



December 16, 2014

WHO Global Network of Age-friendly Cities and Communities

Dear Sir/Madam,

Moncton City Council, at its December 15, 2015 Regular Public Council meeting passed a motion authorizing the Mayor's Seniors Advisory Committee to make application to the WHO Global Network of Age-friendly Cities and Communities. I have attached a copy of the motion for your information.

City Council unanimously passed this motion and fully supports the efforts of the above-noted committee to make Moncton an inclusive and accessible environment that promotes active ageing.

You will see from our application and action plan that we have already taken steps to become an age-friendly city. We look forward to receiving a positive response to our application and working with other communities in this worthwhile effort.

Yours very truly,

George H. LeBlanc,
Mayor

/np

Att.

C: Members of the Mayor's Seniors Advisory Committee



M O N C T O N

**Office of the City Clerk
Bureau de la greffière**

To/À: Mayor's Senior Advisory Committee

From/De : Barbara A. Quigley, City Clerk and Director, Legislative Support

Date : December 17, 2014

Re/Sujet: Recommendation – Regular Public Council Meeting – December 15, 2014

Moncton City Council, at its Regular Public Meeting of December 15th, 2014, resolved:

That Moncton City Council authorize the Mayor's Seniors Advisory Committee to proceed with the application to the World Health Organization Global Network of Age-friendly Cities and Communities and approve the attached 5 year plan.

B. A. QUIGLEY
CITY CLERK & DIRECTOR, LEGISLATIVE SERVICES

Moncton Senior-Friendly Community Action Plan 2015 - 2020



Goal	Objective	Action	Responsibility	Estimated Costs	Completion Timeframe
1. OUTDOOR SPACES AND BUILDINGS					
1.1 Sidewalks are accessible to seniors	1.1.1 Identify areas of concern for seniors regarding sidewalk accessibility	1.1.1.1 Provide advice on sidewalk plans	MSAC	staff time	Annually
		1.1.1.2 Provide advice on sidewalk repair program	MSAC	\$250,000/year	Years 1-5
		1.1.1.3 Identify areas frequented by seniors	MSAC	Committee time	Year 2 (2016)
		1.1.1.4 Identify sidewalks in disrepair to be considered as priority in the repair program	MSAC	Committee time	Year 2 (2016)
		1.1.1.5 Provide advice in the sidewalk assessment program	MSAC	Committee time	Year 1
		1.1.1.6 Review conditions of identified areas of sidewalks in disrepair.	Public Works	\$50,000	Year 1
		1.1.1.7 Evaluate results of the 2014 pilot project for the removal of sidewalks on one side of the street	MSAC Public Works		Year 1
1.2 Crosswalk signals, mailboxes, and parking meters are accessible to seniors during winter months	1.2.1 Develop standard operational procedures for snow removal around parking meters, mailboxes, and crosswalk signals	1.2.1.1 Identify problem areas for seniors	MSAC		Year 1
		1.2.1.2 Move these areas to a quicker response time for clean-up	Public Works		Year 1
		1.2.1.3 Educate seniors on the established protocol for bus stops where there are large quantities of snow.(i.e. go to next driveway)	MSAC Codiac Transpo City Comm Seniority Rules		Year 1
1.3 Easy access to certain city and private facilities frequented by seniors	1.3.1 Designate age-friendly seating and/or hand rails at various city facilities	1.3.1.1 Discuss with Moncton Coliseum, Capitol Theatre and other City facilities to do so	MSAC	\$1000	Year 1
		1.3.1.2 Promote age-friendly seating in our community	Parks & Leisure Communications		Year 1
	1.3.2 Increase community facilities having designated age-friendly seating	1.3.2.1 Discuss with Theatre Escaouette, other private venues	MSAC		Year 2
		1.3.2.2 Promote these facilities to encourage others to follow	MSAC		Year 2

