



MOUNTAINS OF OPPORTUNITY

**CRANBROOK**



# Cranbrook Age Friendly Community Assessment Report and Action Plan



## **Age-Friendly BC**

In an age-friendly British Columbia, older people are supported to live active, socially engaged, independent lives. Our vision is of a province where people of all ages and abilities feel included and valued in their communities. Through Age-friendly B.C., the government of British Columbia is working with local governments and other partners to achieve this vision.

### **What is an Age Friendly Community?**

- Recognizes the great diversity among seniors.
- Promotes the inclusion of seniors in all areas of community life.
- Respects seniors' decisions and lifestyle choices.
- Anticipates and responds flexibly to aging-related needs and preferences.
- Embraces and supports the 8 pillars of an Age Friendly community; Outdoor Spaces and Public Buildings, Transportation, Housing, Social Participation, Respect and Inclusion, Employment and Volunteerism, Communication and Information, Community Support and Health Services.

### **Why does Cranbrook need to become more Age Friendly?**

The world's population is rapidly aging, and British Columbia is no exception. By 2031, close to 1.5 million British Columbians across the province will be over 65—almost a quarter of the province's population.

Currently 36% of Cranbrook's population is 55+. This will rise to 41% by the year 2035. Cranbrook needs to be ready for the future!



## **Cranbrook's Journey to becoming an Age Friendly Designated Community**

- November 2017, Seniors in Partnership Committee in conjunction with the City of Cranbrook apply for Age Friendly Community Stream 1 funding to assess and formulate an Age Friendly Action plan for Cranbrook.
- December 2017, the Cranbrook Age Friendly Advisory Committee is formed, comprised of volunteer members from various senior service provider agencies, local government and residents.
- December 2017, the City of Cranbrook and the SIP committee are successful in obtaining the Stream 1 funding grant.
- January 2018, the first Age Friendly (AF) Committee meeting is held and they start work on the community assessment survey.
- April 2018, the AF Committee hires an AF coordinator to assist in the formulation and implementation of the Age Friendly Community Assessment and Action Plan.
- May-June 2018 the AF committee holds 3 public meetings and carries out a media blitz publicizing the survey.
- May 25, 2018 the Community Assessment Survey goes live and was available in both paper and on line.
- June -September 2018, the committee continues to engage the community to complete the assessment survey.
- September 07, 2018, the survey is closed with 719 responses from the community.
- September – October 2018, the AF committee compiles the survey results and comments and formulates the draft action plan. The surveys results are rolled out on the AF website, the media and Facebook page.
- October 2018, the AF committee and the City apply for 2019 AF Stream 2 funding to develop a community communication strategy
- November 2018, the AF committee held a action plan collaboration meeting with community service providers with BC Healthy Communities facilitating.
- November 2018, the AF committee met with the Cranbrook Chamber of Commerce and rolled out the survey results and the AF Business Checklist.
- November 2018, the action plan was finalized.
- December 2018, Cranbrook Community Assessment Final report and Action Plan published and shared with the community.
- December 2018, the City and the Age Friendly Advisory Committee apply for Age Friendly BC Community designation.
- January 2019, Cranbrook Community Assessment Final Report and Action Plan shared with City of Cranbrook Council.



## **Summary of the Cranbrook Age Friendly Community Assessment.**

The Cranbrook Age Friendly Advisory Committee, comprised of a group of volunteers including seniors, residents, senior resource and service providers and a council member, undertook this community assessment and planning initiative, with the goal to determine what was working today and what changes or alterations were needed to meet the future demands of the changing demographics in Cranbrook.

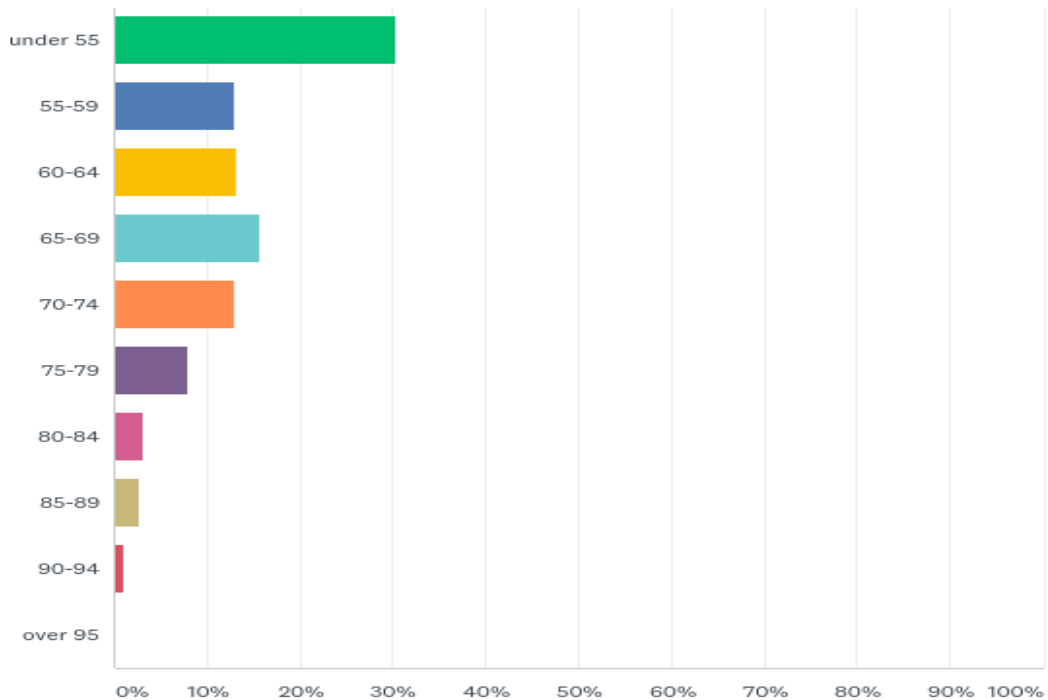
The Committee formulated a survey based on the 8 Themes of what comprises an Age Friendly Community. The Survey was conducted both online and in paper format. Three open houses were held May 26, June 02 and June 9<sup>th</sup>. Various other venues were visited, and people were encouraged to give their thoughts and comments. The survey closed September 07 with a total of 719 survey responses.

