

OLDER ADULT TASK FORCE – MARCH 28, 2022

COMMUNICATIONS

Distributed March 28, 2022

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C1. Presentation material titled: “ <i>Older Adult Services - Service Commitment</i> ”	2

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C2. Presentation material titled: “ <i>City of Vaughan Age-Friendly Community Action Plan</i> ”	1
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Please note there may be further Communications.

Communication : C 1
Older Adult Task Force
March 28, 2022
Agenda Item # 2

Older Adult Services

Service Commitment

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Mission & Strategic Priorities

Mission

Vaughan Public Libraries offers welcoming destinations that educate, excite and empower our community.

Enrich People

VPL proactively responds to stakeholder needs by championing diversity, equity and inclusion and by empowering staff to achieve service excellence

Inspire Opportunities

VPL provides life-long learning opportunities that champion collaboration, literacies and innovation through comprehensive programming, dynamic services, multifaceted collections and strong citizen engagement

Transform Community

VPL offers welcoming and accessible destinations that support growth through its sustainable, efficient and effective operations



VPL Introduction



Overview

- 12 locations, as of April 2022
- Renovated Maple Library re-opening April 9
- VMC & VMC Express opening April 25
- Open 7 days a week
- 306 staff
- Operating budget of \$21,766,713

2021 Statistics*

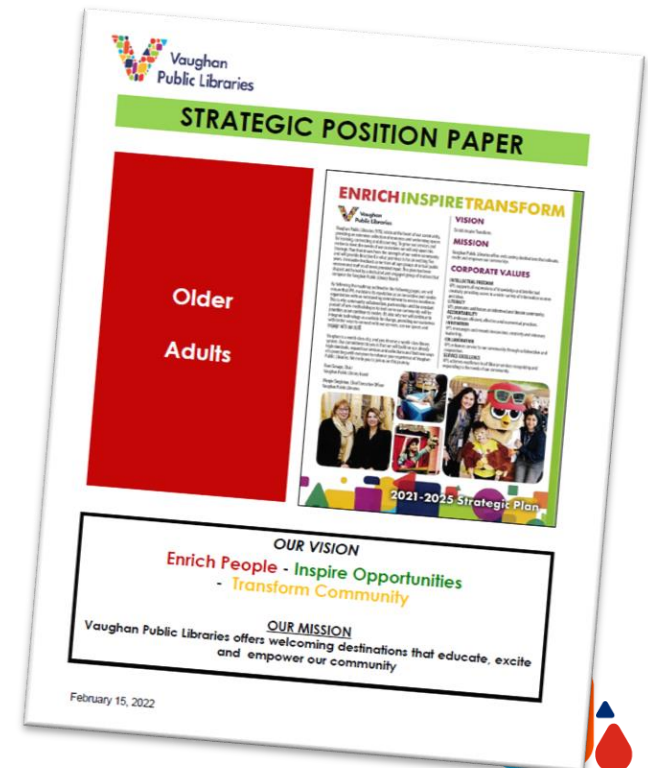
- 2,340,268 customers visits
- 2,439,450 items borrowed
- 63,219 people attended 864 virtual programs
- Staff answered 316,048 customer questions
- 1,964,796 visits to VPL's website

* All statistics impacted by COVID-19



Older Adults at VPL

- Services, programs, and collections for 65+
- Contribute to development of age-friendly community
- Aligns with United Nations Decade of Healthy Aging
- Supports VPL's Mission, Vision, Values, Strategic Plan
- Identifies older adults as a unique service group
- Reduces barriers, social isolation and digital divide
- Fosters inclusion and cultivates community wellbeing
- Facilities are safe, accessible and welcoming



Core Services



- Circulation services
- Collection deposits
- Reader's advisory
- Telephone service
- Website
- Virtual Information Desk



Accessible and Inclusive Services

- Accessible collections
- Accessible facilities
- CELA referrals
- Cognitive resources
- Home Library Service
- Multilingual services & Language Line



Life-long Learning

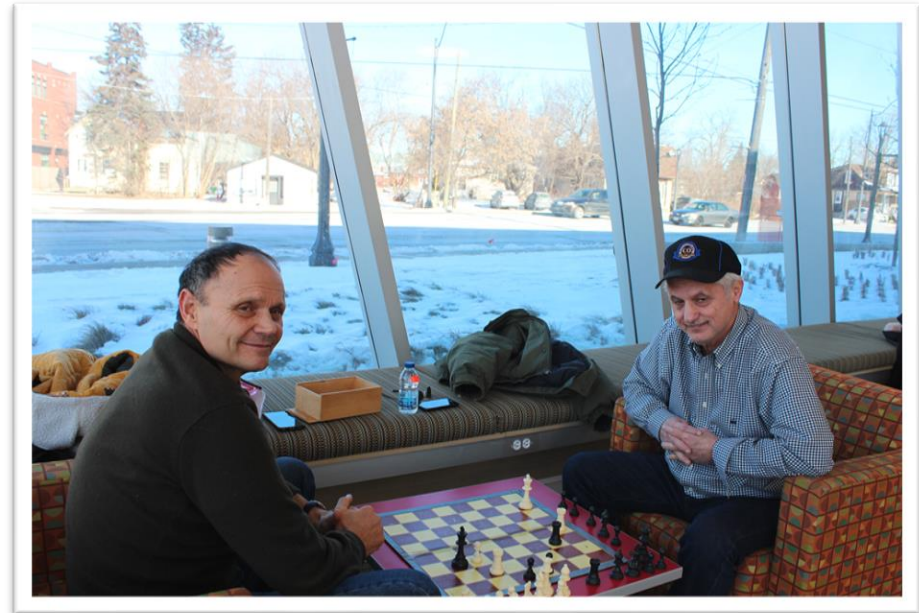


- Life-long learning resources
- Culinary literacy
- Cultural experiences & museum exhibits
- Health literacy
- Financial literacy