Goal	Objective	Action	Responsibility	Estimated Costs	Completion Timeframe
1.4 Senior-friendly City parks, community spaces, and gardens	1.4.1 Develop strategy to include senior amenities and programming in our parks, community space, and gardens	1.4.1.1 Hire a landscape architect to consult with seniors to determine required amenities	Parks & Leisure Services	500,000 project costs	Year 1
		1.4.1.2 Act as ambassadors to ensure consultation is well attended	MSAC Parks & Leisure		Year 1
		1.4.1.3 Get feedback on the park concept at the International Day of Older Persons reception	MSAC Parks & Leisure		Year 1
		1.4.1.4 Get feedback from users of the MLCC regarding programs including outreach	MSAC Parks & Leisure Seniors complexes		Year 1
		1.4.1.5 Encourage participation at the MLCC	MSAC Parks & Leisure Seniors complexes		Year 1
		1.4.1.6 Develop a seniors community garden	MSAC Parks & Leisure	\$50,000	Year 2
		1.4.1.7 Promote existing ones	MSAC Parks & Leisure		Year 2
		1.4.1.8 Develop a seniors greenhouse	Parks & Leisure MSAC Other funding partners	\$100,000	Year 4
2. TRANSPORTATION					
2.1 Public transit system that work for seniors	2.1.1 Promote and improve transit system for seniors	2.1.1.1 Develop guidelines important to seniors	MSAC		Year 2
		2.1.1.2 Improve routes and services to seniors including exploring non-peak time routes based on above	Codiac Transpo		Year 2
		2.1.1.3 Identify ideal locations of new bus shelters	MSAC		Year 2
		2.1.1.4 Advise Codiac Transpo	Parks & Leisure		Year 2
		2.1.1.5 Explore feasibility of pilot project for route for seniors	Codiac Transpo		Year 3

Goal	Objective	Action	Responsibility	Estimated Costs	Completion Timeframe
	2.1.2 Increase the number of accessible routes (accessible buses) from 4 to 10 over the next five years	2.1.2.1 Make recommendations to Codiac Transpo regarding the best routes for low floor buses	MSAC	\$7.2 million	Year 2
		2.1.2.2 Encourage the purchase of new buses that are more accessible to seniors (16 new buses forecasted for 2015-2019)	Codiac Transpo		Year 1-5
	2.1.3 Continue offering free transit service for seniors on Wednesdays	2.1.3.1 Promote and encourage seniors to develop a senior Ambassador program	MSAC Codiac Transpo	\$2,500	Year 1
	2.1.4 Increase discount pricing for seniors	2.1.4.1 Investigate models from other cities (services & pricing structures)	MSAC		Year 1
2.1.4.2 Prepare report for Codiac Transpo's consideration		MSAC		Year 2	
3. HOUSING					
3.1 Seniors are able to remain longer in their own home	3.1.1 Seniors are aware of the Home First Program	3.1.1.1 Become familiar with the Home First Strategy and determine how it can be utilized in Moncton	MSAC Seniors coordinator		Year 2/3
		3.1.2 Improve programming for seniors	3.1.2.1 Provide seminars regarding services for seniors to stay in own homes	MSAC Seniors coordinator	\$250
	3.1.2.2 Educate seniors on the current services offered by the Red Cross/CNIB		MSAC Seniors coordinator	\$250	Year 2
	3.1.3 Improve built environment – Aging in Place	3.1.3.1 Investigate programs available to reduce property taxes for seniors	MSAC		Year 2
3.1.4 Improve NB housing programs for seniors	3.1.4.1 Host Seniors Symposium on seniors issues (including housing) and report findings to other levels of government	MSAC	\$5000	Year 2	
4. SOCIAL PARTICIPATION					
4.1 Social and leisure opportunities in the City for seniors	4.1.1 Improve and augment services	4.1.1.1 Encourage businesses and recreation organizations to have more matinee activities suitable for seniors 4.1.1.2 Promote all seniors activities on City's website 4.1.1.3 Investigate special seating for seniors at major events	MSAC Community agencies Communications Events Dept. MSAC		Year 1/2 Year 1 Year 1

Goal	Objective	Action	Responsibility	Estimated Costs	Completion Timeframe
		4.1.1.4 Promote and participate in more inter-generational programs	MSAC MLCC		Year 1-3
		4.1.1.5 Host events in conjunction with MLCC	MSAC Event organizers		Year 1-3
		4.1.1.6 Ensure MLCC is a “for seniors” facility – a focal meeting and recreation point for seniors in the City	MSAC Parks & Leisure MLCC		Year 1-3
		4.1.1.7 Encourage development of more seniors centres or satellite centres of the MLCC throughout the City (Kay, Centennial Park) and other seniors clubs (Golden Age, Veterans, etc.)	MSAC Seniors Coordinator		Year 1-5
		4.1.1.8 Host a monthly informal meet and greet at the Lions centre to discuss seniors issues	MSAC Seniors coordinator		Year 1-5
		4.1.1.9 Encourage younger seniors to participate in community activities	Seniority Rules Prime Time Magazine		Year 2
5. RESPECT AND SOCIAL INCLUSION					
5.1 Seniors are included in all aspects of Community life in Moncton	5.1.1 Businesses are educated through the Senior-Friendly Business Program	5.1.1.1 Add more businesses to the program by promoting more	MSAC Communications		Year 1-5
	5.1.2 Continue to support and promote the Seniors Information Centre	5.1.2.1 Promote programs and activities and encourage partnerships	MSAC		Year 1 & 2
	5.1.3 Ensure City’s automated telephone system is senior-friendly	5.1.3.1 Educate City staff on Seniors Information Centre’s existence and can transfer call and/or provide the telephone number		Communications	
5.1.3.2 Ensure seniors issues are considered when City investigates the option of 311/511/211			Communications		Year 1 & 2
6. CIVIC PARTICIPATION AND EMPLOYMENT					
6.1 Seniors volunteer in our community	6.1.1 Have Seniors Volunteer Registry list where seniors are matched with an organization	6.1.1.1 Develop a Senior Volunteer Registry List with stakeholders	MSAC Volunteer Centre		Year 3

