

MEMORANDUM

January 26, 2015

TO: Vancouver City Council

FROM: Chris Morrissey, Chair, Seniors Advisory Committee

SUBJECT: Report of Activities for 2012-2014

The following memorandum is a report of the activities of the Seniors Advisory Committee (SAC) for the period April 2012 to December 2014.

BACKGROUND

The Seniors Advisory Committee was established by Council on February 17, 2009.

Mandate

The Committee's mandate is to enhance access to City services for older adults and their families, and to identify and suggest solutions to gaps and barriers that impede full participation of older in all aspects of City life.

Terms of Reference

The Seniors Advisory Committee

- advises Council on matters presently under consideration which affect seniors, the elderly, and their families;
 - monitors City programs to ensure that the needs of seniors, the elderly, and their families are considered;
 - works co-operatively with civic departments, boards, and commissions whose activities affect seniors, the elderly, and their families;
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- provides advice and information to civic departments, boards, and commissions;
- disseminates information on civic matters affecting seniors, the elderly, and their families;
- encourages and facilitates feedback through existing channels from seniors, the elderly, and their families on civic matters affecting them;
- brings to Council matters identified by it as requiring action by the City;
- deals with any matters which may be referred to the Committee by Council;
- produces an annual work plan with specific objectives by no later than March of each year, in consultation with its Council and staff liaisons, for distribution to Council and civic departments for information; and
- submits an annual report to Council describing its accomplishments for the year, including reference to each objective set out in the work plan and any arising issues to which the Committee has responded.

Committee Members and Meeting Dates

Twelve committee members met 11-12 times per year for regular meetings (four of which were clerked) as well as multiple times per month for subcommittee and ad-hoc committee meetings. As of term end, committee members were as follows:

- Carroll Thomas Brunker
- Eddy Elmer (Chair of Communications & Outreach Subcommittee)
- Sharon Fenton
- Clemencia Gómez
- Scott Graham
- Alan Herbert
- Flordelis (Dellie) Lidyard
- Colleen McGuinness (Vice-Chair and Chair of Housing Subcommittee)
- Chris Morrissey (Chair)
- Carol Oreck
- Rowena Tate (Chair of Transportation & Mobility Subcommittee)
- Eva Wadolna

Committee Liaisons

- City Council: Councillor Tony Tang
- Park Board: Commissioner Melissa De Genova
- School Board: Trustee Sophia Woo
- Staff: Taryn Scollard, Director of Engineering, Streets Division (2013-2014); Neil Carley, Director of Engineering, Streets Division (2012-2013)
- Vancouver Public Library: Stephanie Kripps, Manager of Outreach Services (2014); Gillian Guilmant-Smith (2013-2014); Pauline Preston (2012)
- Clerk's Office: Lori Isfeld and Nicole Ludwig

GOALS

The Committee's overarching goal for the term was to assist the City of Vancouver in becoming an official "Age-friendly Community" as defined by the Province of British Columbia, and a "Global Age-friendly City" as defined by the World Health Organization (WHO).

The Province defines an Age-friendly Community (<http://gov.bc.ca/agefriendly>) as one in which

- older adults are supported to age actively, enjoy good health, and remain independent and involved in their communities;
- people of all ages and abilities benefit from safer, barrier-free buildings and streets, better access to local businesses and facilities, and more green spaces;
- businesses benefit from the increased support and spending power of older customers, and are better able to support older workers; and
- everyone benefits from the increased participation of older adults in community life.

According to the World Health Organization, an Age-friendly City "encourages active aging by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. 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" (World Health Organization, *Global Age-friendly Cities: A Guide* http://www.who.int/ageing/publications/age_friendly_cities_guide/en/).