Reducing Social Isolation

- Customer care calls
- In person & virtual opportunities
- Extensive programs & outreach
- Volunteering



Reducing Economic Barriers

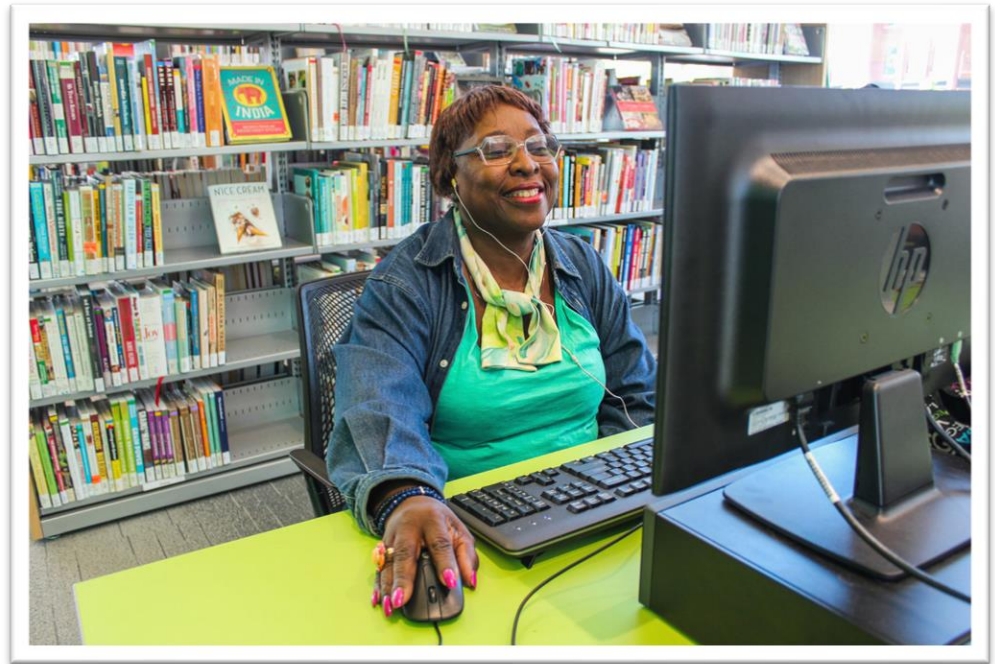


- Fine free
- Free tax clinics
- Free WiFi
- Grants
- MiFi hotspots & device loaning



Digital Literacy

- Creation spaces
- Digital literacy & Tech training
- Memory Lab
- Virtual reality



Social Return on Investment

Social Inclusion - \$11,449,544

Indicators

- Economic benefit of accessible collections
- Economic benefit of inter-library loans
- Economic benefit of internet access

Health and Wellness - \$759,930

Indicators

- Economic benefit of health-related programming delivered at the library
- Economic benefit of health and wellness related collection
- Economic benefit of in-library requests

Engaged Citizens & Communities - \$12,914

Indicators

- Economic benefit of volunteer hours (incl. board members, community hours, adult volunteers)

Entertainment & Enjoyment - \$43,995,385

Indicators

- Economic benefit of Adult circulation
- Economic benefit of Adult & Seniors programming
- Economic benefit of one library visit



2021 Customer Survey – Age 65+

Library Use	All Ages	65+
The most popular use of the library in the past 12 months	Borrow materials for myself Study or use the study rooms	Borrow materials for myself Read and relax
Do customers ask staff for help?	42% “rarely” ask for help 39% “sometimes” ask for help	49% “sometimes” ask for help 39% “rarely” ask for help
Access VPL Website	22%	29.0%

Facilities	All Ages	65+
Most satisfied with:	Personal safety while at VPL Cleanliness of the library	Personal safety while at VPL Cleanliness of the library



2021 Customer Survey – Age 65+

Materials	All Ages	65+
Respondents were most satisfied with:	Materials for adults Material is current	Materials for adults Materials for children

Policies	All Ages	65+
Most satisfied with:	VPL renewal policy	VPL renewal policy VPL's loan periods

Programs and Services	All Ages	65+
Most satisfied programs:	Accessibility of virtual programs	Programs for children
Most satisfied services:	Number of computers available for public use	Text/E-mail notification



2021 Customer Survey – Age 65+

Competition	All Ages	65+
% of respondents also using other library systems	40.25%	32.63%
VPL vs. other library systems	90.57% prefer VPL	95.71% prefer VPL