# Thank You Cranbrook!

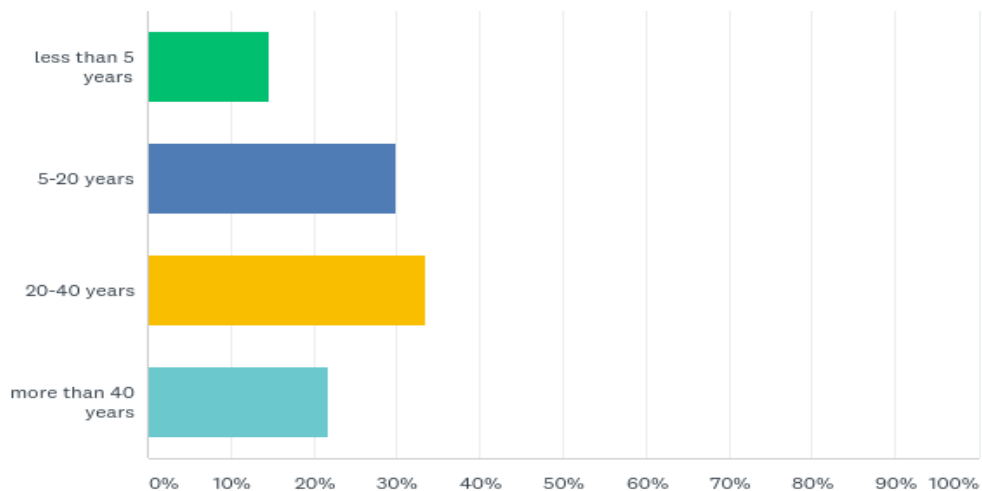
# Cranbrook Age Friendly Community Assessment Survey Results.

## Who completed the survey?

### Age of survey respondents



## Years Lived in Cranbrook



***Cranbrook... “is just the right mix of size, population, accessible shopping, recreation, etc. a four-season playground.”***



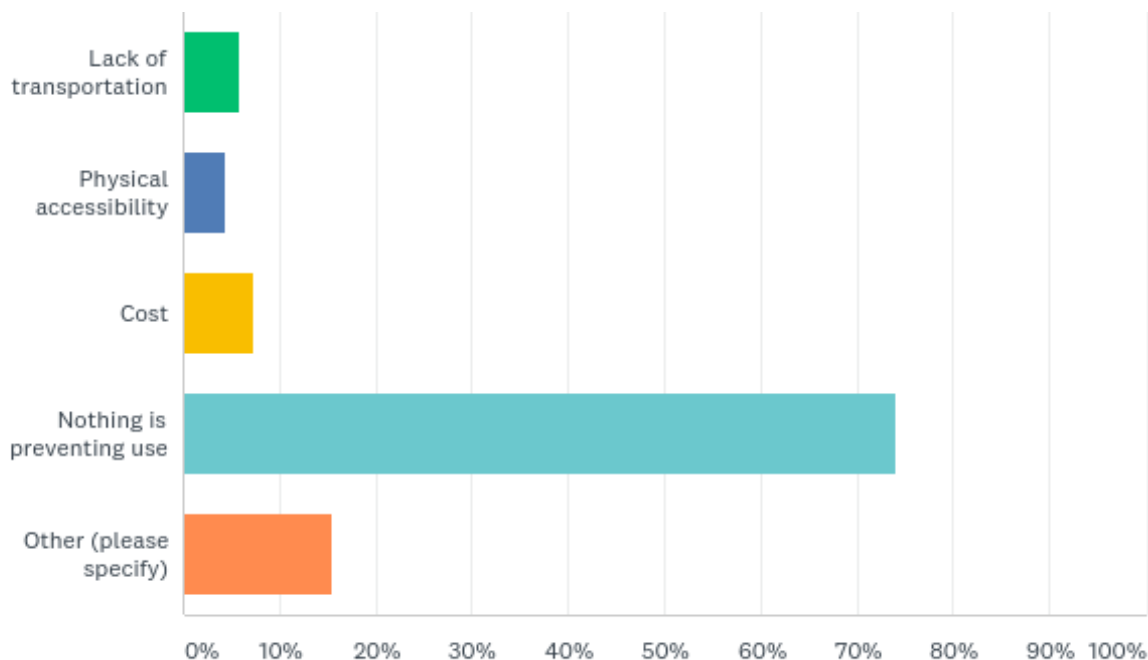
## Outdoor Spaces and Public Buildings



### Amenities and facilities used in the past 12 months:

- Data shows people are using a wide variety of City Facilities, the most common being Rotary Park, Idlewild Park, Cranbrook Public Library, Rotary Way, Cranbrook Community Forest, and the ice arenas and the swimming pool.

