

# TORONTO SENIORS STRATEGY VERSION 2.0 ANNUAL PROGRESS UPDATE

2021



CITY OF TORONTO - NOVEMBER 2021  
[WWW.TORONTO.CA/SENIORS](http://WWW.TORONTO.CA/SENIORS)

## Introduction

2021 has been another challenging year for our community, with COVID-19 still impacting access to services, seniors' health and wellbeing, organizations serving seniors and their dedicated frontline staff, and volunteers, and City operations. The issues faced by seniors during COVID-19 – such as isolation, food access, financial insecurity, long-term care home crises, the digital divide, and mental health risks, often exacerbated for Indigenous, Black, racialized and low-income seniors – continue to highlight the need for change and investment in how we support seniors.

The Toronto Seniors Strategy is one way the City works with a committed network of partners to build a more age-inclusive, age-equitable Toronto and respond to the needs of older adults. Much of its strength lies in the way the Strategy helps connect the City to other community and government partners and programs working to mitigate COVID-19 impacts, address underlying inequities, and lead transformational change in the seniors' sector.

Partner organizations, City staff, volunteers and individuals continue to build on the innovative, rapid, meaningful responses developed in 2020 to support seniors, pivoting and evolving as required, to keep up with the changing public health situation and seniors' changing needs.

With the widespread vaccine rollout, vaccine mandates, and the gradual easing of public health restrictions, many City staff who had been redeployed to support COVID-19 response in shelters, long-term care homes and emergency coordination were able to resume their regular roles. This allowed for a renewed focus on implementing Seniors Strategy recommendations.

This report provides an overview of progress on the Toronto Seniors Strategy to October 2021.

## Background – Toronto Seniors Strategy Version 2.0

In May 2018, City Council unanimously adopted Version 2.0 of the Toronto Seniors Strategy (TSS2.0), with 27 high-impact recommendations that built upon the original Seniors Strategy to improve the wellbeing of seniors throughout Toronto. The domains of action in the TSS2.0 are: Transportation, Housing, Health, Employment and Income, and Access to Information. TSS2.0 was developed through an extensive community engagement process that reached 10,000 Torontonians – mostly seniors and people who care about and for them.

TSS2.0 is closely monitored by the Toronto Seniors Strategy Accountability Table, the City's multi-sector stakeholder group focused on seniors and aging which includes service providers, seniors and caregivers, health care providers, researchers, provincial and federal partners, advocacy groups, City/agency staff, and many others.

Each year, the City of Toronto publicly reports on the progress of the recommendations in TSS2.0. The goal is to implement all recommendations by the end of the current Council term, summer 2022.

TSS2.0 complements other key initiatives underway at the City to support the quality of life, community involvement, access to services, and wellbeing of older adults in Toronto. This includes a new Integrated Service Model in TCHC seniors buildings, the establishment of a Seniors Housing Corporation, improved information-sharing and access to services, a focus on understanding the specific needs of Black and Indigenous seniors and Elders and other racialized and equity-deserving groups, and services provided by divisional partners across the City including dental care, funding to seniors organizations, older adult recreation, and more.

## TSS2.0 Progress in 2021

As of October 2021, 21 of the 27 recommendations are considered "Fully Implemented and/or Ongoing" (78%). The addition of the term 'and Ongoing' captures the fact that many recommendations are not discrete and time-specific, but rather represent ongoing commitments by the City, initiated through TSS2.0.

A major success that brought another recommendation to full implementation was the [release of the Directory of Services for Seniors and Caregivers in Toronto](#) (Recommendation 25). This was a collaboration between the City, 211 Findhelp and many partners. The Directory is available online and is being printed and distributed to over 10,000 seniors in need of help accessing services.

The remaining 6 recommendations that are still considered "Partially Implemented" are:

- # 04 – Library Digital Literacy programming
- # 06 – A new Caregiver Strategy
- # 14 – Amending the Official Plan to reflect age-friendliness
- # 22 – A new training and education campaign with The 519
- # 26 – Increased Seniors Active Living Fairs across all wards
- # 27 – A new training curriculum for Police working with older adults

Work is actively underway to ensure these recommendations are all implemented by the target end date, summer 2022. One recommendation (#4) depends on the 2022 budget process.