Internet Access	All Ages	65+
% of customers with Internet access at home	98.71%	100%
% of customers with a mobile device with Internet	91.1%	81.6%
Does home Internet access affect how often you visit VPL?	Yes 28.6% No 71.39%	Yes 33.33% No 66.67%

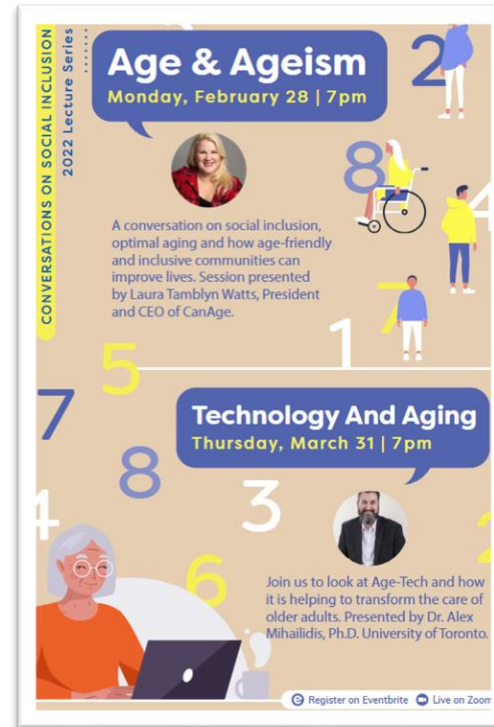


How can VPL better serve older adults?

Programs	Services	Digital Literacy	Collections	Facilities



What's On @ VPL



City of Vaughan Age-Friendly Community Action Plan

Older Adult Task Force
March 28, 2022



Purpose

The goal of the Age-Friendly Community Action Plan is to assess the City's social and physical environment using the eight World Health Organization (WHO) dimensions of community life and identify priority areas for meeting the needs of the aging population.

Age-Friendly Communities

An Age-Friendly community is one that responds to both the opportunities and challenges of an aging population by creating physical and social environments that support independent active living and enable older people to continue contributing to all aspects of community life.

(Ontario Age-Friendly Community Planning Guide)

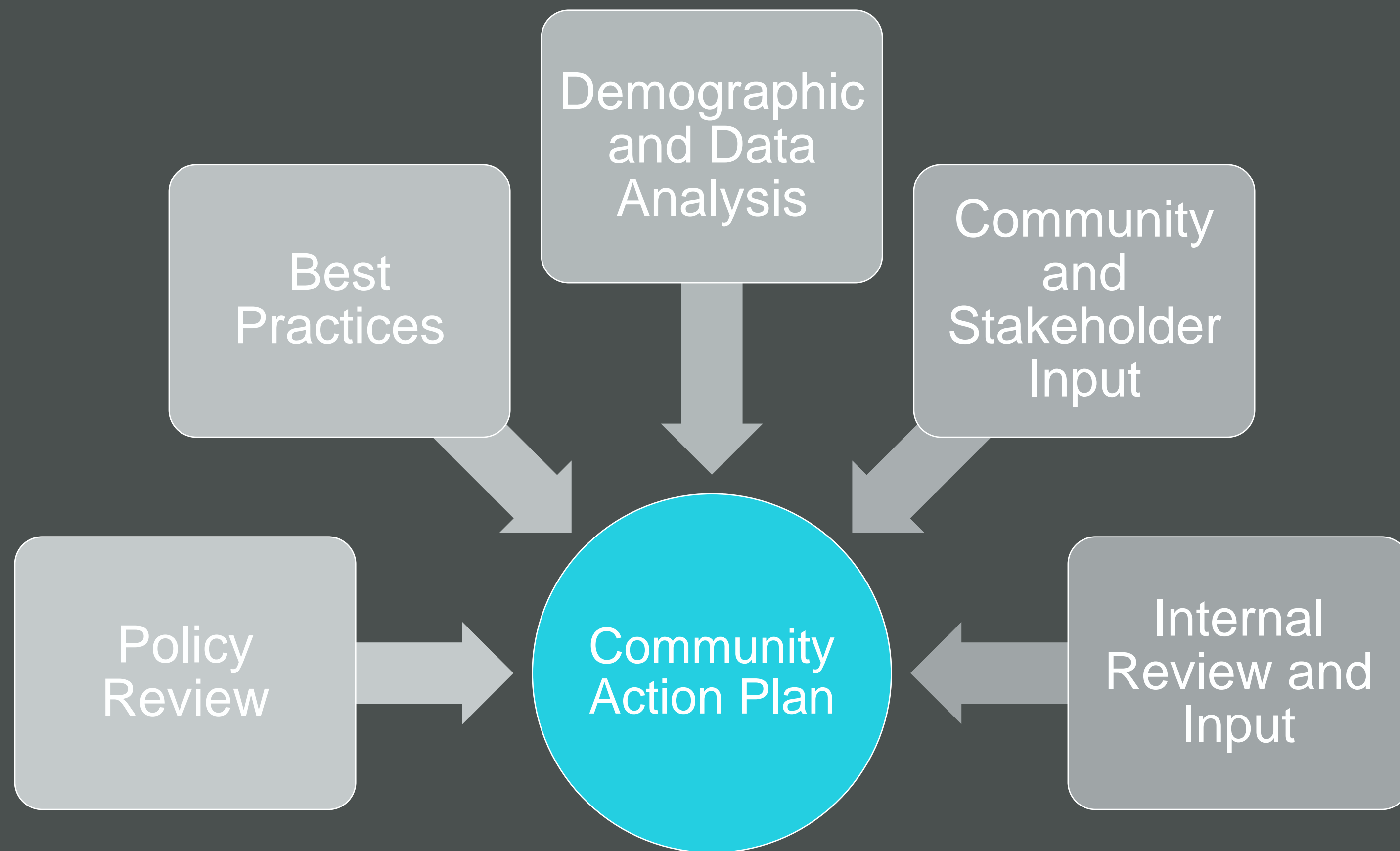
Picture Source: Centre for Age-Friendly Excellence