The WHO specifies eight broad domains that must be addressed by cities aspiring to become age-friendly:

- the built environment
- transportation
- housing
- social participation
- civic participation and employment
- respect and social inclusion
- communication
- community support and health services

The WHO also provides a checklist of specific features of an age-friendly city: http://www.who.int/ageing/publications/Age_friendly_cities_checklist.pdf

Age-Friendly Action Plan

In its efforts to become age-friendly as per the descriptions above, the City of Vancouver has worked closely with the Seniors Advisory Committee to create and

implement an *Age-friendly Action Plan* for 2013-2015 (<http://vancouver.ca/people-programs/age-friendly-action-plan.aspx>). These 60 action items in the plan were based on feedback from the Seniors' Dialogues Project, which involved consultations with 400+ older adults, caregivers, and senior-serving organizations in Vancouver. The Action Plan is consistent with two of the guiding principles of Vancouver's overall Healthy City Strategy: improving health and well-being for everyone, and addressing health-related inequities.

Council approved the Action Plan at its June 26, 2013 meeting. On July 28, 2014, the Province approved the City's application to become an official BC Age-friendly Community; this approval committed the City to its Age-friendly Action Plan and its goal to "improve facilities and services for seniors from fully independent older adults...to those who are more vulnerable and need additional support." It is hoped that the next Seniors Advisory Committee will work with the City to develop and implement the strategies and programs to address the 8 WHO domains and make a formal application for Global Age-friendly City status from the World Health Organization.

In order to address and implement specific steps from the Age-friendly Action Plan, the Committee formed three subcommittees, which conducted the bulk of the Committee's work.

- Housing
- Transportation & Mobility
- Communications & Outreach

A brief summary of the goals and accomplishments of each subcommittee is presented below.

GUEST PRESENTERS

Over the past term, the Committee invited numerous guests to attend meetings to provide background information about various issues in the Age-friendly Action Plan. City staff as well as representatives from various senior-serving businesses and organizations also attended our meetings to solicit feedback from us about ways to make their proposed services, developments, or initiatives more age-friendly. All guests are listed in Appendix A.

SUMMARY OF ACCOMPLISHMENTS

Following is a brief summary of the many projects undertaken by the three subcommittees. Full details are in Appendices B, C, and D. Information about more general matters dealt with by the Committee as a whole can be found in the minutes and unofficial notes posted on our website: www.vancouverseiorsadvisory.ca

Housing Subcommittee

- Worked with the City to add new accessibility and adaptability provisions to the Building By-law in order to promote aging-in-place
- Researched best practices for residential care, particularly concerning the re-development of the Pearson-Dogwood lands and the re-zoning of Casa Mia
- Worked with Council to increase the number of social housing units in the new Dogwood Lodge designated for low-income older adults
- Reviewed alternative policies and practices regarding seniors in social housing
- Wrote a motion, passed by Council and UBCM, asking the Province to increase the Shelter Aid for Elderly Renters subsidy; the Province increased it by \$34/month

Transportation & Mobility

- Convinced the City to increase crossing signal times and install more countdown timers
- Joined with other stakeholders to persuade TransLink to reinstate TaxiSavers program
- Provided input into TransLink's Custom Service (HandyDART) Review, resulting in a \$1 million commitment to fund 30,000+ taxi trips for mobility-impaired adults, as well as a reversal of proposed onerous changes to the HandyDART application process
- Input into the Ask-Listen-Act manual and video introduced as part of a new program to train all Vancouver taxi drivers to better assist older and disabled adults
- Wrote a motion, supported by the Women's and LGBTQ Advisory Committees, and later passed by Council, to explore options for street lighting improvements; staff report is pending, but replacement time for burnt-out lights has been reduced from 21 to 7 days
- Persuaded the City to the importance of addressing seniors' needs in the Point Grey Road-Cornwall Avenue Corridor Active Transportation Project

Communications & Outreach

- Held community outreach meetings to solicit feedback from seniors about aging issues
- Attended community events to promote the SAC and provide input on seniors' issues
- Attended official meetings (e.g., National Seniors' Council Roundtable on Social Isolation) and academic conferences
- Worked on proclamations for BC Seniors' Week and organized a large National Seniors' Day fair at the central branch of the Vancouver Public Library
- Enhanced public engagement with the Committee by creating print materials, a website (www.vancouverseiorsadvisory.ca), and a presence on Facebook and Twitter

FUTURE DIRECTIONS

We recommend that the next Committee continue work towards achieving age-friendly status as defined by the Province of British Columbia and the World Health Organization. We recommend that this work be carried out by the continuation of the following subcommittees, with specific goals as listed below. Given the large amount of work undertaken, we also recommend that community volunteers be actively recruited to join each of the subcommittees.

