduced-cost charter service for seniors groups during non-peak hours as part of the City's charter service program.

New Transportation Options

Fostering opportunities for new transportation options by creating supportive rules around car sharing, a service that enables many people to make shared use of a car; ideal for occasional drivers.

Accessible Parking

Evolving rules around parking to ensure that a portion of all new parking installations meets universal accessibility standards and to support more frequent provision of van-accessible parking spaces

Continuing Forward

- Complete enhancements to the City website to present information on pedestrian safety at signalized intersections.
- Exploring, with the Highway Traffic Board, possibilities for communicating provincial speed limit information through a publicly available map.
- Continuing partnerships with citizen and non-profit groups such as the Green Action Centre through its Safe Routes to School initiative and the Healthy Canada by Design: CLASP initiative (Coalitions Linking Action and Science for Prevention) aimed at developing tools for making Winnipeg more walkable for everyone.



HOUSING

An age friendly community offers affordable, safe housing that is designed to be accessible, offers adequate space and privacy, is close to services and facilities, and is comfortable. Familiar surroundings with community or family connections help young and old feel at home, be independent and enjoy a high quality of life.

Direction and Overview

Both OurWinnipeg and the City's recently-adopted Housing Policy both speak to collaborating with other levels of government, home builders and community stakeholders to respond to community needs for a diverse range of housing options that are available throughout the city.

Specific directions include:

- Establish partnerships with the private, not-for-profit and government sector to provide affordable housing throughout the city, with a particular focus on locations near a variety of transportation options.
- Support the integration of specialty housing within residential neighbourhoods – including encouraging the principles of Universal Design and visitable design.
- Support the establishment of a sufficient supply of affordable, adequate and suitable housing throughout the city that meets the needs of the population of Winnipeg

Taking Action

Winnipeg Housing Policy

Adoption of a new City of Winnipeg Housing Policy that includes new partnership provisions, supports responsiveness to community needs and aligns with Universal Design policy.

Age-Friendly Housing

Continued support for housing projects and neighbourhood planning that provide homes and amenities for seniors. A wide range of collaborations have taken place, including working with not-for-profit organizations that offer life-leases and other means to ensure that seniors have access to affordable housing and the opportunity to remain in their communities through their retirement years.

Intergovernmental Action on Housing

Actively working with the Province of Manitoba to address housing need in the City of Winnipeg. To date efforts have focused on neighbourhood revitalization, programs that encourage needed housing development and supports to build community capacity.

New Secondary Suites Opportunities

Adoption of new regulations pertaining to Secondary Suites. A Secondary Suite is a second housing unit added to a single lot. It can either be attached or detached from the existing house/dwelling and is generally smaller than the existing dwelling. The new regulations provide more options to those who are considering this form of housing, which can offer an intergenerational and supportive housing option.

