

More Focus Needed on Seniors & How To Get There

PRESENTED TO: STRATHCONA COUNTY PRIORITIES COMMITTEE

PRESENTED BY: ADVOCACY FOR A STRATHCONA SENIORS CENTER (ASSC)
STEERING COMMITTEE

DATE: 16 APRIL 2024

Council Wanted To Know

- ▶ Intro: Who is ASSC?
- ▶ Why focus on seniors?
- ▶ What seniors want
- ▶ Working together to find a solution

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ASSC Steering Committee

ADVOCACY FOR STRATHCONA SENIORS CENTER

Bob Weller

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- ▶ **52 year resident** of the County
- ▶ **Former County Councillor**: 2 terms on County council
- ▶ Chairman of the Capital Care Building Project
- ▶ Founding Pres. Morning Challengers Toastmasters
- ▶ Rotary Integrity Award Rof Canada recipient
- ▶ 15 years with Boys' Clubs of Cana
- ▶ Author of 3 books on Indigo

Cathy Lawrence

- ▶ **Resident since 1995 (29 years)**
- ▶ Insurance Industry (Retired Nov.2021, Service Specialist)
- ▶ Started looking for things to do and it was so frustrating & expensive:
 - ▶ Fitness / Pickleball / SP 55+ Club: Membership required for each
 - ▶ Couldn't afford all these memberships
- ▶ Strathcona County hired WE Seniors but that was not what I expected
- ▶ **Why isn't there a place for seniors with one membership?** Giving us access to fitness, pickleball, yoga, socializing, cards, painting, learning etc.?
- ▶ Volunteered because I thought I can't complain about the problem if I'm not willing to help try and solve it

Denis Beaudry

- ▶ **50 year resident of the County**
- ▶ 32 years with Edm Catholic Schools – Teacher & Administrator
- ▶ Former SUN Provincial Board member – 10 years
- ▶ **Chapter Chair of the SUN Sherwood Park/Strathcona**
- ▶ Started ASSC & met with some local seniors groups to get input
- ▶ Passionate about working with people to develop a plan & vision for Strathcona Seniors

Peggy Fleet

- ▶ **41 year resident** of Sherwood Park
- ▶ Help on the Friends of the Library Board
- ▶ Seniors Advisory Board in 2021
- ▶ **Helped start the County Clothes Line in late 1980's**
- ▶ Worked with FCS to start a Singles Parent Support Group in 80's/90's

Rita DeLongchamp-Osborne

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- ▶ Edmonton resident involved with Senior groups in Sherwood Park and in North East Edmonton since 2010
- ▶ Retired to be full time care partner of spouse for 12 years and completed courses on dementia, alzheimers' and caregiving
- ▶ Volunteered with Dementia Care Groups, Alzheimer Association, Social Dances, Home Caregivers to promote healthy living and life-long learning for Seniors
- ▶ Newest Director on SUN Provincial Board. Met former work colleagues and friends at meetings in Sherwood Park

Wendy Zelt

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- ▶ Lived in County mostly rural for over 50 years
- ▶ More than 30 years working for Edmonton Parks and Recreation
 - ▶ 20 years as Supervisor of Northgate and Central Lions Senior Centres
- ▶ Served on County Boards including Horse Club, Volunteer Centre, Museum, Seniors Board, etc.
- ▶ Continue with their membership at Northgate Lions because County is severely lacking in the seniors programs and facilities we want and enjoy!

Barb Milne

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- ▶ Educator, School Administrator & Consultant for 35 years with EPS
- ▶ Program Manager with AB Education
- ▶ Certified Professional Facilitator IAF
- ▶ Certified Hatha Yoga instructor
- ▶ **Making Sherwood Park home now for over 3 years**
- ▶ ASSC Steering: **Seniors** health and well-being in our community is **suffering through neglect and lack of political will** to effect much needed change. I am committed to helping change this current reality.

Claudette McLean – ASSC Chair

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- ▶ **55 years - Resident of Sherwood Park**
- ▶ Educator - Edmonton Public School - Teacher, Assistant Principal, Consultant & Principal (32 years)
- ▶ U of A - Facilitator for Student Teachers (5 years)
- ▶ Volunteer - Strathcona Library - Outreach program - 8 years
- ▶ Member - Seniors United Now & ASSC
- ▶ Interested in Brain Studies and other courses relating to living well, no matter what age we are
- ▶ Firmly believe in supporting Seniors within our County
- ▶ Seniors are citizens whose rights have been overlooked for too many years
- ▶ This is now a **Social Justice Issue** within our County

Marianne West

- ▶ County resident for 34 years
- ▶ Background in project management & consulting
- ▶ LOTS of volunteer work = 50+ years in various Board & volunteer roles:
 - ▶ Local
 - ▶ Provincial
 - ▶ National
 - ▶ International
- ▶ Previous member of Seniors Advisory Committee
- ▶ Joined SUN last year & SP 55+ Club this year

Council Wanted To Know

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- ▶ Who is ASSC?
- ▶ Why focus on seniors?
- ▶ Answers to what Council asked
- ▶ How ASSC can help

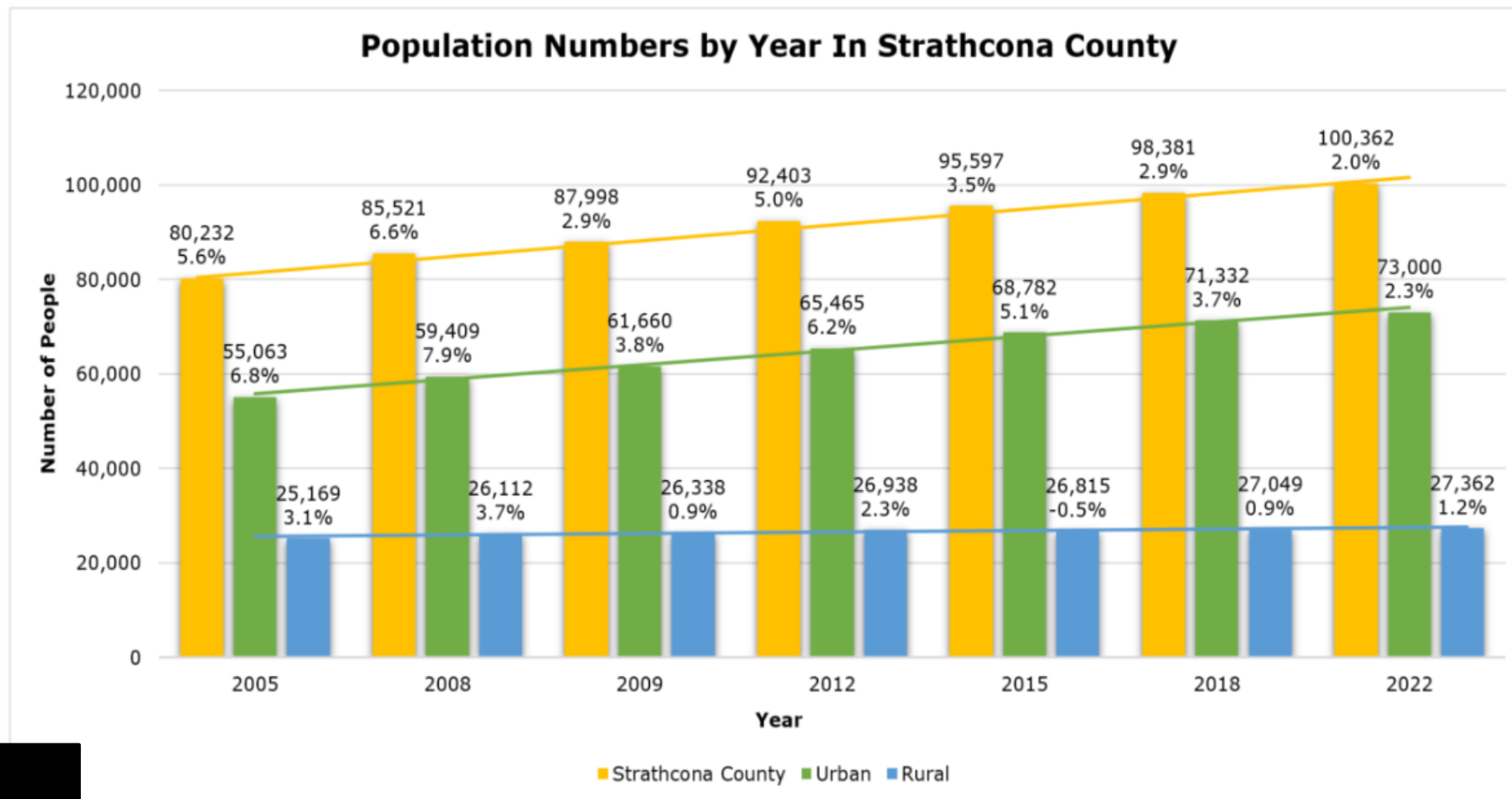
What is the census data telling us?

Population change from 2005 to 2022

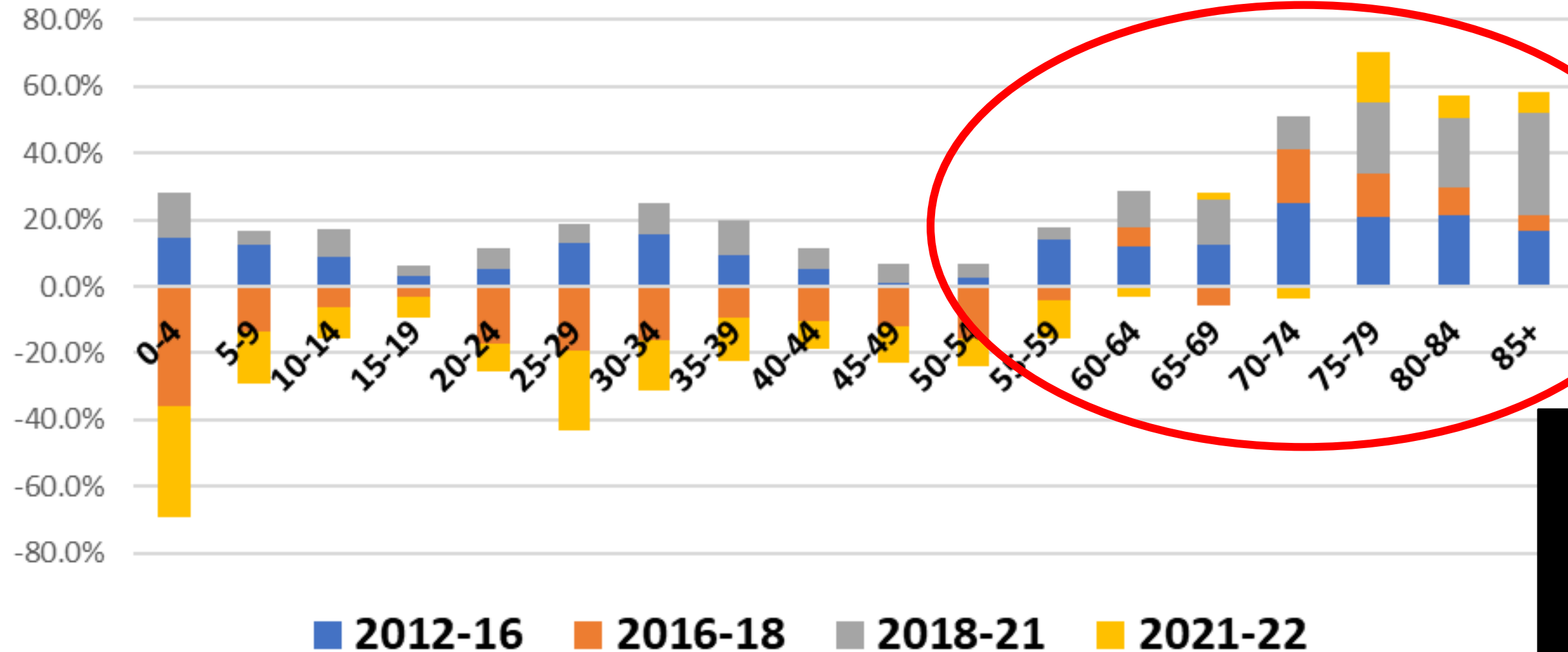
The population of Strathcona County has grown steadily for the past 17 years. The rate of growth has been decreasing since the 2012 municipal census.