Housing Subcommittee

- Continue providing input regarding aspects of the Pearson-Dogwood re-development that may affect older adults
- Continue collaboration with Persons with Disabilities Advisory Committee to ensure "visitability" of all new builds, including follow-up with the appropriate City officials
- Continue monitoring re-development of Casa Mia as a residential care facility
- Liaise proactively with the Planning Department so that the Subcommittee can review, at the earliest possible stages of development, all new projects affecting older adults
- Work with the appropriate City departments to develop criteria for assessing all proposals for seniors-designated housing to ensure they meet eligibility for any pertinent concessions

Transportation & Mobility Subcommittee

- Liaise with the appropriate departments/agencies so that the Subcommittee can ensure seniors' needs are reflected in all City streets and transportation plans
- Continue working with appropriate City departments regarding pedestrian safety, including street lighting motion and interface of pedestrians with cyclists and drivers
- Continue input into the Point Grey Road-Cornwall Avenue Corridor Active Transportation Project
- Continue working to ensure that public transit is both accessible and affordable
- Continue participation in TransLink's Custom Transit (HandyDART) Service Review
- Urge TransLink to hold Compass Card information sessions specifically for seniors
- Continue SAC representation on the City's Transportation Plan Stakeholder Advisory Group and other groups that may be relevant to older adults
- Work with the City to promote greater neighbourhood "walkability"
- Continue participating in City Streets Manual revisions

Communications & Outreach Subcommittee

- Hold more community outreach meetings throughout the city
- Develop new methods to solicit feedback from hard-to-reach seniors, including socially isolated seniors and those of different ethnicities
- Connect with additional seniors' organizations to promote the Committee and the City's senior's related policies and initiatives
- Collaborate with the research community to gather evidence-based data needed to implement and evaluate the Age-friendly Action Plan and to seek WHO designation as a Global Age-friendly City
- Attend more academic conferences and promote the SAC's work there
- Collaborate with other civic committees on issues of mutual interest
- Print more brochures and distribute more widely
- update website (www.vancouver seniors advisory.ca) with more relevant information about seniors' programs; build bigger Facebook and Twitter audiences

APPENDIX A

LIST OF GUEST PRESENTERS (IN ORDER OF APPEARANCE)

Presenter(s)	Subject
Sarah Lusina-Furst and Calista Haggis, Centre for Hip Health and Mobility, UBC	Research on seniors' mobility programs
Grant Miller, City Planner Stuart Howard, Architect Maureen McIntosh, The Care Group	Point Grey Hospital expansion
Abi Bond, Affordable Housing Task Force	Affordable Housing Task Force report
Douglas Scott, Engineering Services	Comox-Helmcken Greenway
Gloria Levi, Integrated Care	Integrative Care model
Representatives from Oakridge Seniors' Centre	Seniors' centre design in proposed Oakridge Centre re-development
Elsie Dean and Linda Forsythe, 411 Seniors Centre Society	Design and funding of a new facility for 411 Seniors Centre Society
Murray Wightman, Engineering	Sidewalk encroachment
Councillor Geoff Meggs	Affordable Housing Task Force report
Stephen Dang, Social Policy	Age-friendly Action Plan
Graham Winterbottom, City Planner Jennifer Heppner, DIALOG Design	Pearson-Dogwood lands re-development
Brian Gold, Engineering Services Gerry Dobrovolny, Engineering Services Dale Bracewell, Engineering Services Sophie Djordjevic, Brock House Society	Point Grey Road - Cornwall Avenue Corridor
David Rawsthorne, Engineering Services David Koybe, Engineering Services	Point Grey Road - Cornwall Avenue Corridor
Milinda Schulz	Better at Home program
Winston Chow, Engineering Services Alina Cheng, Engineering Services	Pedestrian safety