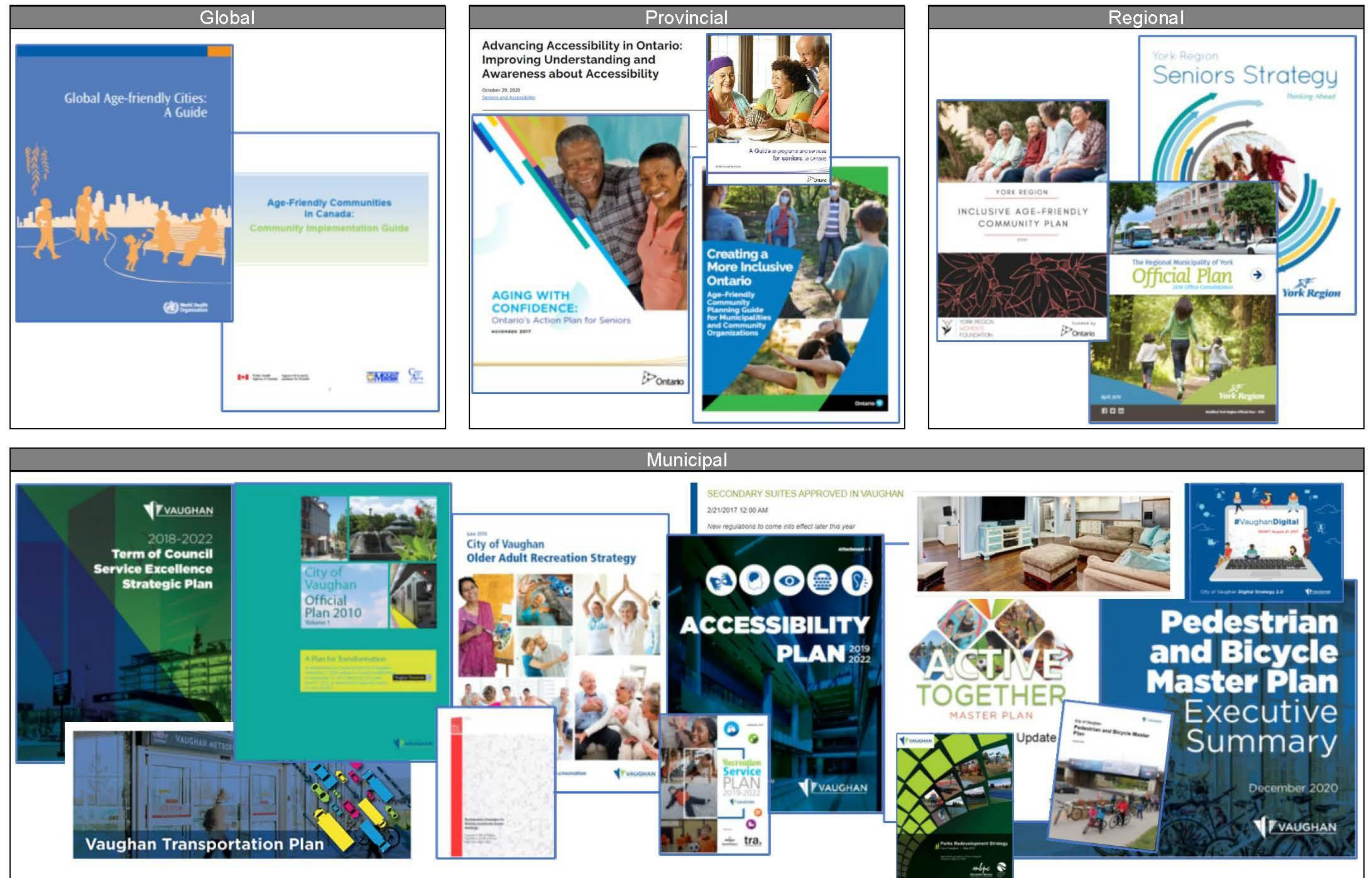
Project Activities



Developing the Plan



Policy Review





Jurisdictional Scan

- City of Brampton
- City of Richmond
- City of Barrie
- City of Hamilton
- City of Markham
- City of Toronto
- County of Perth
- City of Edmonton
- City of Pickering
- City of Kitchener