Strathcona County saw its largest growth in the 2008 municipal census.

Continued steady population growth in the County...but let's look a bit deeper...



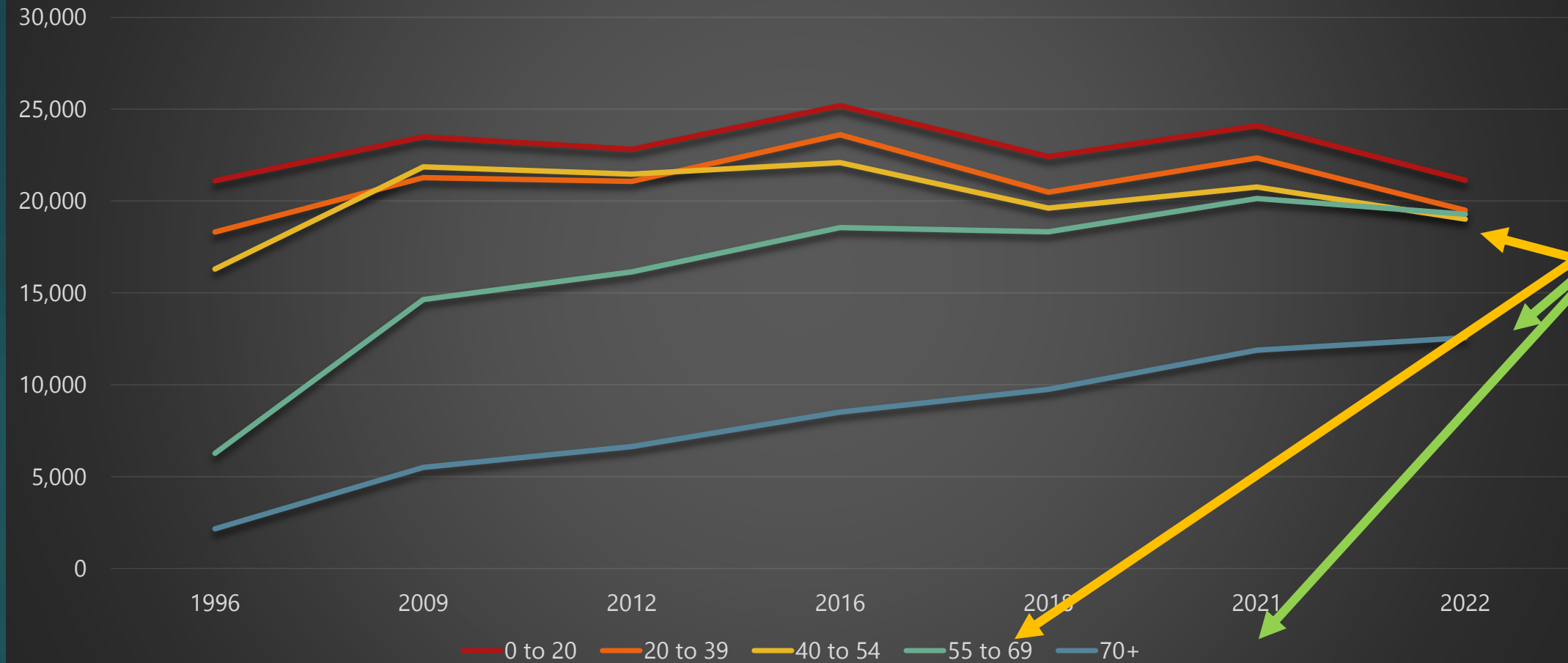
% Growth / Decline by Age Group 2012-2022



The ONLY demographic group showing consistent growth is seniors ages 55+

BUT the County planning is focused on the younger generation = AGEISM

Demographic Age Group Growth / Decline



Most
consistent
growth since
1996 = ages
55+

Taxes Seniors Have Paid

- ▶ Based on the posted County 2024 Operating Budget
 - ▶ \$274,441,047.00 total tax revenue collected
 - ▶ 60% from industry = ~\$165M
 - ▶ 40% from residents = ~\$110M
 - ▶ 34.6% seniors in the County of the total population
 - ▶ ~\$37,982,640.90 taxes paid by seniors this year alone
- ▶ Why are we NOT getting prioritized??
- ▶ Why do we have TOO SMALL of a facility in Sherwood Park for seniors?
- ▶ Why do seniors have to travel to multiple facilities to get even the small number of programs dedicated to us?

What is "Ageism"



Ontario
Human Rights Commission
Commission ontarienne des
droits de la personne

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- ▶ The term "ageism" refers to two concepts: a socially constructed way of thinking about older persons based on negative attitudes and stereotypes about aging and a tendency to structure society based on an assumption that everyone is young, thereby *failing to respond appropriately to the real needs of older persons*
- ▶ Ageism is often a cause for individual acts of age discrimination and also discrimination that is more systemic in nature, such as in *the design and implementation of services, programs and facilities*
- ▶ To combat ageism it is necessary to raise public awareness about its existence and to dispel common stereotypes and misperceptions about aging
- ▶ County = systemic ageism
- ▶ That's why we're here today...and will keep on being here in front of Council until things change

Seniors Discussed with Council

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- **8 YEARS AGO** - 26 January 2016 Priorities Committee meeting: Seniors Advisory Committee (SAC) 2015 Annual Report:
 - Explained what's needed in a proper Seniors Center located in Sherwood Park
 - Defined the types of programs that seniors need/want based in research they conducted
 - **Council action:** Nothing. SAC disbanded
- **3 YEARS AGO** - 26 January 2021 Priorities Committee meeting: SAC (started again in 2019) presented a **very** detailed report on services offered at senior centers in Edmonton, St. Albert, Leduc, and in County facilities and the 4 existing 55+ clubs - 47 organizations
 - Gaps in County programs/services for seniors = demonstrated the lack of programs and services
 - Recommended a seniors' hub (center) be built or existing facility be re-purposed
 - Council action = strongly supported (9-0) the report and requested Administration to further explore a Seniors hub that included *"Renovate/retrofit or possible new build options and report back by the end of the fourth quarter of 2021 with options for establishing a seniors' hub in Strathcona County including implications, costs, and feasibility"*. One year later Administration provided that report.

Seniors Discussed with Council

- **2 YEARS AGO** -18 January 2022 Council meeting: Administration presented the report of the Strathcona County Seniors' Supports and Services Project:
 - Documented exactly what a proper sized seniors facility should look like based on the data they collected
 - Identified the programs that would be held in each room of this type of facility
 - Recommended \$2M in capital funding to initiate planning
 - **Council action:** funding recommendation delayed at that meeting then forgotten about by Council in subsequent meetings. It simply disappeared and was never brought up again – at least not at a documented Council meeting

Seniors Discussed with Council

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- **2 MONTHS AGO** - 5 December 2023 Priorities meeting with ASSC: Once again the need for a seniors center was brought up by ASSC. Councillor Tonita requested that Administration provide a yet another report with *“a strategy to engage a representative sample of all seniors with respect to the range of programs and services they require in Strathcona County, including a Seniors Hub in Sherwood Park”*.
 - County Administration has once again been asked by Council to provide a report to Council of what seniors want...BUT...
 - 2015 Annual Report of the SAC already provided that data
 - 2021 ample data presented to the Priorities Committee on what other successful senior centers provide (SAC & FCS) that could have been used as a template for one in the County. FCS recommended \$2M to initiate planning of a seniors center
 - **Council action:** Requested another report from Administration = seniors frustrated

What is "Ageism"



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- ▶ Ageism is often a cause for individual acts of age discrimination and also discrimination that is more systemic in nature, such as in ***the design and implementation of services, programs and facilities***
- ▶ To ***combat*** ageism it is necessary to ***raise public awareness*** about its existence and to dispel common stereotypes and misperceptions about aging
- ▶ That's why we're here today...and will keep on being here in front of Council until things change

MULTI-YEAR CAPITAL APPROVAL AND FORECAST

(NON CASH FLOW)

BUDGET APPROVAL					2027 - 2033 Budget Forecast				
					Budget	Planning	2033 Budget Forecast	Procure	Approval &
					Approval Total	& Design	Construction	& Inservice	Forecast Total
					2024	2025	2026		
Buildings									
Annual Programs									
FFM	Facility Capital Lifecycle	3,800,000	3,000,000	3,000,000	9,800,000	X	X		30,800,000
TEO	Parking Lot Rehab	600,000	600,000	600,000	1,800,000	X	X		6,469,000
		4,400,000	3,600,000	3,600,000	11,600,000				37,269,000
Buildings Growth									
SES	Emergency Services - Station #7 (Design & Construction)	25,543,614	-	-	25,543,614				25,543,614
FFM	Transit Bus Barn (Design & Construction)	-	-	-	-	X	X		49,800,000
RPC	Indoor Fieldhouse (Design & Construction)	-	-	-	-	X	X		65,000,000
PDS	Agriculture Services Temporary Office Space	-	-	-	-	X	X		152,000
		25,543,614	-	-	25,543,614				140,495,614
Buildings Rehab/Replacement									
FFM	Emerald Hills Pool Basin Repairs	2,500,000	-	-	2,500,000				2,500,000
RPC	Sherwood Park Arena & Sports Center Revitalization	2,500,000	-	-	2,500,000	X	X		54,200,000
RPC	Strathcona Wilderness Centre Boathouse Design & Construction		350,000		350,000				350,000
RES	RCMP Detachment Third Floor	-	-	-	-	X	X		1,300,000
RPC	Bremner House Restoration	-	-	-	-	X	X		5,000,000
RPC	Broadmoor Complex Maintenance Building	-	-	-	-			X	250,000
RPC	Ardrossan West Arena (Design & Construction)	-	-	-	-		X		17,100,000
RPC	Strathcona Olympiette Centre (Design & Construction)	-	-	-	-		X		36,000,000
RPC	Emerald Hills Leisure Centre - Parking Lot Modifications	-	-	-	-	X	X		1,000,000
TEO	FAC North Parking Lot	-	-	-	-	X	X		1,150,000
RPC	Parks Services Shop (Design & Construction)	-	-	-	-	X	X		5,000,000
RPC	Strathcona Wilderness Centre (Design & Construction)	-	-	-	-	X	X		9,325,000
RPC	Kinsmen Leisure Centre (Design & Construction)	-	-	-	-	X	X		10,000,000
RPC	Moyer Recreation Centre	-	-	-	-	X	X		12,000,000
RPC	Glen Allen Arena (Design & Construction)	-	-	-	-	X	X		25,000,000
RPC	Cultural Venue Expansion	-	-	-	-	X			1,000,000
		5,000,000	350,000	-	5,350,000				181,175,000
BUILDINGS - TOTAL		34,943,614	3,950,000	3,600,000	42,493,614				358,939,614