Even among "Fully Implemented" recommendations, progress does not abate. Over the past year, recommendations that were already complete continue to report successes such as:

- The HomeShare program is expanding nationally ([Canada HomeShare](#))
- Increased provincial investments in Community Paramedicine (\$3M/year for 3 years to support seniors who are waiting for LTC) and Seniors Dental Care program (\$3.49M)
- Additional new TTC campaigns to support accessibility including "EnAbling Change"
- A new "Seniors Tech Help Line" offered by the Toronto Public Library during COVID-19 and the continuation of this technical support for seniors as part of Library core service.

See [Appendix A](#) for the status of each TSS2.0 recommendation.

## Next Steps and Thank You

Work is underway to complete the "Partially Implemented" recommendations by summer 2022. An evaluation exercise is planned to review outcomes of specific recommendations, the Strategy overall, and the process of implementing the Strategy, which will require further engagement with seniors and partners.

The City of Toronto would like to acknowledge its Accountability Table partners, Co-Chairs Dr. Sinha and Cllr. Matlow, City and agency staff across divisions, the broader seniors-serving community sector, health care partners, and all Torontonians (including many seniors) for their diverse contributions that collectively help build a more age-inclusive, age-equitable Toronto. Your ongoing leadership, hard work and service to others is deeply appreciated, and continues to make a meaningful impact on the wellbeing of older adults and others in our city.

## APPENDIX A - TSS2.0 Progress Update Details (as of October 6, 2021)



### INTEGRATED CITY SENIORS HOUSING AND SERVICES ENTITY

Recommendation (and Lead Division)	Status	Progress Update
1 - The City of Toronto will initiate a process to develop a seniors housing and services entity at the City dedicated to taking a service system management approach to the needs of all seniors and integrating City services for seniors. (Seniors Services and Long-Term Care - SSLTC)	Fully Implemented (and Ongoing)	Resources and expertise were established within the newly-renamed SSLTC division in 2019, with responsibility for numerous priority projects including the Integrated Service Model for seniors housing in TCHC, driving the Seniors Strategy and Accountability Table network, coordinating and integrating 40+ City services for seniors, and ongoing support to other divisions, seniors, partners, and Council. A permanent General Manager joined the new division in June 2021 to help guide the division out of COVID-19 and towards an innovative future as a centre of excellence for seniors services and long-term care.



### HEALTH

Recommendation (and Lead Division)	Status	Progress Update
2 - The City of Toronto will explore how to expand access to free dental health services for low-income seniors through Toronto Public Health. (Toronto Public Health)	Fully implemented (and Ongoing)	The Ontario Seniors Dental Care Program was launched in November 2019 to help low-income seniors to access free dental care. TPH was provided with capital funding to enhance 4 existing clinics and procure 2 mobile dental clinic vans. The 4 clinic enhancements are all completed. And, in August 2020, the Province announced \$25M capital funding for expansion of access including 6 projects in Toronto. One of the 6 has been completed. In August 2021 OSDCP announced expanded eligibility to include an additional 7,000 Ontarians (estimated 1,400 in Toronto).
3 - The City, in partnership with Toronto Community Housing, will seek provincial funding for	Fully implemented	In 2018, the Province held a call for new Seniors Active Living Centre (SALC) programs across Ontario. <a href="#">40 were awarded</a> , 8 of which are in Toronto, bringing the total number of Toronto SALCs to 75 (out of 300 province-wide). The 8 new SALCs funded by the Province (with a municipal contribution) starting in 2018 are:

<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
additional Seniors Active Living Centres in Toronto. <i>(SSLTC)</i>		<ul style="list-style-type: none"> <li>• Access Alliance - Multicultural Engaged Seniors Hub</li> <li>• Better Living Health and Community Services Overland Club - 5 Deauville Lane Active Living Seniors Centre</li> <li>• Carefirst Seniors and Community Services Association - Seniors Active Living Centre at Scarborough Civic Centre</li> <li>• Family Service Toronto - Seniors Community Connections</li> <li>• Malvern Family Resource Centre - Neilson Road Program</li> <li>• Rexdale Community Health Centre - Ethno Cultural Seniors Program</li> <li>• SPRINT Senior Care - SPRINT Senior Care's Mobile Active Living Centre</li> <li>• West Scarborough Neighbourhood Centre - South Asian Seniors program</li> </ul> <p>The Province is not currently receiving applications or providing funding for new SALCs. However, the City continues to strengthen connections with the SALC sector (through Accountability Table membership including a Ministry of Seniors and Accessibility provincial SALC lead, 2 SALCs, and the OACAO).</p>
4 - Toronto Public Library will support social connectedness by expanding digital literacy programs for seniors in libraries. <i>(Toronto Public Library)</i>	Partially Implemented	<p>TPL's 2021 Budget Enhancement request to support implementation of Recommendation #4 for Seniors Digital Literacy programming and supports in TCH seniors' buildings was not successfully funded through the 2021 City budget process. A 2022 request to support Seniors Digital Literacy will be submitted.</p> <p>In addition to successful in-branch Seniors Digital Literacy pilot programs in 2019, TPL continues to support digital literacy. The Seniors Tech Help phone service launched in January 2021 to offer free help to seniors in using devices to connect socially, access TPL eCollections and find needed services. The Service extended beyond the funded period (end of March) until August, for a total of 1,113 inquiries and 336 scheduled appointments. Since then, it transitioned to core service delivery through Answerline and reinstated the Book-a-Librarian service in branches.</p> <p>In 2021 TPL partnered with CanAge to launch monthly online seniors' issues programming to support a wide variety of learning, including how digital technologies can support aging in place. Between March and September, TPL hosted 7 programs with 1,205 registrants.</p> <p>TPL staff also conducted ~27,000 wellness calls to senior Library users and ~14,600 vaccination reminder calls to seniors to support COVID-19 response initiatives.</p>

Recommendation (and Lead Division)	Status	Progress Update
5 - The City of Toronto will expand Community Paramedicine programming in order to better support seniors who are high-volume 911 callers with non-emergency community care and supports. ( <i>Toronto Paramedic Services</i> )	Fully implemented (and Ongoing)	<p>Toronto's Community Paramedicine program continues to expand to meet the changing needs of Toronto's senior's population. The program supports clients through home visiting, wellness clinics, as well as COVID-19 response activities such as testing, vaccination, and medical support for some of the City's Isolation Centres.</p> <p>In 2020, Toronto's Community Paramedicine program completed over 4,700 visits, 3,800 clinic interactions, and processed over 4,100 referrals from front-line Paramedics advocating for their patients on 911 calls. Additionally, over 3,100 Influenza vaccinations were completed in 2020. In 2021, the Community Paramedicine program took on the challenging task of delivering COVID-19 vaccines to the homebound population of Toronto. To date, over 6,600 doses have been administered by Community Paramedics to clients in their home.</p> <p>In follow-up assessments, clients of the Community Paramedicine program report: Improved daily activity (70%), Decreased pain (64%), Better mobility (61%), Better self-care (57%), and Less depressed/anxious (50%).</p>
6 - The City of Toronto will work with the Province of Ontario and community partners to develop a Toronto Caregivers Strategy with an emphasis on the needs of senior caregivers. ( <i>SSLTC</i> )	Partially implemented (Actively underway)	<p>The Alzheimer Society of Toronto (AST) is leading this work for the City of Toronto through the Accountability Table and Caregiver Collaboration Forum. AST collected input and feedback on the needs faced by senior caregivers through an e-survey launched in 2020. Survey findings and an outline of the strategy work process was presented at the Accountability Table meeting in March 2020. During Summer-Fall 2020, AST held 8 virtual focus groups with caregivers and 4 virtual focus groups with health care providers to inform the direction and priorities of the strategy. Using the qualitative and anecdotal data from the focus groups, and the survey findings, AST developed a <i>Care Partners Perspective Toolkit</i> to support health care providers to understand the complexities of the caregiver role and to ensure they are adapting a person-centred, caregiver lens in program planning, quality improvement and service delivery. The toolkit is currently in revision stages and aims to launch by the end of February 2022, along with a new website.</p>
7 - The City of Toronto will consider senior-friendly outdoor fitness equipment in the design and refurbishment of parks. ( <i>Parks, Forestry &amp; Recreation</i> )	Fully implemented (and Ongoing)	<p>PFR installed new senior-friendly fitness equipment in 10 parks in 2020 and 2021. Construction for one additional park is underway and will be operational in 2022. PFR installs a variety of outdoor fitness equipment designed for use by all ages and abilities, including seniors. The public can locate parks that have outdoor fitness equipment using a <a href="#">new interactive map</a>.</p>