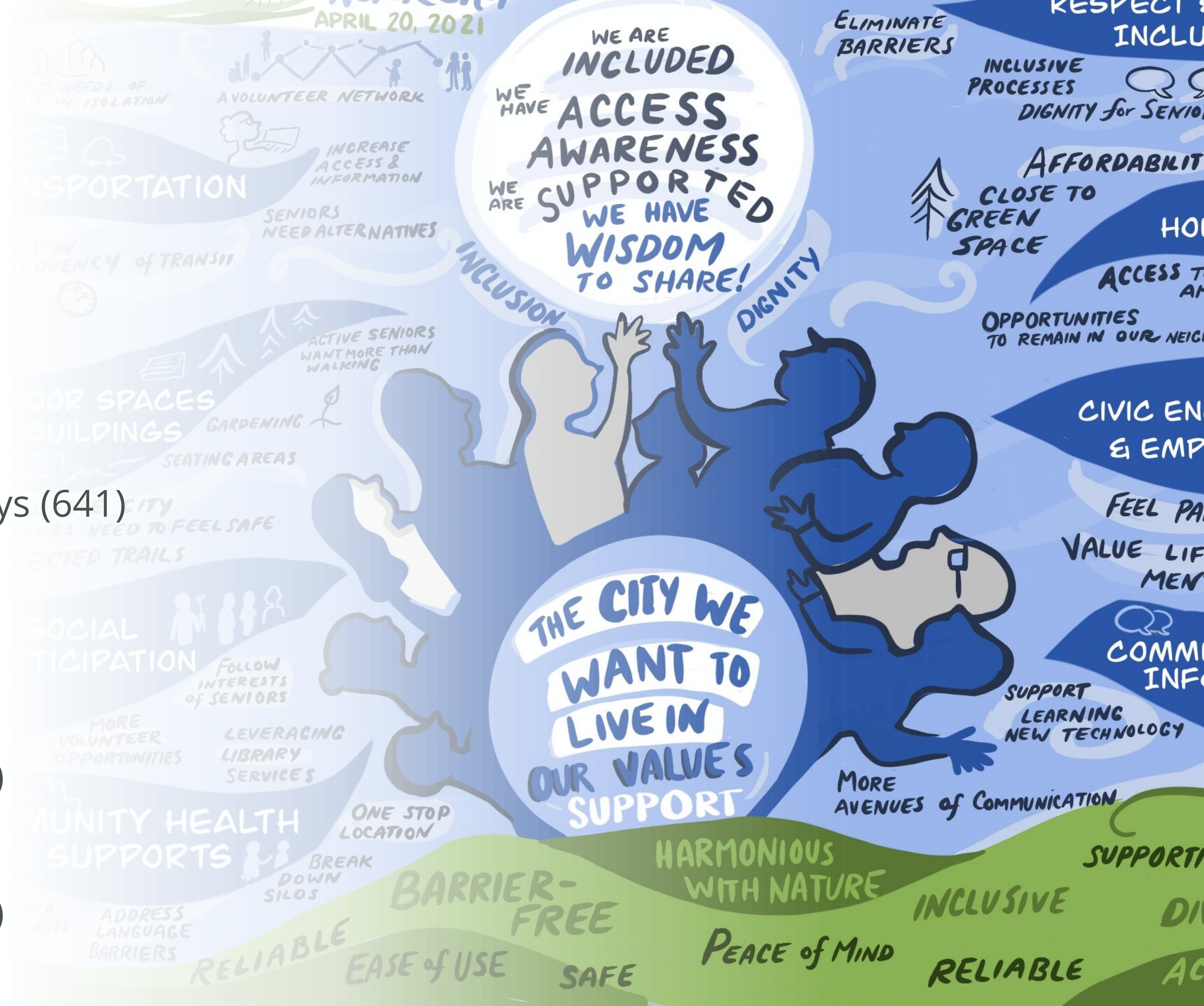
Demographic and Socio-Economic Analysis

- Population growth, household characteristics, income
- Housing & health indicators
- Future Characteristics of seniors (Region)
- Review of Older Adult Services



Community Engagement Activities

- Visioning workshop (25)
- Telephone and online surveys (641)
- Interviews (30+)
- Focus groups (9)(82)
- Online questionnaire (8)
- Community workshop 2 (25)
- Community Pop-Ups (30+)
- Community workshop 3 (40)





Community Outreach

- Website
- Public Service Announcements
- Media coverage
- Social media
- Digital signs
- Mobile signs
- Radio advertising
- Engagement newsletter
- Vaughan Public Library Handouts
- Dedicated age-friendly phone extension & email address