New Mixed-Use and Housing Opportunities

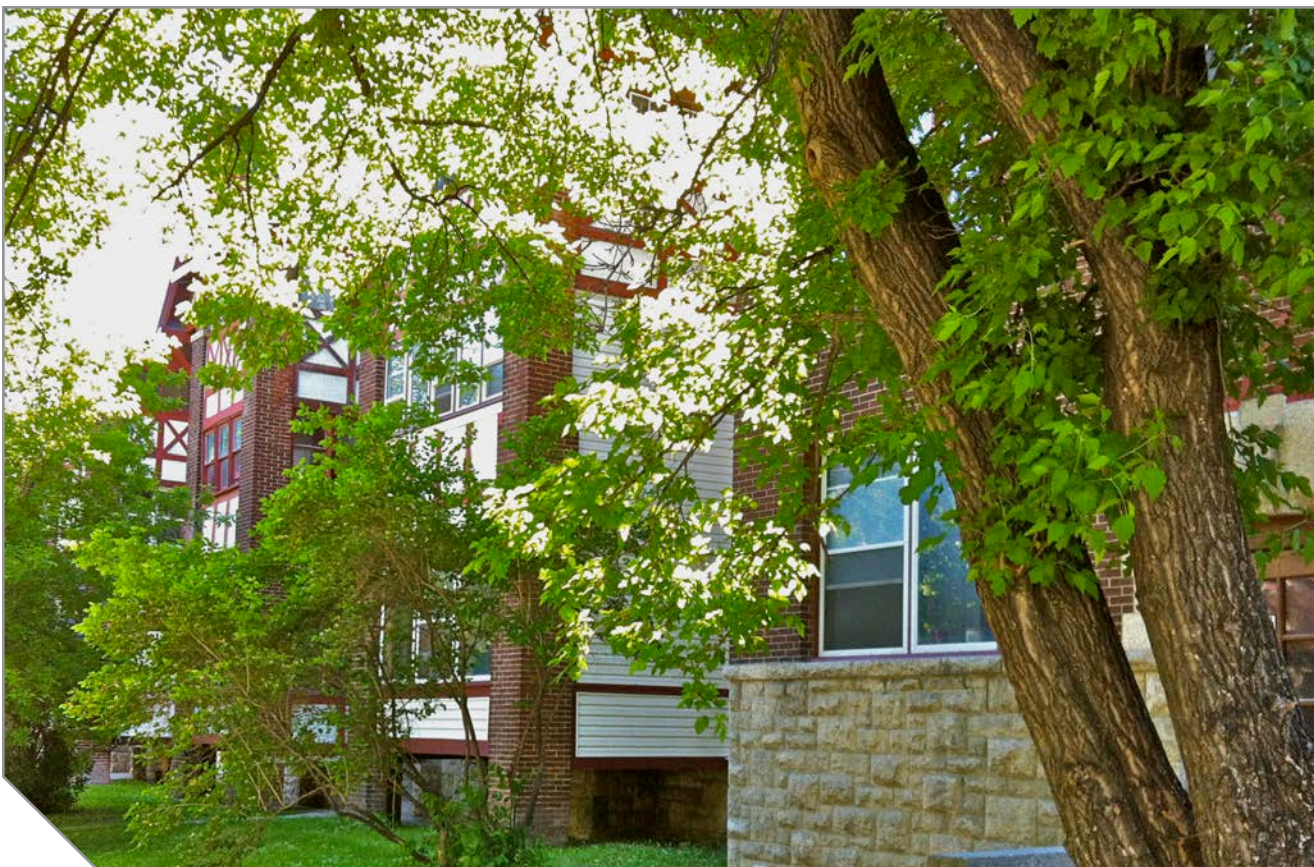
Creating new housing opportunities by permitting multiple family housing above the ground floor in some commercial districts. Mixing uses can create diverse housing, support walkability and, with more people on the street, enhance community safety.

Walk-up Recycling and Garbage Collection Service

Support aging in place through special, no-cost service for residents who are unable to get their recycling and garbage carts to the curb or lane.

Continuing Forward

- Continuing to actively participate in intergovernmental discussions on how to improve affordable housing options for those in need.



SOCIAL PARTICIPATION

Participating in social activities is central to the good health and well-being of people at any age. Accessible, affordable and diverse activities build esteem, reduce isolation and build supportive relationships. Multi-generational social experiences help counter ageism and are a valuable learning and cultural exchange opportunity.

Direction and Overview

The City of Winnipeg recognizes being a great city means having opportunities for Winnipeggers of all ages to experience community vitality, opportunities to fulfill their potential and to experience the creativity and expression of the arts. Directions that support age-friendly social participation include:

- Provide equitable access to municipal programs, services and facilities, through a variety of strategies including the integration of age-friendly principles into City services.
- Provide high-quality, responsive and innovative library programs and services that emphasize literacy and lifelong learning.
- Provide libraries that are safe, convenient and accessible community places.
- Work with community partners to foster an inclusive and equitable community.
- Foster life-long arts learning opportunities.

Taking Action

Library Programs

Expanded computer training and other senior-friendly programs at City libraries – with promotion of resources for older adults to seniors serving organizations.

Senior Travel Training Program

Winnipeg Transit offers a Senior Travel Training Program that is aimed at developing capacity for older adults using transit. Additionally, ongoing education and awareness campaigns around low floor buses, bus etiquette and new technology support an age-friendly public transportation system.