<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
8 - The City of Toronto will work with Toronto Community Housing and FoodShare to establish healthy food access initiatives that are accessible to seniors living in social housing through Toronto Public Health and the Toronto Food Policy Council. <i>(Toronto Public Health)</i>	Fully Implemented (and Ongoing)	FoodShare's Mobile Good Food Market and the organization's COVID-19 Emergency Good Food Box served 6 low-income senior sites across the City. A total of 25,361 lbs. of healthy produce was distributed to seniors through 19 deliveries of 989 emergency food boxes and 42 Good Food markets.



<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
9 - The City of Toronto will develop Housing Opportunities Toronto: Housing Action Plan (2020-2030) accounting for the evolving demographics and needs of older Torontonians over the next decade. <i>(Housing Secretariat – HS; and Shelter, Support &amp; Housing Administration - SSHA)</i>	Fully implemented	The HousingTO Action Plan was approved by Council in December 2019 and its implementation plan was approved in September 2020. The main approaches included in the plan to address the needs of seniors over the next 10 years include: <ul style="list-style-type: none"> <li>• Helping seniors where they are – by providing a range of renovation programs, health care /support services to promote independent living for seniors, and financial assistance programs like Property Tax cancellation and deferral (see Recommendation 24 below).</li> <li>• Supporting the creation of new senior-appropriate affordable, supportive housing and LTC homes. In 2020 the City took the first step toward supporting non-profit LTC providers by authorizing the deferral of the payment of development charges for non-profit LTC home development projects, which will help reduce up-front costs for the non-profit organizations interested in developing long-term care.</li> </ul>
10 - The City of Toronto will address the specific and growing needs of older Torontonians by continuing to create new affordable housing and fund housing repairs and accessibility modifications for seniors by delivering federal-provincial-City funding and City incentives. <i>(HS &amp; SSHA)</i>	Fully implemented	The City continues to support the creation of housing that is affordable and suitable to low-income seniors, for example: <ul style="list-style-type: none"> <li>• Issuing a Request for Proposal for the lease and development of 140 Merton Street by a not for profit with a focus on affordable rental housing for seniors. As part of Housing Now, this City-owned site will be leased to a non-profit or Indigenous organization for 99 years at nominal rent. It is expected the building will include 180 homes (at least 90 affordable at 80% of city average market rent)</li> <li>• Investing ~\$0.5 million through Toronto Renovates in 2021 to assist 26 low-income senior homeowners and individuals with disabilities to make accessibility modifications and repairs in their homes.</li> </ul>

<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
11 - The City of Toronto will seek funding from the HomeShare program in Toronto to connect seniors with a spare room with university and college students seeking affordable housing. (SSLTC)	Fully implemented	Toronto HomeShare continues to provide an innovative home-sharing approach for seniors with an extra bedroom (whether renters or owners). To date, the program has matched 272 seniors with post-secondary students looking to pay reduced rent in exchange for help around the house and companionship. In Spring 2021, HomeShare announced its expansion across Canada to 16 other sites, with further expansion underway, based on the success of this Toronto program which started in 2018. There are several interesting success stories profiled <a href="#">in the media</a> .
12 - The City of Toronto will develop a new homeless shelter that provides specialized services for seniors and older adults. (SSHA)	Fully implemented	Two new homeless shelters for seniors have opened in Toronto since 2018: 2671 Islington Avenue opened in December 2018, with 45 beds and another 47 beds were added in August 2021 (site capacity was reduced to 43 beds due to COVID-19). Scarborough Village Resident opened at 3306 Kingston Road in April 2019 with 93 beds (site capacity was reduced to 66 beds due to COVID-19). Many shelter clients have now been permanently housed including 17 from Islington Seniors Shelter in 2020, 36 from Scarborough Village Residence in 2020 and 32 in 2019.
13 - The City of Toronto will implement the provincial Home for Good program funding to create and maintain housing with supports that meet the needs of formerly homeless persons including seniors. (SSHA)	Fully implemented	<p>In 2020, \$25M in annual funding was allocated to support homeless people to move into housing, including 308 seniors. In 2021, housing with supports continues. Currently, there are three programs with access to 64 new units funded specifically for seniors. Similar to last year, qualitative feedback indicates that seniors are benefitting from housing with supports and are receiving a variety of support services. The number of clients assisted through each program is as follows:</p> <ul style="list-style-type: none"> <li>• Vulnerable Seniors Supportive Housing- 30 clients</li> <li>• Innovative Housing with Support for complex older adults- 10 clients</li> <li>• Homes for Good - Innovative Housing- 24 clients</li> </ul>
14 - The City of Toronto will amend the Official Plan to recognize the City's commitment to age-friendly principles. (City Planning)	Partially implemented (Actively underway)	City Planning is actively completing its Growth Plan conformity exercise and Municipal Comprehensive Review of the Official Plan named "Our Plan Toronto". The Province has set a conformity date of July 2022. Among other matters, the revisions to the Official Plan will recognize the City's commitment to age-friendly principles. To do so, City Planning's Official Plan team engaged with the full Seniors Strategy Accountability Table at the September 2021 meeting, has conducted other engagement with seniors' sector partners, and will be conducting further engagements to understand which age-friendly principles are most important to seniors and workers supporting seniors, and how and where to embed this into the Official Plan. Additionally, language recognizing seniors and age-friendliness has been incorporated in Secondary Plan studies.