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APPROVED

- \$2.5M 2024 Arena & Sport Center Revitalization
- \$350 2025 Boat House design & construction
- No mention of anything for seniors

	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	Total
Buildings Rehab/Replacement											
AUTO - 2304 - FFM - Emerald Hills Leisure Centre - Pool Repairs (2024)	2,500,000	-	-	-	-	-	-	-	-	-	2,500,000
AUTO - 1210 - RPC - Sherwood Park Arena & Sports Centre Revitalization (2024)	2,500,000	-	-	-	-	-	-	-	-	-	2,500,000
AUTO - 2279 - RPC - Strathcona Wilderness Center Boathouse - Design & Construct (2025)	-	350,000	-	-	-	-	-	-	-	-	350,000
00297 - RPC - Bremner House Restoration (2027)	-	-	-	5,000,000	-	-	-	-	-	-	5,000,000
AUTO - 2187 - RPC - Broadmoor Complex Maintenance Building (2027)	-	-	-	250,000	-	-	-	-	-	-	250,000
AUTO - 2282 - RPC - Ardrossan Recreation Complex West Arena Revitalization - Design (2027)	-	-	-	2,100,000	-	-	-	-	-	-	2,100,000
AUTO - 2336 - RES - RCMP Detachment Third Floor Redesign (2027)	-	-	-	1,300,000	-	-	-	-	-	-	1,300,000
AUTO - 796 - RPC - Sherwood Park Arena & Sports Centre Revitalization -Design & Construction (2027)	-	-	-	51,700,000	-	-	-	-	-	-	51,700,000
AUTO - 1629 - TEO - FAC North Parking Lot (2028)	-	-	-	-	1,150,000	-	-	-	-	-	1,150,000
AUTO - 2188 - RPC - Strathcona Olympiette Center Revitalization (2028)	-	-	-	-	6,000,000	-	-	-	-	-	6,000,000
AUTO - 2337 - RPC - Emerald Hills Leisure Centre - Parking Lot Modifications (2028)	-	-	-	-	1,000,000	-	-	-	-	-	1,000,000
AUTO - 770 - RPC - Parks Services Shop - Design & Construct (2028)	-	-	-	-	5,000,000	-	-	-	-	-	5,000,000
AUTO - 2219 - RPC - Strathcona Wilderness Centre - Information Centre & Outdoor Amenities - Design (2029)	-	-	-	-	-	1,350,000	-	-	-	-	1,350,000
AUTO - 2220 - RPC - Moyer Recreation Centre Revitalization - Design (2029)	-	-	-	-	-	2,000,000	-	-	-	-	2,000,000
AUTO - 2283 - RPC - Ardrossan Recreation Complex West Arena Revitalization - Construct (2029)	-	-	-	-	-	15,000,000	-	-	-	-	15,000,000
AUTO - 2286 - RPC - Kinsmen Leisure Centre Revitalization - Design (2029)	-	-	-	-	-	1,500,000	-	-	-	-	1,500,000
AUTO - 1611 - RPC - Strathcona Olympiette Center Revitalization - Construction (2030)	-	-	-	-	-	-	30,000,000	-	-	-	30,000,000
AUTO - 1659 - RPC - Moyer Recreation Center Revitalization - Construction (2031)	-	-	-	-	-	-	-	10,000,000	-	-	10,000,000
AUTO - 2223 - RPC - Strathcona Wilderness Centre - Information Centre & Outdoor Amenities - Construct (2031)	-	-	-	-	-	-	-	7,975,000	-	-	7,975,000
AUTO - 2281 - RPC - Kinsmen Leisure Centre Revitalization - Construction (2031)	-	-	-	-	-	-	-	8,500,000	-	-	8,500,000
AUTO - 2284 - RPC - Glen Allen Recreation Complex - Arena Revitalization - Design & Construct (2032)	-	-	-	-	-	-	-	-	25,000,000	-	25,000,000
AUTO - 1209 - RPC - Cultural Venue Expansion - Design (2033)	-	-	-	-	-	-	-	-	-	1,000,000	1,000,000

Another \$51M in the amended proposed budget earmarked for 2027 for a building used by a younger generation

No indication of anything specifically for seniors

Council Wanted To Know

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- ▶ Intro: Who is ASSC?
- ▶ Why focus on seniors?
- ▶ What seniors want
- ▶ Working together to find a solution

What Seniors Want / Need

- ▶ Council asked...we have an answer
- ▶ Reached out via seniors groups, Facebook, friends, neighbors
- ▶ 570 responses
- ▶ Report available online via SUN/Sherwood Park <https://www.seniorsunitednow.com/sherwood-park-strathcona.html#!/Detail/id:33>
- ▶ ASSC Jan 2024 2 week survey asked seniors:
 - ▶ Demographic info (age, ward, years living here, etc.)
 - ▶ What programs/services do you want/need?
 - ▶ Educational
 - ▶ Health & Physical
 - ▶ Arts & Crafts
 - ▶ Music & Drama
 - ▶ Recreation
 - ▶ Social & Community
 - ▶ General vision questions for Seniors Center

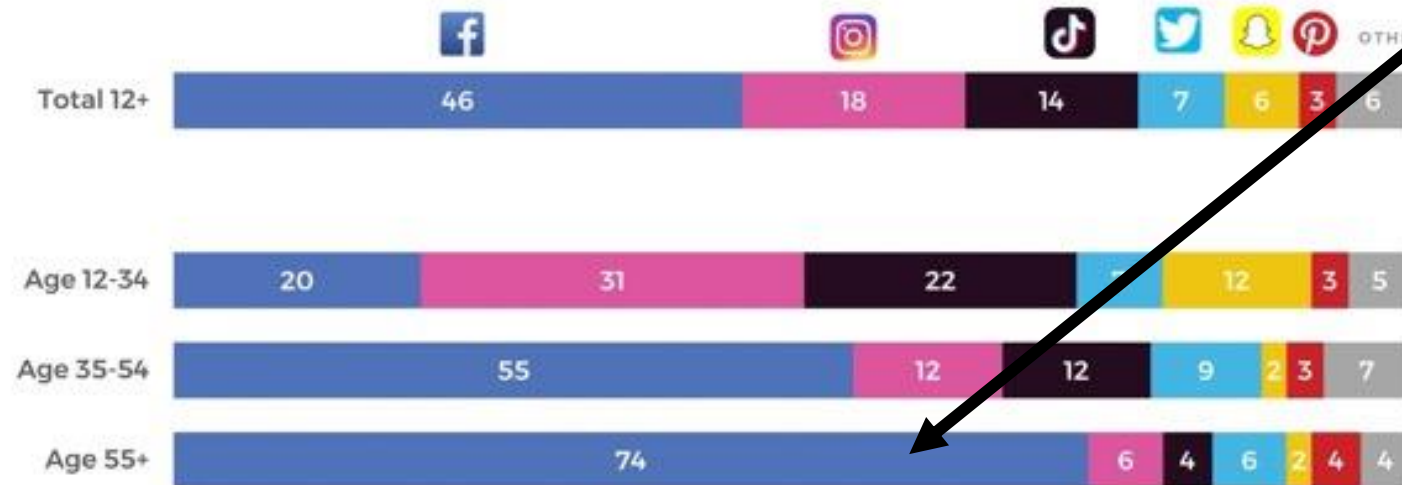
Why Facebook?

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Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS

THE INFINITE DIAL 2023

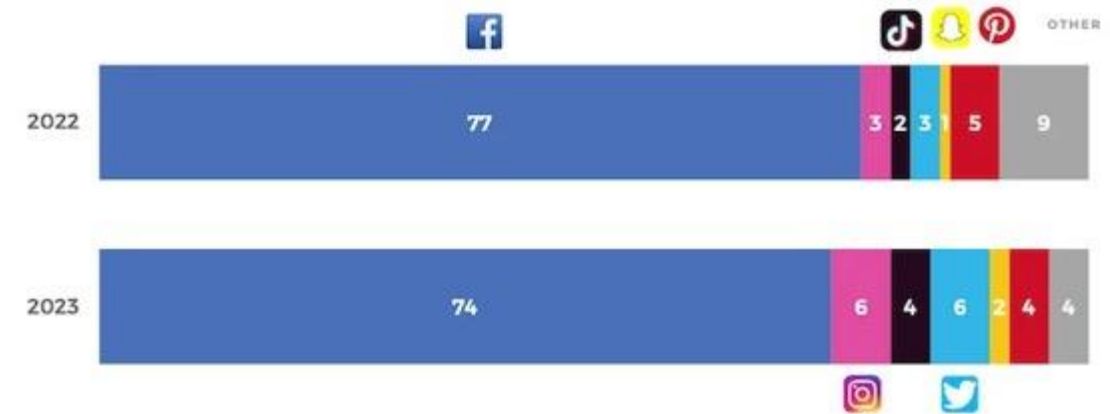


The most used social media tool used by 55+ is Facebook

Social Media Brand Used Most Often (Age 55+)

