

Priorities Committee Meeting_Apr20_2021

STRATEGIC INITIATIVE AND UPDATE

Seniors' Supports and Services Project Workplan – April 2021

Report Purpose

To provide Priorities Committee with an update on the Seniors' Supports and Services Project Workplan which will guide the research, engagement and final report to Council.

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 6 - Provide facilities and services that are available and accessible to residents

Goal 7 - Provide opportunities for public engagement and communication

Report

Strathcona County is taking efforts to respond to the needs of seniors in the community. Through the Seniors' Supports and Services Project, the County will work with community to identify opportunities and services currently exist for seniors, and where the County can provide further supports. The focus of this project is on age-friendly approaches to mental health, wellbeing, recreation, transit, housing, volunteerism, facilities, and gathering spaces.

The project includes four connected phases, which will take place over 2021, with a final report to Council at the end of Q4 2021. The phases are:

1. Project Initiation
 - a. This phase involves establishing an internal working group, researching regional approaches, and receiving input on the workplan from Priorities Committee.
2. Awareness Campaign
 - a. This component of the project focuses on creating internal and public awareness and understanding of existing seniors supports and services offered throughout Strathcona County.
3. Public Engagement
 - a. This phase of the project is intended to listen to residents of Strathcona County, in particular seniors and seniors' service providers, to understand citizen preferences, values, and priorities related to supporting seniors in our community.
 - b. Four streams of engagement are proposed to take place, which includes a SCOOP survey, Intercept surveys, and in-person/virtual focus groups with seniors, and seniors' service providers.
4. Analysis and Reporting
 - a. This phase involves an analysis of the offerings, demands, and gaps for senior services in Strathcona County.
 - b. Before the end of Q4, a final report will be provided to Council which includes options for new or enhanced seniors' services, supports, and facilities, including information on the implications, costs, and feasibility of the identified options.

In 2018, Strathcona County explored the concept of a Community Hub. The first phase of this work engaged agencies and groups to consider possible prototypes and components of a Strathcona County Community Hub. This engagement included all four seniors' groups (55+ Club, Josephburg, Ardrrossan and Cooking Lake). Of all the groups engaged, the seniors' clubs consistently indicated that a concept of a Community Hub (for all ages), was not of interest to their members.

Priorities Committee Meeting_Apr20_2021

Phase two of the engagement on the Community Hub took place in 2019. The engagement broadly involved citizens, including seniors, to gain an understanding of the outcomes that the County would like to achieve in a hub setting.

For the engagement on the Recreation and Culture Strategy, between June 2018 – January 2019, seniors were included in the household and community group surveys, community group meetings, and community conversations. Additionally, a special focus group was conducted with the Senior Advisory Committee. Recreation, Parks and Culture also reached out directly to every senior centre and community group or organization that offered senior programming.

Council and Committee History

February 2, 2021	Council moved THAT Administration provide regular updates to Priorities Committee, commencing at the end of Quarter 2 regarding progress with respect to Priorities Committee motion 2021/ P4 on ongoing work on the Seniors Hub Concept, including the results of ongoing stakeholder communication and research.
January 26, 2021	Council moved THAT the January 26, 2021 Seniors Advisory Committee report, Seniors Hub Concept, be referred to Administration for a report, by the end of the fourth quarter of 2021, on options for establishing a seniors hub, including potential collaboration opportunities with stakeholders and options to combine with planned or existing County facilities or sites; and that the report include information on the implications, costs, and feasibility of the identified options.
October 22, 2019	Phase two of the engagement on the Community Hub in Strathcona County was presented to Priorities Committee.
October 8, 2019	The Recreation and Culture Strategy was approved by Council.
October 23, 2018	The 'Community Hub Study Final Report' was presented to Priorities Committee.
September 18, 2018	The 55+ Club made a presentation to Priorities Committee.

Other Impacts

Policy: N/A

Legislative/Legal: N/A

Interdepartmental: Family and Community Services, Recreation, Parks and Culture, Transit Services, Strathcona County Library, Heartland Housing Foundation

Master Plan/Framework: Strathcona County Strategic Plan (2013-2030), Social Framework (2017), Recreation, Parks and Culture Strategy (2019), Transit Master Plan (2018), Diversity and Inclusion Policy (2020)

Enclosure

1 Seniors' Supports and Services Workplan Presentation April 2021