<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
15 - The City of Toronto will negotiate the use of Section 37 benefits to develop new neighbourhood facilities to meet the needs of seniors as appropriate. <i>(City Planning)</i>	Fully implemented (and Ongoing)	In 2020 and to date in 2021, a number of Community Agency Spaces to be delivered through the City's Community Space Tenancy Policy have been secured across Toronto that can be programmed for seniors' activities. At 300 Bloor Street West and 478 Huron Street, \$416,000 of benefit value was secured towards providing space during the week for the Annex Seniors Adult Services (SAS) group for accommodation within the Bloor Street United Church building.
16 - The City of Toronto will provide seniors with new and customized information and tools that will empower them to ensure that they and their neighbours are living in a fire safe environment. <i>(Toronto Fire Services)</i>	Fully implemented	In 2020/21, Toronto Fire Services has been adapting its fire education and outreach strategy for COVID-19 including annual visits to all 83 Seniors TCHC high-rises and providing fire safety educational material. For the high-rises equipped with emergency voice communication systems, fire safety education announcements are made within the building. Virtual presentations and small in-person static displays are also available to educate seniors. The education material is built from a National Fire Protection Association program developed especially for seniors, <i>Remembering When, A Fire and Fall Prevention Program for Older Adults</i> . With COVID-19 protocols and safety measures in place, in-person gatherings remain limited. An emphasis is on small in-person displays and fire safety announcements through the emergency voice communications systems in seniors' buildings.



## TRANSPORTATION

<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
17 - The Toronto Transit Commission (TTC) will develop and launch a new public awareness campaign to advance a culture of respect and civility for the benefit of seniors and other riders. <i>(TTC)</i>	Fully implemented	The "Share the Space" campaign was launched in Summer 2018 and continued into 2019. This campaign encouraged riders to offer their seat to seniors, those with disabilities and pregnant women. Building on this success, the TTC will be launching a new public awareness campaign called EnAbling Change in Q1 of 2022. The campaign has been developed jointly with transit agencies across the GTHA and London, through the Ontario Public Transit Association. The campaign uses friendly non-judgemental language and familiar visual icons to encourage people to consider others while riding transit. Ads are simple, engaging and understandable. Messages include, "If you are able, offer your seat to other passengers", "First on, last off" and "Some passengers with visible and non-visible disabilities require the use of a service/comfort animal." Posters will be rolled out across the TTC on vehicles and in stations. Information will also be shared on Platform and Station Information Screens, social media, and internally with staff.