Presenter(s)	Subject
Constable Heather Brown, VPD	Event to teach seniors scooter safety
Steven Dang, Social Planning	Age-friendly Action Plan update
Brian Jackson, General Manager, Planning and Development Services	Building By-law revisions
Judy Graves, City of Vancouver homelessness advocate (2005-2014)	Advice on improving seniors' housing
Gillian Guilmant-Smith, VPL	VPL Strategic Plan, 2013-2015
Barbara Kirby, BC Association of Community Response Networks	Role of BC Community Response Networks
Stef Schiedon, Lower Mainland Facilities Management, Vancouver Coastal Health	Pearson-Dogwood re-development update
Peter Marriott, Social Policy	Seniors Fact Sheet review
Dwayne Drobot, Planning and Development	Oakridge Centre re-development update
Zeng Yao, City Planner Jack Clerkson, Consultant	Beulah Gardens development
Grant Miller, City Planner	Casa Mia re-development
Phillip Waddell, West End Seniors Network	Role of West End Seniors' Network
Matt Human, Sara Chung and Marilee Ashworth, TransLink	Implementation and use of Compass Card system
Kara-Leigh Block, Senior Services Society Sandra Gebhardt, 411 Seniors Centre	United Way cuts to funding for social isolation programs
Brent Dozzi, Engineering Services	Rupert Street curb-cut
Carol Ann Young, Social Policy	Age-friendly Action Plan update
Michael Geller, Architect	Affordable housing options for seniors
Dan Garrison, Vancouver Housing Planner	Seniors' housing update
Stephanie Kripps, Alex Youngberg, VPL	National Seniors' Day programming
Carol Ann Young, Social Policy	Age-friendly Action Plan and Healthy City Initiative updates

APPENDIX B

HOUSING SUBCOMMITTEE REPORT OF ACTIVITIES

MEMBERSHIP

Dellie Lidyard, Chris Morrissey, Colleen McGuinness (Chair)

PRIORITIES

The Subcommittee studies and makes recommendations regarding affordable, suitable, and accessible housing for older adults.

ACCOMPLISHMENTS

1. Building By-law Changes

Dellie Lidyard and Jill Weiss conducted an exhaustive scoping review of research on the housing accessibility and adaptability. This review informed the subcommittee's recommendations for adding accessibility and adaptability provisions to the Building By-law in order to promote aging-in-place. We are pleased that Council has approved these changes.

2. Residential Care at Pearson-Dogwood and Casa Mia

The Pearson-Dogwood re-development and rezoning of Casa Mia presented key opportunities to research best practices for residential design and care. Our research concluded that ideal models were the Green House Project® and Small House & Neighbourhood models.

Pearson-Dogwood

Subcommittee members met with Mary Ackenhausen (Chief Operating Officer of Vancouver Coastal Health), Bob Chapman (Director of Residential Care for Vancouver Coastal Health), and Barb Stackhouse (consultant for Vancouver Coastal Health) to recommend implementation of the Small House and Neighbourhood model¹ at Pearson-Dogwood. Subcommittee members also participated in a joint committee with Dogwood residents' family members to solicit their input on the design process.

¹ This model, which is very similar to the Green House Project®, was favoured because it did not require official registration with the model's developer.

Casa Mia

The Subcommittee indicated to Council our position that Casa Mia is not an ideal location for a residential care facility because the mansion's design precludes the implementation of the Small House and Neighbourhood model. We reiterated our position that the City should only support new care facility developments that implement current best practices. We also reminded Council that although there is an immediate need to provide housing for the increasing number of older adults in Vancouver, newly-built facilities should be adaptable for alternate use when no longer needed specifically for older adults.