BASE: U.S. SOCIAL MEDIA USERS

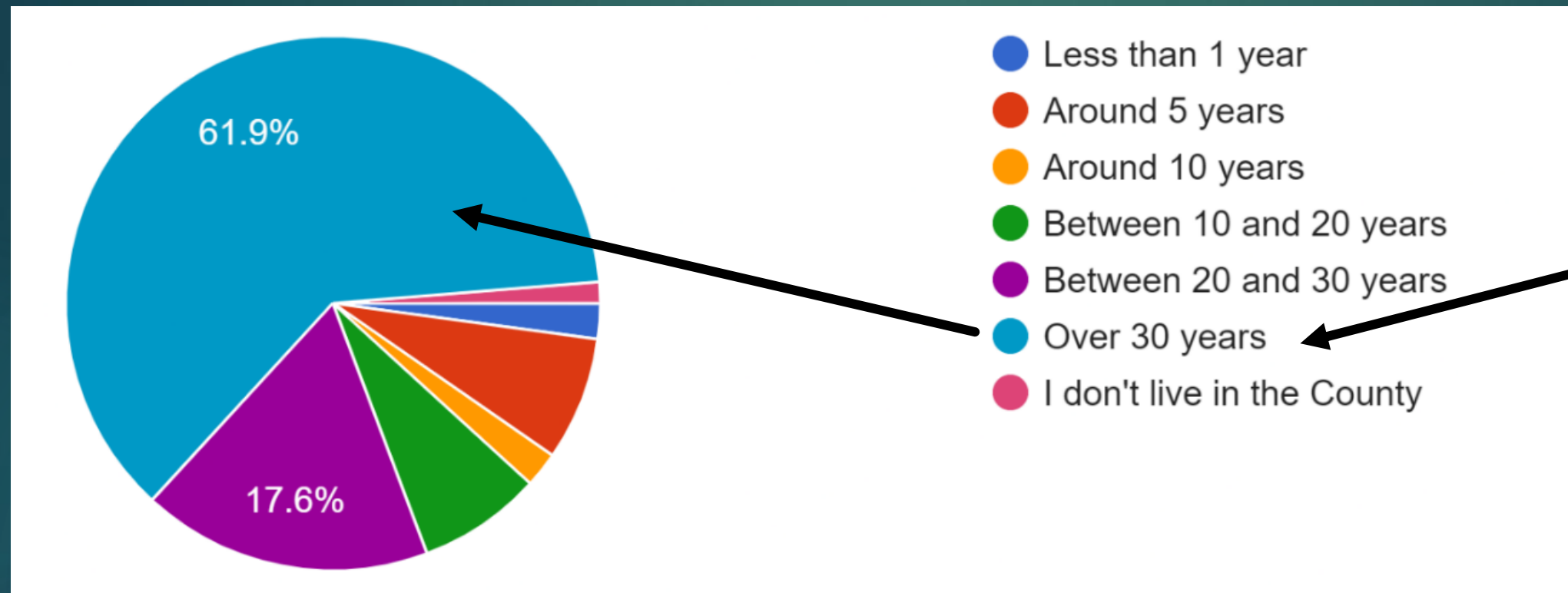
THE INFINITE DIAL 2023



Demographic Data

Length of Residency

31

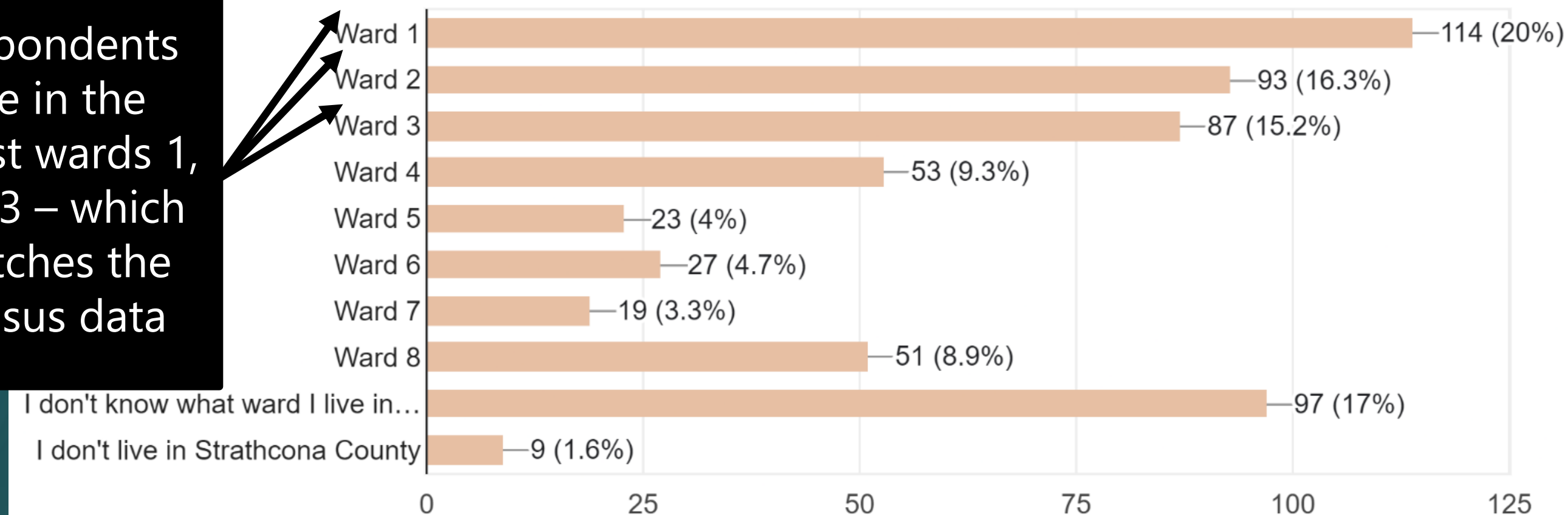


Vast majority have lived here for more than 30 years

Wards Respondents Live In

32

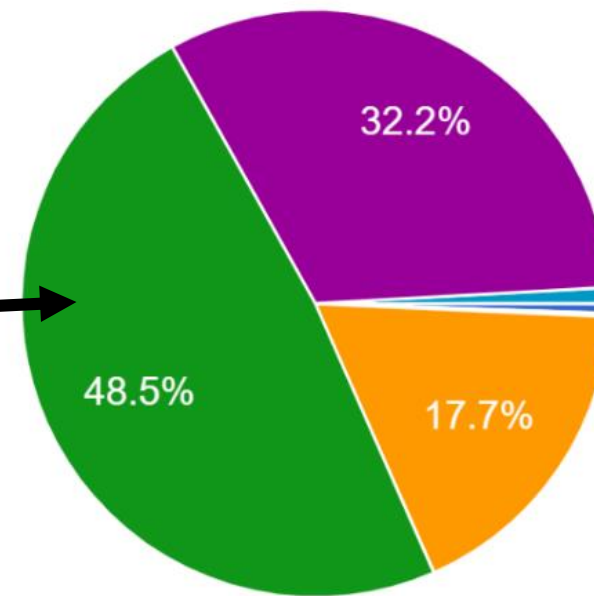
Respondents live in the oldest wards 1, 2 & 3 – which matches the census data



Respondents Age

33

Majority are 55+ with
the largest group being
66 to 74

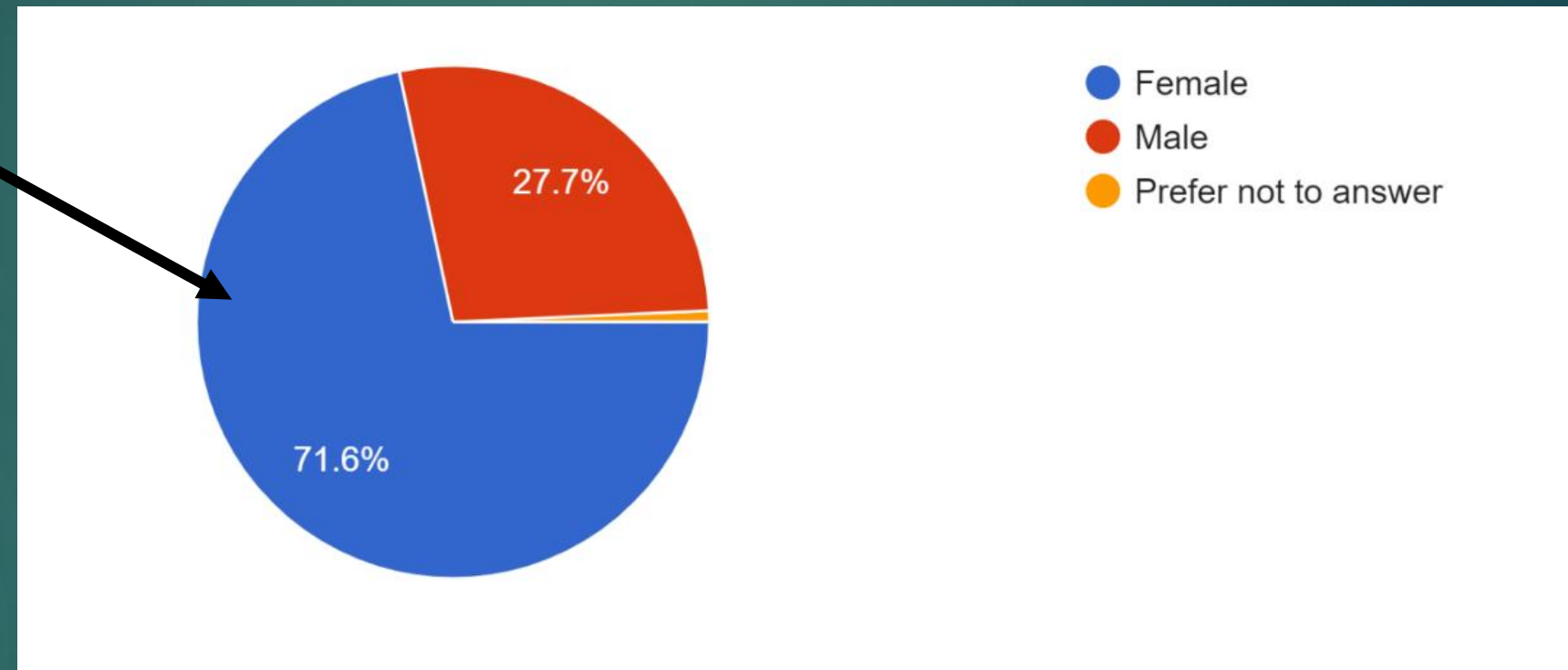


- Under 45
- 45 to 54
- 55 to 65
- 66 to 74
- 75 to 85
- 86 and over

Respondents Gender

34

Mostly female but
still had a good
representation
from males



List of
organizations
respondents
belong to (47).
Not all are
based in the
County

List was shared
with FCS

Organization	Count1	Perc1	Count2	Percent
Alliance Church 55+ Group	9	1.6%	9	1.6%
ANAVETS	8	1.4%	8	1.4%
Antler Lake Seniors	0	0.0%	0	0.0%
Ardrossan 55+ Club	46	8.1%	46	8.1%
Ardrossan Art Group	1	0.2%	1	0.2%
Ardrossan United Church Seniors	3	0.5%	3	0.5%
Beacon Heights Men's Shed	0	0.0%	0	0.0%
Canadian Islamic Seniors Society	0	0.0%	0	0.0%
Central Lions Seniors Association	5	0.9%	5	0.9%
Crystal Manor Seniors Residence	5	0.9%	5	0.9%
Devon Pioneers 73 Club	0	0.0%	0	0.0%
East Side Grannies	1	0.2%	1	0.2%
Facebook - Strathcona County Seniors	94	16.5%	94	16.5%
Fort Saskatchewan Seniors Center	1	0.2%	1	0.2%
Hymn Sing, Amateur Orchestra (primarily seniors)	1	0.2%	1	0.2%
Ital-Canadian Seniors Association	1	0.2%	1	0.2%
Josephburg Seniors Centre	5	0.9%	5	0.9%
Kiwanis	4	0.7%	4	0.7%
Leduc Seniors Center	0	0.0%	0	0.0%
Linking Generations	7	1.2%	7	1.2%
Millwoods Seniors Center	2	0.4%	2	0.4%
Morinville Seniors Center	0	0.0%	0	0.0%
Neighborhood coffee group (meet at local business)	20	3.5%	21	3.7%
North Edmonton Seniors Association (NESA)	5	0.9%	5	0.9%
North West Seniors Society	0	0.0%	0	0.0%
OLPH Seniors Group	8	1.4%	8	1.4%
Pioneer Court - Sherwood Park	0	0.0%	0	0.0%
Seniors Exercise Classes	25	4.4%	32	5.6%
Seniors United Now (SUN)	39	6.8%	39	6.8%
Sherwood Park Mall (food court seniors meet-up)	13	2.3%	13	2.3%
Sherwood Park Men's Shed	0	0.0%	0	0.0%
Sherwood Park 55+ Club	131	22.9%	131	22.9%
Sherwood Park Gyro / Gyrettes	14	2.5%	14	2.5%
Sherwood Park Alliance Church Seniors	3	0.5%	3	0.5%
Sherwood Park United Church Seniors	23	4.0%	23	4.0%
Singers of Note	2	0.4%	2	0.4%
South Cooking Lake Seniors	5	0.9%	5	0.9%
South East Edmonton Seniors Association (SEESA)	6	1.1%	15	2.6%
South West Seniors Association	0	0.0%	0	0.0%
Spruce Grove Golden Age Club	0	0.0%	0	0.0%
St. Albert Seniors Center	0	0.0%	0	0.0%
Strathcona County Pickleball Association	91	15.9%	91	15.9%
Stitchin' Sisters Quilting Group	2	0.4%	2	0.4%
Stony Plain Senior Citizen Society	0	0.0%	0	0.0%
Turning Back the Clock Seniors Exercise	10	1.8%	10	1.8%
West End Seniors Activity Center	8	1.4%	9	1.6%
Widow to Widow	13	2.3%	13	2.3%
I don't belong to any seniors group	164	28.7%	164	28.7%