<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
18 - The City of Toronto will, as part of its commitment to Vision Zero, identify and install additional Seniors Safety Zones in conjunction with the Road Safety Plan. <i>(Transportation Services- TS)</i>	Fully implemented	Council adopted Vision Zero 2.0 on July 16, 2019. 64 Seniors Safety Zones have been identified to date by Transportation Services across the city. Transportation Services is actively engaging seniors to understand their transportation concerns in Vision Zero locations.
19 - The City of Toronto will construct new sidewalks on roads where they are missing to improve walkability, mobility and accessibility of City streets. <i>(TS)</i>	Fully implemented	The 2020 Missing Link Sidewalk Program worked to deliver the provision of safe, comfortable and accessible sidewalks across the City – 19 Missing Link Sidewalk projects spanning a total of 3.3km were constructed. This included filling important gaps on all roadway classifications including local, collector, and minor arterial and major arterial roadways. The completed projects addressed sidewalk requests received from residents and priority segments from Councillors through stand-alone delivery, as well as through bundling with other state-of-good-repair roadway or utility work. Various divisions were involved in delivering the 2020 Missing Link Sidewalk Program including Engineering and Construction Services, Parks, Forestry and Recreations and Operations and Maintenance Divisions. Planning, programming and design review was completed throughout 2020 in order to deliver a comprehensive 2021 Missing Link Sidewalk Program.
20 - The Toronto Transit Commission will develop a travel training program to support increased senior access to public transit. <i>(TTC)</i>	Fully implemented	Based on the success of its 2018 pilot program, TTC/ Wheel-Trans has permanently implemented a Travel Training program. Seniors and persons with disabilities are provided with expert training to improve the skills and confidence needed to use the conventional TTC (bus, streetcar, and subway). The program includes: one-on-one personalized training, orientation sessions, subway station exploration days, group presentations, online/ telephone training modules and print materials. Participants receive “please kneel the bus” flashcards and “please offer me a seat” buttons. In-Person Travel Training was suspended in March 2020 due to the COVID-19 pandemic. TTC pivoted its strategy and started to offer virtual and/or telephone Travel Training which was well received by customers, in total 123 of these virtual travel training sessions have been completed. As of October 2021, TTC is pleased to announce that they will resume in-person Travel Training, with strict COVID-19 safety protocols in place. 14 in-person appointments are already scheduled and this will continue to grow.



## EMPLOYMENT AND INCOME

Recommendation (and Lead Division)	Status	Progress Update
21 - The City of Toronto will work with community partners under Toronto For All to develop a workplace anti-ageism campaign. (SSLTC)	Fully implemented	The Anti-Ageism campaign ran in Toronto from Nov 4-Dec 1, 2019. It was well received by the public and the media. The campaign was created by the City in concert with an Advisory Committee, a community partner and PUBLIC Inc.
22 - 519, Senior Pride Network and other community partners to develop a public awareness and education campaign addressing homophobia and transphobia affecting seniors. (SSLTC)	Partially implemented (Actively underway)	City staff have met with The 519, Senior Pride Network, and divisional stakeholders to identify the source material and audiences for the campaign. The project will proceed as a community-engaged revision of the SSLTC's 2008 and 2017 2SLGBTQ+ Toolkits, including revisions to content and co-development of a dissemination strategy. A project plan, including roles and responsibilities for all participating partners, has been developed. Avenues to further engage 2SLGBTQ+ seniors throughout the process are being planned and funding opportunities are being explored.
23 - The City of Toronto will expand employment support services to further address the needs of older workers, focusing on those in receipt of Ontario Works. (Toronto Employment and Social Services)	Fully implemented	To date in 2021, TESS has provided support to older workers through: <ul style="list-style-type: none"> <li>• Training and employment programs to 66 clients (aged 45+)</li> <li>• Wrap-around supports programs to 614 clients (aged 45+) who require life stabilization supports and who face challenges compounded by the COVID-19 pandemic, through non-profit and community based providers for Ontario Works</li> <li>• A new Seniors 60+ Resource Guide complete with key words search capability and needs prompts to support caseworkers to fully and holistically support low income seniors</li> </ul>
24 - The City of Toronto will enhance public awareness of property tax deferral and cancellation programs. (Revenue Services)	Fully implemented	In 2021, Revenue Services launched a new online portal and automated income verification to make these relief programs much easier to access for seniors, and has combined this with new communications campaigns. Applicants can now apply through a new online portal, and find out in real-time which rebate programs they could potentially be eligible for. In addition, when applicants submit via the online portal, Revenue Services can obtain income verification through an automated process with the Canada Revenue Agency, making the process simpler, quicker and more efficient in determining program eligibility. (Continues)