Our additional concerns were that the location is difficult to access by car and public transit, presenting barriers to visitors and employees, and that public use of the mansion could become constrained if it is also designated as a heritage building.

3. Affordable Housing

Pearson-Dogwood

We worked with Council to increase the number of social housing units in the new Dogwood Lodge and to designate a number of units for low-income older adults.

SAFER Subsidy Increase

We passed a motion calling on Council to ask the Province to increase the subsidy for the Shelter Aid for Elderly Renters program (SAFER) program. The request was made in response to the growing gap between low-income seniors' monthly rent and their SAFER subsidy. Council unanimously passed the motion on March 12, 2014, which was subsequently endorsed by the Lower Mainland Local Government Association and the Union of British Columbia Municipalities (UBCM). The Province responded to the request and increased the subsidy by \$34 per month (average amount per senior). The increase was lower than we would have liked, but we were nonetheless pleased that the Province responded to our request.

Oakridge Centre Re-development

Subcommittee chair Colleen McGuinness spoke at a meeting of the Planning, Transportation, and Environment Standing Committee to express concern about the proposed location of the seniors' centre above the ground floor (which poses challenges for mobility-impaired older adults), as well as the inclusion of SAFER-subsidized living units as part of the affordable housing mix even though it is unclear that SAFER will continue to provide such subsidies in the future.

4. Social Housing Conditions

The Subcommittee heard from community members regarding the challenges faced by older adults living in social housing. While the Subcommittee understands that drug addiction and mental health issues are disabilities, and that some older adults also experience these issues, we feel that co-housing these vulnerable populations can pose safety risks for many older adults. The Subcommittee has begun discussions to consider alternative policies and practices in this regard.

5. Definition of "Seniors Housing"

As a result of development proposals seeking approval as seniors housing, the Subcommittee discussed the need for a clear definition/description of what constitutes "seniors housing." The Subcommittee also expressed concern that development proposals do not come to the Subcommittee early enough in the development process to receive sufficient input by its members.

APPENDIX C
TRANSPORTATION & MOBILITY SUBCOMMITTEE
REPORT OF ACTIVITIES

MEMBERS

Thomas Bruner (2012), Dellie Lidyard, Carol Oreck (Vice-Chair), Rowena Tate (Chair), Eva Wadolna, Jill Weiss (Persons with Disabilities Advisory Committee)

PRIORITIES

This Subcommittee addresses affordable and accessible transportation, including public transit, as well as other issues affecting seniors' mobility. Priorities for the term were identified as:

- Safety of pedestrians and transit users
- Improvements to TransLink's Custom Transport Service (HandyDart)
- Inclusion of seniors' interests at all stages of City transit and streets projects

ACCOMPLISHMENTS

1. Pedestrian Safety

Safety at Street Intersections

As a result of our motion regarding pedestrian safety at the intersection of Cambie Street and West Broadway that was passed by Council on November 2012, adjustments were made to the crosswalk signals to give pedestrians more time to cross Cambie Street at Broadway. Pedestrian countdown timers were also installed at this intersection to help pedestrians know how much time remains to cross the street.

We are pleased to report that the City has also been participating in a national study to review the optimal timing of crosswalk lights. As a result, staff have learned that the current timing is too fast for older adults and have therefore begun increasing crossing times as well as installing additional countdown timers at key intersections throughout the city.

Safety on Sidewalks and the Seawall

As a result of a November 2012 pedestrian fatality caused by a cyclist on the Seawall, the SAC passed our Subcommittee's motion to request that the City take both immediate and long-term measures to protect the safety of all pedestrians, especially vulnerable seniors, at the interface between pedestrians and others (e.g. cyclists, skateboarders, etc.) on both sidewalks and the Seawall. This motion, which did not go to Council at that time, has been revised and awaits approval by SAC before presentation to Council. The City staff liaison is also seeking advice on how best to advance the issue. We strongly urge the next SAC to work with City staff to continue addressing this critical issue because additional fatalities have occurred over the past three years.