Edmonton based seniors centers
that Strathcona County seniors
belong to:

- Central Lions Seniors
- Ital-Canadian Seniors
- Millwoods Seniors
- North East Edm Seniors
- South East Edm Seniors
- West End Seniors

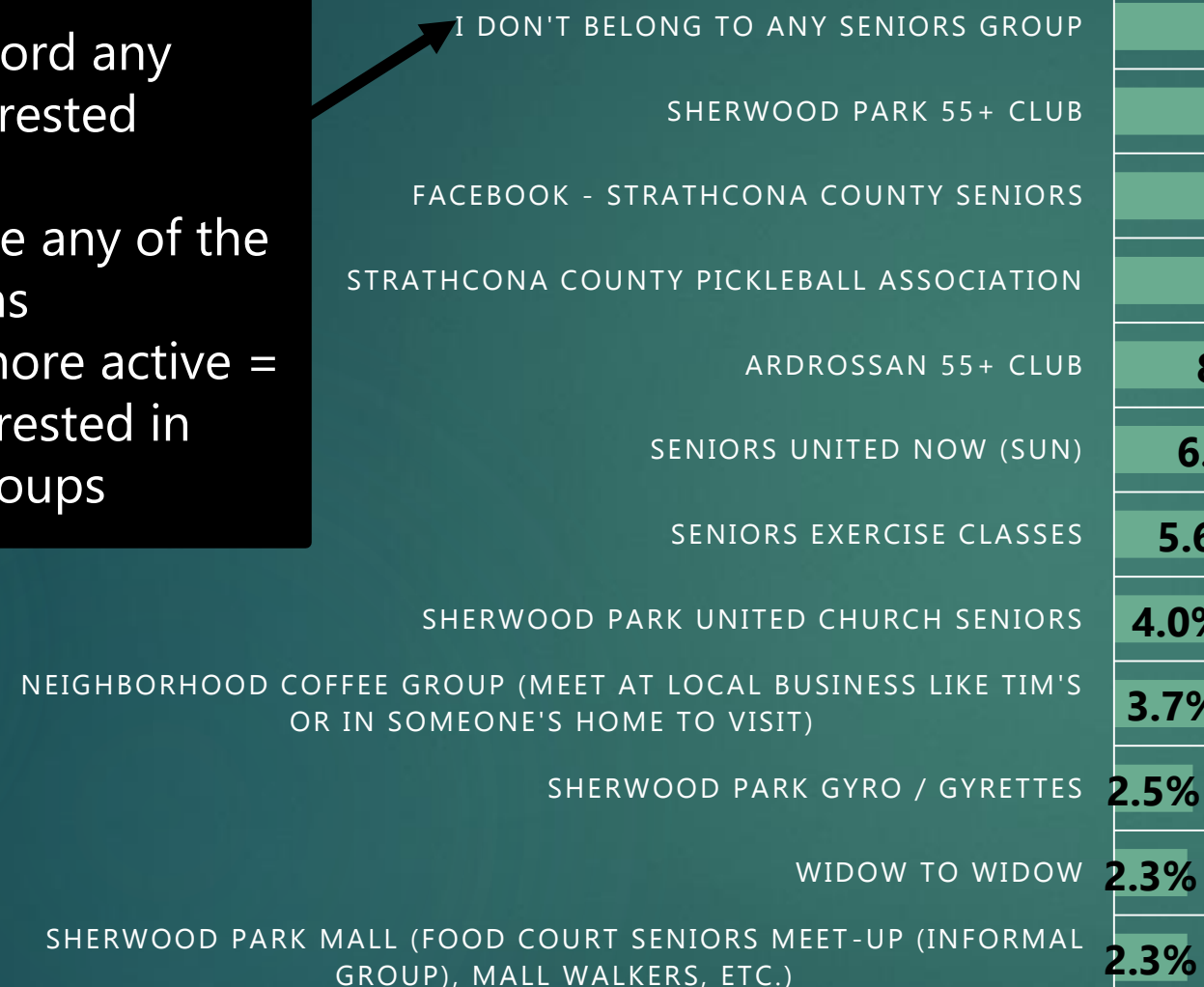
55+ County based 55+ clubs:

- Sherwood Park 22.9%
- Ardrossan 8.1%
- Josephburg 0.9%
- South Cooking Lake 0.9%

These numbers mirror the
census data that tells us that
the highest population of
seniors is in the urban area
(Sherwood Park) followed next
by Ardrossan.

REASONS GIVEN:

- Don't know about these
- Can't afford any
- Not interested
- Too shy
- Don't like any of the programs
- NOTE: more active = less interested in other groups

TOP ORGANIZATIONS SENIORS BELONG TO

Top organizations:
Social connections
Physical / Exercise
Educational
Emotional support

Program Needs Defined

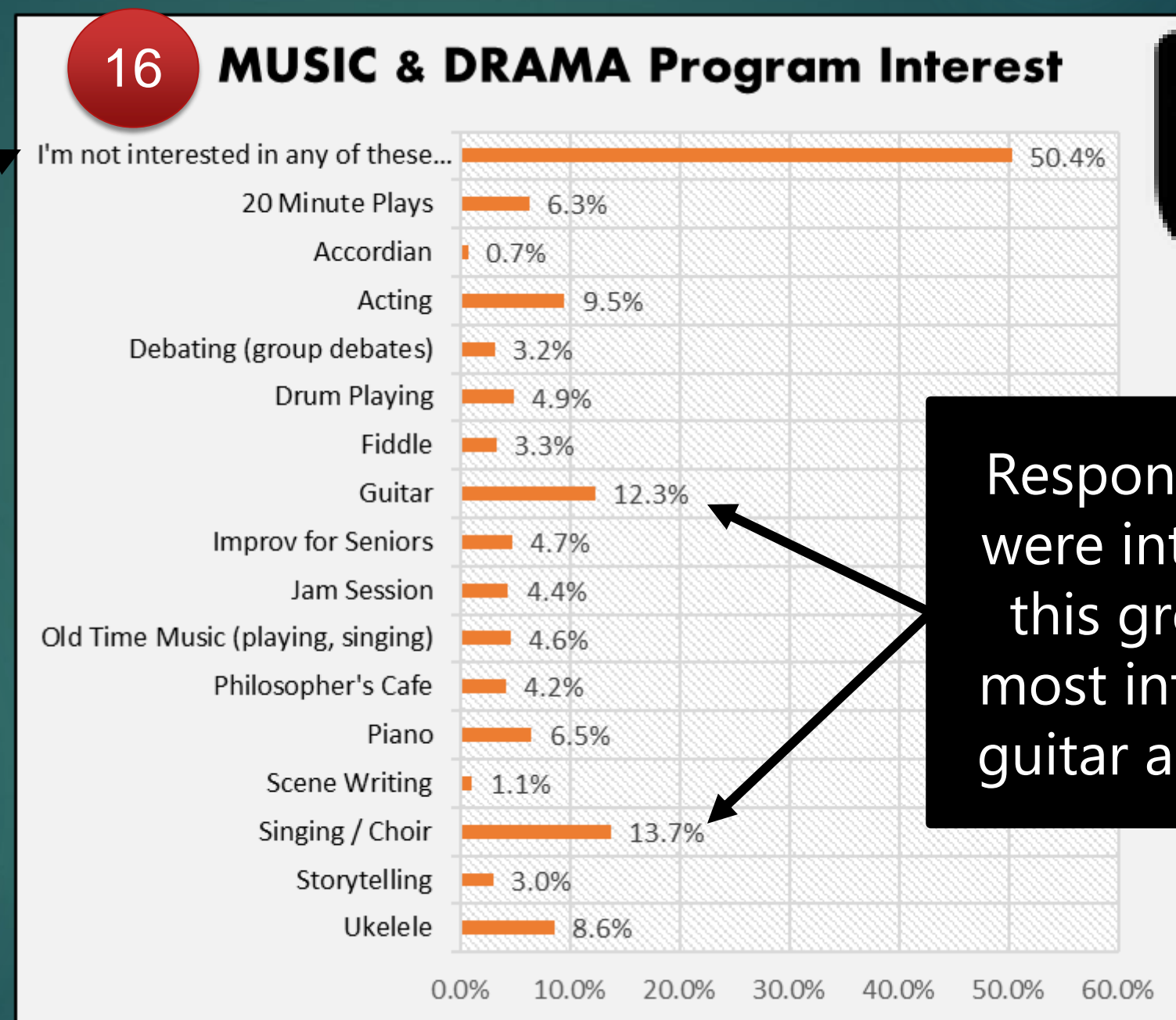
Program Needs

38

- ▶ 6 categories:
 - ▶ Arts & Crafts
 - ▶ Educational
 - ▶ Health & Physical
 - ▶ Music & Drama
 - ▶ Social & Community
 - ▶ Recreation
- ▶ Here's what the respondents said



Least popular group
—over 50% not
interested



Respondents that
were interested in
this group were
most interested in
guitar and singing