Recommendation (and Lead Division)	Status	Progress Update
		<p>Revenue Services updated their webpage with instructions on how to use the online portal, and launched a digital and print mixed advertising campaign to coincide with the launch of the online portal. The ad campaign achieved excellent results with an average click-through-rate (CTR - percentage of people who access a link to an advertisement) of 0.14 per cent for digital ads and 1.71 per cent in Facebook. A CTR greater than 0.10 per cent is considered excellent.</p> <p>These efforts resulted in increased user traffic on the updated website. More seniors have become aware of the relief programs and submitted applications for rebates this year. As of the end of September 2021, approximately 6,000 property tax, water and solid waste relief applications have been received and more than 8,000 applications are anticipated to be received in total in 2021.</p> <p>In 2020, the City assisted 7,809 low-income seniors or those with disabilities through the Property Tax Increase Cancellation program, and 1,274 through the Deferral Program. By the end of September 2021, an additional 5,602 low-income seniors or those with disabilities were assisted through the Property Tax Increase Cancellation and 729 through the Deferral program.</p>

 **ACCESS TO INFORMATION**

Recommendation (and Lead Division)	Status	Progress Update
<p>25 - The City of Toronto will work with the Seniors Strategy Accountability Table and other community partners to update and circulate the new Services for Seniors in Toronto directory. (SSLTC)</p>	<p>Fully implemented</p>	<p>SSLTC, 211 Findhelp, and numerous community partners co-created a new, 180-page resource guide for older adults, caregivers and service providers. It includes information about City, community and government services available and how to access them. Chapters include Recreation, Health, Employment and Volunteering, Housing, Caregiver Supports, Pets, Elder Abuse, Legal, Food Access and much more. With the support of organizational partners serving Black, Indigenous, Francophone, newcomers, Veteran and 2SLGBTQ+ seniors, there are also specialized chapters about targeted supports available for these communities. The electronic version of the Directory is available on the <a href="#">211 website</a> and over 10,000 hard copy print versions are being distributed to seniors via service providers, Libraries, housing providers, City programs serving vulnerable seniors and other partners. <a href="#">Toronto.ca/seniors</a> will remain an important website for seniors and caregivers to access the most up to date information about services available.</p>

<b>Recommendation (and Lead Division)</b>	<b>Status</b>	<b>Progress Update</b>
<p>26 - The City of Toronto will work with all Ward Councillors to hold Seniors Active Living Fairs in order to facilitate outreach and communication of the burgeoning range of diverse products and services available for seniors. (SSLTC)</p>	<p>Partially implemented (Actively underway)</p>	<p>Unfortunately COVID-19 made Seniors Active Living Fairs (SALFs) impossible in 2020 and for most of 2021. Since the start of the Strategy in 2018, 13 wards in Toronto have had at least one SALF, but there are still 12 wards that have not had a SALF. In November 2021, a funding call for virtual SALFs was announced and the Seniors Services team started promoting this widely to both ward councillors and community partners, hoping that additional SALFs will be able to be hosted in the wards that have not yet had one.</p> <p>To complement this, SSLTC is moving forward with an initiative that achieves similar outcomes (<i>to introduce seniors to the wide range of programs, incentives and services available</i>): hosting interactive webinars for senior constituents in each ward. This will coincide with the launch and promotion of the new <i>Directory of Services for Seniors and Caregivers</i>. Councillors have received information from SSLTC to start the process of planning a webinar for their ward. SSLTC also continues to promote virtual seniors programs.</p>
<p>27 - Toronto Police Service, in collaboration with key partners, will create a seniors-inclusive training curriculum aimed at increasing officer awareness around ageing related issues and increasing officer capacity to connect seniors to appropriate community services. (Toronto Police Services &amp; SSLTC)</p>	<p>Partially implemented (Actively underway)</p>	<p>Dr. Samir Sinha, the Toronto Police Service and SSLTC have received a federal New Horizons Grant of \$25K to assist in the development of a Toronto Police Services Curriculum to Support Better Working with Older Adults. A literature review has been completed and work on the new curriculum is underway. The team is working on logistics on how to deliver the curriculum, as well as a plan to engage seniors, police and others to ensure the best content is ready to be shared with officers.</p>