2. TransLink's Custom Transit Service (HandyDART)

TaxiSaver Program

TransLink announced in May 2012 that this component of the HandyDART program—initiated in 1990 as a transportation option for seniors and persons with disabilities—would be phased out beginning that summer as a cost-cutting measure. Subcommittee chair Rowena Tate joined representatives from the Persons with Disabilities Advisory Committee, the Access Transit's Users' Advisory Committee, and other stakeholders at a series of meetings with TransLink to discuss this issue. We were able to persuade TransLink that the TaxiSaver program is not a financial burden because taxis—which nearly double the amount of rides available to older adults and persons with disabilities—actually cost about half as much as HandyDART van rides. As a result of our actions, TransLink reversed its decision to cut the program.

Custom Transit Service Review

Following our success with the TaxiSaver program, TransLink invited stakeholders, including the SAC, to participate in a series of workshops to review proposed changes to the Custom Transit program. Subcommittee members Dellie Lidyard, Rowena Tate, and Jill Weiss attended these workshops from September 2013 to April 2014. As a result of the recommendations emerging from these workshops, TransLink announced on May 23, 2014 a \$1 million commitment to fund 30,000+ taxi trips as part the HandyDART program. It also reversed its proposal to introduce an invasive telephone and interview component to the HandyDART application process.

Subcommittee chair Rowena Tate has continued to represent SAC at ongoing meetings between stakeholders and TransLink to further improve service, including increased trip availability and enhanced customer experience. We urge the next Subcommittee to continue advocating for these improvements at future stakeholder meetings.

3. Taxi Driver Training Manual and Video

In 2013, the Vancouver Taxi Association—representing Yellow Cabs, Black Cabs, MacLures Cabs, and Vancouver Taxi—started work on a new mandatory program to train all taxi drivers to provide enhanced service to older adults and persons with disabilities. The Association formed a joint committee with the SAC, the Persons with Disabilities Advisory Committee, and the British Columbia Coalition of Persons with Disabilities to develop a driver training manual and video (*Ask-Listen-Act*). Rowena Tate represented the SAC and provided input of particular relevance to seniors, including how to assist elderly passengers to enter and exit cabs and how best to take care of passengers who use walkers and canes. Since the program was implemented in early 2014, 90% of Vancouver taxicab drivers have successfully completed it. It is hoped that the program may be eventually introduced province-wide.

4. Improvements to Street and Sidewalk Lighting

Many residents, especially older adults, have expressed concern about insufficient street and sidewalk lighting, citing fears of personal security and physical injury. In response, our Subcommittee and the Communications & Outreach Subcommittee met with representatives from the Women's and LGBTQ Advisory Committees as well as Engineering Services to discuss the issue. We then passed a motion calling on Council to ask staff to review options for improving streetlight repair times, as well as installing more lighting. The Women's and LGBTQ Committees later passed motions supporting ours. Communications & Outreach chair Eddy Elmer spoke to the motion when it was presented to and passed by Council on September 17, 2014. While staff is completing the report, they have responded with a new policy that lights will be replaced within an average of 7 days, down from 21. We encourage the next Subcommittee to review the staff report and provide input.

5. Point Grey Road-Cornwall Avenue Corridor Active Transportation Project

The intent of this two-phase project is to provide pedestrians and cyclists of all ages and abilities with a safe, convenient, and comfortable connection between Burrard Bridge and Jericho Beach. On October 2, 2013, Subcommittee members Dellie Lidyard, Carol Oreck, Rowena Tate, and Jill Weiss joined Sophie Djordjevic (Brock House Seniors Centre) and Rob Sleath (board member, Canadian National Institute for the Blind, and founder, Access for Sight-Impaired Consumers) in a meeting with Planning and Engineering Services staff to urge that the needs of seniors and persons with disabilities be met during Phase 1 construction. By completion of the first phase of the project, many of our recommendations had been implemented; the remaining ones are under consideration. As this project has demonstrated, it is vital that SAC be included in early consultations for all such projects to ensure that seniors' needs are considered in the plans before they are implemented. It is important that the next Subcommittee continue to be involved in this project, especially before the start of Phase 2.