### Is there anything preventing you from using outdoor spaces and public facilities?



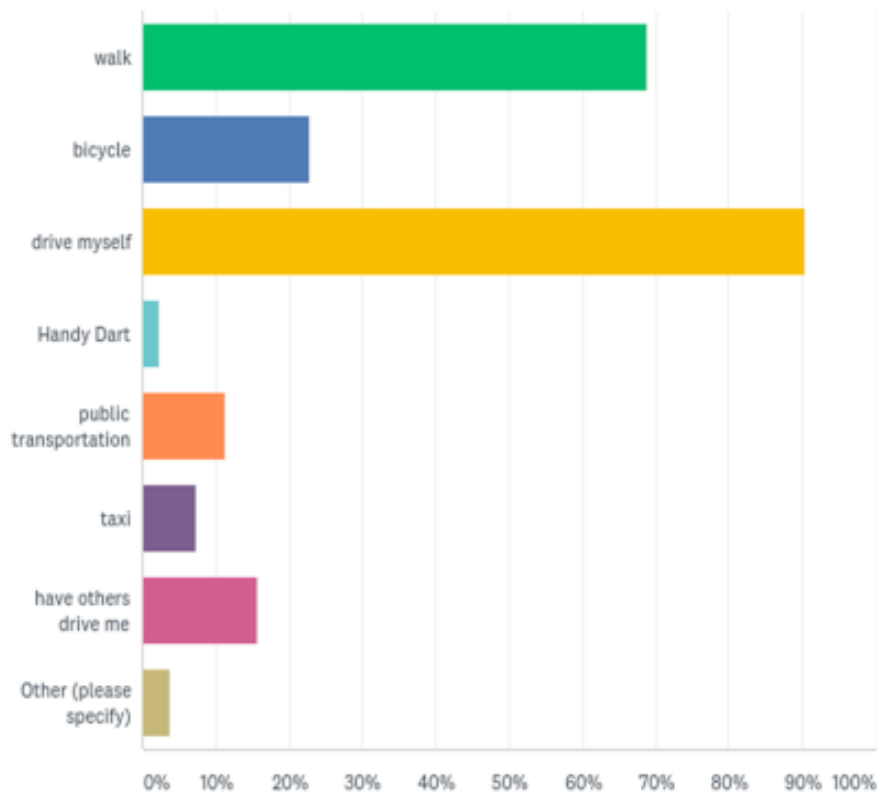
## The top five suggestions for improving Outdoor Spaces and Public Buildings:

- Sidewalks need to be cleared of snow.
- We need more accessible sidewalks and business entrances.
- We need more year-round accessible bathrooms.
- We need more benches downtown and along pathways.
- We need to remove/cull the deer.

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## Public Transportation

### How do you get around Cranbrook?



## The top five suggestions to improve Public Transportation:

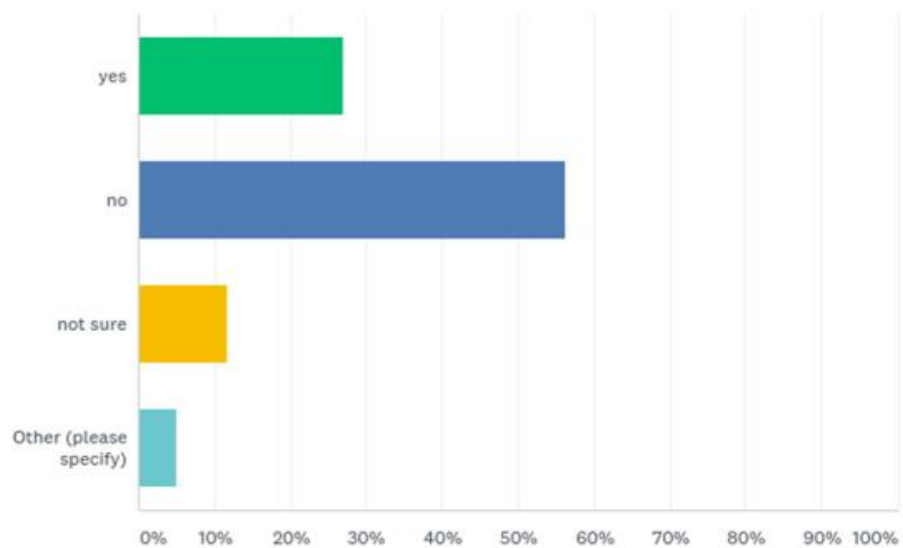
- Increase the frequency and hours of bus service.
- Increase the bus routes to include service to outlying areas including Kimberley, Fernie, Idlewild, Gold Creek, Jim Smith Lake, McPhee Rd, and Industrial Rd.
- Improve snow removal on roads, sidewalks, and bus stops.
- Use smaller busses.
- Improve bus stops by adding shelters, lighting, benches, and heated hubs.