Age-Friendly Recreation and Learning

The City strives to ensure recreation opportunities are available for all ages by: looking at strategies for multi-generational use of City recreational facilities; promoting collaboration through the General Council of Winnipeg Community Centres; maintaining a Recreation Programmer position that strengthens community connections and can respond to locally-identified needs; encouraging partnerships with Senior Serving Organizations that provide programming for older adults/seniors to ensure more efficient use of space within city

owned buildings. As well, most City libraries have accessible, no-cost meeting rooms available to not-for-profit Senior Serving Organizations.

The Snow Angels Program

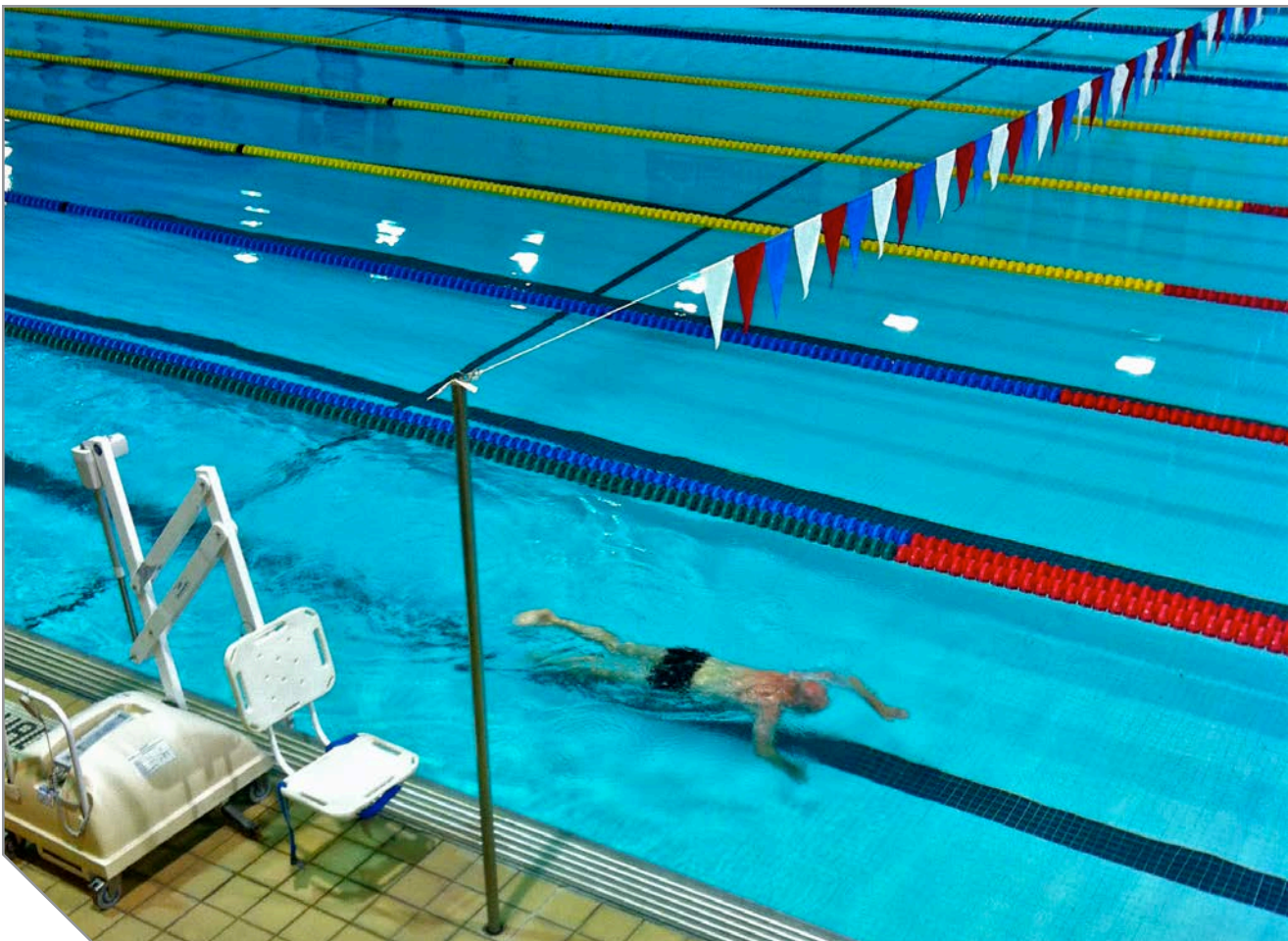
Launched in December 2013, the program encourages people to watch in their neighbourhoods for people who need assistance with snow removal, and then to lend a hand to clear driveways and sidewalks.