6. Revisions to the City Streets Manual

An advisory group comprising staff from the Planning and Engineering Services departments, as well as representatives from our Subcommittee (Carol Oreck and Rowena Tate); the Persons with Disabilities Advisory Committee; the Children, Youth and Families Advisory Committee; and the Active Transportation Policy Council met this past summer to discuss safety hazards concerning sidewalk surfaces, dimensions, and curb-cuts. Staff has agreed to review best practices across North America and to propose appropriate solutions.

7. TransLink Compass Card

At our March 21, 2014 community outreach meeting at the West End Seniors' Network (Barclay Manor), TransLink staff gave an information session about the new Compass Card. Attendees raised several concerns, the most worrying concerning transfers and lost/stolen cards.

Transfers

The TransLink representatives indicated that passengers will no longer be able to use a ticket purchased by cash on a bus to transfer to the SkyTrain or Seabus; they will need to purchase another ticket to continue their trip. Attendees indicated that this may prove expensive for seniors who travel infrequently and do not have easy access to Compass Card vending machines that sell single-use tickets.

Lost/Stolen Cards

The representatives indicated that transit users will be able to report lost/stolen cards by calling a number that will be well-publicized throughout the transit system. However, in order to verify the person's identification, TransLink will require details of the last three trips taken prior to the loss/theft of the card. Attendees complained that this will pose a problem not only for seniors with memory impairments, but also for those who use transit sporadically.

8. SAC Representation on Other City Advisory Groups

Subcommittee member Eva Wadolna has been the Subcommittee representative to the City's Transportation Plan Stakeholder Advisory Group, and has thus been able to provide input from seniors' perspectives as well as bring relevant information back to the Subcommittee. It is recommended that representation to this and other groups relevant to seniors be continued by the next term's Subcommittee.

APPENDIX D
COMMUNICATIONS & OUTREACH SUBCOMMITTEE
REPORT ACTIVITIES

MEMBERS

Eddy Elmer (chair), Sharon Fenton, Clemencia Gómez, Eva Wadolna

PRIORITIES

In its report of activities for 2008-2011, the SAC indicated that one of the goals for the next term should be to engage more older adults in the committee's work. As a result, the Communications & Outreach Subcommittee was formed in April 2012.

ACCOMPLISHMENTS

1. Community Outreach Meetings to Solicit Feedback from Older Adults
 - a. Kerrisdale Community Centre (included presentation by Gloria Levi on integrated seniors' care)
 - b. Champlain Heights Community Centre (included presentation by Barbara Kirby from BC Association of Community Response Networks)
 - c. West End Seniors Network (included presentation by TransLink on new Compass Card and screening of *I'd Rather Stay*, a film about aging-in-place)

Subcommittee members also attended a meeting of the Carnegie Community Centre Seniors' Program and, on the initiative of Clemencia Gomez, toured agencies and community centres serving older adults in the Downtown Eastside (including a seniors' social housing complex).

2. Presence at Community Events

The Subcommittee members attended numerous community events to promote the SAC (e.g., hosting tables, giving presentations) and to solicit feedback about civic issues affecting older adults. Examples include:

- a. Linking Seniors' Services Event at Roundhouse Community Centre
- b. South Granville Seniors' Centre Multicultural Festival
- c. West End Seniors' Network Strawberry Festival
- d. West End-Coal Harbour Community Policing Centre Event at Barclay Manor

- (“Who To Call in a Non-Emergency”); Eddy Elmer gave presentation about SAC
- e. Inaugural meeting of the new Vancouver Centre chapter of the Canadian Association of Retired Persons; Eva Wadolna gave presentation about SAC

3. Attendance at Academic Conferences

Eddy Elmer and Eva Wadolna attended various educational conferences (e.g., Annual Meeting of the Canadian Association on Gerontology; John K. Friesen Conference in Gerontology). They liaised with researchers, promoted the SAC, and shared highlights of the conferences with other committee members.