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## Housing

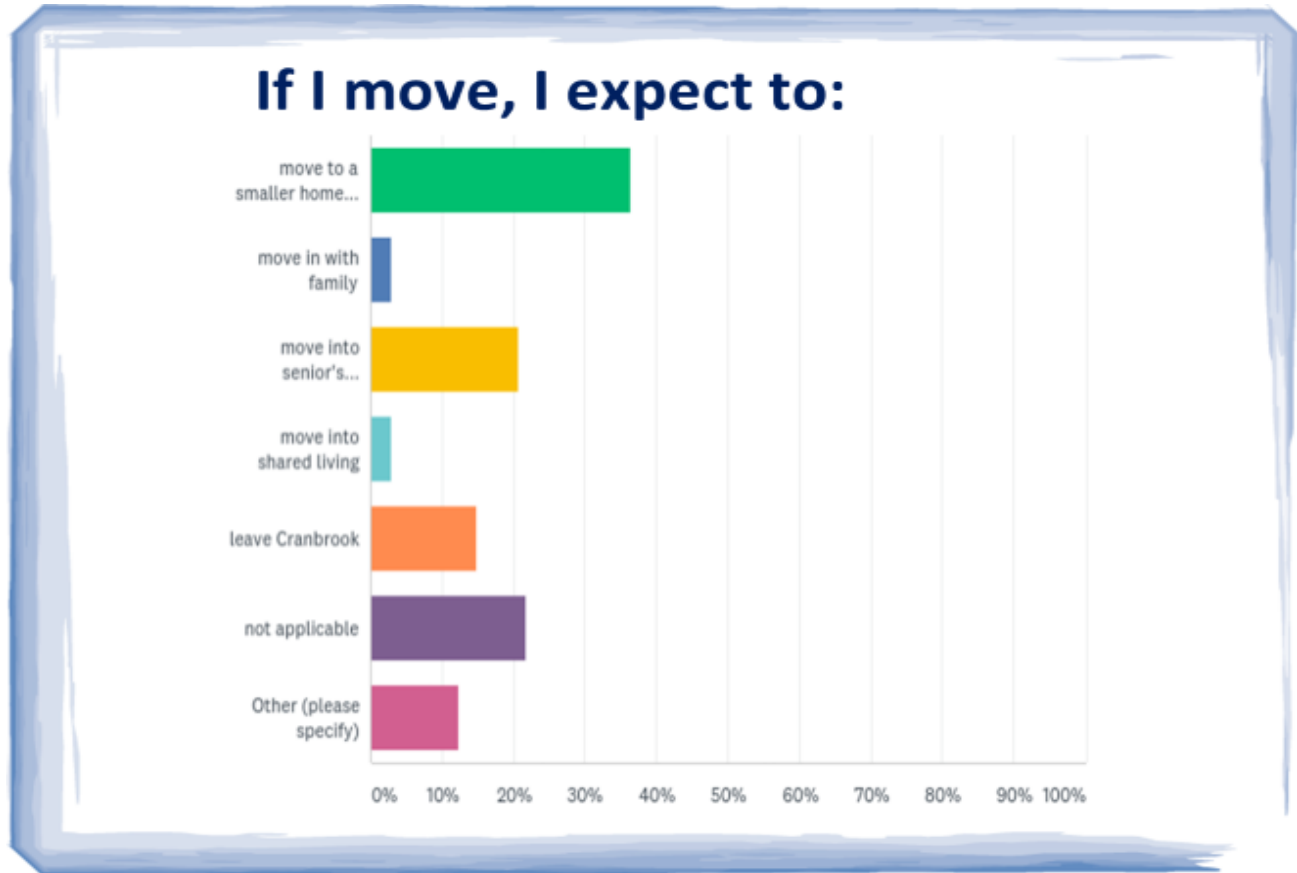


Do you pay more than 30% of your income for housing?