**Creating a more
age-friendly
Vaughan**

Share your feedback
to help shape the City's
Age-Friendly Community
Action Plan

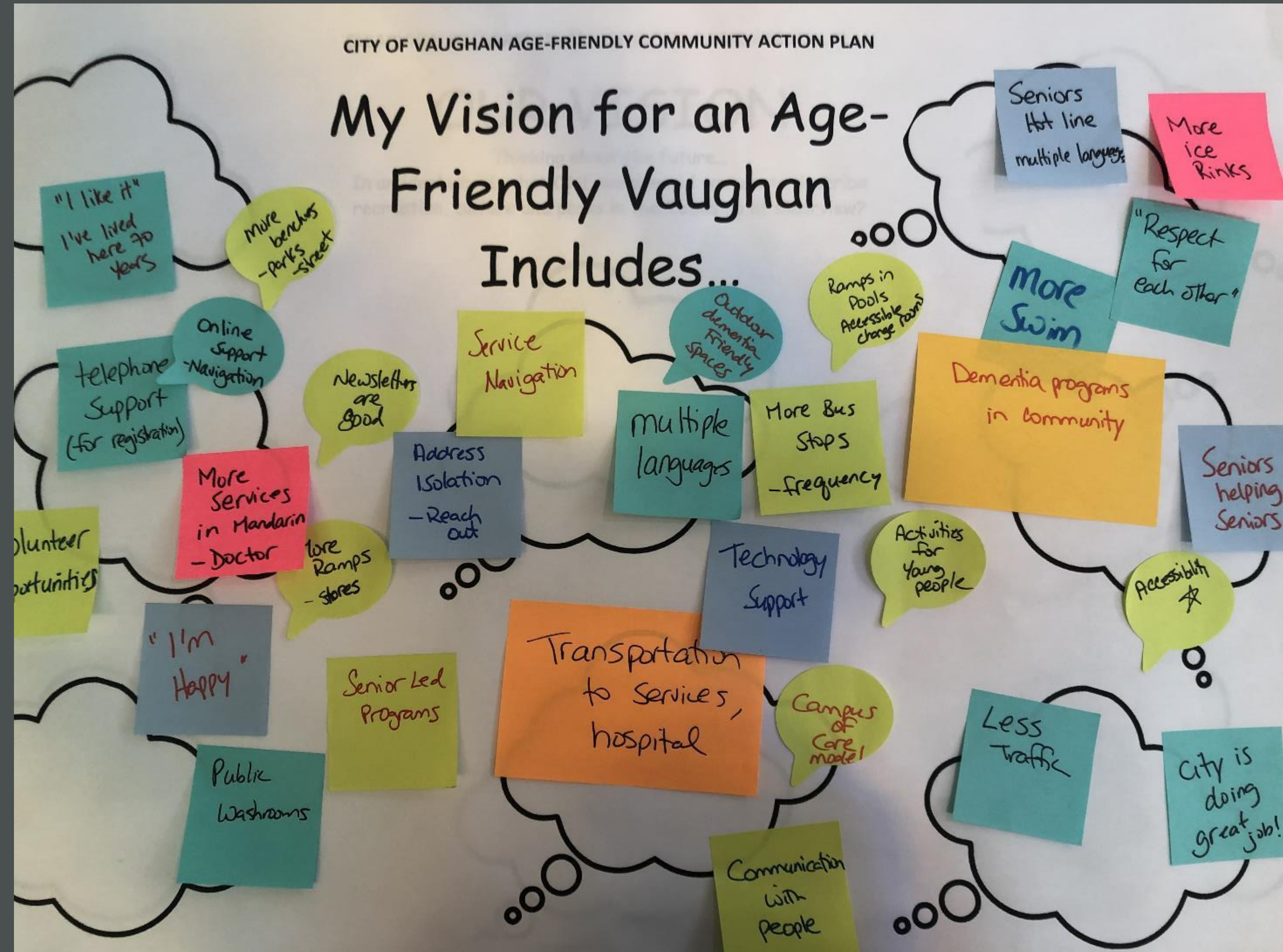
Who We Heard From

Residents
650+

Community
Groups, Clubs,
Organizations
20+

Members of
Council
9

City Staff
30+



Who We Heard From

Community Groups, Clubs, Networks, Service Providers, Partners

York Region

Vaughan
Community
Health Centre

Alzheimer's
Society

Islamic Society

Music Share

Welcome Centre

Jewish Russian
Community
Centre

Town of East
Gwillimbury

Family Services
of York Region