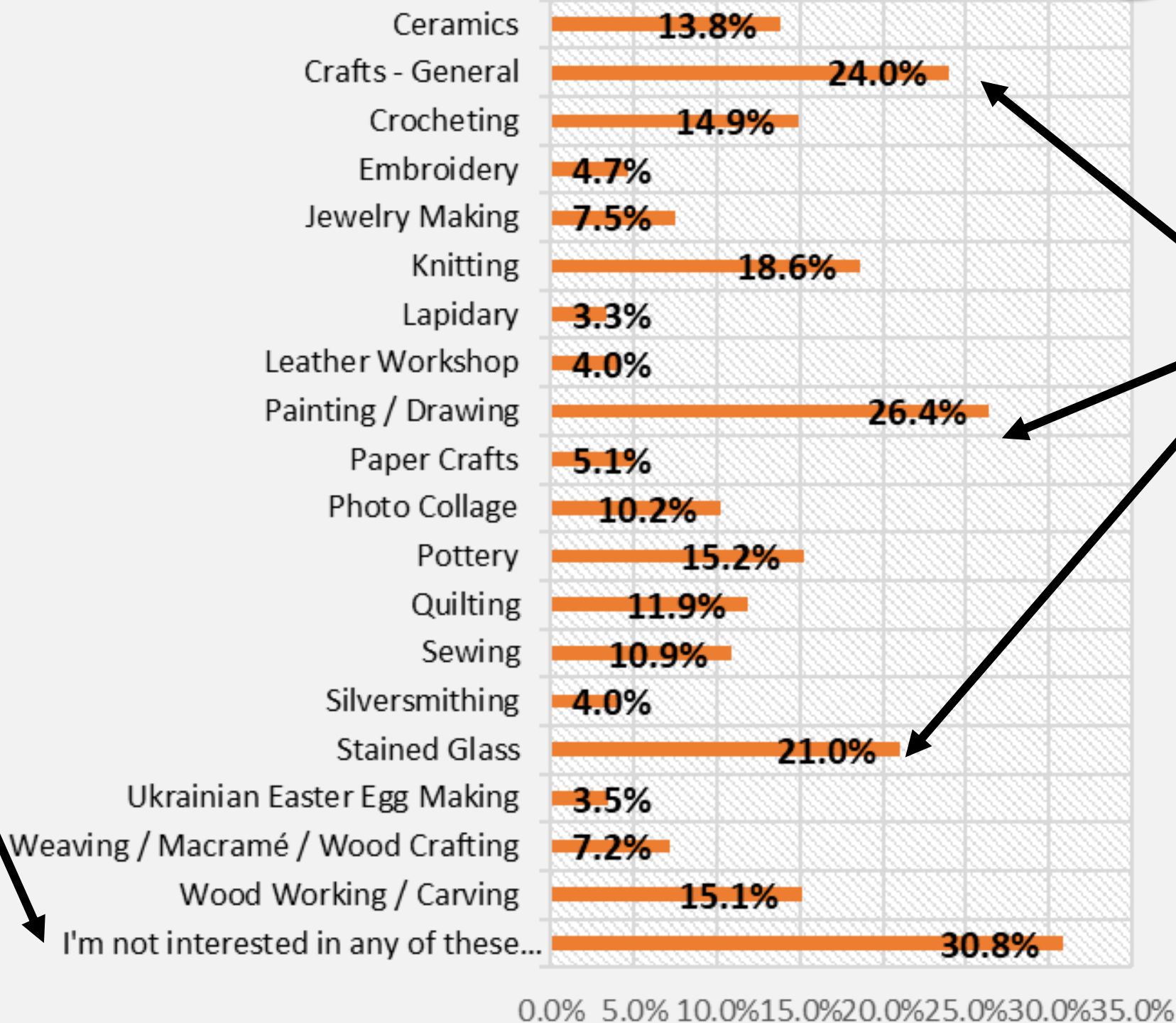
ARTS & CRAFTS Program Interest

19

40

1/3 not
interested in
Arts & Crafts

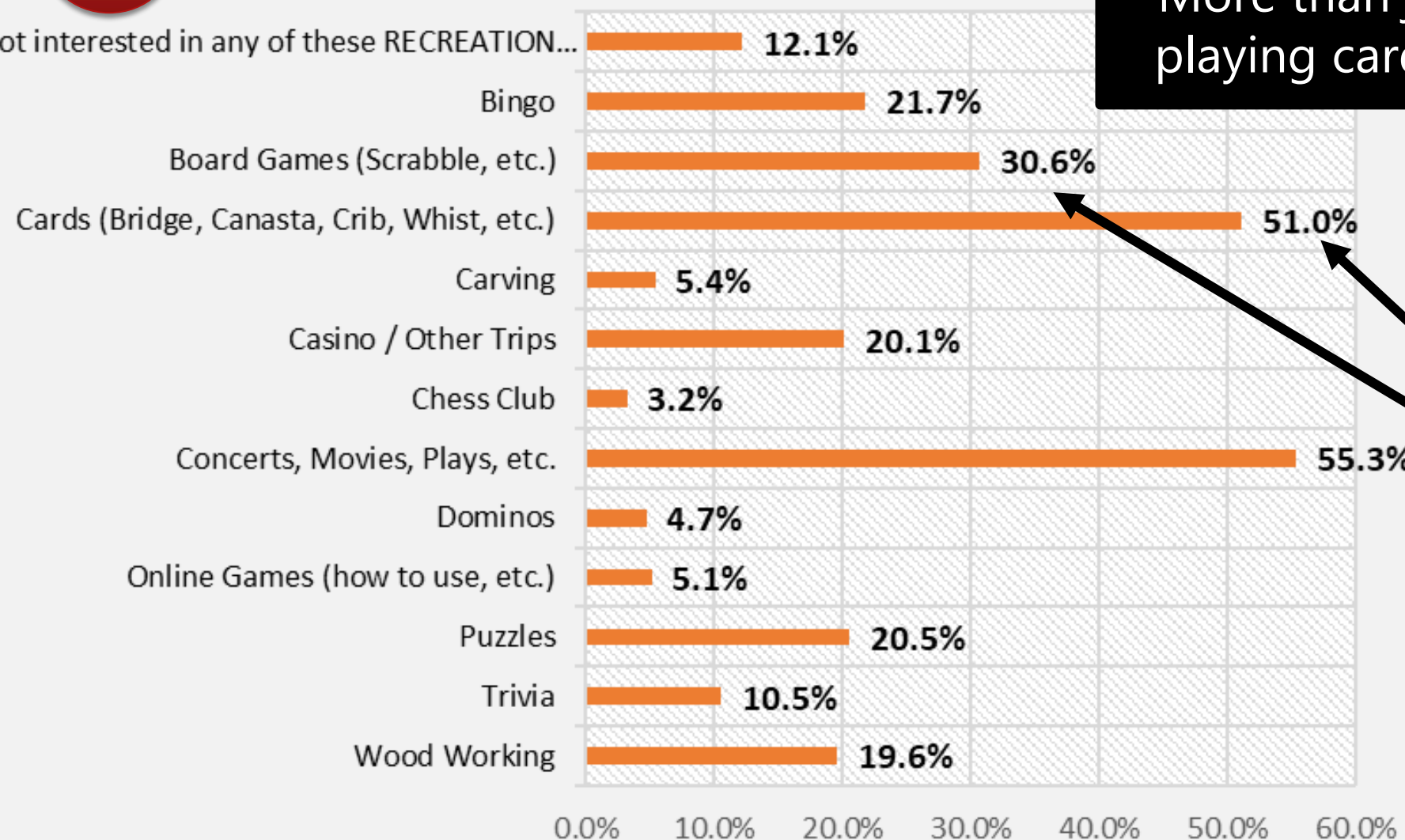
Most
popular:
General
crafts
Painting /
drawing
Stained
Glass



12

RECREATION Program Interest

I'm not interested in any of these RECREATION...



More than just playing cards...



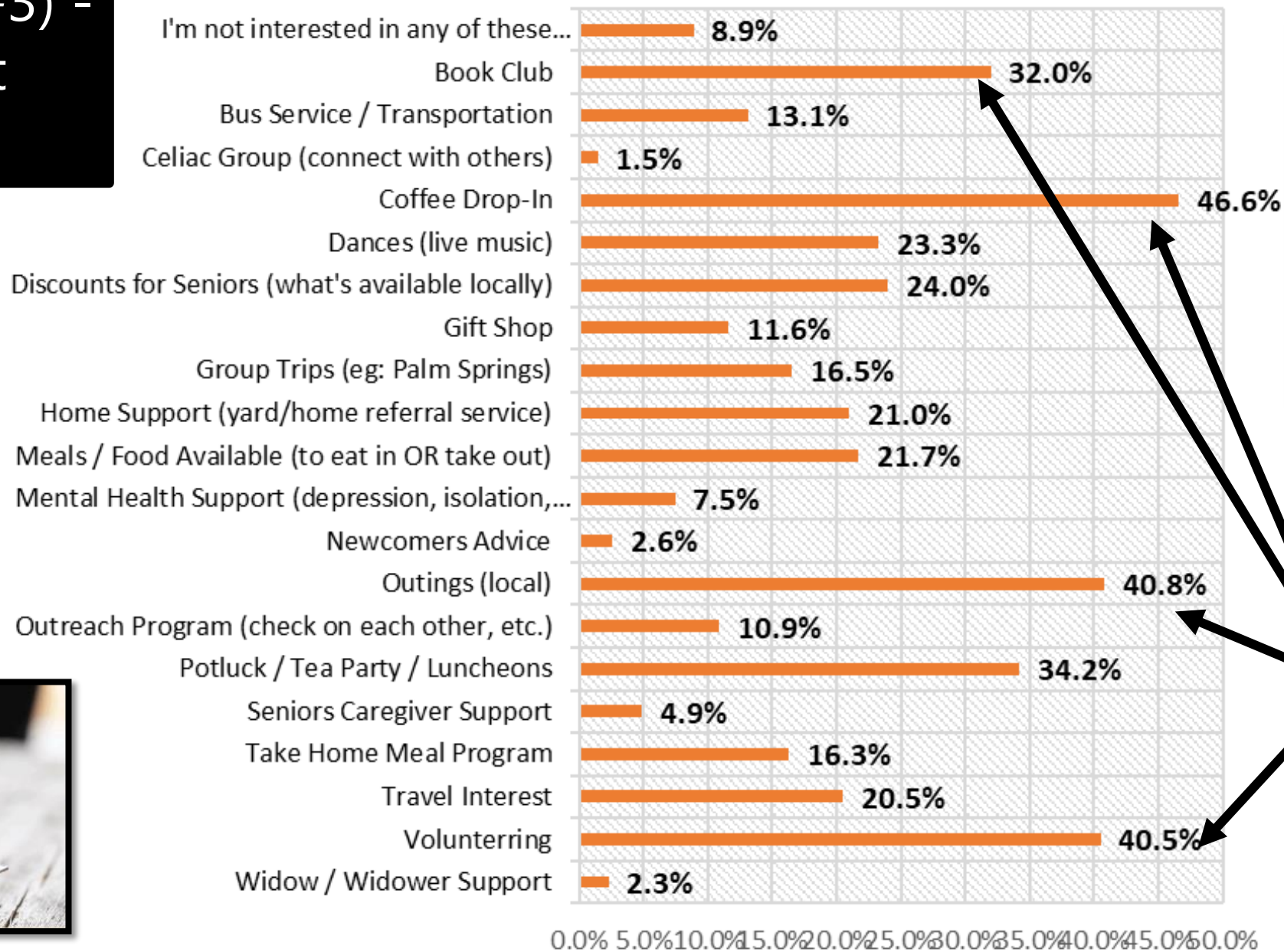
- Most popular:
- Concerts, movies, plays
 - Cards
 - Board games