## Housing cont

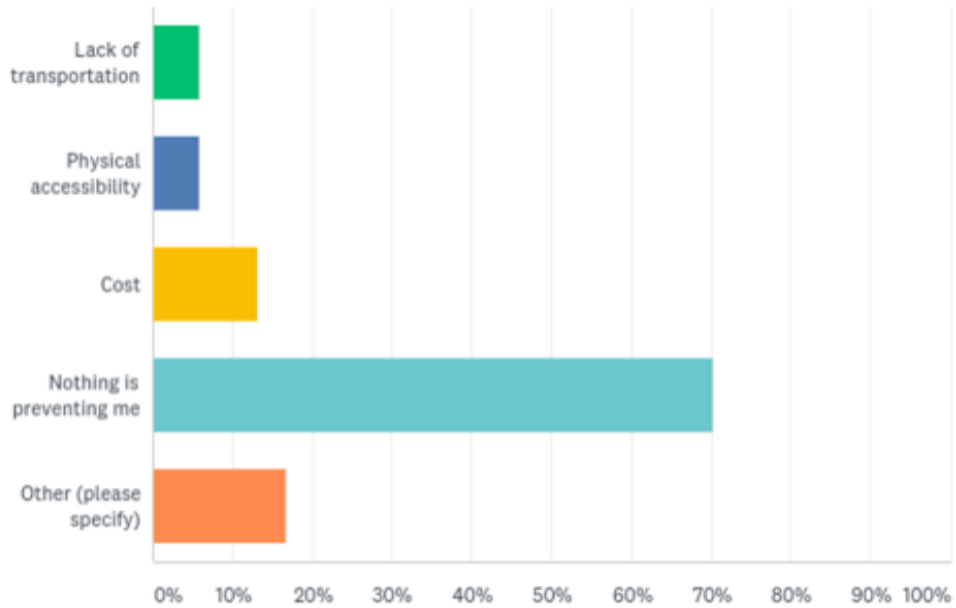


### The top five suggestions to improve Housing in Cranbrook:

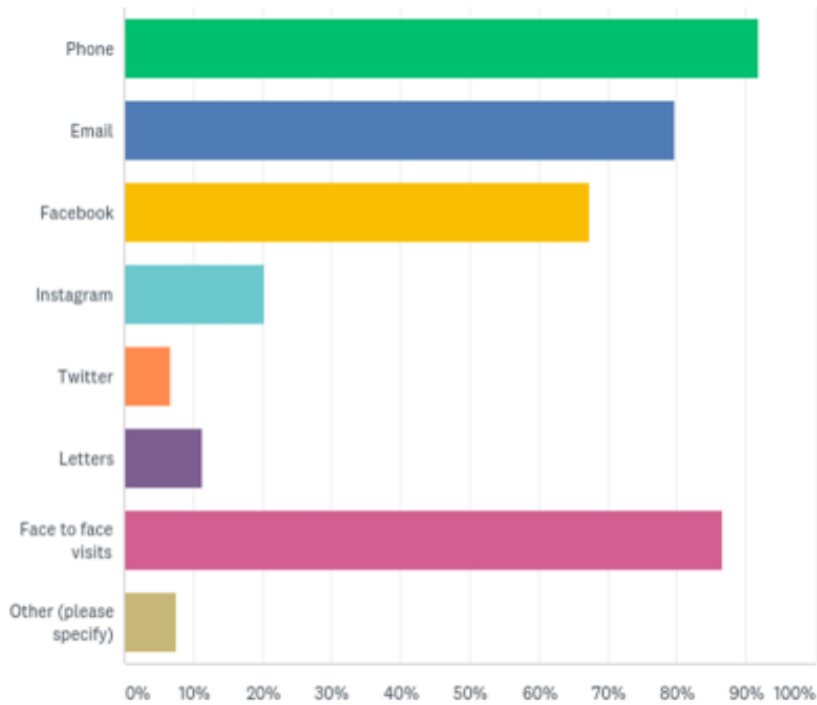
- Increase low income housing.
- Increase rental options.
- Increase ALL forms of housing options.
- Increase adult/strata/sub division close to downtown.
- Increase smaller houses, rezoning for smaller housing options.

# Social Participation

**Is there something preventing you from participating in social activities?**



**What do you use to stay socially connected?**

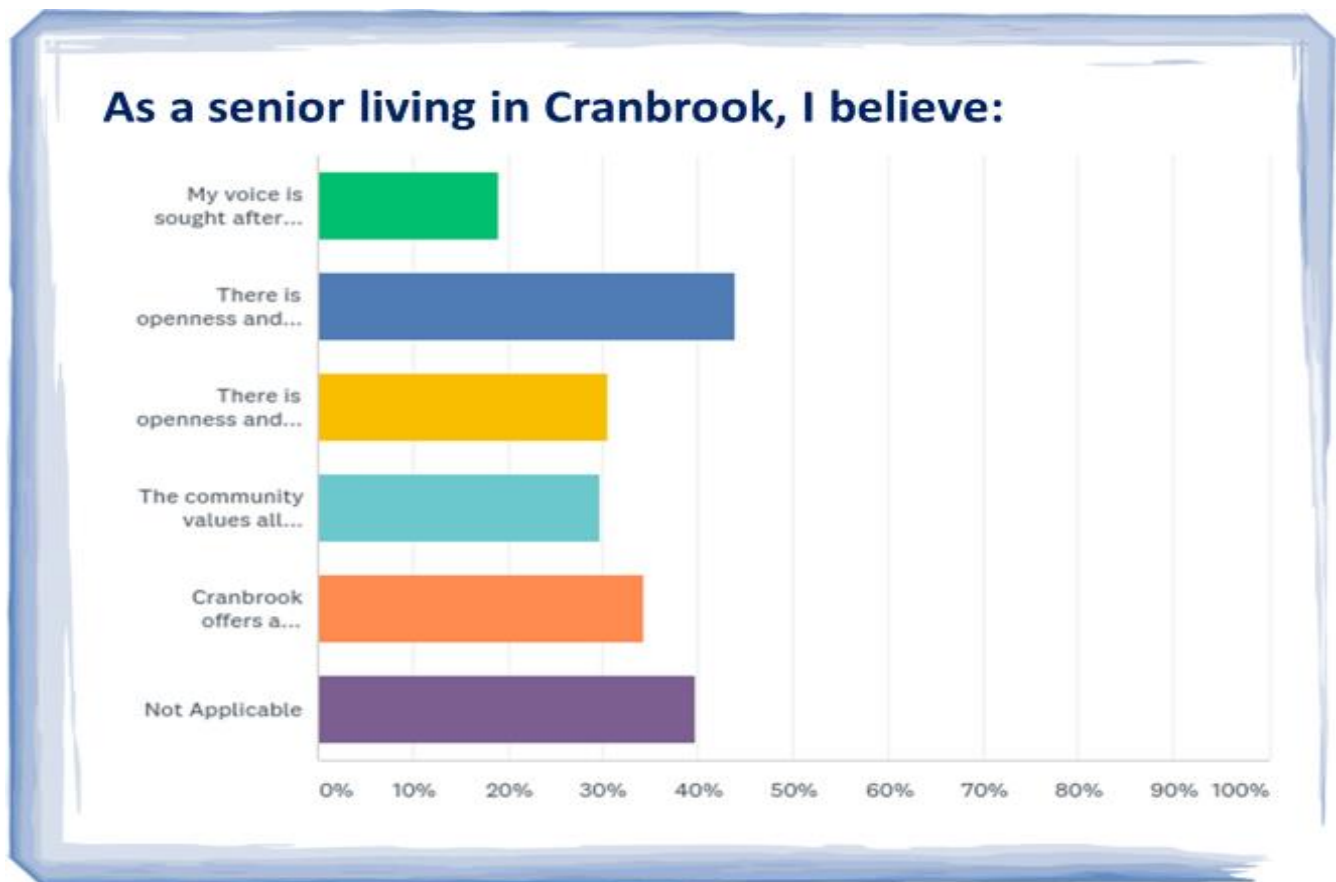


## The top four suggestions to improve Social Participation in Cranbrook:

- Several respondents indicated mental health as a barrier to participation. Providing mental wellness, well-being and support opportunities would be helpful.
- Health issues and accessibility of space was a concern for many. Provide training for groups and venue managers regarding the need for accessible and inclusive spaces for participation. Chairs that aren't too low, wheelchair accessibility etc.
- Lack of information regarding social opportunities was a barrier – encourage the creation of a centralized community information hub.
- Cost of participation is often too high for individuals on a fixed income.