Caribbean
Association

United Way

South Asian
Seniors' Club

Chats

Reena

March of Dimes

Concord West
Seniors

Seniors Focus
Vaughan

First Chinese
Seniors'
Association

Human
Endeavour

Filipino Seniors
Club

Thornhill
Seniors Club

Ontario Network
Age-Friendly
Communities

Vita Community
Living Services

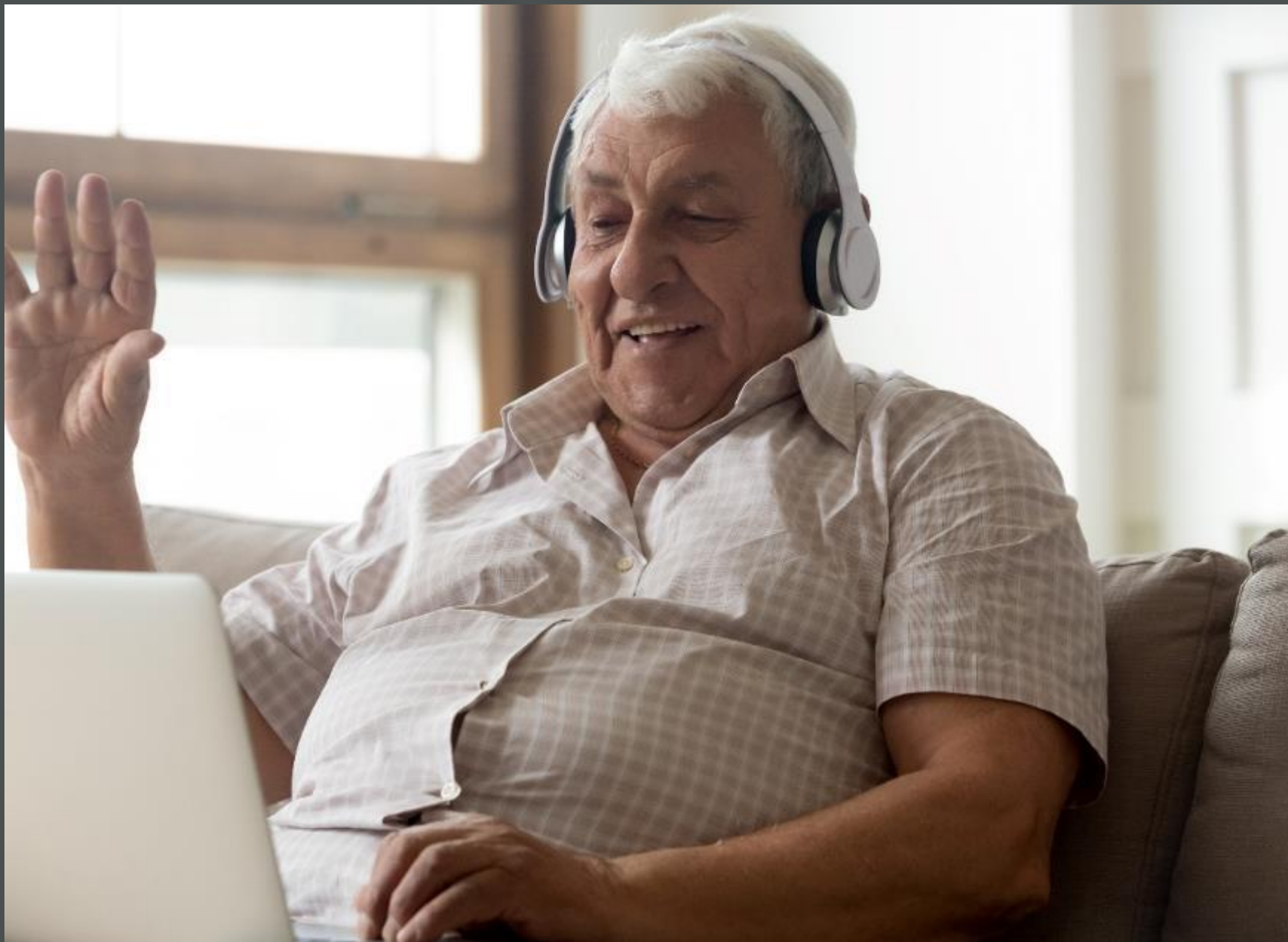
York Regional
Police

Welcome Centre

Chartwell

Vaughan Public
Libraries

United Way
Greater Toronto



City of Vaughan Age-Friendly Community Action Plan

Vision

Vaughan is a community of choice for all generations.