Easy Access to Leisure Programs

Recent improvements have been made to the City's Leisure Guide: larger type, a more legible format and a specific promotion campaign aimed at older adults.

Continuing Forward

- Continuing support for community garden and adopt-a-park projects that help foster active living, social participation and safe communities.
- Examining possibilities for an adult activity structure – a recreational space that would involve walking trails, activity nodes and seating designed for seniors. The Planning, Property and Development Department is currently in the scoping phase for this project.



RESPECT AND SOCIAL INCLUSION

Fostering a culture of respect, where people of all ages are valued and included is important to social harmony, understanding and, at the personal level, quality of life. Respectful and inclusive services, helpful communities and opportunities to learn from different generations are hallmarks of a respectful and inclusive city

Direction and Overview

The City of Winnipeg demonstrates respect and inclusion through its Respectful Workplace policy, Universal Design Policy and by promoting equitable access to municipal programs, services and facilities. As well, the City recognizes the contributions local businesses make to a respectful and inclusive community and the contribution to the city, and to society, made by Winnipeg's seniors.

Taking Action

Senior of the Year Award

A prestigious award presented by the Mayor, the Senior of the Year Award recognizes the value and impact of older adults and is driven by nominations from youth. The City actively promotes the program and the award ceremony through print and social media.

Including all Generations

Multi-generational use of the recreational buildings and civic space is an ongoing strategy. The Community Services Department has neighbourhood-level teams that strive to identify and respond to community needs while promoting multi-generational activities.

Accessibility Awards

The City of Winnipeg celebrates businesses that demonstrate exemplary universally designed facilities with an Accessibility Award presentation.

Continuing Forward

- The City of Winnipeg will consider a permanent public recognition plan for Senior of the Year award recipients.



CIVIC PARTICIPATION AND EMPLOYMENT

Support for young and old to become or to stay engaged in the community through paid or volunteer employment and by participating in civic activities support independence, self-esteem and quality of life. These opportunities need to be meaningful, flexible and valued by the community.

Direction and Overview

The City of Winnipeg has an inclusive and age-friendly approach to employment, and works with others to promote opportunity for participation and employment for all Winnipeggers. Specific OurWinnipeg directions related to civic participation and employment include:

- **Promote the concept of lifelong learning by partnering to enhance existing workforce integration and life-skill programs.**
- **Foster opportunities for Aboriginal youth to obtain meaningful employment.**
- **Recognize and support the essential role that volunteers and volunteerism play in building a healthy and vibrant Winnipeg and provide positive volunteer experiences within the City's service areas.**