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## Respect and Social Inclusion



As stated in the survey, 19% feel their voice is sought after and heard in the community, 44% feel there is an openness and acceptance in the community towards older residents, 31% feel there is an openness and acceptance towards people with diverse backgrounds, 30% feel the community values all residents, 34% felt Cranbrook offers a welcome environment for everyone.

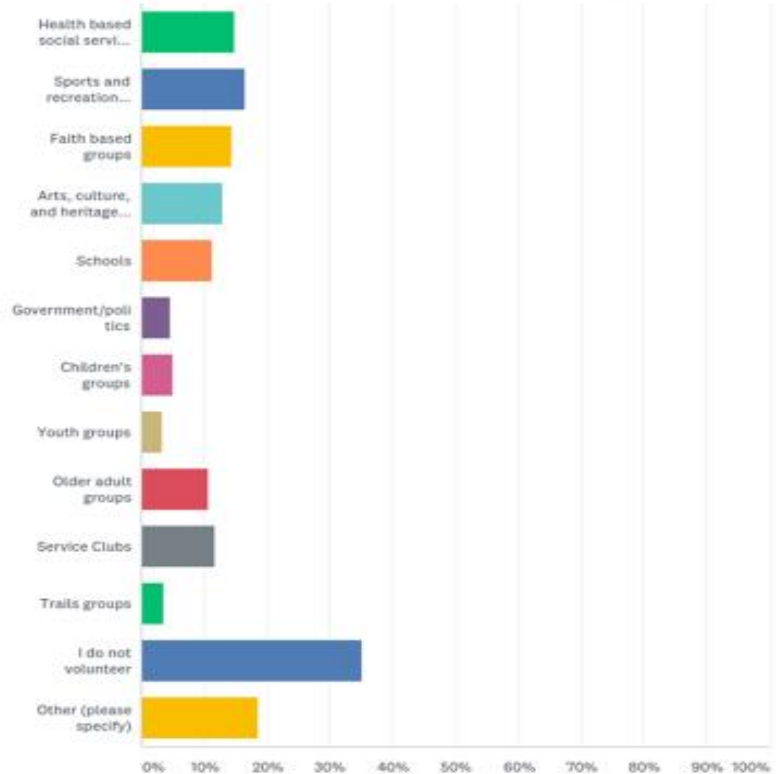
## The top five suggestions to improve **Respect and Social Inclusion in Cranbrook:**

- Increase programs and educational opportunities regarding the value of diversity, cultural awareness and acceptance.
- Increase activities, volunteer opportunities and community events that encourage cultural and intergenerational interactions.
- Create safe and inviting spaces where everyone feels welcome.
- Demonstrating inclusion should start at City Council. Increase opportunities to provide input to City Council.



# Employment and Volunteerism

**Do you volunteer at any of the following?**



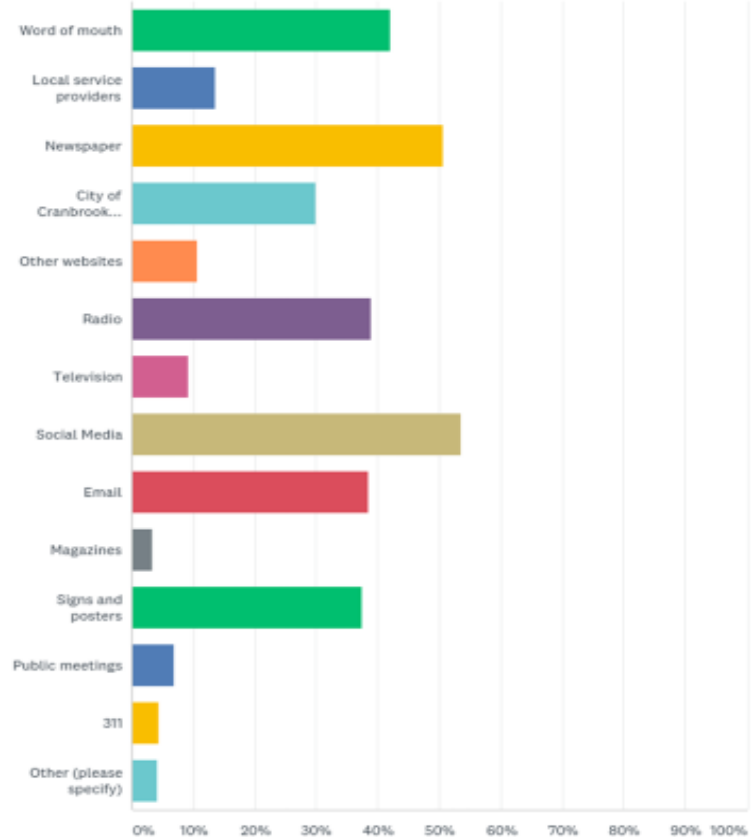
## The top five suggestions to improve Employee and Volunteerism in Cranbrook:

- Implement a recognition program to demonstrate appreciation for and value of volunteers in the community.
- Develop a platform for coordination of community volunteer opportunities and volunteer registry.
- Support businesses to be more inclusive of hiring seniors and those living with disabilities.
- Improve transportation opportunities to support individuals who cannot drive but would still like to volunteer.
- Encourage more job opportunities for younger folks within the community.