Another VERY popular group (#3) - only 8.9% not interested

SOCIAL & COMMUNITY Programs / Services Interest

20

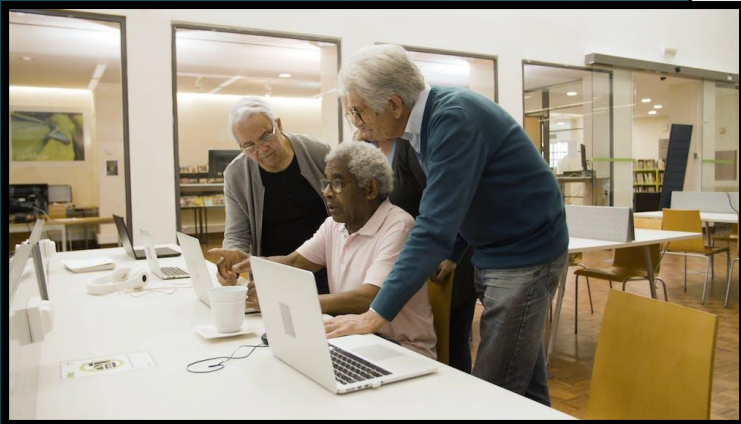
42



Most popular:
Book club
Coffee drop-in
Outings
Volunteering



Educational course are VERY popular (#2) - only 7.5% not interested

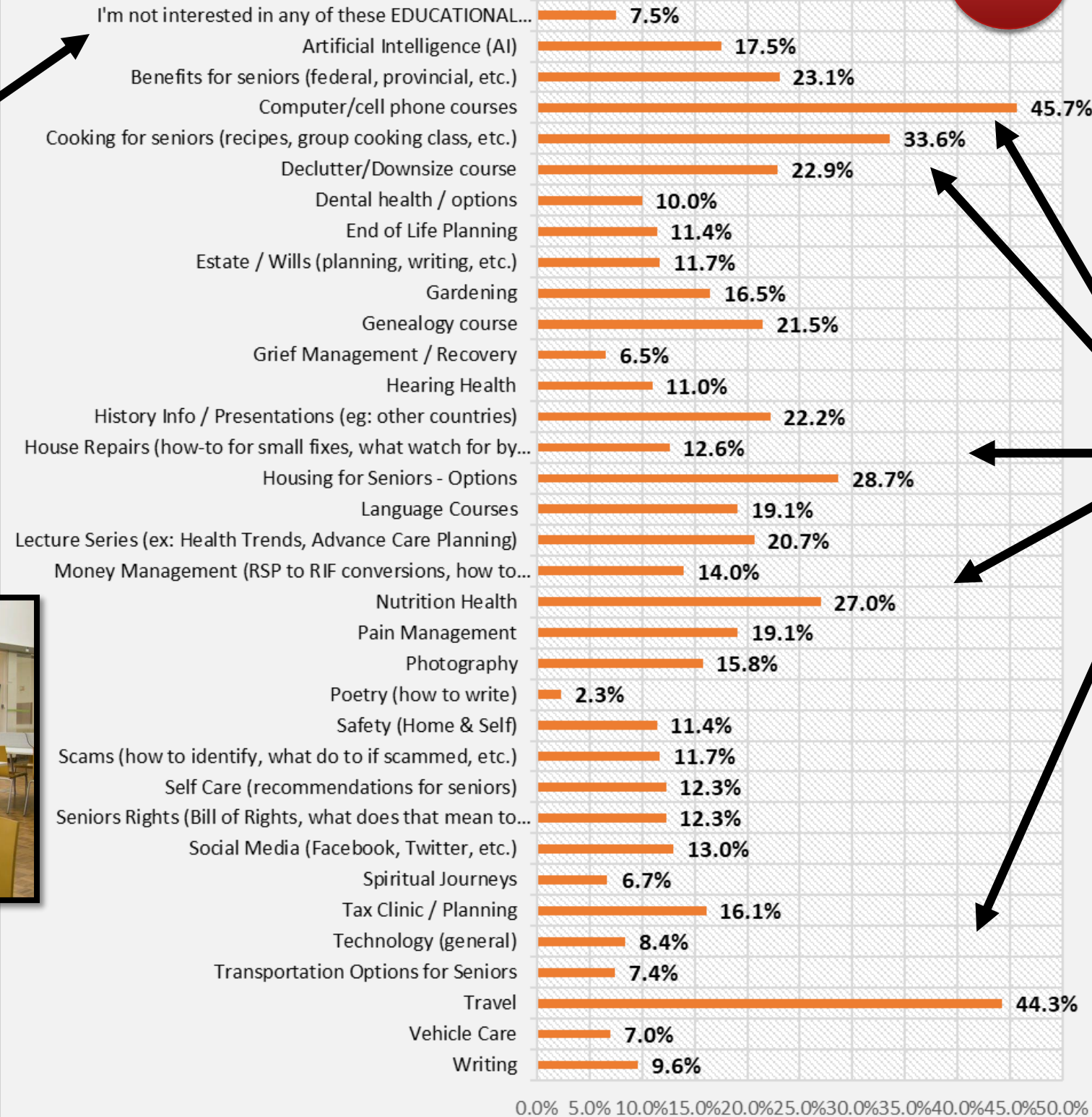


ASSC Steering Committee

EDUCATIONAL Course Interest

34

43



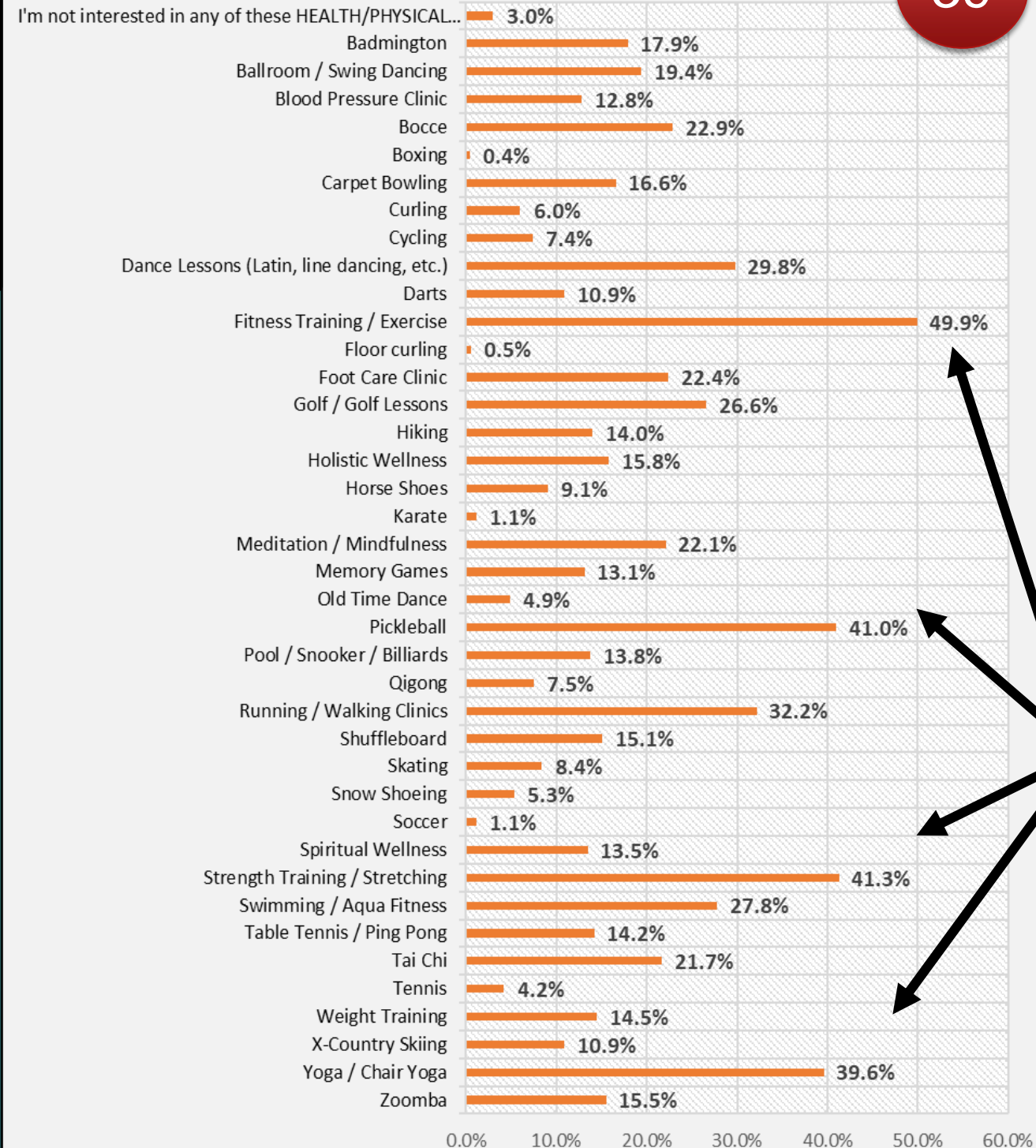
Top picks:
Computer / cell
phone courses
Cooking for
seniors
Housing
Nutrition Health
Travel

Another VERY popular group (#1) - only 3% not interested



HEALTH & PHYSICAL Program Interest

39



44



Most popular:
Fitness training (for seniors)
Pickleball
Strength training
Yoga/chair yoga

Social issues – impact on seniors

- ▶ Significant impact on life and both physical and mental health of seniors
- ▶ Major contributors to social and psychological problems of seniors include:
 - ▶ Loneliness from losing a spouse and friends
 - ▶ Inability to independently manage regular activities of living
 - ▶ Difficulty coping and accepting physical changes of aging
 - ▶ Frustration with ongoing medical problems and increasing number of medications
 - ▶ Social isolation as children are engaged in their own lives
 - ▶ Feeling inadequate in inability to continue to work
 - ▶ Boredom from retirement and lack of routine activities
 - ▶ Financial stresses from the loss of regular income
- ▶ These factors can have a negative impact on overall health of an older individual

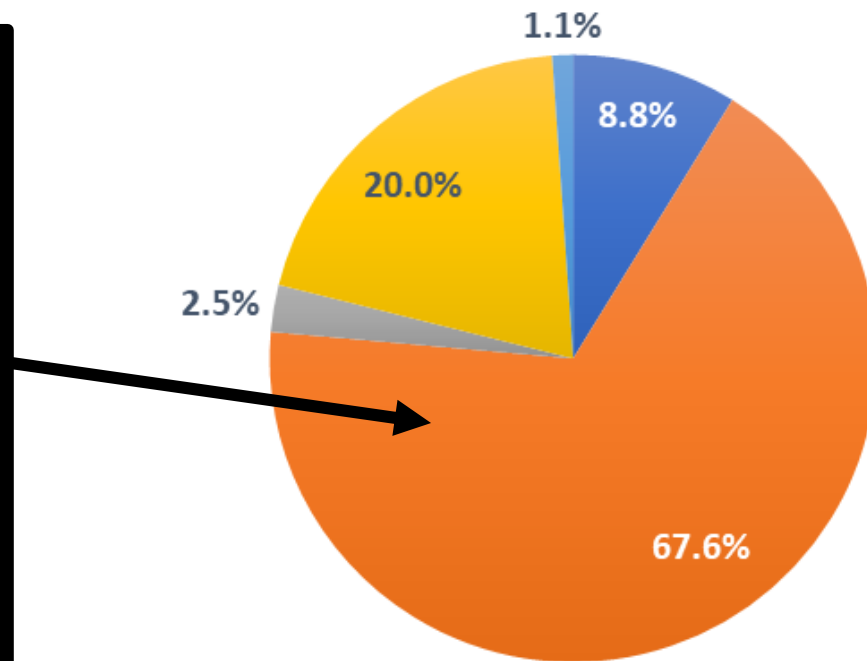
Reasons to have a Seniors Center!!!

Overall Vision

How Should Ongoing Costs Be Paid?

47

Vast majority feel operational costs should be paid by the County but offset with volunteer support