Taking Action

Including all Generations

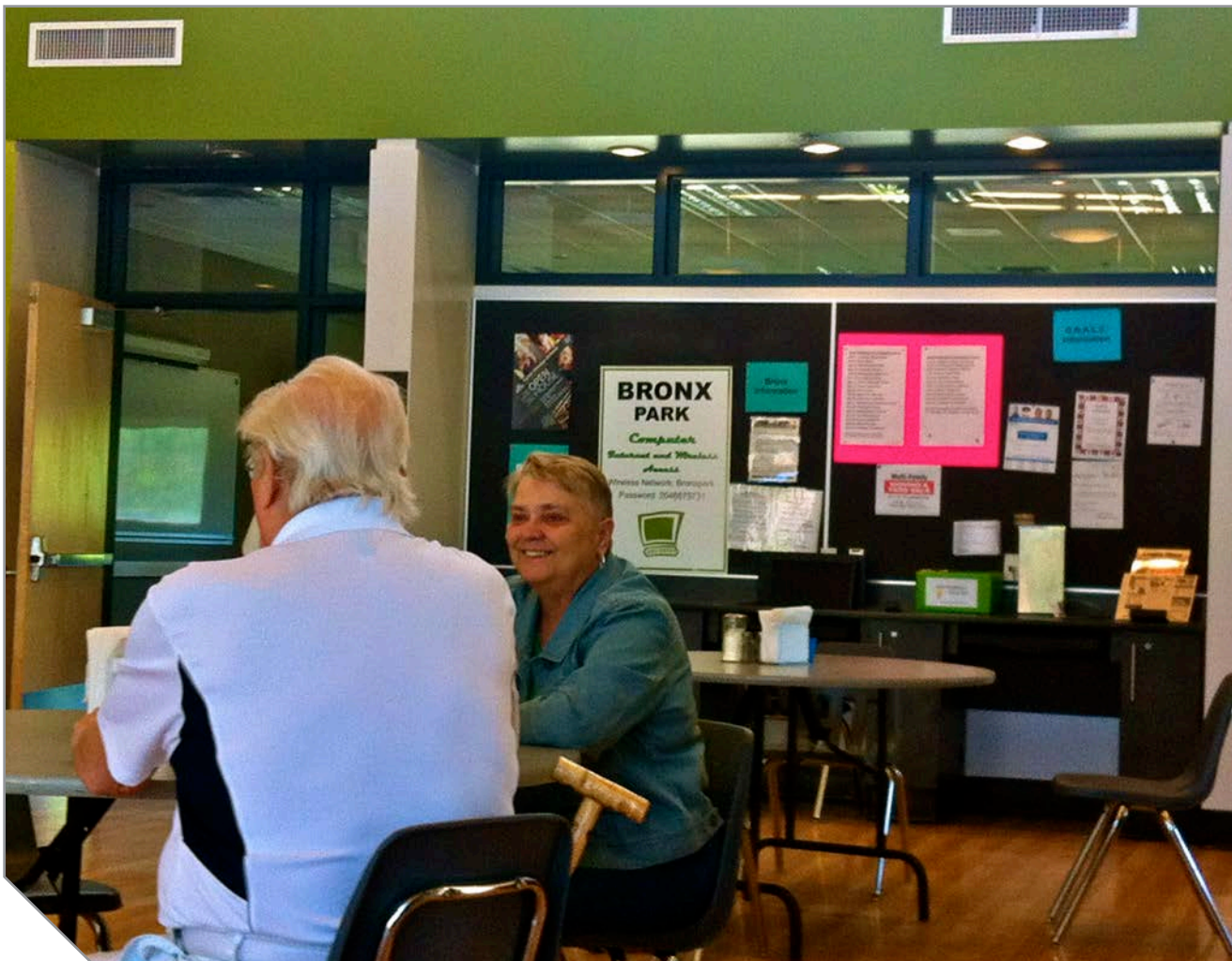
Multi-generational use of the recreational buildings and civic space is an ongoing strategy. The Community Services Department has neighbourhood-level teams that strive to identify and respond to community needs while promoting multi-generational activities.

Oshki Annishinabe Nigaaniwak – Young Aboriginal People Leading

This program gives Aboriginal youth positive opportunities in the community and civic system by bridging and providing culturally appropriate programs and support related to employment, literacy and recreation to increase resiliency, self-sustainability, pride and future opportunities.

Continuing Forward

- Explore the idea of an integrated advertising, display and convention promotion strategy that provides relevant information about the City and its services and programs and is targeted at older adults and featuring many of the excellent seniors-related programs and supports which the city has to offer.



COMMUNICATION AND INFORMATION

Information about community services and goings-on is important for staying connected and feeling valued. Communication needs to be timely, accurate and broadly distributed in a variety of age-friendly formats in order to be useful.

Direction and Overview

The City of Winnipeg strives to deliver integrated, efficient and complete information about services and programs. Beyond the City's policy of integrating age-friendliness into policies, strategies, guidelines and actions, the Universal Design policy commits the City to ensuring that all Information, such as written documents and announcements, website design, interactive communication processes, and oral and visual presentations, prepared by any department in The City of Winnipeg take into consideration compliance with Universal Design criteria.