# Communication and Information

**How do you prefer to receive information about community activities and news?**



## The top five suggestions to improve Communication and Information in Cranbrook:

- Increase two-way communication with the City – for citizens to share input and also to learn about City initiatives.
- Once a month print a senior's page in the newspaper with upcoming events, meetings, etc. or a monthly flyer by mail which includes a community events calendar.
- Create a 50+ information directory including organizations and service contact information.
- Up-to-date telephone book which includes community service information.
- Establish an all-inclusive communication platform for the community so that everyone knows where they can go to get the information.

# Community Support and Health Services



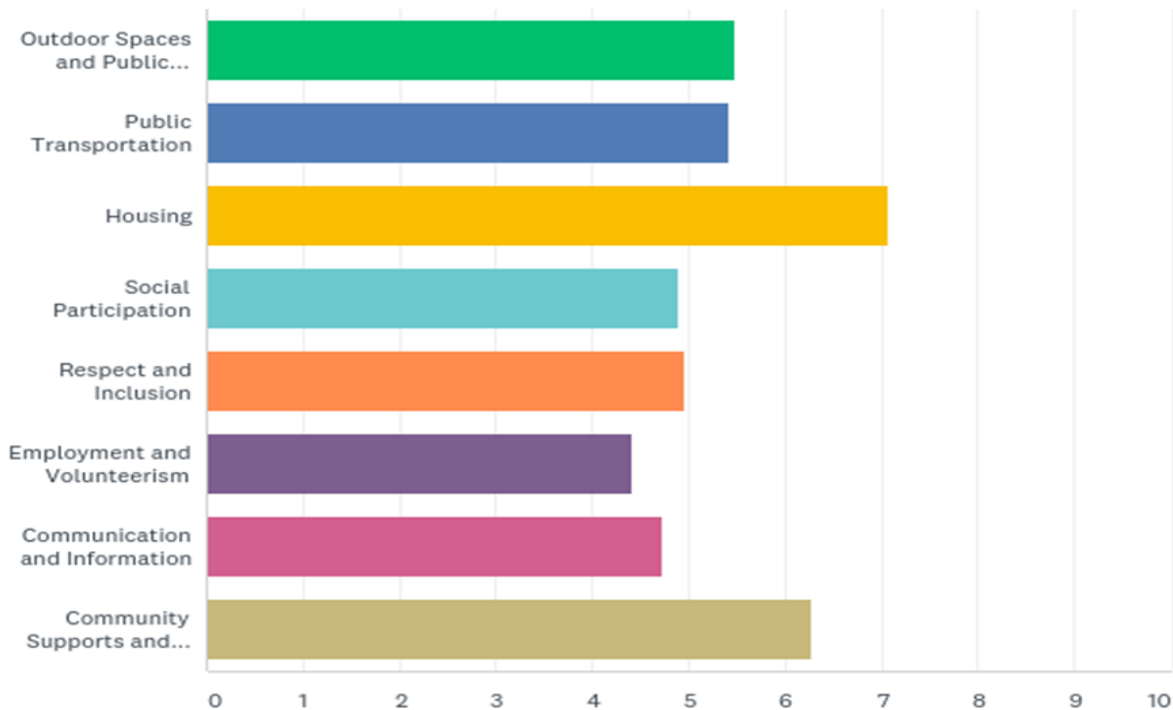
## Do you use these services?

	NOT AWARE OF	I USE	AWARE OF BUT I DON'T USE
Home health care services (personal care)	8.44% 48	5.45% 31	86.12% 490
Respite care	14.44% 78	1.11% 6	84.44% 456
Housekeeping, laundry, and cooking	20.67% 117	7.07% 40	72.26% 409
yard and garden services, snow removal	15.88% 88	13.18% 73	70.94% 393
Food services programs	25.05% 137	2.01% 11	72.94% 399
Shopping service programs (help getting medications, groceries, etc.)	25.54% 142	1.80% 10	72.66% 404
Telephone support calls and/or personal visits from volunteers	29.35% 162	0.91% 5	69.75% 385

## The top five suggestions to improve Community Support and Health Services in Cranbrook:

- Make walk-in hours available at clinics.
- Attract more doctors, specialists and nurse practitioners to the community.
- Increase sharing of information related to seniors' specific services both with doctors and in a centralized information centre.
- Greater support for physical activity and social interaction to help support health for longer.
- Provide assistance for folks travelling out of town to medical appointments.

## What were the three (3) top priorities for Cranbrook as indicated by people who completed the survey?



- Housing was indicated a priority 50% of the time. Far above others.
- Community Support and Health Services was the second at 31% of the time
- Outdoor Spaces and Public buildings were third. Followed closely by Transportation

The Cranbrook Age Friendly Advisory Committee has used the survey results and comments to formulate the Community Action plan.





# Cranbrook Age Friendly Community ACTION PLAN

The Cranbrook Age Friendly Advisory Committee has put together an Action Plan to begin addressing the issues and concerns raised in the survey. There are many services already existing in the community that people are not aware of, or not accessing. Our focus is on building connections, strengthening programs, raising awareness, and creating a sustainable Age Friendly Cranbrook.

Many of the priorities and related comments, identified by the Community Assessment Survey, indicated a commonality with other pillars of an Age Friendly Community. The key element to a lot of the comments and survey response seemed to revolve about communication. Information that people needed, such as what is being done about the housing issue, programs for park benches and snow clearing, where can I find resources I need to age in place, just to name a few.

This Action Plan is a living document that will be reviewed and updated on a monthly basis with feedback being provided to the community as the Cranbrook Age Friendly Advisory continues its ongoing work.