4. Official Meetings and Roundtables

- a. National Seniors’ Council of Canada Roundtable on Social Isolation of Older Adults (chair Eddy Elmer participated on behalf of SAC)
- b. SFU Public Square Summit on Social Connectedness hosted by the Vancouver Foundation (attended by Eva Wadolna, Eddy Elmer, and Sharon Fenton)
- c. Healthy City Strategy joint-committee meeting (attended by Eddy Elmer and Eva Wadolna)

5. Relevant Motions

In response to funding cuts from the United Way, and on request by the 411 Seniors’ Centre and the BC Seniors’ Services Society, Eddy Elmer and Eva Wadolna drafted a motion requesting that Council ask the Province to cover the funding shortfall in order to preserve vital programs targeting socially-isolated seniors.

6. Collaborative Work with Other Agencies and Civic Committees

- a. Eva Wadolna participated in the City of Vancouver Seniors’ Dialogues, which provided valuable input into the City’s Age-Friendly Action Plan. She attended numerous Metro Vancouver Sustainability Community breakfasts to provide a senior’s lens on various issues. She provided input into the creation of the office of the B.C. Seniors’ Advocate. She also attended meetings of the Active Transportation Policy Council and Women’s Advisory Committee.
- b. Eddy Elmer joined the Safe, Healthy, and Engaged Communities Subcommittee of the LGBTQ Advisory Committee. He also initiated a motion to investigate improvements to street lighting, which involved collaboration with the Transportation & Mobility Subcommittee, the LGBTQ and Women’s Advisory Committees, and meetings with Engineering Department staff.
- c. Sharon Fenton represented SAC on Vancouver Coastal Health’s community advisory group regarding the redevelopment of the Pearson-Dogwood lands and also attended meetings of the Greater Vancouver Shelter Strategy.

7. B.C. Seniors' Week Activities

We worked with the City to draft a proclamation in recognition of B.C. Seniors' Week (June 5-11). The proclamation was read by Mayor Gregor Robertson in Council chambers on May 30th, 2013, and by Deputy Mayor Raymond Louie on June 3rd, 2014 at the Linking Seniors' Services Event at the Roundhouse Community Centre.

8. National Seniors Day Activities

To honour National Seniors' Day (October 1), we organized two events:

- a. In 2013, an official flag-raising ceremony in collaboration with the Canadian Association of Retired Persons (CARP)
- b. In 2014, a day-long celebration at the Vancouver Public Library featuring booths from 30+ senior-serving organizations (including SAC); a lecture by Dr. Gloria Gutman on elder abuse; a presentation by NIDUS Personal Planning Resource Centre; and a special screening of *Gel Silent*, a film about the challenges faced by older LGBTQ adults, followed by a group discussion and a lecture by Eddy Elmer on social isolation and loneliness. SAC chair Chris Morrissey and Council liaison Tony Tang discussed the City's recent designation as an Age-Friendly City.

9. Print Media Advertising

To improve public recognition of the SAC and show residents that the City is serious about hearing their concerns about aging-related civic issues, we printed:

- a. Tri-fold colour brochures for general distribution (1500+)
- b. Business cards for distribution by SAC members
- c. Large signage to be used at community events

10. Digital Presence

We attempted to reach out to older adults online in various ways:

- a. A website designed and hosted by Eddy Elmer (www.vancouver seniors advisory.ca), which is adjunct to the City's official website and features notes from unclerked meetings and additional materials from SAC engagements
- b. A Twitter account (@VancouverSAC)
- c. A Facebook page (www.fb.com/VancouverSeniorsAdvisory)