Principles

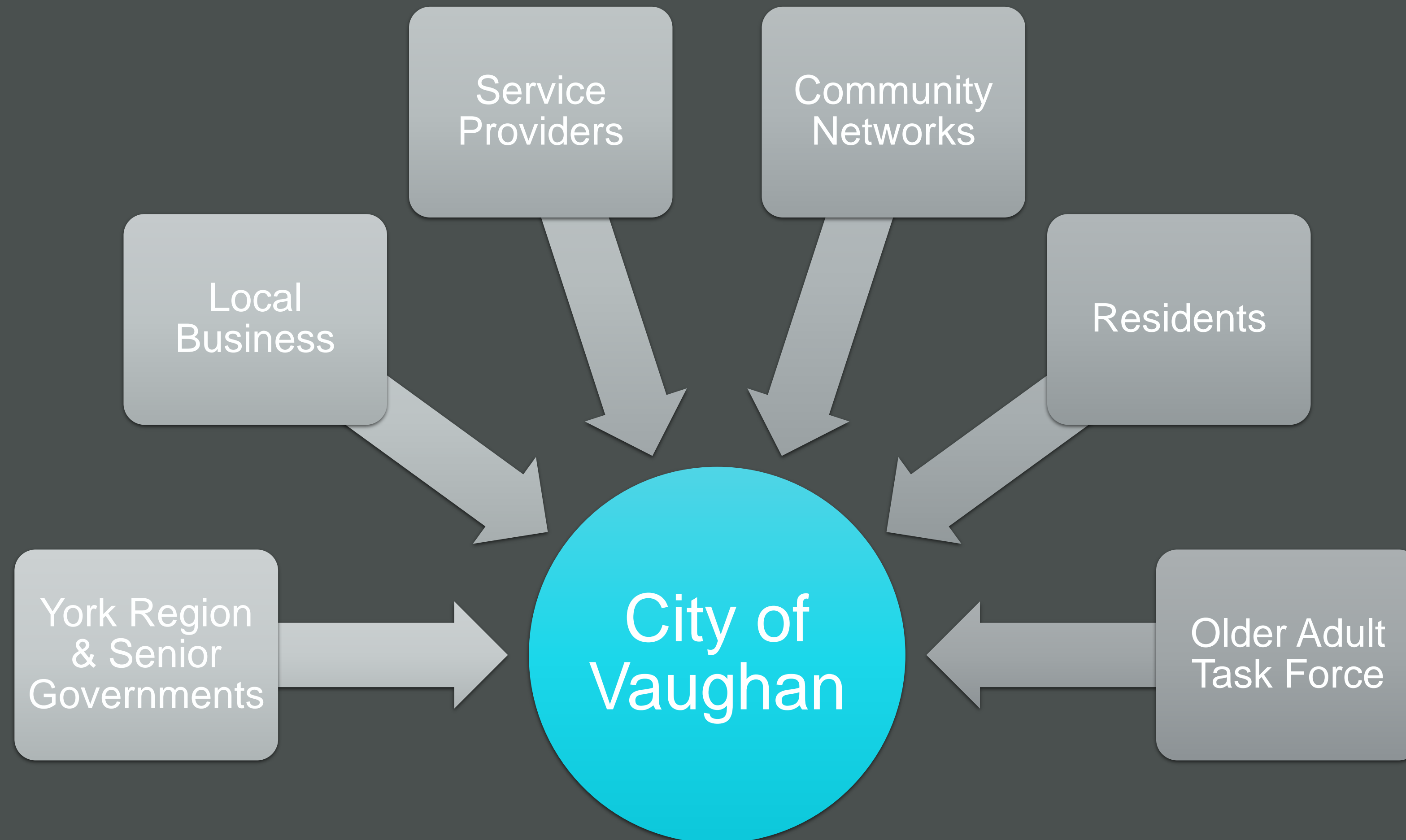
- Equity
- Collaboration
- Accountability
- Connection
- Inclusion



Objectives

- 1.To recognize the diversity of Vaughan's aging population not only in terms of age but also ability, gender, sexual orientation, culture, support needs, and income.
- 2.To support policies that create complete, accessible, and welcoming neighbourhoods.
- 3.To support independent, active, and healthy aging for all residents.
- 4.To realize a shared responsibility among community members and partners to fulfil the vision of this Plan.
- 5.To achieve recognition of the City of Vaughan as an age-friendly community through Ontario's Network of Age-Friendly Community Initiatives.

Collective Accountability



Proposed Age-Friendly Actions



Outdoor Spaces & Buildings



Transportation



Housing



Respect & Social Inclusion



Civic Participation & Employment



Communication & Information



Community Supports & Health Services



Social Participation



Outdoor Spaces & Buildings

1. Continue to explore opportunities to expand winter snow removal program
2. Continue to ensure park and open space design incorporate accessibility, safety, and recreational opportunities
3. Continue to make improvements to age-friendly street design
4. Support accessible community gardens
5. Identify opportunities to create more walkable neighbourhoods

A photograph of a person with dark hair, wearing a white shirt, sitting in a wheelchair and boarding a bus. The person is holding onto the wheelchair's frame. The bus door is open, and the interior is visible. The background is blurred, showing greenery and a bright, sunny day.

Transportation

- 6. Continue to enhance bus stop accessibility, comfort and safety
- 7. Promote alternative transportation options
- 8. Increase awareness of transit options
- 9. Explore opportunities for needs-based transit subsidy

Housing

- 10. Establish policies to support a range of affordable and accessible housing options
- 11. Explore HomeShare program options
- 12. Increase awareness of home adaptation programs
- 13. Promote and support in-home support options





Respect & Social Inclusion

- 14. Celebrate seniors and youth through art**
- 15. Increase awareness to help combat ageism and elder abuse**
- 16. Explore integration of some local club events/programs**
- 17. Engage and partner with community organizations to identify unique and diverse needs of older adults**



Civic Participation & Employment

- 18. Promote and share volunteer and employment opportunities**
- 19. Expand age-friendly awareness among local businesses**
- 20. Engage with OATF in community planning**

Communication & Information

- 21. Expand digital access and literacy
- 22. Enhance online presence of
community information and services
- 23. Continue to create positive and
inclusive messaging and promotional
material





Community Supports & Health Services

- 24. Explore opportunities to develop a community hub
- 25. Encourage partnerships with local health care agencies



Social Participation

- 26. Continue to expand diversity of recreational programs and inter-generational programs
- 27. Explore opportunities for additional training for front line staff to support seniors
- 28. In partnership with community organizations, coordinate monthly 'Coffee Connections' for older adults



Achieving Action

- Expand membership of OATF
- Develop decision-making framework
- Establish an Age-Friendly Coordinator Role
- Prepare an Annual Report Card
- Join Ontario's Network of Age-Friendly Community Initiatives
- Explore membership to the WHO Global Network of Age-Friendly Cities
- Consider the priorities in the Age-Friendly Community Action Plan for inclusion in the 2022-2026 Term of Council Service Excellence Strategic Plan
- Conduct a 5-Year Review





Stay informed:
vaughan.ca/agefriendly

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