## Cranbrook Age Friendly Action Plan 2018/2019

Adopted November 2018

AGE FRIENDLY PILLAR	GOAL	OBJECTIVE	ACTION	PARTNERS	TIME LINE
Outdoor Spaces and Buildings	Places are pleasant, secure, clean, and physically accessible.	Bench Dedication/Trees Program	Promote awareness of the bench and tree dedication program and encourage community participation.	AF, City, churches, Hospice, funeral homes	March 2019
		Snow Clearing Awareness	Communicate all snow removal programs and the importance of clearing snow from sidewalks in a timely manner to ensure safety. Encourage more snow clearing through volunteerism.	AF, Better at Home	Jan 2019
		Accessibility Standards	Embed universal accessibility standards into existing and future design guidelines.	AF, City	May 2019

		Exercise Equipment Shelter	Explore funding sources to build a shelter over existing outdoor exercise equipment.	AF Committee	April 2019
		Accessible Walking Routes Inside and Outdoors	Approach malls and large stores to encourage them to have a walking program. Maintain popular outdoor walking routes and accesses during winter.	AF, City, stakeholder Promotion	Feb 2019
Transportation	Older adults are able to get around the community conveniently and safely using public, private and active forms of transportation.	Improve the current public transportation situation.	Provide feedback from Age Friendly Survey to the City of Cranbrook for exploration.	AF Committee, City, Better at Home	Jan 2019
		Research alternative transport options.	Explore extensive Cab Networks/Community Cars/ Uber/and other innovative initiatives to meet the local transportation need.	Corporate, City, Social Enterprise, AF	Feb 2019
Housing	Housing is affordable, appropriately located, accessible, well designed and safe.	Improve the local housing situation.	Partner with Poverty Reduction and others to assist with ongoing efforts to increase housing options in Cranbrook.  Support research on local solutions and innovative best practices from other similarly sized communities.	AF, non-profits, City, Regional, Prov, Federal, local developers.	On-Going
Social Participation	Opportunities exist for social participation in leisure, social, cultural and spiritual activities with people of all ages and cultures.	Create more opportunities for intergenerational events.	Connect various programs together to collaborate on funding, promotion, and accessibility of activities and events.	AF, SIP. SD #5, City, Senior's Hall, Better at Home,	On-Going
		Increase awareness of programming and events.	Create a public calendar of activities.	E-Know, Townsman, Better at Home, SIP	Mar 2019

		Encourage collaboration for seniors' specific activities and events.	Collaborate towards development of a Community Centre.	Non-profits, Social groups, AF, City,	Sept 2019
Respect and Inclusion	Everyone is treated with respect and welcomed to participate in all aspects of society.	Increase Awareness of Elder Abuse.	Deliver <b>It's Not Right</b> Program, and Ageism Education to community.	AF, COTR Cranbrook CRN, Golden Life, Social Agencies, Better at Home,	Jan-June 2019
		Promote Age Friendly Businesses in Cranbrook.	Develop the Cranbrook Age Friendly Business Awards.	AF, Chamber of Commerce	In Progress
Employment and Volunteerism	Older adults have the opportunity to participate in civic decision-making and contribute to the community via paid or unpaid work.	Increase Senior's Opportunities for Volunteerism.	Collaborate to promote a Volunteer Directory/Registry	SIP. AF, Better at Home, CARP, Stakeholder promotion.	Mar 2019
			Hold a Senior Volunteer/Job Fair		Oct 2019
Communication and Information	Older adults are aware of the programming and services available to them and have ready access to relevant, up-to-date community information.	Increase awareness of Seniors' events, programs, and services.	Print a monthly Seniors Page in the newspaper with upcoming events and distribute posters at appropriate venues.	AF, SIP, CARP, City, Townsman, Better at Home	March 2019 ongoing
			Maintain Age Friendly Coordinator Position.	Apply for ongoing support and project funding to maintain coordinator position. Partner with community agencies to promote age friendly initiatives, research and apply for funding, community outreach of seniors' issues.	AF, CBT, RDEK, Chamber of Commerce, Social Services, Retiree Groups, Division of Family Practice, Caregiver's Network.

		Create an inventory of existing services.	Contract a Communication Media consultant to work with AF and stakeholders to utilize best practices around communicating with seniors. Internet access to senior's pages and information (Facebook, Twitter, Instagram, Snapchat,)	AF, City,	April 2019
Community Supports and Health Services	Older adults have access to the supports and services they need to remain healthy and independent.	Support the Division of Family Practice to attract new doctors and specialist to the East Kootenays.	Promote any new doctors, specialists, or clinics to the senior population.	AF, DOFP, Ministry,	Ongoing

\*AF = Age Friendly Advisory Committee

\*City = City of Cranbrook



# Your Cranbrook Age Friendly Advisory Committee Members

Kevin Dunk	CARP Chapter 23, Caregivers Network
Sandy Zesnik	Rotary, Seniors in Partnership
Melanie Fiorentino	Resident
Rita Romeo	Cranbrook Social Planning Society
Laurie Harris	Cranbrook Better at Home
Laura Newberry	Senior's Hall Branch 11
Norm Weitzel	Caregivers Network EK Seniors
Ray Leclair	Telus Community Ambassadors
Doug Newberry	BC Association Of Community Response Networks
Donna Fields	United Way East Kootenay
Kerri Wall	Community Health Facilitator
Carey Henry	Seniors in Partnership Senior's Navigator
Ron Popoff	City of Cranbrook Council
Charlene Sperling	Age Friendly Coordinator



The Age Friendly Committee would also like to thank:



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AgeFriendlyBC

Columbia Basin **trust**



BC Healthy Communities  
People. Place. Potential.



**United Way**  
East Kootenay

**SIP**

Seniors in Partnership



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