



**ACTION PLAN FOR SENIORS
ENGAGEMENT & EQUITY DIRECTIVE
(SEED)**



Mandate, Timelines, & Deliverables

Objective: To deliver actionable recommendations to City Council that reflect the priorities and needs of seniors in Summerside.

Mandate: The Seniors Engagement & Equity Directive (SEED) serves in a fact-finding and advisory capacity, providing recommendations to the City of Summerside Council on the needs of seniors in Summerside. SEED's work focuses on fostering an inclusive community by addressing seniors' unique needs, concerns, and aspirations while recognizing the City's primary scope of responsibility for municipal programs, policies, and services.

This Committee is established to conduct focused engagement that empowers local seniors to identify gaps and areas for improvement. The Committee's primary function is to engage with the community to identify and prioritize recommended actions and strategies related to municipal matters that impact older adults. The Committee may also highlight opportunities for collaboration and advocacy with provincial and federal partners in its report, reflecting a holistic view of seniors' needs.

Members: Up to 2 members of Council, the CAO or designate, the Mayor, and up to 5 public appointments (comprised of seniors aged 55+, representatives from community organizations that serve seniors, and members of the public who may be under 55 but have a demonstrated interest in seniors' issues).



Timeline / Steps:

1. Committee Meeting (Sept 2025) - Review Mandate, Deliverables, Current Knowledge, and Assign Tasks (1.5 hr)
2. Focus Group Meetings (Oct – Dec 2025) [Committee members to attend at least 5] (1hr each)
 - a. **Senior Clubs or Organizations (3):** Parkview Seniors Club, Age-Friendly PEI, and Canadian Legion
 - b. **Community Care Facilities (4):** Summerset and Wedgewood Manor, Andrews of Summerside and Parkhill Place
 - c. **Senior Apartment Building Common Room Presentations (10):** 145 Nancy Guptill, 22 Frank Mellish, 55 Roy Boates Ave, 386 Jennifer St, 376 Pope Road + 382 Pope, 225 Lefurgey, 225 Linden, 229 Linden, 221 Linden, 219 Linden
 - d. **General Focus Groups (2):** Wilmot Community Centre and St. Eleanors Community Centre
3. Community Outreach Strategies (Oct – Nov 2025)
 - a. Deliver a one-page mailer containing a two-question survey *1 to designated senior residences before the Common Room meetings, and ask that they be returned at the meeting/or arranged to be picked up. (5 hrs)
 - b. Pop-up booth at churches with the one-page info/survey (2 hrs)
4. Committee Meeting and direction for Drafting Recommendations (Dec 2025) (1hr)
5. Committee Meeting Review of Draft Recommendations (Jan 2026) (1 hr)
6. Draft Recommendation to the Committee of the Whole (Feb 3, 2026)
7. Period of Public Comment on Draft Recommendations (Feb 2026)



8. Committee Finalize Report Recommendations - present to Council (Mar 2026)
(1hr)

Committee Member time: approx. 20 hrs.

SEED Recommendations – A Prioritized Action Plan:

The SEED Committee will prepare a seniors' needs assessment report titled “A Clear Path Forward: Seniors’ Priorities and Solutions in Summerside,” with a primary focus on developing actionable recommendations. The report will:

1. Advise Council on gaps in **current municipal policies, programs, and initiatives that impact seniors.**
2. **Identify and prioritize key issues** facing older adults in Summerside, **with clear action recommendations** the municipality can take to address them.
3. Include recommendations for provincial or federal **support or advocacy**, where such needs are identified

***Note:** The two question online and paper survey will ask the following questions:
(1) What do you think is working well in our community / services for seniors.
(2) What would you like to see improved or added to better support seniors?