Taking Action

Promoting Awareness of Library Services

The City provides information to older adults about the range of the Library's Age Friendly and other services through the Library's newsletter, website and attendance at relevant community events as well as through community-based presentations conducted by Library staff and hosted by Senior Serving Organizations and other relevant groups. Service information is shared with organizations such as Home Care coordinators to try and spread the word.

Easy Access to Leisure Programs

Recent improvements have been made to the City's Leisure Guide: larger type, a more legible format and a specific promotion campaign aimed at older adults.

Senior Travel Training Program

Winnipeg Transit offers a Senior Travel Training Program that is aimed at developing capacity for older adults using transit. Additionally, ongoing education and awareness campaigns around low floor buses, bus etiquette and new technology support an age-friendly public transportation system.

Promoting Senior of the Year Award

A prestigious award presented by the Mayor, the Senior of the Year Award recognized the value and impact of older adults, and is driven by nominations from youth. The City actively promotes the program and the award ceremony through print and social media.

Connecting with Older Adults

Reach Seniors through targeted promotion campaign, including use of the Mayor's Age-Friendly & Seniors Advisory Committee webpage and cultural radio or print media to connect with specific ethnic groups.

Continuing Forward

- Explore the idea of an integrated advertising, display and convention promotion strategy that provides relevant information about the City and its services and programs and is targeted at older adults and featuring many of the excellent seniors-related programs and supports which the city has to offer.
- Complete enhancements to the City website to present information on pedestrian safety at signalized intersections.
- Exploring, with the Highway Traffic Board, possibilities for communicating provincial speed limit information through a publicly available map.



COMMUNITY SUPPORT AND HEALTH SERVICES

Accessible health services, including health services available in the home are important to all ages, but particularly to the very young and very old. Services need to be adequate, respectful and affordable.

Direction and Overview

The City of Winnipeg strives to use municipal services such as libraries and recreation as opportunities to foster healthy communities. Partnerships with community organizations, developers and other partners are used to foster an urban environment that is supportive, accessible and age-friendly.

Taking Action

Lifelong Learning

Winnipeg Public Libraries continue to work with University of Manitoba, Lifelong Learning and Continuing Education Branch to promote their seniors programs. City libraries have been a host site for the University's Extended Learning on Nutrition for Seniors programming during Seniors Month.

Libraries in the Community

A special Institutional Deposit Service is available for Senior Serving Organizations and facilities and a Homebound Library Service is available that provides a monthly delivery of Library materials to individuals without the physical ability or social supports to access a library.

Age-Friendly Recreation and Learning

The City strives to ensure recreation opportunities are available for all ages by: looking at strategies for multi-generational use of City recreational facilities; promoting collaboration through the General Council of Winnipeg Community Centres; maintaining a Recreation Programmer position that strengthens community connections and can respond to locally-identified needs; encouraging partnerships with Senior Serving Organizations that provide programming for older adults/seniors to ensure more efficient use of space within city owned buildings. As well, most City libraries have accessible, no-cost meeting rooms available to not-for-profit Senior Serving Organizations.

Continuing Forward

- The City is currently collaborating with the Winnipeg Regional Health Authority in “CLASP” (Coalition Linking Action and Science for Prevention). CLASP is an initiative to reduce risk factors for chronic disease through the creation of healthy communities that support active transportation and physical activity. Working with stakeholders, the City and WRHA will be launching some applied research projects focused on outdoor spaces and buildings.
- Examining possibilities for an adult activity structure – a recreational space that would involve walking trails, activity nodes and seating designed for seniors. The Planning, Property and Development Department is currently in the scoping phase for this project.



NEXT STEPS

The Mayor's Age Friendly and Seniors Advisory Committee will consult with the community to promote, guide, encourage and oversee the ongoing work and progress towards an increasingly Age Friendly Winnipeg. Beginning with neighbourhood consultations in the fall of 2014, these conversations will include representation from key stakeholders, with progress reports provided on an annual basis.

The Mayor's Age Friendly and Seniors Advisory Committee encourages all community organizations, businesses, government agencies senior serving agencies to engage in this process. By working together, we can make Winnipeg a more age-friendly city and better meet the needs of all Winnipeggers.





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