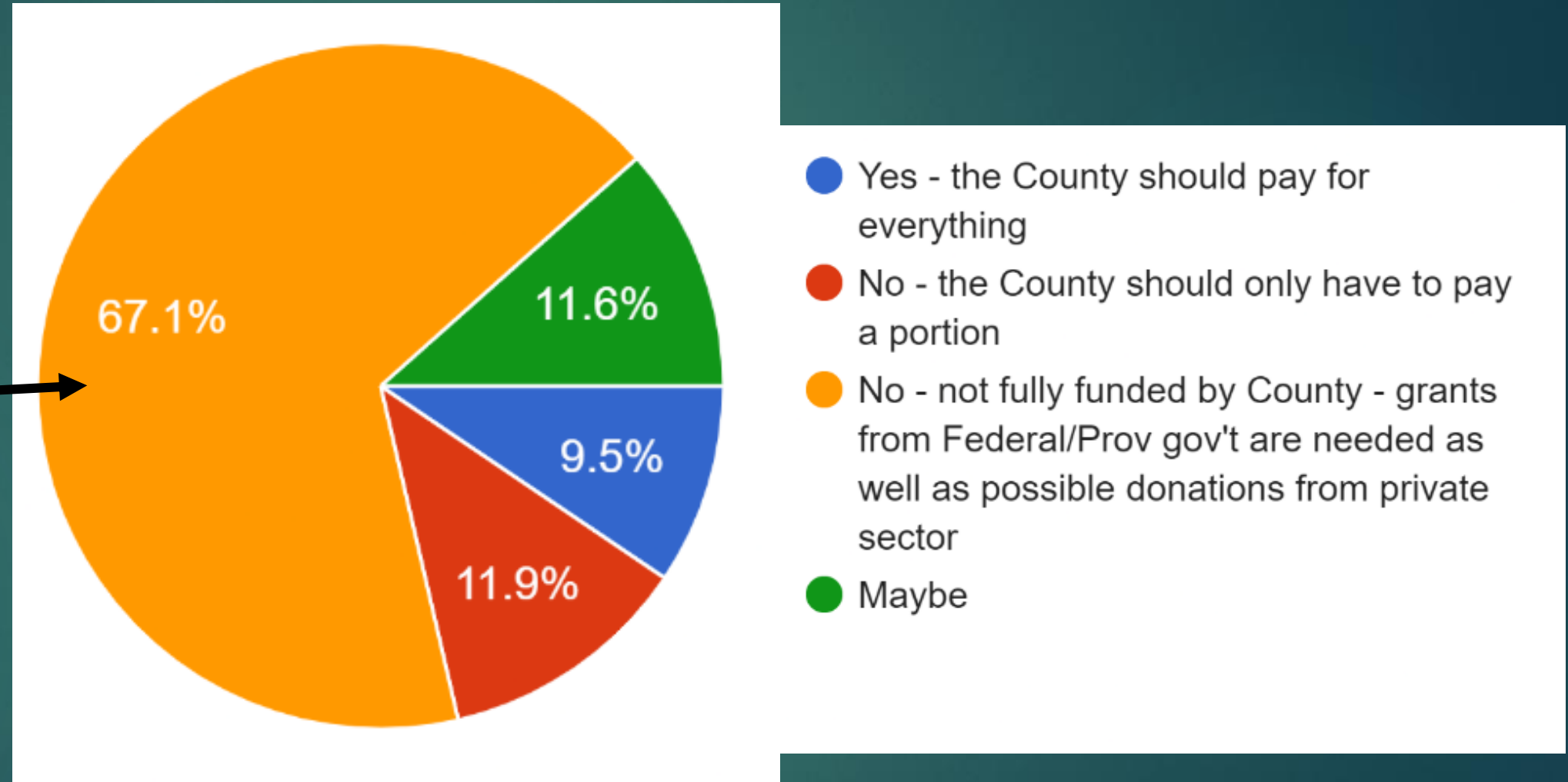
- Yes - the County should pay the operational costs & provide staff
- Yes - the County should pay the operational costs BUT have volunteers
- No - the Seniors Center should pay all operational costs
- Not Sure
- Other



Should the facility be fully funded by the County?

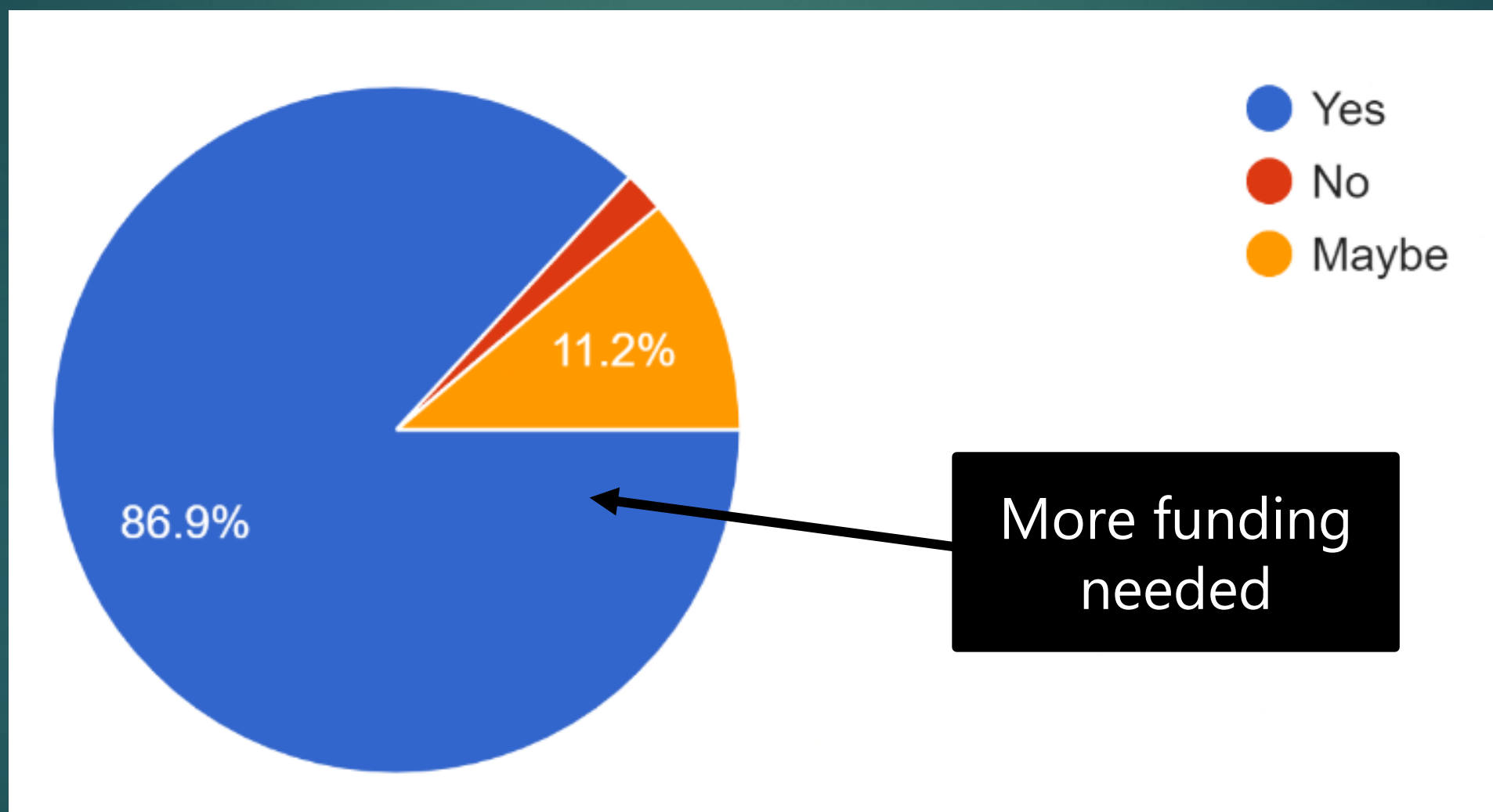
48

Grants from all levels of government AND donations from private sector will offset costs. Therefore need a registered charity so tax receipts can be provided.



Should there be more funding for senior focused facilities?

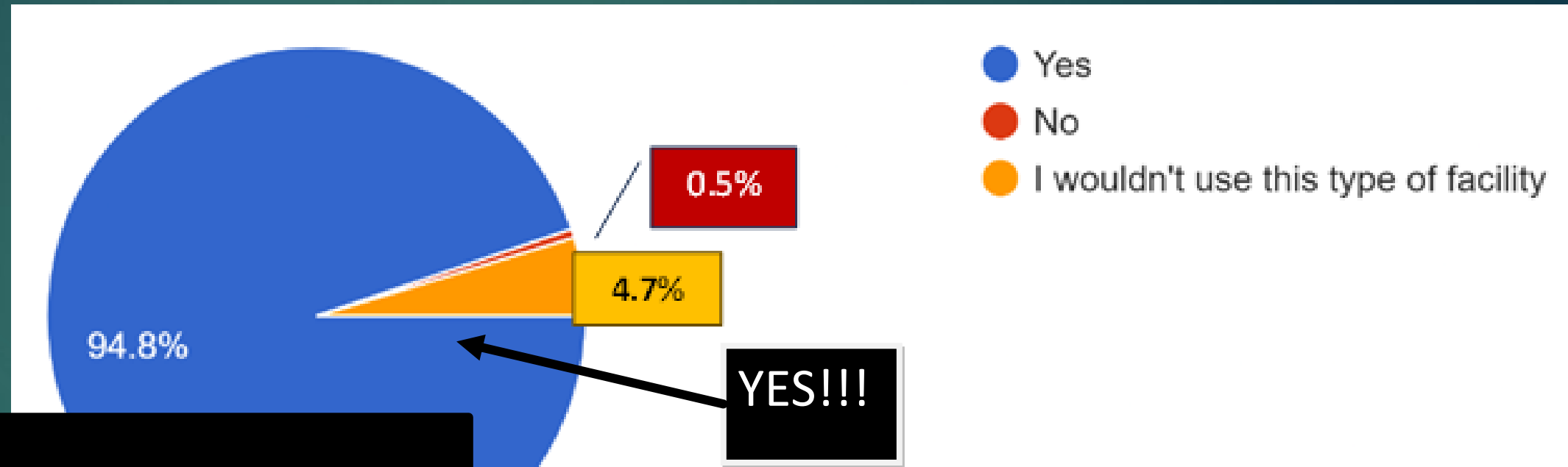
49



Would you use a Seniors Center?

50

Seniors want a place to socialize with like minded seniors at a facility where their programs and/or services are provided



Countless studies demonstrate the positive impact socializing makes on a person's overall health and wellness

"A senior's centre is not just a place where seniors go to get their basic needs like exercise or hobby interests but more importantly it is a place where seniors can connect with other seniors on the road to wellness and social fulfillment"

Council Wanted To Know

51

- ▶ Intro: Who is ASSC?
- ▶ Why focus on seniors?
- ▶ What seniors want
- ▶ Working together to find a solution

What we know

- Census data shows that Strathcona County continues to age
- According to the last census over 33% are seniors
- Seniors outnumber residents under 25
- Seniors and their needs are different from children, youth and young adults
- A larger Seniors Centre Facility is needed now, and the need will only continue to grow in the future

What Can We Do To Help Council?

53

- ▶ Options for Council to consider:
 - ▶ Re-purpose an existing facility
 - ▶ Build new facility

Option: Build New

54

- ▶ Build new facility:
 - ▶ Needs to be in wards 1, 2 or 3 = no space
 - ▶ Planning
 - ▶ Design
 - ▶ Build
- ▶ ETA: 2029 at the earliest = too long

Option: Re-purpose Existing Bldg

55

- ▶ Re-purpose an existing facility:
 - ▶ GARC = pushback from Council
 - ▶ De-commissioned school = delayed – likely 3 to 4 years before we see anything
 - ▶ Expand SP 55+ Club: best option
 - ▶ In the correct ward = most seniors live here
 - ▶ Already known location
 - ▶ In place for 50 years
 - ▶ Build additional rooms (8 to 10) on the south side of the existing building
 - ▶ No impact to existing 4 Sherwood Heights baseball diamonds
 - ▶ Batting cage needs to move to another location
 - ▶ FYI: there are 86 baseball diamonds in the County in total
 - ▶ Build 2nd story
 - ▶ Plan for update to existing buildings in 2027 onwards



Additional Actions Recommended

56

- ▶ Add more exercise classes focused on seniors
 - ▶ Weights
 - ▶ Solo dancing (eg: Zumba)
 - ▶ Hold sessions once/month to show seniors how to use exercise equipment properly
 - ▶ Don't charge for this OR minimal charge (eg: \$2)
 - ▶ Do at GARC = lots of room, easy access
- ▶ Work with the 55+ Clubs to implement info sessions (SP, Ardrossan as a minimum) & inform their members

Additional Actions Recommended

57

- ▶ Include a Seniors Center for SP in capital planning starting this year (revitalize existing (now) and/or build new (now/future))
- ▶ Post the updates to Capital Plan on County website
- ▶ Communicate to your constituents:
 - ▶ Newsletters & Newspaper: Include the **actions** you are taking to make this happen
 - ▶ Keep this in the forefront so seniors know what's going on

What will it take
to make this
happen?

How can we help
you?



Seniors heading to
the voting station in
2025

Seniors vote the
MOST of all groups
Time to make a
commitment



Any Questions / Comments?

60