Goal	Objective	Action	Responsibility	Estimated Costs	Completion Timeframe
6.2 Seniors participate in civic events and committees	6.2.1 Increase the number of seniors participating in civic events and member of City committees	6.2.1.1 Develop a bank of seniors interested in participating these activities 6.2.1.2 Contact them when upcoming civic events are happening and/or openings on City committees	MSAC Mayor's Office Communications		Year 1-5
6.3 Promote employment of seniors	6.3.1 Work with City's Economic Development Department to promote seniors employment issues	6.3.1.1 Meet with staff from Economic Development, Greater Moncton Chamber of Commerce, 3+ and Downtown Moncton Centre-ville Inc.	Economic Development MSAC		Year 2
7. COMMUNICATION					
7.1 Seniors are well informed as to all aspects of community life	7.1.1 Develop a communication plan to how best provide information to seniors	7.1.1.1 A dedicated seniors section in quarterly Resurgo newsletter	Communications		Year 2
		7.1.1.2 Increase circulation of Resurgo Newsletter Primetime magazine/seniority rules	Communications		Year 1-5
	7.1.2 Promote the use of the Seniors Information Centre to diffuse seniors information	7.1.2.1 Encourage groups to promote their events through the Seniors Information Centre who publish a list of activities in the local newspaper on weekly basis, their events calendar and Prime Time magazine	Communications Seniority Rules column		Year 1-5
		7.1.2.2 Encourage more cooperation between the Senior's Information Centre and the MLCC	MSAC		Year 1-5
7.1.2.3 Promote and participate in the use of the PrimeTime online Community Event Calendar for seniors activities		MSAC Seniority Rules column		Year 1-5	
	7.1.2.4 Encourage groups to send information to the Seniors Information Centre	MSAC		Year 1-5	
	7.1.3 Develop seniors email distribution list	7.1.3.1 Encourage seniors to sign up to receive information on seniors activities	MSAC Seniority Rules column		Year 1-5
8. COMMUNITY SUPPORT AND HEALTH SERVICES					
8.1 Active Living Activities	8.1.1 Continue to provide active-living activities for seniors	8.1.1.1 Provide active living activities for seniors such as seniors skate	Parks & Leisure Services		Year 1-5

Goal	Objective	Action	Responsibility	Estimated Costs	Completion Timeframe
		8.1.1.2 Work with Seniors Recreation Coordinator to provide active-living classes at the Moncton Lions Community Centre and Crossman Community Centre/Kay Arena	Parks & Leisure Services MLCC		Year 1-5
		8.1.1.3 Work with outside groups (YMCA, Centennial Outdoor Centre, Tennis Moncton, Centennial Lawn bowling Association) to provide outdoor active-living activities	Parks & Leisure Services MLCC		Year 1-5
8.2 Emergency Preparedness	8.2.1 Encourage seniors to sign up for the City's Seniors Registry Program	8.2.1.1 Promote the Seniors Registry Program	MSAC Seniority Rules Fire Department		Year 1-5
	8.2.2 Encourage seniors to sign up for Moncton Alert system	8.2.2.1 Promote the Moncton Alert System to seniors	MSAC Seniority Rules		Year 1
	8.2.3 Educate seniors on how to be prepared for emergency situations	8.2.3.1 Promote steps to take to make sure seniors can be self-sufficient for 72 hours during a major emergency	MSAC Seniority Rules		Year 1

Legend:

MSAC-Mayor's Seniors Advisory Committee

MLCC-Moncton Lions Community Centre